

Impact of Celebrity Endorsement and its Effect on the Loyalty of Undergraguates Students to Airtel Network

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Abstract

This study examined the impact of celebrity endorsement on brand loyalty among Airtel subscribers in Ibrahim babangida university lapai. The study used survey as its methodology and adopted a multi-stage sampling as its techniques.. The target population comprised 12,910 students of Ibrahim Badamasi Babangida University Lapai using asample size of 341. The sample size was determined using Yamane model after purposively selecting three [3] cluster (faculties) at random from a group of six clusters. Data were collected using a self-administered structured questionnaire. The instrument had a Cronbach alpha of 0.78adopted from the work of Mekonen (2017). The data collected were analyzed using descriptive statistics and inferential statistics. The findings revealed that celebrity endvcorsement had significant influence on brand loyalty of Airtel customers in IBBUL Niger State, Nigeria. Based on this, it is recommended that Airtel telecommunication should adopt a general view rather than individual approach to celebrity endorsement programme.

Keywords: Celebrity, Trustworthiness, Attractiveness, Expertise, Brand Loyalty

JEL Classification: L21

1. Introduction

In the Nigerian Mobile Telecommunication industry, advertising is dominantly led by celebrity endorsement. Although celebrity endorsement is not a recent thing (Hovland & Weiss, 1951), business people and advertising practitioners in particular are not withstanding evolving searches determining the extent to which the efficacy of celebrity endorsement as an independent variable construct influences various corporate performance indicators. For example, Ismael (2018) studied impact of celebrity endorsement on brand knowledge, Hani, Marwan and Andre (2018); effect of celebrity endorsement on consumer behaviour, Pokharel and Pradham (2017); influence of celebrity endorsement on consumers' buying behaviour, Mekonen (2017); impact of celebrity endorsement in creating awareness and motivating consumers. From the

foregoing, it can be deduced that studies on the impact of celebrity endorsement on brand loyalty are still scanty especially among university undergraduates.

Continuous patronage, which is a proxy of brand loyalty, is a means to an end which every business wish to attain. But, of the celebrity's attributes, which best determines customers loyalty? The Nigerian telecommunication industry has not been quite stable based on the country's desire to rapidly develop its telecommunication network to the level of international best practice. The competitive nature of the telecommunication industry has spring into tight-drawn competition for consumer attention and retention. Individual consumers are faced with the decision of choices as a result of product diversity springing up from competition.

The effectiveness of celebrities under any endorsement arrangement would depend on the characteristics of the celebrity such as trustworthiness, likeness, attractiveness, and expertise (Zipporah and Mberia, 2014). Marketers spend quite large sums on celebrity endorsement contract with the believe that celebrities are effective spokespersons for their products or brands. Firms spend a lot on advertisement, sales promotion and one-on-one selling with the mindset of getting consumers' loyalty. Advertisement is also one of the most used tools by marketers to create a good image and make their brand look superior to others in order to get the customers' loyalty.

However, many consumers see advertisement from unpopular spokespersons as a tool used by the firms to deceive consumers in achieving their sale. This is because of the lack of trust in an unfamiliar spokesperson, making the achievement of advertising a complete failure due to the views held by consumers. Firms have now realized that it is not just about the message being passed but also about the spokesperson passing the message. Agrawal and Kamakura (1995) believe that celebrities makes the advertisements believable and enhance the message in the minds of the consumers. Celebrities who have basically built trust in their public life now serve as role model for many consumers.

Also, celebrity endorsement may not guarantee long-term and sustainable effects where an endorsed celebrity is caught up in scandal or an act of criminality, thereby creating negative perception to consumers (zafar & Rafique, 2011). Some of the scandals may be involvement in the act of child, drug, sexual abuses, alcoholism, and racial discrimination (Sliburyte, 2009). Arora and sahu (2014) provided that consumer's intention may be affected due to changes in the celerity's image. Changes in image may be as a result of injury, marital status, physical appearance, or decline in professional capabilities. It could result in the celebrity no longer suitable for endorsement. It is based on these diverse opinions that this study examine how celebrities endorsement in advertising have influence on consumer loyalty of the Airtel customers in Lapai local government area of Niger State. Also, to determine the impact of celebrity expertise and attractiveness on consumers loyalty

