

**THE INFLUENCE OF ADVERTISEMENT THROUGH CELEBRITY ENDORSEMENT  
ON CONSUMER BUYING BEHAVIOR**

**BY**

**OLUTADE SARAH TOSIN**

**16020601009**

**A RESEARCH PROJECT SUBMITTED TO  
THE DEPARTMENT OF MASS COMMUNICATION,  
COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES.  
MOUNTAIN TOP UNIVERSITY, MOWE IBAFO EXPRESSWAY, PRAYER CITY**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE  
DEGREE OF BACHELLOR OF SCIENCES (B.Sc. HONS) IN MASS  
COMMUNICATION, NIGERIA**

**November 2020**

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## CERTIFICATION

This is to certify that this research project titled: “the influence of advertisement through celebrity endorsement on consumer buying behaviour” was written by, OLUTADE SARAH TOSIN with matriculation number 16020601009 and has been prepared in accordance to regulations guiding the preparation of research projects in Mass communication, Mountain Top University under my supervision.

.....

**Dr. Kenneth Udeh.**

Project supervisor

.....

**Date**

## **DEDICATION**

I dedicate this work to Almighty God for never giving up on me, even when I have on him and to all that have played laudable roles in each chapter that forms the book of my life.

## ACKNOWLEDGEMENTS

All thanks and honor be ascribed to God the Father of our Lord Jesus Christ and the Holy Spirit for all the things He has done and provided for me when men and my mortal strength failed me. For giving me life, providing for me and giving me good health and a sound mind to pursue my B.Sc. program at Mountain Top University.

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## ABSTRACT

*The use of celebrity endorsement by various organizations in promoting brands awareness and marketing has increased overtime. It is for this reason that this study therefore considered the role celebrity endorsement plays in influencing the attitude of consumers in Nigeria with focus on Infinix mobile. This study applies the source credibility, source attractiveness and meaning transfer theories to understand and analyze the concept of celebrity endorsement and its influence on consumers. Celebrity endorsement as a concept is viewed as a channel in brand communication through which a celebrity acts as a brands spokesperson and certifies the brands claim and position by extending his/her personality and expertise in the field to the brand, while the attitude of consumers refers to their general feeling/perception of the brand. The research objectives were to find out if the celebrity endorsement of Infinix mobile creates awareness and positive appeal on the brand image and influences great adoration and regular usage of the brand among its users. The study sampled the views of four hundred (400) infinix mobile users on celebrity endorsement through the use of survey research method and random sampling technique with a population study drawn from Ikeja area of Lagos State. Lagos was chosen because it is the communication hub of telecommunication companies in Nigeria. The study encountered some constraints involving financial to cover a larger scope and also, some of the respondents were impatient in answering the questionnaire because they felt it was not going to benefit them in any way. The findings of the study reveal that celebrity endorsement has a positive influence on the attitude of consumers. The researcher recommended that the celebrity involvement should be contained in a way that the celebrity should not overshadow the product; celebrity involvement should not be elevated to the point that the celebrity becomes associated with the brand (where the celebrity has become a brand addiction); and advertisers and product marketers should avoid a situation where a celebrity is involved in multiple endorsements. This study also suggested that further study should be carried out in the role of celebrity endorsement in product marketing, effects of celebrity endorsement in consumers purchasing attitude. Celebrity endorsements are therefore something that brands today should be committed to.*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background to the Study**

Advertising as a prevailing sector in the industry any compensated form of non-personal presentation and promotion, by an identifiable sponsor, of ideas or goods. The definition describes the essential elements of advertising in a brief way. Second, it is a paid type of presentation, which stresses that it is important to buy advertising space or time. It is non-personal, which means that it is not a direct or individualized presentation to one person, but to the masses. The identity of the brand or the advertiser that is talking refers to the designated sponsor. Arens. Arens. (2008) describes advertisement as the coordinated and composed non-personal exchange of information by specified sponsors through different media, usually paid for and usually convincing in nature regarding products (goods, services and ideas). The whole essence of ads is to keep clients loyal to the advertised goods.

Dates back before globalization, the market world was confined to a very small subdivision where business was all about buying and selling only. The size, space, capital, invested was totally of low cost. Things were similar to the syndrome of the barber's chair where something is in motion, but no motion; Consumers purchase goods based on what they see in stores with no alternatives nor information about the products.

We are actually in a very complex and diverse universe, where things are changing rapidly, people are beginning to see the need for innovation, modernism, advancement and breakthrough and not only as a buying and selling affair. Now that the business world is getting sophisticated, decision making is becoming more and more demanding and challenging. Businesses are shrinking as a result of poor decisions. Shareholders and investors are running on a loss and are definitely displeased about it, and this is damaging to the economy. Apparently, some businesses are excelling unlike others still struggling to spring forth, company owners are faced with the inability to market themselves, and on the other hand Consumers are now presented with the difficulty of making choices because of uncertainty, Indecision, misperception which are injurious to business in this competitive world.

Advertising which is known to be very expensive in setting up and sometimes, may not have the required effect on its audience, and sometimes, it can take a while before its effect is recognized on consumers' behaviour towards purchase. As a result of this fact, some companies reduce their expense on advertising or entirely discard the use of advertising in promoting their brands while some perceive advertising to be of no use since their brands are already experiencing breakthrough and recognition. A key issue that most organization fail to understand is that, advertising is an investment and not just a mere exercise or extra expense. Investing so much money on an advert therefore has to reach a wider audience and inadvertently yield a massive purchase.

However, this state of confusion birthed "Advertising" which has become a do or die affair for everyone, be it the producer, marketer, trader including the consumers. Advertisement has become a part of our day to day lives. Advertising is a mode of communication that means raising awareness, informing, educating, compelling, and entertaining a targeted group of people about certain brands, products and services in order to move them to a state of "decision making".

Nowadays, Advertising involves multiple photographs and ads for different goods produced purposefully by commercial agencies which is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore, the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and effect.

Advertising is known for the long-lasting effect with all marketing arms as its exposure is much wider. Since advertising has demonstrated its effects and influence on the purchasing habits of customers and advertisers around the world, businesses cannot build a well-known brand until they engage in promotional activities.

Advertisers or businesses need to consider what makes potential customers act the way they do and to use the best possible way to execute and enforce advertisement campaigns in order to succeed. They need to understand the key indicators and characteristics of a product that are taken into account by a specific customer when affecting their purchasing behaviour. The aim of the advertisers is to obtain sufficient relevant data to establish accurate buyer profiles to find the popular communications community.

Most organizations now employ **celebrity endorsers** to promote brands. The use of celebrity endorsement can be attributed to the ability to catch the interest of the public, thereby giving entrepreneurs a greater opportunity to convey messages to customers. The use of celebrities is believed to make customers recognize the advertising message and the brand name promoted by the celebrity allows a brand's personality to be generated and this image helps form the image of that brand in the minds of consumers when a celebrity is paired with a brand. (Agrawal and Kamakura, 1995).

Celebrity Endorsement refers to a marketing campaign that seeks to promote a particular product or service using one or more celebrities. In this case the primary purpose is to attract a wider audience, reflected by the fan base of the celebrity. Not only did these sponsorships produce billions in brand revenues (and regular paychecks for the celebrities), but they also increased positive attention, visibility and interaction.

