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INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMERS' BUYING DECISION OF A BRAND: A STUDY OF GLOBACOM TELECOMMUNICATION NIGERIA LIMITED

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Abstract

In this study, we assessed the influence of celebrity endorsement on consumers' buying decision of a brand, with particular reference to Globacom telecommunication Limited. The objectives of this study were to ascertain customers' perception of the use of celebrity endorsement on Globacom telecommunication; to determine the influence of celebrity endorsement on the buying behaviour of consumers of Globacom; to ascertain whether the use of celebrity endorsement by Globacom telecommunication helps the company to get more subscribers; to know consumers' preference of Globacom endorsements by celebrities to Globacom endorsements by non-celebrities; and to know if endorsement by celebrity reflects the quality of product or services. The study used Meaning Transfer Model as the theoretical foundation. The research design used was the mixed method comprising survey and in-depth interview while the questionnaire and the interview guide were the instruments for data collection. The population of the study was Globacom subscribers in Nigeria. The population figure of the study was 54,840,192. A sample size of 400 was got from this figure using Taro Yemani formula. Data collected through questionnaire were analyzed using frequency table and simple percentages while data collected through interview were analyzed thematically. From the findings, consumers perceived that celebrities give a real image of the brand and that celebrity-endorsed products are of good quality. Findings also showed that celebrities have significant influence on buying decisions of subscribers. From the finding also, a greater percentage of consumers patronize Globacom because their favourite celebrity endorsed it. Based on the findings, the study recommended that Globacom Managers should continue using celebrities for endorsements, especially the celebrities who reflect the real image of the products they endorse.

Keywords: Celebrity, Celebrity endorsement, Consumer, Buying Decision, Globacom, Nigeria.



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INTRODUCTION

The term celebrity endorsement is a very crucial and indispensable promotional tool of marketing. In recent times, marketers are employing promotional strategies of using various appeals. These appeals include sexual, emotional, humour (Belch & Belch, 2001). Their aim of using such strategies is to gain high brand exposure, attention, interest, desire and action towards the advertised products (Belch *et al.*, 2001). Hence, in contemporary society, there has been increasing attention by marketers on the impact of celebrities on buying decision of the consumers (Ranjbarian, Shekarchizade & Momeni, 2010). In agreement, Zipporah & Mberia (2014) state that these organizations make an effort to study consumers' behaviour, discover their motives and how they could be satisfied.

Marketers use various tools and strategies for advertising their products to both current and potential customers. Among these strategies used by marketers is the engagement of well known and famous personalities. The reason is that the world has become more competitive and most of the people on a daily basis experience the constant bombardment of advertisements by the media and ultimately become emotionless towards all the advertisement practices (Malik & Qureshi, 2017). As such, Marketers make much efforts to get part of an individual's time to let him/her know of the excellent and unique characteristics of the product or brand; this strategic effort the marketers do is using celebrities who can grasp the customer's attention quickly (Malik & Qureshi, 2017).

Celebrities are defined by Schlecht (2003) as people who enjoy public recognition by a large group of people. Similarly, Friedman & Friedman (1979) cited in Malik & Qureshi (2017, p.151) defined 'celebrities' as popular persons (such as actors, sports person, entertainers) who have accomplishments in their particular fields alongside the product they endorsed. Friedman & Friedman (2002) explain that a celebrity could be anybody such as actor, sportsman, presenter, entertainer, whose attribute is different from the general public and is recognized by them, because of their achievements.

Celebrity endorsement is therefore, a form of advertising campaign that involves a well-known person who uses his fame to promote a product or service (Businessdictionary.com, 2020). Celebrities with many fans are usually employed in order to endorse a product to capture the attention of their fans or target market to that product. Most big companies and brands have recognized the importance of celebrity endorsement as a marketing communication tool (Soderlund, 2003). In agreement, Katyal (2007) opined that marketers spend vast sum of money on celebrity endorsement contracts annually, thus, showing the importance of celebrities in the advertising industry. However, Aldajani & Daajani (2019) stated that celebrity endorsement is complicated because it has the potential to either boost or undermine the marketing objectives of the organization. Interestingly, Celebrity endorsement as an advertising and marketing strategy, when utilized effectively, can intensify the sales of a brand significantly.

Celebrity endorsement has become indispensable in the Nigerian advertising industry. Hence, marketers use celebrity endorsement to influence the purchasing decision of consumers to increase sales (Ranjbarian, Shekarchizade & Monemi, 2010). There are many reasons firms use celebrity endorsement on their product and services. These reasons as stated by Edorgan & Baker (2001) is that marketers try to boost their brand image, get more awareness and attention and improve the dimension of the brand image. This is in line with the opinion



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ofRanjbarian *et al.*, (2010) that using celebrities can help companies to create unique adverts and engender positive effect on the attitude of consumers towards the brand.

Over the years, Nigerian marketers have been using celebrity (Christians, Entertainment Industry, Sports, Fashion stylist, telecommunication) endorsement as a marketing communications strategy. Though, it was not clear when the first celebrity endorsement took place in Nigeria, the practice has existed in the country since the early 90's (Ifeanyichukwu, 2016). Some of the early endorsement deals in the country were done by Kate Henshaw for Onga Magi (in 2014), Sunny Nneji, Omotola Jalade Ekeinde and Jide Kosoko for Chivita Juice Drinks (in 2016).

