

**AGENDA SETTING THEORY AND THE INFLUENCE OF
CELEBRITY ENDORSEMENT ON BRAND ATTITUDE OF
MIDDLE CLASS CONSUMERS IN LAGOS, NIGERIA**

BY

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May, 2013

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**THESIS SUBMITTED TO THE SCHOOL OF POSTGRADUATE
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THE REQUIREMENTS FOR THE AWARD OF DOCTOR OF
PHILOSOPHY (Ph.D) IN MASS COMMUNICATION**

MAY, 2013

DECLARATION

I declare that this Ph.D thesis was written by me. I also declare that this thesis is the result of painstaking efforts. It is original and it is not copied.

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CERTIFICATION

This Ph. D thesis has been examined and found acceptable in meeting the requirements of the postgraduate School of the University of Lagos, Akoka, Lagos State, Nigeria.

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DEDICATION

This work is dedicated first and foremost to Allah, most gracious, most merciful (God Almighty), the only source of true knowledge, understanding, as well as the bestower of true and authentic wisdom. He is, and has always been truly my strength, my stronghold, my shield and my defender, my fortress, protector and my refuge at all times. He kept me alive by His power and gave me special ability and grace to start and complete this work. Without Him, I could not have carried out this research. To Him alone be all the glory, honour, power, dominion, adoration, praise, and splendor forever.

I also dedicate the work to the living and loving memories of my late parents: Mr Yayha Akashoro, who had died before I became an undergraduate, and Alhaja Simbiat Akashoro, whose death occurred while I was on the last part of this work. They were the persons Allah used as worthy vessels to bring me to this world and to nurture me physically, spiritually, mentally, materially, and in other areas of life.

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ABSTRACT

The study was designed to investigate influence of celebrity endorsement through advertising on the attitude of middle class consumers in Lagos, Nigeria towards the advertising message of an endorsed brand of high-priced and low-priced product, as well as their attitude and purchase intention towards the brand. The study utilized triangulated instruments to gather relevant data. These include: (1) self-administered questionnaire used to obtain data from 700 randomly selected middle class consumers in five local government areas (Ikeja, Lagos Island, Surulere, Agege and Ikorodu) of Lagos State through multi-stage sampling; (2) focus group discussions (FGD) moderator's guide used to obtain data from 20 middle class consumers in Lagos State; (3) semi-structured questionnaire used to obtain data from 15 purposively selected Lagos-based brand managers of endorsed brands; (4) structured in-depth interview guide used to obtain data from 10 purposively selected Lagos-based advertising agency managers who have executed celebrity advertising campaigns for advertisers; and (5) structured telephone interview guide used to obtain data from five purposively selected Lagos-based celebrities who have featured as celebrity endorsers in advertisements of products and services. Data obtained through the semi-structured questionnaire, in-depth and telephone interviews were used to complement discussions of the study's findings. Seven research questions were raised for the study. The study found that, for low-priced and high-priced products and within a two-factor context, while the celebrity endorser has a moderate influence on message appeal, product claims have a significant influence on brand attitude and purchase intention of middle class consumers regarding an endorsed brand. The study also found product claims, rather than the celebrity endorser, to significantly influence change in consumers' attitude towards an endorsed brand, and predict consumers' intention to buy an endorsed brand. The study further found product claims, rather than the celebrity endorser, to significantly influence consumers' inclination to develop a persistent attitude towards an endorsed brand. Product claims were also found to significantly influence consumers' reaction to counter advertising messages of substitutes of an endorsed brand. The study also found product claims to significantly influence consumers' acceptance or rejection of an endorsed brand's advertising message, as well as the relationship between pre-exposure beliefs and post-exposure attitudes of consumers towards an endorsed brand. Product claims were also found to significantly influence consumers' confidence in what they know about an endorsed brand, as well as the relationship between consumers' confidence in their knowledge of an endorsed brand and their attitude towards the brand. The study also found product claims, rather than the celebrity endorser, to significantly influence consumers' choice of the most important or most preferred brand among substitute brands in the same product category with an endorsed brand. It was also found that, for low-priced or high-priced products, middle class consumers will consider other factors together with the celebrity endorser in evaluating product claims of an endorsed brand. Hence, the study concludes that the persuasive power of celebrity endorsement in consumer behavior is limited to message appeal, brand message recall, as well as brand recognition and product branding. The study therefore recommends more frequent use of non celebrity advertising techniques where greater emphasis is placed on product claims. It also recommends the use of celebrity endorsers across the marketing mix platforms, (such as in product packaging, event promotions, trade exhibitions) not just in advertising. The study also proposes an integrated model of celebrity engagement in advertising campaigns and recommends its adoption, by advertisers and their advertising agency managers, to serve as a guide in the use of celebrities as endorsers of products and services through the advertising platform.

CHAPTER ONE

INTRODUCTION

Introduction

Advertising is one of the most frequently used persuasive communications in the marketing world. It is used as a persuasive communication tool by most of its sponsors (marketers as well as, corporate, social, religious organizations, governments and government agencies, voluntary institutions, individuals etc) mainly to influence or persuade their target audiences to do the bidding of the sponsors. Target audience in this context, refers to groups of individuals who are consumers of need-satisfiers or brands of products. Other target audiences are individuals as adopters of proposed ideas or performers of certain acts like voting, as well as institutions representing industrial or corporate consumers in the area of business to business marketing (Daramola, 2010; Ogwezzy, 2004).

Advertising and public relations share similar functional characteristics as persuasive communication tools. What holds for public relations, to a great extent, also holds for advertising because both are used to achieve similar results. According to Hendrix (2001), the influence of public relations on attitude or behaviour is three dimensional. Public relations is used to achieve informational, attitudinal and behavioural objectives. As espoused by Hendrix (2001), public relations is used to achieve informational objectives from three perspectives: message exposure, message comprehension and message retention. Also, a PR campaign, according to Hendrix (2001), may also be designed to realize attitudinal and/or behavioural objectives from three perspectives: attitude or behaviour creation, attitude or behaviour reinforcement and attitude or behaviour change.

By extension, in terms of informational objectives, advertising is designed partly to help the advertiser generate a high level of awareness for the core message or selling points of an advertised product among target audiences or target consumers (message exposure) ; ensure that target consumers understand the true meaning of the core message or selling points of an advertised product from the perspective of the advertiser (message comprehension) ; and ensure that much of the brand information, as contained in the advertisement of the promoted product, is retained as brand knowledge by target consumers who should be able to recall

same to make informed purchase decisions when the need arises (message retention). Similarly, in terms of attitudinal and behavioural objectives, advertising is also designed to help the sponsor create a new attitude or behavior where none exists among predetermined target audiences as target consumers especially in the case of a new product; to reinforce existing attitude or behavior of target consumers in the case of long existing and well known products; and to change existing attitude or behaviour of target consumers towards an advertised product in the direction intended by the source or sponsor of the advertisement.

Thus, in today's highly competitive marketing world, one of the measures of a successful advertising, as a persuasive communication tool, is to make a difference by breaking through contemporary highly cluttered media environment and catch the readers' or viewers' attention, as well as making an impact on the consumer such that the product or service can be remembered (Jones, 1998). As noted by Hsu and MacDonald (2002), citing MaCraken (1989), one of the ways by which advertisers strive to exploit the persuasive potentials of advertising is through sponsoring celebrity advertisements. Celebrity advertising involves the use of celebrities as endorsers of the benefits inherent in a product or service. Celebrities are usually employed to endorse products because they can make people to take notice of what they are endorsing and create an identity or persona for a product (Cooper, 1984). As noted by Spielman (1981), celebrities increase the chances of a product or message getting attention, make the advertising copy more memorable, humanise the company, add glamour to the product and make it more desirable, credible and trusted. For these reasons, among others, advertisers seek out celebrities to promote their products.

Similarly, Rushan (2009) like Spielman (1981) asserts that celebrity branding or endorsement, if used properly, can raise awareness of the brand, define or refresh perceptions of the brand, add a new dimension to the brand's image, attract a new audience, build consumer's trust in the brand, increase media coverage, mobilize public opinion about the brand, position the brand, revitalize a long-running campaign and breathe new life into a failed brand. In the same vein, Roberts (2009) asserts that "celebrities have an enchanting hold over us as mere mortals. We are so seduced by the sight of a famous face that one in every four of us profess that we will buy a product simply because a celebrity is promoting it." (para. 2). The assertion of Roberts (2009) is influenced by the global sensor report of Mediaedge:cia (MEC) Media Lab (2009) which conducted a celebrity sensor study among more than 24,000 adults or consumers in 25 countries across Europe, Asia, North and Latin

America in December 2008. The study found out that almost a third of consumers (29%) across the globe said that celebrity endorsements influence their purchasing decisions and one in four (25%) have bought a product because a celebrity was promoting it.

The assertions of Spielman (1981), Rushan (2009) and Roberts (2009) supported by MEC's Media Lab global sensor report (2009) justify why large multinational organizations make substantial investments in order to align themselves and their products with celebrity endorsers in the belief that they will draw attention to the endorsed products and transfer image values to these products by virtue of their celebrity profile and engaging attributes (Erdogan, 1999; Tripp, Jensen and Carlson, 1994; Walker, Longmeyer and Langmeyer, 1992; Ohanian, 1991; Kamins, 1990; Buck, 1973). Celebrities are not only able to create and maintain attention, but may also achieve high recall rates for marketing messages in today's highly cluttered media environment (Erdogan, 1999). These positive virtues or beliefs accompanying the celebrity endorser have engaged marketing and advertising researchers.

The popularity of celebrity endorsement, especially through advertising, is well documented. As noted by Bradley (1996), around 20% of all commercials use some sort of celebrity endorsement and 10% of all advertising dollars goes to celebrity endorsements. Bradley's 1996 observation is supported by Belch and Belch (2001) who similarly observed that in recent years, more than 20% of all TV commercials feature celebrities and advertisers pay hundreds of millions of dollars for their services. In the same vein, Greenlight, a global media licensing, talent negotiation and rights representation consultancy, in its February 2010 report on the results of its annual Greenlight Ad Gauge of the 52nd Annual Grammy Awards, reported that 15% of 2010 Grammy advertisements featured celebrity endorsements. This, as noted by the report (2010), represented a "150% spike from last year (2009)" the implication of which, according to David Reader, Vice President of Greenlight, suggests that "a definite rebound in celebrity endorsements is underway" (2010). Reader was quoted to have said:

Last year, we saw brands cut costs by focusing mostly on the licensing of pop music to maintain some celebrity presence in their ads. This year (2010), we are seeing brands again use music to connect with consumers, but they are also signing music acts and other stars to maximize the reach and impact of their message. (2010, p.1)

This shows that the use of celebrities as product endorsers in advertisements, in contemporary times, by advertisers (corporate, institutional, individuals, etc) is still thriving. The use of celebrity endorsers is not limited to any one industry. As noted by Langmeyer and Shank (1994), companies use celebrity endorsements across all industries including packaged goods, telecommunications, financial services, and auto industry. Different types of celebrities are used as endorsers in marketing campaigns. These include TV personalities and presenters, movie stars, musicians, sports stars etc. For example, movie star Tom Cruise was ranked as number 1 in the 2001 Forbes Celebrity Power List. The list was based on earnings, prominence on the web, magazine covers, television, radio and newspaper clippings (Forbes, 2002). According to the 2001 edition of the annual Burn Sports & Celebrities Inc. poll, where more than 1500 advertising agencies and corporate marketing executives were interviewed, Tiger Woods was adjudged the sporting world's most appealing product endorser (Burns Sports & Celebrities Inc. 2002). His three major golf championships in 2001 earned him \$9 million dollars in prize money. This was peanuts compared to a five-year contract deal he signed with Nike which was tied to Nike's golf division revenues. The deal was estimated to earn him more than \$100 million dollars (Forbes, 2002). He also signed endorsement contracts worth \$100 million with American Express, General Mills and Buck (Belch & Belch, 2001). Another top celebrity endorser is the former basketball superstar Michael Jordan who retired in 1998. Despite his retirement from active basketball, he was reported to have an estimated 40 million dollars a year in endorsement deals with companies. It is also reported that Nike spent \$1.44 billion dollars on celebrity endorsers, including Michael Jordan and Tiger Woods, as earlier mentioned (Alleyne, 2002).