Celebrity endorsement can also support businesses in many respects,

- Awareness: Seeing an ad displaying a famous celebrity will catch the interest of the audience, creating brand awareness.
- Celebrity endorsement can also support businesses in many respects.
- Confidence: individuals trust whoever is famous. Why should a low-quality product be bought by celebrities? Thus, endorsement is a tactic used to encourage confidence. And this can be a huge point of distinction in a market where the selection range is wide and the competition strong.
- Loyalty: being loyal to your favorite basketball player can also contribute to loyalty to the company that endorses them. Since businesses often aim to achieve customer retention. The endorsement of celebrities will help them accomplish these objectives.

However, this study therefore seeks to assess the impact of advertising with the employment of celebrity endorsement on Infinix mobile phones, as the famous celebrity Davido endorses the product.

### **1.1.1 Brief History of Infinix**

Infinix Mobile is a smartphone manufacturer based in Hong Kong and was founded by Transsion Holdings in 2013. The company has research and development centers in France

and Korea, and its telephones are built in France. Manufactured in Hong Kong, France, Korea, China and India, Infinix cell phones are available in Asia and in about 30 countries in the Middle East and Africa, including Morocco, Bangladesh, Kenya, Nigeria, Egypt, Pakistan and Algeria. In 2017, Infinix gained market shares in Egypt, rising to third place after Samsung and Huawei.

On 8 May 2018, Infinix Mobile Nigeria signed an endorsement deal with David Adedeji Adeleke (Davido) as the 2018 Nigerian Mobile Brand Ambassador.

## **1.2 Statement of Problem**

Billions of naira are invested annually by businesses, civil society organisations and government agencies placing one type of advertising or the other in the media. Also, businesses typically deploy different promotional tactics in an attempt to outsmart each other for customer interest. In order to associate themselves with their items, some pay large sums of money to celebrities. They do this in the expectation that such an appearance would automatically create a trickle-down effect of popularizing the product and eventually motivating the consumer to continue to buy the product/service. However, the fact is that despite celebrity endorsement and costly advertisements, many brands have struggled to draw consumer interest to several products.

In view of the above, more businesses are abandoning the use of celebrity endorsement as a way of selling their goods and thereby putting it to a wider audience. This is largely due to the effects of the expense and the low impact produced.

As a matter of fact, this work is directed at studying first the essence of advertisement and influence of celebrity endorsement as a form of advertisement on the buying behaviour of customers. Also, taking into consideration the cost implication of these form of advertisement relating to the desired reach and audience; alongside with the existing competitors.

## **1.3 Objective of Study**

The following aims direct this research.

1. To measure the extent to which celebrity endorsement influences the buying behaviour of customers of Infinix mobile.
2. To determine if celebrity endorsement increases consumer's preference of infinix mobile
3. Evaluating the challenges associated with celebrity endorsement as an advertising strategy.

## **1.4 Research Questions**

The aim of this research is to answer the following questions:

1. What extent does celebrity endorsement affect consumer behaviours?
2. Does celebrity endorsement increase consumer's preference of product?
3. What are the challenges associated with the use of celebrity endorsement as an advertising strategy?

## **1.5 Significance of the Study**

In this report, attempts have been made to classify its relevance to: business and academic organizations

**Business Organizations:** As stated earlier that advertisement is an investment and not a mere exercise. Some organizations are easily discouraged when there seem to be no rapid advancement of products purchase. Thus, they cut back on the budget for ads and promotion or remove them completely as a measure to change their predicament. Therefore, this research was intended to help corporate managers understand that in advertising, measurement is very important. Therefore, before decisions on whether to remove ads or cut budgets are taken, attempts must be made to determine the effect of such advertising, thus a call for controls and balances.

**To Academics:** The impact of celebrity endorsement as an advertising strategy will be measured with the study of infinix mobile.

## **1.6 Scope of the Study**

This study “the impact of advertisement through celebrity endorsement on consumer buying behaviour – a study of infinix mobile” covers a sample size population of the citizens of Lagos state, particularly the axis of Ikeja, computer village, where Infinix stores are located in numerable stands, for this reason customers, marketers, and prospective customers of infinix mobile can be easily located and questionnaires can be distributed and circulated accurately.

## **1.7 Definition of Terms**

**Advertisement:** Advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services or ideas) by identified sponsors through various media (Arens, 2004).

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

**Celebrity:** The state of being well-known and much spoken about; the quality of being famous. The term celebrity is associated with individuals who are frequently in the public eye and typically have a high profile in sports, entertainment industries among others. They are used to endorse services, products, ideas or organizations (Canning & West, 2006).

**Endorsement:** This is any promotional statement.

**Consumer:** A person who uses goods or services.

**Consumer Behaviour:** The sum total of the actions and reactions of the consumers towards market changes and events. (Nwaizugbo, 2004) defined consumer behaviour as those acts of individuals directly involved in obtaining and using economic goods and services.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL REVIEW**

##### **2.1.1 The concept of Advertising**

Promoting is a type of correspondence proposed to convince a crowd of people (watchers, perusers or audience members) to buy or make some move upon items, thoughts or administrations. It incorporates the name of the item or administration and how the item or administration could profit the purchaser, to convince an objective market to buy and see motivations to burn-through that specific brand. These brands are ordinarily paid for or distinguished through backers and saw by means of different types of media.

According to Daramola (2010. P. 13), advertising is a deliberate planned process of passing information and persuasive messages, through a paid, non-personal medium by an identified sponsor, to a target mass audience consisting of anonymous individual members.

According to Sigh (2012), advertising is a form of promotion and like a promotion. He notes, the objectives of advertising should be specific. This require that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clear and indicated. The target of publicizing was customarily expressed in the provisions of direct deals. Presently, it is to see promoting as having correspondence targets that try to illuminate, convince help expected clients to remember the value of the item and hold the current buyers of the item.

Advertising tries to condition the shopper so he/she may have an ideal response to the limited time message. Promoting target fill in as rules for the arranging and execution of the whole publicizing program.

Kotler and Armstrong (2010) submit that advertising is very expensive- it permits an organization to introduce its item plainly and adequately by means of text, sound and shading. On one hand, publicizing assists with shaping a drawn out feasible picture of the item. Then again, it invigorates deals.

Advertising encourage customer patronage and product growth. Product growth stage is the second stage of stages in the product life cycle, and for many manufacturers this is the key stage for establishing a product's position in a market, increasing sales, and improving profit margins.

Kotler and Armstrong continued that a good advertisement persuades the consumer to the final purchase and keeps them motivated to do a certain action by Kenneth and Donald (2010). Advertising has an important role in today's business. The advertising not only persuades the customer to buy only but also give them the options that can be considered when they purchase to distinguish the product among many. When the customer goes to purchase anything, he will once think about it a certain product with certain features.

Verifiably, the development of promotion goes once again into the antiquated occasions when social orders use images and pictorial signs to pull in their item clients. Over hundreds of years, these components were utilized for advancement of items. In the early age, these were carefully assembled and were created at restricted deal for advancements. Later on, this marvel utilized and picked up quality all the more seriously for special reason. The present current climate, notice have gotten one of the significant wellsprings of communicational instrument between the maker and the client of the items. Publicizing has not just become a necessary piece of our general public and monetary framework, however has likewise developed throughout the years to accept enormous extents both as a business action and as a wonder. Zain-UI-Abideen and Salman (2012).