When utilized effectively by marketing Managers, celebrity endorsement can intensify the sales of a brand. Hence, in Nigeria, some firms are using celebrities to market their products - signing entertainment and sports celebrities in order to influence consumer buying behaviour. For instance, Etisalat sealed an endorsement deal with Bankole Wellington (BankyW, a Famous Hip-hop artiste), Stephen Keshi (Super Eagles Coach) sealed an endorsement with Friesland Wampco Nigeria limited (producer of Peak Milk). Innocent Idibia (Tuface) also sealed an endorsement with Airtel Nigeria Limited. John Mikel Obi (A Nigerian top Chelsea player) sealed an endorsement with Samsung and Balogun Ibrahim Ayodeji (Wizkid) sealed an endorsement deal with Pepsi Cola.

Nigeria telecommunication networks in Nigeria are using celebrities (actors, actresses, athletes, musicians) as their brand ambassadors (Ifeanyichukwu, 2016). These ambassadors feature both in the print media or electronic media advertisements. The four major telecommunication networks in Nigeria are MTN, Globacom, Etisalat and Airtel. MTN endorsed popular musicians such as Davido, Tiwa Savage, Don Jazzy, Iyanya. Etisalat representatives include musicians like Seyi Shay, Olamide, Omawumi. M.I, Flavour, Actor Francis Odega and actress Eniola Badmus. Airtel representatives are popular musicians like 2face Idibia, Phyno, Waje, comedian Akpororo and the host of Big Brother Africa (BBA) - Ik Osakioduwa (Ifeanyichukwu, 2016).

Globacom telecommunication limited is not left out of celebrity endorsement, as it is the second leading telecommunication firm in Nigeria today. Recently, Globacom engaged entertainers like Peter and Paul Okoye (P-Square), Odunlade Adekola, Funke Akindele, Dapo Oyebanjo (D'banj), Adeleke David (Davido) as Ambassadors of Globacom telecommunication limited, with a deal of over 600 million Naira annually. Also, Globacom endorsed actors like John Okafor (Mr Ibu), O.C. Ukeje and actresses like Patience Ozokwor (Mama G), Ini Edo and Comedians AY, Helen Paul, Basket Mouth, Bovi for their business services. The essence of using these celebrities for endorsement of Globacom services, therefore, is mainly to influence and attract their admirers to the company for more patronage.

STATEMENT OF THE PROBLEM

In recent times, companies spend billions of naira every year in endorsing celebrities and repositioning their products in the minds of consumers by creating positive and good awareness of the products and brands (Ifeanyichukwu, 2016, p.103). The aim is to influence and attract admirers and supporters of these celebrities to the endorsed product or firm for more patronage. Hence, to create constant brand awareness and remain the leading telecommunication industry in Nigeria, Globacom limited endorsed popular Nigerian musicians (like Peter and Paul Okoye-Psquare, Adeleke David- Davido), actors (like John



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Okafor-Mr Ibu, O.C. Ukeje) and actresses (like Patience Ozokwor-Mama G, Ini Edo) among others, in order to influence consumers buying decision. It is believed that these celebrities have personalities, cultural and symbolic meanings which they transfer to the product they endorsed (McCraken, 1989). Thus, by endorsing a product, a celebrity transfers his personality (a message) to the brand and the message is transferred from the brand to the customer and leaves an impression on customer's mind and finally influences customers' decision to buy that particular brand. However, the issue that remains uncertain is whether the endorsement of Globacom by popular Nigerian celebrities have made the desired positive impression on the minds of Globacom subscribers and influenced them to subscribe or patronize Globacom services. It is against this backdrop that this study sought to assess the influence of celebrity endorsements on the purchase decision of consumers of Globacom telecommunication Limited.

OBJECTIVES OF THE STUDY

This study has the following specific objectives:

1. To ascertain customers' perception of the use of celebrity endorsement on Globacom telecommunication.
2. To determine the influence of celebrity endorsement on the buying behaviour of consumers of Globacom
3. To ascertain whether the use of celebrity endorsement by Globacom telecommunication helps the company to get more subscribers
4. To know consumers' preference of Globacom endorsements by celebrities to Globacom endorsements by non-celebrities
5. To know if endorsement by celebrity reflects the quality of product or services

RESEARCH QUESTIONS

The following research questions guided the study:

1. What are customers' perception of the use of celebrity endorsement on Globacom telecommunication?
2. Does celebrity endorsement influence the buying behaviour of consumers of Globacom?
3. Does the use of celebrity endorsement by Globacom telecommunication helps the company to get more subscribers?
4. Do consumers prefer Globacom endorsements by celebrities to Globacom endorsements by non-celebrities?
5. Does endorsement by celebrity reflect the quality of product or services?