However, despite the potential benefits celebrity endorsers can provide to advertisers, celebrity advertising has been reported to increase the marketer's financial risk unless endorsers are very logically related to the product (Till, 1998; Tellis, 1998). This tends to suggest that celebrity endorsers may not be appropriate for all kinds of consumer situations and all types of products. This observation seems to be somewhat confirmed by reports on other consumer behaviour research which found no difference in buying intention as a function of the endorser's celebrity status (Jones, 1998). For example, Petty, Cacioppo and Schumann found a product to be liked better when endorsed by sports stars, but no difference on intention to buy (Jones, 1998).

Also, while early attempt at understanding the influence of any source in the persuasive context suggested that an attractive, trustworthy, likable or credible source facilitates the message-learning and acceptance process (Hovland, & Weiss, 1951), results of studies have been mixed in the case of celebrity advertising (Jones, 1998). As noted by Jones (1998), highly desirable credible sources have been found to be universally influential. These mixed results, on the effectiveness of celebrity advertising have been explained by researchers on the basis of the interacting influence of consumer involvement. Involvement has generally been conceptualized in terms of how consumers interact with a given medium or message. Messages and media are conceived of as more or less involving for a particular consumer, and such involvement is posited to influence the amount and type of information processing in which a consumer engages (Stewart, Parlous and Ward, 2001). This implies that, generally speaking, consumers are engaged in two kinds of involvement situations – high and low involvement – when they have to evaluate information they receive about product and services necessary to develop message and brand attitude as well as purchase intentions.

Relating consumer involvement to celebrity endorsement, Petty, Cacioppo and Schumann (1983) are of the opinion that the choice of when to use a celebrity as endorser depends on the underlying characteristics of the audience. According to Petty, Cacioppo and Schumann (1983), a celebrity is probably more effective in low-involvement conditions when the receiver has low motivation and low ability to process the information while strong arguments are more effective in high involvement conditions where the receiver has motivation and ability. Tellis (1998), corroborating the views of Petty, Cacioppo and Schumann (1983), stresses that consumers in high involvement conditions, sometimes, even might be offended by an endorser in an advertisement, and most often just want strong arguments and facts. Floyd (1999) further suggests that when there is high product differentiation among competing brands, it is likely that the consumer is involved in a high involvement purchase. In this kind of situation, as noted by Floyd (1999), it might be more appropriate to give the consumer information and facts instead of using a celebrity in the advertisement.

And as far as consumer involvement is concerned, marketing scholars and researchers have linked the kinds of information attended to and processed by consumers in the two involvement situations to relevant involvement theories, particularly the cognitive response theory (Greenwald, 1968), and its variant, the Elaboration Likelihood Model (ELM) of

persuasion (Petty and Cacioppo, 1986). Both theories recognize the two consumer involvement situations as representing two routes to persuasion or attitude change. These are the central and peripheral routes representing high and low involvement situations respectively. The central route views attitude change as resulting from a person's diligent consideration of information that he or she feels is central to the true merits of a particular attitudinal position (Petty, Cacioppo and Schumann, 1983). The peripheral route, in contrast, views attitude change as resulting, not because an individual has personally considered the pros and cons of the issue, but because the attitude issue or object is associated with positive or negative cues (e.g. a celebrity endorser) or because the person makes a simple inference about the merits of the advocated position based on various cues in the persuasion context (Petty, Cacioppo and Schumann, 1983).

If research evidence shows that, in terms of information processing, consumers behave differently according to whether the situation is one of high or low involvement, it then becomes pertinent to find out how celebrity-endorsed products, both physical and service-oriented, fair in these situations. This is in terms of influencing consumers' cognitive responses to the advertisement, which in turn influence their attitudinal dispositions to the message, the brand endorsed and purchase intention. These issues, particularly from the perspectives of middle class consumers, constitute what this study seeks to investigate.

Background to the Study

Several studies in consumer behaviour and marketing research have established the merits and demerits of using celebrities as endorsers of brands, especially through advertisements (Till 1998; Tripp, Jensen, Carlson, 1994; Atkin and Block, 1991 etc). This is with the intention of achieving different persuasive purposes bordering on, among others, attitude of consumers towards the product message in the advertisement (i.e. advertising message appeal), consumers' attitude towards the endorsed brand (i.e. brand attitude) as well as their decision to buy or not to buy the endorsed brand (i.e. their purchase intention).

Views of scholars as well as reports from marketing research have confirmed the merits of celebrity endorsement to the effects that: a celebrity can enhance brand equity (Till, 1998); consumers' attitude towards a brand can be changed or affected by celebrity (Till 1998); a celebrity endorser can contribute, freshen and add a new dimension for a brand (Till, 1998); culture roadblock can be manipulated by using celebrity with worldwide reputation (Till,

1998); a celebrity is able to build brand credibility in a short period of time (Till, 1998); and, according to Tellis (1998), appearing of a celebrity in advertising can build some independent credibility to the advertisement. Also, celebrities, according to Atkin and Block (1991), may help advertisements stand out from surrounding clutter, thus improving their communicative ability; advertisers believe that consumers will buy products associated with people they admire and respect (White, 2000); celebrity endorsement can underpin competitive differential advantage among other companies (White, 2000); celebrities make advertisements believable (Kamins, 1990); celebrities, as endorsers, help in brand name recognition (Petty, Cacioppo, Schumann, 1983); celebrity endorsement enhances message recall (Friedman and Friedman, 1979); and celebrities, as brand endorsers, influence consumer's purchase intentions (Tripp, Jensen, Carlson, 1994).

On the other hand, the demerits of celebrities as endorsers through advertisements have equally been documented. These include, among others, consumers' skepticism, meaning that consumers might not believe that endorsers really consume the product that they endorse (Hsu and McDonald, 2002); consumers give less credibility to celebrities who endorse many products (Tripp et al, 1994); while single endorser for one product might be seen as boredom. On the other hand, consumers might get confused by using multiple celebrity endorsement (Hsu and McDonald, 2002); celebrities who are blamed for negative events, according to Kamins (1990), can have detrimental effects on the products they endorse; the celebrity as endorser also becomes risky if the celebrity loses his/her fame (like the 2009 Tiger Wood's sex scandal), his/her image changes resulting to contradicting image of endorsed brand (Kamins, 1990); the likelihood of the vampire effect or celebrity vamping (i.e. overshadowing) can be perceived when the endorsing celebrity is too attractive, drawing attention away from the product (Rossiter and Perry, 1997); and reduction in endorser effectiveness when there is a bad fit between the endorsing person and the product (Till and Shimp, 1998).

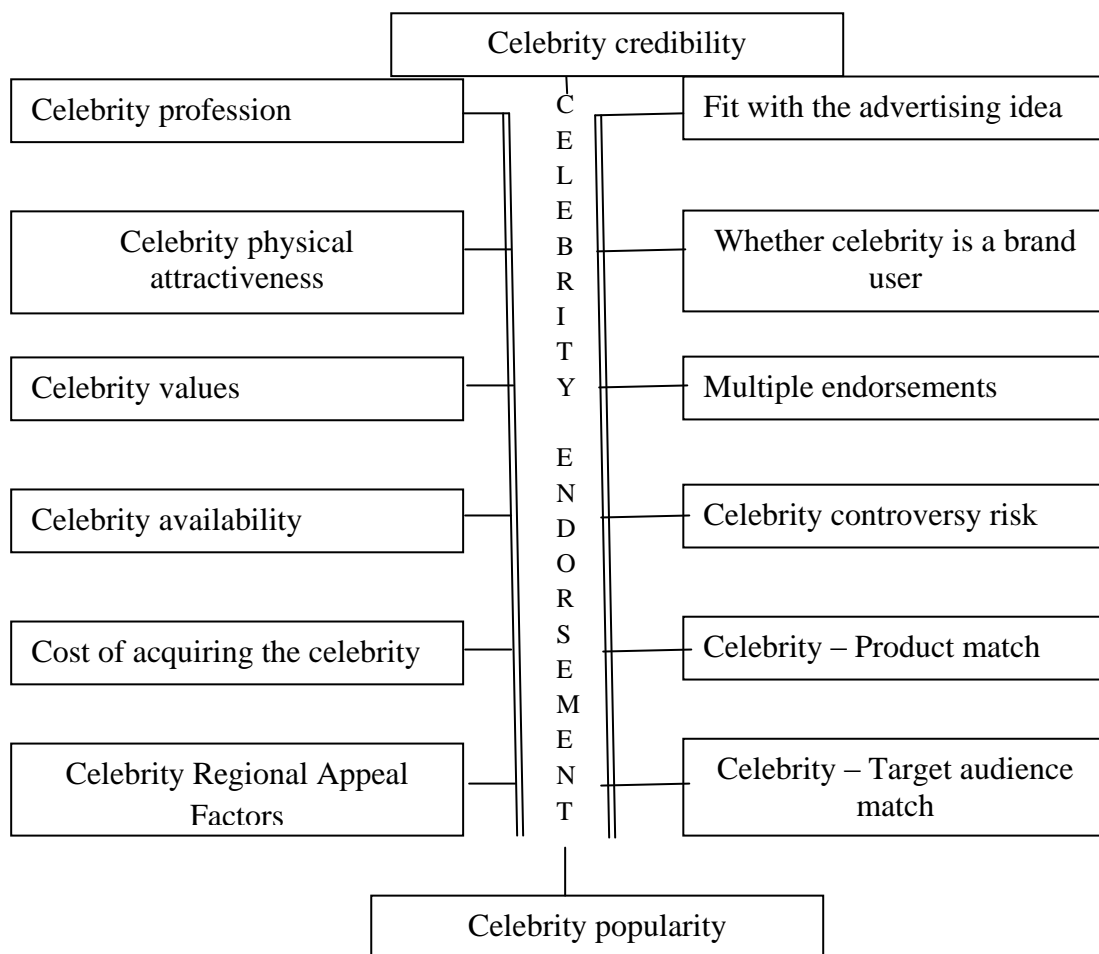
Studies in marketing research have reported the positive influence of celebrity endorsement on consumers' attitude towards the advertisement, consumers' attitude towards the brand and consumers' high likelihood to purchase the endorsed brand (Renton, 2006; MEC Report, 2009). Renton's (2006) study investigated the relationship between celebrity endorsers' physical attractiveness, their credibility and their congruency with the advertisement and

consumers' attitudes towards the advertisement, the brand and their intent to purchase the advertised product.

The scope of celebrity endorsement is presented in Fig. 1.1

Figure 1.1 shows factors that mediate the influence of celebrity endorsement on the targeted goals of the advertiser, particularly in the context of this study, consumers' attitude towards the advertising message, their attitude towards the endorsed brand and their purchase intention.

Figure 1.1: Scope of Celebrity Endorsement



Source: Adopted from Yadavmanaj (n. d.)

Renton (2006) found out that celebrity endorsements generated higher purchase intentions, positive attitudes toward the advertisement and positive attitude towards the brand. Similarly, the MEC Media Lab report (2009) which surveyed over 1000 adults in India found out that a third of consumers (32%) said celebrity endorsements influence their purchasing decisions

and over one in four (27%) said they have bought a product because a celebrity was promoting it.

