



**KWARA STATE UNIVERSITY, MALETE,
NIGERIA**

SCHOOL OF POSTGRADUATE STUDIES (SPGS)

**Influence of celebrity endorsement on KWASU Undergraduates' patronage of
MTN products and services**

BY

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MATRIC NO: 18/27/MMC011

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**SCHOOL OF
POSTGRADUATE STUDIES (SPGS)**

**INFLUENCE OF CELEBRITY ENDORSEMENT ON KWASU
UNDERGRADUATES' PATRONAGE OF MTN PRODUCTS AND
SERVICES**

A M.Sc THESIS SUBMITTED

BY

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**In Partial Fulfillment of the Requirements for the Award of Master of Science
(M.Sc.) Degree in Mass Communication**

DEPARTMENT OF MASS COMMUNICATION,

**FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY,
KWARA STATE UNIVERSITY, MALETE, KWARA STATE,
NIGERIA**

*October,
2021*

DECLARATION

I hereby declare that this Thesis “**Influence of Celebrity Endorsement on KWASU Undergraduates’ Patronage of MTN Products and services**” is a record of my Research. It has neither been presented nor accepted in any previous studies for any degree or qualification of any higher institution.

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APPROVAL PAGE

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DEDICATION

This research work is dedicated to God Almighty who in His infinite mercies granted me grace to face this great challenge.

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ABSTRACT

Over the last few years, the extensive use of endorsing celebrities as a means of advertising strategy has multiplied significantly. Celebrities are being used to promote different types of products and services. Advertisers identify the worth of endorsing spokespeople for product promotion. These include celebrities adored by audiences such as musicians, athletes, actors and other public figures. This development has prompted contending telecommunication operators in the Nigerian economy to engage celebrity promotion in the marketing of their product, and trying to figure ways to get new and maintain existing customers. This research focuses on the influence of celebrity endorsement on Kwasu undergraduate's patronage of MTN product and services in Nigeria. Using source credibility theory and source attractiveness model, this study adopted survey method, utilizing questionnaires to gather information from 392 respondents using multi-stage and stratified random sampling techniques to identify key factors that propel successful celebrity endorsement campaign. The data gathered was analyzed using correlation and percentages to describe and explain the relationship among the study's relevant variables. The findings indicated that celebrity endorsement can influence patronage. It was discovered that some attributes such as skills, trustworthiness, credibility, attractiveness of celebrities are likely to influence patronage, though celebrities who are involved in a scandal may hinder patronage of products by customers.

The study concluded that celebrity endorsement indeed influences patronage and that it is important for the MTN to endeavor to adopt high profile celebrities that will help boost their brands and also improve patronage. However, the study recommended that there is need for proper scrutiny of a celebrity's lifestyle and the celebrity's present social acceptance before their adoption as endorser so as to avoid any negative image that could have unpleasant effect on a product or service.

Keywords: *Celebrity Endorsement, Influence, Patronage*

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Every company is in business to produce for sales and to make profit therefrom. To be able to do that successfully, the return from the business must cover the operating cost and generate reasonable profit (Arens, 2004). In the same vein, every product catches at least a bit of a person's time to enlighten him or her of the startling attribute of a particular brand at hand. The challenge facing the advertiser is to identify an enticement that will capture the interest of the customer. In tackling this challenge, the use of celebrities to promote a brand has become a highly used marketing technique.

Advertising is one great activity in communication that has been with man right from time. It is also encountered either knowingly or unknowingly by everyone, every other day, if not every hour or minute. "It has no doubt assumed great prominence and pervasiveness in all facets of human endeavors" (Okoro, 2005). Consumer behavior is a key marketing concept that explains the consumer decision process. According to Kotler (2012), "consumer behavior involves psychological, emotional and physical interaction that consumers utilize during the collection, acquisition, usage and disposal of goods and services that fulfill their interests and wishes".

In the words of Sushil and Ashish (2013), "Advertisers around the world have acknowledged the use of celebrities as a strategy to boost trade. Advertising and

marketing managers spend a huge sum of money to get celebrities to promote their goods”. In recent times too, celebrity endorsement has become the world’s multi-million industries. Marketers embrace the use of celebrities in advertisements as a tactic to attract basically new customers and to maintain the current ones to increase their revenue and change the consumer’s perspective regarding their brand, which has a positive effect on their buying behavior.

As explained by Kotler and Armstrong (2007), sales decision represents one of the most difficult decisions that many business executive face. According to them, this is because “it is difficult to foresee, forecast or determine accurately, demands of potential customers as they are uncontrollable variables beyond the organization”. Therefore, considering the value of purchases for the sustainability of businesses and the relationship between customers and purchases, it is suitable for organizations to participate in initiatives that can influence consumers’ choice to buy its products. This is where celebrity endorsement is pertinent. Celebrity endorsement and advertising as a promotional tactic, serves as major tools in creating awareness of a product while conditioning the potential buyer’s mind to make an eventual purchase choice.

Customers play a major role in businesses. Irrespective of what product the company is selling, the customer is the heart of a business. This is because the company’s profits, market-share and even the employees’ salaries - all come ultimately from

only one source: the customers. With the help of the Customer Relationship Management (CRM) which is a broadly recognized, widely-implemented strategy for managing and fostering a Company's interactions with customers, clients and sales prospects, it is easy for organizations to adequately sell and or advertise their products and services to the public. This involves using technology to organize, automate, and synchronize business processes, principally sales activities, but also those for marketing, customer service, and technical support.

The practice of using celebrities in advertisements to promote products dates back to more than a hundred years and continues till date. "Some studies have found out that as much as 25 percent of the total advertisements aired use celebrity endorsements" (Shimp, 2000). The use of celebrities on the sales performance of brands over the years cannot be overemphasized. Celebrities manifest certain qualities for the audience and there is an association between the characters of the celebrity and the image of the brand. Each celebrity depicts a wide range of meanings that involves a particular personality and lifestyle. However, this has proven to be very costly, especially within highly competitive markets such as the telecommunication industry, which requires higher advertising budgets to stay even with competitors.

Nowadays, telecommunication industries such as MTN have become essential part of the lifestyle of the people in the Nigerian society, including the Kwara State University (KWASU) students. It is reasoned that "There are a number of

telecommunication service providers available in the market. Some brands are very famous not only in Nigeria but also globally” (Armstrong & Kotler, 2005). MTN Nigeria is a subsidiary of the South African based mobile telecommunication giant – Mobile Telephone Network (MTN). Following a global auction conducted by the Federal Government of Nigeria through the Nigerian Communication Commission (NCC) in 2001, of which MTN Nigeria won one of the then available four licenses, the company emerged as the first GSM network to make a call in Nigeria on May 16, 2001. At the moment, the telecommunication company has extended its services to 223 cities and towns, more than 10,000 villages and communities and growing highways across the country, spanning the 36 states of Nigeria and the Federal Capital Territory, Abuja (mtnonline, 2019).

Advertisements by some brands are more appealing than others and some are fresh and innovative advertisements. It is very hard to find people who never subscribe to any telecommunication service provider. Most of the undergraduates of Kwara State University prefer a particular service provider. Many advertisements for such service provider are seen daily on the Internet and Television, and many of these use celebrity advertising to woo potential customers. It is for this reason that this study attempts an examination of the influence of celebrity endorsement on the patronage of MTN services by students of Kwara State University, Malete to test its efficacy on the students’ purchase behavior on MTN services.

1.2 Statement of the Problem

The telecommunication industry is passing through a phase of change and also through period of significant growth and stiff competition. Consumers, over the years, had been exposed to series of advertisements, but tendency to forget about 80% these advertisements by people (Kofi, Asimah, &Agbem, 2015). In addition, it was established that the cost of attracting new customers is five times greater than the cost of retaining the current one (Reicheld&Sasser, 1990). In view of this, marketers are spending huge amount of money, energy, and time on advertising their products, services and ideas. In today's competitive market, the use of celebrities in advertisement can make a difference. Using celebrities to win customers is on the increase. In Nigeria, most of the organizations now make use of celebrities on billboard, TV, Radio etc. advertisement to aid the sale of their products/services.

However, scholars such as Syed and Raja (2014) and Hawkins et al. (2001) have argued that the use of celebrities does not have any positive influence on the sales of goods/services, while others like (Chung et al, 2012; Andreas et al. 2015; Dukumor, 2016; Eyitayo, 2017; Thomas & Johnson, 2017) have argued that advertisers believe that using celebrities to endorse or market a product/service would foster in the mind of the consumer(s) a match or connection between the celebrity endorser and the endorsed product.

A research by Lee Y and Zafar A (2012) argued that celebrity endorsement can have a negative effect on purchase intentions, the product and even the celebrity, especially

through multiple products endorsement. Assael (in Okorie, 2012, p.28) suggests that celebrity endorsers influence patronage because of their symbolic aspiration reference group association. These contending positions have remained unresolved, and point to the fact that celebrity endorsement does not have uniform influence on customers' patronage of a product or service.

It is in this light that this research set to investigate the influence of celebrity endorsement on KWASU undergraduate's patronage of MTN product and services in Nigeria by specifically investigating key variables such as attributes of celebrity endorsement, level of exposure on the use of celebrity endorsement, undergraduate perceptions of celebrity endorsement and the influence of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services.

1.3 Research Objectives

1. To investigate the level of exposure of KWASU undergraduates on celebrity endorsement in the promotion of MTN product and services.
2. To find out the influence of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services.
3. To ascertain the level of influence celebrity attributes have on KWASU undergraduates in the patronage of MTN products and services.
4. To find out the perceptions of KWASU undergraduates' about the use of celebrities in promoting MTN product and services.

1.4 Research Questions

1. To what extent are KWASU undergraduates aware of the use of celebrities in the promotion of MTN product and services?
2. Which of the attributes of the celebrities influence KWASU undergraduates' in the patronage of MTN product and services?
3. What level of influence does celebrity endorsement have on KWASU undergraduates' patronage of MTN products and services?
4. What are the perceptions of KWASU undergraduates' about celebrity endorsement in MTN product and services?

1.5 Significance of the Study

Theoretically, this study advances the debate on the influence of celebrity endorsement on the patronage of products and services. Specifically, it contributes to existing body of knowledge on celebrity advertising and endorsement of product and services. This study therefore, was designed in such a way as to aid organizational managers realize that celebrity endorsement is a very important advertising strategy. In the recent times using celebrities to win customers is on the increase. The findings of the study will assist managers in telecommunication industry in Nigeria to appreciate the concept of celebrity endorsement better, resulting in higher organizational return, especially in the MTN industry. Second, the society at large and other sectors of the Nigerian economy might learn how celebrity endorsement can be better implemented to ensure its influences on consumers' patronage. The strategic implication of this is that organizations might decide to be targeting

consumer purchase intention more vigorously. The data derivable from this research exercise will serve the information and reference needs of mass communication scholars, researchers and students alike and additionally serve as response to existing limitations in literatures on the area of quantitative studies on celebrity influences and the patronage of telecommunication product and services.

1.6 Scope of the Study

The study focuses on the influence of celebrity endorsement on KWASU undergraduates' patronage of MTN products and services and how the sub-variables of celebrity endorsement would affect consumers' patronage. Also, the study was limited to products offered and services provided by MTN Nigeria, and excluded products and services of other telecommunication networks and celebrities used by them. Although, there are other means of advertising strategy such as buy-one get-one free, coupons and talents hunt shows, the focus of this study is on usage of celebrity endorsement in sales promotion. The scope of the survey was therefore, strictly restricted to the influence of celebrity endorsed product and services on the students of Kwara State University Malete. The category students sampled were students in four of the eight faculties in the institution, spreading across level 100 to 500 and engaged in regular programmes of the university. The sample excluded students on remedial, part-time and those on Top Up conversion programme.

Celebrity attributes that could motivate patronage, as used in this study, were skills, trustworthiness, credibility, attractiveness.

1.7 Operational Definition of Key Terms

Influence: According to John and Joseph (2009), “influence is the ability to have an impact on the character, development, or behavior of someone or something, or the effect itself without using direct force or order”. Thus, influence, as meant in this study, refers to the effect that the attributes or character or image of the celebrities have on the Kwara State University undergraduates which motivates them to patronize the endorsed MTN product and services.