LITERATURE REVIEW

The Concept of Celebrity Endorsement

Research showed that universal marketing faces many cultural barriers such as space,time, language, relationships, risk,power, masculinity, feminity. Celebrities help in entering new markets by breaking such barriers (Mooij, 1994). A celebrity who has a universal appeal or a celebrity of the target country can act as a source of recognition by the market.Marketers usually engage celebrities as a communication strategy to serve as advocates for brands. Celebrities are persons who are recognized by many customers,mainly because of the publicity associated with their lives (Schlecht, 2003). They are persons with eye-catching profile and some level of popularity and fame in the society. Celebrities are usually



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associated with affluence, excellence in their specific areas and are widely recognized and accepted by a large group of people.

Endorsement is a confirmation in marketing communication which could be a written or spoken statement in support of a company or a product (Atkins & Block, 2013). Endorsement is a medium of brand marketing communication where an individual acts like the brand's advocate by indicating that he/she likes and uses the company or the brand. It implies giving one's public approval to someone or something, especially a recommendation. There is a general perception among advertisers that marketing messages carried out with celebrities bring more significant acceptance, consideration and message recall than messages carried out by non-celebrities (Keller, 2008).

Keller & Kevin (2003) stressed that celebrity endorsement could give an acceptable commercial rating and evaluation of products and services. Hence, Aaker & Keller (2003) assert that when a customer sees two messages, one which is carried by a celebrity and the other by a non-celebrity. The customer will believe that the brand with celebrity endorsement will have more patronage and higher value than the one carried out by the non-celebrity. Celebrity endorsement is not limited to a particular industry, but cuts across various industries, including the telecommunication industry, the hospitality industry, financial industry etc (Okorie & Aderogba, 2011).

Role of Celebrity Endorsements on Consumer Buying Behaviour

In recent times, using celebrity endorsers have become more common among advertisers and marketers. The most famous celebrity endorsers are those who got appreciation from the general public and have unique and appealing features like credibility or attractiveness (Austad, 2004). White, Goddard & Wilbur (2009) emphasized that among the factors that influence a consumer to purchase a product, celebrity endorsement is the greatest. Confirming this assertion, Khan & Lodhi (2016) observed that celebrity endorsement is one of the most common advertising strategies used by business organizations to create awareness, recover and gain positive feedback about their products and services.

Studies have indicated that more positive response and higher purchasing intentions are gained by using celebrity endorsers compared to non-celebrity endorsers (Byrne & Breen, 2003). Stressing on the impact of celebrities, Aldajani & Daajani (2019) asserted that while endorsing a brand or a product, a celebrity gives impression that the brand is reliable and the popularity of that celebrity makes people trust the brand. Silvera & Austad (2004) identified some features such as attractiveness, trustworthiness, extraordinary lifestyle or exceptional expertise that make celebrity endorsers enjoy a high degree of public cognition and trust. Hence, Omoregbe & Osifo (2019) suggested that firms should use more celebrity endorsements to build consciousness, and perceptions of their products in the minds of consumers.

As Khalid & Siddiqui (2018) rightly said, individuals try to adopt the lifestyles of their favourite celebrity. This makes a tremendous effect on their purchasing behaviour towards the endorsed brand and ultimately improves organization's profitability (Khalid & Siddiqui, 2018). Advertisers and marketers acknowledge that the presence of celebrities in the advertised brand plays a notable role in convincing the consumer (Choi & Rifon, 2007). This implies that the presence of celebrities on the advertised brand or products has significant influence on customers' selection of such brands or products and increase in sales.



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Empirical review

A study conducted by Aldajani & Daajani (2019) on Impact of Celebrity endorsement on consumer buying behaviour in Saudi Society, found that most of the respondents spend 2 to 4 hours a day on Social Media and that higher attractiveness of celebrity positively impacts the customer's perception about the advisor and its products. This descriptive cross-sectional study adopted a simple random sampling to select of 120 individuals with a response rate of (83.3%) in order to ascertain the behaviour of the participants towards celebrity endorsement on buying goods and its impact on buying decision. The findings also revealed that the higher attractiveness of celebrity encourages consumers to buy the product. These researchers concluded that using celebrity endorsement to promote a brand or to sell a product is done with the presumption that consumers can be influenced to buy the products endorsed by their favourite celebrities.

Gauns, Pillai, Kamat, Chen & Chang (2017) conducted a study on Impact of Celebrity endorsement on consumer buying behaviour in the State of Goa. This study adopted survey design with structured questionnaire which was administered to 200 consumers during June 2015 to April 2016, with a response rate of 86 per cent. Their findings showed that a significant association exists between celebrity supporters/neutral/opposers and gender, age, occupation and income level, except in education and location. Their finding also showed that consumers consider celebrity endorsements more attractive and influential than non-celebrity endorsements. Also, the celebrity attributes tested in this study showed positive relationship with purchase intention, except in expertise and trustworthiness of celebrity. These scholars therefore, concluded that celebrity attributes impact the purchase intention of consumers.