Today, promoting has become an incredible specialized instrument in passing a message about the items and administrations to the two clients and possible clients. When there is satisfactory mindfulness through publicizing, high support will be accomplished, which will result to an expansion in deals volume, profitability and benefit level of any association (Sajiyigbe, Amusat and OloyedeOluwayemi, 2013).

Dauda (2014) perception have indicated that promoting is a significant serious apparatus in building up position in the commercial center. Organizations use publicizing not exclusively to advertise and elevate their items however to in addition to other things swim off contenders, improve their brands and make a look front for their items within the sight of foreseen clients, purchasers and customers. People, associations, gatherings, government offices and various areas



of numerous economies utilize promoting to marshal messages to target public. This is on the grounds that a very much made notice program can be a financially savvy approach to scatter messages, increment mindfulness and support, and assemble brand inclinations.

### **2.1.2 Celebrity Endorsement**

Celebrity endorsement plays an imperative role in product and service marketing all over the world. The phenomenon has therefore come to take a centre-stage in the marketing of domestic and industrial products and services in Nigeria and even across the globe. The term "celebrity endorsement" has been defined as a form of channel in logo conversation through which a movie star acts because the logo's proponent and certifies the logo's claim and role through extending his/her personality, popularity, have an impression on and standing withinside the society to the logo (Ogunsuji, 2012)

### **2.1.3 The Celebrity Endorser's Role in Advertisement**

McCracken, G. (2005) explains that celebrity endorsement not solely adds believability and attractiveness however conjointly play a vital half in which means transfer. Celebrities take issue from anonymous models employed in advertisement therein they deliver meanings of additional subtlety, depth, and power.

The use of celebrity endorsement is much more powerful, accurate and credible when delivering persuasive messages to customers than using an unknown person (McCracken, 1989). Also, the person/brand/product/advert is far more likely to be recalled by such customers (Kamins and Gupta, 1994). This is because a celebrity has a pre-established public image and known character, and any message, symbolic or precise meanings or reference exposed by the celebrity is immediately acknowledged and accepted by the public.

The comparison is worth creating between celebrities and anonymous models. It is sufficiently obvious that without the assistance of celebrities, ads will carry out meaning transition. The meaning of anonymous actors or models is paid and they are obviously available as a fraction of the cos. The importance that can be "imported" via an anonymous model is perfectly appropriate for most advertising purposes. The question then is why the commercial should be used by celebrities. How does a celebrity do that?

Celebrities provide demographic data with precise accuracies, such as distinctions of gender, age, state, and provide a variety of definitions of personality and lifestyle that cannot be offered by anonymous models. In certain cases, ads do not aim to transform the celebrity's meanings, but to move them. Typically, the ads show the basic resemblance between the celebrity and the product, the customers see these similarities and are able to embrace the meanings in them. Freiden (1984) discovered that when looking at the impact of VIP supported notice and those with mysterious models, the formers consistently produces an unrivalled presentation than the last mentioned.

Big name endorsers are prepared to do (i) impacting a customer's demeanour arrangement, dynamic and invigorate buy conduct (ii) upgrading item/brand mindfulness (iii) expanding deals execution and (iv) quickly increment benefit. (Fireworker and Friedman, 1977; McCracken, 1989; Swerdlow and Swerdlow, 2003). Though with the utilization of an obscure individual, because of his/her absence of prevalence according to the intended interest group, such conveyance of exact data might be lacking in believability and is probably going to be dismissed by purchasers (Junikait et al, 2007).

#### **2.1.4 Attributes Transferable Through Celebrity Endorsers in Advertisement**

Celebrity endorsers usually attach four attributes to an advertisement- credibility, attractiveness, likeability, familiarity. Each of these attributes has been identified by several researchers as follows:

##### **a. Credibility**

Hovland and his colleagues (e.g, Hovland&Weiss, 1951: Kelma&Hovland, 1953) are frequently cited as the first to research communicator credibility. Their initial view of credibility focused on the communicator's perceived expertise with regard to the facts surrounding the issue. For instance, in 2018, the renowned artist, Davido was signed as the brand ambassador for Infinix Smartphone, and the company's choice was as a result of his pure talent and hard work, and for this reason people will without holding back, acquire the product. And his face alone will cause rise in the product to be purchased largely by the youths.

Credibility of the celebrity affects the persuasiveness of the message in the advertisement. Trustworthiness and expertise are commonly regarded as two components of credibility (Clows and Baack, 2004: Junokait et al, 2007; Petel, 2009). Trustworthiness, is defined as

levels of confidence that consumers have towards celebrity endorsers, whereas, the level of expertise (high or low) of a celebrity can effectively change audience's opinions, attitudes and behavior towards an endorsed product/brand (Ohanian, 1991; Kamins and Gupta, 1992).

The perceived credibility of the spokesman largely depends on the degree of congruity between the spokesman and the product/brand (Kamins and Gupta, 1994).

b. Attractiveness

According to Clow and Baack (2004), attractiveness has two aspects: appearance and personality. First, a physically attractive celebrity will have greater impact in attracting attention from audience than an unattractive celebrity (Miciak and Shanklin, 1994; Sleem, 2008; Swedlow and Swerdlow, 2000). Therefore, in order to gain interest from audiences and produce stronger endorsement effect, advertisers prefer to select/use prettier celebrities as their product/brand ambassadors (Petel, 2009).

The physical attractiveness of a celebrity is not necessary for all kinds of products, for example, home computers. In this instance, whether or not the celebrity endorser is attractive is of little importance to the audience, what matters most is technical credibility. In addition to appearance, the personality of a celebrity is another vital component (Kamins, 1990).

According to Clow and Baack (2004), the personality of a celebrity impacts on the emotions of audiences. Thus, consumers are more likely to establish a connection with the celebrity whose personality characteristics are favoured by them, and subsequently an emotional bond to the product/ brand being endorsed, rather than the personality of a celebrity that does not fit the brand.

c. Likeability

The likeability of a celebrity has an impact on the effectiveness of product/brand endorsement. Consumers are likely to transfer emotions onto the product/brand being endorsed. The favour of consumers towards celebrities is not based on their real contacts but on the public exposure of celebrities (Clows and Baack, 2004).

d. Familiarity

Familiarity is the degree to which the celebrity is known by the target audience, and the unique effects the celebrity will have on such audience (Swedlow and Swedlow, 2003). If the celebrity is not widely known by the target customers of the product/brand being endorsed, the impact of the celebrity endorsed is not believed to be very effective, even though the celebrity is much liked by the people who know him/her. The degree of public recognition varies depending on different target market areas and population (Knott and James, 2002). For example, national celebrities may be better known in their own country than foreign market (Swedlow and Swedlow, 2003).

### **2.1.5 Congruence between Celebrity Endorser and Product**

The discussion consistency between the big-name endorser and the item is by all accounts equal in the investigations of celebrities underwriting in which message passed on by the superstar's picture and the item message should be pleasing for a compelling promoting (Forkan, 1980), and adequacy relies upon the level of apparent 'fit' between (brand name, traits and qualities) and celebrity image (Misra and Beatty, 1990). High compatibility between the brand and endorser brings about clients accepting that the endorser has an incredible validity.