Celebrity: Celebrity refers to famous individuals recognized for their status, talents, special skills such as athletes, actors and actresses, among others, with large fans or followers, used by the MTN to promote its products or services, with the intent to attract new or current customers among students of Kwara State University.

Celebrity endorsement: This refers to the use of individuals with special gift or skill, or who have attained a high status by virtue of their achievements in certain fields, adored and followed by students of Kwara State University, adopted by the MTN to promote its product or services with the belief that the love that people have for such people will be transferred to the product or services they are associated with.

Patronage: This refers to the desire or demands for MTN product or services, resulting from the positive perception of the endorsement of the product or services by celebrities that the students of Kwara State University adore or follow.

Perception: This has to do with the way students of Kwara State University sense, interpret and comprehend the messages in the celebrity advertising of MTN product or services.

MTN Products and Services: This relates to the unique brand offerings of the MTN targeting specific needs or desires of target customers, in this case, the students of Kwara State University in order to achieve product or service patronage, to attain sales and generate profit.

Celebrity advertising: In this context, this is a form of advertising strategy which uses a celebrity's fame or social status to promote or endorse the MTN product or service, with a view to wooing fans and followers, particularly among students of Kwara State University.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter covers literature review of framework which provides a comprehensive account of how endorsing celebrities influences consumer behaviour. Specifically, it reviews comprises of conceptual analysis, empirical review and theoretical framework that guides the study.

2.2 Advertising

In today's world, the importance of advertising is increasingly rising. Advertising uses media as its tools and has its effect all around the world. Advertising a persuasive and influential force that conditions behaviour and attitude in society. According to Godwin, Victor, Felix and Tochukwu (2017), advertising is a form of persuasive communication, that presents factual messages and information and a form of marketing communication. Advertising has been an essential marketing tool for both new and existing businesses. It is a unique form of communication targeted at selling or making people aware of the products and services available. This further helps to create relationships with the ultimate customers.

Advertising is defined as the persuasion of audiences or consumers to take certain actions with respect to products, ideas or services. The goal of advertising is to drive

consumer behaviour with respect to a commercial offering. In the words of Reichert, Heckler and Jackson (2001), advertising is described as an applied form of persuasion, with the goal of informing, positioning, convincing, reinforcing, differentiating and ultimately selling products and services.

Advertisement is a formal and structured non-personal communication, paid for and often with convincing purposes, displayed across a range of media, on the goods and services of the defined sponsors. Every mainstream media is used to convey these compelling advertisements, including radio, movies, magazines, newspapers, video games, the Internet, billboards and particularly, television, which is a special medium of advertising, combining elements of sound, image and motion which subsequently help to create relationships with the potential customers. Advertisers have started to explore new and unique ways to make their advertisements successful and efficient. One of the ways is using celebrity endorsement. This is because advertisers believe that celebrities have the influence to compel potential consumers to patronize a product or service (Choi & Rifon, 2007).

Celebrity endorsing is an advertising tactic whereby organizations use individuals with public recognition as spokespersons for their products or services. In order to boost sales and potentially extend their market share, celebrity endorsement strategy has increasingly been used by companies in recent times. Thus, famous people, movie

stars, entertainers, athletes, or pop-stars and public figures are hired by organizations to promote their products or services (Belch & Belch, 2001).

2.2.1 Advertisement Effectiveness

Effectiveness in advertising is linked to how well advertisements from an organization serves the planned function. Smaller firms use a wide range of statistics or metrics to determine their advertising effectiveness. These metrics can be used for all types of advertising, including television, radio, direct mail, the Internet, and even billboard advertising. In every society, advertisement is a very powerful constituent of business. It has overpowering and persuasive strength. Though developed mainly by companies to raise awareness of goods and services, it also promotes the production of new and improved products, giving customers wider choice. It is an essential element for the acceptance of attractive and useful concepts or ideas.

According to Vivian J, (2009) advertising, newspapers, magazines, television, and radio produce much of the operating revenue. Originally advertisement was mainly used to raise awareness of products or services, but as the distinction between differentiation of products in terms of quality and reliability becomes thinner and almost entirely blurred due to the availability of cutting-edge technology, it also becomes apparent that advertisers use tactics which offer credibility and increase the popularity of such a product over others. A significant and fundamental feature of modern-day advertising has been the endorsement of products and services in

advertising, as it has been found to have the potential to increase the financial returns of businesses using it in their advertisements. Pickton and Broderick (2005) observe that celebrity endorsement of brands is of particular importance to the advertising communicator and is widely used. Companies invest enormous money on celebrities to endorse their products or sponsor advertisements on television, radio, newspapers, magazines, billboards, internet and mobile phones, believing that such endorsement will lead to positive attitudes towards the brand and greatly impact revenue and profits through increasing consumer demand for the brand. Furthermore, celebrities are used by government and non-governmental organizations in public messages with the purpose of influencing attitudes.

2.2.2 Customers relationship Management (CRM)

Changes in the current competitive environment, the growing ease of penetration in the competitive market, and the exponential development of information technology are reasons for performing activities in such an environment. Pursuant to the goal of strengthening customer relationships, some firms are now developing their markets rapidly and effectively. These companies, by introducing customer relationship management programs, believe they will earn loyalty. Customer relationship management is a mixture of individual process and established technologies, as well as the understanding and management of customer relationship by focusing on relationship growth and customer retention, and seeks to increase profitability by

achieving the desired balance of major company investment and customer satisfaction (Hsieh, 2009). Customer relationship management is further described as a collection of processes and structures that supports the business structure in retaining sustainability and maintaining relationships with key customers (Chittaie, 2012).

Service quality and customer satisfaction are key factors in the battle to obtain competitive advantage and customer retention. Customer satisfaction is the outcome of customer perception of the value received in a transaction or relationship, where value equals perceived service quality, as compared to the value expected from transactions or relationships with competing vendors (Blanchard & Galloway, 1994). In order to achieve customer satisfaction, it is important to recognize and anticipate customers' needs to be able to satisfy them. Enterprises that are able to rapidly understand and satisfy customers' needs, make greater profits than those that fail to understand and satisfy their needs (Barsky& Nash, 2003).

Customer Relationship Management is also a concept of identifying customer needs; understanding and influencing customer behaviour through ongoing communication strategies and an effort to acquire, retain and satisfy the customer. Customer Relationship Management is more than simply managing customers and monitoring their behaviour or attitude. It has the potential to change a customer's relationship with a company and increase revenues in the bargain. It also helps to know the

customers well enough to decide whom to choose and whom to lose. The objective of CRM is to recognize and treat each and every customer as an individual. Customer relationship management enables organizations to provide excellent real-time customer service through the effective use of individual account information (Kotler& Keller, 2006). Organizations therefore, need to investigate customer needs, build relationships with both existing and potential customers, and will have to satisfy their customers' needs (Rootman, 2006).

A number of researchers have made attempts to define CRM. Some of these are as follows:

Customer Relationship Management (CRM) is the process of identifying, accepting and building appropriate mutually beneficial relationships as well as increase customer lifetime and retention (Bentum, 2005).

CRM is an umbrella concept that places the customer at the center of any business. Customer service is a substantial component of CRM; it is also connected with coordinating collaborative and strong relations with the customers across all business functions, points of interaction and audiences (Bose & Sugamaram (2003).

CRM enhances a brands capability to coordinate marketing and service strategies in the means of reaching and retaining long-term partnerships (Sin, Tse&Yau, 2005).

2.2.3 Models on customer relationship management

It is a well-known fact that CRM means different things to different people. For some, CRM means direct e-mails. For others, it is mass customization or developing products that fit individual customers' needs. For IT consultants, CRM translates into complicated technical jargon related to terms such as OLAP (on- line analytical processing) and CICs (customer interaction centers). There are some attributes that makes up the CRM which are support for both the customers as well as the marketers. It also includes the service rendered to the customer, orders, analysis of the market and consumers buying behaviour, marketing of products and services which could also come in form of advertising, strategizing as well as sales of the end product to the consumers. All these require some level of expertise, experience, skills, and ability to pull crowd.

There are some attributes that makes up the CRM among

SUPPORT

SERVICE

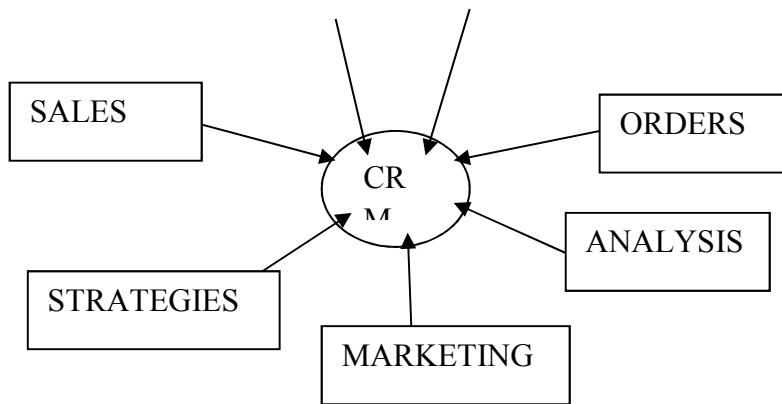
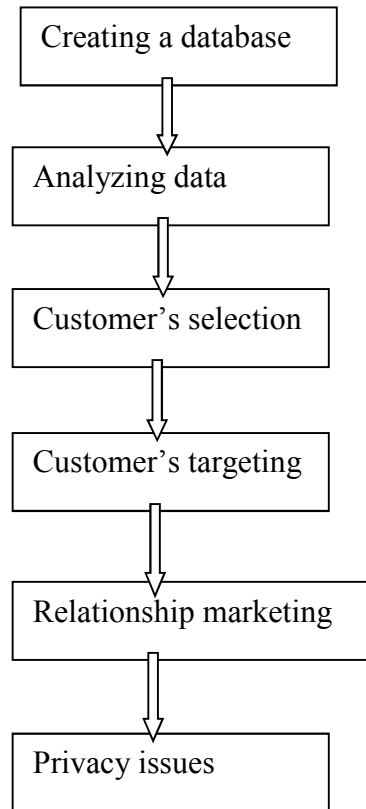


FIG 1: Attributes of CRM



Credibility of the TV, Radio, Internet

Audience Metrics are used for various purposes, especially, for comfort, empowerment, learning and knowledge, but not all information is useful and credible

to them. Then they filter out useless information and retain only that which is useful and believable. Credibility is one of the criteria used to filter unbelievable information (Wathen&Burkell, 2002). Credibility is defined as “judgments made by a perceiver (e.g., a message recipient) concerning the believability of a communicator” (O’Keefe, 1990). Others, however, believe that this definition should also cover organizations as well as individuals as communicators (Gass&Seiter, 2007). In general, the scholarly examination of credibility is perhaps among the oldest lines in communication research, originating with ancient Greeks (Liu, 2003; Griffin, 2009).

On the other hand, Garrison (2003) reminds that the investigation of perceived credibility and elements of public attitudes has started with the advent of emerging mass media technology. Usually, credible information is referred to believable information and it is a person’s perception of the truth of a piece of information (Eisend, 2006). Self (1996) also states that this concept is linked to Aristotle’s argument that persuasion was based upon fitting the message to audience need in the linear model of speaker-message-audience. In sum, different researchers, in fact, employed different definitions of credibility. These definitions help to demonstrate that credibility is a complex, interdependent, and multidimensional concept. During the 1950s, competition from television provoked the industry to look at the various news media credibility in the eyes of the public. During 1960s, reliance on TV

climbed so steadily that by the 1968 television news had attained confidence from twice as many people as the newspapers.

