



(RESEARCH ARTICLE)



## Celebrity endorsement and brand marketing performance in Nigeria using Globacom as a case study

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### Abstract

Celebrity endorsement is one of the powerful tools in the modern marketing environment that can be used to influence consumer behaviour and brand perception. This paper will examine how celebrity endorsement has influenced the performance of brand marketing in Nigeria and the paper will take GLOBACOM Nigeria Limited as a case study. Using the theoretical frameworks like Meaning Transfer Model and Source Credibility Theory, the study critically examines the impact of celebrity attributes, i.e., popularity, profession and type on consumer attitudes, product demand and organisational results. A descriptive survey design was used to collect primary data of 100 employees of GLOBACOM through the use of structured questionnaires and then analysed using chi-square statistics at the 5 percent level of significance. The results indicate the existence of high positive correlations between celebrity popularity, profession, and the type of endorsement and different aspects of brand marketing performance such as consumer trust, purchase intent, and brand loyalty. Nevertheless, there are also possible risks, which are misalignment and consumer scepticism, identified by the research. The researchers end the study with some realistic suggestions to be used in strategic endorsement practices in relation to the Nigerian market environment. Such insights do not only fill the empirical gap in sub-Saharan African markets but also offer practical advice to brands that use celebrity power

**Keywords:** Celebrity endorsement; Brand marketing; Consumer behaviour; Meaning Transfer Model; Source Credibility Theory; Brand equity; Nigeria; GLOBACOM; Purchase intention; Marketing strategy

### 1. Introduction

The current situation in the media age has made celebrity endorsement one of the most influential means of forming consumer opinion and reinforcing brand awareness. It is no longer just about brand selling the products but rather the brands are selling the lifestyles, feelings and identities and often celebrities become the medium through which such identities are created. Celebrities fill the gap between a product and the ideal self-concept of a consumer with their extensive influence and appeal (Spry et al., 2011; Bergkvist & Zhou, 2016). This has made celebrity endorsements a strategic marketing bread and butter in contemporary marketing promotion in various industries such as telecommunications, fashion, banking and consumer electronics.

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By definition, a celebrity is a person who has gained a certain amount of publicity and admiration through his success in an entertainment or sporting arena or politics. Once a celebrity has endorsed a product, the qualities that they are either credible, attractive, knowledgeable, or trustworthy can be associated with the brand and define how the brand image is perceived by the consumers (Jin & Phua, 2014; Schouten et al., 2021). The phenomenon has been referred to by McCracken (1989) as the meaning transfer model, which constitutes the theoretical basis of much of literature on the effectiveness of endorsement.

However, while the popularity of celebrity endorsements continues to grow, evidence regarding their actual impact on brand performance is mixed. Some studies affirm that a well-matched endorsement can enhance consumer recall, increase purchase intention, and build long-term brand equity (Rai et al., 2021). Yet others caution that endorsements can backfire if the celebrity's image is incongruent with the product, or if the public perceives the endorsement as inauthentic or overly commercialised (Schouten et al., 2021; Kapitan & Silvera, 2016). Moreover, in some cases, consumers pay more attention to the celebrity than the brand being promoted, raising concerns about overshadowing effects and superficial engagement (Lou & Yuan, 2019).

Despite the extensive application of celebrity endorsements, particularly in emerging markets like Nigeria, few empirical studies have rigorously examined their effectiveness within local contexts. Given the country's dynamic media ecosystem and the cultural significance attached to public figures, understanding the strategic value of endorsements in Nigerian brand marketing is both timely and essential. The specific impact of celebrity characteristics such as profession, popularity, and perceived authenticity on consumer behaviour remains underexplored.

This study addresses this gap by critically examining the role of celebrity endorsement in brand marketing performance, using GLOBACOM Nigeria Limited as a case study. The research focuses on how different attributes of celebrities' influence consumer responses and organisational outcomes. The study is framed by the following research questions:

- How does celebrity popularity influence brand marketing performance?
- To what extent does the type of celebrity affect consumer perception of the brand?
- How does the profession of the celebrity correlate with consumer demand for endorsed products?
- What influence does celebrity endorsement have on overall consumer perception of the product?