A similar study was conducted by Omoregbe & Osifo (2019) on Impact of celebrity endorsement on consumer purchasing behaviour of four brands of telecommunication network operators in Nigerian among students of University of Benin, Benin City. The population of the study was all undergraduate students of the University of Benin, Benin City, Nigeria. The researchers used survey research design. Three hundred and ninety-seven (397) students were selected through the administration of structured questionnaire selected through convenience sampling technique. Collected data were analyzed using SPSS 22.0 by running both descriptive and inferential statistics. Their findings revealed that all celebrity endorsement attributes have a positive and significant link with purchase decision of the consumers. Based on this, the researchers suggested that firms should use more celebrity endorsements to build consciousness and perceptions of their products in the minds of consumers. They also suggested that managers should devise suitable strategy to identify the right celebrity endorsement attributes that would lead to improved competitiveness as the combined effect is greater than the use of one attribute.

A study on celebrity endorsement was also conducted in Nigeria by Ifeanyichukwu (2016). In this study, the researcher used descriptive survey with questionnaire to study 200 young adults/ students conveniently selected from a university in Anambra State. Regression was used to test for the significance of the hypotheses generated. Findings from this study revealed that the use of celebrities influence young adults in their purchase decisions and a positive and significant relationship between expertise, attractiveness and respect accorded to the celebrity vis-a-vis purchase decision of consumers show that consumers make the celebrities their role model.



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In the same vein, Ogunleye (2015) in his study tried to know how to effectively use celebrity endorsement to positively influence the consumer buying behaviour and how best to use this tool for organizational success in today's competing market. The researcher used descriptive survey research design and questionnaire was the instrument for data collection. The researcher used simple random sampling technique in selecting respondents and a sample size of 80 Globacom subscribers were studied. The Linear Regression method was used for data analysis. Findings from this study showed that celebrity endorsement influenced consumer buying; and that effective use of celebrity promote sales than non-celebrity. The researchers, thus, recommended that care should be taken when using celebrity to endorse products in order not to get a negative outcome; and organizational managers should not overlook other important strategies, even as they work to get the best out of celebrity endorsement.

The above findings were contrary to that of Daha, Acheampong, Bakare & Ramanathan in their 2018 on Celebrity-Brand Endorsement on attitude and purchase intention of Generation Y-ers in Nigeria. Their population was student Generation Y-ers mostly residing in the urban areas. The researchers used the quantitative approach, structural equation modelling engaging SmartPLS 3.2.7 to examine the relationships among the research constructs. The researchers also used a stratified sampling technique to select 273 millennial students, from six selected federal institutions of higher learning in the Northwest and Southwest region of Nigeria. Their findings revealed that expertise of a celebrity does not influence Nigeria's Generation Y-ers intention to purchase the endorsed product. This finding, however, showed that attractiveness and trustworthiness of a celebrity influence Generation Y-ers purchase intention. The researchers, therefore, recommended alternatives to the practice of celebrity brand-endorsement to the practitioners.

From the available literature reviewed, it could be inferred that much research works have been done on impact celebrity endorsement on consumer buying decisions towards certain products. However, there is still dearth of literature on the influence of celebrity endorsement on Nigerian consumers' decision towards Globacom Telecommunications limited, as only few studies exist in this area. Also, those researches conducted on this subject matter used only one research design which may not be adequate to obtain the necessary data needed to address the research objectives. Therefore, this present work was conducted to help fill this gap, using mixed method design.

THEORETICAL FRAMEWORK

This study was explained using The Meaning Transfer Model, propounded by McCracken Grantin 1989. This theory posits that celebrity endorsers have cultural and symbolic meanings which they transfer to the product they endorsed. In order to effectively use celebrity endorsement, the firm must associate the product with the features of a celebrity which the consumer can easily get attracted to and be influenced to buy (Erdogan, 1999, Johansson & Sparredal, 2002, cited in Oyeniyi, 2014). It is believed that every celebrity has a unique personality and through the endorsement deal, part of his personality is supposed to be transferred into the brand, which will in turn influence consumer's buying decision. According to McCracken (1989), this model explains the capability of influential spokespersons concerning what customers connect with the endorser and in the end, exchange to the brand. The meaning transfer model explains three stages - in stage one, the message is transferred by a celebrity to the brand, in stage two, the message from the brand is being

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transferred to the customer while in stage three, the message leaves the impact on customer's psyche and finally on customers' decision to buy that particular brand (McCracken, 1989).