The use of celebrity endorsers as a source does not guarantee nor translate to a successful advertisement. Effectiveness is inextricably tied to how well the celebrity matches and represents the product, the selling ideas, as well as the target customers' standards or needs (Big new celebrity boom, 1978; Khle& Homer, 1985; Kamins& Gupta, 1994; Spicلمان, 1981).

As right on time as 1979, Friedman promotion Friedman investigated how the adequacy of endorsers differed with high mental danger or social danger, including components as great taste, mental self-view, and assessments of others. The Mental danger alludes to the opportunity that the item won't fit well with the client's mental self-portrait, while, the social danger alludes to the opportunity that the utilization of item will influence the manner in which others think about the purchaser (Friedman, 1979, p.65).

Forkan (1980) and Hawkins, Best, and Coney (1983) proposed the coordinate speculation of superstar determination, which recommends that the message passed on by the picture of celebrities and the message about the item ought to meet in a viable commercial and suggests a requirement for a connection between big name picture and item picture.

The ideal consistency between the endorser and the item may prompted incredible endorser authenticity through the distinguishing proof cycle (Langmeyer and Walker,1991), and well impact buyer mentalities towards ad, items and buy expectation (Kirmani&hiv, 1998)

Kahle and Homer (1985) found that if there was an appropriateness between the endorser and the item, the coordinate theory would anticipate a positive effect upon the item and promotion assessments. In the appearance of a legitimate fit between celebrity endorser and item/brand being embraced, the dependability, authenticity, convincingsness and agreeability of the superstar will consequently increment. The attitude of customers will also be likely to be more favourable towards the celebrity and endorsed product (Clow and Baack, 2004). Therefore, it can be concluded that more congruence between spokesman and product/brand, the more likely the information will be truly accepted by the audience (Kamins and Gupta, 1994).

#### **2.1.5 Benefits of using Celebrities in Advertisement**

Bako (2014), in her research on the influence of celebrity testimonial advertising on consumers and brands has identified the following as the advantages of using celebrities in advertising;

a. Influence consumer purchase

The affinity consumers have for certain celebrities can greatly influence their preference. People tend to have the perception that, “if the product is good enough for her, it’s good enough for me” or “she/he cannot endorse a product/brand that is not good”.

b. Build awareness

Consumers want the best of technology and are perceived to decide based on what top celebrities use. Generally, small businesses spend a lot if not most of its resources on brand awareness and the outcome is little. The use of a local celebrity would do more to enhance consumer’s awareness and understand what the product has to offer.

c. Attract New Users

The use of local celebrities in advertising appeals to new consumers who are yet to use the particular brand. It can also attract users of competing brands. The use of celebrity to show the advantages of a brand can help create interest and need in consumers.

### 2.1.6 Disadvantages of using Celebrities in Advertisement

- a. Existence of the vampire impact: Superstars may eclipse brand, with the end goal that customers may just recall the VIP and not the brand (Burp and Burp, 1987). Evans (1988, pg.35) clarifies that in foreseeing that such eclipsing is especially noticeable without any clear association between the promoted brand. On the off chance that the utilization of the famous people has no unmistakable or explicit relationship to the item they are publicizing, it will in general create a vampire impact.
- b. Image alteration: Scandals involving a celebrity may affect the brands they endorse and may cause the consumers to transfer their mistrust in the celebrity to the brand.
- c. Multiple brand endorsements: the continuous use of the same celebrity by various brands may result in over exposure, thereby reducing the influence of the celebrity on a brand as this will lead to some brands suffering.

## 2.2 THEORETICAL FRAMEWORK

This study aimed at examining the influence of celebrity endorsement on the consumer preference of a brand. The theories not only provide a framework for understanding the roles of celebrity endorsement in persuasion but also seek to explain how this advertising tactic influences the consumer towards a favourable disposition of a brand.

One of the very means of understanding social analysis is the use of theories. Theory is vital in every social study. This is so because it helps to show the relationship between concepts. This study is on social and human relations as a tool for advertising with focus on celebrity endorsement and it is **social** because it relates to personality; **promotional** because it has to do with campaign; and **attitudinal** because it relies on human inputs and commitment for effective exchange.

Superstar supports gives marks a bit of allure and the expectation that a renowned face will give added allure and name acknowledgment in a jam-packed market {Belch and Belch, 1995). In the battle for the mind, you get the customer excited by showing him a known face, and an effective demand is created. In short, it helps to increase the recall value of the brand. One of the theories in this perspective is the **Source Credibility Theory**. According to the Source Credibility Theory, acceptance of the message depends on Expertness and Trustworthiness of the source.

As indicated by the Source credibility, acknowledgment of the message relies upon Expertness and Dependability of the source.

Expertness is defined as the perceived ability of the source to make valid assertions from experience. Trustworthiness is defined as a perceived willingness of the source and the ability of the audience to evaluate the product. A closely related theory to this is the Source Attractiveness Theory. According to Source Attractiveness Theory which is based on social psychological research, the acceptance of the message depends on familiarity, likeability and similarity.

**Familiarity** is the audience's knowledge of the source through exposure, **likeability** is the affection for the source's physical appearance and behavior while **similarity** is the resemblance between source and receiver. This theory explains the message acceptance in two ways; identification and conditioning. "Identification" is when the receiver or the target audience of the communication begins to identify with the source's attractiveness, and hence, tends to accept his opinions, beliefs, habits, attitudes etc. "Conditioning" is when the attractiveness of the source is supposed to pass on to the brand after regular association of the source with the brand.

The Meaning Transfer Theory is a more fundamental theory for the explanation of celebrity endorsement. McCracken (1989) proposed the Meaning Transfer Theory which explains that a celebrity encodes a unique set of meanings which if well used can be transferred to the endorsed product. Such a transfer takes place in three stages- encoding meaning, meaning transfer, meaningcapture. Encoding is nothing but each celebrity having a unique set of meanings, which can be listed by age, gender, race, wealth, personality or lifestyle. In this way, the celebrity encodes a set of meaning in their image. For example, Davido can be seen as lively, charming, bubbling and enthusiastic. Meaning Transfer is the stage where it transfers those meanings to the product. When skillfully portrayed, celebrities can communicate this image more powerfully than lay endorsers.

In this case therefore, the meaning transfer theory is more applicable and hence adopted as theoretical framework. This arises from the fact that the Meaning Transfer Theory assumes that customers purchase products not merely for their fundamental value but also for their cultural and symbolic value. The theory says that consumers buy the endorsed product with the intention of

capturing some of the desirable meanings with which celebrities have passed on to the product. This is more eminent in lifestyle products like clothes, perfumes, cell phones etc.

It is for this reason that this study examines the influence of celebrity endorsement on the attitude of consumers with focus on Infinix Mobile (note 5) customers in Nigeria applying the Meaning Transfer Theory as a theoretical framework.

