

**INFLUENCE OF CELEBRITY ENDORSEMENT ON BRAND IMAGE OF
SLIM TEA AMONG FEMALE UNDERGRADUATES IN SELECTED
SOUTH EAST NIGERIAN UNIVERSITIES**

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APRIL, 2019

TITLE PAGE

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
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SUPERVISOR: DR. JOSEPH WOGU

APRIL, 2019

CERTIFICATION

This project report is certified as having met the requirements of the Department of Mass Communication and the School of Post Graduate Studies, University of Nigeria, Nsukka for the award of a Master of Arts degree in Mass Communication.

BY

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DATE

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DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This research work is dedicated to God Almighty, to my parents, Sir and Lady A.B MBONU for nurturing me. To my darling husband, my best friend, sweetness, and my one and only, NONYE NNANNA ANYAKOHA a.k.a Pope, for all the encouragements, love and care. Thank you for always wanting the best for me and for the assurance you gave me (our bundle of Joy) Munachimso Anyakoha, you rock my world. I also dedicate this research work to my parent in-law Prof. and Prof. Mrs. M.W. Anyakoha for being so amazing, in my next world, I'll still choose you to be my parent in law. Finally to my Brother and Sisters, thank you for loving me unconditionally, you guys are the real MVP.

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ABSTRACT

This study ascertained the influence of celebrity endorsement on brand image of slim tea among female undergraduates in selected south east Nigerian universities. The institutions selected for this study are the University of Nigeria Nsukka, Michael Okpara University of Agriculture Umudike, Madonna University Okija and Ebonyi State University Abakiliki. The choice of these universities were made on the basis that they have a robust undergraduate student population. The survey method was the research design with the questionnaire forming the measuring instrument. The population of this study consisted of female undergraduate students in these tertiary institutions, numbering 86,690 students. A multistage sampling technique was used to arrive at a required sample size of 383. A total of 400 copies of the questionnaire were distributed and 392 copies of this questionnaire were filled and returned, making for a return rate of 98%. Findings from the study shows that a 73.2% of respondents are of the opinion that celebrity endorsement can influence their brand choice. And that the choice of celebrity used matters a lot. If an organization fails to provide a positive and strong brand image, it may directly or indirectly affect consumer's decision making; as consumers may shift to competitors that offer better experience. From the findings of this study, it is recommended that advertisers should make use of the right celebrities so as to enhance the brand image of their products and also consider celebrities whose profession and lifestyle are in sync with the products and services that they are endorsing.

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

In what seems to be like a trend, many industries use celebrities to advertise their products and services. This is as a result of growing competition because most consumers are exposed to alternative products; this however makes business organizations to seek strategies to attract customers' attention. The advertising managers have to differentiate themselves from others by employing alternative ways to advertise their product and so far, celebrity endorsement has been an effective strategy. They make these celebrities brand ambassadors of one product or the other. When consumers see a celebrity they adore endorsing a product, they conclude that the product is authentic, credible and good enough for purchase, and this has in one way or the other influenced the buying habits of customers.

A celebrity is any famous and influential person that is admired and much spoken about by most people in a society; they could be a musician, an actor or even a renowned scholar. Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004). A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken 1989). According to Friedman and Friedman (1979), in the promotion of products high in psychological and/or social risk, the use of celebrity endorser would lead to greater believability, a more favorable evaluation of the product and advertisement, and a significantly more positive purchase intention. Celebrity endorsements are now common in the advertising world as an advertising strategy to cajole customers into purchasing their goods and services. Celebrity

endorsement influences the brand image of a product as people automatically assume the product must be good and of high standard. According to Bishop (2000), “when you get a celebrity to endorse your company or sign licensing agreement, you benefit from customer awareness of the property, which could include the perception of the quality, educational value or a certain image. Nwosu (2006) also observed that contemporary society is characterized with great quantities of not just products, but brands of uncountable numbers, not just from the domestic market, but also from the globalizing market of the world.

Morgenstein (2014) stated that the world we live in is about influencers and that's all a celebrity really is. The study further mentioned that celebrities are individuals who stimulate others by their activities and the virtue of their persona. They have a way of influencing audience on what is ideal and a lot of people look up to them for inspiration. This form of advertising can be traced to the time Pope Leo XIII's 1899 endorsed the alcoholic beverage *Vin Mariani*, (Garthwaite, 2014). Advertisers believe that whatever these persons present as good, will be seen as being good by the audience. As celebrities boost the image of products and services, it could be advertised on Billboards, Television, Radio or even Newspapers and magazine. This has become a trend and can be considered as a winning formula for product marketing and brand building (Mukherjee, 2009).

Impact is the ability to have a strong effect on someone or something. Celebrities have a strong hold on many of their followers who look up to them, thereby having a strong hold on them. A lot of people especially our young ones of today, dressing a certain way because their favourite celebrity dresses that way, or having a unique hair cut like that of a celebrity they adore. It is said that some use any product they hear that a celebrity that they love uses.

A brand is the "name, term, design, symbol or other feature that identifies one seller's product distinct from those of other sellers" (Okoro 2013). Brand image in its simplest form is the general impression of a product held by real or potential consumers. It contains the target market's interpretation of the product's attributes, benefits, usage situation, users, and manufacturer/marketer's characteristics. It is important when using celebrities for advertisement that they (the celebrity) should have no scandal as this scandals can affect the brand image of the product being endorsed by the celebrity. Also, a celebrity being used to advertise a particular product should not be seen using another product separate from that which he or she endorses.

Slim Tea is said to be a natural weight loss detoxification tea that flushes body fat while detoxifying the system. It aids weight loss by increasing metabolism, which accelerates fat burn and calorie expenditure. There are so many products that claim to be a weight loss solution and so many brands out there selling different types of tea to help with weight loss. Due to this, some of these products employed the services of celebrities to promote their products. Slim teas claim to help the drinker lose weight more quickly when they are consumed regularly with little or no exercise. Although there are many other slimming products and some tea products are actually advertised and sold as slimming teas. Some slimming teas are herbal teas that contain ingredients like dandelion or aloe, while others are based in green tea.

Slimming teas work in different ways, which include; boosting metabolism, acting as a diuretic or laxative and suppressing appetite. Slim Tea, like so many other slimming products employed the services of celebrities such as Ini Edo, Annie Idibia and Mercy Johnson, to use their popularity to strengthen their brand and sell their products by endorsing them through performances, advertisements, words, demonstrations and other modes of communication in the mass media.

There is a need to measure the level of success of this practice and the influence of celebrity endorsement on the brand image of slim tea among female undergraduates. This success is measured by ascertaining the level of acceptance and patronage of slimming tea and the level of influence celebrities exert on the buying decisions of customers. Furthermore, there is a need to ascertain other factors that influence buyers' decisions beyond celebrity endorsement. This forms the core of this study.

1.2 Statement of the problem

In recent times, virtually everyone is exposed to the mass media and as such will most likely come across thousands of advertisements on an average per day. The thing about advertisement is that, after it has been viewed, listened to or read about through this various mass media, the viewers tend to forget 80% of the information within 24 hours. Therefore, advertisers decide to make use of celebrities to reinforce their marketing messages to enable customers retain the message. Sometimes when you forget an advert, the moment you recall the celebrity used for the advert, you automatically recall the advertisement. This goes further to explain why there is an increase in the amount of celebrity endorsement practices in advertising industry today. Previous studies have shown that many celebrity endorsements fail because marketers identify celebrities they like in an emotive and un-researched manner, and then create advertisements to force-fit the celebrities into the creative concept. Hawkins, Best and Coney (2001), insist that using a celebrity unrelated to the product shifts the attention of the customers to the celebrity, rather than the brand and this affect the intended message negatively. Examples can be seen in the case of when popular Nigerian musician Innocent Idibia popularly known as "Tuface Idibia" was used for the advertisement of condom which he endorsed for people to use, advocating for safe sex but virtually everyone in Nigeria are of the opinion that he does not use condoms going by his

record of having 7 children from 3 women among which one of the women is his wife. People were of the view that how can he endorse what he knows nothing about and this brought controversy to the products being advertised, people were not even talking about the product anymore but about Tufaces' personal life scandal. Advertisers therefore should be mindful to the fact that when you use a wrong celebrity to advertise a product, it shifts the attention from the brand to the celebrity and also reduces the image of the endorser, the brand and the firm.

This study therefore explores the effectiveness of the use of celebrity endorsements on the brand image of slim tea among female undergraduates in selected South East Nigerian Universities and also to determine its impact in advertisements and also to examine the link between celebrity endorsement and its effectiveness in attaining the brand loyalty of female undergraduates in South East Nigerian Universities. The study is aimed at finding out the influence of celebrity endorsement on brand image using Slim Tea as a focal point.

1.3 Objectives of the study

The general objective of this study is to examine the influence of celebrity endorsement on brand image of slim tea among female undergraduates in selected south east Nigerian universities. Specifically, the study aims to:

1. Determine the relationship between the brand image of slim tea and celebrity endorsement.
2. Ascertain the influence of celebrity endorsement of slim tea among female undergraduate students.
3. Ascertain if female undergraduate students' choice of brand product is driven by celebrity influence.
4. Identify how celebrity choice influences the brand image of a product. .

1.4 Research Questions

The following research questions will guide this study.

1. What is the relationship between the brand image of slim tea and celebrity endorsement?
2. Does celebrity endorsement of slim tea have any significant impact on female undergraduate students?
3. Does female undergraduates' choice of brand product depend on the personality of the celebrity used for endorsement?
4. How does celebrity choice in endorsing a product influence product brand image?

1.5 Hypothesis

The following hypotheses were propounded for this study.

H₀: There is no significant relationship between the brand image of slim tea and celebrity endorsement.

H₁: There is a significant relationship between brand image of slim tea and celebrity endorsement

1.6 Scope of study

The scope of study covers female undergraduates of University of Nigeria, Nsukka, Michael Okpara University of Agriculture, Umudike, Ebonyi State University Abakaliki and Madonna University Okija who make use of Slim Tea. The study is designed to cover both practical and theoretical effects of celebrity endorsement among female undergraduates.

1.7 Limitation of study

This study is limited to "SLIM TEA" being one of the most popular slimming tea products in Nigeria and these particular students, which are the female undergraduates in University of

Nigeria, Nsukka, Michael Okpara University of Agriculture, Umudike, Ebonyi State University Abakaliki and Madonanna University Okija.

1.8 Significance of study

It is important to carry out this study to understand the influence of celebrity endorsement on the brand image of slim tea among female undergraduates in selected South East Nigerian universities. This study will be of great assistance to advertising practitioners, manufacturers, producers, distributors and the consumers of slimming tea products as well as research students as findings will contribute to existing literature related to celebrity endorsement.

The study creates a link to how the celebrities used in advertising a product affects the consumers' inclination of the students in consuming the product. It will help to show how advertisement which is a branch of mass communication affect consumption because consumption is one of the main drivers of the economy. Consumption contributes massively to the Gross Domestic Product of Nigeria. Increasing consumption leads to increased economic activity, thus the study aims at highlighting how advertisement or advertising industry can bring about a boost in domestic consumption. Also, the study shows how media affect consumption because celebrity endorsement is aimed at portraying the product and services in good light.

The findings of this study will enable manufacturers of slim tea and other slimming tea products better ideas on how to explore advertising techniques in positioning and repositioning their products in the mind of customers. This will also help advertisers to develop effective advert programs considering other elements in advertising which includes production of quality products, selection of the most appropriate celebrity for their products, knowing when to hire celebrity, and being sensitive to know when to terminate such contract.

1.9 Definition of relevant terms

Terms are operationally defined below to give specific interpretation of these recurring words in the work so as to explain what they really mean based on their applications in this work.

Advertising: Advertising is the message which is communicated through the media, paid for by an identified sponsor and directed to a target audience aimed at imparting vital information about a company's product and services.

Brand: A brand is the "name, term, design, symbol or other feature that identifies one seller's product distinct from those of other sellers'.

Brand Ambassador: is a person who is hired by an organization or company to represent a brand in a positive light and by doing so help to increase brand awareness and sales.

Brand Image: The general impression of a product held by real or potential consumers.

Brand Loyalty: Brand loyalty is a pattern of consumer behaviour where consumers become committed to brands and make repeat purchases from the same brands over time.

