
Celebrity Endorsements in Glo and Pepsi Advertisements on Consumer Buying Patterns in South-South Nigeria

Oghiagbepha Oghenekevwe¹, Ijeh Patrick Nkemdilim^{*2}, Ufuophu Biri Emmanuel³

¹Department of Mass Communication, Delta State University, Abraka, Nigeria

²Associate Professor of Mass Communication, Delta State University, Abraka, Nigeria, ijehnkemdilim.delsu.edu.ng

³ Professor of Mass Communication, Delta State University, Abraka, Nigeria

*Corresponding Author: **Email:** ijehnkemdilim.delsu.edu.ng

Abstract

This study investigated celebrity endorsement in Glo and Pepsi advertising and consumer purchasing behaviour in South-South, Nigeria. The study acknowledged contemporary society that is characterized with globalization and competition, because most consumers are exposed to alternative product. These propel business organizations to employ the most effective methods, strategies and programmes in producing and marketing their products and services. However, the study was focused to find out celebrity trustworthiness and consumer purchasing behaviour among Pepsi and Glo customers in South-South, Nigeria and identify celebrity expertise and consumer purchasing behaviour among Pepsi and Glo customers in South-South, Nigeria. The study employed the ex-post facto research design and applied the survey method involving 1200 respondents and adopted comparison of percentages, mean and standard deviation for data analysis. The study theoretical perspective was drawn from perception theory of. Data gathered were analysed using descriptive statistics such as frequency counts and measures of central tendencies while mean and standard deviation was used to answer the research questions. Result from the study showed that there was a significant relationship between celebrity endorsement and consumer purchasing behaviour among Pepsi and Glo customers in South-South, Nigeria. Based on the result, it is recommended that both the Pepsi and Glo companies should ensure proper implementation of policy for celebrity endorsement as this will enhance a better behaviour from their consumers in the South-South geo-political zone.

Keywords: Celebrity, Endorsements, Advertisements, Consumer Buying, and Patterns

Introduction

Marketing campaigns aim to convince target groups to buy a product due to globalization and competition. To achieve this, businesses must differentiate themselves and use various marketing techniques, such as celebrity endorsements. However, studies have shown no evidence that celebrity endorsements increase sales compared to non-use. Consumers may pay more attention to celebrities in advertisements than the actual product endorsed, which is not the marketer's intention. The potential magnetic allure of celebrities in advertisements may lead to impulsive purchases rather than genuine brand loyalty. Advertising can achieve communication objectives without influencing consumer purchasing decisions, especially when effective demand is absent. There have been several studies on celebrity endorsement such as that of Dom, Ramli, Chi and Fern (2016) that focused on its effectiveness. Qiu, Chen and Lee (2021) whose study was on how celebrity endorsements help consumer's engagement; simply experimental and marketing atmosphere results are not convincing assumption that consumer purchases will increase if celebrity endorsement is implemented against the environment that does not involve celebrity endorsement. Isometrically, consumers tend to focus on the endorsing celebrity in an advertisement for a product rather than the product itself which does not conform to the target of the advert. As for most baby diapers campaigns, celebrity models are unusually popular and admired especially for their good looks (Steve, 2016).

The research problem revolves around the potential magnetic allure of celebrities in advertisements, which may lead to impulsive purchases rather than genuine brand loyalty (Daha, Acheampong, Bakare & Ramanathan 2018). An inherent critique of advertising is its capacity to achieve communication objectives without necessarily influencing consumer purchasing decisions, particularly when effective demand, characterized by purchasing power, is absent. Lack of clarity over communication efficacy makes productivity a prominent issue based on previous study of Bondrea and Ramona (2014); this is more evident when businesses interact with celebrities and cope with subpar sales results. Therefore, the key inquiry guiding this research is: Although it is well acknowledged that celebrities continue to be among the most powerful influencers, does their status have a major impact on the purchasing decisions of their audience? What connection exists between customer purchasing behavior and celebrity endorsements and beliefs about trust? Does the beauty of a celebrity then affect how customers behave while making purchases? This study focuses on the reliability of celebrity endorsements in relation to consumer purchasing behavior and the role that celebrity beauty plays as a motivator for consumers to make purchases.