## 1.1. Research Hypothesis

### 1.1.1. Hypothesis 1

- Null Hypothesis ( $H_0$ ): Celebrity popularity has no meaningful influence on the marketing performance of a brand.
- Alternative Hypothesis ( $H_1$ ): Celebrity popularity significantly contributes to improved brand marketing performance.

### 1.1.2. Hypothesis 2

- Null Hypothesis ( $H_0$ ): The specific type of celebrity chosen by an organisation does not affect product performance.
- Alternative Hypothesis ( $H_1$ ): The type of celebrity used in endorsement campaigns has a measurable impact on how the product performs in the market.

### 1.1.3. Hypothesis 3

- Null Hypothesis ( $H_0$ ): There is no substantial link between the celebrity's professional background and organisational performance.
- Alternative Hypothesis ( $H_1$ ): The profession or industry background of the celebrity endorser plays a significant role in shaping organisational performance outcomes.

This research contributes to marketing practice by offering evidence-based recommendations for organisations considering celebrity endorsements. It also advances academic discourse by contextualising global endorsement theories within a local African business environment. With insights drawn from both primary and secondary data sources, this study offers a nuanced view of how celebrity endorsements can be strategically deployed to enhance brand positioning and consumer engagement.

## 2. Literature review

In contemporary marketing landscapes, celebrity endorsement has emerged as a strategic tool to capture consumer attention, build brand credibility, and ultimately drive sales. The phenomenon leverages the allure, credibility, and social capital of celebrities to enhance brand perception. However, as markets become more saturated and consumers more discerning, understanding how celebrity endorsement influences brand evaluation and the mechanisms behind it has become critical for marketers and scholars alike. This review synthesizes recent empirical and theoretical insights into the role of celebrity endorsement, focusing on its impact on consumer perception, brand equity, and the underlying psychological processes. It contextualizes these insights within models like McCracken's Meaning Transfer Model and considers contemporary challenges associated with celebrity endorsement strategies.

### 2.1. Theoretical Foundations of Celebrity Endorsement

The theoretical perspective on celebrity endorsement is based on semiotic and psychological models that allow explaining how the characteristics of celebrities are transferred to brands. Meaning Transfer Model McCracken (1989) is a theory that suggests that celebrities carry with them certain meanings like attractiveness, expertise, trustworthiness which can be transferred to the products being endorsed hence creating perceptions on the consumers. According to this model, the successful endorsement depends on the compatibility between celebrity features and brand identity and consumer expectations. It is therefore important to choose a celebrity whose characteristics fit the brands personality and target market.

In addition, the Source Credibility Theory emphasizes that the level of expertise and trust of a celebrity contributes to persuasiveness (Hovland & Weiss, 1951). In its turn, the Source Attractiveness Model focuses on the role of attractiveness and likability in consumer reactions, particularly in low-involvement situations of a purchase (Frank & Mitsumoto, 2021). The above models have in common the fact that celebrity endorsement appeals to peripheral cues characteristics that are outside of the content of the message to have an effect on the attitudes of the consumer.

### 2.2. Impact of Celebrity Attributes on Brand Perception

Recent researches confirm the fact that celebrity attributes such as attractiveness, credibility and expertise have great impacts in the perception of consumer brands (Spry et al., 2011). The use of attractive celebrities is likely to attract attention and cause a positive affective reaction which forms a positive attitude towards the brand (Keller, 2002). Credibility is perceived through trustworthiness and expertise in those higher levels of brand belief and purchase intention are associated with credibility (Hsu & McDonald, 2002).

In particular, a Dissanayake (2015) study on the Sri Lankan experience observed that celebrity endorsement can promote perceived product quality and brand trust, in particular when the celebrity can be viewed as an authoritative expert. The credibility of the endorser minimises scepticism, which makes consumers have positive opinions towards the brand (Wang & Scheinbaum, 2018). On the other hand, inconsistency between celebrity image and brand values may generate a backlash that creates negative brand perceptions and destroys consumer confidence.

It is also important that celebrity endorsement is related to brand image. Caita Fernandes Crespo et al. (2024) stress that in case the endorsements are relevant to the context they appeal to the lifestyle of consumers, their aspirations, or cultural values they increase brand equity more adequately. This kind of relevance breeds emotional connectivity, which increases consumer involvement and consumer loyalty.