Other studies, on the other hand, have reported that though, using a well-known celebrity as an endorser could help to improve consumers' rating of an advertisement as well as create initial interest and attention for same, it does not necessarily result in attitude changes towards the product (Rajakaski & Simonsson, 2006). Similarly, the study from Till and Baker (1998) presents evidence that positive feelings towards advertising and products do not necessarily translate into actual behaviour or purchase intentions. A possible reason mentioned from the study of Baker and Churchill (1977) is that celebrity endorsement seems to work on the cognitive and affective components of attitudes rather than the behavioural components. This is supported by the MEC Media Lab Report (2009) which suggests that what celebrity endorsement does not appear to do is to build brand trust (as only 35% of sampled consumers feel a celebrity helps them trust a brand), or belief in product efficacy (as just 32% believe a celebrity helps them believe that a product actually works), or does it encourage word of mouth (as only 31% said that a celebrity makes them want to recommend a brand).

And also, in a study on the impact of advertiser and corporate credibility on attitude towards the advertisement, attitude towards the brand and purchase intentions, Goldsmith, as reported by Yadavmanaj (n.d.), found out that endorser credibility had its strongest impact on attitude towards the advertisement (Aad) while corporate credibility had its strongest impact on attitude towards the brand (AB). The findings, as observed by Goldsmith (Yadavmanaj, n.d.), suggests that corporate credibility plays an important role in consumers' reactions to advertisements and brands, independent of the equally important role of endorser credibility. Another study conducted by Friedman and Friedman (1979) confirms that the celebrity endorser does not impact a high-priced image to the product. This suggests that, regardless of the type of product, according to Friedman and Friedman (1979), the celebrity endorser is most effective in sustaining brand name and recall of the advertisement.

Findings from the foregoing studies, as reported, suggest that many factors, mediate in consumers' attitude towards an advertisement featuring a celebrity endorser, their attitude towards the endorsed brand as well as consumers' decision to buy or not the endorsed brand. These factors will include those related to the celebrity endorser, the advertiser, the product

type, and most especially, the consumers themselves. The endorser-related factors include the celebrity endorser's credibility determined by consumers' perception of his or her trustworthiness (in making honest claims), expertise (in making valid claims) as well as the celebrity endorser's attractiveness determined by consumers' perception of his or her similarity (i.e. having similar characteristics with consumers), Familiarity (i.e. having adequate knowledge of the brand endorsed), likeability (i.e. liked by consumers) and physical attractiveness.

The other product-type related factors and consumer-related factors, which could be reasonably considered more important because of their wider role as mediators of advertising effectiveness regarding celebrity and non-celebrity advertisements, have been linked to the two consumer buying situations of high and low involvement. Consumers' involvement in products is believed to modify considerably their reactions to marketing and advertising stimuli, which invariably affect the advertiser's decisions regarding the advertising message copy, format or executional technique, media and repetition of advertising messages in the media (Kapferer and Laurent, 1985).

And, as observed by marketing research scholars, consumer involvement is related to objects or levels like product, advertising, message, programme, situation, and can take place at various levels other than the product (Mitchell, 1979; Petty and Cacioppo, 1981; Laurent and Kapferer, 1985; Slama and Tascham, 1985) and behaviours like purchase and response (Clarke and Belk, 1978; Antil, 1984; Block and Ritchins, 1983). Yet, as argued by Finn (1983), the level of consumer motivation results from, or is consequent upon product attributes and relatedness of the product to the consumer's psychosocial wants and needs.

This suggests that consumer buying situations linked to high and low involvement are significantly influenced by the nature of, and type of product being considered by the consumer at any point in time, and by the nature of the need to be met through that product. And, if evidence from extant literature on consumer behaviour is anything to go by, the question of whether a product is one of high or low involvement is significantly determined by the price of the product. As noted by Richins and Block (1986), Saxena (2002) and Kotler (2002), researchers have identified products which are highly priced, (like luxury products) having complex features and high perceived risk to generate high involvement levels from consumers. This means, as noted by Arnold, Price and Zinkham (2002), that consumers'

attention to the brand information of a high-priced product through, particularly, its advertisement, is increased, more importance is attached to the product and memory is enhanced. It also means that the purchase process is more complex, with consumers being motivated to make a careful purchase decision while such products are infrequently purchased and of high value (Pickton and Broderick, 2001).

On the other hand, consumers express low involvement levels for products which are generally low-priced, have simple features and low perceived risk (Richins and Block, 1986; Sexena, 2002; Kotler, 2002). This means that consumers' attention to the brand information of a low-priced product through, particularly, its advertisement is reduced, less importance is attached to the product, memory is less enhanced. It also means that the purchase process is less complex, with consumers being less motivated to make a careful purchase decision (Arnold, Price and Zinkham, 2002). Such products are frequently purchased and are of lower value (Pickton and Broderick, 2001), and are represented by all fast moving consumer goods which form majority of consumer purchases (Hamlin and Welsh, n.d).

Furthermore, most consumer behaviour researchers have conceptualised and operationalised involvement along cognitive, affective and conative dimensions (Antil, 1984; Stone, 1984; Belk, 1982; Bunn, 1993). Consumer involvement is seen to represent importance for interest in a product or service, issue, situation, communication, etc, and is also considered a condition which varies across individuals and circumstances (Antil, 1984). Going by these conceptualizations, an examination of celebrity endorsement influence on consumer involvement in Nigeria, particularly from the perspectives of middle class consumers in Lagos State becomes imperative.

Statement of the Problem

Over the last decade in Nigeria, advertisers or brand owners, because of the need to have a competitive edge in their respective product categories in the market place, have consistently adopted the celebrity endorsement advertising executional technique to attract the attention of target consumers to their brands' message in a cluttered environment of competing brand-related messages. Apart from attracting attention, celebrity advertising campaigns have continued to be sponsored by advertisers in Nigeria in recent years till date with the ulterior

motive of persuading target consumers to be positively disposed toward their particular brands as well as positively influencing purchase decision in favor of such brands (Ekeh, 2010).

The use of Nigerian celebrities across professions and vocations by virtue of their popularity and status in the society, like in other societies, has been influenced or motivated by advertisers' perception of them as rare personalities with the aura of greatness and ability to ignite excitement in their fans, as well as possess the power to influence consumers to swap loyalty to the endorsed brand and also make such advertisements linger in the minds of target consumers. (Ekeh, 2010). And, as noted by Ekeh (2010) and Okon (2009), the use of Nigerian celebrities to endorse brands through advertisements, exposed especially through the traditional advertising media (i.e. radio, television, newspapers, magazines and outdoor billboards) by advertisers to influence brand acceptance, create brand awareness and patronage in Nigeria, has been gaining popularity each successive year, particularly since 2007.

Celebrity endorsers in Nigeria, as in other parts of the world, (who are used to endorse advertisers' offerings which cut across tangible and service-related products, political candidates, government programs and policies, private or government-sponsored advocacies etc) have been reported to earn millions of naira from their endorsement and brand ambassadorship. This is exemplified by the 80 million naira contract hip hop musician Bankole Wellington (a.k.a. Banky W) signed with Etisalat in 2008 as well as nollywood actress, Ini Edo-Ehiagwina's 40 million naira endorsement deal signed with Noble Hair, as well as her 14.5 million naira annual payment for her contract as Glo ambassador renewed for another two years in August 2011 (Gbenga-Ogundare, 2011; Omosa, 2010).

However, despite this huge financial commitment by advertisers, appraisal of the effectiveness of celebrity advertising campaigns in Nigeria by brand analysts and marketing consultants, tend to suggest that such campaigns may not be delivering 100% returns on investment for advertisers in terms of the persuasive impact on target consumers. Against the backdrop of source-related theories such as source credibility (Hovland, Janis, & Kelley, 1953), source attractiveness (McGuire, 1968), product and celebrity congruence or match-up (Kamins, 1990; Kahle & Homer, 1985), meaning transfer (McCracken, 1989), as well as implication from research findings (Ilori, 2010), indications of the consequential effects of

celebrity advertisements in Nigeria tend to be positive to a lesser extent and negative to a greater extent (Ekeh, 2010; Okon, 2009; Adewakun, 2010; Durojaiye, 2010).

As noted by Ekeh (2010), the most significant impact of the alignment of products with Nigerian celebrities which are themselves brand faces, is the ability to create memorability and ultimately build association with the brand. On the premise of the meanings transfer model (McCracken, 1989), this gives advertisers or sponsors of celebrity advertisements a scenario where the popularity of the celebrity is subconsciously transferred to the endorsed products. However, as observed by Ekeh (2010), it becomes a great challenge or a boiling issue whether this branding approach affects the bottom-line or not which is stimulating the admirers of the celebrity endorsers to buy the products woven around the celebrities and, therefore, increase the advertisers' profits.

Similarly, Ilori (2010), in her study on the impact of Globacom's celebrity endorsement on subscribers' perception of the Globacom brand, found that celebrity endorsement attracts target consumers to the advertising messages of the Telecommunication network, but was not sufficient to induce subscribers' preference for the brand. Based on this finding, Ilori (2010) submits that celebrities could be likeable, attract people to advertising messages but may not have the persuasive power to generate an attitude change and motivate target consumers towards purchase. Hence, she concludes that celebrity advertisements should be used as a means to an end and not an end in itself by Nigerian advertisers.

By implication, Ekeh's (2010) observation as well as Ilori's (2010) submission and conclusion suggest that Nigerian celebrity endorsers have the persuasive ability to influence memorability or brand recall as well as brand association or appeal arising from value transfer, but are not likely to significantly influence brand choice or preference and more importantly, purchase intention. Going by this suggestion, especially when positive brand attitude and purchase intention are the two most desired post-campaign consequences by any advertiser, it therefore becomes pertinent, particularly from the perspective of consumer involvement, to find out, through the present study, if advertisements of low-priced (or low involvement products) and high-priced (high involvement) products featuring Nigerian celebrities have any influence on the attitude of middle class consumers in Lagos, Nigeria, towards the advertising message of an endorsed brand after their exposure to its advertisement. This is in terms of middle class consumers' conviction about credibility of the advertising message of the endorsed brand (i.e. advertising message appeal). It is also the

intention of this study to find out middle class consumers` preference for endorsed brands; that is, their attitude towards an endorsed brand, and most importantly, their purchase intention towards the brand, under the two different involvement situations. This is more so since there is ample evidence that involvement states do impact actual behavior (Belk, 1982; Bunn, 1993), and an involvement measure, according to Pucely, Mizerki, and Perrewe (1988) is expected to bear a strong relationship to purchase intent.

Purpose/ Objectives of Study

The purpose of the study is to investigate the extent to which product claims and the celebrity endorser in a celebrity advertisement influence message appeal, brand attitude and purchase intention among middle class consumers in Lagos State regarding endorsed brands of high-priced or low-priced products. In this regard, the study has the following specific objectives:

1. To determine if celebrity endorsement influences attitude of middle class consumers in Lagos towards the advertising message of a brand of low-priced or high priced product, as well as their preference for the same brand.
2. To determine if celebrity endorsement influences the attitude change of middle class consumers in Lagos towards a brand of low-priced or high-priced product, as well as predicts their purchase intention regarding the same brand.
3. To ascertain if celebrity endorsement influences the inclination of middle class consumers in Lagos to form a persistent or enduring attitude towards a brand of low-priced or high-priced product that will be resistant to counter advertising messages from substitute brands.
4. To find out if celebrity endorsement influences evaluation of middle class consumers in Lagos regarding product claims of a brand of low-priced or high-priced product as well as their acceptance or rejection of the brand`s advertising message.
5. To establish if celebrity endorsement plays any moderating role in the relationship between the pre-existing or pre-exposure beliefs of middle class consumers in Lagos regarding a brand of low-priced or high-priced product and their attitude towards the same brand after exposure to its advertisement.
6. To find out if celebrity endorsement plays any moderating role in the relationship between Lagos-based middle class consumers` level of confidence in their knowledge of a brand of low-priced or high-pried product and their attitude towards the same brand.