Celebrity: A celebrity is well described as any famous and influential person that is admired and much spoken about by most people in a society.

Celebrity endorsement: celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters.

Endorsement: It entails certification by affiliation or association, usually publicly, it is also an act of showing support and associating oneself with another, an ideology or a course.

Impact: The ability to have a strong effect on someone or something.

SlimTea: is a natural weight loss detoxification tea that aids weight loss by increasing metabolism, which accelerates fat burn and calorie expenditure.

CHAPTER TWO

LITERATURE REVIEW

2.1 Focus of the Review

Over the years, lots of studies have been carried on the impact of celebrity endorsement on brand images. This chapter therefore, reviewed literatures of scholars, authors, researchers as well as students as relates to the topic under study. The review is presented under sub-headings which are in line with Ohaja's assertion that "Literature review should be broken into sub-units and presented in logical order to enhance readability." (Ohaja, 2003) The sub-headings are:

- Overview of Advertising
- Advertising in Nigeria
- Advertising and Communication
- Celebrity Endorsement
- Brand Image
- Brand Awareness
- Brand Loyalty
- Empirical Review
- Theoretical framework

2.2 Overview of Advertising

According to G.B. Giles in Okoro (2013), advertising is non-personal communication directed at target audience through various media in order to present and promote products, services and ideas. Advertising, according to Nwosu and Nkamnebe (2006) is a form of communication through any paid media, about a product, or idea, paid for by an identified sponsor. According to Uduji, (2012), "advertising is defined as the non-personal communication of information, usually

paid for and usually persuasive in nature, about products, services or ideas by identified sponsor through various media.” He also noted that what set advertising apart from other marketing communications are; non-personal; paid for; persuasive; identified sponsor; various media. Onah (2004) says that advertising can be most appropriate when there is little technical information to be conveyed, as often occurs with simple information goods. It is estimated that an average person may be confronted with as many as 1450 advertisement daily, Kemps (2010). Advertising can be traced down to the year 1477 where William Caxton printed Great Britain’s first advert for a book called *The Pyes of Salisbury*. Although it is said that advertising emerged alongside trading, because the idea of selling goods and services is a form of advertising, as different antics are put in place to attract buyers. Advertising became a serious business in the 18th century, as this was the period a lot of people started offering themselves as advertisers. This led to the creation of advertising agency. The earliest known agency record of an advertising agency dates back to 1786. In the 19th century, Newspapers became a dominant advertising medium while in the 20th century, television emerged.

Advertising is everywhere around us and right in our faces. For instance, when you tune in the television to watch a programme, you get to see advertisements of one thing or the other, you go to the cinema or you turn on pages of newspapers, and magazines, you stumble upon adverts as well as our radios. Even on the streets, there are billboards of advertisements for products and services. This is in agreement with what Moemeke in Okoro (2013) viewed advertising as "messages published in newspapers, billboards, radio, television and cinema for products and services".

The first TV ad broadcast in the UK went to air on ITV on September 22, 1955; it was a one-minute advert for Gibbs SR tooth paste. The 1970s was to become a 'golden age' for British commercials attracting large audiences, and equally large advertising budgets.

In the present day digital era, lots of opportunities have arisen and have brought about many changes in advertisements for instance, the internet via emails marketing, blogs and social media are tools used for advertising and there are still more changes to come.

2.3 Advertising in Nigeria

Advertising in Nigeria can be traced as far back as the pre-colonial era. During the pre-colonial era, information was disseminated through the use of town criers; hawkers advertise their products and services by shouting out the names of their products; some sing to attract attention to themselves. The town crier spreads information like; festivals, naming ceremonies, notice of meetings, births, deaths and other important community events. Be-Molokwu in Okoro (2013) states that "The gong, as rudimentary as it may now appear, was most effective as an attention catcher, and remains so, no matter how hard we might try to discredit it in the name of the birth of high-tech communication devices".

Advertising in Nigeria has revolved and grown into maturity and has led to its institutionalization through the establishment of a regulatory agency over two and a half decades. Advertising Practitioners Council of Nigeria (APCON) was established under the Advertising Practitioners Act No. 55 of 1988, as amended by Act No. 93 of 1992 and Act No. 116 of 1993 (now Advertising Practitioners Registration Act Cap A7 of 2004).

APCON maintains a strong focus on its vision of promoting responsible and ethical advertising practice, acts as the conscience of society in matters of commercial communications and as a watchdog for consumers. It also manages the need and interests of stakeholders in

Nigeria's advertising industry. APCON strives to check all forms of abuses such as misleading statements, spurious testimonials, visual and verbal exaggerations, misleading offers, suggestion or pictures offensive to public decency, etc.

2.3.1 Regulation of Advertising

Advertising Practitioners Council of Nigeria (APCON) is charged with the following obligations:

- a. Determining who are advertising practitioners;
- b. Setting the standards of knowledge required of such practitioners;
- c. Compiling and maintaining a register of practitioner;
- d. Regulating and controlling the practice of advertising in all its aspects and ramifications;
- e. Conducting examinations in the profession; and
- f. Other functions related to the above.

To carry out these duties, it has a Governing Council in addition to Advertising Practitioners Disciplinary Committee, Advertising Practitioners Investigating Committee, and Advertising Standards Panel Committee. Other committees are Administration and Finance, Membership and Privileges education and Training, Outdoor Monitoring and Corporate Affairs, besides a Secretariat headed by a registrar as a facilitative mechanism there are also sectorial bodies which additionally assist in ensuring adherence to ethical and professional standards in their various sectors.

As stipulated in the enabling decree, nobody can practice advertising for profit in any form in Nigeria without being registered by APCON. Any contravention of this provision is punishable under the law.

The APCON code is to be applied by all arms of the advertising industry in Nigeria.

Below are what we have at the moment

AAPN Association of Advertising Practitioners of Nigeria

ADVAN Advertising Association of Nigeria

BON Broadcasting Organization of Nigeria

CAA Cinema Advertising Association

NPAN Newspaper Proprietors Association of Nigeria

OAAN Outdoor Advertising Association of Nigeria

Other Advertisers Comprising government, individuals, distributors and market agents

creative is a firm dedicated in the creation, production or and placement of the communication message and also provides other facilities to facilitate advertising and promotion process through the mass medium e.g. Print, Radio, Television. Without an APCON certificate, one cannot function as an advert agent. Advertising agencies are guided by the following APCON code of practice:

(a) APCON does not approve of direct media buying and media brokerage services, when these are contrary to the ethics of advertising profession.

(b) Direct media buying and/or media brokerage service must adequately protect the interest of the advertiser, the media owner, the advertising agency, and the consumer. These interests concern the quality of service and economy of rates to the advertiser and consumer on one hand, as well as the income of the media owner and the advertising agency on the other hand. (Nwosu and Nkamnebe, 2006). This highlights that, it is not proper for the advertiser to approach the media directly, because missing the advertising agency means, missing the professional touch.

2.4 Advertising and Communication

Advertising could be explained as the mechanism through which people are introduced to new things that they do not know about (Coulter, Zaltman and Coulter, 2001) and helps consumers interpret experiences (La Tour, La Tour, Pickrell and Loftus, 2004). It is also known as a creative art of communication (Koslow, Sasser and Riordan, 2006) and serves as a promotional activity in creating a strong institutional brand image in the minds of the public (Scott and Walker, 2010). Although advertising is not only used to inform the public about a new product, it is also used to remind the public of an already existing product. Advertising is also done when a product rebrands its packages or content, so as to let the public know what to look for. Advertising is done through communication as it is used to educate the public about your products and services.

Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules. The major difference between advertising and communication is that advertisements are paid for by an identified sponsor while communication is not paid for. Advertising is not limited to products and services as it can be used to send to share announcement, obituary, naming ceremony etc. Reid and King (2003) describe the advertising medium as the vehicle of deliverance.

Advertising makes use of persuasive communication to convey its message. Advertising includes the techniques and practices that are used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries like Nigeria, advertising is the most important source of income for the media (e.g., newspapers, magazines,

or television stations) as money generated from advertising is usually the major source of money used to pay workers in the media industry. Advertising and communication are interrelated as advertising cannot happen without applying communication into it.

2.5 Celebrity Endorsement

As competition to capture consumers' attention and interest for brands intensifies, marketers have developed better advertising strategies to get the consumer's attention, create interest, arouse desire and instigate purchase action (Melford and Nwulu, 2015). Engaging celebrities to serve as spokespersons for brands is one of such strategies. Celebrities are persons who are recognized by a large share of a certain group of people primarily because of the publicity associated with their lives (SilverandAustad, 2004; Schlecht, 2003). They are persons with prominent profile and enjoy some level of public attention and influence in the society. The term is often synonymous with wealth, implied with popular appeal, prominence in a particular field and is easily recognized by the general public.

An endorsement on the other hand is a testimonial in a marketing communication which could be a written or spoken statement in favour of a product and is given by a party other than the maker of the product (Ateke, 2013). Endorsement is a medium of brand communication in which an individual or organization acts as the brand's spokesperson and certifies the brand's claims and position by extending his/her/its personality, popularity, status in the society or expertise in a field to the brand. It is the act of giving one's public approval to someone or something; especially a recommendation of a product in a marketing communication.

Celebrity endorsement is an advertising strategy whereby companies use people of public recognition as spokespersons for their products (Melford and Nwulu, 2015). Celebrity endorsement is a common phenomenon in today's market-place where celebrities as well-known

personalities are gaining more importance and fan following. By definition, celebrity endorsement is a form of brand or advertising campaign that involves well known persons using their fame to help promote a product (McCracken, 1989); while a celebrity endorser according to Friedman and Friedman (1979) in McCracken (1989) is any individual, character or organization who enjoys public recognition and who uses this recognition on behalf of a consumer good (or service) by appearing with it, or speaking in support of its claim in an advertisement.

There is a general belief among advertisers that advertising messages delivered by celebrities provide a higher degree of appeal, attention and possibly message recall than those delivered by non-celebrities (Kahle and Homer, 1985). Marketers also claim that celebrities affect the credibility of the claims made by the firm, increase the memorability of the message, and may provide a positive effect that could be generalized to the brand (Cooper, 1984). Celebrity endorsement has the ability to break through the advertising clutter, enhance message believability, increase message memorability and ignite purchase intentions (Ateke, 2013). It has thus become a trend and perceived as a winning formula for product marketing and brand building (Mukherjee, 2009; Khatri, 2006). Celebrity endorsement provides an alternative to creative advertising. Where creative advertisements tend toward logic, humour or emotion, celebrity endorsement is mainly focused on the strength of the celebrity and more often, it tends to make the celebrity speak directly to the public (Bhasin, 2010); and mostly to his fans and loyalists. Getting the right celebrity to promote a product matters as this is also a factor to capture consumers' interest.

2.6 Brand Image

One of the major objectives of advertising is how to introduce a brand product to a broadly-targeted market. This is done through the use of regional newspapers, radio and television, online

and mobile device targeting and event sponsorship, advertising is a well-planned and structured psychological message targeted to a broad group of potential customers. Colours, shapes, slogans and other sensory triggers are used to arouse an image in the minds of the viewers. That image governs how they relate to the company introduced in the advertising and products.

A brand is the name, term, sign, symbol, design or any other feature that identifies one seller's products and distinguishes it from those of other sellers (Watkins, 2006; Doyle, 1994; Aaker, 1991) It is an identifiable entity that makes specific promises of value; and is often the most valuable asset a firm can own (Aaker, 1991).