### 2.3. Celebrity Endorsement and Consumer Purchase Behaviour

Empirical evidence demonstrates that celebrity endorsement positively influences purchasing decisions. Agrawal and Wagner (1995) conducted an event study revealing that endorsements by high-profile celebrities increase product sales and brand visibility. Similarly, the *Elaboration Likelihood Model* (Petty & Cacioppo, 1986) explains that in low-involvement purchase scenarios, consumers rely heavily on peripheral cues such as attractive endorsements making celebrity involvement a powerful influence.

However, the effectiveness of celebrity endorsement is moderated by consumer scepticism. As Hovland & Weiss (1951) noted, overexposure or perceived insincerity can diminish credibility. The recent rise of social media has heightened this scepticism, as consumers are more exposed to celebrity endorsements and can scrutinize authenticity.

Moreover, the *Source-Product Match* is critical; endorsers must align with the product category to ensure message relevance and credibility. For instance, sports celebrities endorsing athletic gear have a more profound impact than celebrities with contrasting personas.

#### 2.4. Celebrity Endorsements and Brand Equity

The linkage between brand equity and celebrity endorsement has received a lot of attention. Keller (2002) stresses that brand equity, which is based on consumer perception such as brand awareness, brand associations and brand loyalty can be strengthened using effective endorsements. When celebrities have positive qualities, they help create positive brand associations, develop perceptions of quality, and develop emotional attachment.

Recent studies indicate that celebrity endorsement has the potential to affect even particular aspects of brand assessment, including brand love, brand trust, and brand attitude (Folse, Burton, & Netemeyer, 2013). These aspects are antecedents of consumer loyalty and advocacy. As an illustration, Spry et al. (2011) have discovered that brand trust increases when credible endorsers are involved, which has a considerable impact on the consumer willingness to recommend the brand.

Moreover, meaning transfer process creates an intense emotional appeal, which makes a brand stand out in a competitive market (Heinberg et al., 2020). It is important to note that the role of celebrity endorsement on brand equity depends on the strategic consistency to make sure that the endorsement fits into the brand identity and anti-campaigns to enforce the core messages. Challenges and Risks Associated with Celebrity Endorsement

Celebrity endorsement is fraught with a lot of risks even though it has potential. Brand perception can be negatively influenced by over exposure of the endorsers, controversies or scandals related to the endorsers (Hovland & Weiss, 1951). The recent cases evidence that scandals in celebrities may contribute to consumer scrutiny and brand damage and brands should continue to re-evaluate the endorsement decisions.

In addition to that, consumer fatigue regarding celebrity endorsements may also diminish its effects in the long run (Dissanayake & Ismail, 2015). The celebrities-as-props strategy of celebrity use that is based on the strategy-irrelevant use of celebrity for their star power can result in superficial involvement that does not produce any long-term perception effects. Thus, the brands should consider the long term social and ethical consequences of endorsers especially in culturally sensitive markets.

Moreover, the overload of celebrity endorsements in some industries (the retail and fashion industries, in particular) may also result in the realization of diminished marginal returns. Kong and Fang (2024) emphasizes the importance of authenticity and originality, positing that credible endorsements rooted in genuine alignment are more impactful than superficial associations.

#### 2.5. Contemporary Trends and Future Directions

Emerging research highlights the importance of *micro-celebrities* and social media influencers, expanding the traditional scope of endorsement strategies. These influencers often possess more niche and engaged audiences, fostering authentic connections that can rival traditional celebrities (Freberg, Graham, McGaughey, & Freberg, 2011). The *peer endorsement* facilitated through social platforms provides a cost-effective avenue for enhancing brand perception.

Moreover, it is possible to combine celebrity endorsement with experiential marketing and digital engagement techniques to enhance effects. As an example, social media campaigns with celebrities raise the level of consumer engagement and the level of brand association (Zhang & Hung, 2020). The development of consumer psychology also indicates the growing significance of celebrity authenticity and perceived consistency of values that celebrities pursue with the values pursued by consumers particularly among younger consumers. With the increasing social awareness of consumers, the endorsement of those who show a legitimate interest in social issues or the sincere approach to representing the brand may have a more significant effect.