### **2.3 EMPIRICAL REVIEW**

Several researches have been carried out in order to ascertain the influence of advertising through celebrity endorsement as a persuasive tool on consumer buying behaviour. The utilization of big name publicizing as a method for showcasing strategy in Nigeria's business setting has fundamentally expanded in the previous few years. Big name publicizing is quick turning into a typical promoting/correspondence Methodology in Nigeria. In this day and age, the utilization of VIP promoting for organizations has become a pattern and an apparent winning equation of corporate picture building and an item showcasing. Larger part of advertisers uses VIP endorsers for their items. Some utilization this type of adverting because of the degree of fulfilment of their item on the lookout. Supports from different corporate bodies have become a wellspring of income for top amusement celebrities (Esho, 2015).

McCraken (1989) uncovered in his examinations that the viability of a VIP relies upon the socially procured implications that the individual brings to the support cycle. Clients were exhibited to set up an association with the VIP and the brand that they underwrite, in this manner moving implications from the brand to themselves as they effectively build themselves by choosing brands with implications pertinent to a part of their self-idea. These implications may incorporate; status, class, sexual orientation, and age just as character and way of life.

Additionally, as indicated by McCracken (1979), music is a significant component in excess of 50% of adverts that are classified as watchable. In the Infinix Note 5 commercial highlighting Davido, the utilization of melodic jazz was used.

In an investigation did by Brett Robbs (2008), he focused on that supports can loan renown and validity to an item. He further clarified that seeing an athletic genius, for instance underwrite a specific brand of athletic shoe causes the brand to appear to be loftier and recommend that it must



be acceptable in light of the fact that an expert uses it. Superiority is additionally frequently shown through item examination. For instance, by indicating the brand of paper towel assimilates more spilled fluid than another. Exploration shows that contending items are practically indistinguishable from each other, thus, sponsors often use big names to recognize their items. Additionally, celebrity's commercial encompasses the item with a 'radiance of positive relationship' by utilizing a similar character or topic a seemingly endless

Adepoye (2013) focused on that endorsers have specialists, referent and genuine forces and these forces decide the degree to which conduct of others are impacted. The adequacy of the endorser, he contended, rely upon the level to which the endorsers are comparable and amiable to the crowd and that the endorser has the ability to uplift the allure of the ad because of their appeal.

As per Burp and Burp (1990), superstar support is favorable for the straightforward explanation that they go after essential mental senses and along these lines fill in as a mind-boggling inspirational factor which is an attractive quality to break the messiness. They contended that ad with superstars have the probability to influence particularly in an immersed media climate epitomized by detached review presentation.

Friedman and Friedman (1979), in their examination on Endorser's adequacy uncovered the experimental proof that reflects in the advancement of items high in mental and additionally social danger, utilization of VIP endorser would prompt more prominent acceptability, a greater assessment of the item and ad, and a fundamentally surer buy expectation. They contended that superstar underwriting of an item that showed the presence or absence of good taste delivers preferable outcomes over supported by a specialist or an unknown source who is a commonplace buyer.

Jackson and Darrow, (2005) states that marking a VIP assists that with marking jump out of messiness and if the science between the superstar and the brand is correct, the buzz could transform into a thunder. Erodgan (1999) thinks that the expanding rivalry and new items increment available has prompted the utilization of 'consideration making media stars' by different organizations to improve brand promoting. Erodgan (1999) contended that various scholarly discoveries and friends' reports have securely asserted that superstar underwriting is more successful than different types of supports particularly regarding producing all alluring results like

demeanour towards promoting and embraced brand. This is made conceivable just when the superstar has not been utilized to underwrite a contending brand.

## **CHAPTER THREE**

### **3.0 Methodology**

This chapter examines the method that was adopted for the research. Research in the words of Asika (2008) is an organized enquiry that aims at providing information for solving identified problems. Adler and Clark (2011, pg.6) states that a scientific research method is a way of conducting empirical research following rules that specify objectivity, logic, and communication among a community of knowledge seekers and the connection between research and theory. However, this impacts on the influence and impact of a communication message. Tejumaiye (2017) says communication research is the application of scientific methods to the study of the process and effects of communication.

### **3.1 Research Design**

This study adopts quantitative research method.

This study adopted the survey research method. Survey research is a specific type of field study that involves the collection of data from a sample of elements (e.g, both young people and old people) drawn from a well-defined population (e.g, residents of ikeja Lagos state) through the use of questionnaires (research instrument). In the words of Isika (2008), survey focuses on the population of the universe. Asika continued that data is collected from the population for intensive study and analysis. More often than not, the researcher finds that he cannot possibly study all the subjects or items in the population.

As said above, the researcher adopts the survey methods of research to carry out the study. Survey is an investigation of the behaviour, opinion and other manifestation of a group of people by questioning them. Therefore, the survey method allows for the collection of a large amount of data from a sizeable population of the area under study in a highly economical way.

Nevertheless, the survey method, as Asika (2008) observes, has proved to be the most convenient and cost effective to evaluate changes in peoples' perception and their opinions especially as the task is to explore how advertising messages of Infinix mobile influence patronage, while taking into cognizance, their characteristics in order to predict future happenings and to have a general feeling of a general situation. The adoption of survey is to generate quantitative data that would

help the researcher to make informed opinion regarding the study and to provide answers to the research questions:

### **3.2 Research Instrument**

Tejumaiye (2017) says research design is the framework or plan for a study that is used in collecting and analysing a set of data. Questionnaire containing **closed ended questions** serve as data collection instrument. With the use of google forms, almost four hundred copies of questionnaires were distributed to the Residents of Ikeja and data were analysed and the discussed with the view of cited empirical and secondary data.

### **3.3 Validity and Reliability of the Research Instrument**

Validity is defined as the degree or capacity of a tool or instrument to measure what is supposed measure. Content validity means that the scale content is wide enough to encompass the entire spectrum of subjects. The questionnaire used as the instrument for data collection have been validated to provide appropriate evidence for decision-making. The instruments used in this analysis were carefully reviewed and validated by the supervisor

### **3.4 Population of Study**

The population size for this study is made up of both old and young customers of Infinix mobile phones in Ikeja, including any age group liable to purchase a mobile phone.

According to Lagos State Bureau of Statistics (2005), the population of Ikeja is 317,614 people comprises of 171,782 male and 145,832 females.

The sample for this study therefore is four hundred (400) Infinix customers to be methodologically selected from the population, that is, residents of Ikeja. Lagos state. The gender distribution is also to be put in focus so as to ensure even distribution between male and female.

### **3.5 Sample Techniques**

Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. If anything goes wrong with your sample then it will be directly reflected in the final result. There are lot of techniques which help us to gather sample depending upon the need and situation.

To start with, let's have a look on some basic terminology

- Population
- Sample
- Sampling

Population is the collection of the elements which has some or the other characteristic in common. Number of elements in the population is the size of the population.

Sample is the subset of the population. The process of selecting a sample is known as sampling. Number of elements in the sample is the sample size.

Therefore, the sample technique adopted for this study is “Random sample technique”, the reason for this choice of sampling is because the distribution of questionnaires is not directed to a certain group of people. However, people are selected at random (customers, marketers and residents of Ikeja, Lagos state).

### **3.6 Sample Size**

Sample size is the number of completed responses your survey receives. It’s called a sample because it only represents part of the group of people (or target population) whose opinions or behaviour you care about. For example, one way of sampling is to use a “random sample,” where respondents are chosen entirely by chance from the population at large.