Literature Review

Concept of Celebrity Endorsement

Those who are extremely well-known and well-known in the public eye due to their stardom and good looks are considered celebrities (Arora & Sahu 2014). The capacity to draw in customers by including celebrities into advertisements demonstrates how these celebrities boost the legitimacy and efficacy of advertisement (Zipporah and Mberia, 2014). People view celebrities as being extremely significant, prestigious, and unique. As a result, they begin to imitate these celebrities' lavish lifestyles to connect with them and project an image like theirs (Ijeh & Ogiagbepha 2019; Mwendwa & Hellen, 2014). In alignment to the above view, Eytayo (2017) argues that celebrities are widely believed to provide higher appeal, attention, and message recall in advertising than non-celebrities. They have the power to influence buyers to switch their loyalties to endorsed brands and make advertisements more memorable. Celebrities, connected to film stars and cricketers, have been successful in gathering public attention and increasing sales volume (Kang, Choi & Choi 2019). They also benefit the brand, increasing consumer attachment and purchase intentions. Celebrity endorsements can impact customers' feelings and positions towards the advertisement and the brands, enhancing purchase intentions and sales. Celebrities are people with special recognition and attributes, such as attractiveness, extraordinary lifestyles, or special skills (Daha, Acheampong, Bakare & Ramanathan 2018). They are often used as brand ambassadors, leveraging their image and identification to promote products or companies. This approach makes advertisements lively, attractive, interesting, and attention-grabbing, as the audience views the celebrity as a role model and influences their lives (Qiu, Chen, & Lee 2021). Celebrity endorsement has been in use for a long time, and advertisers are careful in selecting celebrities to avoid a collapsed advertisement campaign (Lombardo 2016).

Advertisers use celebrities in their advertisements to increase the effectiveness and credibility of commercials. Audience views celebrities as important, prestigious, and unique, leading to the perception of practicing what they do and identifying themselves with celebrities to have an image like them (Jeyapalan 2015). Advertisers believe that celebrities, especially those with credibility and good reputation, affect the credibility of claims made, increase memorability of the message by consumers, and may provide a positive effect that could be generalized to the brand or product being advertised. Celebrities have the ability and power to influence buyers to swap their loyalties to the endorsed brands (Mansour & Diab 2014). They can make the advertisement more memorable in the minds of customers even though there may not be an immediate need to purchase the product at that point in time. A message will most likely reach the consumers' mind because of the characteristic features of the celebrities such as familiarity, trustworthiness and attractiveness (Randhawa & Khan 2014). Regarding celebrity marketing, while each company benefits from the celebrity, the consumer also can get more from it, which contributes more to the brand's growth in sales or customer loyalty. The widely acknowledged technique of celebrity endorsement mostly depends on the customers' increasing empathetic response and belief in the commercial, which in turn boosts the level of brand awareness which in turn improves the sales level. Celebrity endorsements are the largely applied expect of advertising enhancement, as was suggested by. Similarly, Mwendwa and Hellen (2014) argue that because of their position in the society and popularity among fans, celebrity endorsement has the potential of improving the company's financial returns through the employment of them in their marketing campaigns. In addition, Syed and Raja (2014) concluded that celebrity endorsement is seen as more reliable than non-celebrity endorsement hence it has the power high over brand attitudes and consumer purchase intentions.