A brand is usually invented when marketing adds value to a certain product in the process of distinguishing it from other products with similar features and benefits and values (Pearson, 2005). Branding on the other hand is the expression of the essential truth or value of an organization and its products that distinguish it from the competition (Aaker, 1996). It is communicated through features, values, attributes, etc. that clarifies what a particular brand is; and what it is not (Aaker, 1996). Brand image is thus the consumers' perception of a brand and is measured as the brand associations held in consumers' memory (Keller, 1993); it is the reasoned or emotional perception consumers attach to specific brands (Dobni and Zinkhan, 1990). Brand image can also be seen as the totality of consumers' perceptions about the brand, or how they see it, which may not be the same with the brand identity (Dobni and Zinkhan, 1990). A brand image consists of functional and symbolic brand beliefs. It is a strong, favourable and unique brand association in recognition, which will result in positive attitude, perceived quality and positive overall effect (Keller, 2003). Basically, any specific information existing in the minds of customers with respect to a brand is relevant as an image element (Bondesson, 2012). Keller, (2003) also states that brand image has been widely accepted in literature as the perception

existing in the memory of the customer. When a customer can recognize a product brand, it means that they had combined the symbolic value and the willingness to own the product as well. Keller further states that high level of brand awareness and positive brand image will increase brand choice probability of customers, leading to increased customer loyalty and lower marketing costs. It is thus important for companies to create great and effective brand image, since a strong brand image elicits positive attitude from consumers and results to higher profit stream, either in long term or short term (Hussain, 2007). If an organization fails to provide a positive and strong brand image, it may directly or indirectly affect the consumers' decision making; as consumers may shift to competitors that offer better experience. In order to achieve goals associated with product and brand management, it is important to build a strong brand. Several metrics have been put forward in the past few decades, as measures of brand image by renowned authorities in marketing in general, and branding in particular. However, this paper limits itself to the examination of brand awareness, brand distinction, brand personality and brand prestige as measures of brand image.

2.7 Brand Awareness

Brand awareness is one of the basic goal of advertising at the introduction stage of a new product in the product life cycle because most consumers feel comfortable buying well known products, very few try out new products so basically brand awareness describes the extent to which a brand is recognized by potential customers and is correctly linked with a particular product. According to Aaker(1991), consumers buy a familiar brand because they are comfortable with it or because they assume that a brand that is familiar is probably reliable and of reasonable quality. Brand awareness also refers to an ability to identify, recognize, or recall a brand in a certain product category (Keller, 1993; Aaker, 1991). Tangible attributes of branding, such as a brand name,

logo, symbol, icon, and metaphor, facilitate consumer's awareness of a brand (Neumeier, 2006). Also, advertising and positive word-of-mouth regarding a brand may enhance brand awareness, which plays an important role in consumer decision-making (Aaker, 2007, 1996; Pitta and Katsanis, 1995).

A consumer may easily patronize one brand or the other because he/she frequently sees the brand names and logos promoted on television or billboards, and has experience with the brands. Cho (2011) stated that a positive reputation for a brand may increase the level of awareness, and foster the consumers' interests in the brand. Brand recognition is thus important for a new brand; while brand recall is vital for a well-known brand (Aaker, 1996; Aaker, 1991). Although brand recall frequently leads to purchase decisions; disliked or hated brand could be the first recalled brand in the mind of the consumer, due to pessimistic perceptions of the brand formed by negative past experiences with the brand. It can thus be stated that brand awareness is the degree to which consumers remember the brand or are able to recall the brand from memory; and is measured through brand recall or brand recognition. Brand recognition reflects the ability of consumers' to confirm prior exposure to a brand, or the ability of consumers to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other type of probe as a cue.

2.8 Brand Loyalty

Brand loyalty is important because most consumers feel comfortable buying well known products that they are used to and have used over time. Brand loyalty is when a customer is loyal to a particular brand. This may occur when one has a long history of using a product and as a result, develops trust and confidence of such product (Smith, 2003). There is usually fear or doubt changing to another brand despite that, the products have same or similar features but the

customer chose to remain faithful to one brand that he/she has been used to, if the brand is not available, the customer will exercise patience till it is available. This perception results to continuous purchase resulting in loyalty. Brand Loyalty is therefore related to a customer's preference and attachment to a brand.

According to Aaker (1991), brand loyalty is the measure of attachment that a consumer has towards a brand. Brand loyalty according to him reflects how likely a consumer will be to switched brands when that brand makes a product change either in price or product features. Aaker states that the core of a brand's equity is based on customer loyalty. Therefore, if customers buy with respect to features, price and convenience with little concern to the brand name, there is perhaps little equity (Aaker, 1991). Brand loyalty is a bias behavioural response in making a decision, it can be said to be a function of psychology as regards choosing a brand over the other, sometimes, people get comfortable with a brand and this hardly changes even after purchasing a substandard product of the brand you are loyal to. Brand loyalty helps businesses to grow, beyond the profit they generate, loyal customers provide the basis for brand development and improvement as the brands will not want to lose its loyal customers as in most cases, loyal customers tend to refer brands they use and are confident of its functions to others. The brand that loses sight of its loyal customers has lost its direction, and is vulnerable to losing market share (Assael, 1994).

Businesses should also not lose sight of their loyal customers as when a brand's percentage of loyal customers goes up, market share increases thereby making the brand becomes more profitable. Aaker (1994) further mentioned that brand loyalty has five tiers which are; The bottom represents the non-loyal consumers who are indifferent to the brand and who perceived any brand as being adequate whereby the brand name has little influence over buying

decisions. The second levels are those who are satisfied with the product or are at least not dissatisfied. The next level are the satisfied buyers with switching costs, those who do not want to risk changing product and may be termed habitual buyer. The next level consists of loyal buyers who consider the brand as a friend. The fifth level is the committed buyer or those who are extremely loyal to the brand. They comprise those who are proud users and will recommend the product to others (Aaker, 1991).

2.9 Empirical Review

Studies have been carried on impact of celebrity endorsement in the past, and are reviewed as follows;

2.9:1 The Impact of Celebrity Endorsement in Advertising On Brand Image According to Chan, Yu-Leung and Edwin (2013), there is need to examine the attributes of celebrity endorsers and that of celebrity endorsement advertisement that are most appealing to the Chinese adolescent. Many Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow through (Spry, Pappu and Cornwell). There have been several studies on celebrity endorsement, we have studies like (e.g., Hakimi, Abedniya and Zaeim, 2011; Hung, Chan and Tse, 2011; Spry et al., 2011) which examined the influence of celebrity endorsement on young adults (Hakimi et al., 2011), celebrity worship on purchase intentions (Hung et al., 2011), and the celebrity's credibility on the brand's consumer-based equity (Spry et al., 2011). However, it is pertinent to note that these studies have different focus but this particular literature review focuses only on adolescents, although many advertisements targeting adolescents employ celebrity appeal (Chan, 2010). Most of the empirical studies about celebrity endorsement have been quantitative in nature. Only few studies applied qualitative method to explore impact of celebrity endorsement in advertising (e.g.,

Tantiseneepong et al., 2012). Use of qualitative method uncovers factors that may be overlooked in quantitative surveys. For example, the role of personal liking was found a critical factor in celebrity endorsement (Tantiseneepong et al., 2012). This study however, examines the perceptions these young adolescents have about how celebrity endorsement works, if using celebrities work and if these young adolescent are being influenced by them in making individual choices in their purchase pattern.

A theoretical model on how advertisements using celebrity endorsements work from the point-of-view of adolescents was constructed. Originality/value. The study adopts qualitative methodology since most studies on celebrity endorsement have been mainly quantitative in nature. This study which focuses on 76 Chinese adolescents aged 13 to 19 and interviews were carried out among this group to identify the specific elements of advertisements using celebrity endorsement that best appeals to them.

Findings from the study however show that most of the interviewees were best to recall celebrity endorsers whom they considered attractive, funny and expressive. They identified popularity, a good image, and congruence between the celebrity's image and that of the brand as important factors for marketers to consider in selecting celebrity endorsers. A majority of the interviewees perceived that using a celebrity in an advertisement would increase brand awareness, attract the celebrity's fans, encourage trial, and enhance purchase confidence.

2.9:2 Impact of Celebrity Endorsement on Consumer Buying Behaviour

In this seminar research work carried out by Rizwan Raheem Ahmed, Sumeet Kumar Seedani, Manoj Kumar Ahuja, SagarKumar Paryani of Indus University, and Szabist, Karachi, Pakistan on the impact of celebrity endorsement on consumer buying behaviour show that marketers endorsed celebrities with their products and brands in the advertisement to increase their sales

and change the perception of the viewer's regarding their brand, which positively impacts on their buying behaviour. This research study focuses on the celebrity endorsement and its impact on the customer's buying behaviour and their perception regarding the product or brand of the company. This research work made use of quantitative method which was used to investigate the impact of celebrity endorsement on buying behaviour.

The data of 200 respondents was used through questionnaire and results were analysed using the SPSS. The students of different universities were used as respondents and the study aimed at ascertaining their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behaviour.

The research work was completed and concludes that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Also, the tested attributes of celebrity show positive relationship with the buying behaviour and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behaviour. The results of the study further proved that there is a significant impact of celebrity endorsement on the buying behaviour of customers. Physical attractiveness, credibility and congruence of the celebrity with reference to the endorsed advertisement all have impact on customer perception about the advertised product. It has also been highlighted that celebrity endorsement advertisements boosting up the sales and purchase of product, people like to buy the products more if endorsed by the celebrity and it shows that today's customer is aware and influenced by media.

2.9:3 The Effects OF Celebrity Endorsement in Advertisements

Celebrities are public figures that have the power to influence people either positively or negatively. They are the personalities who are well known for their craft either because of their

credibility or of their attractiveness or because of both of these. In view of this, Mwendwa and Mberia (2014) in a research study titled "The Effects of Celebrity Endorsement in Advertisements" the researchers wrote that, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the credibility of commercials. Research has proven that celebrity endorsement does cast its impact, but other schools of thought attest the contrary. This study moves on the same line and affirms the impact of celebrity endorsement on customers' buying intention. It will identify the factors that lead to celebrity's influence on audience and also examine the effect of celebrity endorsement in advertisement. The study will examine celebrity endorsement from a strategic perspective and the impact of social networks on an organization's celebrity endorsement strategy. The study also focused on the way the audience receive, associate and identify with the product and social influence it creates. The researcher hopes that this paper will help organizations, business people and media to understand the importance of advertising as well as the best ways and tools to use in developing messages for advertisements to reach their target audience. The study will also help marketers in making the right choice of celebrities to use in endorsing advertisements as well as considering how far advertisement will be effected. This paper critically analyzed how celebrity endorsement in advertisement as a tool affects and influences people's opinions in marketing and its effect in the society compared to other forms of advertising. Celebrity endorsement in advertisement is the use of testimonial evidence or endorsement, a style that features a highly believable or likeable source endorsing the product. The increase of celebrities endorsing brands has been steadily increasing over the past years. Marketers acknowledge the power of celebrities in influencing consumer- purchasing decisions. Celebrity endorsement can bestow special attributes upon a product that it may have lacked. A celebrity is used to impart credibility and aspirational values

to a brand and needs to match the product since the value associated with the celebrity is transferred to the brand and therefore it helps in creating an image that can be easily referred by consumers. As a result of association, the brand can very quickly establish the credibility, it can get immediate identification and thus can improve sales. The main objective is to garner faster brand recognition, association and emotional unity with the target audience. Celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness thus the right choice of celebrity to use must be done by the marketers. This gives a room for media personalities to be used in marketing products for various organizations and companies who can easily be identified with by the audience, through the chosen advertising media. The type of media used could be print, electronic or social media.

Celebrities are good at generating attention, recall and positive attitudes towards advertising provided that they are supporting a good idea and there is an explicit fit between them and the brand. However, celebrity endorsement in advertisement has negative impact on the audience ranging from the morals, norms and behaviours in the society. Most of the audiences have abandoned their normal way of living according to the set cultural standards and expectations of the society at large in that they are aping what the celebrities are doing so as to identify with them. Celebrity appearance, knowledge, liking, and credibility of the celebrity are also highly correlated with advertising believability. Advertising is crucial for the purposes of marketing and creating awareness of the products to different target audience. The research paper recommends that in order to have businesses and organizations thrive well in the market they need to choose the right marketing channels, media and celebrities to use so as to make the communication effective. The paper also recommends that before choosing any celebrity to use, analysis of the target group they want to communicate to should be done, the product being

advertised and the message being put across so as to make the right choice of a celebrity to match the product.