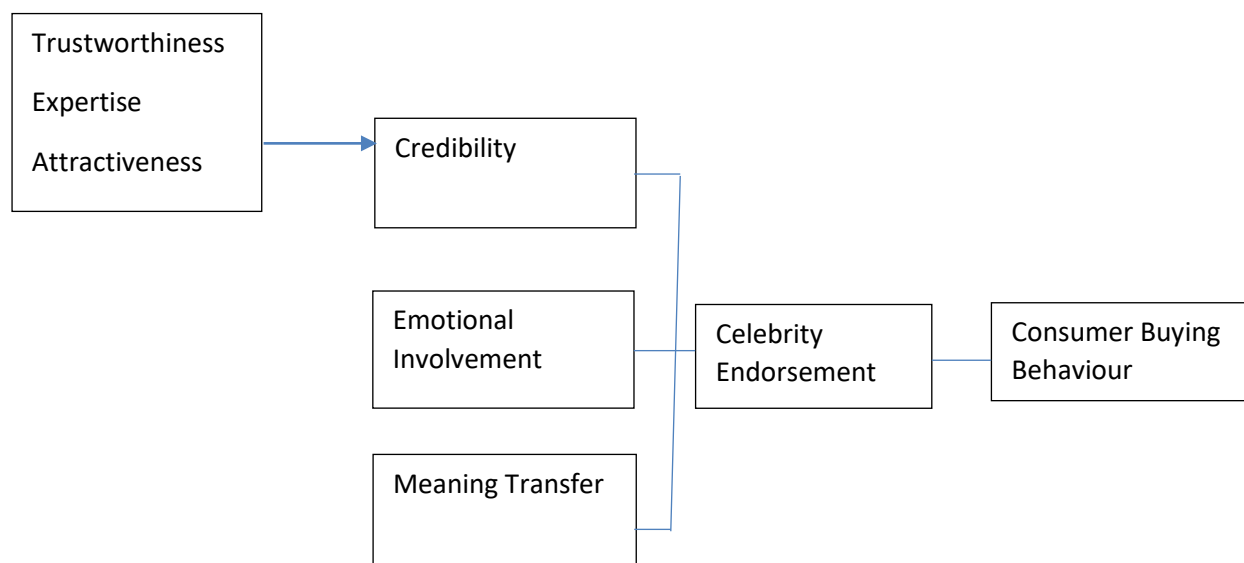


Fig. 1: Meaning Transfer Model

METHODOLOGY

Research Design

This study adopted the mixed method design comprising survey and in-depth interview. The survey method was used for the collection of quantitative data while structured interview was used for the collection of qualitative data. The reason for using mixed method to achieve the research objectives was to harness the advantages of both forms of data in order to provide comprehensive analysis of the problem (Cresswell, 2014).

Population

The population for this study was all Globacom subscribers in Nigeria. According to the latest report on the industry published by the Nigerian Communications Commission (NCC), Globacom gained the highest number of subscribers between 2019-2020, as it added 6.15 million new subscribers to its network. The number of Globacom subscribers for the year 2020 is 54,840,192 making this company the second largest network operator in Nigeria (NCC, 2020).

Sample Size

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From the population figure of fifty-four million, eight hundred and forty thousand, one hundred and ninety-two (54,840,192), a sample size of 400 was got using the Taro Yemani formula as follows.

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

Where:

n = sample size

N = the population under study

1 = constant

e = the margin error

the established sample size was calculated accordingly;

$$\begin{aligned} n &= \frac{52840192}{1 + 52840192(0.05)^2} \\ &= \frac{52840192}{1 + 52840192(0.0025)} \\ &= \frac{52840192}{1 + 132100.48} \\ &= \frac{52840192}{132101.48} \end{aligned}$$

n = 399.99 which is approximately 400

∴ n = 400

The copies of questionnaire were shared to 400 Nigerian Globacom subscribers.

Sampling Technique

For the survey approach, the study adopted the multi-stage sampling technique. This sampling technique requires the researcher studying a large population to choose a sample in two or more stages. Stage one was the selection of six States from the six geopolitical zones in Nigeria using simple random sampling. The six States were: Imo State – South-East, Delta State – South-South, Lagos State - South-West, Nasarawa State- North Central, Katsina State – North-West, Adamawa State –North-East. Stage two involved the purposive selection of the State capitals of these six States, because Globacom services are optimum in these State capitals. The State capitals were: Owerri, Asaba, Ikeja, Lafia, Katsina and Yola respectively. In stage three, one major Globacom office was selected from each of the selected State capitals using simple random sampling technique. Stage four was the selection of Globacom subscribers using convenient sampling technique.

For the interview, the Advert Manager of Globacom telecommunication limited was purposively selected based on his office and his expert knowledge about the subject under study. He is better positioned to provide the information needed to achieve the research objectives.

Instruments of Data Collection

The instruments used in collecting data for this study were the questionnaire and the interview guide. The questionnaire was used to ascertain the perception of Globacom subscribers on the influence of celebrity endorsement on consumers buying decisions. The interview guide was used to obtain information from the Advertising Manager of Globacom telecommunication. The questionnaire contained closed-ended questions for Globacom subscribers while the interview guide contained open-ended questions which gave room for Globacom Manager to express his opinions on the subject under study. Copies of the questionnaire were sent to the respondents using online application known as Survey



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Monkey. The interview was conducted through email and phone-calls with Globacom Advertising Manager.

Reliability and Validity of the Instruments

To ascertain validity, great care was taken in the construction of the questionnaire and the interview questions. The objectives of the study were paired with the questions. The initial outline of the questionnaire was scrutinized by a Mass Communication lecturer from Edwin Clark University, Delta State, Nigeria, who improved the content, wording and layout of the instrument. To ensure reliability, a pilot study was conducted using 20 respondents. After an interval of four weeks, another pilot study was conducted using the same 20 respondents. Thereafter, the two sets of responses were collated and analyzed based on the objectives of the study. The essence was to know whether the respondents (Globacom subscribers) would answer the questions in the first and second test in the same direction. The responses were compared with each other and the outcome showed uniformity of responses.