2. Methodolgy

Multi-stage sampling technique was used to arrive at the sample size of the study. Simple random technique was used to randomly select three (3) faculties, Secondly, same technique was used to devide departments in each faculty to two (2). The selected departments has 325 and 353, 461 and 15, and 481 and 699 respectively. Hence, total sample population at this stage stood at two thousand three hundred and thirty four (2,334). Applying Yamane (1967), the sample size at stage two stood at 341. The study employs descriptive statistics involving percentage frequency counts and cross-tabulation in analyzing and interpreting some of the data. Multiple regression model show the effect of individual independent variable on the dependent variable. The probability (P) value of each independent variables coefficient in the model. If the coefficient sig is less than 5% level of significance, the null hypothesis will be rejected, otherwise accept.

$$Y = \alpha + \beta_1\chi_1 + \beta_2\chi_2 + \beta_3\chi_3 + \mu \dots\dots\dots 1$$

Where Y is the value of the Dependent Variable (brand loyalty), α is the Constant or Intercept, β_s signifies the Slope (Beta Coefficient), χ_1 refers to celebrity attractiveness, χ_2 indicates celebrity trustworthiness, χ_3 stands for celebrity expertise and μ is the unobserved term. The model can be properly written as

$$BL = CA_i + CT_i + CE_i + \mu_i \dots\dots\dots 2$$

Where BL is the Brand Loyalty CA stands for Celebrity Attractiveness, CT indicates Celebrity Trustworthiness and CE refers to Celebrity Expertise

3. Result

Descriptive Results

Table 1 shows the descriptive statistics of the respondents to whom questionnaires were administered. From the data obtained, gender results shows 157 to be Males constituting 50.6% of the respondents and 153 Females which constitute 49.4%. This means that the highest respondents were male.

The ages of the respondent indicates 120 respondents fall below 21 years of age which constitutes 38.7% of the respondents. 156 of the respondents fall between the ages of 21-40 years which constitute 50.3% of the respondents. 31 of the respondents fall between 41-60 years which constitute 10% of the respondents. 3 of the respondents were above 60years which constitute 1% of the respondents. Therefore, the highest age respondents were 21-40 years.

The marital status also play important demographic variable, 176 of the respondents are single constituting 56.8% of the respondents, 110 of them are married constituting 35.5% of the respondents and 24 of them are divorced constituting 7.7% of the respondents. Therefore, the highest respondents were singles.

Table 1: Descriptive Statistics of the Respondents

Variable	Frequency	Percentage
Gender		
Male	157	50.6
Female	153	49.4
Age		
Less than 21 years	120	38.7
21-40 years	156	50.3
41-60 years	31	10
60 years & Above	3	1
Marital Status		
Single	176	56.8
Married	110	35.5
Divorced	24	7.7
Use of Airtel Network		
Yes	310	100
No	0	0
Celebrity Awareness		
Phyno	101	32.6
Tuface	126	40.6
Partoranking	83	26.8
Total	310	100

Source: Field Survey, 2020

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The marital status also play important demographic variable, 176 of the respondents are single constituting 56.8% of the respondents, 110 of them are married constituting 35.5% of the respondents and 24 of them are divorced constituting 7.7% of the respondents. Therefore, the highest respondents were singles. In Table 1, it also shows that all respondents are Airtel subscribers which constitute 100%. Similarly, it shows that 101 of the respondents are aware of Phyno constituting 32.6%, 126 of the

respondents are aware of Tuface constituting 40.6%, and 83 of the respondents are aware of Partoranking constituting 26.8%. Therefore, most of the respondents are aware of Tuface.

Table 2: Respondents Celebrity Endorsement on the Loyalty of Airtel

	STD	SLD	D	U	A	SLA	STA	Total
My choice of Airtel is because of endorsement by a celebrity	17 (5.5%)	7 (2.3)	20 (6.5%)	26 (8.4%)	64 (20.6%)	73 (23.5%)	103 (33.2)	310 (100%)
I bought Airtel because of the attractiveness of the celebrity that endorsed it	20 (6.5%)	15 (4.8%)	15 (4.8%)	27 (8.7%)	46 (14.8%)	98 (31.6%)	89 (28.7%)	310 (100%)
I remember Airtel that is endorsed by an attractive celebrity	17 (5.5%)	14 (4.5%)	24 (7.7%)	39 (12.6%)	82 (26.5%)	86 (27.7%)	48 (15.5%)	310 (100%)
The presence of a celebrity enables me recognize Airtel	19 (6.1%)	17 (5.3%)	26 (8.4%)	38 (12.3%)	68 (21.9%)	99 (31.9%)	43 (13.9%)	310 (100%)
The handsomeness of the celebrity is what attracted me to buy Airtel	21 (6.8%)	19 (6.1%)	32 (10.3%)	40 (12.9%)	60 (19.4%)	69 (22.3%)	69 (22.3%)	310 (100%)
I find products endorsed by celebrity are trustworthy	12 (3.9%)	14 (4.5%)	18 (5.8%)	30 (9.7%)	73 (23.5%)	78 (25.2%)	85 (27.4%)	310 (100%)
The claims made by Airtel celebrity are believable	16 (5.2%)	9 (2.9%)	26 (8.4%)	44 (14.2%)	77 (24.8%)	87 (28.1%)	51 (16.5%)	310 (100%)
The honesty of a celebrity endorser makes me buy Airtel	13 (4.2%)	23 (7.4%)	22 (7.1%)	37 (11.9%)	95 (30.6%)	71 (22.9%)	49 (15.8%)	310 (100%)