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### 3. Methodology

#### 3.1. Research Design

In this study, the research design that will be used is descriptive survey research design which is applicable in the study of the relationship between celebrity endorsement and brand marketing performance. A descriptive design is a type of

study that permits obtaining data about a target population to measure the current attitudes, practices, and behaviours without experimenting on any variables (Creswell & Creswell, 2017). The method will offer a strong structure in statistical inference and pattern of association among the most important variables like popularity, type and profession of celebrities and their effects on brand perception and consumer reaction.

### 3.2. Population of the Study

The target group is the entire work force of GLOBACOM Nigeria Limited which is estimated at about 1,200 employees in its different departments. This group was chosen because of its significance in assessment of the internal view of celebrity endorsement strategies adopted by the organisation.

### 3.3. Sample Size and Sampling Technique

With sampling proportion of 10%, 120 staff members were chosen as the study sample. This was because of the constraint in operations and the decentralized location of the workforce that led to the use of a convenience sampling technique. The reason why this non-probability method was selected was its feasibility in reaching out to willing subjects without interfering with their work agenda (Etikan, Musa, & Alkassim, 2016). Although convenience sampling is not generalisable, it will offer good information based on respondents who are directly involved with the brand.

### 3.4. Sources of Data

Data were obtained from both primary and secondary sources to ensure triangulation and enhance the credibility of the findings:

- Primary Data: Structured questionnaires were distributed to sampled respondents to capture their perceptions and evaluations regarding celebrity endorsements used by GLOBACOM.
- Secondary Data: Complementary information was sourced from company reports, academic journals, textbooks, and industry bulletins to contextualise the primary findings within broader theoretical and empirical frameworks.

### 3.5. Research Instrument

The principal instrument for data collection was a structured questionnaire developed by the researcher, drawing on validated scales from existing literature (Ohanian, 1990; Amos, Holmes, & Stratton, 2008). The questionnaire contained 20 items organised into two sections:

- Section A: Demographic information such as age, gender, marital status, and work experience.
- Section B: Statements measuring respondents' views on celebrity endorsement attributes (e.g., popularity, profession, type) and brand marketing outcomes (e.g., brand recall, trust, purchase intent).

All items were measured on a five-point Likert scale, ranging from 1 = *Strongly Disagree* to 5 = *Strongly Agree*, allowing for the quantification of subjective responses.

### 3.6. Validity and Reliability of the Instrument

Content validity was ensured through expert review by academic supervisors who assessed the relevance and clarity of each item in the questionnaire. Feedback obtained was used to revise and improve the instrument prior to full deployment.

To assess instrument reliability, a pilot test was conducted using 20 staff members from GLOBACOM. The responses were subjected to Cronbach's Alpha analysis using SPSS. A reliability coefficient of 0.80 was obtained, indicating acceptable internal consistency (Hair et al., 2019).

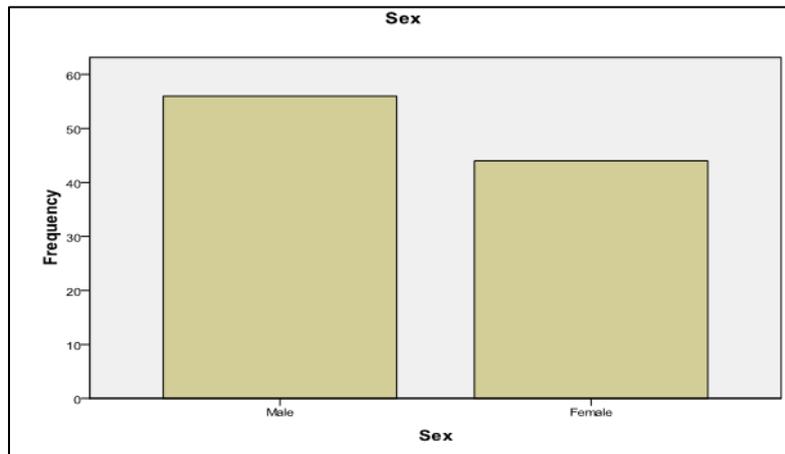
### 3.7. Method of Data Analysis

Descriptive statistics, including frequency distributions and mean scores, were used to summarise the demographic and perceptual data. To test the research hypotheses, the Chi-square ( $\chi^2$ ) test of independence was applied at a 0.05 level of significance, using SPSS version 26. This statistical method was chosen due to the categorical nature of the data and its appropriateness for examining relationships between variables.