2.9:4 The Influence of Celebrity Endorsement On The Buying Behaviour Of The Ghanaian Youth: A Study Of Fan Milk Ghana Ads

According to Nyarko, Asimah and Agbemaya (2015), with the common practice of using celebrities in advertisement, it becomes imperative to examine the influence these celebrity endorsers have on the purchase decision of consumers. McCracken (1989) stated that “a celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. Celebrity endorsement business has become a multi-million-dollar industry. It is no longer news that marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares as well as increase their brand visibility. This paper examines the impact of celebrity endorsements on the buying behaviour of the Ghanaian youth. A qualitative enquiry approach was adopted to investigate the perceptions of the consumer, attributes and its subsequent impact on purchase intention. Data was collected with a structured questionnaire and analysed using the data analysis using frequency tables, charts, and chi-square analysis. Findings from the study showed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. The study also indicated that celebrity endorsements impacts positively to the purchase intention of the Ghanaian youth. This affirms what (McCracken 1989) said that ‘Celebrity endorsements’ has been accepted to be a ‘ubiquitous’ feature of modern day marketing. It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 1981).

2.9:5 Celebrity and Non-Celebrity Endorsement Effectiveness on Consumers' Attitude towards Advertisement (Malaysia)

According to a study carried out by Nor, Said, Noraini and Wan (2015) on celebrity and non-celebrity endorsement effectiveness on consumers attitude towards advertisement. The study was carried out to analyse the effect of using both the celebrity and non-celebrity endorsement on consumers' attitude towards advertisement. Two set of questionnaires were distributed in this study, one for celebrity endorsement and the other is the non-celebrity endorsement advertisement as this are two different questions that has the tendency to yield different results, hence the need to separate the questionnaires. The both questionnaires were distributed at the Federal Territory of Putrajaya, Malaysia and respondents were asked to rate their perception on the advertisement shown in the questionnaire on a seven point like scale. The study result showed that the endorser characteristics of both the celebrity and non-celebrity are positively related to consumers' attitude towards advertisement. Study found out that celebrity endorser has higher influence on consumers' attitude towards advertisement in comparison to non-celebrity for consumer products.

2.9:6 Does Celebrity Endorsement Influence the Consumer Purchase Intentions & Corporate Image? Mediating Role of Advertising Appeal

In this study, the researcher examined the effect of celebrity endorsement on consumer purchase intentions and corporate image by concentrating the mediating role of advertising appeal. The study is descriptive and quantitative in nature. By using structure equation modelling results enlightened that celebrity endorsement has a positive and significant influence on consumer purchase intentions and corporate image. The study found out that Advertising appeal significantly and partially mediate the relationship between celebrity endorsement and consumer

purchase intentions. Findings also proved that corporate image has significant relationship with celebrity endorsement. The study quoted ‘when an organization uses a celebrity endorser, then tied in with the corporate likeness of the organization in the wits of the people. personality support that promotes credibility produce the good “vigorous” in creating optimistic consumer views on the organization approach to marketing capability, social accountability, and provides a guarantee that the corporate is trustworthy (Kim at al., 2013). The business image directly determines corporate credibility that is approving organization image lead to organization trustworthiness. Advertising appeal significantly mediates the relationship celebrity endorsement. Advertising appeal always had been a significant cause that is helps to influence on users purchasing activities by using celebrities. The public due to their skill, life style, familiarity, and pleasant appearance knows celebrities. The previous study indicates that celebrity endorsement to advertise product can instantaneously increase consciousness and promotion appeal (MiciakandShanklin, 1994). The study further concludes that advertising appeal positively to the relationship between celebrity endorsement and consumer purchases intention. Celebrity endorser is simply a business/marketing strategy, using all types of endorsement, using message strategy, celebrity appearance and involvement strategy. Advertising appeal is used to catch the attention of the customer, to transform the customer thinking of the manufactured goods and to influence the psychologically about a particular service or product (Belch and Belch, 1998; Schiffmen and Knuk, 2007).

2.9:7 Effect of Celebrity Endorsements on Consumers Purchase Decision in Nigeria

The use of celebrities is one of the very many marketing strategies employed by marketers in today’s business environment. In a study by Ifeanyichukwu (2016), the researcher wrote bout increase in consumer products, which has led to competition in the business environment. Thus,

the way forward to stand out and get noticed is by strategizing and this includes the use of celebrities which are tagged “Brand ambassadors” to promote their products. Celebrity endorsement is one of the very many features of modern marketing. This study attempts to determine the effect of celebrity endorsement on consumer purchase of a product. 200 young adults were conveniently selected as respondents for the study. Regression was used to test for the significance of the hypotheses generated. The study finds, based on its empirical review that the use of celebrities influences young adult in their purchase decisions. Erdogan (1999) concluded that celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors, as long as the right celebrity is found. The study recommends that celebrity endorsement as an advertising strategy if rightly blended in terms of marrying the strengths of the brands with the celebrity will go a long way in positioning a brand in the minds of the consumers. Also, firms should associate celebrities with high levels of attractiveness and popularity as any dent on the image of the celebrity affects the brand as well.

2.9:8 The Relationship between Celebrity Endorsement and Brand Image in the Fast-food Industry in Port Harcourt, Nigeria

A brand is the "name, term design, symbol or other feature that identifies one seller's product distinct from those of other sellers' (Okoro, 2013). Brand image in its simplest form is the general impression of a product held by real or potential consumers. A strong brand image is an essential business asset in the modern day business environment because it provides an effective way to get the brand noticed amidst the rush and clutter in the daily media.

A study by Ateke, Onwujiariri and Nnennanya (2015) aimed to determine the nexus between celebrity endorsement and brand image in the fast-food industry. In other to achieve the

objective of the study, four research hypotheses were formulated and tested using the Spearman's Rank Order Correlation (ρ), relying on the Statistical Package for Social Sciences (SPSS). Data for the study was collected through questionnaire and the sample size of four hundred and eighteen (418) customers of fast-food firms in Port Harcourt was used in the final analysis. The result showed a positive and significant association between celebrity endorsement and all the metrics of brand image considered in the study. It is imperative to note that the study discovered a strong and positive correlation between celebrity endorsement and brand awareness, while the relationship between celebrity endorsement and brand personality is found to be moderate. Thus, the study concludes that celebrity endorsement is indeed a vital business strategy to boost brand image. The study therefore recommends that marketers must be careful enough to ensure a good endorser-brand fit so as to raise the unique selling proposition of the firm to new heights. This study makes us understand that there is a huge Relationship between Celebrity Endorsement and Brand Image.

2.9:9 Celebrity Relationship and Impact

Studies have mentioned that celebrity relationship has significant impact on brand preference and perception by customers. Batra and Homer (2004) mentioned that brand image have a great impact on brand preferences when the consumer product plan fits the product category. In their research, two celebrities were used as endorsers to test their impact on image beliefs (fun and sophisticated), and the result showed that the effect of image beliefs on brand preferences were reflected in the purchase intentions, but only when the image beliefs were relevant and schematically fitted with the product category. This implies that categorization of information facilitates an understanding of stimuli aroused by the sponsorship. According to them, although

it is easier to choose a celebrity, but tougher to establish strong relationship between the brand and the endorser. Sujan, Bettman, & Sujan (1986) use this theory to show that prior consumer beliefs and expectations significantly affect selling outcomes. Some studies have been done on brand personality and the initial idea that a brand should be considered as a person or a human being was given in the work of Aaker and Fournier (1995), who defined brand personality from three perspectives which were conceptual, methodological and substantive, and also developed a brand personality inventory based on personality traits from psychology and marketing literature.

They also discussed the theoretical and practical implications of the existence of the big five factor structure and developed a 45 item pool which they called Brand Personality Inventory. This was followed by a study by Aaker (1997) in which she tried to develop a scale to measure brand personality. Aaker (1997) came up with five distinct brand personality dimensions which were *Sincerity*, *Excitement*, *Competence*, *sophistication* and *Ruggedness*. She was also of the opinion that the five dimensions could be further divided into fifteen facets which were: down to earth, honest, wholesome, cheerful, daring, spirited, imaginative, up-to-date, reliable, intelligent, successful, upper-class, charming, outdoorsy and tough. Aaker's (1997) BP scale was later on used by a number of studies in different contexts.

Supphellen and Gmnhaug (2003) did a study to test the applicability of the BP scale. The two major findings of their study were (a) Brand personalities of western brands had a significant impact on brand attitude, and (b) the effect of western brand personalities was found to be by the consumer ethnocentrism.

A study by Rose and Gilbert (2003) which intended to measure brand personality of the non-profit sector brands found out four dimensions out of the five by Aaker (1997), to be included in their study. Diamantopoulos et al (2005) used Aaker's (1997), BP scale and found out

that brand personality of the parent brand did not have any adverse effect on the extensions. However, the generalizability of Aaker's (1997), BP scale has been questioned by some researchers. Azoulay and Kapferer (2003) pointed to the flaws in the Aaker (1997), BP scale and opined that the scale does not actually measure the brand personality construct but only aggregates some dimensions of brand identity. Austin, Siguaw, and Mattila (2003), tried to find out the generalizability of Aaker's (1997), BP and concluded that the framework does not generalize to individual brands in a broadly defined product category. Another important area where researchers have delved, is that of measuring brand personality of online brands personality (Okazaki 2003; Park, Choi, and Kim 2005, Muller and Chnadon 2003). The relationship between self-concept or consumer's own personality and BP has also been studied (Phau and Lau 2000; Thomson 2006), where the researchers discovered that consumer's own personality has an impact on the perceived brand personality.

2.9:10 Celebrity Endorsement & Brand Building

Using celebrities to launch a new product in the market is a very effective way for advertising as these has a great appeal to the audience especially to the fans of the celebrities. However, the impact on the brand is much greater than just an advertisement showing a celebrity. Also, the correct choice of a celebrity can go a long way to help increase sales but when it comes to long term loyalty and impact on the brand, again, although, this does not guarantee continuous purchase of the product because, if a customer does not get value for his money, such customer is likely not going to patronize the products and services again irrespective of who endorses such product. Celebrities over time can influence the loyalty and make a person friendlier to a brand and as a result of this, lots of brands make use of celebrities to promote their products.

Lots of celebrities in recent times refer to themselves a brand influences and you see them charging huge amount of money to promote brands. Most of these celebrities do not care about some of these products as they do not make use of them, they are only promoting these products because they are only doing a job that earns them more money than their mainstream professions.

The type of celebrities used to promote products and services are important because most fans/ customers like to equate the personality of the celebrity and the brand being promoted together. Hence, whenever the consumer is watching the several images of her favorite actress alone, it conjures up multiple impressions of her sipping the brand of coffee, each time.

The researcher says that one should be very clear as to who the term "celebrity" connotes to and the powers they carry, stating the following examples; Fido Dido for 7-UP, the Amul Girl or Tony the Tiger for Kellogg's Frosted Flakes are as much a celebrity as any breathing face. They reach their target consumer, they move the product, and they carry the brand. Although, the gestation period is higher in the case of such creatives, but in the event of a hit, the comparative risks are minimized. After all, they cannot get drunk, attract a controversy or commit a crime, as long as the management wants. In short, they are 'safe floaters' vis-à-vis their unpredictable human counterparts.

It is important to use the right celebrity that matches the target segment and brand values as this will either make or mar the brand products. The advertisers can use the Q Score, as discussed developed by a U.S. based marketing research agency, which considers two factors - awareness and likeability, while evaluating the celebrity. Another important factor is the flexibility with which the companies can go in for hedging the risks associated in hiring a celebrity. They choose personalities from various fields or even appealing to various consumer

perceptions, so that they can minimize the damage in cases of negative publicity due to any celebrity mistake. As we all know, cocacola is one of the oldest products being advertised and the brands spread their endorsements across a wide 'variety' of celebrities such that even if one falls, the others are still holding the fort.

Going forward, it is important to note that, celebrity endorsements are here to stay. Their ability to cut across the classes, caste barriers and apprehensions are simply too important to be side-lined. They have been time-tested and delivered results repeatedly, given good hands. One could continue to wonder if these celebrity-hawkers are worth the money and the tantrums, but in a world of brand clutter and product muddle, celebrities seem to hit the nail on the head, more often than not. The researcher also brings forth the following insights;

- Celebrity endorsements do work in the Indian scenario. The level and the magnitude of the effect vary with the celebrity and the product category but most endorsements have a favourable impact.
- The consumer looks for a variety of aspects from the endorsement like the credibility and likeability of the endorser. Credibility also means the fit between the brand and the celebrity.
- Multiple endorsements do clutter the minds of the consumer.
- When one endorser endorses many brands, then the recall of the endorsement depends entirely on the power of the brand. There are definitely some brands that go unnoticed and the recall for those stands is at a bare minimum. The company in that case can heighten the advertising content because that catches a special place in the mind space of the consumer.
- It is not just the financial gains from the endorsements that matter to the celebrity. They also look for the fit with the brand and what the endorsement might do to their image.