In today's media environment, the advent of the Internet as a new and widely used medium for the delivery of information raises the question of how to assess credibility of this medium. So, the focus of media credibility research is now more about medium effects such as differences between newspapers, television and online media. Media credibility, due to the deep penetration of the Internet, has received renewed attention in recent years (Wathen&Burkell, 2002). However, interest in newspaper credibility may have reached the highest point in the late 1980s, but the media credibility issue has recently been revived with the involvement of traditional media (for example, television and newspapers) in the Internet (Garrison, 2003). In sum, recent studies mostly focus on examining the credibility of the Internet with traditional media counterparts. For example, the result of a study on "Perceptions of Internet information credibility," conducted by Flanagin and Metzger (2000), shows that the Internet information was as credible as television. Flanagin and Metzger (2000) also concluded that credibility among different types of information sought by audience members, such as news and entertainment, varied by media channels. Respondents reported that they did not verify Internet-based information. However, this finding varied by the type of information needed. Level of experience, usage of the Internet and how an audience perceived the information was related with whether they made to verify information found on the Internet.

Before traditional media became established in online environment, Internet research credibility was examined. While Fogg, B. J., Marshall, J., Osipovich, A., Varma, C and Fang, N., (2001) argue that online users were becoming increasingly skeptical of the online information and as a result those who offer online information need to increase the credibility of information, most studies found web information more credible than traditional media counterparts. However, the Internet helps information flow and freedom, also it introduces an increased potential for error or exploitation on information. But credibility of online information may derive from the capability of mutual interaction between users and sources. What is important to explore people's evaluation of media credibility are factors that are affecting the perception of the media. In particular, media use is considered as a predictor for understanding perception of media credibility (Lu & Andrews, 2006). However, from several decades ago, some studies investigated the relationship between media use and media credibility, but the findings of all previous studies about media use and credibility are not fit together. However, several studies have shown positive correlation between media use and perceived media credibility. That is, those who use a particular media more often are those who perceive the credibility of these media positively than those who use this media less often. On the other hand, it doesn't sound logical that a person spends time to seek information from a source he does not trust. Lu and Andrews (2006) also argue that media use was significantly related to credibility of newspaper, radio, magazine, and the Internet, but there was no consistent association between

television viewing and its absolute credibility. However, the relationship between respondents' television viewing and their perceived credibility almost reached a considerable level.

In general, credibility of television may refer to this notion that "seeing is believing." Although the television is the most destructive medium of entertainment, it is necessary to distinguish between different information displayed through this medium when we want to access the credibility of television. However, the relationship between media use and perceived media credibility has been investigated for several decades but the findings of a study indicated that the rate of media use needs to be clearly distinguished from level of preference for various media. Studies of media use have consistently shown that online media are as a complement to traditional media more complementary than competitive media (Bucy, 2003). Based on this finding that online media are as a complement to traditional media, it can be deduced that credibility is something a medium cannot earn on its own but it also should be obtained by other media. The salience of an issue is a factor that looks to manipulate how audience members evaluate a medium. Moreover, the more salient the issue, the greater the perceived credibility of a medium (Bélanger&Meguid, 2008).

A large body of studies suggests a relationship between an individual's involvement with salient issues and distrust of a medium. For instance, when people consider a

subject as an important subject in a medium, they are just likely, if not more likely, to be persuaded by argument on the issue and not any inclined to perceive a medium as biased. When we look at different media news, normally, media tends to start with the most important issues. On the other hand, readership also looking for what they supposed as important issue, so if readership finds what they want in a medium, they may judge it as a credible medium. Numerous researchers found out that a lot of reasons influence perception of media credibility, with media reliance and media use being frequently inspected. When people have a purpose of gaining information on required issue of the day, they will rely more on the mass media. Some research findings also suggest that credibility of a medium or source of information is strongly associated with reliance on a medium or source of information (Johnson & Kaye, 2002, 2004). On the other hand, other researchers such as Mingxin (2006) discover that media reliance has less effect on media credibility. Johnson and Kaye (2004) also provide evidence that those who rely little on traditional media were more likely to view weblogs as credible. Johnson J Thomas, Barban K, Shannon L and Joann wong (2008) in a study on the perceptions of blog credibility also identify media reliance as a strong predictor of media credibility.

2.3 The Concept of Source Credibility and Celebrity Endorser

Source credibility means that the usefulness of a message relies on the expertise and trustworthiness and attractiveness of the source. This strand of source effect models describes that accepting and responding favorably to an advertisement depends on the audience's perception of the source's experience, trustworthiness and awareness. The theory is all about the positive qualities of the communicator which can influence the acceptance of a message by the receiver. Goldsmith E.R, Lafferty A.B, Neweli J.S, (2000) argue that source credibility is the extent to which the source is perceived to have communication-related knowledge and can be relied on to have an impartial opinion on the issue. If the source (the endorser) in an advertisement has a very high degree of experience in the advertising field, it improves the ability to make credible claims about the product (McCracken, 1989). Expertise as one of the elements of the source credibility model means that the endorser's knowledge and experience with the advertised product influences the products acceptability. Where the endorser tends to have substantial knowledge and experience of the advertised product, this elicits a favorable disposition on the part of consumers (Ohanian, 1990). Trustworthiness as another attribute against expertise in the Source Credibility Model means that a celebrity has to possess the level of trustworthiness in order for an advert to achieve desirable market results (Schiffman&Kanuk, 2004). The import is that in order to be persuaded, the target marketer must consider the endorser truthful enough about what he or she is saying about the brand.

The three main dimensions of source characteristics were defined by Kelman (1961) as source credibility, source attractiveness (also known as source likeability), and source power. A lot of research work focus on source attractiveness and source credibility as two primary source features for a successful endorsement deal (Subhadip, 2012; YilmazCengz, EserTelei, MuzafferBodur, TutkuEker 2011; Choi & Rifon, 2012). Source credibility is simply the perceived trustworthiness and expertise of the communicator by the person receiving the message.

Although, source likability is to the ability of the communicator to create a positive effect on the target audience, celebrities with credibility and high likability are more successful in attracting the interest of the customer and have a positive influence on their attitude towards the brand than advertisements relative to those with poor credibility and likability Cengz, EserTelei, MuzafferBodur, TutkuEker (2011). Trustworthiness and expertise are the sub-dimensions of the credibility constructs that refer to the perceived willingness to make valid assertions. Expertise interacts with attractiveness in such a way that the favorable impact of high expertise increases with a higher level of attractiveness. Roll Martin (2006, p.96) describes the concept of credibility as “the perceived trustworthiness and competence of the celebrity sponsor that greatly influences the acceptance with customers”

Research has shown that consumers regard source credibility as a very important factor in celebrity endorsement (Bhatt, Jayswal & Patel, 2013; Ohanian, 1990) since it has

been shown that, as the source's credibility grows, the more likely the target audience is to be influenced. The credibility of the source depends on the positive characteristics of the communicator which affect the acceptance of the message by the recipient (Ohanian, 1990). Trust and expertise are the most significant variables in deciding how credible a source is. Expertise is the extent to which communication is known to be a source of valid claims (Hovland, Janis & Kelly (1953). Source expertise is unique to each celebrity and product, which includes experience, knowledge and skills in a specific area (Egan, 2007).

Consumers will not believe in celebrity messages when they do not perceive that they understand what they are speaking about, i.e. that they are specialists in the relevant field of the message that they are passing across (Karmarkar&Tormala, 2010). Research is incoherent in showing a link between source expertise and consumer persuasion, but there are articles showing a strong correlation between source expertise and positive consumer attitude change (Choi &Rifon, 2012). Trustworthiness is just another important aspect of source credibility. It refers to the viewer's confidence in the source to provide information in an accurate and objective manner. This is the level of trust in the origins of the (target) consumer and their degree of acceptance of the message sent to them (Ohanian, 1990).

Egan (2007) explains how different forms of trust occur. There are character-based, process-based and institutional trusts. He defines institutional trust as a kind of trust

based on the rule of law and says, for example, that toothpaste is endorsed by dentists because they are deemed to be credible in doing so. Egan further states that character-based trust includes customers trusting the source as individuals (this kind of trust is important to personal sales and therefore not entirely applicable to celebrity endorsements), just as he describes process-based trust as the trust that has been built over time (reputation). A lot of studies affirm the effect of trustworthiness on attitudinal improvement. The opinion of an extremely trustworthy source is known to be more effective than an unrecognized message and a message from a non-reliable source (Ohanian, 1990). Ohanian (1990) concludes that where a source is both trustworthy and an expert, the effect on consumer behaviour is stronger.

Source attractiveness is simply how appealing or visually desirable the source is to the viewer (Choi & Rifon, 2012). Typically, it comes from a customer who identifies with a celebrity or a relationship seeking behaviour that may happen in an aspiring situation (Egan, 2007). Source attractiveness is typically studied in three distinct dimensions-familiarity, similarity and likeness. Egan (2007) claims that consumers could be attracted to goods that celebrities make use of in daily activities or aspirational conditions that are circumstances wherein consumers desire to participate but are not able to participate in their daily lives. Although focus has been placed on the importance of source attractiveness (physical attractiveness) in the literature, a study found that this is really important when the product is directly linked to attractiveness such as perfumes (Choi & Rifon, 2012). However,

attractiveness is not solely physical attractiveness but It also combines all the qualities that consumers can find in a celebrity endorser, such as skills and lifestyle (Patra&Datta, 2012).

Celebrities on the other hand are popular and many people follow them, so it makes sense for advertisers to take advantage of using them to get their message across. A celebrity can capture the attention of consumers: bind the brand to its personal image and equate positive attention with those of the product concerned. Celebrities, according to Mccracken (1989), are individuals who enjoy public attention and possess qualities such as beauty and reliability. The import of this assertion is that celebrities are people who have excelled in their respective fields of endeavours and therefore command respect, acceptance, popularity and followership within their societies. Likewise, an endorser is a person who makes a ‘testimonial’, or a written or a spoken statement extolling the virtue of a product. Sanchez (2004) sees an endorser as a person who willingly supports or appears in a manner which is communicable to the public with a product or service.

Similarly, Godwin, Victor, Felix and Tochukwu (2017) observe that “celebrity endorsement when used effectively makes the brand outstanding, enhances brand recall and creates instant awareness,” (p...). Celebrity Endorsement is a way to make the company visible amidst the rush that is in the market place. "Celebrities like film stars and cricketers have not only been successful in attracting great public attention, but

also in increasing sales volumes" (Mwendwa&Mberia, cited in Godwin, Victor, Felix &Tochukwu, 2017, p.13).

As companies try to outsmart each other with their advertisements in order to attain a domineering share and win customers' favour, the huge investments of companies in advertising are not without motives. Apejoye (2013) notes that 20% of all advertisements in the United States of America have a celebrity endorser to prove how critical celebrity is to the promotion and sales of a product and services. In order to make it easy for the media to recall and influence the purchasing intentions of customers, most advertisers choose personalities that enjoy public acceptance and credibility in the promotion of their products, as they believe they can increase product identification among consumers. In general, research has shown that people are likely to be patronizing what the endorser endorses. For example, Friedman and Friedman (1979) and Tripp C, Jenson TD, Carlson L (1994) conclude in their various studies that the use of celebrity endorsers is a veritable technique to influence consumer perceptions towards products.

Byrne (cited in Godwin, Victor, Felix &Tochukwu, 2017) argued that a celebrity can build, renew, and add new dimensions. What celebrities represent, therefore, strengthens a brand and saves valuable time, giving the company credibility in building its brand by transferring values to the brand. When consumers see a credible celebrity endorsing a product, they automatically accept it, as using celebrities in marketing

increases popularity and generally has a positive effect on brand image. Research has shown that celebrity endorsement affects consumer attitudes towards advertising and brands, which could lead to improved purchase intentions. In other words, celebrities help increase consumer patronage by adding brand memorability in users' minds.

Celebrities are people who are publicly recognized by a large part of a certain group of people. While attributes such as attractiveness, extraordinary lifestyle or special skills are only examples and no specific common characteristics can be observed, it can be said that celebrities within a relevant social group usually differ from the social norm and enjoys a high level of public awareness. Celebrities Inspire Consumer Confidence. The brand value that celebrities have added is immediate and tangible. When a celebrity signs a contract to endorse a product, there is an instant element of brand credibility simply due to the power of the name to secure it. Similarly, celebrities act as spokespeople to promote goods and services. Today famous people have stormed advertisements selling cars, pasta, soft drinks, cosmetics, and even telecommunications. It must be remembered that celebrity support is a means to an end and not an end to a means in and of itself (Johnson, 1984). The reasons for the widespread use of celebrities are many. First, because their high profile celebrities can help make advertisements stand out from the clutter surrounding it, thereby enhancing their communication skills. Second, they can significantly influence brands in public relations (Alonso, 2006).