Globacom telecommunications Nigeria limited

Globacom is a Nigerian multinational telecommunications company and one of Africa's fastest-growing telecommunications company, operating in Nigeria, Benin, Ghana, and Ivory Coast. The largest mobile provider in Nigeria, Globacom, is owned by the Mike Adenuga Group, which has been recognized for its inventiveness by being the first auctioneer of a high-capacity fiber-optic cable valued at 800 million dollars, exclusively for Globacom, also known as Glo-1. An age of texting for teleconferences, remote learning, telemedicine, and disaster recovery will begin with a cable up. With the acquisition of Globacom, a Nigerian corporation that has supported major leagues, cultural events, and national football teams, it aims to become the biggest and greatest mobile network in Africa (The Nigerian Telecommunication 2017; Kang, Choi, & Choi 2019; Ufuophu-Biri & Ijeh 2021).

Overview of Pepsi in Nigeria

Pepsi, is a brand under the Seven-up Bottling Company, was founded in Nigeria in 1960 as a limited liability company. The company focuses on strong marketing, constant technological innovation, and introducing new products to increase its market share and profitability, with a wide distribution network and regular promotions. The soft drinks industry is dominated by multinational companies like Coca-Cola and Seven-up Bottling Company. Nigerian law does not define monopolies, and manufacturers can sell at any market-determined price. Unauthorized dealers can be sued for dealing in merchandise protected under a registered Nigerian trademark, logo, or patent. Prices are seldom uniform throughout the country, with small traders dominating retail supply outlets at the municipal level setting their own prices (Seven-Up Bottling Company 2016).

Consumer Behaviour

Consumer behaviour is a fundamental force upon which marketing theories, policies and programmes depend. Marketers need to understand buyer behaviour to formulate efficient and effective marketing policies and strategies. The consumers according to Ivwighren, Ogwezi, & Igben (2023) are those people who receive goods and services produced

by organizations. Consumer behaviour is an analysis of people's purchasing patterns: the consumer buys, the consumer purchases, the consumer consumes, and the consumer can do all of that depending on the trigger of what, where and why (Randhawa & Khan 2014). They connect theories from psychology, sociology, social/psychological, anthropology, and economics. It tries to establish the buyer decision making process, what happens in case of an individual as well as in groups. It focuses on the consumer's personal qualities such as demographics, psychographics, and behavioural traits toward the understanding of wants and needs. It further delves into such things as figuring out what other social circles, the family, peers, and the society have on the individual consumer. Consumer behavior study and perfection of the knowledge of that area are the main factors that underlie the marketing strategy and product improvement process for the firms and organizations (Steve 2016).

When celebrities are seen as reference groups by customer, in order to feel prosperous, they wanted to copy them (Sydorenko 2022) That's results in positive impact on customers buying behavior by their favorite celebrities. Celebrity endorsement has a huge impact on purchase decision as its linked to the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products); According to (Said & Napi 2015) human beings are usually quite rational and make systematic use of the information available to them resulting from people considering the implications of their actions before they decide to engage or not to engage in a given behaviour.

Celebrity Endorsement and Consumer Purchasing Behaviour

Celebrity endorsement advertising is a popular strategy in modern marketing, aiming to give products credibility and encourage imitation (Ford 2018). The primary objective of celebrity personas is to enhance media attention and elevate brand recognition (Ijeh & Ogiagbepha 2019). Additionally, they evoke the feelings linked to the brand, given their perceived familiarity with the public. (Zippora & Mberia, (2014) identified five advantages to employing celebrities to endorse products as drawing attention, crisis management, brand repositioning, global marketing, and boosting sales. Reasons for recalling celebrities include popularity, status symbol, attractiveness and glamour, likeability, and recall value or familiarity (Syed & Raja 2014). Studies have shown that sales for some brands increased up to 20% upon commencing an endorsement deal. However, there is the issue of overexposure and proliferation of adverts as human subconscious absorbs more than 3,000 commercial images a day, with roughly 30 reaching our conscious mind (Matukin, Ohme & Boshoff 2016).