- Professional performance of the endorser is important in deciding the success of the endorsement.
- More than the bad performance in the professional field, it is the association of the celebrity with a controversy or ill-behaviour that causes negative impact to the endorsements.
- During the match fixing scandal in India, the commercials featuring Ajay Jadeja and Mohammed Azharuddin were all taken off air so that they did not have a negative effect on the brand.
- The celebrities' accessibility, regional appeal factors, popularity, attractiveness, belief system are some other important platforms, which are raised when we study the impact of celebrity endorsement on brands.

2.9:11 Celebrity Endorsement and Social Media Advertising

Celebrity endorsement is not limited to the traditional media channels, celebrities are also used in social media advertisement with the same aim of driving traffic and improving sales. In advertising, the target audiences are usually very large no matter the medium through which a product or a services is being advertised, the aim is to reach a wider audience. When social media came about, it was basically used by people to either connect or reconnect with friends, families and loved ones, examples of social media handles are facebook, twitter, instagram, blogger, word press etc. Today, social media offers much more than that. With the help of social media, a lot of business especially the small scale businesses are striving as they now have same opportunities to show case their products and services as well as build relationships and help to take advantage and understand better the needs of customer. Social media help business messages to reach as many audience and customers as possible. To do this effectively, a business must ensure that they have presence via social media network (Halligan, Shah, & Scott, 2009).

Social media advertising is the planning and execution of advertising campaigns through the use of social media platforms and avenues. The most common and successful means of social media marketing are found on sites like Facebook, Twitter, LinkedIn, Instagram, YouTube and even company blogs. Business owners have discovered that social media marketing has a very positive effect on the success of businesses, also being that little money is spent to do such advertisement and the results are usually massive due to wider audience. Although, seeing an advertisement is different from purchasing what is being advertised. Effective advertising is supposed not only to attract attention but also to hold it for elaboration of ad content (Radach, Lemmer, Vorstius, Heller and Radach 2003).

A study by Samarasinghe (2017) on the ‘Effectiveness of Celebrity endorsement on social media towards consumers purchase intention’ examined celebrity endorsement on social media towards consumers purchase Intention. Although, the study did not investigate if there is a difference in purchase intentions between Male and Female. The study made use of two theories, which are the Source credibility and Source Attractiveness theories to oversee Source Characteristics factors on Consumer’s Purchasing Intention. The study made use of survey method and a total sample of 338 consumers who use social media for FMCG product purchase decisions responded to the survey. Findings shows that there is a positive relationship between Source Expertness, Source Trustworthiness, Source Likeability, Source Similarity and Consumer’s Purchase Intention while there is a negative relationship between Source Familiarity and Consumer’s Purchase Intention. The study further revealed that the impact of Source Expertness, Source Trustworthiness, Source Likeability, and Source Similarity is different for male and female consumers. Thus, in promotional campaigns a product which is used by only one particular gender has to concern itself with the characteristics of that particular gender, and Source Familiarity should not concern itself with gender diversity in celebrity endorsement since it has no impact on the relationship between Source Familiarity and a Consumer’s Purchase Intention.

Yadav (2018) in Impact of social media on consumer purchase intention states that a lot of businesses now make use of social media to get a wider audience. Based on the enormous amount of social media campaigns, e-commerce websites, sales emails, forums, etc., it appears that companies of all sizes have been translating their marketing approaches to the Internet because of its accessibility to their target audience and the money required to do so. (Chui and Manyika, 2012). By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazines, and televisions, aims at conveying messages to a broader group of audience in the hope of reaching the few interested. The study found that 74% of respondents said that they were influenced by social media while making purchases, 49% of the respondents said that they on an average purchase 2-5 units under influence of social media, 46.7% use social media/internet as their reliable source of reference while making purchases and out of 76 respondents 33 said that they pay a lot of attention to advertisements on social media.

These research findings will help in advising organizations on the best form of advertising to effectively appeal to their audience, these celebrities are good at generating attention to themselves, both good and bad so it is important for brands to know the type of celebrity to choose, when using a celebrity, making sure that such a celebrity matches the products and services being advertised. The findings will also help to educate PR agencies and media consultants on the ideal celebrities to use for each product as this goes a long way in attracting the ideal consumers.

2.10 Theoretical framework

The importance of theory cannot be overemphasized as knowledge does not exist in a vacuum. In every discipline, mass communication inclusive, there are theories that explain observable phenomena and these theories facilitate the understanding of issues in such fields. Abraham

Kaplan describes a theory as "a way of making sense out of a disturbing situation" (Folarin, 2005). According to Serverin and Tankard (1982) In Wogu (2008), a theory is a set of systematic generalizations based on scientific observation. Dennis McQuail (1983) in Wogu(2008) views a theory as consisting of a set of varying status and origin, which seek to explain or interpret some phenomenon.

This research work is therefore hinged on two socialization theories; the social relations theory and the Generalization Theory.

2.10.1 The Social Relations Theory

This is a mass communication theory that suggests that informal social relationships, particularly with significant others, have an important effect on an individual's response to the mass media. This approach is aimed at studying the mass audience and the effects of mass communication on them (Wogu, 2008). This theory was propounded in 1970 by Melvin De Fleur and some of the principles / assumptions of the theory include:

1. Members of the mass media audience belonging to the same categories interact or relate with each other.
2. The interactions and relationships among members of the same social categories determine the effect of mass media messages on them.

This theory is more like the social categories theory but its emphasis is on the relationship or interaction between members of the same social category. The theory is anchored on the findings that people's reaction to a mass media message and their action upon it is modified by their informal social relationships with friends and other social groups.

This therefore means that there is an existence of informal social relationships among members of the audience and these relationships will modify the manner in which given

individuals will react to a message that comes to their attention via the mass media. Despite being exposed to same message, acceptance or rejection of the message is not always the same, but with the help of external forces like friends and family, one can either accept a message or refuse a message based on what the other feel about it.

This theory makes us understand that one's friend can influence the other to either accept a given message or otherwise. It is of relevance to the study because most times when people are exposed to an advertisement, some go a step further by trying out the products being advertised after which they share their experiences with friends, family or social groups they belong to, especially when it relates to household equipment or cosmetic, beverages etc. For instance, an advert on slimming tea that claims to help an individual lose weight in less than a month without exercise can be believed by an audience who are fat and shapeless and desperately want to shed weight, especially if the advert is endorsed by a slim celebrity who was previously big, This makes the individuals automatically think that, the celebrity used the product being advertised and as a result, he or she buys the product based on trust in the advert, whatever outcome gotten is likely to be shared with a friend or family member who has the same problem. If the advert turns out to be deceptive, then a negative reaction will occur as the consumer will discourage other people around him or her from buying the product based on personal experience.

2.10.2 The Generalization Theory

Generalization explains how we can learn something in one situation and apply it to other similar situations. The theory was propounded by Janis Hovland in 1967. The assumptions of the theory are as follows;

1. Evidence of validity obtained in one situation can be generalized to another situation without further study of validity of the new situation.

2. Variables can be generalized from one situation or setting to another similar set of circumstances.
3. The extent to which predictive or concurrent evidence of validity can be used as criterion-related evidence in a new situation is, in large measure, a function of accumulated research.
4. The theory recognizes persuasion as a process.
5. The theory is heuristic and therefore seeks to predict human reaction or behaviour.

The theory espouses the possibility of the transfer of values, attitudes and thought patterns from one given role to one or other social roles.

Generalization is a mental process which, with the aid of abstraction and comparison, discovers the qualities common to a class of individual things and unites them in a single idea.

The theory is applicable to this study which looks at consumer reactions to deceptive advertising. It can be called deceptive advertising because, not everything being advertised is real. Most adverts exaggerate the efficacy of the product or service, and sometimes fail to mention the side effects of using the product or service. An exposure to one deceptive advert of a brand of a product class can lead to generalization about the product class itself. An advertisement on a brand of detergent as a stain remover in one wash which proved untrue after use can be generalized by an audience to mean that all advertisements on detergents as stain removals are deceptive where as some detergents actually remove stains in one wash. It becomes more complicated for an advert audience who has tried several products advertised in the mass media and ended up disappointed because he or she will have a repelling attitude towards advertising generally hence; the essence of advertising is lost.

CHAPTER THREE

RESEARCH METHODOLOGY

The methodology used in a research is very important because it forms the basis of the validity of research findings. This chapter presents the methods that were adopted for the study.

3.1 Research Design

The researcher employed the survey method in this research. This is because a large amount of data can be easily collected from a variety of people and it allows researchers to examine many variables (demographic and lifestyle, information and attitudes and to use variety of statistics to analyse the data (Wimmer and Dominic, 2014). The survey method allows the collection of a large amount of data from a sizeable population in a highly economical way (Saunders et al, 2003:92). Hence it is relevant for this study. Also, the survey method proved to be the most convenient and cost effective to access the impact of celebrity endorsement on brand image of slim tea among female undergraduates in selected South East Nigerian universities.

3.2 Population of Study

The population according to Utor (2000) has an identifying characteristic which each member has in common and thus, identifies each unit as a member of a particular group. According to Ohaja (2003) the population for study refers to all those persons or things that fall under the umbrella of the topic it that can be examined to address the research problem of the research objective. For the purpose of this study, the general population consists of undergraduates in selected South East Nigerian Universities in Nigeria. These universities are; University of Nigeria Nsukka (UNN), Michael Okpara University of Agriculture, Umudike (MOUAU), Ebonyi State University, Abakiliki (EBSU) and Madonna University Okija. The main focus of

this study is the impact of celebrity endorsement on brand image of slim tea among female undergraduate in selected Universities in South East geopolitical zone.

The choice of female university undergraduate was informed by the fact that females are the largest consumers of slimming tea products and that most of the celebrity endorsers of slimming tea products are female celebrities as well.

Table 3. 1: Total Population figure of undergraduates of the four selected universities

S/N	Name of the University	Total Population	Male	Female
1	University of Nigeria, Nsukka	37, 922	17,084	20,838
2	Michael Okpara University of Agriculture, Umudike	27, 750	17,970	19,780
3	Ebonyi State University	25,391	12,179	13,212
4	Madonna University Okija	6,155	2,976	3,179
	Total	97,218	50,209	57,009

(Source: Field data 2019)

For the purpose of this study, the population is female undergraduates of the four selected universities.

Table 3. 2: Population figure of female undergraduates of the four selected universities

S/N	Name of the University	Figure	Percentage
1	University of Nigeria, Nsukka	20,838	36.5%
2	Michael Okpara University of Agriculture,	19,780	35%
3	Ebonyi State University	13,212	23.1%
4	Madonna University Okija	3,179	5.5%
	Total	57,009	100%

(Source: Field data 2019)

3.3 Sample Size

The required sample used for this study was determined by using the Australian calculator

The image shows a web-based 'Sample Size Calculator' with a green background. The title 'Sample Size Calculator' is at the top. Below it, the subtitle 'Determine Sample Size' is centered. The form contains several input fields and radio buttons. The 'Confidence Level' is set to '95%' with a dropdown arrow and an information icon. The 'Population Size' is '57009' with an information icon. The 'Proportion' field is empty with an information icon. The 'Confidence Interval' is '0.05' with an information icon. Below this, there are two rows: 'Upper' with '0.55000' and 'Lower' with '0.45000'. There are three radio buttons on the left: 'Confidence Interval' (selected), 'Standard Error', and 'Relative Standard Error'. The 'Standard Error' field shows '0.02551' with an information icon. The 'Relative Standard Error' field shows '5.10' with an information icon. The 'Sample Size' field shows '382' with an information icon. At the bottom, there are two buttons: 'Calculate' and 'Clear'.

Field	Value
Confidence Level	95%
Population Size	57009
Proportion	
Confidence Interval	0.05
Upper	0.55000
Lower	0.45000
Standard Error	0.02551
Relative Standard Error	5.10
Sample Size	382

There is hardly a 100 percent response rate in survey research, therefore, the researcher did over sampling to make up for copies of the questionnaire, which may be returned or not, or would be filled wrongly.