2.3.1 Attitude as Measurement of Celebrity Endorsement Effectiveness

Attitude is an important term that researchers frequently use to understand and predict how people will respond to an event or transition and how this will influence their actions (Alsmadi, 2006). Consumer attitudes towards different aspects of celebrity advertising have been examined. Carrillat, d'Astous, and Lazure (2013) examine the effect of celebrity scandals on consumer attitudes towards celebrities. Subhadip (2012) research is on the effects of consumer attitudes on celebrities with several recommendations. Fleck, Korchia, and Le Roy (2012) examine the impact of congruence between celebrities and products on consumer attitudes towards celebrities. Bright and Cunningham (2012) break a new ground by analyzing the factors influencing customer perceptions of athlete support on Twitter.

Creating effective interactions between consumers and celebrity endorsers is one of the primary concerns of advertisers (Subhadip&Pansari, 2014). To create successful interactions between consumers and celebrities, it is important to understand consumer attitudes and the factors that influence their behavior and intentions (Solís, 2010). Consumers can interact with celebrities in a myriad of ways. User perceptions would also vary due to these different interactions and also due to the different characters (Bright & Cunningham, 2012). Attitudes are the best way to predict behavior to measure an individual's buying intent, as attitudes influence a consumer's decision making (Fill, 2009). However, Pickton and Broderick (2005) indicate that

attitudes are more effective in predicting behavior when the purchase is important, and not necessarily having an impact, when the product has low participation, as attitudes react in the same way fairly consistently. Celebrity endorsements are also used in marketing campaigns to create positive attitudes about a product or to change consumers' current attitudes towards the product (Fill, 2009).

2.4 Celebrity endorsement Merits and Demerits

Advertisements actually create a mind-set of imitating the celebrity used. Once the consumer imitates the celebrity or the character in the advertisement, it will create an attitude and that makes the decision making and intension to purchase the product (Awasthi&Choraria, 2015).

MERITS

Builds trustworthiness: People get attached to their favorite celebrity, and they are usually well-trusted by their fans. If their favorite celebrity makes use of a product, it simply indicates to their fans that it is a product worth using and creates trust in the brand. Having a celebrity attach their name to a product also reassures consumers of the product quality. The celebrity would be at risk of tarnishing their image if they endorsed a product that loses consistency.

Makes the brand exceptional: Using a celebrity to represent a brand distinguishes that brand from its competitors. It will also increase ad recall, help consumers remember advertisements and link it to their favorite celebrity.

Unlocks new opportunities: Choosing the right celebrity will potentially expose a brand to new markets. For example, when Nike wanted to expand from solely sponsoring tennis and track, they collaborated with Michael Jordan – and this partnership has been so successful it has expanded into its own subsidiary company.

DEMERITS

Change in Celebrity image: When a celebrity is being endorsed by a brand, it includes everything that comes with the celebrity. Although this typically means bringing in some of their fan base as customers, it can lead to a disaster if a scandal occurs. A notable example of this was Tiger Woods in 2009, when rumors of his infidelity surfaced and brands began to drop him as a sponsor to prevent consumers' backlash. Nike didn't immediately release him as a sponsor and as a result lost customers.

Brand overshadowing (The Vampire Effect): If a celebrity is too big, their popularity could instantly overshadow a brand. If the advert focuses too much on the celebrity, it may reduce brand recognition in the minds of consumers. This can also become a problem if a celebrity is endorsing multiple products at the same time, as they might see the celebrity and associate it with another brand. A lot of people are concerned as to if the huge amount of investments made on celebrities would bring

in suitable returns. Times may come when we might see the popularity of some celebrities overshadowing the brand name, thus causing a risk of low recall value for consumers. Lack of relativity or proper connection between the celebrity and the product is by far the most common cause of this overshadowing. Brand recall has been a key factor for the effectiveness of marketing since it leads to brand equity.

Advertisement should simply create a brand recall rather than make the celebrity overshadow the product. Therefore, advertisers must always be careful when using a celebrity, as consumer sometimes only remembers the celebrity or the character but forgets the product. It is referred to as the Vampire effect (Erfgen, Zenker& Sattler, 2015). An organization should decide when to use the celebrity and for which products celebrities should not be used. The celebrities should guarantee promise believability and delivery of the intended effect. Basically, before an advertisement is made the company needs to understand that the first step is to capture consumers 'attention and then create an interest and eventually a recall. If the advertisements fail in creating the attention then the entire endorsement will be of no benefit.

When the celebrity endorses any product the company needs to see the credibility, expertise and trustworthiness. The celebrity is expected to have a basic knowledge of the product, the company and its history. Celebrities should not endorse a product without any proper knowledge of the product or the production or the celebrity may end up providing wrong information. Celebrity endorsement is a powerful marketing

strategy and a thorough examination is necessary in order to reap its benefits. An important decision to make when using this marketing strategy is to choose the celebrity that will be endorsing the brand. It is compulsory to bear in mind the factors that contribute the most while keeping in mind the failed celebrity endorsements that caused a loss of millions of money. (Parmar& Patel, 2014).

Khatri (2006) explains that a research study conducted revealed that 80% of the participants could recall the celebrity but not the brand name. Although many brand managers encourage the use of celebrities in advertisements, some fear that celebrities overshadow the brand and thus hinder brand recall. Practitioners refer to this overshadowing as the vampire effect. The best way to prevent vampire effect from occurring is to choose a celebrity that connects with the product and brand. The brand-endorser relationship is very important to help the audience understand the message conveyed through the advertisement. This brand-endorser relationship helps to develop a cognitive link in the customer's mind which he/she can better relate to and comprehend. This does not only get the message out correctly but also establishes a strong brand familiarity amongst the consumers and once a good brand familiarity is established, the recall value will instantly rise. Therefore, a high endorser-brand similarity and the ability to set a cognitive link in the mind of the consumer are the two key elements to avert the vampire effect.

2.5 Functions of celebrity endorsement

The celebrities used are perceived to have stopping power. They can be used to attract attention to advertising messages in a cluttered media environment. According to ZafarFareeha, ZarlishShadad and HussainTehmeena, (2019) studies have found that using celebrities to endorse a product or brand can substantially increase consumers' awareness of an advertisement, catch their attention and make an advertisement more unforgettable. It also tells the consumer that the company is reputable, has good products or good customer service and is a sound company to deal with. To Fill (2005), celebrities can make the advert message to take attention among the clutter and noise in many markets. They bring benefits to products or services because famous people hold the viewer's attention. According to Agrawal and Kamakura (1995), research has indicated that customers are likely to choose goods and services endorsed by celebrities than those without such endorsement.

Celebrity endorsement will help build confidence with existing and potential customers, increase the chances of being remembered and even attract a new type of audience. As many people hold certain celebrities in high regard because of credibility and trustworthiness, celebrity endorsement of a brand instantly increases the amount of trust the customer has in the brand. It is also used to stand out and be remembered in the crowd. Celebrities are a series of culturally relevant images, values, and symbols. As the image of the celebrity becomes linked with the products through endorsement, the meanings they attach to the product are transferred to the consumer (Rawtani, 2012).

2.6 Celebrity Endorsements and Consumer Behaviour

A Taiwanese study shows that customers are more conscious of the items that celebrities have endorsed – whether or not they are genuine fans. The human brain recognizes celebrities in the same way as we remember people we've already seen. If consumers happen to be fans, the tendency is that they put more emphasis on products that celebrities endorse – it is as though they're receiving advice from a trustworthy friend. With celebrities vouching for or endorsing their products, brands can increase awareness, trust and familiarity, which are key variables in the decision-making process of purchases. Consumers are more optimistic towards a brand whether they respect or are linked to the promotion of items. This is just a clear psychological influence as people subconsciously assume that buying a celebrity-promoted product would encourage them to emulate the desired characteristics of the celebrity or attract similar people into their lives. They will associate celebrities' success, beauty, and athletic skill among others with a particular product.

A recent study by the University of Arkansas, in conjunction with the Manchester Business School in London, found that consumers (aged 18-24) play an active role in creating celebrity-based identity and appearance. Celebrities are more open to mark endorsements than most age categories. The study conducted by Nielson in 2015 broke down the level of trust in advertising formats by different generations. Researchers found that celebrity endorsements more deeply resonate with Generation Z (ages 15-20) and Millennial (ages 21-34) audiences.

2.6.1 Consumer Behavior

A consumer is someone who can decide whether to purchase an item in a store, and someone who can be influenced by marketing and advertising. Consumer behaviour is an analysis of how individuals, groups and organisations select, acquire, use and dispose of goods, services, ideas or experiences in order to fulfill their wants and desires (Kotler& Keller, 2006). Consumer behavior may be defined by an individual's desire to purchase and use goods and services, including the preceding and deciding decision making processes (Satnam&Ranjana, 2014). There are a number of factors that affect consumer preferences, such as internal and external factors. Celebrity endorsement is one of such factors (Uttera&Asthana, 2015).

2.6.2 Consumer Skepticism

Consumers often cope skeptically with efforts at persuasion (Friestad& Wright, 1994). Studies found that consumers may sometimes be skeptical about celebrity endorsements and consumer often claim they don't believe they or other consumers buy products just because a celebrity asked them to (Bailey, 2007). Consumers have often questioned the motives of celebrities in endorsements, since others assume that celebrities merely endorse products because they are paid for and not that they genuinely use or enjoy the product (Tripp, Jensen & Carlson, 1994). The pessimistic

attitude of consumers towards motives and claims of marketers' is generally called skepticism and is the distrust in advertising claims Obermiller Carl, Eric Sangenberg, Douglas L and Maclachlan (2005). Since consumers are aware that advertising messages are primarily for persuasion, they do not often believe them to be completely accurate or bias-free (Bailey, 2007).

Obermiller Carl, Eric Sangenberg, Douglas L and Maclachlan (2005) observe that skeptics appear to be less optimistic in response to advertising arguments. They like it less; believe it less and think it's less effective. Therefore, it can be concluded that the more cynical a customer is, the less likely an advertisement would affect them. Skeptical fans are less likely to get a positive attitude towards prominent social media endorsement except it is a product for which they are strongly engaged.

2.6.3 Determinants of Consumer Behaviour

Kotler, Armstrong, Saunders and Wong (2002) group the determinants of consumer behaviour into Economic, Psychological and Sociological.

- a. Economic Determinants:** Economic scientists have researched consumers and their behaviors and presented details. The basic economics determinants include Personal income, Family income, Consumer income expenditure, Consumer net assets, Consumer credit, and living standards (Kotler, Armstrong, Saunders & Wong, 2002).

- b. Psychological Determinants:** Psychologists have given several hints as to what makes a consumer behave in a particular way. The main psychological determinants as internal to the individual are Motivation, Perception, Attitude, Learning, Personality (Kotler, Armstrong, Saunders & Wong, 2002).
- c. Sociological Determinants:** Sociologists have tried to explain a group of people's behaviour and how it affects and conditions the behavior of individuals in selling or buying decisions. These categories of determinants are Family Reference, Opinion leaders, Social class and caste Culture (Kotler, Armstrong, Saunders & Wong, 2002).

2.7 MTN Nigeria Company

According to the MTN website of creative agency, MTN Nigeria began mobile phone services in Nigeria about a decade ago, with the craze for mobile handsets in the country. The everyday people were freed from the poor wired telephone services provided by Nigeria Telecommunications Company (NITEL), which was then popular. MTN has the widest network in Nigeria; its services cover probably every major town and city in the nation because it had captured so many customers before other competitors came, and continues to do so. MTN Nigeria is a subsidiary of the

MTN Group, based in South Africa. MTN Nigeria offers a large selection of service packages. One has a choice between six simple calling plans at first, but this is not exclusive to any one-phone service operator; all of them offer a range of call plans. However, value-added services are the real deal. The company connects to more than 382 other cell phone networks worldwide.