With the use of the Taro Yamane calculator, the sample size for this study is 399.9 which is approximately 400. The questionnaires, therefore will be

### **3.7 Study Area**

This study is to be conducted in Computer village, Ikeja area of Lagos state characterized with residents and commercial activities. The choice of the area is informed by the fact that (i) Infinix stores that are more than adequate amount are in computer village, Ikeja. (ii) The area is made up of commercial stores and residential houses. (iii) Most of the residents and marketers are literate and so will show maximum understanding and cooperate with the researcher. (iv) The geographical environment will make mobility and survey exercise less cumbersome.

### **3.8 Methods of Data Analysis**

For data analysis, descriptive and inferential statistical tools of measuring data were used in analysing the collected data. This cannot be done without appropriate coding of collected data.

Frequency and percentages were used to describe data to see the general characteristics of the sample studied and to answer research questions. Secondary data and empirical sources provide additional data for further discussion of findings.

### **3.9 Data Collection Procedure**

The researcher administered the questionnaire to the respondents who are residents, Ikeja, Lagos state. By introducing a primary research tool, which in this case was a survey questionnaire, the information used in this study was obtained. The researcher made use of an online survey form generated with Google forms due to the constraints faced by the researcher during the timeframe. Google forms is an online research tool that helps researchers create online survey forms in a digitalized community for distribution.

The survey form link was then distributed to the inhabitants of Ikeja, state of Lagos, by the researcher.

### **3.10 Data Collection Instrument**

Primary data was used for this study. The collection of primary data required the use of questionnaire which served as the primary method of data gathering. The questionnaires consists of questions structured into two sections, that is, section A and B. Section A comprised of the respondent's bio data which will elicit responses on demographic details, while section B contains the research questions.

### **3.11 Relative importance index [RII]**

This is a statistical tool that help us to determine the relative importance of condition under investigation. It is determined using the linkers scale with values ranging from 1 to 5.

It can be calculated thus;  $RII = \text{SUM OF } W \text{ divided by } N \times A$

Where W = Weight assigned

A= Highest weight

N= no considered

From the linkers scale we have

No impact =1

Negligible impact = 2

Marginal impact = 3

Moderate impact = 4

Major impact = 5

## CHAPTER FOUR

### 4.0 Data Presentation, Analysis and Discussion

The study investigated the effect of advertising on consumer purchasing behavior through celebrity endorsement, a study of this nature requires the researcher to evaluate the incidence, distribution, and interrelationship between variables, as well as focusing on the perceptions and actions of the sample drawn on vital information. Therefore, for this analysis, survey research methodology was used.

Out of the 400 respondents to which copies of questionnaire were distributed, the researcher was able to collect 388 copies, representing return rate of 97%.

**Table 1: Demographic Characteristics of Respondents**

Respondents'	%	%	%	%	%	%	%
<b>Demographic Variables</b>							
<b>Sex</b>	Male				Female		100
	(47.4)				(52.6)		
<b>Marital status</b>	Single	Married	Divorced	Separated	Widowed		
	(91.8)	(8.2)	(-)	(-)	(-)		100
<b>Religion</b>	Christianity	Islam	other				
	(56.2)	(43.8)	(-)				100

The table above shows the sex of the respondents; 52.6% were female while 47.4% were male. The outcome of the study shows that most of the respondents; were single 91.8% while the rest were married 8.2%.

Furthermore, the outcome of the study reveals that 56.2% of the respondents were Christians while 43.8% were Muslim.



#### 4.1 DATA PRESENTATION AND DISCUSSION

##### Research Question 1: What extent does celebrity endorsement affect consumer behavior

**Table 2: Does celebrity endorsement affect consumer buying behavior?**

Response	Frequency	percentage
Yes	370	95.4
No	16	4.1
No response	2	0.5
Total	388	100

Large proportion of the respondent believed that celebrity endorsement affects consumer behavior. This was shown with the percentage of respondents with 95.4%.

**Table 2: Medium of exposure of consumer to celebrity endorsement**

Response/ Medium	N	% Response	Mean %
Billboard	232	59.7	59.7
TV	98	25.3	85
Magazine	27	7	92
Others	31	8	100

The result shown above shows that majority of respondents got to know about endorsement through billboard which might be as a result of mobility. This account for about 59.7% of the respondents while some became acquainted with it through TV, some through magazines while others got it through some other means.

Figure 1- Medium of exposure to celebrity endorsement

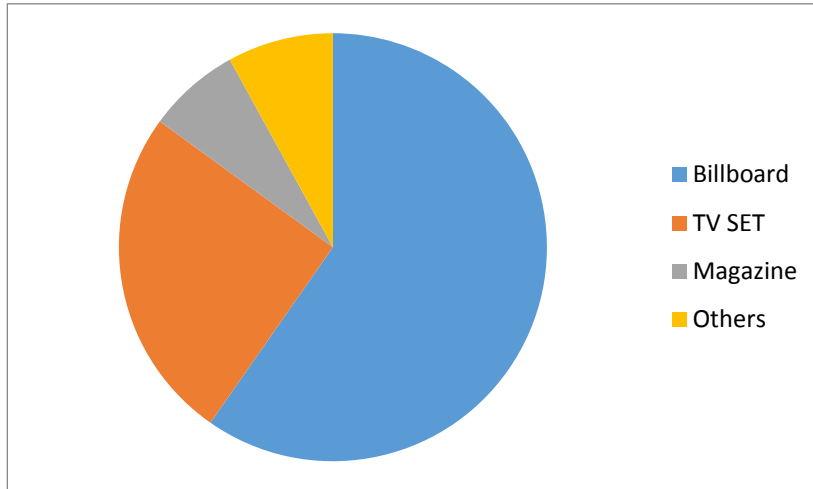
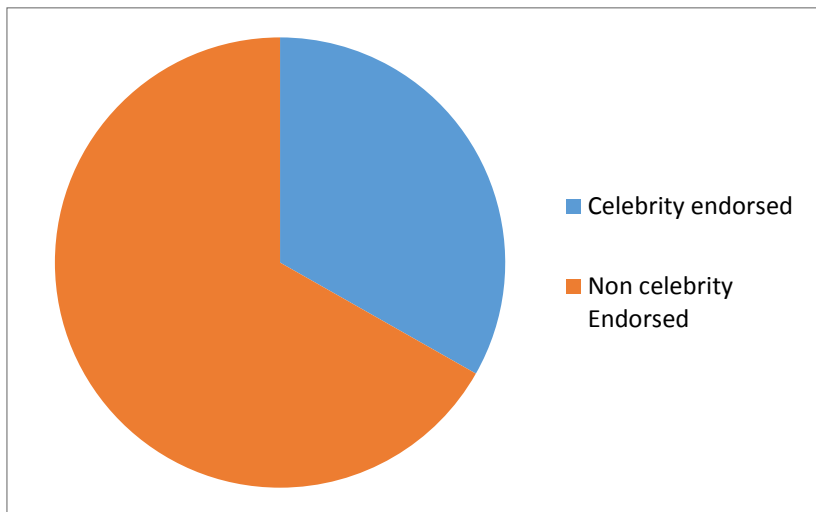


Table 3: Celebrity endorsed versus non-Celebrity endorsed with consumer behavior

Question / Respondents	Yes	No
Does celebrity endorsement trigger your purchase decision?	105 27.06%	283 72.94%
Do you make purchases without celebrity endorsement?	210 54.12%	178 45.88%



The above shows that there is a clear indication that the level of customer behavior with effect to celebrity endorsement is low compared to non-celebrity endorsement. Now some factors may be responsible for this because this is a negation on the reason for celebrity endorsement. 27.06 percent is very low because it is far below average.