Celebrity endorsement has power not only has the privilege to ignite, incite, instruct, enthrall, and elucidate, but also generates public awareness and enhances the perception of the brand/product (Sydorenko 2022). Consequently, the main advantages of omni-channel marketing are as follows: it can be disseminated across several channel experiences, it can guide shoppers' attention in clutter advertising, it can end up creating a brand narrative, and it can optimize the variables in the different channels (Qiu, Chen, & Lee 2021). Finally, the celebrity endorsement deserves investment on the condition that right profile is chosen as a spokesperson for the product (Chung, Derdenger & Srinivasan 2013). By getting in to the social media celebrities can use another platform to be the brand ambassadors (Ijeh, Umukore & Amune 2015).

Celebrity Endorsers' Trustworthiness and Consumer Purchasing Behaviour

Celebrity trustworthiness indicates a level of self-approval of the product by consumers on the basis of the confidence they demonstrate towards the product or its service (Osei-Frimpong, Donkor & Owusu-Frimpong 2019). This authenticity of the celebrity in their words and connection with the brands help people to try the product. More and more companies are using celebrities as they believe celebrities don't want to associate with limited-time-usage and fake products which could affect the multi-year reputation (Liu 2022). Celebrity endorsement is an iffy pact where one must be doubly cautious, and the human emotions could prove to be uncontrollable. Such research on brand preference is of interest but no study has been done in Nigeria to indicate the effect of celebrity on consumers' preference of brand. As a result of the pervasiveness of technology in information, the eminence of brand, as well as the interconnection of communications and entertainment for companies, there is a departure from the normal marketing features and benefits to creating experiences for customers (Mansour & Diab 2014).

In the ratings of credibility, trustworthiness is most worthy in the eyes of customers because it is an on-physical trait that operates due to trust. Adolescents are more dependable than their old generation in following celebrity endorsers' trends. A celebrity with all the main factors of credibility source could significantly enhance customer buying behaviour (Syed & Raja 2014). Companies can benefit from highly credible celebrities due to their high reputation, fame, high public image, and trustworthiness. However, research has shown that celebrity trustworthiness has an important and direct impact on customer buying behavior, but it is not the only factor to consider when choosing celebrities as endorsers (Deshbhag & Mohan 2020).

Celebrity Endorsers' Attractiveness and Consumer Purchasing Behaviour

As a suggestion (Yalçinkaya, Kocaman & Yuksekkaya 2022) state that celebrity beauty is characterized by a structural covering that draws from both physical traits and additional layers or kinds of beauty, such as brilliance, elegance, brains, etc. Wang and Scheinbaum (2017) have aligned themselves with the cohorts whose findings demonstrate that attractiveness encompasses considerably more than just physical appearance. It possesses every attribute that marketers may deduce from these famous endorsers, including overall proficiency, charisma, dependability, and so on. Their widespread recognition and appeal significantly influence consumers' decisions about the purchase of a product. Customers typically have a good resemblance to celebrities, which might encourage them to use those product brands frequently (Ford 2018). Celebrities captivate audiences who are inclined to respect them highly and are motivated to follow them because of their catchphrase. Attractiveness is a primary nonverbal indication that consumers respond to subconsciously while making decisions about what to buy (Smith, Zhu, Shartle, Glick &

M'ikanatha 2017).

It encompasses all physical characteristics such as hair color, facial features, and physical appearance. Attractiveness also impacts consumer attitudes, as people want to look attractive, stylish, and glamorous like celebrities (Matukin, Ohme & Boshoff 2016). Research has shown that physically attractive endorsers are more influential in altering beliefs and creating buying intentions than their unattractive counterparts. Exterior and physical beauty are important factors in determining the effectiveness of the endorser. Non-physical attributes, such as achievements in sports, insight, and intelligence, also matter in the effectiveness of endorsers (Chung, Derdenger & Srinivasan 2013).