The very best 3G services that MTN provides include the mobile internet data ‘fastlink’ card, voice and video calling, and you can get a Blackberry phone. There is an option to connect to the internet with a landline link to Hyconnect Internet connection. With MTN Google SMS on your phone, which does not require internet access, you can search on the Google web search engine for keywords using text-messaging service. With MTN Callertunes you can record your own tunes or download the new tunes as ring tones. And now there’s even MTM SIM Plus with a huge storage space.

MTN as well as other telephone or mobile phone service operators find the operating conditions in Nigeria a bit challenging. That is because there is no steady electricity supply from the Government-owned Power Holding Company, which has been unbundled at the last quarter of 2013. The high costs of fuel to run private generators, gives the perfect excuse for high call rates (compared to some other existing networks). Perhaps the company makes up for this with celebrity endorsement strategies like “I don port Saka”, “MTNXtravalue Just For You” by DakoreEguson,

“MTN Pulse we are the pulse” by Falz, “MTNSaka adventure”, “MTN Nigeria Saka and the awoof tale” among others.

2.7.1 MTN and Responsible marketing

The MTN Nigeria uses a number of platforms to promote its products and raise the company’s concern on current ecological and humanitarian issues. Advertising is focused on TV these days, and the roadside is full of billboards promoting healthy products and happiness and joy in life. MTN is ever-present in major sports events as one of the key sponsors and a familiar Simpack can be seen held by both the athletes after their hard work as well as spectators. The company also uses social media to discuss and promote equality, environmental aspects, and natural resources preservation.

The visibility has pushed MTN Nigeria to promote its products and give great considerations to the advertising campaigns. The company has set guidelines for marketing and the official report states that the company will not broadcast advertisements, featuring children without the consent of their parent or guardian, and will not approach children under the age of 12 explicitly during their marketing campaigns. The company would not purchase specifically targeted advertisements made up of children over 35 percent younger than 12. The company’s policy applies to all of the telecommunications and the media outlets they use, such as televised advertisements, print media, radio, and the Internet and mobile phones. This applies

to schools also, and the company has agreed to withhold from advertising their products at primary and secondary schools to give the children a learning environment free of commercials. However, if the school wishes, the company will advertise their beverages to meet hydration needs (Esuh, 2014).

2.8 Empirical Review

The review of related literatures on the influence of celebrity on consumers' patronage of telecommunication products and services are well appreciated (Godwin, Victor, Felix & Tochukwu, 2017; Aririguzoh, Mogaji, & Odiboh, 2019; Ifeanyichukwu, 2016; Abdulbaqi, Udende & Adebawale, 2018; ZorBari-Nwitambu & Kalu, 2017; Ahmed, Seedani, Ahuja & Paryani, 2015; Adesokan, 2017). Specifically, Godwin et al (2017) examine the influence of the use of celebrities in MTN Nigeria advertisements on University of Nigeria Nsukka undergraduates. Survey method was adopted and questionnaire was used as data collection tool. Findings of the research, among others, reveal that celebrity endorsed advertisements has a substantial influence on customers' purchase intention. It recommends, however that care must be taken to scrutinize a celebrity's lifestyle and the person's present social acceptance before endorsement so as to avoid any negative image that could have negative impact on the product.

Similarly, Abdulbaqi et al (2018) investigate the impact of celebrity endorsement switch (porting) on brand patronage. In specific terms, the study examine the influence of the switch by 'Saka', a famous comedian on radio and television shows,

from endorsing the former 'Etisalat' network now Nine (9) Mobile to advertising 'MTN', a rival network. The study used survey method through quantitative means to gather data from 380 respondents from University of Lagos, Nigeria. Findings reveal that although the Nigerian telecommunication subscribers see celebrities as role models, their use in advertising campaigns as endorsers does not strongly motivate them to purchase the endorsed product. Findings also show that other factors, such as availability and quality of service rendered are among the strong points that ensure subscribers' loyalty to a particular brand.

Investigating the effect of celebrity endorsements on consumers purchase decision in Nigeria, Ifeanyichukwu (2016) sought to examine the effect of celebrity endorsement on the purchase of a product by the customer. In this study, 200 young adults were simply chosen as the research respondents. Regression was used to test the relevance of the hypotheses produced. The study concludes that the use of celebrities has an influence on young adults in their buying decisions. The positive and important relationship between expertise, respect and attractiveness given to celebrities vis-a-vis consumers' purchase decisions shows that customers make celebrities their role models.

Using survey method, Aririguzoh et al (2019) examine the effect of celebrity endorsements on buying behavior of consumers' in South West Nigeria. Copies of questionnaire were administered to 1,516 residents drawn from rural, suburban and urban areas of Lagos and Ogun, Nigeria. The Pearson correlation found strong

relationships between celebrity endorsements and buyers' decisions. The tests show that celebrity endorsements influences the purchase intention of the residents, and their choices are clearly influenced by celebrity endorsements. People are buying products because of the celebrities who have endorsed them. However, some respondents, especially those in the rural areas, were not as influenced into buying these products as they were in urban and sub-urban areas.

Also, Ajewole (2017) investigated the role of celebrity advertising in customer brand loyalty. A total of 200 respondents consisting of 79 females and 121 males between the ages of 16 years and above, were chosen from different parts of the Ikeja Local Government Area of Lagos State, Nigeria. The participants were chosen using purposive sampling techniques. Two hypotheses were proposed, while the Ordinary Least Square (OLS) method was also used to analyze the data collected using SPSS. Results of the study found that the use of celebrities has a significant influence on consumer's perception during advertisement.

Furthermore, Ahmed et al (2015) studied the impact of celebrity endorsement on the purchasing behaviour of consumers and their perceptions regarding the company's product. A quantitative method was used for this research with a data of 200 respondents. The responses of students of different universities were taken to know their perception regarding the celebrity and their attributes and the impact of celebrity endorsement on their buying behaviour. The study concluded that celebrity endorsed ads are more attractive than non-endorsed adverts because celebrity-tested attributes

showed a positive link to purchase intention and brand perception. Results also demonstrated that celebrity endorsement has a significant impact on consumers buying intention.

Moreso, ZorBari-Nwitambu and Kalu (2017) investigated the connection between celebrity endorsement and customer loyalty in the telecommunications industry in Port Harcourt. They surveyed the view of 50 top managers/contact workers of the five major telecommunications companies in Port Harcourt which includes MTNNigeria, Glo, Airtel, 9mobile (previously Etisalat) and Starcomms on how a favourite celebrity will influence consumers' preference of brand patronage. Correlation analysis with Spearman's rank correlation coefficient (ρ) and regression analysis was used with the use of the SPSS 20.0 software, to determine the relationship between analyzed variables and the degree of their relationship. Based on the marketing communication theory, the study concluded that while all determinants have a positive relationship with the criterion variable, celebrity trustworthiness and credibility were discovered to have a major influence on customer loyalty in the Port Harcourt telecommunications industry.

Using a survey research method and grounded on source credibility theory, theory of reasoned action and the meaning transfer model, Adesokan (2017) examined the role of celebrities in influencing subscription to telecommunications services, using MTN Pulse 3.0 as a case study while using a multistage non-probability sampling technique which generated a data from 200 respondents. The study found that 94.3% of the

respondents know about MTN Pulse, and 3.0. 62.7% of the respondents do not look up to celebrities when making purchasing decisions. Also, 71.5% of the respondents perceived celebrities to be credible sources of information. Price, other benefits, social networks, trends and advertisement were the other factors that affect the respondents' subscription to MTN services. The researcher concludes that the MTN Pulse celebrity advertising campaign was very effective at creating awareness; celebrities are credible sources of information but they have little influence on subscription to MTN services and that price, other benefits, social networks, trends and advertisement were other factors that affect subscription to MTN services apart from celebrities.

2.9 Theoretical Framework

Knowledge doesn't exist in a vacuum, according to Ohaja (2003). There is a body of theories in every discipline which provides the explanation for observable phenomena in the field. In this light, this research is situated within the source credibility theory.

2.9.1 Source Credibility Theory

Hovland and Weiss propounded source credibility theory in 1951. The theory holds that perceived reputation dictates how the recipient will respond to the message. This

means that the disposition of the receiver to the message will, to a large degree, depend on how they see the source; how and what they consider the source to be. Source credibility can be described as the positive attributes of the communicator that influences the acceptance of a message, by the recipient (Ohanian, 1990).

Source Credibility Model explains that the effectiveness of a message communicated through an advertisement depends on how trustworthy and credible the consumer perceives the celebrity to be. Source credibility is a common term used to indicate the positive characteristics of a communicator that affects the receiver's acceptance of a message. The theory was developed further by Hovland, Janis and Kelly (1963) to assume that receivers are most likely to be convinced when the source presents itself as credible.

The theory assumes that credible sources tend to have the desired effect on the audience. The theory is developed on some concepts like; expertise, trustworthiness, attractiveness, believability, extraordinary lifestyle, special skills and confidence. The theory is premised on the notion that consumers are easily influenced when the source shows expertise, trustworthiness or credibility, attractiveness, extraordinary lifestyle, belief, special skills and confidence (Till & Busler, 1998; Silvera & Benediktts, 2003; Ohanian, cited in Ibok, 2013; Hassan & Jamil, 2014). They describe expertise as the degree to which a celebrity communicates to the audience in accordance with the objectives of the advert message and ultimate goal of the

company. It also has to do with the competence of the celebrity endorser as regards the message being conveyed to the public. They also relate expertise to specific skills of the endorser. Source trustworthiness is the degree to which the source is biased toward making a certain conclusion about the message topic (typically a favourable one).

In the belief concept of source credibility, the theory suggests that cultural or religious belief of a target group will influence a company's choice of celebrity. People of a certain culture may be psychologically attached to a celebrity that is one of their own, who speaks their language and dresses like them. In the same way, religious affiliation may be influential on target market. For example, in the Northern part of the country, advertisements aimed at Northerners would give a greater appeal if the company engages the services of a Muslim celebrity for the advert. The dress code of a Muslim female star wearing a hijab will appeal to faithful Muslims who share common faith and belief with the celebrity.

The relevance of this theory is apparent in its assumption that people are much more likely to be influenced as soon as the source presents itself as credible. It is contestable that celebrities are often seen as role models, and many people tend to believe them and desire to be like them. Any advertising message aimed at catching the interest of the viewer must be sufficiently persuasive to capture the attention of the receiver. The celebrity source must be trustworthy, honest, moral and credible. Through the potential

to attract and hold interest by the presence of celebrity in adverts nonetheless, when a commercial is well designed, it attracts the attention of the receiver which in turn allows KWASU Undergraduates respond favorably to patronize the advertised product. Thus, using source credibility to establish its connection to the patronage of MTN product and service by KWASU Undergraduates will help demonstrate how consumers are most likely influenced to purchase the products or services that are endorsed by celebrities when they are considered as credible people in the society. Credibility is an attribute to which the KWASU Undergraduates will see the source as having relevant knowledge, skill or expertise and trusts in giving unbiased objective and accurate information about MTN product and services. Therefore, if consumers identify a celebrity as similar to them and they like the celebrity, they tend to find the celebrity more attractive which then influences their decision to patronizing the product.

By attractiveness, the theory assumes how appealing or visually desirable the source is to the viewer (Choi & Rifon, 2012). Typically, it comes from a customer who identifies with a celebrity or a relationship seeking behaviour that may occur in an aspiring situation (Egan, 2007). Attractiveness, however, is not solely physical attractiveness; it also includes all the qualities that audiences may perceive in a celebrity endorser such as lifestyle and skills (Patra & Datta, 2012). This suggests that when a consumer is attracted by a source it means he/she appreciates his/her lifestyles and skills. Thus, attractive communicators are shown to be more persuasive.