	STD	SLD	D	U	A	SLA	STA	Total
I trust Airtel because it has been endorsed by celebrities	28 (9.0%)	16 (5.2%)	31 (10.0%)	31 (10.0%)	69 (22.3%)	65 (21.0%)	70 (22.6%)	310 (100%)
I bought Airtel because the celebrity endorsing it is an expert	16 (5.2%)	10 (3.2%)	26 (8.4%)	27 (8.7%)	58 (18.7%)	72 (23.2%)	101 (32.6%)	310 (100%)
Adverts having celebrities are more effective than those which don't	17 (3.5%)	17 (3.5%)	19 (6.1%)	45 (14.5%)	67 (21.6%)	79 (25.5%)	66 (21.3%)	310 (100%)
The skillfulness of the celebrity endorsers increase my awareness about Airtel	11 (3.5%)	20 (6.5%)	21 (6.8%)	27 (8.7%)	78 (23.2%)	84 (27.1%)	69 (22.2%)	310 (100%)
The experience of the celebrity triggers my willingness to buy Airtel	17 (3.5%)	27 (8.7%)	34 (11.0%)	41 (13.2%)	72 (23.2%)	44 (14.2%)	75 (24.2%)	310 (100%)
Airtel is my best network	11 (3.3%)	15 (4.8%)	28 (9.0%)	27 (8.7%)	62 (20.0%)	65 (21.0%)	102 (32.9%)	310 (100%)
I cannot switch from Airtel to any other network	14 (4.5%)	11 (3.35%)	28 (9.0%)	46 (14.8%)	74 (23.9%)	79 (25.5%)	58 (18.7%)	310 (100%)
I Won't switch from Airtel to a new network that is endorsed by my favorite celebrity	14 (4.5%)	17 (3.5%)	27 (8.7%)	41 (13.2%)	74 (23.9%)	80 (23.8%)	57 (18.4%)	310 (100%)
I won't stop using Airtel if my favorite celebrity	18 (5.8%)	26 (8.4%)	30 (9.7%)	33 (10.6%)	74 (23.9%)	74 (23.9%)	55 (17.7%)	310 (100%)

	STD	SLD	D	U	A	SLA	STA	Total
endorsing it got involved in a scandal Celebrity endorsement influences brand loyalty	24 (7.7%)	25 (8.1%)	23 (7.4%)	32 (10.3%)	68 (21.9%)	67 (21.6%)	71 (22.9%)	310 (100%)

Note: *STD= Strongly Disagree, SLD= Slightly Disagree, D = Disagree, U= Undecided, A= Agree, SLA= Slightly Agree, STA= Strongly Agree*
 Source: Field Survey (2020)

Table 2 shows the response on celebrity endorsement on the customers loyalty of Airtel network. The choice of Airtel due to endorsement by a celebrity had 5.5% of the respondents strongly disagree, 2.3% slightly disagree with the question, 6.5% disagree, 8.4% were undecided, 20.6% agreed, 23.5% slightly agree, 33.2% strongly agreed. Therefore, most of the respondents strongly agree on I am attracted to buy Airtel endorsed by a celebrity. Buying Airtel because of the attractiveness of the celebrity that endorsed it shows 6.5% of the respondents strongly disagree, 4.8% slightly disagree with the question, 4.8% disagree, 8.7% were undecided, 14.8% agreed, 31.6% slightly agreed, 28.7% strongly agreed. Therefore, most of the respondents slightly agree on I bought Airtel because of the attractiveness of the celebrity.

The response to Airtel that is endorsed by an attractive celebrity have 5.5% of the respondents to strongly disagree, 4.5% slightly disagree with the question, 7.7% disagree, 12.6% were undecided, 26.6% agreed, 27.7% slightly disagree, and 15.5% strongly agreed. Therefore, most of the respondents slightly agree on I remember Airtel that is endorsed by an attractive celebrity.