Bertlett, Kotrlik and Higgins (2001 as cited in Ekwe, 2012) states that “if the researcher decides to use over sampling, let him estimate the response rate as a means of calculating for it” (pg.59). The sample size for this study is 400.

3.4 Sampling Technique

The study adopted the multistage sampling technique. This sampling technique divides large populations into stages to make the sampling process more practical. These stages will be explained under the following subheadings.

3.4.1 Stage 1

The simple random sampling was used. In Ohaja (2003:76) simple random sampling is simply put as a kind of balloting. This method was used to select four universities in Southeast Nigeria, namely; University of Nigeria Nsukka (20,838), Micheal Okpara University of Agriculture, Umudike (19,780) Ebonyi State University (13,212) and Madonna University Okija (3,179).

3.4.2 Stage 2

Stratified sampling was used. This is a probability sampling technique wherein the researcher divides the entire population into different subgroups or strata, then randomly selects the final subjects proportionally from the different strata relative to the total population used in this study. The sample size of each stratum in this technique is proportionate to the population size of the stratum when viewed against the entire population. This means that each stratum has the same sampling fraction. Therefore, proportionate stratified random sampling was used in order to get the number of sampled respondents from the selected schools namely; University of Nigeria Nsukka (20,838), Micheal Okpara University of Agriculture, Umudike (19,780) Ebonyi State University (13,212) and Madonna University Okija (3,179).

Therefore 200 copies of the questionnaire were distributed to female students in University of Nigeria, Nsukka, 100 was shared to Michael Okpara University of Agriculture, Umudike, 50 was shared to Ebonyi State University and 50 was shared to Madonna University Okija respectively.

3.4.3 Stage 3

The purposive sampling also known as judgmental sampling technique was used. Osuala (2005) states that, in purposive sampling, the chance of selection for each element in the population is unknown and for some elements is zero. Emaikwu (2010), “in purposive sampling purposive elements, which satisfy some predetermined criteria, are selected”.

Also, Ohaja (2003) states: "Purposive sampling is used when a researcher seeks certain characteristics in his sampling elements and he wants to ensure that those chosen have those characteristics. He, therefore, eliminates other members of the population and works with those that meet the requirements.

Therefore, the technique is appropriate for the third and final stage as it was used to select female respondents based on their knowledge or opinion of the subject of study.

3.5 Research Instrument

A well-structured questionnaire was used for data collection for this study. The questionnaire contained 20 items. The Questionnaire contained open and close ended questions and the copies were administered by hands by the researcher and one research assistants.

3.6 Validity of the Instrument

“Validity is the appropriateness of an instrument in measuring what it intends to measure”. Ogbuoshi (2006). A research instrument is said to be valid if it measures what it purports to measure. In this study, the researcher used face and content validity methods to ascertain the

validity of the research instrument. The research instrument was face validated by the research supervisor who also vetted the items in the instrument.

3.7 Reliability of the Instrument.

Reliability measures consistency of data collected over time. Wimmer and Dominic (2011) notes that "if measurements are consistent` from one session to another, they are reliable and can be believed to some degree". The reliability of this study will be determined using Cronbach Alpha Coefficient method via SPSS (Statistical Package for Social Sciences) version 18, a Computer Aid Data Analysis Software Package. The Cronbach alpha is useful in measuring internal consistency in instruments that use likert scale. The below present the results of the reliability tests.

Table 3.3: Reliability Test Result for Female Undergraduate

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
946	950	20

Source: SPSS version 18.0

3.8 Data Collection Procedure

The method adopted in collecting data for the purpose of this study is divided into two, which are the primary and the secondary source of data collection in order to arrive to gather accurate information. The primary source of data collection was through the distribution of questionnaire. This method enables the researcher to gather first-hand information from the respondents, while the secondary source of data collection was obtained from related literature, books, records, libraries and journals.

The total numbers of 400 copies of the questionnaire were distributed by hand. However, a total of 392 copies of the questionnaire were filled and returned, this represents 98% return.

3.9 Method of Data Analysis

Data collection was mainly by the use of a structured questionnaire that had closed-ended and open-ended questions. According to Ogbuoshi (2006)," data do not become meaningful or useful until they have been analysed". For proper analysis of this study, the quantitative descriptive data analysis tool was used in analysing the collected data. Data collected were analysed using the simple percentages analysis and were presented with the help of tables and graphs. This method allows the researcher to explain the data collected and collated from questionnaire without the use of complex mathematical models. The formula for the simple percentage is shown below:

$$\text{Percentage} = \frac{\text{Actual response} \times 100}{\text{Total sample size}} \quad 1$$

Where actual response = number of respondents.

Total sample size = total number of respondents.

The data were measured in terms of the frequency and percentage distribution of the different categories of variables displayed in the table. Presenting data on tables enables one to comprehend and interpret mass of data rapidly and to grasp significant details and relationships at a glance. (Okoro,2001) affirms that the use of graphs made a quick lasting and accurate impression of the significant facts and also made the points clearer.

3.9.1 Data Analysis and Discussion

Simple percentages and frequency distribution tables would be used to analyse the data.

Discussion of the data would follow subsequently.

3.10 Limitation of Methodology

Every instrument used in research is limited in one way or the other, depending on the extent of usage in measuring variables under investigation. The survey research design as used is limited in the following ways.

- Most respondents might not be in the right frame of mind when filling the questionnaire and this might affect the result expected from the responses
- Open-ended questions are usually difficult to analyse especially in cases where there are no similarities in responses given on a particular question.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION ON FINDINGS

4.1 Preamble

The purpose of this chapter is to analyse the collected and collated data. The analysis is based on the questionnaire used for this study.

4.2 Data Presentation and Analysis

This study took a total sample size of 400, and thus 400 questionnaire were distributed. However, a total of 392 questionnaire were filled and returned, indicating a 98% return rate. The highest [proportion of respondents in this study is within the age range of 16-20 years (39.29%), followed by respondents within the age range of 21-25 years old (29.33%). 22.7% of the respondents are within the age range of 26-30years while 8.68% are 31 years old or older. Also, a vast majority of the respondents (81.12% are single, while 11.99% are married, 6.12% are engaged to be married while a very low proportion of respondents (0.77%) are divorced.

4.3: Answering the Research Questions

Definite and precise research questions were asked in order to enable the researcher ascertain answers to the research questions and specific objectives of the study. Data relevant to each question were also analysed here. The discussions of findings are weaved into the presentation of results so as to avoid repetition.

4.3.1 Research Question 1

What is the relationship between the brand image of slim tea and celebrity endorsement?

The items in number 11 were analysed to generate answers to the first research question. From the response of the students, the brand image of slime tea has a positive significant relationship with celebrity endorsement. The responses of the respondents are represented in table 4.1.

Table 4.1: Mean responses on relationship between brand image of slime tea and celebrity endorsement.

S/N	Item	X	SD	Remark
1	Actresses influence your brand perception of slim tea	3.91	0.55	Accepted
2	Musicians influence your brand perception of slim tea	3.72	0.59	Accepted
3	On Air Personalities (OAP) influence your brand perception of slim tea	3.51	0.61	Accepted
4	Celebrity models influence our brand perception of slim tea	4.01	0.72	Accepted

The findings in table 4.1 show that movie actresses and musicians significantly influence the brand perception of slim tea on the part of female students in the tertiary institutions under study. Furthermore, the findings also showed that on-air personalities questionnaire were and celebrity female models also significantly influence the respondents' perception of slim tea

4.3.2 Research Question 2

Does celebrity endorsement of slim tea have any significant impact on female undergraduate students?

The items in question 12 of the questionnaire were used to answer the second research question and analysis of the response of respondents is shown in table 4.2

Table 4.2: Impact of celebrity endorsement of slim tea on female undergraduate students

S/N	Item	X	SD	Remark
1.	Influence buying decision of the product	4.01	0.61	Accepted
2.	Perceive slim tea as potent because of celebrity endorsement	3.77	0.59	Accepted
3.	Recommend slim tea for friends and family	3.82	0.72	Accepted
4.	Deem slim tea a credible consumer good	3.51	0.65	Accepted

The findings from table 4.2 show that celebrity endorsement significantly influence the buying of slim tea by female undergraduate students in tertiary institutions in Nigeria. Furthermore, the findings also show that these students also perceive slim teas as being potent as a result of celebrity endorsement, as well as recommending it for family and friends.

4.3.3 Research Question 3

Does female undergraduates' choice of brand product depend on the personality of the celebrity used for endorsement?

Table 4.3 shows mean response of respondents to research question 3 on whether their choice of brand of slim tea depends on the personality of the celebrity endorsing the product.

Table 4.3: Mean response of respondents on choice of slim tea brand and personality of endorsing celebrity

S/N	Item	X	SD	Remark
1.	Musician endorsement sways bias towards consumption of slim tea.	3.65	0.61	Accepted
2.	Actress endorsement of slim tea significantly influences buying decision.	3.72	0.65	Accepted
3.	It is important to verify that the celebrity actually uses slim tea.	3.01	0.55	Rejected
4.	It is necessary to consider the possible harmful side effects of slim tea consumption	2.97	0.51	Rejected

Table 4.3: show that respondents do not actually verify if the celebrity who endorses the product actually uses the product and also they don't consider the possible harmful side effects of consuming the products. However, the responses showed that musicians and actresses significantly swayed the bias of the respondents towards the consumption of slim tea products.

4.3.4 Research Question 4.

How does celebrity choice in endorsing a product influence product brand image?

Table 4.4: Mean response of respondents on how celebrity choice influence product brand image

S/N	Item	X	SD	Remark
1.	Identification with the celebrity	4.25	0.65	Accepted
2.	Identification with the product	3.71	0.61	Accepted
3.	Identification with the advertisement	3.92	0.72	Accepted
4.	Uniqueness of the product	3.51	0.55	Accepted

The data in table 4.4 shows that the ability of the respondents to identify with the celebrity endorsing a slim tea product and also identifying with the product significantly influences their choice of consuming slim tea products. Furthermore, identifying with the adverts of the product and uniqueness of the product is also a significant factor that sways female undergraduates towards patronizing slim tea products.

4.3.5 Hypothesis

Student T-test was used to test hypothesis at 0.05 level of significance. The result is shown below;

Table 4.5: T-test of responses on influence of celebrity endorsement on brand image

S/N	Item	X	SD	p-value	Remark
1.	Celebrity endorsement influences brand image	3.92	0.42	0.002	Accepted
2.	Celebrity endorsement influences consumer perception of product	3.71	0.48	0.000	Accepted

From the results in table 4.5, p-value is less than 0.05. Thus we accept the alternative hypothesis which postulates that there is significant relationship between the brand image of slim tea and celebrity endorsement. Thus celebrity endorsement influences brand image and consumer perception of slim tea product. The null hypothesis which postulates that there is no significant relationship between celebrity endorsement of slim tea and its brand image is therefore rejected.

4.4 Discussion of Findings

The analysis of the demographic data revealed the highest proportion of respondents in this study is within the age range of 16 – 20 years (39.29%), followed by respondents within the age range of 21 – 25 years old (29.33%). The table further shows that 22.7% of the respondents are within the age range of 26- 30 years while only 8.68% are 31 years old or older. It was further seen that a vast majority of the respondents (81.12%) are single, 11.99% are married, while 6.12% are engaged to be married while a very low proportion of respondents (0.77%) are divorced.

To properly understand the findings of this study, in respect to the research questions formed in the work, the outcomes of the study were discussed accordingly, to the various questions the study sought to address. The findings of this research will be related to findings from other studies that either collaborate or disagree.