Perception Theory

Perception theory also known as credibility theory or source credibility theory, originally proposed by William J. McGuire in 1966 (Imhoff, Lamberty & Klein 2018). The theory elucidates the process through which individuals assess the credibility of sources of information and how this assessment influences their attitudes and behaviors. According to this theory, credibility is perceived through multiple dimensions, notably expertise, trustworthiness, and attractiveness, which collectively shape individuals' acceptance and processing of information from a given source (Kakar 2007). Perception theory is a theoretical framework that examines how individuals evaluate the credibility of sources of information and how this evaluation influences their attitudes, beliefs, and behaviors. According to this theory, credibility is a multidimensional construct encompassing expertise, trustworthiness, and attractiveness, among other factors. Individuals assess the credibility of a source based on these dimensions, which in turn influences their acceptance and processing of the information provided by the source. Perception theory suggests that individuals are more likely to perceive a source as credible if they believe the source possesses expertise or knowledge relevant to the topic at hand (Zacks, Speer, Swallow, Braver & Reynolds 2007).

Consumer perception theory, in celebrity endorsement are the contextual determinants because it suggests a model which determines what defines celebrity's credibility and the level of influence on consumer buying behaviour (Lange, Heilbron, & Kok 2018). celebrity endorsement, generation of the consumers' respect for the celebrity endorser's expertise in the product category is expected exclusively only to those celebrities who belongs to the same profession or category as the endorsed product. To illustrate, it is possible that an athlete that is professional in sports clothing would be seen as credible because of the expertise and knowledge about sports. Perception credibility theory can be linked to celebrity endorsement and consumer purchasing behaviour through these brands have been able to achieve both trustworthiness and attractiveness dimension (Wang and Scheinbaum 2017). The perception theory does not stop here, and it also presents a deep theoretical framework that is used to perceive the credibility of celebrity endorsers. This credibility then in turn influences how consumer attitudes and behaviors relate to the endorsed product or service. Why type of skills, credibility and appeals are considered by the marketers in choosing celebrity endorsers, they will be seen as trustworthy by the target audience and the campaigns will more likely lead to positive outcomes for the endorsed brands (Imhoff, Lamberty & Klein 2018).

Method

The study sought to determine the impact of celebrity endorsements on consumer behavior in Nigeria. It employed an ex-post facto research design and the method of survey research. It was conducted in the South-South Geopolitical Zone and the adult populations that are associated with it, including the states of Akwa-Ibom, Cross River, Delta, Edo, and Rivers. A total of 1,200 participants made up the multistage sample. The researcher created a self-built questionnaire called the Celebrity endorsement and Consumer Buying Behaviour Questionnaire (CECBQ), which was used to gather information on customer consumption patterns. Surveys were conducted in the adjacent areas of each of the states where both Glo or Pepsi consumers reside. With a reliability rating of 0.8, the web-based psychological survey appears to meet the requirements of the study. Using descriptive statistics (mean and standard deviation) in SPSS version 23, the data was examined while considering the sample sizes for each category.

Results and Discussion

Table 1: The Socio Demographic Background of Respondents (N=1115)

	Demographics	Frequency	%
Gender of Respondents	Male	669	60.0
	Female	446	40.0
	Total	1115	100
Age of Respondents	18 -30yrs	261	23.4
	31-50yrs	598	53.6
	Above 50yrs	256	23.0
	Total	1115	100
Location of Respondents	Urban	318	28.5
	Rural	797	71.5
	Total	1115	100

Educational Qualification	No School Attendance	81	7.3
	Primary School	196	17.5
	Secondary School	242	21.7
	Tertiary School	396	35.5
	Higher Degree	200	18.0
	Total	1115	100
Occupation	Civil Servant	432	38.7
	Farmer	160	14.3
	Trading	312	28.0
	Self Employed	211	19.0
	Total	1115	100

Source: Fieldwork, 2024

The above table shows that most respondents are male, with 60%, while females make up 40%. Most respondents are aged between 18-30 years, with 23.4% falling within this age bracket. Most respondents are from rural areas, with 71.5% being from rural areas and 28.5% from urban areas. Many respondents have tertiary education, with 35.5% having postgraduate education and 21.7% having secondary education. The lowest number of respondents is 7.3% who have no formal education. The survey also shows that 18.0% have postgraduate education, 21.7% have secondary education, and 17.5% have at least primary education. The survey covers civil servants, farmers, traders, and self-employed individuals. The correlation matrix shows that the highest mean value is from conflict, while the lowest mean value is from physical infrastructural development.