7. To ascertain if celebrity endorsement influences Lagos-based middle class consumers' choice of the most important or most preferred brand among direct substitute brands in the same category of low-priced or high-priced products.

Research Questions

Specifically, answers to the following questions were sought through this study.

- 1) To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence message appeal and brand preference of middle class consumers in Lagos State?
- 2) To what extent does the celebrity endorser in an advertisement of a brand of a low-priced or high-priced product influence attitude change and predict purchase intention of middle class consumers in Lagos State?
- 3) To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence middle class consumers' inclination to develop a persistent (i.e. enduring) brand attitude that is resistant to counter-advertising message?
- 4) What role does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product play in the evaluation of product claims and acceptance of advertising message of an endorsed brand by middle class consumers in Lagos State?
- 5) To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence relationship between pre-existing (i.e. pre-exposure) brand beliefs and post-exposure brand attitudes of middle class consumers in Lagos State?
- 6) To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence middle class consumers' level of confidence in their knowledge of an endorsed brand and their attitude towards the brand?
- 7) To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence middle class consumers' choice of the most important or most preferred brand among substitute brands in a product category?

Rationale for the Study

This study is premised on the assumption that individuals act differently in different information-processing situations. The study assumes that certain factors that are personal,

social and psychological in nature, influence information processing by individuals, especially information needed to acquire knowledge about objects (e.g. products and services) that can help fulfill individuals' needs or desires, or satisfy individual wants. It is also the assumption of this study that the presence of a need or desire for a particular product at a particular point in time by an individual as a consumer, as well as the nature or type of product considered capable of satisfying such need or fulfilling such desire influence the processing of information (particularly a persuasive communication like an advertisement), and the nature or type of such information processed about the product at any point in time. These assumptions, therefore, inform the researcher's expectation that the celebrity endorser in a celebrity advertisement will influence consumer differently in different information processing situations (i.e. high and low involvement situations). This is with respect to middle class consumers' reaction to the celebrity advertisement of a brand of low-priced or high-priced product, their attitudes towards the endorsed brand after exposure to its advertisement and their eventual purchase intention regarding the brand.

Significance of the Study

The study's significance is premised on the following perspectives:

Much has been reported in the literature with regards to the effectiveness or otherwise of celebrity advertising. Many studies have been reported focusing on a comparison of celebrity and non-celebrity advertisements to determine their effectiveness. But not much has been reported about studies focusing on the moderating role of celebrity advertising in low and high involvement situations. This study, therefore, will extend the present frontier of knowledge on the role or influence of the celebrity endorser in consumer behaviour.

Similarly, the study's significance lies in its consideration of the three principal dimensions to the measurement of consumer behaviour. These principal dimensions are treated in this study as the study's major dependent variables, message appeal, brand attitude, and purchase intention. This study's findings will therefore contribute to findings of similar studies (Atkin and Block, 1991; Kamins, 1990; Tripp et al, 1994; Ohanian, 1991; Petty, Cacioppo and Schumann, 1983; Till and Busler, 1998; Baker and Churchill, 1977; Renton, 2006; MEC Study, 2010) that have considered, either separately or together, the three consumer-related attributes cum variables.

Also, the study is significant because all the identified dimensions to the problem of this study are underpinned by theoretical postulations, predictions or implications. Hence, the study will contribute to findings of studies conducted to test or validate postulations or predictions of such theories like the Elaboration Likelihood Model of Persuasion, the Cognitive Response Theory, The Consumer Involvement Theory and The Agenda Setting Theory of the Mass Media.

Another major significance of the study is its examination of the influence of celebrity advertising on brand salience, a concept which has often been neglected in favour of concepts like brand awareness, brand attitude, brand image and brand equity (Romaniuk and Sharp, 2004). Brand salience refers to whether or not consumers recall the particular brand first before any other brands in the same category during a given buying situation. The study's examination of brand salience as a possible consequence of celebrity endorsement through advertising represents one of the efforts of marketing researchers to examine empirically, the contribution of the concept to the understanding and prediction of buyer behaviour. Hence, this constitutes one of the study's contributions to knowledge. Also, the examination of brand salience from the perspective of the Agenda Setting Theory of the Media, in this study, provides a platform to further ascertain the predictive value of the theory. This, perhaps, constitutes the most significant theoretical contribution of the study to the frontier of knowledge.

Another major significance of this study is its helping to bridge the gap in knowledge occasioned by the paucity of studies examining advertising effectiveness in Nigeria from the perspective of celebrity endorser influence. This study is designed to measure this influence from three dimensions: message appeal, brand attitude and purchase intention. Evidence of dearth of studies on the effectiveness of celebrity advertising in Nigeria is reflected in the submission of Chris Doghudje (former Chairman of Advertising Practitioners Council of Nigeria, APCON and publisher, AD News) in a personal interview with this researcher. Responding to the question bordering on his awareness of any study or studies conducted in Nigeria on the effectiveness or otherwise of celebrity advertising or the use of celebrity advertising, Doghudje (personal interview, March, 2009) observed that, apart from consumer research initiated by companies like Unilever Plc (formerly Lever Brothers) that have maintained a brand policy (spanning over three decades) of using celebrities to promote its products, particularly, the Lux soap, as well as others in recent time, like Chi Nigeria Limited, Globacom etc, no major studies with findings meant for general consumption have

been conducted on the effectiveness or otherwise of celebrity endorsement of products, particularly through advertising campaigns. Since the company-initiated findings are brand-specific and their findings are meant mainly for the fine-tuning of the promotional strategies and tactics of particular brands in the sponsoring companies' portfolio, Doghudje (2009) is of the opinion that there is a need for studies, either from members of the academia or initiated by practitioners in the advertising or marketing communication industry in Nigeria that would gauge advertising effectiveness from the perspective of celebrity endorsements in advertising campaigns. In the words of Doghudje:

No study has been conducted that is meant for general consumption on celebrity advertising, outside client-sponsored marketing research relating to product or consumer. Since 1967 I have been reading Nigerian publications focusing on the advertising industry, but I have not come across anything written on celebrity advertising in form of research findings. I have been operating this place (Zus Bureau) since 1993, and I have not seen or read anything in the advertising industry among my colleagues in form of research done on celebrity advertising: what informed the choice of celebrities as endorsers in advertising campaigns; and what have we derived from celebrity advertising. All these issues are worth writing about (March, 2009).

The foregoing observation of Doghudje and his following submission establish the significance of this study. According to Doghudje:

I think, and strongly believe that members of the academia should take up the challenge of the dearth of research on celebrity advertising in Nigeria. This is necessary to bridge the gap with the western world where members of the academia interface with the industry to conduct industry-related studies for the benefit of the industries (March, 2009).

Similarly, the observation and submission of May Nzeribe, another past chairman of APCON, also strengthen the significance of this study. Nzeribe, also in a personal interview with the researcher (April, 2009) observed that there is a dearth of recall studies that relate to the effectiveness of celebrity advertising in Nigeria. According to him, "the advertising

industry stakeholders are intellectually lazy in terms of providing reports from studies related to the audience of celebrity advertising campaigns” (April, 2009).

And, like Doghudje, the following submission of Nzeribe, makes the findings of this study to be significant. According to Nzeribe (April, 2009):

From the academic angle, there is a scarcity of records of studies relating the influence of celebrity advertising to message recall, brand preference and purchase.

Furthermore, apart from the study helping to fill the vacuum in celebrity advertising studies in Nigeria, scholars and practitioners in the advertising industry as well as advertisers will benefit greatly from the outcome of this study. The study is expected to generate data that will provide advertising practitioners and advertisers with information on the utility or suitability of celebrity endorsement, particularly through advertising, in the promotion of different types of products and services. More specifically, the findings from this research will be significant to advertising practitioners because it will provide an insight into the appropriateness or otherwise of celebrity endorsement as an executional technique, considering the nature or type of product or service to be advertised which will influence the type of information processing strategy consumers will adopt in attending to the advertisements of such products and services.

Scope/ Delimitations of the Study

In terms of scope, this study confined itself to obtaining information on celebrity-related endorsements of brands and services through advertisements from middle class consumers in Lagos State. The study, however, did not include endorsement advertisements focusing on authority figure or professional expert as well as the typical consumer which are the two other principal types of endorsement or testimonial technique used in advertising campaign execution.

Also, the study was delimited to middle class consumers out of different categories of consumers as the principal study population. The choice of middle class consumers for the study is informed by the researcher’s consideration of individuals in this socio-economic stratum as a vital link between the upper class and the lower class, and as such, to a great extent, possess certain habits common to the two groups in terms of the purchase of high-priced (i.e. infrequently purchased up-class, luxury and durable products like automobiles,

digital television sets, up-scale electrical gadgets etc) and low-priced (i.e. frequently purchased mass produced, mass consumable low-priced convenience products like fruit juice drinks, seasonings etc) products, two product types which this study focused on.

Furthermore, the study was delimited to Lagos State for the reason that:

The state has the highest concentration of advertising or marketing communication agencies or companies which prepare, produce and launch celebrity advertising campaign materials in scheduled conventional and interactive advertising media, on behalf of their clients (i.e. the advertisers); the state has a very high concentration of home video celebrities, making the state their professional base, while Nollywood, the unofficial (unregistered) name for the home video industry in Nigeria has its strongest base and membership in the state; and Lagos State has a daily influx of people from other parts of the country, which makes it a mini Nigeria and a place with very high demand for all types of product, both high-priced and low-priced. (Tradeinvest Nigeria, 2010; Owomero, 2007; Abone, 2007 & Presh.com, 2007; Akinfeleye, 2011).

Furthermore, this study was not designed to investigate the actual persistence or the enduring nature of the brand attitude formed or developed by middle class consumers towards an endorsed brand of high-priced or low-priced product. This could also form the basis for a future study in celebrity advertising. Rather, this study was intended to investigate or examine mainly middle class consumers' views, beliefs or personal evaluations of their inclination to form or develop (or the likelihood of their forming or developing) such persistent or enduring attitudes towards an endorsed brand of high-priced or low-priced product. This was considered as a consequence or result (i.e. a dependent variable) of the presence of, or endorsement by a celebrity (i.e. an independent variable) featured in the advertisement of such a brand.

Again, this study was not designed to investigate the actual nature of the relationship between the pre-existing or pre-exposure beliefs of middle class consumers about an endorsed brand of high-priced or low-priced product and their attitude or disposition towards the brand after exposure to its celebrity advertisement. This could also form the basis for a future study in celebrity advertising. Rather, this study was intended to investigate or examine mainly middle class consumers' views, beliefs or personal evaluations of the influence of the celebrity endorser as well as product claims (i.e. brand selling points) in the relationship between their

pre-exposure brand beliefs and post exposure brand attitudes with respect to high-priced and low-priced products.

Finally, this study was not designed to investigate the actual nature of the relationship between the level of confidence of middle class consumers in what they know about an endorsed brand (i.e. brand knowledge) of high-priced or low-priced product and their attitude or disposition towards the brand after exposure to its celebrity advertisement. This could also form the basis for a future study in celebrity advertising. Rather, this study was intended to investigate or examine mainly middle class consumers' views, beliefs or personal evaluations of the influence of the celebrity endorser as well as product claims (i.e. brand selling points) in the relationship between their confidence in their knowledge of an endorsed brand of high-priced or low-priced product and their attitudes towards the brand. The study was also intended to investigate middle class consumers' views, beliefs or personal evaluations of the influence of the celebrity endorser as well as product claims (i.e. brand selling points) in their level of confidence in what they know about an endorsed brand of high-priced or low-priced product (i.e. brand knowledge) after their exposure to its celebrity advertisement.