The findings of research question 1 in table 3 shows that a significant number of respondents are of the opinion that celebrity endorsement can influence their brand choice. 90% of the respondents answered this particular question. This is in agreement with the study by Kara Chan et al., (2013) that states that using a celebrity in an advertisement would increase brand awareness, attract the celebrity's fans, encourage trial, and enhance purchase confidence. Also, in "Does Celebrity Endorsement Influence the Consumer Purchase Intentions & Corporate

Image? Mediating Role of Advertising Appeal” by Ghaffarietal (2016), the study finds that corporate image has significant relationship with celebrity endorsement. These reaffirms that advertising appeal significantly and partially mediate the relationship between celebrity endorsement and consumer purchase intentions, and that, advertising appeal positively to the relationship between celebrity endorsement and consumer purchases intention. Furthermore, the findings in this research question also show that On-Air-Personalities significantly influence the perception of female students to slim tea products. This finding is in consonance with the postulations of Coulter, Zaltman and Coulter (2001), who were of the view that personalities that are seen on air, especially television, significantly influence individual perception of products and services. This they attributed to the fact that their fans are continually exposed to them and think that using products and/or services that they endorse is a way of accentuating the fact that they are fans of the celebrity and also that the fact that a celebrity is endorsing the product makes it a credible one. In addition, it is in agreement with the findings of Jung, Chan and Tse (2011) who opined that celebrity endorsement significantly affects consumer behaviour towards products in China as celebrities who enjoy large followership significantly swing their fans towards consumption of products and services that they endorse. Furthermore, the study also elucidated that consumers’ patronage of these products make them to identify themselves as fans of the on-air-personalities who endorse them. The findings in research question 1 also showed that musicians significantly influence the perception of female students towards slim tea products. This finding is in agreement with the postulations of Reid and King (2003) who opined that television advertising utilizes the following that musicians, actors, sports stars and other celebrities have, especially among youths, to have a wider audience and patronage of their products and services. They further mentioned that celebrities wield enormous influence on their

fans and this could lead to them patronizing products endorsed by these celebrities even without enquiring about possible side effects of the product.

The findings of research question 2 in table 4 shows that celebrity endorsement significantly influences the buying of slim tea by female undergraduate students in tertiary institutions in Nigeria. Furthermore, the findings also show that these students also perceive slim teas as being potent as a result of celebrity endorsement, as well as recommending it for family and friends. This is in agreement with the study by Ifeanyichukwu(2012), finds that the use of celebrities can influence young adult in their purchase decisions. The finding of question (2) further supports the findings of Ifeanyichukwu (2012) who observed that celebrity will go a long way in positioning a brand in the minds of the consumers and that it is important for firms to associate with celebrities with high level of attractiveness and popularity, this goes a long way in getting the interest of young adults and that any dent on the image of the celebrity affects the brand as well. In addition, Nor- Pujawati et. al. (2015) opined that brands that identify with popular celebrities are felt to be credible and effective by audiences. The study further mentioned that such brands usually witness increased patronage as they are effectively marketed by theses celebrities, not only during events, but also in their normal daily lives. Patronizing these products gives audiences the feel of using the same products that their favourite celebrities use. The findings in the research question 2 also show that undergraduate students recommend slim tea products for family and friends due to celebrity endorsement. This is in agreement with the postulations of Tantisenepong, Gorton and White (2012) who mentioned that individuals most times market products not just based on its effectiveness and credibility but also based on the celebrity who is endorsing the product. The study further opined that the effectiveness of a product is usually measured by the celebrity endorsing it, thus the tendency for recommendations

to be made to family and friends based on the celebrity endorsing the product. In another study, Shamaila et. al. (2016) also mentioned that celebrity endorsement significantly influences consumer intentions and purchase of products and services. They further mentioned that the brand image of a product is significantly influence both the corporate image of the organization and also the calibre of customers that it wishes to attract. They also recommended that celebrity branding should be done to fit into the corporate profile of the organization and its desired target audience. In another related study, Shamaila, et. al. (2016) also opined that celerity endorsement of certain products and services give the followers of those celebrities the impression that the product is effective and credible. In addition, they opined that the celebrity endorsing a product probably uses the product, thus confirming the credibility and effectiveness of the product. The findings in research question 2 also showed that respondents deem slim tea a credible consumer product. This is stemmed from the fact that the celebrities who use slim tea products have shown significant weight loss and also sustained this weight loss over a period of time. Furthermore, 78% of respondents (a total of 305 students) said that they recommend slim tea products for their family and friends. They assert this is due to the results achieved by the celebrities who have been endorsing and using the product. This is in agreement with the findings of Spry, Pappu and Cornwell (2011) who asserted that many consumers make use of products that are endorsed by celebrities without questioning the effectiveness and features of the product. They further mentioned that consumers mostly assume the potency of a product because of the popular celebrity endorsing it without ascertaining the credibility of the product and if the product has side effects.

Celebrity followership plays a major role in consumer choice of products, and this is not restricted to slim tea products. In addition, the use of celebrities has served as a veritable

marketing tool for business firms as it creates a high level awareness for the product or service in offer and also capitalizes on the following hat is already enjoyed by the celebrity to reach a wider audience and also create a positive impression of the product. Furthermore, the students who were interviewed in this study mentioned that they believe that the celebrities who endorse the slim tea products actually use them and that the product is the reason for their slim figure. This goes to show that the majority of people use products because of celebrities endorsing them and not because they have investigated its effectiveness.

The findings of research question (3) in table 5 shows about 70 % of the respondents agree that the choice of celebrity used in endorsing the ‘Slim Tea’ products have effect on their choice of brand. This is not surprising because, popular nollywood actress e.g. Ini Edo, Annie Idibia were the stars used to advertise ‘Slim Tea’ and these actresses are beautiful and appeals to the young adults especially to females. The study shows that a lot of study were not interested to know if the celebrities used in advertising these products actually use it or not, neither are they interested to know if there are possible harmful side effects, the driving force is that their role model, (that is, the celebrities who they look up to) use these products and that is all they need to know to make their decisions. The study of this research is in agreement with the study by PujawatiBinti et.al. (2015) who found out that celebrity endorser has higher influence on consumers’ attitude towards advertisement in comparison to non-celebrity for consumer products. In addition, the findings from research question 3 also shows that the respondents do not consider it necessary to investigate the possible harmful side effects of slim tea product. From interviews, it was gleaned that they assume the product to be effective enough for their use and free from side effects. In addition, the respondents mentioned that they did not care to investigate whether the celebrity actually uses the product and if the product actually is effective

for domestic usage. These are in agreement with the findings of Rizwan et.al. (2015) who mentioned that many consumers who buy products because of the celebrities endorsing them do not bother to ascertain if the celebrities actually use the product and if there are possible harmful effects of consumer the product. The study also mentioned that popular celebrities such as movie stars and musicians significantly influence consumers in deciding which products to purchase among similar alternatives. The findings also showed that respondents do not care to verify if the celebrity uses the product and also if the product actually produces the results that are mentioned in the adverts by celebrities. Discussions with the respondents showed that celebrity endorsement of a product makes it more desirable for consumption and more appealing to the students.

The findings of research question (4) in table 6 show that 90% of the respondents agree that the choice of celebrity used to advertise a product influences the product brand. The data in shows that the ability of the respondents to identify with the celebrity endorsing a slim tea product and also identifying with the product significantly influences their choice of consuming slim tea products. Furthermore, identifying with the adverts of the product and uniqueness of the product is also a significant factor that sways female undergraduates towards patronizing slim tea products. As earlier stated, you cannot use a celebrity like TufaceIdibia (Musician) to endorse the use of condoms knowing well he has 7 children from (3) women. The objective of the company will be lost as everyone will be talking about the choice of celebrity used and how it is improper, some might even begin to doubt the products if it works since the popular celebrity that uses the product has children from different women. The choice of celebrity used matters a lot. If an organization fails to provide a positive and strong brand image, it may directly or indirectly affect consumer's decision making; as consumers may shift to competitors that offer better experience. This is in agreement with the study "Does Celebrity Endorsement Influence the

Consumer Purchase Intentions & Corporate Image? Mediating Role of Advertising Appeal” by Shamaila et.al.(2016). The study finds that Advertising appeal significantly and partially mediates the relationship between celebrity endorsement and consumer purchase intention, it further proved that corporate image has significant relationship with celebrity endorsement.

Respondents in this study were of the view that their ability to identify with the celebrities endorsing slim tea products significantly influenced their choice of consumption of the product. They explained that seeing a celebrity who has their desired body shape endorsing a product influences them towards using these products with the view of achieving the same goal that the celebrity endorsers have achieved. This finding is in agreement with the assertions of McCracken (1989) who mentioned that celebrity endorsement of products has a psychological effect on the fans of the celebrities as they make use of such a product in a bid to identify with both the celebrity and the product. The study further mentioned that many consumers consider celebrities as role models and in a bid to emulate their role models, tend to consume the same products and services that their role models endorse.

Many consumers are not adequately educated and informed about some of the products that they are exposed to. This calls for better consumer education, especially on the part of individual consumers so as to make it possible that individuals can consume products that they are well informed about. In addition, consumers ought to be well informed about the possible side effects of the products they consume and also if the product conforms to their physiological characteristics. The findings of research question 4 shows that female consumers of slim tea products are not well informed consumers as majority of them (73% of respondents) base their choice of slim tea product on selected celebrity endorsers and their followership of key celebrities who endorse given products. On the other hand, 83% of the respondents mentioned

that they patronize a given slim tea product based on their ability to identify with the celebrity endorsing it. Thus, for example, female students studying Theatre and Film Studies in the university tend to patronize given slim tea products that are endorsed by nollywood actresses. In addition, 71% of the respondents mentioned that uniqueness of a slim tea product significantly swayed their choice towards patronizing such a product. During the interaction with them, they mentioned that unique packaging of the product endears them towards patronizing a given product. Similarly, 81% of the respondents used for the study mentioned that their ability to identify with the product that is being endorsed by a given celebrity influenced their consumption of slim tea product. This serves as a justification why business firms use celebrities (most especially entertainers) to endorse their brands, especially products and services that are geared towards young individuals.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

The objective of this study is to ascertain the impact of celebrity endorsement on brand image of slim tea among female undergraduates in selected south east Nigerian universities. This study thus explores the effectiveness of the use of celebrity endorsements on the brand image of slim tea among female undergraduates in selected South East Nigerian Universities and also to determine its impact in advertisements, to examine the link between celebrity endorsement and its effectiveness in attaining the brand loyalty of female undergraduates in South East Nigerian Universities. The study also aimed at finding out the impact if any, of celebrity endorsement on brand image using Slim Tea as a focal point. Female undergraduates were chosen because they are the major people that consume slimming tea, more than their male counterpart. The institutions selected for this study are the University of Nigeria Nsukka, Michael Okpara University of Agriculture Umudike and Ebonyi State University Abakiliki. These universities were selected because they have been in long existence and practically have a significantly large female undergraduate student population.

The survey method was the research design with the questionnaire forming the measuring instrument. A total of 400 copies of the questionnaire was distributed to female students in University of Nigeria, Nsukka, 100 was shared to Michael Okpara University of Agriculture, Umudike and 100 was shared to Ebonyi State University. A total of 392 copies of this questionnaire were filled and returned, making for a return rate of 98%. The research questions were arranged in line with the specific objectives of the study so as to properly address the problem of the study.

Research question one aimed at determining the relationship between the brand image of slim tea and celebrity endorsement. The findings show that a significant number of respondents are of the opinion that celebrity endorsement can influence their brand choice. 90% of the respondents answered this particular question.

Research question two seeks to ascertain the impact of celebrity endorsement of slim tea among female undergraduate. The study shows that celebrity endorsement significantly influences the buying of slim tea by female undergraduate students in tertiary institutions in Nigeria as about 77% of the respondents agree. Also shows that these students also perceive slim teas as being potent as a result of celebrity endorsement, as well as recommending it for family and friends.

The research question three seeks to ascertain if female undergraduate students' choice of brand product is driven by celebrity influence. The findings show that about 70 % of the respondents agree that the choice of celebrity used in endorsing the 'Slim Tea' products have effect on their choice of brand. This is not surprising because, popular Nollywood actresses such as Ini Edo, Annie Idibia were the stars used to advertise 'Slim Tea' and these actresses are beautiful and appeals to the young adults especially to females. The study shows that a lot of respondent were not interested to know if the celebrities used in advertising these products actually use it or not, neither are they interested to know if there are possible harmful side effects, the driving force is that their role models, that is, the celebrities they look up to says they use these products and that is all they need to know to make their decisions.

Research question four was to identify how celebrity choice influences the brand image of a product. The findings show that 90% of the respondents agree that the choice of celebrity used to advertise a product influences the product brand. The data collected shows that the ability

of the respondents to identify with the celebrity endorsing a slim tea product and also identifying with the product significantly influences their choice of consuming slim tea products. Furthermore, identifying with the adverts of the product and uniqueness of the product is also a significant factor that sways female undergraduates towards patronizing slim tea products. The choice of celebrity used matters a lot. If an organization fails to provide a positive and strong brand image, it may directly or indirectly affect consumer's decision making; as consumers may shift to competitors that offer better experience.