Test of Hypotheses and Data Analysis

Hypothesis One: There is no significant relationship between celebrity endorsement and consumer purchasing behaviour among Pepsi and Glo customers in South-South, Nigeria.

Table 2: Relationship Between Celebrity Endorsement and Consumer Purchasing Behavior

	<i>N</i>	<i>M</i>	<i>SD</i>	<i>DF</i>	<i>R</i>	<i>R</i> ²	<i>.P</i>
CELEBRITY ENDORSEMENT	1115	3.88	.80				
				1113	-.48	.23	.001
CONSUMER PURCHASING BEHAVIOR	1115	2.80	1.01				

The study results revealed that consumers tend to buy products more often when they see a celebrity endorsement rather than the usual celebrity endorsement with a p-value of 1.08. The Pearson correlation coefficient revealed a negative relation, demonstrating that the improvement in celebrity endorsement directly leads to a rise in consumption behavior of the consumers. As a result, the alternative hypothesis 1, which proposes that there is not a significant relationship was rejected. The statistics of the r2 demonstrated that about 23% of the variance in consumer purchasing behavior predicts from celebrity endorsement, so in this way celebrity endorsement has a trivial influence on consumer behavior. The case study bears testimonies that the celebrity endorsement has a negative influence on consumers' purchasing motives.

Hypothesis Two: There is no significant relationship between celebrity trustworthiness and consumer purchasing behaviour among Pepsi and Glo customers.

Table 3: Relationship Celebrity Endorsers' Trustworthiness And Consumer Purchasing Behaviour

	<i>N</i>	<i>M</i>	<i>SD</i>	<i>DF</i>	<i>R</i>	<i>R</i> ²	<i>.P</i>
CELEBRITY TRUSTWORTHINESS	1115	3.80	.80				
				1113	-.47	.22	.001
CONSUMER	1115	2.81	.99				

The research proved that there were stronger connections between celebrity trustworthiness and consumer purchase behaviours, with p value being 0.99. Celebrity trustworthiness and consumer relationship was shown by the Pearson correlation coefficient to be negatively related, meaning patronage is lower as celebrity trustworthiness increases. Results from null hypothesis 2, which assumed no significant relationship between those variables, are probably misleading. r^2 statistics presented the celebrity trustworthiness that accounted for around 22% of the purchasing behavior variation diversity of consumers and that showed a medium effect size. Huge effect size highlights that the celebrity trustworthiness is one of the most important factors as consumers tend to believe the celebrity endorsed product. Thus, the null hypothesis 2 was rejected, therefore. Hypothesis Three: There is no significant relationship between celebrity attractiveness and consumer purchasing behavior among Pepsi and Glo customers.

Table 4: Relationship between celebrity endorsers' attractiveness and consumer purchasing

	N	M	SD	DF	R	R ²	.P
CELEBRITY ATTRACTIVENESS	1115	3.88	.80				
				1113	.07		.001
CONSUMER PURCHASING BEHAVIOR	1115	3.25	.91				

The point estimate showed the path of profound impact, informing the strong correlation between the attractiveness of celebrities and the consumer activity in the purchasing behaviour with the correlation coefficient of 0.63. A lower celebrity attractiveness is, thus, evidently associated with consumers' decision not to buy certain products. Along with the famous person's charming nature going up, the customer's purchasing behaviour heightens. Accordingly, hypothesis 4 was proven to be wrong; there was no considerable dependent variable in celebrity attractiveness to consumer choice. The r^2 statistic indicated that celebrity attractiveness explained 7 percent of the difference between consumers' purchasing behavior with a small impact size of 0.027. Thus, it is said that a celebrity product attractiveness will have rather insignificant impacts on consumer buying behavior.