Operational Definition of Terms

Celebrity: This is used in this study to mean an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements and expertise in a chosen professional field or practice. It refers to a widely-recognized or famous person who commands a high degree of public and media attention.

Celebrity Endorsement: This is used in this study to mean the appearance of a celebrity in an advertisement attesting to the quality, or validating the attributes, selling points or utility values of a brand of a particular product in a category.

Celebrity Endorser: This is used in this study to mean an individual who enjoys public recognition on account of his or her professional calling, and who by appearing in the advertisement of a particular brand, brings this quality to bear in facilitating consumers' positive disposition towards the advertising message or information about the brand's selling points, the endorsed brand as well as consumers' behavioural disposition to purchase the

brand. The celebrity endorser does this by validating or testifying to the authenticity of the brand's utility values or selling points (or product claims)

Product Claims: This is used in this study to mean the brand information or peculiar selling points or proposed benefits a brand promises to provide consumers on purchase and use.

Message Arguments: This is used synonymously in this study to refer to everything associated with a brand's product claims. It refers to claims made by a brand regarding its ability to satisfy particular needs of target consumers.

Message Appeal: This is used in this study to mean consumers' conviction about the believability or otherwise of content of the message (or brand information) in an advertisement, as well as credibility or otherwise of the source of the advertising message. It also depicts consumers' evaluation of the advertisement's informativeness, which is, providing salient or relevant information with respect to particular need(s) of target consumers.

Brand Attitude: This is used in this study to mean consumers' prevailing dispositions or feelings (i.e. their beliefs, or conviction) towards a brand as being able or unable to produce favourable consequences or experiences after consumption. That is, brand attitude refers to consumers' conviction about a brand's ability or inability to provide expected benefits or fulfill their needs or desires. In other words, brand attitude determines what a consumer thinks about the brand linked to that attitude.

Purchase Intention: This is used in this study to mean consumers' judgment or evaluation of how they will act or behave towards a particular brand in terms of purchase. It refers to consumers' decision on brand choice or their decision to purchase or buy a particular brand in the immediate situation or in the near future. In other words, purchase intention refers to likelihood that a consumer will buy a particular product or brand or take purchase-related action based on his or her perception and evaluation of the advertising message as well as his or her attitude towards the brand and the company which produces it.

Brand Preference: This is used in this study to mean the extent of consumers' attitudinal and behavioural disposition towards individual brands in a product category. It refers to

consumers' positive feelings (brand attitude) and decision to buy (purchase intention) the most preferred brand out of similar substitute brands in a particular product category.

Brand Salience: This is used in this study to mean the level of consciousness of a brand in the mind of consumers or its importance in meeting certain need(s) of consumers relative to other substitute brands in the same product category. It refers to the top-of-the-mind consciousness or awareness of a brand relative to other substitute brands among consumers in meeting particular needs.

Middle Class Consumers: This is used in this study to mean individuals in the middle socio-economic group(s) between the age bracket of 25 and 50 years who are fairly educated with university degrees and other qualifications, or who have undergone professional training in specialized disciplines, and are gainfully employed either as salaried workers in management positions or self-employed. These include individuals with income below N1, 000,000 per annum, those with an annual income between N1, 000,000 and N2, 000,000 and those with an annual income above N2, 000,000. The level of education, professional training and income of such individuals make them to be the most economically active and virile segment of the population. Hence, they have a very high purchasing power to buy high-priced and low-priced products. Their academic qualification and professional training qualify them to serve as feeder group to individuals in the upper class (A and B) as well as aspirational group or opinion leaders for the lower class (groups D and E), that is, adolescent and youthful segments of the population.

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews existing literature relevant to the present study. The review is done under the following sub-headings:

1. Conceptual Review
 - Celebrity Advertising
 - Theoretical Development of Celebrity Endorsement
 - Fundamentals of Celebrity Product Endorsement
 - Celebrity Advertising in Nigeria
 - The Concept of Involvement
 - Conceptual Framework
2. Empirical Review
 - Nigerian-based empirical studies relevant to celebrity endorsement and consumer behavior
 - Foreign-based empirical studies relevant to celebrity endorsement and consumer behavior as well as celebrity endorser selection process
3. Theoretical Framework
 - Agenda-Setting Theory of the Media
 - Elaboration Likelihood Model of Persuasion
 - Cognitive Response Theory
4. Summary and Conclusion

Conceptual Review

This section of the chapter presents a review of concepts related to the subject matter of the study.

Celebrity Advertising

For over a long period of time, celebrity endorsement has been an attraction to the marketing profession and marketers. Throughout history, key people in the areas of sport, entertainment and popular culture have been elevated to celebrity status. But it was only in the twentieth

century that the celebrity phenomenon truly permeated society, media and culture (Agrawal and Kamakura, 1995). Through their public manifestations, celebrities hold certain meanings in the eyes of the receiving audience.

A celebrity endorser is “an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed” (Friedman and Friedman, 1979:63). The widespread and persistent use of celebrities in advertising suggests that they are worth the cost associated with hiring them (Agrawal and Kamakura, 1995). Advertisers have long been using endorsements as a promotional strategy to communicate product attributes (Kamins, 1990). The use of celebrity endorsers in advertising is aimed at increasing message persuasiveness and its practice dates back to the 1980s. In the mid-1990s, it was estimated that as much as 20 percent of American network television advertising uses celebrity endorsers (Miciak and Shanklin, 1994).

Marketing has sought to use the varied meanings personified by celebrities to assist the achievement of certain advertising objectives (Agrawal and Kamakura, 1995). Supporting the use of celebrities in an advertising context is the belief that the profile and attributes of the celebrity both draw attention to the messages he or she delivers and, through a rub-off effect, transfer image value to those messages. Marketers, as pointed out by Kamins and Gupta (1994) find the use of celebrities in their advertising campaigns to be highly effective when seeking to intrude into consumers’ consciousness and to deliver particular messages based on image. Such campaigns are used in a marketing context, as a form of persuasion, to attract customers, to promote political and social causes and to sell diverse products or services (Miciak and Shanklin, 1994).

Cooper (1984) indicates that the key to using celebrity in an advertising is to ensure that the celebrity is well-known enough to get attention, but also will not upstage the product; the product and not the personality has to be the star. One way in which celebrities attract the attention of consumers is by the meanings the celebrity brings to the brand he or she is endorsing, which McCracken (1989) described as the Meaning Transfer Model. According to the model, celebrities’ effectiveness as endorsers of products and services stem from the cultural meanings in which such products or services are endorsed. It is a three stage model that states the transfer starts at the formation of celebrity image which is then transferred from the celebrity to the product, and finally from the product to the consumer. Distinctions of status, class, gender, age, lifestyle types, and personality types are examples of meanings represented by the vast pool of celebrities advertisers have at their disposal (McCracken,

1989). Consumers can perceive these meanings in different ways. Three documented ways that consumers relate to the meanings that the celebrities can occupy are compliance, identification, and internalization (Kelman, 1956).

Compliance can occur when an individual accepts influence from another person or from a group because he hopes to achieve a favourable reaction from them (Kelman, 1956). The individual may be interested in attaining certain specific rewards or avoiding certain specific punishments that the influencing agent controls (Kelman, 1956). The influencing agent can be the celebrity, and the consumer may be complying with them so he can feel that he has approval of his purchase. When the individual complies, he does what the controlling agent wants him to do or what he thinks the controlling agent wants him to do because he sees this as a way of achieving a desired response from the controlling agent (Kelman, 1956).

Identification can occur when an individual adopts behaviour derived from another person or group because this behaviour is associated with a satisfying self-defining relationship to this person or group (Kelman, 1956). The individual actually attempts to be like the other person; by saying what the other says, doing what the other does, wearing what the other person wears, the individual maintains a relationship that is self-satisfying (Kelman, 1956). In this case the person is buying something because he sees the celebrity wearing or promoting it and wants to be just like that celebrity. The consumer thinks that if he/she buys that specific product he/she will either look like or become like the celebrity. Physical attractiveness is one of the main elements found in this process. The individual is not primarily concerned with pleasing others, as in compliance, but is concerned with meeting the controlling agent's expectations for his own role performance (Kelman, 1956). Individuals accept influence from an attractive/likeable endorser because of a desire to identify with that person (Kamins and Gupta, 1994).

Internalization can occur when an individual accepts influence because the induced behaviour is congruent with his value system (Kelman, 1956). It is the content of the induced behaviour that is intrinsically rewarding (Maddox and Rogers, 1980); the individual adopts it because he finds it useful as the solution of a problem, or because he perceives it as inherently conducive to the maximization of his values (Kelman, 1956). Credibility is a major factor here. Typically, when this process occurs, the individual will not totally accept the recommendations, but will modify them to fit his own situation (Kelman, 1956). The consumer here will look to the celebrity for expertise, and if he feels that the celebrity is knowledgeable enough he will buy the endorsed product. Advertising using celebrity

endorsers must match-up the celebrity's image with the image of the product advertised because that makes the message easier for the consumer to internalize (Kamins and Gupta, 1994). Various types of endorsements by spokespersons attempt to project a credible image to influence consumers favourably toward the product being advertised; those perceived as a credible source have such intrinsic attributes as trustworthiness, expertise, and attractiveness (Dholakia and Sternthal, 1977). It is this process where McCracken's Meaning Transfer Model is best formed because information from the spokesperson is internalized with the individual's own attitudes and values (Kamins and Gupta, 1994).

A study conducted by Romer (1979) demonstrated that identification and internalization are independent processes with separate determinants and separate consequences and that attraction toward like things is a function of both identification and internalization. He found that respondents that had positive attitudes also thought the communicator was trustworthy and were attracted towards others who agreed with their position; the more the respondents agreed with the position, the more trusted the communicator and the more attracted they were to others who agreed with them, thus proving that identification and internalization are independent processes. It also proves that attraction of like things is affected by both identification and internalization. These two processes independently mediated attitude change.

All three processes are relevant to the way consumers buy products. How the consumer relates to the celebrity, to the ad, and to the product itself will determine which product they purchase. The celebrity has many roles when endorsing a product; he/she can act as an expert, a spokesperson, a promoter, or "just be a pretty face" (Erdogan et al., 2001), adding equity (value) to the brand and enhancing the brand's competitive position (Till, 1998). Thus, celebrity's stamp of approval can bring added value to a brand's equity and can create an emotional bond, if the fit is right (Bradley, 1996).

Theoretical Development of Celebrity Endorsement

Theory behind the selection of celebrity endorsers has attracted a considerable amount of academic and professional interest. Carl I. Hovland and his associates laid the foundations for this research agenda in the early 1950s with the development of the Source Credibility Model (Hovland, Janis and Kelley, 1953; Hovland and Weiss, 1951). Following the initial Source Credibility Model, three additional models have been proposed; the Source Attractiveness

Model (McGuire, 1968), the Product Match-Up Hypothesis (Kahle and Homer, 1985; Kamins, 1990), and the Meaning Transfer Model (McCracken, 1989).

The first of these models, the Source Credibility Model, contends that the effectiveness of a message depends on perceived levels of expertise and trustworthiness of an endorser (Hovland and Weiss, 1951; Hovland et al., 1953; Ohanian, 1991). Information from a credible source (e.g. celebrity endorser) can influence beliefs, opinions, attitudes, and/or behaviour through a process called internalization, which occurs when receivers accept a source influence in terms of their personal attitude and value structures (Kelman, 1961). Trustworthiness refers to the honesty, integrity, and believability of an endorser as perceived by the target audience.

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the perceived level of knowledge, experience, or skills possessed by an endorser (Hovland et al., 1953). A celebrity who also appears to be an expert has been found to be more persuasive and can generate more intentions to make purchase decisions or donate money (Ohanian, 1991).

The Source Attractiveness Model contends that the effectiveness of a message depends on the similarity, familiarity, and likeability of an endorser (McGuire, 1968). Similarity is defined as a supposed resemblance between the source and the receiver of the message, familiarity as knowledge of the source through exposure, and likeability as affection for the source as a result of the source's physical appearance and behaviour.