**Research Question 2: Do celebrity endorsements increase customers’ preference of product**

**Table 4**

	Response – YES	Response –NO	Cumm Percentage
Do you have preference for a product because of celebrity endorsement	107 27.58	286 73.42	100
Do you support the idea that celebrity endorsement connotes product quality	76 19.59	312 80.41	100
Are there other things that are primary to your choice of product other than celebrity endorsement	338 87.11	50 12.89	100
Are you motivated by celebrity endorsement	184 47.42	204 52.58	100
Total	388		

From the table above, it is evident that not all respondent have preference for product because of celebrity endorsement this was shown with just 27.58 supporting celebrity endorsement. 73.42 did not support celebrity endorsement.

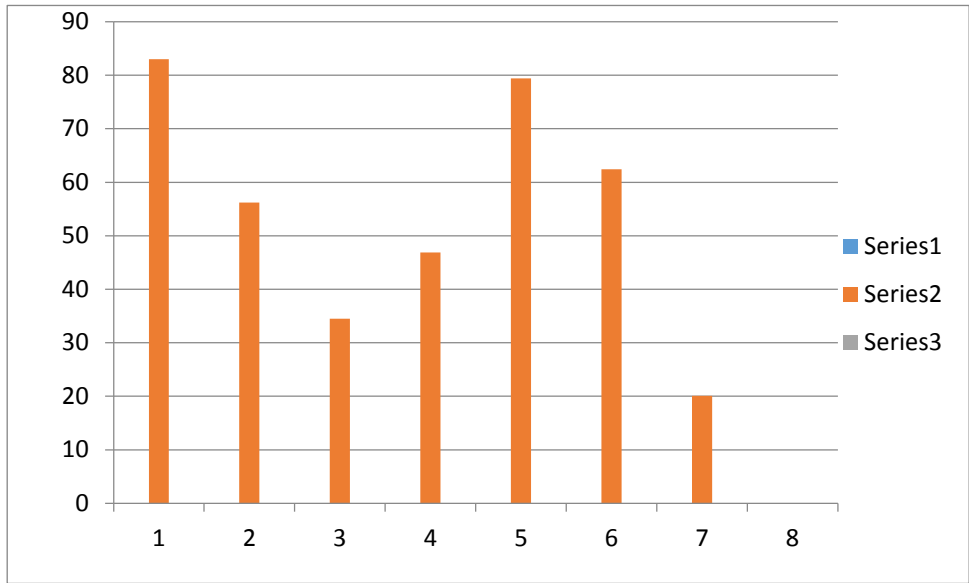
**Research question 3- What are the challenges associated with the use of celebrity endorsement as an advertising strategy.**

**Table 5**

	Response – YES	Response –NO	Cumm Percentage
Do you support celebrity endorsement for advertising	188 48.45	200 51.55	100
Do celebrity really portray their commitment to the product	128 32.99	260 67.01	100
Are you discourage about a particular product because of the celebrity endorsement	209 53.87	179 46.13	100

**Table 6: Factors that shaped respondents' choice of mobile phones**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Quality of the phone	322	83.0
Brand utility	218	56.2
Popularity of the phone brand	134	34.5
Ease of use	182	46.9
Price	308	79.4
Packaging and aesthetics (beauty)	242	62.4
Availability	78	20.1



Here, the study wanted to ascertain the factors that influenced respondent' choice of phone brands. 322 respondents (83 %) said it is quality of the phone; 308 respondents (79.4%) said it is the price of the phone brand. 242 (62.4%) affirmed that it is the aesthetics of the phone brand; 218 respondents (56.2%) noted that it is the brand utility. Thus, perceived quality of the phone brand price, aesthetics of the phone brand and phone utility exert significance influence respondents' choice of phone brand.

The results obtained above showed that customers' preference for phone does not depend on the advertisement or celebrity endorsement but on other factors which are of importance.

#### **4.2 Discussion of Findings**

There is no coherence between celebrity endorsement and consumer behavior as regarding increasing the interest of customers on a particular product. This result is a show counter view because many people believe once a celebrity is used for a particular product ambassador, it means the customers are on the increase, but in the real sense as revealed by the result of this research that it is not always like that.

Not all celebrities are committed to their endorsement, as majority of them are not consuming the product they advertised. This piss off a lot of people, because of this hypocritical attitude of the celebrity.

To answer research question 3, there are lots of challenges associated with the use of celebrity endorsement as an advertising strategy, some of which include;

Some celebrities are overhyped most time, they do not use the product they advertise.

They can overshadow brands, where customers focus on the celebrity and not the product

Overexposure- at times, some celebrity endorses many similar products or products with close substitute.

In all, it can be argued that the extent to which celebrity endorsement influence Infinix ads, consumers depends on how the ads message fall into their cognition. If ads (no matter how aggressive the campaign maybe) contradict what they already know about a phone they may have to internally evaluate the options before buying decision would be made.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.0 SUMMARY

The aim of this study is to examine the influence of celebrity endorsement on the attitude of consumers with focus on Infinix Mobile. Celebrity endorsement plays a major role in product advertising and marketing. Advertisements which include celebrities, tend to motivate peoples' awareness of the products; enhance their interest in the products; increase purchasing urge in the products; and enlarge market sales volume. To affect an investigation into this relationship, a study of Lagos state using ikeja area of the state was carried out.

Appropriate and relevant literature and works by other previous scholars, writers and researchers were examined and critically reviewed. The works of Wright, Balogun (2012), Erdogan (1999), Belch and Belch (2007), Okorie (2010), Okorie and Aderogba (2011), Briggs (1990), Adediran (1992), Alimson (2012), Clark and Horstman (2003), Aziz, Ghani and Niazi (2013), Friedman and Friedman (1979), Johnson (1984), Lafferty and Goldsmith (1999), McCracken (1989), Ogunsoji (2012), Bimal, Sukhwinder and Sumeet (2012), and others were examined and critically reviewed. The review of relevant literature provided a necessary background and foundation for the proper understanding of the subject.

The study also entails the application of appropriate theoretical framework. The Meaning Transfer Theory therefore becomes important for the explanation celebrity endorsement and hence was adopted. The theory helps us to recognize the importance of celebrity in advertising in relation to attitude and behaviour of consumers.

All the over world, business rely on advertisement to promote their brand products. This is largely seen as a way of creating awareness as pertaining to the proposition of the business. Sometimes, competing business, such as Infinix, Samsung, Tecno, Nokia, Huawei e.t.c. engage in advertising wars as a way of undermining or whittling down the influence of competitors so as to gain an upper hand or leverage. Whereas the users or consumers might be ignorant to the whims and maneuverings of these businesses, they tend to admire the seeming ingenuity of some of these commercials. This study examines the influence of advertisement through celebrity endorsement on consumer buying behavior. Essentially, the study addressed the following objectives:

- To measure the extent to which celebrity endorsement influences the buying behavior of customers of Infinix mobile.
- To determine if celebrity endorsement increases consumer's preference of infinix mobile
- Evaluating the challenges associated with celebrity endorsement as an advertising strategy.