For presence of celebrity 6.1% of the respondents strongly disagree, 5.5% slightly disagree with the question, 8.4% disagree, 12.3% were undecided, 21.9% agreed, 31.9% slightly agreed, and 13.9% strongly agreed. Therefore, most of the respondents slightly agree on the presence of a celebrity enables me recognize Airtel. Given the handsomeness stature of celebrity, 6.8% of the respondents strongly disagree, 6.1% slightly disagree with the question, 10.3% disagree, 12.9% were undecided, 19.4% agreed, 22.3% slightly agreed, and 23.3% strongly agreed. Therefore, most of the respondents slightly agree and strongly agree on the handsomeness of the celebrity is what attracted me to buy Airtel'. Most of the respondents strongly agree on I find products endorsed by celebrity as trustworthy, as 3.9% of the respondents strongly disagree, 4.5% slightly disagree with the question, 5.8% disagree, 9.7% were undecided, 23.5% agreed, 25.2% slightly agreed, and 27.4% strongly agreed. On claims made by Airtel celebrity, 5.2% of the respondents strongly disagree, 2.9% slightly disagree with the question, 8.4% disagree, 14.2% were undecided, 24.8% agreed,

28.1% slightly agreed, and 16.5% strongly agreed. Therefore, most of the respondents slightly agree on the claims made by Airtel celebrity are believable.

Looking at the honesty of a celebrity, 4.2% of the respondents strongly disagree, 7.4% slightly disagree with the question, 7.1% disagree, 11.9% were undecided, 30.9% agreed, 22.9% slightly agreed, and 15.8% strongly agreed. Therefore, most of the respondents agree on the honesty of a celebrity endorser makes me buy Airtel. For trust on Airtel because it has been endorsed by celebrities 9.0% of the respondents strongly disagree, 5.2% slightly disagree with the question, 10.0% disagree, 10.0% were undecided, 22.3% agreed, 21.0% slightly agreed, and 22.6% strongly agreed. Therefore, most of the respondents strongly agree on I trust Airtel because it has been endorsed by celebrities. Looking at the expertise of celebrity endorsement, 5.2% of the respondents strongly disagree, 3.2% slightly disagree with the question, 8.4% disagree, 8.7% were undecided, 18.7% agreed, 23.2% slightly agreed, and 32.6% strongly agreed. Therefore, most of the respondents strongly agree on I bought Airtel because the celebrity endorsing it is an expert. 5.5% of the respondents strongly disagree, 5.5% slightly disagree with the question, 6.1% disagree, 14.5% were undecided, 21.6% agreed, 25.5% slightly agreed, and 21.3% strongly agreed. Therefore, most of the respondents slightly agree on Ads having celebrities are more effective than those which don't.

Also in Table 2, the result for skillfulness of the celebrity endorsers increases awareness about Airtel shows 3.5% the respondents strongly disagree, 6.5% slightly disagree with the question, 6.8% disagree, 8.7% were undecided, 25.2% agreed, 27.1% slightly agreed, and 21.9% strongly agreed. Therefore, most of the respondents slightly agree on the skillfulness of the celebrity endorsers increases my awareness about Airtel. The experience of the celebrity triggering one willingness to buy Airtel shows that 5.5% of the respondents strongly disagree, 8.7% slightly disagree with the question, 11.0% disagree, 13.2% were undecided, 23.2% agreed, 14.2% slightly agreed, and 24.2% strongly agreed. Therefore, most of the respondents strongly agree on the experience of the celebrity triggers my willingness to buy Airtel. In choosing Airtel as best network, 3.5% of the respondents strongly disagree, 4.8% slightly disagree with the question, 9.0% disagree, 8.7% were undecided, 20.0% agreed, 21.0% slightly agreed, and 32.6% strongly agreed. Therefore, most of the respondents strongly agree on Airtel is my best network'.

For those that cannot switch from Airtel to any other network, the result shows 4.5% of the respondents strongly disagree, 3.5% slightly disagree with the question, 9.0% disagree, 14.8% were undecided, 23.9% agreed, 25.5% slightly agreed, and 18.7% strongly agreed. Therefore, most of the respondents slightly agree on I cannot switch from Airtel to any other network. The result for those not switching shows 4.5% of the respondents strongly disagree, 5.5% slightly disagree with the question, 8.7% disagree, 13.2% were undecided, 23.9% agreed, 25.8% slightly agreed, and 18.4% strongly

agreed. Therefore, most of the respondents slightly agree on I won't switch from Airtel to a new network that is endorsed by my favorite celebrity.