Method of Data Analysis

Data collected through questionnaire were analyzed using frequency tables and simple percentages. Data collected through interview were analyzed thematically based on how they helped to answer the research questions.

RESULTS

Four hundred (400) copies of the questionnaire were distributed to the respondents but only 360 copies were duly returned, given a response rate of 90%. The analysis was made with the number of questionnaire that was returned. Also, data were presented according to how they helped in achieving the research objectives.

Table 1: Demographic Characteristics of Respondents

Gender of Respondents	Frequency	Percentage (%)
Male	170	47
Female	190	53
Total	360	100
Age of Respondents		
15-21	100	28
22-28	150	42
29-35	50	14
36-42	50	14
43-Above	10	2
Total	360	100
Highest Edu. Qualification		
No formal Edu.	20	6
Primary Edu	5	1
Secondary Edu	120	33
OND	20	6
First Degree/HND	180	50
Higher Degree	15	4
Total	360	100

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Data in the above Table showed that more women 190(53%) than men 170 (43%) were sampled in the study. Data also showed that a greater percentage 150 (42%) of the respondents were within the age range of 20-28 while the least percentage 10(2%) of respondents were within the age range of 43 and above. Result equally showed that the highest frequency 180(50%) of the respondents had Firstdegree or HND degree, this was followed by those 120(33%) who hadsecondary education while the lowest frequency 5(1%) of the respondents had primary education.

Psychographic Data

Table 2: Do you think products specifically endorsed by a celebrity are of good quality?

Response	Number of Respondents	Percentage (%)
Yes	350	97%
No	10	3%
Total	360	100%

Data in table 2 showed that the perception of majority 350(97%)of the respondents was that products specifically endorsed by a celebrity are of good quality, whereas only 10(2.78%) of the respondents said no to this assertion. It could therefore, be deduced that products endorsed explicitly by a celebrity are of good quality.

Table 3: Do you think the use of celebrity endorsement on Globacom telecommunication is a good idea?

Response	Number of Respondents	Percentage (%)
Yes	300	83%
No	60	17%
Total	360	100%

From Table 3 above, more respondents 300 (83%) consented that the use of celebrity endorsement on Globacom is a good idea while only 60 (17%) did not agree to that.

Table 4: Does the use of celebrity endorsement of Globacom telecommunication help the company get more subscribers?

Response	Number of Respondents	Percentage (%)
Yes	360	100%
No	0	0%
Total	360	100%

From the above Table 4, all the respondents 360(100%) agreed that the use ofcelebrity endorsement of Globacom telecommunication helpsthe companyto get more subscribers.

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Table 5: Do you think celebrities give a real picture (good image) of the brand (Globacom) they endorse in advertising?

Response	Number of Respondents	Percentage (%)
Yes	208	58%
No	152	42%
Total	360	100%

Data in Table 5 showed that a majority 208(58%) of the respondents believe that celebrities give a real picture (good image) of the brand they endorse in advertisements. However, 152(42%) of the respondents did not believe so.

Table 6: Does the use of celebrity endorsement influence you to subscribe to Globacom?

Response	Number of Respondents	Percentage (%)
Yes	299	83%
No	61	17%
Total	360	100%

Result in Table 6 showed that a greater percentage 299(83%) of the respondents agreed that the use of celebrity endorsement on Globacom telecommunication influences them to subscribe to Globacom, whereas only 61(17%) of the respondents did not agree.

Table 7: Is the increased number of Globacom subscribers due to the celebrities who endorse it?

Response	Number of Respondents	Percentage (%)
Yes	200	56%
No	160	44%
Total	360	100%

Table 7 showed that more than half 200(56%) of the respondents affirmed that the increased number of Globacom subscribers is due to the celebrities who endorse it, whereas only 160 (44%) of the respondents did not agree to this assertion.

Table 8: Would you keep patronizing the brand (Globacom) because your favourite celebrity is endorsing it?

Response	Number of Respondents	Percentage (%)
Yes	200	56%
No	160	44%
Total	360	100%

From Table 8 above, as many as 200(56%) of the respondents said they would keep patronizing the brand Globacom because their favourite celebrity is endorsing it. However,

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160(44%) of the respondents would not keep patronizing the telecommunication whether or not their favourite celebrity is endorsing it.

Table 9: Do you prefer Globacom products/services endorsement by celebrities to Globacom services endorsement endorsed by non-celebrities?

Response	Number of Respondents	Percentage (%)
Yes	280	78%
No	80	22%
Total	360	100%

Result in Table 9 showed that the highest 280(78%) number of the respondents prefer Globacom products or services endorsed by celebrities to the ones endorsed by non-celebrities, while only 80(22%) respondents said otherwise.

Table 10: Do you think products endorsed by non-celebrities are of higher quality than the ones endorsed by celebrities?

Response	Number of Respondents	Percentage (%)
Yes	121	34%
No	239	66%
Total	360	100%

From Table 10, a higher number of respondents, 239(66%) said products endorsed by celebrities are of higher quality than the ones endorsed by non-celebrities, while fewer respondents, 121(34%) said otherwise. This result means that products endorsed by celebrities are of higher quality than the ones endorsed by non-celebrities.