Discussion of Findings

The study focuses on the celebrity sponsorship theory and its effects on South-South region's purchasing patterns of consumers. Hypothesis one postulates a major bond between the recall and the buying decision of the consumer may be that consumers transfer the meaning of the brand tag and tag the brand with the association of the band. Nevertheless, more convincing data comes from the way consumer's position towards the two products in relation to each other and the celebrity. This shows that the result is also in agreement with what Syed & Raja (2014) and Mansour & Diab (2014) earlier found.

The study on hypotheses two found a significant relationship between celebrity trustworthiness and consumer purchasing behavior among Pepsi and Glo customers. This is consistent with previous research, such as Ford (2018) and Osei-Frimpong, Donkor and Owusu-Frimpong (2019) (2019) studies. Nigerian consumers perceive celebrity endorsers as role models, but their impact is not significant. From another point of view, these findings may also be like the observation of Wang and Scheinbaum's (2017) study that consumers' perception of a celebrity endorser's attractiveness and trustworthiness increases brand attitude, credibility, and purchase intention. Trustworthiness in celebrities can give a brand a touch of glamour. However, the potential risks and rewards of celebrity endorsements must be considered. Key elements of trustworthiness include reliability, dependability, honesty, sincerity, and trustworthiness.

Hypothesis three discovered the existing link between the rate of the celebrity's attractiveness and their customers' purchases. Consumers are lured by celebrities who are models of success and thus to them, the purchase of anything associated with these celebrities falls in line with what their minds identify with. The result obtained additional support for the findings of both Yalçinkaya, Kocaman and Yuksekkaya (2022) concerning shop goods sale paces in Bayelsa-state. The authors conclude that celebrity endorsement has a positive and basic relationship with both consumer behavior and marketing and promotional strategies. Companies should take care that celebrities match the brand firstly launching the advertising campaign with the value and image that will be preserved at the same level with the brand. When the ads are supported with experts or they look beautiful, then they build a more favorable attitude towards a brand and hence, purchase intentions get stronger. Smith, Zhu, Shartle, Glick & M'ikanatha (2017) examined how some factors of celebrity endorsement to include gender, attractiveness, credibility, endorser type, and multiple celebrity endorsement influences consumer behavior and multiple product endorsement being found to have a negative influence. The overall influence of the celebrity endorsement on the purchasing preferences by the consumers is contributory to their positive nature.

Conclusions

The study concludes that multiple factors related to celebrity endorsement significantly impact consumer buying behavior. Through meticulous examination and statistical analysis, it has been established that not only does the mere presence of a celebrity endorsement influence consumer decisions, but several specific attributes of the celebrity

also play crucial roles in shaping consumer perceptions and behaviors. Firstly, the study underscores the substantial influence wielded by celebrity trustworthiness. Consumers are inclined to align their purchasing decisions with celebrities whom they perceive as credible and trustworthy, thereby lending credibility to endorsed products or services. Secondly, the research elucidates the profound impact of celebrity attractiveness on consumer behavior. The attractiveness of a celebrity endorser serves as a potent cue, capturing consumer attention and eliciting positive associations with the endorsed brand, consequently influencing purchase intentions and behavior. The study illuminates the significance of celebrity expertise in shaping consumer perceptions and purchasing decisions. Consumers tend to value endorsements from celebrities who possess expertise or competence in relevant domains, as this expertise lends legitimacy to the endorsed products or services. By recognizing and understanding the multifaceted impact of celebrity endorsement, marketers and advertisers can devise more effective strategies to leverage celebrity endorsements in promoting brands and influencing consumer decisions. Based on the conclusions drawn above, the following recommendations are put forward.

1. Both the Pepsi and Glo companies should ensure proper implementation of policy for celebrity endorsement as this will enhance a better behaviour from their consumers in the South-South geo-political zone.
2. Marketing companies should ensure that their celebrity have a trustworthy nature, as this will influence the behaviour of their consumers.

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