## 4. Results

The analysis presented in this section is based on data collected from participants involved in a study examining the influence of celebrity endorsement on brand marketing performance, using Globacom Nigeria Limited as the focus. Out of the 120 questionnaires distributed, 100 were completed and returned, yielding a response rate of 83%. This level of participation is considered satisfactory for statistical analysis, as it exceeds the 70% benchmark generally regarded as acceptable for survey-based research (Mugenda & Mugenda, 2008). The detailed findings are presented in the subsequent tables.

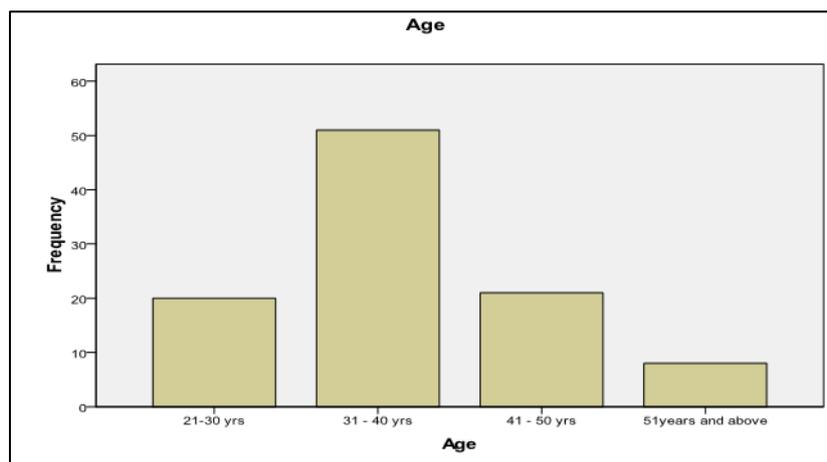
### 4.1. Bio-data analysis



Source: Primary data

**Figure 1** Distribution of respondents by gender

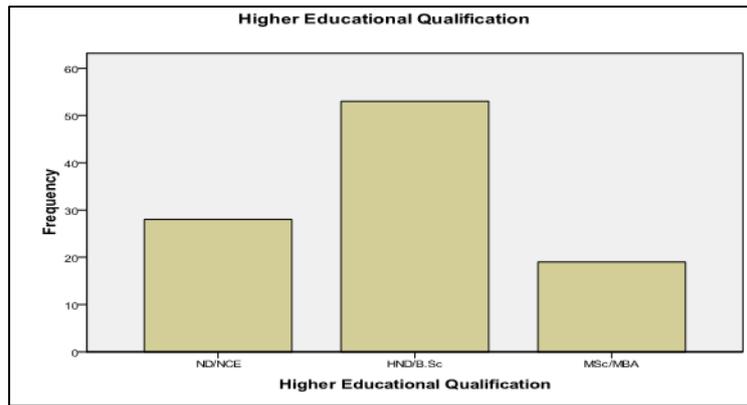
Figure 1 illustrates the gender distribution among the 100 respondents who participated in the study. Of the total sample, 56% identified as male and 44% as female. This indicates a slight male majority in the respondent pool.



Source: Primary data

**Figure 2** Distribution of respondents by age

Figure 2 presents the age distribution of the participants. The data show that 8% of respondents were aged 51 and above, 19% were between 41 and 50 years, 24% fell within the 21-30 age range, while the largest group 49% were aged between 31 and 40. This suggests that the majority of respondents were in their early- to mid-career stage.



Source: Primary data

**Figure 3** Distribution of respondents by level of higher educational qualification

Figure 3 provide an overview of the respondents' educational qualifications. The data reveal that 28% of participants held ND or NCE qualifications, 53% had completed HND or BSc degrees, while 19% possessed postgraduate qualifications such as MSc or MBA. This indicates that over half of the respondents were educated to at least a bachelor’s degree level.