ANALYSIS OF INTERVIEW WITH ADVERTISING MANAGER OF GLOBACOM TELECOMMUNICATION LIMITED

Customers' Perception on the Use of Celebrity Endorsement by Telecommunication Company

From table 3 above, more respondents 300 (83%) consented that the use of celebrity endorsement is a good idea while only 60 (17%) did not agree to that.

According to the Advertising Manager of Globacom Telecommunication Nigeria Limited in an interview section, *"The opinion of our subscribers concerning the use of celebrity endorsement of Globacom might be the major reason people like the brand. We get various*



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reviews every day from customers who patronize our brands just because we use particular celebrities they like. So, I think they like the idea of celebrity endorsement of Globacom”.

To buttress this, the Advertising Manager further noted that they use celebrity endorsement for Globacom advertisement because it was best for the company for more publicity and traffic. People who ordinarily would not care about their brand would want to patronize because a celebrity they like endorsed it. With a celebrity vouching for or promoting a brand, it can get more awareness, trust and familiarity, which are essential variables in customers’ decision-making process. Consumers feel more sympathetic towards a brand if promoted by a celebrity they admire.

Influence of Celebrity Endorsements on Consumers’ Buying Behaviour

Result in table 6 showed that a greater percentage 299(83%) of the respondents agreed that the use of celebrity endorsement on Globacom telecommunication influences them to subscribe to Globacom, whereas only 61(17%) of the respondents did not agree to the statement.

Corroborating the above finding, the Advertising Manager confirmed that the feedback they got from customers who stated that they started using Globacom because of a celebrity they adore who was used for endorsement. This influenced their decision to purchase our brand because they wanted to please their favourite celebrity by adhering to the request of such celebrity.

Celebrity Endorsement as a Major Factor for more Subscribers

From table 4 above, all the respondents 360 (100%) said that celebrity endorsement on Globacom telecommunication helps Globacom to get more subscribers.

Table 7 also showed that more than half 200(56%) of the respondents affirmed that the increased number of Globacom subscribers was due to the celebrities that endorse it, whereas only 160(44%) of the respondents did not agree to this assertion.

As many as 200(56%) of the respondents, in table 8, said they would keep patronizing Globacom because their favourite celebrity is endorsing it, while only 160(44%) would be on the contrary.

Responding to the question on how many subscribers Globacom gets in a year, the Advertising Manager said, *“I cannot give a specific number to that question because of our company’s privacy policy. What I can tell you is that the use of celebrity endorsements adds tremendously to the number of subscribers we gain in a year”*. He further said that, it has come to their notice that to a large extent most people purchase and subscribe because of the celebrities that endorsed their product. *“As much as many people subscribe to Globacom because of our uniqueness, the celebrities that endorse our services play a significant role in bringing more customers”*.

Consumers Preference for Globacom Endorsements by Celebrities to Globacom Endorsements by Non-Celebrities

Result in table 9 showed that 280(78%) respondents preferred Globacom products endorsed by celebrities to Globacom products endorsed by non-celebrities, as against 80(22%) respondents who said otherwise.



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In one of the questions fielded on the above theme in the interview, the Advert Manager stated that the customers gave more preference to celebrity endorsement to non-celebrity endorsement of Globacom. He added that they have more patronage in recent times when they started using Nigeria popular celebrities compared to the previous time when their advertisements were not endorsed by popular celebrities.

Endorsement by Celebrity; a Reflection on the Quality of Product or Services

As showed in table 2, a majority 350(97%) of the respondents were of the opinion that products and services endorsed explicitly by a celebrity are of good quality, whereas only 10(2.78%) of the respondents had contrary opinion.

Data in table 5 showed that majority of the respondents, 208(58%) believe that celebrities reflects a real picture (good image) of the brand they endorse in advertisements. Only 152(42%) of the respondents did not believe so.

From table 10 also, a higher number of respondents, 239(66%) said products endorsed by celebrities are of higher quality than the ones endorsed by non-celebrities, while fewer respondents 121(34%) disagreed to that assertion.

According to the Advertising Manager in the interview session, Globacom has always ensured that the expectations of the teeming customers are met whenever they do celebrity endorsement.

DISCUSSION OF FINDINGS

Research Question 1: What is customers' perception of the use of celebrity endorsement on Globacom telecommunication?

From data gathered and analysis made, it was found that costumers have good perception of celebrity endorsement of Globacom. This was based on the fact that a greater percentage of the respondents believed that products endorsed explicitly by a celebrity are of good quality, and also believed that the use of celebrity endorsement on Globacom telecommunication is a good idea, as confirmed by 300(83%) respondents in table 3. This finding corroborates the finding of Aldajani & Daajani (2019) which revealed that higher attractiveness of celebrity positively influences the customer's perception about a company and its products.

Research Question 2: Does celebrity endorsement influence the buying behaviour of consumers of Globacom?