2.9.2 The Source Attractiveness Model

The Source Attractiveness Model is said to be more effective in generating positive feelings and thoughts as well as inciting a change in consumer behaviour. Consumers desire to relate to and be like celebrities to enable them accept the message. McGuire (1985) research indicates that the different aspects of attractiveness like similarity, familiarity and likability have an influence on the consumer. However, where there is a mismatch between the celebrity and the product, the outcomes of credibility or attractiveness may be disrupted.

Summary of the chapter:

This chapter reviewed advertising and the effectiveness of celebrities in advertisement, proper management of customers relationship and its models and attributes that makes up CRM, The source credibility theory and the endorser, Celebrity endorsement with its merits and demerits, Celebrity endorsement as a whole including its functions, Consumer behavior and its determinants alongside consumer skepticism and MTN Nigeria company. The source credibility theory was adopted to determine the attributes of celebrities that influences patronage of MTN products and services.

This chapter according to the reviewed literature celebrity endorsement influences patronage and as such should be explored by organization to boost sales and promote reputation of the organization.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter describes the method and approaches used in carrying out the research. It covers the research design, population of the study, sample size and sampling techniques, research instrument and source of data, validity and reliability as well as the procedure for data analysis.

3.1 Research design

The research method used for this study was survey. Survey involves obtaining information from respondents who are usually representing. According to Chukwuemeka (2006), “research design is broadly viewed as steps a researcher intends to take in carrying out his research project” (p.26). The survey research method was used to investigate the influence of celebrity endorsement on Kwasu Undergraduates’ patronage of MTN product and services. Survey method is an empirical study that uses questionnaires or interviews to explore descriptive features of a phenomenon. In the words of Stockemer (2019, p.23), “survey research involves the systematic collection of information from individuals using standardized procedures”. Survey research is the most common data collection methodology among communication researchers. This research method also offers one the

opportunity to collate facts and information from wide spectrum of recipients without much expense. However, the research adopted the survey method, questionnaires were administered

3.2 Study Population

Population is the entire group of subjects from whom the researcher collects information (Stockemer, 2019). Thus, the population of this study consists of undergraduates' of Kwara State University, Malete. The choice of Kwara State University was borne out of the unavailability of data from two other institutions where request letter was dropped which are (Lead City University and Federal University of Technology Minna) and the COVID-19 pandemic emergence that made contact difficult with the proposed respondents. The total population of undergraduates of Kwara State University in figure is 18,970 according to KWASU Registry. Thus, the population of the entire students of KWASU represents the universe of the study.

3.3 Sampling Size

To reach the 18,970 population will be almost impossible for the researcher because of the sheer size. Thus, a sample becomes imperative. A sample is a subset of the population the researcher actually examines to gather her data. The sample size for this study is calculated using the Taro Yamanne formula, which is represented below:

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

Where n = desire sample size

N= the total number of population (18,970)

e= the level of significance = (0.05%)

1 is constant

$$n = \frac{18,970}{1 + 18,970 (0.05)^2}$$

$$n = \frac{18,970}{1 + 18,970 \times 0.0025}$$

$$n = \frac{18,970}{1 + 47.425}$$

$$n = \frac{18,970}{48.425}$$

$n = 391.7$, approximately to (392).

Thus, based on the calculation, 392 respondents were used as sample size for the study.

3.4 Sampling Procedure

To reach the respondents who comprised the study sampled population, a multi stage sampling technique was adopted, namely: stratified, random, and available sampling. First, the researcher breaks the population of the students into strata by using Faculties. Out of the nine Faculties in the Kwara State University, Malete, which are: Faculty of Agriculture, Education, Engineering, Humanities, Information and Communication Technology, Law, Management Sciences, Pure and Applied Sciences, Social Sciences, four faculties were randomly selected, and these were Agriculture, Engineering, Information and Communication Technology and Law. From each faculty, two departments were also chosen randomly, from which an available sample was drawn and making a total of eight (8) departments altogether. From each department, 50 available respondents cutting across 100 to 500 levels were served with copies of the questionnaire. This method, gave equal chance to members of the sampled population selected for the research (see Wimmer&Dominick, 2011). Respondents were asked if they watch celebrity advertisements on product endorsement in order to have the questionnaire appropriately filled.

3.5 Research instrument

The instrument of data collection for the survey was questionnaire. A questionnaire is a set of questions designed to investigate a given subject matter. Questionnaire helps to yield rich source of data from people's experience and knowledge in evaluating a particular problem. Popoola (2014, p.26) describes a questionnaire as "a vital instrument that enables a researcher obtain information from the respondent about their opinions, perceptions, feelings about a particular topic or subject. This is a form containing prepared questions to which every respondent is expected to give answers". Thus, the instrument that was used to measure the influence of celebrity endorsement on KWASU Undergraduates' patronage of MTN product and services were questionnaires. The questions therein were structured in such a way that the respondents would not be manipulative of the responses. As such five (5) likert scale questionnaire ranging from SA=Strongly Agreed, A=Agreed, U=Undecided, D=Disagreed, SD=Strongly Disagreed was used to generate responses on the influence of celebrity endorsement on KWASU Undergraduates' patronage of MTN product and services. The questions were divided into two sections and subsections: Section A contained four (4) items on the respondent's demographic variables. Section B contained four (4) items on level of KWASU undergraduates' awareness on usage of celebrities endorsement in MTN product and services, seven (7) items on attributes of celebrity endorsed MTN product and services that influence KWASU undergraduates' patronage, five (5) items on effectiveness of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services, and seven (7)

items on perceptions of KWASU undergraduates on the use of celebrity endorsement in MTN product and services.

3.6 Validity and Reliability of instrument

Both validity and reliability are important methodological considerations for this study. Face and content validity was ensured through strict supervision by the supervisors of this study and necessary corrections were made in such manner that the questions effectively addressed the objectives of the study. Reliability test was carried out through a pilot test amongst 30 students of KWASU before administering to respondents.

It is worthy of note that Alpha measures the extent to which item responses obtained at the same time correlate highly with each other. An Alpha value of (0.50) or higher is the widely-accepted social science cut-off for a set of items to be considered a scale.

In summary, the reliability analysis for the questionnaire showed that:

Cronbach's Alpha for awareness was found to be 0.517 and consistent

Cronbach's Alpha for attribute of celebrity endorsement was found to be 0.675

Cronbach's Alpha for effectiveness of celebrity endorsement was found to be 0.911

Cronbach's Alpha for perception was found to be 0.731

3.7 Method of data analysis

In analyzing the collected data, Statistical Package for Social Science (SPSS 21.0) was used to present the quantitative data in tables and figures. The study made use of

descriptive statistics such as frequencies, charts and percentages to present the data collected. Above all, analysis of the data was carried out using the mean and standard deviation to explain the influence of celebrity endorsement on KWASU Undergraduates' patronage of MTN product and services. The discussion of findings was done in line with the four research questions that were constructed to guide the study.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents result of analysed data, interpretation of results and discussion of findings. A total of 392 copies of questionnaire were administered to the respondents across four faculties which are Agriculture, ICT, Law and Engineering, and eight departments, all questionnaire copies were returned filled and useful for analysis. This chapter is divided into two sections. The first section focuses on the demographic data of the respondents while the second section focuses on answering the research questions.

Table 4.1 Demographic information of the respondents

Gender	Frequency	Percentage (%)
Male	194	49.5
Female	198	50.5
Total	392	100.0
Age	Frequency	Percentage (%)
16 to 20years	159	40.6
21 to 25years	173	44.1
26 to 30 years	44	11.2
31 and above	16	4.1
Mobile Network in use	Frequency	Percentage (%)
MTN	212	54.1

9Mobile	5	1.3
GLO	22	5.6
Airtel	26	6.6
More than one mobile network	127	32,4
Total	392	100.0

Academic Level	Frequency	Percentage (%)
100 Level	11	2.8
200 Level	77	19.6
300 Level	125	31.9
400 Level	123	31.4
500 Level	56	14.3
Total	392	100.0

Source: Researcher's Survey data from the field

Results from Table 4.1 revealed that most of the respondents, 198 representing 50.5% were female while 194 representing 49.5% were male. This implies that there are more female students than male students among the respondents. Similarly, the table further presents information on the age distribution of the respondents. The result revealed that majority of the respondents were within the age range of 21-25years, representing 44.1% of the respondents followed by those within 16-20years representing 40.6%. Furthermore, the results showed that respondents within the age range of 26-30years were 11.2% while the remaining 4.1% were or those within the age range of 31 years and above. It can therefore, be deduced that the larger

proportion of undergraduates in KWASU surveyed were within the age range of 21-25 years.

Furthermore, information on the mobile network in use among undergraduate students of KWASU was also presented in the Table above which revealed that 212 (54.1%) make use of MTN network only while the remaining subscribe to 9Mobile, GLO and Airtel network respectively. It is worthy of note from the result that a good percentage of the respondents make use of more than one mobile network which represent about 32.4%. Therefore, it implies that majority of undergraduate students in KWASU mostly make use of MTN mobile network but still has other network as the case maybe which could be due to some factors not captured in the study.

Finally, the Table also presents information on the academic level of respondents. The results revealed that majority of the respondents (125, 31.9%) are in their third year in the university. Also, 123 (31.4%), 77(19.6%), 56(14.3%) and 11 (2.8%) are in their fourth year, second year, fifth year and first year in KWASU respectively. It can further be deduced from the result that majority of the respondents who are in 300 level formed the bulk of respondents who participated in the study.

4.2 Answers to Research Questions

Research Question One: To what extent are KWASU Undergraduates exposed to the usage of celebrities in the promotion of MTN product and services?

Table 4.2: Frequency distribution of respondents by level of exposure of KWASU undergraduate students on celebrity endorsement in the promotion of MTN products and services

All	Level of Awareness	Frequency	Percent (%)
Are you aware of MTN usage of celebrity endorsement in its advertisement of products and services?	Yes	339	86.5
	No	26	6.6
	Not sure	27	6.9
	Total	392	100.0
Through what medium did you get exposed to Celebrity Endorsement of MTN Products and services?	Radio	4	1.0
	Television	100	25.5
	Newspaper	2	0.5
	Internet	74	18.9
	Billboard	11	2.8
	More than one medium	201	51.3
	Total	392	100.0
How often are you exposed to celebrity advertisement of MTN	Regularly	89	22.7
	Once in a while	275	70.2

Products and Services?	Not sure	25	7.1
	Total	392	100.0
MTN advertisements you have seen that featured celebrities	MTN Pulse advert	56	14.3
	MTNSaka I don port advert	44	11.2
	MTN Extra value “just for you” advert	4	1.0
	MTNSaka and the awoof tale advert	32	8.2
	More than one advert	172	43.9
	Others	84	21.4
	Total	392	100.0

Source: Researcher’s Survey data from the field

Table 4.2 present the frequency distribution of respondents based on their level of awareness and the extent to which they were exposed to the usage of celebrity endorsement in MTN product and services. It revealed that 86.5% of the respondents were aware of MTN usage of celebrity endorsement in its advertisement of products and services while the remaining few respondents were either unaware or not sure. Also, on the medium by which undergraduate students of KWASU got exposed to celebrity endorsement of MTN products and services, the study revealed that most students either got endorsement news and gist through Radio, Television,

Newspapers, Billboard and or even Internet but the most prominent from the result was Television representing 25.5%. However, the result showed that a larger percentage of students of about 51.3% got information through more than one medium.

Furthermore, on the frequency of how KWASU undergraduate students were exposed to celebrity advertisement of MTN Products and Services, the study revealed that 275 students were exposed to celebrity advertisement once in a while, representing 70.2%, 89 or 22.7% regularly and 25 or 7.1% were not sure. This indicates that less than a quarter of the respondents were exposed to celebrity advertisement of MTN Products and Services regularly. Finally, on the MTN advertisements that have featured celebrity, the study found that most of KWASU undergraduate students had seen celebrities featured in more than one advertisement, representing 43.9%, while other advertisement that featured celebrities like MTN Pulse, MTNSaka I don port advert, MTN Extra value "just for you adverts and many other advertisements were all identified as advertisement that featured celebrities by MTN Mobile network.