Source: Primary data

**Figure 4** Distribution of respondents by work experience

Figure 4 showed that respondents whose work experience are between 1-5years (19%), 11-20 years (54%), 21 years and above (27%).

**4.2. Analysis of research questions**

Research question 1: In what way does celebrity popularity has a great impact on the brand marketing performance of an organisation?

**Table 1** Celebrity popularity and brand marketing performance

STATEMENTS	SA	A	UN	D	SD	TOTAL
Celebrity popularity has a great impact on the brand marketing performance of an organisation	31%	27%	15%	16%	11%	100%
The profession of the celebrity does not matter when considering the type of celebrity to use by an organisation	29%	38%	8%	11%	14%	100%

The profession of the celebrity to be used enhances the demand for the product by the consumers	50%	13%	9%	17%	11%	100%
Celebrity popularity leads to profit maximization of an organisation	41%	18%	12%	17%	10%	100%

Source: Primary data; KEY: SD- Strongly Disagree, D= Disagree, A=Agree, SA=Strongly Agree

4.2.1. *Celebrity popularity has a great impact on the brand marketing performance of an organisation*

As presented in Table 1, 58% of respondents agreed or strongly agreed that celebrity popularity plays a significant role in enhancing brand marketing performance. In contrast, 27% expressed disagreement, while 15% remained neutral. This suggests that a considerable proportion of participants believe that a celebrity’s popularity can positively influence how a brand is perceived and promoted.

4.2.2. *The profession of the celebrity does not matter when considering the type of celebrity to use by an organisation*

According to the results in Table 1, 67% of respondents agreed or strongly agreed that the profession of a celebrity is not a critical factor when deciding which type of celebrity to engage for endorsements. Meanwhile, 25% disagreed with this view, and 8% were undecided. This suggests that most participants believe the celebrity’s professional background may be less important than other attributes in influencing endorsement effectiveness.

4.2.3. *The profession of the celebrity to be used enhances the demand for the product by the consumers*

As shown in Table 1, 63% of respondents agreed or strongly agreed that a celebrity’s profession can influence consumer demand for a product. In contrast, 28% disagreed, and 9% remained neutral. These findings suggest that many participants view a celebrity’s professional background as a factor that can enhance the appeal and desirability of the endorsed product.

4.2.4. *Celebrity popularity leads to profit maximization of an organisation*

Table 1 reveals that 59% of respondents agreed or strongly agreed that celebrity popularity contributes to an organisation’s profit maximisation. Meanwhile, 22% expressed disagreement, and 19% were unsure. This suggests that most participants believe well-known celebrities can play a meaningful role in driving profitability through increased consumer engagement and brand visibility.

**4.3. RESEARCH QUESTION 2: To what extent is the need to consider the type of celebrity to be used by an organisation to help to promote the product?**

**Table 2** Effect of promotion of employee affects job performance in organizations

STATEMENTS	SA	A	UN	D	SD	TOTAL
Celebrities’ reputation plays a major role in measuring the demand for the product by consumers	56%	10%	7%	18%	9%	100%
The love for the celebrity by the consumers can lead to the purchase of the product	50%	21%	6%	16%	7%	100%
The type of celebrity to be used in an organisation will help promote the product brand performance	50%	10%	10%	20%	10%	100%

Source: Primary data; KEY: SD- Strongly Disagree, D= Disagree, UN=Undecided, A=Agree, SA=Strongly Agree

4.3.1. *Celebrities reputation plays a major role in measuring the demand for the product by consumers*

As indicated in Table 2, 66% of respondents agreed or strongly agreed that a celebrity’s reputation significantly influences consumer demand for a product. In contrast, 27% disagreed, and 7% were undecided. These results suggest that most participants believe that public perception of a celebrity can shape how consumers evaluate and respond to endorsed products.

4.3.2. *The love for the celebrity by the consumers can lead to the purchase of the product*

Table 2 shows that 71% of respondents agreed or strongly agreed that consumers’ affection for a celebrity can influence their decision to buy a product. Only 23% disagreed with this view, while 6% were undecided. These findings suggest that emotional connections with celebrities may play a pivotal role in shaping purchasing behaviour.