In order to address the research objectives above, survey research method was employed for this study. Online Questionnaire (google forms) served as research instrument. The data for this study were analyzed and presented using tables of simple frequencies and percentage. Out of the 400 respondents to which the questionnaires were distributed, the researcher was able to collect 388. Copies, showing a return rate of 97%. However, only 370 respondents confirmed that they saw Infinix advertisements, so their responses served as unit of analysis for this study.

**Some of the facts that can be pointed out are -**

- a. Advertisement or endorsement only cannot propel consumer behaviour
- b. There are other factors that are of importance to the consumers than celebrity endorsement.
- c. Price, availability and the lots must be put into consideration to ensure good patronage of any product not just looking for someone to add value that is non existing to the product.

**5.1 Conclusion**

Since the result obtained is negative, it is evident that celebrity endorsement does not guarantee high consumer buying behavior toward any product, then manufacturers must be on the look out to find out what actually propel increase in consumer behavior and patronage to a particular product.

In conclusion, this study establishes a relationship between celebrity endorsement and attitude of consumers. The study shows that despite the rigorous effort of advertisers in endorsing celebrities and investing huge amount on the project with the aim of influencing great adoration of the brand, enhancing customer purchase, celebrity endorsement does not trigger customers purchase of products.

In all the general submission of this study is that celebrity endorsement does not have a significant effect on consumers' buying behaviour towards products' interest, purchase and usage in Ikeja, Lagos state.



## **5.2 Recommendation**

Since the outcome of the study shows that celebrity endorsement did not generate substantial customers' behavior, and that perceived quality and utility influence customers' responses, the study recommends that:

Firstly, it is suggested that celebrity involvement in advertising of any products should be contained in a process that the celebrity should not overshadow the brand or the product. The essence of this is to avoid certain cases where the celebrity values and brand values are not closely linked. As in this study, we can see how Infinix Mobile consumers tend to make use of the brand because they are happy to have such celebrities associated with the brand. This is indeed substantive because more than eighty percent of the brand users were usually conversant with some of the celebrities involved.

Secondly, advertisers should ensure that celebrity involvement in advertising is not elevated to the pedestal where the brand becomes associated with the celebrity. The essence is to eliminate the difficulty that would have arisen in trying to separate the role of message and the role of celebrity in selling the brand. It would also help to prevent the celebrity activity in becoming an addiction which can make the task of finding a substitute more difficult. As observed in this study, there are many celebrities involved in Infinix Mobile advertisement and so no singular celebrity identity dominant is found. The trend should therefore be sustained.

Lastly, advertisers and product marketers should avoid a situation where a celebrity is involved in a multiple endorsement. This is so because such situation may lead to a celebrity clutter. Often time, celebrities endorsing multiple products and multiple brand in a category have left the customers confused and has led to the dilution in the celebrities' value. A good product should be well packaged. Packaging plays important role in enhancing advertisement.

## **5.3 Contribution to knowledge**

This research helps contribute to knowledge by providing evidence and fact which are useful to organisation's, corporate managers and other researchers. Therefore, this research will help the corporate managers understand that in advertising, measurement is very important. It also serves

as source of reference for other scholars and inform them about the methodology of content and framing analysis which is a better method employed to analyse this kind of research.

#### **5.4 Limitation of the study**

This study was meant to be conducted in Ikeja area of Lagos state among 400 population but due to the pandemic, it was difficult to collect data because of the restrictions placed on movement. For this reason, the researcher employed the use of online survey [google forms] to get the data gathered and data were collected at random. Likewise, financial constraint and time constraint serve as a limitation as this research was combined with other academic works.

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**APPENDIX**  
**QUESTIONNAIRE**

Dear Respondents,

My name is Olutade Sarah Tosin, a final year student of the Department of Mass Communication, Mountain Top University. I am carrying out a study on “Influence of Advertising through celebrity endorsement on Infinix phones” in partial requirement for the award of a Bachelor of Science (B.Sc.) degree in Mass Communication.

I will be grateful if you will help me by answering honestly, the questions below. All answers will be treated in strict confidence and used only for academic purposes.

**SECTION A:**

**INSTRUCTION: PLEASE CLICK ON ALPHABETS THAT REPRESENTS YOUR ANSWERS.**

**SECTION 1: EXTENT OF EXPOSURE TO INFINIX ADVERTISING MESSAGE**

1. Do you use mobile devices?
  - a. Yes
  - b. No
2. Are you exposed to advertisement of mobile phones?
  - a. Yes
  - b. No
  - c. Maybe
3. Have you been exposed to Infinix adverts?
  - a. Yes
  - b. No
  - c. Never
4. If yes, how frequently do you get exposed to Infinix adverts?
  - a. once daily
  - b. many times, a day
  - c. few times in a week
  - d. Cannot say
5. On which medium do you frequently get exposed to Infinix advertisements?
  - a. Television
  - b. Radio
  - c. Billboards/outdoor display within Ikeja and Lagos
  - d. Internet and social media platforms- Twitter, Instagram, YouTube etc.
  - e. Others, please specify .....

**Does celebrity endorsement influence your buying behavior?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Yes</b>		
<b>No</b>		
<b>No response</b>		

**Do celebrity endorsements increase customers preference of product?**

	<b>YES</b>	<b>NO</b>
Do you have preference for a product because of celebrity endorsement		
Do you support the idea that celebrity endorsement connotes product quality		
Are there other things that are primary to your choice of product other than celebrity endorsement		
Are you motivated by celebrity endorsement		
Has an advertisement made you switch your phone brand to Infinix Android?		
If you have not switched to infinix, are you considering it?		

6. Does appearance of celebrities in the advertisement of Infinix mobile devices influence your decision to buy a product?
  - a. Yes
  - b. No

7. On a scale of 1 to 10, how likely are you purchase a product that was advertised by a celebrity?

8. If a celebrity endorses an Infinix phone, what will you do?

- a. Ignore the advert
- b. Become interested in the Infinix phone
- c. Insist on buying another phone

On a scale of 1 to 10, how likely are you to purchase a phone that is advertised by unpopular person?

**What are the challenges associated with the use of celebrity endorsement as an advertising strategy?**

	YES	NO
Do you support celebrity endorsement for advertising?		
Do celebrities really portray their commitment to the product?		
Has a product ever discouraged you because of its endorser ?		

9. What Factor influences your choice of phone brand?

- a. Quality
- b. Model Utility
- c. Popularity of the model
- d. Ease of use
- e. Price
- f. Availability
- g. Packaging and aesthetics (beauty)

10. What psychosocial factors influence your choice of mobile phone brand?

- a. Peer pressure
- b. Price
- c. Personality
- d. Ease of Use

**SECTION C: DEMOGRAPHIC CHARACTERISTICS**



11. AGE

- a. 15-17
- b. 18-21
- c. 22-25
- d. 25-30
- e. Above 30

12. SEX

- a. Male
- b. Female

13. MARITAL STATUS

- a. Single
- b. Married
- c. Divorced
- d. Widowed

14. RELIGION

- a. Christian
- b. Muslim
- c. Any other, Please Specify\_\_\_\_\_