Finding regarding this question showed that celebrity endorsement of Globacom has a significant influence on customers buying decisions. This was confirmed by the response on table 6 where almost all the respondents affirmed to the statement. This finding was in line with the responses of Glo advertising manager in which he noted that celebrities really have significant influence on the consumer buying decision because of the feedback they get from the public.

The Meaning Transfer Model used in this study explained this finding. This model posits that celebrity endorsers have cultural and symbolic meanings which they transfer to the products they endorse and this tends to influence the consumers buying decisions. (McCracken, 1986).

Research Question 3: Does the use of celebrity endorsement by Globacom telecommunication help the company to get more subscribers?



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Data gathered to answer this question showed that celebrity endorsement on Globacom telecommunication helps the company to get more subscribers. That increased number of Globacom subscribers was due to the celebrities that endorse it. This finding was confirmed by 100% of the respondents in tables 4 and 56% of the respondents in 7 above. The finding further showed that subscribers would keep patronizing Globacom because their favorite celebrity is endorsing it, as seen in table 8.

The survey finding was similar to the interview response from Globacom Advertising Manager who said that the use of celebrity endorsements adds tremendously to the number of subscribers the company gets in a year. That most people subscribe to Globacom because of the celebrities that endorsed it. This finding corroborates the earlier finding by Milford & Nwulu (2015) that celebrity endorsement makes advertisements memorable, helps the company to create high brand awareness and get increased market share.

Research Question 4: Do consumers prefer Globacom endorsements by celebrities to Globacom endorsements by non-celebrities?

Findings regarding this research question revealed that customers prefer Globacom products or services endorsed by celebrities to those endorsed by non-celebrities. The finding was evident in table 9, where 78% of the respondents affirmed they prefer products endorsed by celebrities to products endorsed by non-celebrities.

Concerning the interview response, the Manager revealed that the customers of course gave more preference to celebrity endorsement of Globacom products and services to non-celebrity endorsement. That they have more patronage in recent times when they started using Nigeria popular celebrities than the previous time when their advertisements were not endorsed by popular celebrities.

These findings agree with that of Randhawa & Khan (2014), which revealed that Celebrity endorsement enhances product information and creates awareness among consumers; that celebrity endorsement helps customers to recall the brands of the endorsed products and that celebrity endorsed adverts persuade customers to purchase products rather than non-celebrity endorsed adverts. This finding was also in line with that of Gauns, Pillai, Kamat, Chen & Chang (2017) which revealed that consumers find celebrity endorsements more attractive and influential than non-celebrity endorsements.

Research Question 5: Does endorsement by celebrity reflect the quality of product or services?

It was also found that consumers believe that products and services specifically endorsed by a celebrity are of good quality, that celebrities reflect a real picture (good image) of the brand they endorse in advertisements and that products endorsed by celebrities are of higher quality than the ones endorsed by non-celebrities. The responses on tables 2, 5 and 10 above confirmed this finding.

In line with this finding, the Advertising Manager affirmed that Globacom has always ensured that the expectations of the teeming customers are met whenever they do celebrity endorsement.

It could therefore, be deduced that Globacom products or services endorsed by celebrities are of good quality and celebrities reflect the accurate picture of the brand they endorsed.



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CONCLUSION

This study assessed the influence of celebrity endorsement on consumers buying decision on Globacom telecommunication Limited. From the findings, it was concluded that celebrity endorsement is an effective advertising and marketing tool for influencing peoples' buying decisions and attracting their patronage towards the advertised product. There is strong relationship between the influence of celebrity endorsement and increased patronage of a brand by consumers.

The finding revealed that customers patronize Globacom because of the celebrities that endorsed it, and they believed the use of celebrity endorsement on Globacom telecommunication helps the company get more subscribers. It is therefore, concluded that celebrity endorsement has a significant influence on the purchase decisions of consumers when they are looking for a brand. The fact that celebrity endorsement influences the buying decisions of consumers, justifies why this strategy is a major factor considered by most Nigerian marketers when advertising any brand.

The findings of this study proved and led credence to the Meaning Transfer model used as the theoretical foundation. Based on this theory, celebrities influence consumers' decisions to patronize a brand through the symbolic meanings they transfer to the products they endorsed. Therefore, the fact that more customers subscribe to Globacom telecommunication every year is because their favourite celebrity endorsed it. Also, the fact that customers preferred Globacom product endorsed by celebrities to Globacom products endorsed by non-celebrities (as found in this study) undoubtedly confirmed the relevance of this model in this study.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations were made:

1. Globacom Managers should continue to employ celebrities in the promotion of their products and services, especially those celebrities who are popular and trustworthy.
2. Besides using celebrity endorsement, marketing managers should also adopt other promotional strategies like customer endorsement, event sponsorship, radio adverts, the use of handbills and Flyers etc in promoting their products and services.
3. Celebrities, while endorsing a product or service, should depict reality (actual image) of the product.
4. While considering celebrities for product endorsement, marketing managers should ensure that celebrities with negative publicity (image) should not endorse products, to not affect the image of the company and the product.
5. A nationwide study should be conducted to ascertain the cost effectiveness in using celebrity and non-celebrity for endorsement by companies.

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