4.3.3. *The type of celebrity to be used in an organisation will help promote the product brand performance*

According to the data in Table 2, 60% of respondents agreed or strongly agreed that selecting the right type of celebrity can enhance a product’s brand performance. Meanwhile, 30% disagreed, and 10% were undecided. This suggests that most participants believe the nature of the celebrity such as their public image or field of influence plays a meaningful role in how well a brand is promoted.

4.4. RESEARCH QUESTION 3: Does celebrity endorsement affect brand marketing performance?

Table 3 Staff training and employee job performance

STATEMENTS	SA	A	UN	D	SD	TOTAL
Celebrity endorsement stimulates trial purchase	37%	23%		29%	11%	100%
Celebrity endorsement stimulates brand loyalty on the part of the consumer	42%	19%		28%	11%	100%
Celebrity endorsement stimulates repeat purchase	34%	18%		33%	15%	100%

Source: Primary data; KEY: SD- Strongly Disagree, D= Disagree, UN=Undecided, A=Agree, SA=Strongly Agree

4.4.1. *Celebrity endorsement stimulates trial purchase*

As reflected in Table 3, 60% of respondents agreed or strongly agreed that celebrity endorsements encourage consumers to try a product for the first time. In contrast, 40% disagreed with this view. These results indicate that a significant portion of participants perceive celebrity influence as a driver of initial product engagement.

4.4.2. *Celebrity endorsement stimulates brand loyalty on the part of the consumer*

Table 3 shows that 61% of respondents agreed or strongly agreed that celebrity endorsements help foster brand loyalty among consumers. On the other hand, 31% disagreed with this perspective, while 8% remained undecided. This suggests that a majority of participants view celebrity influence as a contributing factor to long-term consumer commitment to a brand.

4.4.3. *Celebrity endorsement stimulates repeat purchase*

As presented in Table 3, 52% of respondents agreed or strongly agreed that celebrity endorsements can encourage customers to make repeat purchases. Meanwhile, 35% expressed disagreement, and 13% were undecided. This suggests that just over half of the participants believe celebrity influence extends beyond initial attraction, potentially reinforcing continued consumer patronage.

4.5. Research Question 4: In what way does celebrity endorsement promote consumer product perception?

Table 4 Work environment affects employee job performance

STATEMENTS	SA	A	UN	D	SD	TOTAL
Celebrity endorsement promote consumer product perception	40%	20%	10%	21%	9%	100%
Consumers tends to patronize products that have already been endorsed by celebrities	38%	12%	19%	21%	10%	100%
Celebrity endorsement influences consumer behaviour	39%	15%	14%	22%	10%	100%

Source: Primary data; KEY: SD- Strongly Disagree, D= Disagree, UN=Undecided, A=Agree, SA=Strongly Agree

4.5.1. *Celebrity endorsement promotes consumer product perception*

According to the data in Table 4, 60% of respondents agreed or strongly agreed that celebrity endorsements enhance how consumers perceive a product. In comparison, 30% disagreed with this view, while 10% remained neutral. This indicates that a significant portion of participants believe endorsements by well-known figures can positively shape consumer opinions about a product.

4.5.2. Consumers tends to patronize products that have already been endorsed by celebrities

Table 4 reveals that half of the respondents agreed or strongly agreed that consumers are more likely to purchase products endorsed by celebrities. Meanwhile, 31% expressed disagreement, and 19% were unsure. These responses suggest that, for many participants, celebrity endorsements can influence consumer buying decisions by adding perceived value or appeal to a product.

4.5.3. Celebrity endorsement influences consumer behaviour

As shown in Table 4, 54% of respondents agreed or strongly agreed that celebrity endorsements influence how consumers behave in the marketplace. In contrast, 32% disagreed, and 14% remained undecided. This suggests that over half of the participants believe that endorsements by well-known figures can shape purchasing choices and consumer attitudes.

4.6. Hypothesis testing

To further show the impact of celebrity endorsement on brand marketing performance, Chi-Square at 0.05 level of significant was computed to test the hypothesis.