In summary, it could be concluded that KWASU undergraduates were very aware of celebrity endorsement of MTN products and services, even though the exposure was not regularly and this was made possible through several medium such as Television, Radio, Internet, and Billboard.

Research Question Two: How much influence does celebrity attributes have on KWASU undergraduates' in the patronage of MTN product and services?

Table 4.3: Level of influence celebrity attributes have on KWASU undergraduates in the patronage of MTN products and services.

Attributes of celebrities that influences patronage of KWASU undergraduates	SA	A	U	D	SD	\bar{X}	SD
Trustworthy celebrities have greater potentials in influencing me to patronize MTN products or services	161 (41.1%)	184 (46.9%)	28 (7.1%)	18 (4.6%)	1 (0.3%)	2.67	.85
I may be influenced to patronize MTN products or services by celebrities who demonstrate special skills in a known area	126 (32.1%)	205 (52.3%)	28 (7.1%)	28 (7.1%)	5 (1.3%)	2.19	.74
Celebrities who possess expertise in a given field may influence me to patronize MTN products or services	117 (29.8%)	185 (47.2%)	40 (10.2%)	44 (11.2%)	6 (1.5%)	2.40	.07
Celebrities who have extraordinary lifestyle may influence me to patronize MTN products or services	123 (31.4%)	167 (42.6%)	61 (15.6%)	37 (9.4%)	4 (1.0%)	2.10	.79
I may be motivated to patronize MTN products or services by celebrities who are very attractive	135 (34.4%)	175 (44.6%)	41 (10.5%)	33 (8.1%)	8 (2.0%)	2.53	.81
Celebrities that exude confidence in all that they do may influence me to patronize MTN products or services	153 (39.0%)	180 (45.9%)	41 (10.5%)	14 (3.6%)	4 (1.0%)	2.53	.81
Celebrities who are adjudged to be credible may influence me to patronize MTN products or services	108 (27.6%)	186 (47.4%)	56 (14.3%)	38 (9.7%)	4 (1.0%)	2.53	.81

Source: Researcher's Survey data from the field

Table 4.3 contains information on some of the attributes that influence KWASU undergraduate students to patronise MTN products and services. The result revealed that 88% of the respondents believed that trustworthy celebrities have greater potential in influencing students' patronage of MTN products and services, while the remaining few respondents either disagreed or were undecided about the claim made. Also, the result showed that 84.45 of the respondents believed that they may be influenced to patronize MTN product or services based on celebrities who demonstrate special skills in a known area. Similarly, the result also revealed that 77% of the respondents agreed that celebrities who demonstrate expertise in a given field may influence them to patronise MTN product or services.

More so, 74% of the respondents agreed that celebrities who have extraordinary lifestyle may influence them to patronize MTN products or services, while another 79% of the respondents agreed that they may be motivated to patronize MTN products or service based on the attractiveness of celebrities. Finally, the result revealed that 84.9% of the respondents agreed that celebrities that exude confidence in all they do may be able to influence them to patronise MTN products or services while 75% of the respondents also agreed that celebrities who were adjudged to be credible may also influence them to patronise MTN products or services.

In summary, it may be concluded that some attributes such as trustworthiness, special skills, extraordinary lifestyle, expertise, attractiveness of celebrities may positively influence Undergraduate Student's patronage of MTN products or services.

Research Question Three: What level of influence does celebrity endorsement have on KWASU undergraduates' patronage of MTN products and services?

Table 4.4: The level of Influence of celebrity endorsement on KWASU Undergraduates' patronage of MTN product and services

Influence of celebrity endorsement on patronage	SA	A	U	D	SD	\bar{X}	SD
I find the use of celebrity endorsement of MTN products and services effective	116 (29.6%)	170 (43.4%)	63 (16.1%)	42 (10.7%)	1 (0.3%)	2.6 7	.85
Celebrity endorsement motivates me to patronize MTN products and services	116 (29.6%)	196 (50.0%)	39 (9.9%)	37 (9.4%)	4 (1.0%)	2.1 9	.74
Celebrity endorsement gets me psychologically attached to MTN Products and services	125 (31.9%)	155 (39.5%)	55 (14.0%)	41 (10.5%)	16 (4.1%)	2.4 0	.07
My identification with a particular celebrity that endorsed MTN products and services makes me remember MTN always	145 (37.0%)	161 (41.1%)	41 (10.5%)	31 (7.9%)	14 (3.6%)	2.1 0	.79
I think positively of MTN products and services due to celebrity endorsement	141 (36.0%)	183 (46.7%)	37 (9.4%)	24 (6.1%)	7 (1.8%)	2.5 3	.81

Source: Researcher's Survey data from the field

Table 4.4 contains information on the level of Influence of celebrity endorsement of KWASU undergraduate's patronage of MTN products and services. The study revealed that 73% of the respondents agreed that the use of celebrity endorsement of MTN product was very effective, while 79.6% of the respondents agreed that

celebrity endorsement motivated them to patronize MTN product and services. Also, 79.45 of the respondents agreed that celebrity endorsement psychologically attracted them to MTN products and services while 78.1% of the respondents agreed that identification with a particular celebrity endorsed by MTN mobile network enhanced their attachment to MTN. Finally, 82.7% of the respondents agreed that their positive knowledge of MTN product was based on celebrity endorsement.

In light of the above result, it can be deduced that the use of celebrity endorsement by MTN product and services enhances or influences KWASU undergraduate students' patronage positively. Furthermore, it can also be concluded that celebrity endorsement motivates KWASU undergraduates to patronize MTN products and services and also allows them think positively of the brand.

Research Question Four: What are the perceptions of KWASU undergraduates' about celebrity endorsement in MTN product and services?

Table 4.5: Perceptions of KWASU Undergraduates on the use celebrity endorsement in MTN products and services

Undergraduates Perception on the use of celebrity endorsement in MTN products and services	SA	A	U	D	SD	\bar{X}	SD
Celebrity endorsement of MTN	156	197	26	9	4	2.6	.85

products and services encourages brand recognition	(39.8%)	(50.3%)	(6.6 %)	(2.3%)	(1.0%)	7	
Celebrity endorsement of MTN products and services strengthens purchase intention	180 (45.9%)	179 (45.7%)	17 (4.3 %)	10 (2.8%)	6 (1.5%)	2.1 9	.74
Celebrity endorsement can change students' perception about the product/brand	127 (32.4%)	194 (49.5%)	37 (9.4 %)	30 (7.7%)	4 (1.0%)	2.4 0	.07
Consumers are likely to stop buying a product if the celebrity endorser gets involved in a scandal	175 (44.6%)	161 (41.1%)	27 (6.9 %)	19 (4.8%)	10 (2.6%)	2.1 0	.79
Celebrity endorsed products are perceived to be of good quality	117 (29.8%)	193 (49.2%)	36 (9.2 %)	40 (10.2%)	6 (1.5%)	2.5 3	.61
Celebrity endorsed advertisements are perceived to easily capture the attention of consumers	168 (42.8%)	189 (48.2%)	24 (6.1 %)	9 (2.3%)	2 (0.5%)	2.5 3	.90
Celebrity endorsed products are perceived to have better features	161 (41.1%)	175 (44.6%)	10 (2.6 %)	19 (4.8%)	27 (6.9%)	2.5 3	.81

Source: Researcher's Survey data from the field

Table 4.5 presents information on the perception of KWASU undergraduate students on the use of celebrity endorsement in MTN products and services. The study revealed that almost all the respondents of about 90.1% agreed that celebrity endorsement of MTN products and services encouraged brand recognition, while 91.6% of the respondents agreed that celebrity endorsement strengthened purchase intention. Also, 81.9% agreed that celebrity endorsement can change student's perception about the product brands while another 85.7% agreed that consumers were

likely to stop buying a product if the celebrity endorser gets involved in a scandal. Furthermore, 79% of the respondents agreed that celebrity endorsed product were perceived to be of good quality, while 91% of the respondents agreed that celebrity endorsed advertisements were perceived to easily capture consumers' attention. Finally, 85.75 of the respondents agreed that celebrity endorsed products were perceived to have better features.

It can be concluded from the analysis in this Table that a higher number of KWASU undergraduates agreed that celebrity endorsement encourages brand recognition, strengthens purchase intention and celebrity endorsed products are mostly perceived to be of good quality.

4.3 Summary of major findings

The summary of the findings of the study is presented in the Table below:

Table 4.9: Table for Summary of findings

	Research question	Key findings
1.	Level of exposure of KWASU Undergraduate students on usage of celebrities	The study found that students were aware of MTN usage of celebrity endorsement in its advertisement of products and services. Most students either get endorsement news and gist through Radio, Television, Newspapers, Billboard and or even Internet
2	Specific attributes of celebrity endorsed MTN products and services that influence KWASU Undergraduates' patronage	The study found that trustworthy celebrities have greater potential in influencing students' patronage of MTN products and services. Other attributes were specific skills, expertise

in a given field, extraordinary lifestyle, attractiveness, and confidence.

- | | | |
|---|--|---|
| 3 | Influence of celebrity endorsement on Kwasu Undergraduates' patronage of MTN product and services | The study found that the use of celebrity endorsement of MTN product is very effective. Celebrity endorsement psychologically attracts students to MTN products and services. |
| 4 | Perceptions of Kwasu Undergraduates about celebrity endorsement in MTN product and services | The study found that celebrity endorsement of MTN products and services encourages brand recognition, strengthens purchase intention, among others |
-

4.4 Discussion of findings

This section discusses findings using relevant literature to support the results.

4.4.1 Demographic information of respondents

The study shows that for gender distribution, majority of respondents were female. Also, majority of respondents were between the ages of 21 and 25 years. This suggests that the students of most tertiary institutions who are undergraduates are relatively young, active, agile and can contribute effectively to the patronage of products or services and, in turn, the development of most brands. Academic level shows that majority of respondents were in their third year of study while it was revealed that majority of the respondents used more than one mobile telecommunication network. finding suggests that undergraduate students in tertiary

institutions are in their middle age, are females and subscribe to more than one mobile network.

4.4.2. Level of exposure of Kwasu undergraduates' on use of celebrities in promotion of MTN products and services

The study found that students were aware of MTN usage of celebrity endorsement in its advertisement of products and services and most students either get endorsement news and gist through Radio, Television, Newspapers, Billboard and or even Internet but the most prominent from the result is Television or through more than one medium. Majority of the students were exposed to celebrity advertisement once in a while and celebrity have featured in more than one advertisement. This finding corroborates that of Okorie and Kehinde (2015) that the effectiveness of advertising is linked to how well advertisings from an organization serve the intended function by using various statistics or metrics to measure their advertising effectiveness. Such metrics may be used for all kinds of advertisement, including television, radio, direct mail, internet and even advertisements on billboard. It was further stressed that in every society, advertisement is a very powerful constituent of business that has overpowering and persuasive strength, raises awareness of goods and services, promotes the production of new and improved products, give customers wider choice and also serve as potent tool for achieving acceptance of desirable and useful concepts or ideas.

Also, the finding here is in tune with Godwin, Victor, Felix and Tochukwu (2017, p.11) who observe that “celebrity endorsement if used effectively makes the brand stand out, enhances brand recall and facilitates instant awareness. Furthermore, Mwendwa and Mberia (2014) establish that celebrity endorsement is a way to make the brand easily recognised amidst the rush that is in the market place. “Celebrities like film stars and cricketers have not only been successful in attracting large public attention, but also in increasing sales volumes” (Mwendwa&Mberia, 2014, p.3).

4.4.3 Specific attributes of celebrity endorsers of MTN products and services that influence KWASU Undergraduates’ patronage

The study revealed trustworthy celebrities have greater potential in influencing students’ patronage of MTN products and services. Further findings showed that students may be influenced to patronize MTN product or services based on celebrities who demonstrate special skills in a known area. This corroborates findings by Hassan and Jamil (2014); Silvera and beneditkts (2003); Ohanian (cited in Ibok, 2013); Till and Busler (1998) who suggest that credible sources tend to create the desired influence on the audience. In relation to the Source Credibility Theory, findings from the study showed that celebrities who demonstrate expertise in a given field may influence undergraduate students to patronise MTN product or services. So also, the source credibility theory is developed on some concepts like; expertise, trustworthiness, attractiveness, believability, extraordinary lifestyle, special skills

and confidence. The theory is premised on the notion that consumers are easily influenced when the source shows expertise, trustworthiness or credibility, attractiveness, extraordinary lifestyle, belief, special skills and confidence.