5.2 Conclusion

Advertising is a marketing communication. It is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product or services. Due to the competitiveness of products and services, business organizations make use of advertisement to create awareness, educate and inform the public of its goods and services as well as to remind existing customers that the product and services still exist. Now the use of celebrities as marketing strategy is a way of going extra miles to capture the audience as so many research works are of the opinion that people tend to go for certain products and services because someone they admire says it is good and ideal. Slim tea as well as many other slimming tea products is aware of the competition. Knowing well that they are not the only company that offers slimming solutions; therefore, they made use of celebrity advertisements as strategies to lure the female populace to purchase these products.

Based on the findings, the following conclusions were drawn; the populaces were exposed to "Slim Tea" advertisements and were influenced to purchase the products. The students' propensity to consume these products were significantly influenced by the celebrities who were used to endorse the product. Furthermore, these students based their purchase

decisions purely on their followership of the celebrity or celebrities endorsing the slim tea product and not on any accurate information about the product itself. The study further showed that these celebrities are the role model of the students, thus informing the sort of significant influence they wield on the students. Also, the student judge product credibility based on the celebrity endorsing the product and not based on the internal components of the product. Thus seeing a slim female celebrity makes the students believe that their slim body frame was attained by consuming slim tea without ascertaining if such an individual did something else in order to attain the body shape. Findings from the work also show that the ability of the students to identify with the celebrity endorsing the product also influenced their consumption of slim tea. Thus for example, a female student of Theatre and Film Studies in the University will likely consume a product that is endorsed by a female actress. In addition, the social media plays a significant role in influencing the product consumption choices of female students. It was seen that students choice of slim tea products also was influenced by advertisements done on social media platforms like facebook, instagram and twitter. Furthermore, the uniqueness of product adverts on the social media also influence student propensity to consume these slim tea products. This is attributed to the fact that these students spend a large proportion of their time browsing through the different social media platforms, thus they are successfully swayed by the advertisements they see on these social media platforms. Thus it makes it imperative that social media platforms be effectively used by business organizations in effectively marketing their products and services. This also makes it imperative that regulatory bodies utilize social media platforms in educating consumers about the possible hazards as well as benefits of consuming slim tea products.

5.3 Recommendations

Based on the findings of this study, the under listed recommendations are hereby made for consideration

- **Advertisers should make use of the right celebrities to promote the brand image of their products:** Using the right celebrity to promote the brand image of a product matters a lot, because you have to get a celebrity that is in sync with the products and services being advertised to enable a big marketing splash. For example, you cannot use athletes to makeup products or promote something that their audience has little interest as this will not bring a desired result. It doesn't matter if the celebrity used is one of the biggest stars on the planet, if the celebrity is not targeted accurately towards the potential users of the products promoted by such celebrity, its effect will be relatively small. That is why athletes are used to promote products used in their fields, for example, Energy drink etc from the celebrity or athlete's perspective many times there has to be a cultural and values fit. "When it comes to endorsements.
- **The side effects of these slim tea products should also be mentioned by celebrities in order to effectively educate consumers on the slim tea products they consume.** A lot of companies will not agree with this because they feel it will discourage consumers from purchasing the product. There is hardly any product and services that do not have an advantage and disadvantage hence, it is imperative for the celebrity endorser to highlight the effects of these slim tea products as these will help enhance better ways to consume it to avoid some dangers. Advertisers focus on the speed of the weight loss, with immediate weight loss being observed in some cases. However, most weight loss that people experience is caused by either loss of water or loss of solid waste. Also there is little

evidence showing that slimming tea actually helps with weight loss as The United States Food and Drug Administration (FDA) do not recognize any slimming tea as being effective. If celebrity endorsers claim that these slim tea works for them, then they should properly educate their consumers to inform a better consumption to get results. Although, most positive reviews of slimming tea can be found either on sites that sell the product. There is a substantial lack of evidence to support the claims that slimming tea affects weight loss.

- **Business organizations should consider celebrities who's profession and lifestyle are in sync with the products and services that they are to endorse** Celebrities are brands on their own, People idolize celebrities, so when famous people are seen in advertisements promoting a new product, audiences are prompted to buy that product, either subliminally or directly. It is important to note that using a celebrity to endorse a product does not guarantee 100% success of that product; there are other factors that need to be put in place such as price etc. If the celebrity used to promote a product has enough brand power of their own, they don't even need to explicitly endorse a product to see the effects of their influence on sales or to be used in promotional materials. If an advertising industry wants a celebrity to endorse Slim tea for example, they should make use of an fitness celebrity as this will show that slim tea enhances fitness goal.
- **Slim tea consumers should strive to be better informed about the product they are consuming.** This they can achieve by carefully studying to ascertain the chemical components of the products so as to be sure that they are not consuming poisonous substances. A lot of slimming tea products causes dehydrations, cramping, nausea, diarrhea, aggravate constipation, dependency, weakened colon and

reduced potassium levels, which is dangerous for people with heart problems. Most ingredients are benign, there are some that may cause severe side effects in certain people, some Slimming teas may contain laxatives and diuretics, which may cause health complications so it is important for consumers to be better informed of the contents of the products before consumption.

- **Media platforms should be used not only by producers to market their products and services to their target markets, but also by regulatory agencies for promoting consumer information so as to promote responsible and informed consumption.**

Federal government of Nigeria had set up agencies such as the National Agency for Food and Drug Administration and Control (NAFDAC), the Standards Organization of Nigeria (SON), the National Drug Law Enforcement Agency (NDLEA) to regulate and promote responsible and informed consumptions. These agencies should make use of media platforms to sensitise consumers of the advantages and disadvantages of consuming certain products as well as educate consumers on how to know if a product is good for consumption or not.

- **Innovative forms of advertising and product packaging should be adopted by producers of slim tea products in order to attract increased patronage of the student target market.** Celebrity endorsement is not enough to improve sales, another factor that should be put into consideration is packaging. According to Rundh (2005) package draws in buyer's interest for specific brand, upgrades its picture, and impacts customer's recognitions about product. According to Ganelle Davis (January 2, 2014) Product packaging clearly influences consumer buying behaviour and also serves as a good marketing strategy. Pilditch (1961) quoted Ernest Dichter, explain the package must

literally shout attention to the product. He further explained the package must be its own salesman; it must arrest the gaze of the passing shopper and entice her to pick up the product. Henrion (1962) also supported that, the package must attract attention before it can inform or persuade buyers.

5.4 Suggestions for Further Research

Further research can be carried out, based on this study on the effects of celebrity endorsement of sports betting platforms on male students of tertiary institutions in south east Nigeria. Furthermore, there could be a study on the effect of celebrity endorsement of Green Tea products on married women in Nigeria. In addition also, further research can be carried on the effect of celebrity endorsement of flat tummy tea on female students in tertiary institutions in south east Nigeria. Also, another study can be carried out on the effect of celebrity endorsement of slim tea products on female students of tertiary institutions in south-south Nigeria.

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APPENDIX 1

Department of Mass Communication,
School of Postgraduate Studies,
University of Nigeria, Nsukka,
Enugu State
July, 11th 2018

Dear Sir/Madam,

LETTER OF INTRODUCTION

I am a Masters Degree student in the Department of Mass Communication, University of Nigeria, and Nsukka. I'm carrying out a study titled: "Impact of Celebrity Endorsement on Brand Image of Slim Tea among Female Undergraduates in Selected South East Nigerian Universities"

I, humbly solicits your kind response to the items in this questionnaire to enable me complete the research. All information provided will be treated strictly confidential.

Thanks for your cooperation!

Yours faithfully,

Anyakoha, Belinda Uju

SECTION ONE: Demographic Information

Please, tick the box that bears your chosen response to each of the following questions

1. Age? 16-20 ☐ 21-25 ☐ 26-30 ☐ 31-Above ☐
2. Marital Status? Single ☐ Married ☐ Divorced ☐ engaged ☐
3. Name of University? UNN ☐ MOUAU ☐ EBSU ☐
4. Course of Study? _____
5. Year of study? 100 ☐ 200 ☐ 300 ☐ 400 ☐ Others ☐

SECTION TWO

Awareness level of Slim Tea

Instructions: Please kindly tick (your chosen options in the space provided and write out your views where there are no options.

S/N	Question	Yes	No	Not Sure	Undecided
6	Do you have knowledge of what a Slimming Tea product is?				
7	Do you have knowledge of the brand "Slim Tea?"				
	NB: If your answer to question no. 6 and no 7 is 'No', do not proceed to answer any other question.				
8	Mention other Slimming Tea products you know?				
9	Do you use any Slimming Tea Products				
10	What informed your choice of slimming tea product?				

SECTION THREE

Brand Image and Celebrity Endorsement

Instructions: Please kindly tick () your chosen options in the space provided and write out your views where there are no options.

11. What is the relationship between brand image of slim tea and celebrity endorsement?

S/N	Question	Strongly Agree (SA)	Agree (A)	Disagree (DA)	Strongly Disagree (SD)
a	Actresses influence your brand perception of slim tea				
b	Musicians influence your brand perception of slim tea				
c	On Air Personality (OAP) influence your brand perception of slim tea				
d	Celebrity models influence your brand perception of slim tea.				

12. What is the impact of celebrity endorsement of slim tea on female undergraduate students?

		SA	A	DA	SD
a	Influence buying decision of the product				
b	Perceive Slim tea as potent because of celebrity endorsement				
c	Do you recommend slim tea for friends because celebrities endorsed it?				
d	Does celebrity endorsement make slim tea a credible consumer goods?				

13. Do female undergraduate students' choice depend on personality of the celebrity endorsing Slim Tea?

		SA	A	DA	SD
a	Musician endorsement sways bias towards consumption of slim tea?				
b	Actress endorsement of slim tea significantly influences buying decision?				

c	It is important to verify if the celebrity actually uses slim tea.				
d	Is it necessary to consider the possible harmful side effects of slim tea consumption?				

Do you know what brand Loyalty is? Yes ☐ No ☐

NB: If your answer to question no. 14 is 'No', do not proceed further.

14. What are the factors that influence brand Loyalty?

		SA	A	DA	SD
a	Identifying with the celebrity				
b	Identification with the product				
c	Identifying with the advertisement				
d	Uniqueness of the product				

15. Social media/Brand awareness

		SA	A	DA	SD
a	Advertisement on social media with or without celebrity compels me to purchase a product.				
b	The beautiful logo of social media advertisement compels me to purchase a product.				
c	The presentation of the advertisement, influences my buying decision.				
d	The constant reminder of a product via social media influences my decisions.				

16. Branding/ Packages

		SA	A	DA	SD
a	I'm intrigue by new products				
b	The way a product is packaged attract me to the product.				

c	The Branding of a product is ok by me				
d	I believe when a company rebrands their products, it goes to show that it is of a better quality and that compels me to purchase the product				

17. Advertising/ Celebrity endorsement

		SA	A	DA	SD
a	I'm easily influenced to purchase a product endorsed by my favourite celebrity				
b	Actors celebrity influences my decision to purchase a product.				
c	Musicians celebrity influences my decision to purchase a product.				
d	Sport stars celebrity influences my decision to purchase a product.				

SECTION FOUR

18. Who do you consider as a celebrity? _____

19. Should all public figures be considered a celebrity? _____

20. What factors contribute to the success or failure of celebrity? [Tick any]

Unique celebrity endorser ☐

Celebrity Brand match ☐

Consistency and long term commitment ☐

Celebrity - Brand Match ☐

Thank you!

APPENDIX II





Slimtea

GET BACK THAT
SEXY BODY

Slimtea
28 DAY DETOX
BURNS FAT
SPEEDS METABOLISM
REVITALISES

www.slimtea.com.ng

The advertisement features a woman with long, dark hair, wearing a white top and blue jeans, standing against a background of geometric shapes. A box of Slimtea 28 Day Detox is shown in the foreground.



#BELIKEINI
LOSE WEIGHT
AND WIN
N50K

www.slimtea.com.ng

The advertisement features two women, one in a brown top and one in a blue top, standing against a dark background. A central text overlay reads "#BELIKEINI LOSE WEIGHT AND WIN N50K".