The Product Match-Up Hypothesis literature maintains that the celebrity's image and the image of the product should be congruent for effective advertising (Kahle and Homer, 1985; Kamins, 1990; Kamins and Gupta, 1994). The determinant of the match between celebrity and brand depends on the degree of perceived "fit" between brand and celebrity image (Misra and Beatty, 1990). Advertising a product or service through a celebrity whose image is highly congruent with organization leads to a greater celebrity believability compared with a situation in which there is low congruence (Kamins and Gupta, 1994).

According to McCracken (1989), celebrity endorsements are special examples of a more general process of meaning transfer. In this process, there is a conventional path for the movement of cultural meaning in consumer societies. This process involves three stages: the formation of celebrity image, transfer of meaning from celebrity to product, and finally from product to consumers.

Fundamentals of Celebrity Product Endorsement

Putting the foregoing review in a holistic context, the fundamentals of celebrity-product endorsement are presented in this section of the chapter from the following perspectives:

- I. Factors characterizing celebrity-product endorsement
- II. Reverse effects of celebrity endorsement and brand image
- III. Celebrity-product endorsement contingencies
- IV. Benefits of using celebrity endorsement
- V. Risks involved in celebrity endorsement
- VI. Methods for risk reduction in celebrity endorsement
- VII. Management implications for effective use of celebrity endorsers

Factors characterizing Celebrity-Product Endorsement

Examining extant literature in marketing communications, Seno and Lukas (2007) identify five different factors that characterise celebrity product endorsement. They divide these factors into two distinct categories: source-based factors and management-based factors. Source-based factors which are celebrity attributes that are controlled by the celebrity alone are identified by Seno and Lukas (2007) to include celebrity credibility (Goldsmith, Lafferty & Newell, 2000; Ohanian, 1990) and celebrity attractiveness (Langmeyer & Shank, 1994). On the other hand, management-based factors are activities that are executed by the managers of the celebrity-product relationship, making such factors non celebrity attributes. Seno and Lukas (2007) identify these factors to include celebrity-product congruence (Kamins, 1990; Kamins and Gupta, 1994), celebrity multiplicity (Hsu and McDonald, 2002) and celebrity activation (Till and Shimp, 1998).

Source-based Celebrity Endorsement Factors

As identified by Seno and Lukas (2007), these include celebrity credibility and celebrity attractiveness.

Celebrity Credibility

Celebrity credibility is identified to affect the image of an endorsed brand (Seno and Lukas, 2007). Goldsmith, Lafferty and Newell (2000) define celebrity credibility as the extent to which a celebrity is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject.

Expertise and trustworthiness, as noted by Seno and Lukas (2007), are the principal ingredients of celebrity credibility. They assert that when consumers evaluate the expertise and trustworthiness of a celebrity, they reflect on the validity of the assertions made by the celebrity (expertise) and their confidence in the celebrity's intent to represent the most valid assertions (trustworthiness). The implication of this, according to Seno and Lukas (2007) citing Ohanian (1990), is that the more favourable a consumer's perception of these credibility ingredients is, the more the celebrity endorser is seen to be a credible source of product information and a credible representation for a brand. Seno and Lukas (2007) also reported Goldsmith et al (2000) as concluding, after a review of literature on source credibility, that a source's perceived credibility has a positive impact on the products with which the source is associated, in terms of persuading consumers and influencing consumer attitudes. As an explanation for this effect, Seno and Lukas (2007) contend that credible sources are simply more believable and consequently, the meaning they convey is believable. And putting their contention within the context of brand image, Seno and Lukas (2007) posit that the more credible the celebrity, the more the image of the endorsed brand will benefit from the endorsement of the celebrity.

Celebrity Attractiveness

As another source-based factor characterizing celebrity-product endorsement, Seno and Lukas (2007) consider celebrity attractiveness to be a brand image driver. Taking a cue from Langmeyer and Shank (1994), Seno and Lukas (2007) conceptualise the celebrity attractiveness construct to include not only physical beauty (i.e. physical attractiveness) but also non physical beauty, such as sportsmanship, charm, grace and intelligence. An attractive celebrity, according to Kamins (1990), is likely to be a potent source of brand image because of the dual benefit of their celebrity status and attractiveness. Research investigating physical attractiveness, according to Seno and Lukas (2007), reveal that physically attractive

celebrities have a positive effects on the products and brands with which they are associated. For example, Joseph (1982) was reported to have contended, after a comprehensive review of literature, that physically attractive celebrities have a positive effect on evaluations and opinions about a product (Seno and Luaks, 2007).

Similarly, while Kahle and Homer (1985) were reported to have found that the celebrity's physical attractiveness can enhance the recall of brand promises and the likeability of a brand, Till and Busler (1998) were reported to have concluded that the use of an attractive spokesperson has a positive effect on consumer attitudes towards a brand (Seno and Lukas, 2007). The most plausible explanation proffered for these findings is that attractive sources tend to get more attention than less attractive sources and, consequently, are able to convey meaning effectively (Seno and Lukas, 2007). And putting the findings within the context of brand image, Seno and Lukas (2007) posit that the more attractive the celebrity, the more the endorsed brands image will benefit from endorsement by the celebrity.

However, going by the source attractiveness model perspective (Kelman, 1961) attributes of celebrity attractiveness go beyond physical attractiveness encompassing other attributes such as similarity, familiarity and likeability (Belch & Belch, 2001; Johansson & Sparredal, 2002; Chabo & Saoumo, 2005). Source attractiveness, according to Chabo and Saoumo, (2005) and Ohanian, (1990), is more related to physical attributes of similarity, familiarity and likeability which are important in an individual's initial judgment of another person.

Similarity, as noted by Belch and Belch (2001), is a supposed resemblance between the source and the receiver of the message. Consumers as individuals, observed Johansson and Sparredal (2002), Chabo and Saouma (2005) as well as Belch and Belch (2001), are more likely to be (or are more easily) influenced by a message coming from someone with whom they feel a sense of similarities or share certain attributes. Ohanian (1990) affirms that similarity can be measured if the communicator and receiver have similar needs, goals, interest and lifestyle. This suggests that if the celebrity endorser and receiver have similar needs, goals, interests and lifestyles, the position advocated by source or endorser is better understood and received (Kelman, 1961; Johansson & Sparredal, 2002). Furthermore, as noted by Belch and Belch (2001), similarity is also used to help advertisers create a situation where target consumers feel empathy for the source in, especially slice-of-life commercials. Hence, this empathy can help advertisers establish a bond of similarity between the celebrity endorser and target receivers, thereby increasing the source's level of persuasiveness. This

constitutes the reason, as observed by Belch and Belch (2001), why many advertisers feel that the best way to connect with consumers is by using regular-looking everyday people with whom the average person can easily identify.

Familiarity, according to Belch and Belch (2001) can be considered as the level of knowledge a celebrity possesses of a brand. The authors assert that when an advertiser considers choosing a celebrity endorser for its advertising campaign, the advertiser needs to analyse the previous knowledge a celebrity has or how he or she will utilize his or her knowledge during his or her endorsement of the brand of product in the advertisement.

Likeability, according to Belch and Belch (2001), can be considered as the affection target receivers have for the source as a result of physical appearance, behaviour or other personal traits. This tends to suggest that the celebrity endorser's physical attractiveness is a partial determinant of his or her attribute of likeability. The attribute of likeability, as noted by Belch and Belch (2001) informs the using of admired celebrity endorsers such as athletes, television and movie stars, musicians and other popular public figures by advertisers in their advertising campaigns. The authors further observe that advertisers use celebrity endorsers because they are considered to have stopping power, which means that a celebrity can be a very useful tool to draw attention to advertising messages in much cluttered media environment. Since, according to Belch and Belch (2001), a popular celebrity who is well liked will favourably influence target consumers' feelings, attitudes and purchase behavior; advertisers, therefore, believe that celebrity endorsers can enhance the target consumers' perceptions of the advertised product in terms of image and performance.

In effect, source attractiveness affects target receivers in the sense that they are identifying themselves with the celebrity endorser (Belch & Belch, 2001). It is the contention of Ohanian (1990) and Belch and Belch (2001) that source attractiveness also motivates target receivers to seek some type of relationship with the source or celebrity endorser with a view to adopting similar beliefs, attitudes, preferences or behaviour. This suggests that if a celebrity changes a position, the target receiver might be expected to follow and adapt to the new position, since the main purpose of source attractiveness is to make a target consumer feel a part of the celebrity endorser as well as the advertiser and the endorsed brand (Belch & Belch, 2001; Ohanian, 1990).

Management-based Celebrity Endorsement Factors

As identified by Seno and Lukas (2007), these include celebrity-product congruence, celebrity multiplicity and celebrity activation.

Celebrity-Product Congruence

As the first of the three management-based factors identified to influence brand image, Seno and Lukas (2007) define celebrity-product congruency (or match-up) as the consistency between the characteristics of a celebrity endorser and the attributes of the product he or she endorses. Seno and Lukas (2007) observe that while there is dearth of studies focusing explicitly on the brand image outcomes of celebrity-product congruence, several studies have relied on congruency effects to explain outcomes such as spokesperson credibility and attitude towards the advertisement (Kamins, 1990), perceptions of higher believability of the spokesperson and product attitudes (Kamins and Gupta, 1994), as well as brand recall and affect towards the brand advertised (Misra and Beatty, 1990). These study outcomes are reported to benefit from a fit between the endorsed product and the celebrity endorser (Seno and Lukas, 2007; Kamins, 1990) where there is a match up between the characteristics of the product (e.g. beauty-related product) and the celebrity endorser (e.g. physically beautiful celebrity). The explanation for the expected outcome of the celebrity-product attribute congruence, according to Seno and Lukas (2007), as is that the greater the perceived fit between the relevant product attributes and characteristics of the celebrity, the more quickly an associative link can be established between the two by target consumers.

Based on the foregoing explanation, Seno and Lukas (2007) posit that both celebrity endorser image and brand image serve as mediators in the equity-creation process of celebrity-product endorsement. Consequently, information that is linked to the celebrity can be better integrated with information linked to the endorsed product by target consumers. Extending this reasoning, Seno and Lukas (2007) contend that it is plausible to assume that if the relevant characteristics of the celebrity endorser match the relevant attributes of the endorsed product, then the meanings conveyed by the characteristics of the celebrity endorser and the attributes of the endorsed product should combine more effectively to contribute to a desired brand image.

Furthermore, Rawtani (2010) provide parameters that can be used by advertisers to determine proper compatibility between the prospective celebrity endorser's image and image of the

brand to be endorsed. These include: celebrity's fit with the brand image (i.e. celebrity's fit with the advertising idea), celebrity-target audience match, celebrity's associated values, costs of acquiring the celebrity, celebrity-product match, celebrity controversy risk, celebrity popularity, celebrity availability, celebrity physical attractiveness, celebrity credibility, celebrity prior endorsement, whether celebrity is a brand user and celebrity profession.