4.6.1. Hypothesis 1: There is no significant relationship between celebrity popularity and brand marketing performance of an organization

**Table 5** chi-square test for celebrity popularity and brand marketing performance of an organization

Test Statistics	
CELEBRITY POPULARITY AND BRAND MARKETING PERFORMANCE	
Chi-Square	176.840 <sup>a</sup>
df	13
Asymp. Sig.	0.000
Source: Primary data	

Table 5 presents the results of the chi-square analysis, where the test statistic ( $X^2 = 176.840$ ) and a p-value of 0.000 indicate a statistically significant relationship at the 0.05 level. Since the p-value is below the threshold, the null hypothesis is rejected in favour of the alternative. This finding confirms that celebrity popularity is significantly linked to brand marketing performance, suggesting that highly popular celebrities can positively influence a brand's market outcomes.

4.6.2. Hypothesis 2: There is no significant relationship between the type of celebrity an organisation chooses and the resulting product performance.

**Table 6** Chi-square test for type of celebrity used and product performance

Test Statistics	
TYPE OF CELEBRITY USED AND PRODUCT PERFORMANCE	
Chi-Square	203.670 <sup>a</sup>
df	10
Asymp. Sig.	0.000

Source: Primary data

As shown in Table 6, the chi-square test result ( $X^2 = 203.670$ ) produced a p-value of 0.000, which is well below the 0.05 significance level. This indicates a statistically significant relationship between the type of celebrity used by an organisation and how well its product performs in the market. Based on this result, the null hypothesis is rejected in favour of the alternative hypothesis. In other words, the kind of celebrity chosen for endorsement plays a meaningful role in shaping product outcomes.

4.6.3. *Hypothesis 3: There is no significant relationship between the celebrity's professional background and the organisation's overall performance.*

#### 4.6.4. Test Statistics

Profession of the celebrity and organisations performance

**Table 7** Chi-square test for profession of the celebrity and organisations performance

<b>Chi-Square</b>	<b>54.650a</b>
df	9
Asymp. Sig.	0

Source: Primary data

The results in Table 7 reveal a chi-square value of 54.650 with a p-value of 0.000, which falls below the 0.05 threshold for statistical significance. This indicates a meaningful relationship between a celebrity's profession and the performance of the organisation. In light of this finding, the null hypothesis is rejected, confirming that the professional background of a celebrity endorser can positively influence how an organisation performs, particularly in terms of brand positioning and consumer engagement.

## 5. Discussion of findings

This study confirms that celebrity endorsement remains a potent tool in brand communication when applied with strategic alignment. The positive perception of celebrity popularity and its correlation with brand trust and recall is consistent with global literature (Erdogan, 1999; Amos et al., 2008).

However, effectiveness hinges not just on popularity, but on appropriateness. The findings illustrate that misalignment between a celebrity's persona and the product may lead to consumer scepticism or message dilution. This insight is particularly valuable in the Nigerian context, where celebrity culture is widespread but not always strategically deployed.

Moreover, the growing recognition of digital influencers as effective endorsers suggests a shift in consumer trust from traditional celebrities to relatable online personas a trend seen globally (Freberg, Graham, McGaughey, & Freberg, 2011). For telecommunications companies like GLOBACOM, this opens opportunities for targeted campaigns using influencer marketing strategies aligned with product segments such as youth, tech, and entertainment.

Importantly, this research bridges a contextual gap in literature by offering empirical validation from an emerging economy, contributing to an understanding of how global endorsement strategies can be localised. As noted by Spry, Pappu, and Cornwell (2011), the effectiveness of celebrity endorsements is contingent upon cultural and market sensitivities.

## 6. Conclusion and recommendations

This study affirms that celebrity endorsement, when strategically aligned with brand identity, significantly improves brand marketing performance. Popularity, profession, and type of celebrity each play unique roles in shaping consumer behaviour and driving organisational outcomes. However, effectiveness depends on congruence between the celebrity's image and the product. Marketers should prioritise authenticity and cultural relevance when selecting endorsers. Future campaigns may also benefit from leveraging micro-influencers for deeper audience engagement. In light of Nigeria's evolving media landscape, brands must adopt adaptive, data-driven endorsement strategies to sustain consumer trust, improve recall, and foster long-term loyalty across diverse market segments.

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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