I won't stop using Airtel if my favorite celebrity endorsing it got involved in a scandal, in response 5.8% of the respondents strongly disagree, 8.4% slightly disagrees with the question, 9.7% disagree, 10.6% were undecided, 23.9% agreed, 23.9% slightly agreed, and 17.7% strongly agreed. Therefore, most of the respondents agree and slightly agree on I won't stop using Airtel if my favorite celebrity endorsing it got involved in a scandal. On celebrity endorsement influences brand loyalty, the result shows 7.7% of the respondents strongly disagree, 8.1% slightly disagree with the question, 7.4% disagree, 10.3% were undecided, 21.9% agreed, 21.6% slightly agreed, and 22.9% strongly agreed. Therefore, most of the respondents strongly agree on celebrity endorsement influences brand loyalty.

Table 3: Correlations

		Celebrity Attractiveness	Celebrity Trustworthiness	Celebrity Expertise	Brand Loyalty
Celebrity Attractiveness	Pearson Correlation	1	.455**	.322**	.267**
	Sig. (2-tailed)		.000	.000	.000
	N	310	310	310	310
Celebrity Trustworthiness	Pearson Correlation	.455**	1	.411**	.316**
	Sig. (2-tailed)	.000		.000	.000
	N	310	310	310	310
Celebrity Expertise	Pearson Correlation	.322**	.411**	1	.249**
	Sig. (2-tailed)	.000	.000		.000
	N	310	310	310	310
Brand Loyalty	Pearson Correlation	.267**	.316**	.249**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	310	310	310	310

Note**: Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' Computation

The result of table 3 above shows that there is significant positive correlation between brand loyalty and celebrity endorsement variables (attractiveness, trustworthiness, and expertise).

Based on these findings, we reject the null hypothesis and accept the alternative hypothesis that, there is significant relationship between celebrity endorsement and brand loyalty on Airtel subscribers in Niger State.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.362 ^a	0.131	0.122	1.24926

Note: Predictors: (Constant), Celebrity Expertise, Celebrity Attractiveness, Celebrity Trustworthiness

Source: Authors' Computation

Table 4 above shows that the coefficient of determination is 0.362; the implication of this is that about 36.2% of the variation of brand loyalty is explained by variables in the model, which are, celebrity trustworthiness, attractiveness and expertise, whereas the remaining 63.8% is explained by other factors which are not included in the model. The regression equation (model formulated) appears to be very useful for making predictions since the value of R is close to 1.

Table 5: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	71.870	3	23.957	15.350	0.000 ^b
Residual	477.560	306	1.561		
Total	549.430	309			

Note: a. Dependent Variable: Brand Loyalty; b. Predictors: (Constant), Celebrity Expertise, Celebrity Attractiveness, Celebrity Trustworthiness

Source: Authors' Computation

In Table 5, the ANOVA is analyzed to see if any of the variables are significant. From the ANOVA table sig=0.000<0.05 (sig.) since sig. < 0.05, the null hypothesis is rejected and the alternative is accepted. This implies that at least one of the predictors is useful for brand loyalty of Airtel customers used as sampled

Table 6: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.603	0.367		7.101	0.000
Celebrity Attractiveness	0.144	0.065	0.134	2.212	0.028
Celebrity Trustworthiness	0.231	0.071	0.204	3.241	0.001
Celebrity Expertise	0.104	0.051	0.122	2.060	0.040

Note: Dependent Variable: Brand Loyalty

Source: Authors' Computation

In Table 6, the "coefficients" provides information on the impact of celebrity endorsement on brand loyalty. Since the sig. are (0.028, 0.001 and 0.040) which are lesser than 0.05. This implies that each of the variables were significant at 5% level of significant. Therefore, celebrity endorsement has a significant impact on brand loyalty.

5. Conclusion

This study assessed the impact of celebrity endorsement on brand loyalty. From the result of the analysis, the findings were as follows;

Objective 1 was achieved by Hypothesis 1, which depicted through the regression analysis that there is link between celebrity attractiveness and brand loyalty. Hence, the null hypothesis was rejected. This means that celebrity expertise has significant impact on brand loyalty. Objective II was achieved by Hypothesis II, which depicted through the regression analysis that there is link between celebrity trustworthiness and brand loyalty. Hence, the null hypothesis was rejected. This means that celebrity trustworthiness has significant impact on brand loyalty. Objective III was achieved by Hypothesis III, which depicted through the regression analysis that there is link between celebrity expertise and brand loyalty. Hence, the null hypothesis was rejected. This means that celebrity expertise has significant impact on brand loyalty.

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