Celebrity multiplicity

Celebrity multiplicity or multiple celebrity endorsement, another management-based factor also identified to influence brand image, is defined as the management practice of employing multiple celebrities who complement each other in terms of meaning that they transfer to a brand (Seno and Lukas, 2007; Hsu and McDonald, 2002). While observing that few studies were conducted in the area of multiple celebrity endorsement, Seno and Lukas (2007) reported on the study of Hsu and McDonald (2002) which shows that using multiple celebrities to endorse a product can have two outcomes in relation to the transfer of meaning. The first outcome is the transfer of a wide range of meanings to the product, provided that the celebrity endorsers bring a diverse set of characteristics to the endorsement process. The second outcome is the transfer of a particular, reinforced meaning to the product, provided that the celebrity endorsers have relevant characteristics in common. Consequent upon these outcomes, Seno and Lukas (2007) submit that the number of celebrities that an advertiser decides to use to endorse a product can affect the image of the endorsed brand. Specifically, according to Seno and Lukas (2007), if the celebrities complement each other with the variety of their meanings, then an increase in their number may well increase the scope of the meaning transfer to the brand. Conversely, if the celebrities complement each other in terms of the same meaning, then an increase in their number is likely to reinforce the transfer of a particular meaning. Putting the two outcomes succinctly, Sliburyte (2009) submits:

Provided that multiple celebrity endorsers are different, their characteristics and thus the symbolic meanings they transfer become complementary. In this case, the product or brand promoted is expected to acquire a wider spectrum of transferred meanings. Conversely, when celebrity endorsers are perceived to possess manifest similarities, that is to say, when they duplicate rather than complement one another, their meaning transfers to the product or brand are likely to be stronger (p.1335).

Furthermore, Erdogan, Baker and Tagg (2001) identify benefits of multiple celebrity endorsement to include building credibility for the endorsed brand, fostering trust and drawing attention toward the endorsed brand, both of which may translate into increased brand sales. Erdogan, et al (2001) submit that, because people differ in attitudes, values, cognitive styles and personality, which are functions of age, gender, socio-economic class and ethnic origin, marketers wishing to use multiple celebrity endorsers need to carefully select those whose demographics appeal to their target audience. Erdogan et al (2001) provide fundamental ground rules to follow to ensure effective adoption of multiple celebrity endorsement. These include that the advertiser should: clearly articulate the brand promise and the brand personality; freeze the communication objectives for the advertising campaign; focus on the synergy between the brand and the celebrities' image; and establish explicitly what the celebrities are going to communicate.

Similarly, Till and Busler (2000) identify benefits of multiple celebrity endorsement to include establishing credibility, attracting attention, showcasing associative benefit, establishing a psychographic link, establishing a demographic link and spurring mass appeal. Redenbach (2005) also identifies transfer of positive brand images as well as positively affecting consumer response dispositions toward endorsed products as some of the benefits associated with multiple celebrity endorsements. On the flip side of multiple celebrity endorsement, Silvera and Austad (2004) identify associated risks to include negative publicity, overshadowing, overexposure, overuse, extinction, and financial risk.

Celebrity Activation

Celebrity activation, the third management-based factor identified to influence brand image, is defined by Seno and Lukas (2007) as the management practice of singling out celebrity activities and achievements (e.g. socially desirable behavioural conduct, life-changing events or changes in fortune) and communicating the information to the brand's target market (i.e. target consumers) for brand-development (or ongoing brand-management) purposes. Putting the definition in a similar perspective, Sliburyte (2009) describes celebrity activation as the occupation and achievements, public activities, dramatic personal experiences, landmark successes and failures of a celebrity, as well as the repercussions of the celebrity's antecedents in the society at large. Linking this definition with brand endorsement, Sliburyte (2009) defines celebrity activation in terms of how a celebrity is perceived and appraised in

the public sphere and how this, in turn, brings to bear on the brand which he or she represents.

Seno and Lukas (2007) reported several studies (e.g. Till and Shimp, 1998) as suggesting that when a brand becomes associated with a celebrity through the endorsement process, information regarding that celebrity's activities and achievements can transfer to the brand and have an effect on its image. This means, according to Till and Shimp (1998), as reported by Sliburyte (2009), that in the course of the endorsement process, when a celebrity and the brand he or she endorses are presented in repeated advertised pairings, consumers forge associative links between the two entities. It is through a network of such links that the information associated with the celebrity and his or her achievements can be transferred to the image of the endorsed brand. To leverage this effect on the endorsed brand, Seno and Lukas (2007) suggest to brand managers, measures involving screening out less favourable information and/or selectively communicating appealing information to the brand's target consumers. In other words, to reinforce the celebrity activation effect on the endorsed brand, brand managers should, according to Sliburyte (2009), limit the spread of the negative information potentially detrimental to the endorsed brand, as well as proactively apply the communication tools aimed at sustaining the connection with target consumers. These measures, as noted by Seno and Lukas (2007), when taken would mean "activating" the celebrity for the benefit of the endorsed brand.

Evidence for the expected effects of celebrity activation on the image of an endorsed product is reported by Seno and Lukas (2007) and Sliburyte (2009) to be provided by Farrell et al (2000) who found that the professional success of a celebrity endorser, if published by the advertiser, improved consumer brand-evaluations of the endorsed product (measured as excess returns for the endorsed brand). On the strength of the finding of Farrell et al (2000), Seno and Lukas (2007) posit that the more a celebrity endorser is activated, the more the endorsed product's brand image will benefit from endorsement by the celebrity. In a similar vein, Sliburyte (2009) contends that the more a celebrity endorser excels in his or her professional undertakings – if consumers are duly informed about it – the more conspicuous his or her positive influence on the endorsed brand becomes.

Furthermore, on the celebrity and brand image relationship, Seno and Lukas (2007) are of the view that endorsed brands can also transfer meaning to celebrity endorsers, just as celebrities can transfer meanings to endorsed brands. Noting the dearth of studies on such reciprocal

effects, the researchers contend that, to the extent that an endorsed product's brand image has certain attributes (such as elegance or professional success), it is plausible that these attributes can be transferred back to the endorsing celebrity. The result, as noted by Seno and Lukas (2007), is likely to be an augmentation of the celebrity's image, particularly from the perspectives of the source-based factors of credibility and attractiveness.

Celebrity Product Endorsement Contingencies

Apart from source-based and management-based factors, other moderating factors have also been identified to influence association between endorsing celebrity and an endorsed brand. Seno and Lukas (2007) identify one central contingency feature, namely celebrity integration into a promotion activity, as one of such factors. Promotion activities such as newspaper/magazine advertisements, billboards, television/radio commercials, or sales promotion events in a shopping centre, are considered important means by which celebrities can be associated with a product in a coordinated fashion (Goldsmith et al, 2000; Meenaghan & Shipley, 1999; Seno & Lukas, 2007).

According to Seno and Lukas (2007), the strength of the perceived association between the endorsing celebrity and the endorsed product will depend on the extent to which the celebrity is integrated into the promotion activity. The researchers reported research evidence as suggesting that the extent of promotional integration is a result of two factors: the format of the celebrity endorsement and the placement of the celebrity endorsement in the promotion. The format of the celebrity endorsement pertains to how the celebrity executes the endorsement in the promotion. This may take the form of a celebrity being required to simply state all the advantages of a product, or alternatively, offer a balanced and thoughtful review of a product's strengths and weaknesses (Seno and Lukas, 2007). The placement of the celebrity endorsement refers to where the celebrity is located in the promotion. For instance, the celebrity may be located in the background of a print advertisement or may be entertaining on a stage in front of a shopping centre audience (Seno and Lukas, 2007).

Rawtani's (2010) identification of different types of celebrity endorsements as categories of celebrity branding puts the two factors of celebrity promotional integration in perspective. Types of celebrity endorsement, as identified by Rawtani (2010) include: *Testimonial* – where the celebrity acts as a spokesperson for the brand; *Imported* – where the celebrity performs a role known to the audience; *Invented* – where the celebrity plays a new original role, *Observer* – where the celebrity assumes the role of an observer commenting on the

brand; and *Harnessed* – where the celebrity’s image is integrated with the advertisement’s storyline.

Similarly, McCracken (1989) provides four modes of celebrity endorsement, three of which reflect the format factor while the fourth reflects the placement factor of celebrity promotional integration. The format-related modes of celebrity endorsement include: *Explicit* mode where the celebrity endorser announces the endorsement of a product such as “I endorse this product”; *Implicit* mode where the celebrity endorser uses verbal or physical communication for the product to suggest indirectly “I use this product”; and *Imperative* mode where the celebrity endorser suggests to the target audience to use the endorsed product such as “You should use this product” (McCracken, 1989). The placement-related mode of celebrity endorsement provided by McCracken (1989) is the *Co-present* mode where the celebrity only or merely appears with the product.

Explaining the implications of the two factors, Seno and Lukas (2007) posit that with regard to the format of celebrity endorsement, a celebrity may be credible, but if the credibility is not presented adequately through the right endorsement message format, then it (i.e. the celebrity’s credibility) will invariably have a limited effect on brand image. Also, brand meaning, according to Seno and Lukas (2007), will not transfer back to the celebrity as effectively when there is a poorly facilitated connection between the celebrity and the endorsed product.

With regard to the celebrity endorsement placement in a promotion, Seno and Lukas (2007) posit that a celebrity may be credible but if he or she is not placed prominently in the promotion, for instance in the foreground of a crowded and lively television advertisement, the celebrity may also have a limited effect on brand image. The researchers are of the view that there is high likelihood that distractions from the brand-celebrity pairing will weaken the endorsement impact of the celebrity. This view of Seno and Lukas (2007) is supported by the study of Till (1998) on television advertisement which shows that an associative link between the celebrity and the brand increases when there is a few or no other competing elements in the advertisement. The study also suggests that the effect of celebrity endorsement misplacement is also likely to stifle the reciprocal transfer of brand meaning to the celebrity endorser (Till, 1998). In effect, the conclusion of Seno and Lukas (2007) is that the integration of a celebrity endorser into a promotional activity is likely to influence the relationship between the endorsing celebrity and the endorsed product.

Benefits of Using Celebrity Endorsement

Extant marketing and consumer behaviour literature have documented perspectives of scholars and researchers regarding the benefits of celebrity endorsement. Sandin and Widmark (2005) identify benefits of using celebrity endorsement to include *increased attention* because celebrities have the capacity to hold viewers' attention and penetrate the clutter of brief and numerous advertising spots that compete for audience attention regarding television and radio commercial; as well as help advertisers to stand out from competition and improve the communicative ability of advertisers by cutting through excess noise in a communication process (Croft, Dean & Kitchen, 1996). The benefits also include *image polishing* because celebrity endorsement can be a good way to polish image of the company since the celebrities' own image known to the public will be transferred to the product thereby giving the product or brand a new image (Erdogan, 1999).

As identified by Sandin and Widmark (2005), the benefits also include *brand introduction* because designing a new product around the personality of a celebrity gives the new product instant personality and appeal. This suggests that when the product is launched, the consumer immediately understands the image of the celebrity and pushes the image over to the product (Dickensons, 1996). The benefits also include *brand positioning* because if the positioning of a product or brand does not work as an advertiser had hoped for, celebrity endorsement can be a good way to reposition the product or brand by giving the brand a new image through the endorser (Erdogan, 1999).

Similarly, Rawtani (2010) looks at celebrity endorsement benefits from the perspectives of the four (4) Qs of celebrity endorsement. These comprise *Quick saliency* – the advertisement cuts through audience consciousness because of the star and his or her attention-getting value; *Quick connect* – the communication or advertising message connects because the celebrity connects; *Quick shorthand for brand values* – the right star or celebrity can actually telegraph a brand message fast without elaborate storytelling; and *Quick means of brand differentiation* – the first brand in a product category that uses a celebrity as its endorser could actually be differentiated effectively in the market by the endorser.

Other benefits accruing to the advertiser from the use of celebrity endorsement in advertising campaigns, as identified in the literature (Rawtani, 2010; Goel, 2009; Rajakaski & Simonsson, 2006; Erdogan, 1999) include: establishment of credibility, ensured attention, PR coverage for advertisers, ensuring higher degree of recall, associative benefit, mitigating a

tarnished image, psychographic connect, demographic connect, mass or universal appeal, rejuvenating a stagnant brand, effective meaning delivery, providing testimony in favour of endorsed brand, helping advertising agency planners to compensate for lack of creative ideas, and source of imitation and hence inducing increased product usage

Additional benefits, as identified, include raising campaign awareness; raising an advertiser's profile and media coverage; attracting new audiences; demystifying campaign issues; mobilizing public opinion and involvement for an advertiser's policy programmes, brand and events; contributing to the repositioning of an advertiser in the public's perception; define or refresh perceptions of the brand; add a new dimension to the brand's image; build consumer's trust in the brand; as well as revitalizing or reinvigorating a long-running advertising campaign (Brooks International Speakers Bureau, 2003).