Thus, finding revealed that celebrities who have extraordinary lifestyle may influence undergraduate students' patronage and that undergraduate students may be motivated to patronize MTN products or service based on attractiveness of celebrities. This finding is further supported by the view of Choi and Rifon (2012) who opine that by attractiveness, the theory assumes how appealing or visually desirable the source is to the viewer. Patra and Datta (2012) also reveal that attractiveness is not only physical attractiveness; it also includes all the attributes that consumers may perceive in a celebrity endorser such as lifestyle and skills. This then suggests that when a consumer is attracted by a source it means he/she appreciates his/her lifestyles and skills. Also, ZorBari-Nwitambu and Kalu (2017) who examined the relationship between celebrity endorsement and customer loyalty in the telecommunications industry in Port Harcourt observed that celebrity trustworthiness and credibility were discovered to have significant influence on customer loyalty in the telecommunications industry in Port Harcourt.

4.4.4 Level of influence of celebrity endorsement of MTN product and services on KWASU Undergraduates' patronage

The findings from the study showed that use of celebrity endorsement in the promotion of MTN products and services motivates students' patronage of MTN

product and services. Findings also showed that celebrity endorsement psychologically attracts students to MTN products and services. This finding buttresses the fact that the use of celebrity endorsement of MTN product and services enhances or influences undergraduate students' patronage of such products. Godwin et al (2017) affirm that celebrity endorsed advertisements have a huge influence on customers' purchase intention. Contrary to this finding however, Abdulbaqi, Udende and Adebawale (2018) submit that although the Nigerian telecommunication subscribers see celebrities as role models, their use in advertising campaigns as endorsers does not strongly motivate them to purchase the endorsed product. Their findings showed that other factors, such as availability and quality of service rendered are among the strong points that ensure subscribers' loyalty to a particular brand.

4.4.5 Perceptions of KWASU Undergraduates' on celebrity endorsement in MTN product and services

The findings revealed that celebrity endorsement of MTN products and services encourages brand recognition and that celebrity endorsement strengthens purchase intention. This finding aligned with the position of Aririguzoh, Mogaji, and Odiboh (2019) that celebrity endorsements influence the purchase decisions of the residents, and that buyers' avoidance of a product is more clearly influenced by celebrity endorsements. Also, Ajewole (2017) who examined the role of celebrity advertising in consumer brand loyalty revealed that the use of celebrities has a positive influence on consumer's perception through advertisement.

Findings of the study also revealed that celebrity endorsed product are perceived by students to be of good quality, and that celebrity endorsed advertisements are perceived to easily capture consumers attention while celebrity endorsed products are perceived to have better features. Finally, Adesokan (2017) who investigated the role of celebrities in influencing subscription to telecommunications services, using MTN Pulse 3.0 and concluded that the MTN Pulse celebrity advertising campaign was very effective at creating awareness; celebrities are credible sources of information but they have little influence on subscription to MTN services and that price, other benefits, social networks, trends and advertisement are other factors that affect subscription to MTN services apart from celebrities.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter focuses on the summary of findings, conclusion, limitation of the study, recommendations, and suggestions for further studies.

5.1 Summary

The study examined the Influence of Celebrity Endorsement on KWASU Undergraduates' Patronage of MTN Product and Services. Anchored on the Source Credibility Theory and Source Attractiveness Model, four questions guided the study. Data was generated using the questionnaires administered on 392 undergraduate students of Kwara State University, in four faculties and eight academic departments and across levels 100-500. The administration of the questionnaire recorded 100% return rate. Data were descriptively analyzed using the Statistical Package for Social Sciences (SPSS).

Summary of findings from the study are presented as follows:

1. The study found that KWASU undergraduate students were aware of MTN usage of celebrity endorsement in its advertisement of products and services.
2. Most students either get endorsement news and gist through Radio, Television, Newspapers, Billboard and or even Internet

3. The study found that trustworthy celebrities have greater potential in influencing students' patronage of MTN products and services. Other attributes were specific skills, expertise in a given field, extraordinary lifestyle, attractiveness, and confidence.
4. The study found that the use of celebrity endorsement of MTN product is very effective.
5. Celebrity endorsement psychologically attracts students to MTN products and services.
6. The study found that celebrity endorsement of MTN products and services encourages brand recognition, strengthens purchase intention, among others

5.2 Conclusion

The study has shown that since marketers endorse celebrities in advertisements as a tool to attract essentially new customers and to retain the existing ones to increase their sales and change the viewpoint of the customers regarding their brand, or to positively influence their buying behavior, using celebrities in advertisement is essential. In order to successfully address the issue of patronage, it is important to note that celebrity endorsed advert has a significant influence on customers' purchase intention. Therefore, continuous use of celebrity endorsed advertisements are more desirable than non-endorsed advertisements because celebrity tested attributes revealed a link and or connection to celebrity endorsement

by various brands and purchasing behavior/ brand perception of products and services. However, the lifestyle and attributes of celebrity to be endorsed represent a key factor that must be considered when choosing a celebrity to endorse a product or services. Thus, consequent on the findings of the study, it could be concluded that the celebrity endorsement has great potentials at enhancing students' awareness of a brand as well as patronage of MTN products and or services or any brand at all.

5.3 Recommendations

Based on this, the study therefore makes the following recommendations:

1. It is recommended that there is need for proper scrutiny of a celebrity's lifestyle and the celebrity's present social acceptance before endorsement so as to avoid any backlash that could have negative effect on a product or service.
2. Since findings revealed that celebrity endorsement influences patronage, it is therefore important that MTN endeavor to endorse high profile celebrities that will help boost their brands and also improve patronage.
3. The management of MTN mobile network and other telecommunication industry should also try to consider some attributes such as attractiveness of a celebrity, life style, trustworthiness, skills, expertise when endorsing a celebrity for their products and service. By so doing, young people who are potential customers for mobile network would be motivated and will do their best to patronize a brand for higher return.

4. Since celebrity endorser is a veritable strategy in influencing consumers to have favourable attitudes towards products or services, it is imperative that most brands should embrace the use of celebrity endorsement to boost their brands.

5.4 Limitation of the Study

This study was limited in scope procedurally. Only students of Kwara State University formed the sampled population which was relatively smaller, and not broad enough to reach a universal conclusion. A larger sample, covering larger geographical area may generate more appreciable results. Secondly, methodologically, the study relied on a mono-method through administration of questionnaire. A multi or mixed methods or case study could generate a richer data

5.5 Contribution to Knowledge

This study examined the influence of celebrity endorsement on KWASU undergraduates' patronage on MTN product and services. This study has been able to contribute to the existing body of knowledge by revealing that proper endorsement of credible and popular celebrities could influence patronage of such product or service that will lead to organizational growth

5.6 Suggestions for further studies

1. Based on the limitation in the study, the following suggestions are made for future researchers to broaden the scope and span of celebrity endorsement of products or services: From the study's results, it was discovered that both awareness, celebrity attributes and positive perception of students will lead to increased patronage hence, it is therefore suggested that further studies should explore other indicators that could lead to patronage of products and services.
2. MTN mobile network was used for the study, further studies can explore other mobile telecommunication network subscribers and or other industries like the banks and other advertising strategies like; Talent hunt shows and coupons promos.
3. A multi or mixed methods and or Case Study may be adopted by future researchers to address celebrity endorsement of products and services to advance study on this area.

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APPENDIX I

QUESTIONNAIRE

Department of Mass Communication,
Kwara State University,
Malete,
Kwara State.

Dear Respondent,

I am a post graduate student of the Department of Mass Communication, Kwara State University, Malete, Kwara state. I am currently conducting a research on the *“Influence of Celebrity Endorsement on KWASU Undergraduates’ Patronage of MTN Product and Services”*.

You have been selected as one of the respondents. Please respond to the questions as frankly and completely as possible. This study is strictly for academic purpose. Your response will be treated with utmost confidentiality.

Thank you
Yours faithfully,

LawalTofunmi Success

Demographic Variables					
Sex	Male <input type="checkbox"/>			Female <input type="checkbox"/>	
Age	16-20yrs <input type="checkbox"/>	22-25yrs <input type="checkbox"/>	26-30yrs <input type="checkbox"/>	31 and above <input type="checkbox"/>	
Mobile Network In Use	MTN <input type="checkbox"/>	9MOBILE <input type="checkbox"/>	GLO <input type="checkbox"/>	AIRTEL <input type="checkbox"/>	
Academic Level	100 <input type="checkbox"/>	200 <input type="checkbox"/>	300 <input type="checkbox"/>	400 <input type="checkbox"/>	500 <input type="checkbox"/>

Section A: Demographic Variables

Instruction: Please tick (✓) appropriately in the table.

Section B: Please tick any of the options that correspond to your view on each statement.

RQ1. Level of KWASU undergraduates' awareness on usage of celebrities' endorsement in MTN product and services

- Are you aware of MTN usage of celebrity endorsement in its advertisement of products and services?
(a) Yes ☐ (b) No ☐ (c) Not sure ☐
- Through what medium did you get exposed to Celebrity Endorsement of MTN Products and services?
(a) Radio ☐ (b) Television ☐ (c) Newspaper ☐ (d) Internet ☐ (e) Billboard ☐
- How often are you exposed to celebrity advertisement of MTN Products and Services
(a) Regularly ☐ (b) Once in a while ☐ (c) Not sure ☐

4. Tick the MTN advertisements you have seen that featured celebrities
- (a) MTN Pulse advert []
 - (b) MTNSaka I don port advert []
 - (c) MTN Extra value “just for you” advert []
 - (d) MTNSaka and the awoof tale advert []

RQ2. Attributes of celebrity endorsed MTN product and services that influence KWASU undergraduates’ patronage		SD	D	U	A	SA
1.	Trustworthy celebrities have greater potential in influencing undergraduate students to patronize MTN products or services					
2.	Undergraduate students may be influenced to patronize MTN products or services by celebrities who demonstrate special skills in a known area					
3.	Celebrities who possess expertise in a given field may influence undergraduate students to patronize MTN products or services					
4.	Celebrities who have extraordinary lifestyle may influence undergraduate students to patronize MTN products or services					

5.	Undergraduate students may be motivated to patronize MTN products or services by celebrities who are very attractive					
6.	Celebrities that exude confidence in all that they do may influence undergraduate students to patronize MTN products or services					
7.	Celebrities who are adjudged to be credible may influence undergraduate students to patronize MTN products or services					
RQ3. Effectiveness of celebrity endorsement on KWASU undergraduates' patronage of MTN product and services		SD	D	U	A	SA
1.	I find the use of celebrity endorsement of MTN products and services effective					
2.	Celebrity endorsement motivates me to patronize MTN products and services					
3.	Celebrity endorsement gets me psychologically attached to MTN Products and services					

4.	My identification with a particular celebrity that endorsed MTN products and services makes me remember MTN always					
5.	I think positively of MTN products and services due to celebrity endorsement					
RQ4. Perceptions of KWASU Undergraduates on the use of celebrity for endorsement in MTN product and services		SD	D	U	A	SA
1.	Celebrity endorsement of MTN products and services encourages brand recognition					
2.	Celebrity endorsement of MTN products and services strengthens purchase intention					
3.	Celebrity endorsement can change students' perception about the product/brand					
s4.	Consumers are likely to stop patronising a product if the celebrity endorsed gets involved in a scandal					
5.	Celebrity endorsed products are perceived to be of good quality					

6.	Celebrity endorsed advertisements are perceived to easily capture the attention of students					
7.	Celebrity endorsed products are perceived to have better features					

(e) Others []

Key: SA=Strongly Agreed, A=Agreed, U=Undecided, D=Disagreed, SD=Strongly Disagreed

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