Risks Involved in Using Celebrity Endorsement

On the flip side, the literature has also documented perspectives of scholars on the risks advertisers are likely to incur in their use of celebrity endorsement in advertising campaigns. Sandin and Widmark (2005) as well as Johansson and Sparredal (2002) identify the risk factors or considerations to include:

Negative Publicity or Negative Celebrity Information: The possibility of negative information or publicity (e.g. drug scandal, rape, murder, fraud, etc) regarding the hired celebrity endorser may lower the evaluation of the celebrity, which in turn reflects back to the endorsed brand through the associative link established between celebrity and advertiser (Till and Shimp, 1998).

Overshadowing or Vampire Effect: refers to target consumers focusing on the celebrity endorser and not on the endorsed brand. This likely occurs where there is no congruency between the celebrity endorser and the brand endorsed resulting in the audience remembering the celebrity and not the brand (Goel, 2009). Similarly, Till (1998) affirms that overshadowing occurs when the celebrity endorser is featured in the presence of multiple other stimuli which all compete to form a link with the celebrity endorser. While the advertiser intends for an associative link to develop between the celebrity and the endorsed brand, overshadowing, according to Till (1998), suggests that the celebrity endorser is most likely to build a link with the most dominating stimulus, which might not be the featured

brand in the advertisement's execution. Hence, Till (1998) advises that the celebrity and the endorsed brand should be the two strongest elements in any advertisement featuring a celebrity endorser.

Overexposure: refers to the simultaneous endorsement of different products by a celebrity through appearance in advertisements of such products resulting in the celebrity endorser being overexposed and consequently undermining the credibility of the endorsed brand as well as that of the celebrity (Johansson & Sparredal, 2002). The reason for this credibility loss, according to Tripp, Jensen and Carlson (1994), is that consumers may question whether the endorser really believes in and uses all the products he or she endorses. Also, Tripp, Jensen and Carlson (1994) contend that overexposure is a common occurrence between highly competing brands and highly recognized and well-liked endorsers. The scholars consider overexposure of celebrity endorsers to be disloyalty to advertisers which, according to them, could lead to many negative consequences. These may include: lowered celebrity credibility and loss of trust in an endorsed brand by consumers, negative consumer attitude toward the advertisement, as well as consumers getting confused and unable to correctly recall brands the celebrity endorser stands for. It is also the contention of Tripp, Jensen and Carlson (1994) that multiple product endorsement presents a situation in which the consumer may have difficulty remembering what brand the celebrity stands for, and may consequently start to question if the celebrity endorser really likes the endorsed brand or is only interested in the money involved in the endorsement deal.

Overuse: refers to an advertiser using different celebrities to endorse a particular brand or product. Overuse is the negative consequence of multiple celebrity endorsement. Tripp, Jensen and Carlson (1994) provide likely reasons for the adoption of multiple celebrity endorsement by advertisers. These include: advertiser's intent on appealing to different market segments through different media and programmes; an advertiser's desire to prevent other advertisers from using a particular celebrity; or an advertiser's strategic move to match any real or perceived advantage from the celebrities signed up by a rival advertiser. Tripp, Jensen and Carlson (1994) identify negative consequences of celebrity overuse arising from multiple celebrity endorsement to include: the likelihood of multiplicity of endorsers blurring the image of the endorsed brand, even where there is target audience overlap across media; and the likelihood of celebrity overuse leading to declined popularity for advertisement featuring celebrities as endorsers as well as endorsed brands.

Extinction: refers to the derogation or decline of the reputation of a particular celebrity after he or she endorsed a particular product or brand. The negative implication of the declining reputation of celebrity endorsers who are currently on an endorsement deal, according to Ziegel (1983), is that the attractiveness that such celebrity endorsers are supposed to bring to the advertiser disappears or erodes. It becomes more damaging to the advertiser's image where such celebrities try to change their image to become famous again. Similarly, as noted by Till (1998), the favourable consumer response enjoyed by a particular brand because of its association with a celebrity may weaken over time, particularly if the brand receives significant exposure (through other communication platforms) without association with the celebrity endorser. This means if an advertiser has signed an endorsement contract that lasts for many years with a celebrity who, over time, experiences declining reputation, the advertiser is stuck with such a celebrity who does not have the same fame and impact on the target audience that he or she used to have (Ziegel, 1983). Inconsistency in the professional popularity of a particularly sport-oriented celebrity endorser is identified as one of the predictors of extinction (Rawtani, 2010).

Financial or Investment Risk: refers to the advertiser's risk of financial investment in a celebrity endorser whose behaviour or action is not controlled by the advertiser (Till, 1998; Shimp, 1997).

Celebrity and Brand Image Incongruence: refers to mismatch between the attributes or image of the celebrity and attributes or image of the endorsed brand (Goel, 2009). Since each celebrity portrays a broad range of meanings involving a specific personality and lifestyle based on his or her attributes, an incongruence or mismatch between a celebrity endorser and an endorsed brand's attributes would suggest wrong set of meanings transferred to the brand by the endorser. This may blur the image of the endorsed brand and reduce the persuasive impact of the celebrity endorser (Goel, 2009).

Celebrity Antecedents: refers to, particularly, past actions of celebrities which can harm or alter their current image (Tellis, 1998). These changes in image, as noted by Tellis (1998), can negatively affect the meanings that advertisers wish to transfer to their brands through the celebrity endorsement.

Celebrity as Non Product User: refers to celebrities endorsing one brand and using another brand of another advertiser. Britney Spears was reported to have endorsed one cola brand but was repeatedly caught drinking another brand of cola on tape (Rawtani, 2010).

Methods for Risk Reduction in the Use of Celebrity Endorsement

Just as benefits and risks involved in the use of celebrity endorsement by advertisers to influence consumer persuasion were documented in the extant literature, methods for the management or reduction of the associated risks of celebrity endorsement, as provided by scholars, were also documented. In general, Tellis (1998) suggests ways by which advertisers can minimize risks associated with use of celebrity endorsement in advertising campaigns. These ways or measures include, among others, that:

- Before selecting celebrity endorsers, advertisers should do a proper screening of available celebrities to ensure they are buying the right celebrity image for their brands to be endorsed. Proper and careful screening of endorsers before signing of an endorsement contract, according to Tellis (1998), could take the form of discussions with prospective celebrity endorsers or conducting an exploratory research of each shortlisted celebrity's lifestyle and behaviour to ensure also that the risks with the celebrity contract, apart from image, are worth the potential risk for damage. This, as noted by Tellis (1998), is particularly imperative since no celebrity is perfect and every celebrity carries the risk of some damaging incident or revelation.
- When signing endorsement contract with prospective celebrity endorsers, advertisers should include a moral clause which, according to Tellis (1998) represents a legal statement that gives an advertiser – the option of terminating a contract with a partial fee or no fee at all, if the celebrity endorser becomes involved in any situation or occurrence which the advertiser, considers reasonably capable of subjecting the celebrity or the advertiser to ridicule, contempt or scandal
- The use of Q-ratings by advertisers is also advised. For effective consumer persuasion through celebrity endorsement, Miciak and Shanklin (1994) posit that target consumers must see the celebrity endorser as a person with credibility and attractiveness as well as an effective media person. The reasoning, as noted by Miciak and Shanklin (1994), is that the more credible and attractive a celebrity is, the more persuasive he or she will be as an endorser. Hence, advertisers are advised to use the Q- rating value to estimate how good their brand is together with a specific celebrity endorser. According to Shimp (1997), to find out how effective an endorser might be, questionnaires are sent out to individuals that are asked to answer two simple questions: 'have you heard of this person?' and "if you have, do you rate him or her;

poor, fair, good, very good or one of your favourites?” The Q-rating is then calculated by dividing the percentage of the total sample that rate the celebrity “as one of your favourite” by the percentage of sample who know the celebrity (Shimp, 1997). Shimp (1997) contends that, while a celebrity may not be widely recognized, he or she can still attain a high Q rating as individuals who do recognize the celebrity also like the celebrity. In contrast, Shimp (1997) contends, a celebrity may be widely recognized but still have low Q rating since the respondents may not like him or her. Q-ratings, according to Rossiter and Percy (1987), are a good way for advertisers to avoid hiring big celebrities that are not popular among their target audience, as well as a good method to filter celebrities for an advertiser.

Scholars’ suggestions on the appropriate methods of handling identified specific risk factors or considerations are as follows:

Negative Publicity or Negative Celebrity Information: Scholars like Tellis (1998) and Till (1998) are of the opinion that the application of a legally-binding moral clause in an endorsement contract can be an effective remedial measure to insulate the advertiser and the endorsed brand from the adverse effects of negative publicity experienced by a celebrity endorser during the period of the endorsement contract. By implication, in such a situation, the advertiser has the option of terminating the endorsement contract with a partial fee or no fee at all depending on the relative bargaining power of the advertiser and the celebrity endorser at the point of contract signing (Tellis, 1998).

Overshadowing: According to Till (1998), the risk of overshadowing can be minimized by the advertiser if the advertising executions are single-minded in communicating the brand-celebrity pairing. The advertiser should ensure that the brand and the celebrity are the two strongest elements in the advertisement. Till (1998) contends that advertising executions which are cluttered with superfluous executional devices distract from the brand celebrity pairing and is weakening the potency of the celebrity endorser. This suggests that the likelihood of forming an associative link between the celebrity and the brand increases when there are few other competing elements in the advertisement (Till, 1998).

Overexposure: Since multiple product endorsement may lead to the reluctance of a favourable stimulus (celebrity endorser) to form a strong link with another stimulus when the favourable stimulus (celebrity endorser) already has a strong association with a previous

stimulus, Till (1998) advises that advertisers should avoid using celebrities that are already endorsing several other brands to which they have a strong connection. This is pertinent as a risk reduction method since, according to Till (1998), when a celebrity is already strongly associated with a brand he or she will not form associative links with other brands.

Overuse: According to Tripp, Jensen and Carlson (1994), to mitigate the risk of overuse as negative consequence of multiple celebrity endorsement, an advertiser should alternate the use of celebrity endorsers in the same category, sharing similar characteristics and attracting similar target audiences.

Extinction: To reduce the risk of extinction, Till (1998) and Ziegel (1983) advise advertisers to expand their use of celebrity endorsement. Because it is unrealistic to expect that every time a consumer encounters a brand, the celebrity endorser image also will be present, the scholars suggest that advisers should endeavour to get celebrity endorsers more integrated into the marketing mix. Till (1998) and Ziegel (1983) content that though celebrity endorsers are most commonly used in advertising, celebrity endorsers can be effective in promotion activities such as giving away related gift items, organizing promotional trips which tie into the celebrity, featuring celebrity endorsers at large trade shows, exhibitions and other sponsored significant publicity events.

Financial or Investment Risk: As a risk reduction measure relating to financial commitment to celebrity endorsement, Tellis (1998) counsels that advertisers should decide how cost effective their choice of celebrity endorser is. Since the celebrity with the highest potential is often the most expensive one, Tellis (1998) is of the view that advertisers should look for a lesser-known person that fits into the message of the brand and appeals to the target audience.

Celebrity and Brand Image Incongruence: According to Till (1998), to create an effective endorsement between a celebrity and a brand, it is pertinent for advertisers to ensure that there is brand-celebrity congruency when an associative link is to be facilitated. As noted by Till (1998), when there is a perceived fit between the brand and celebrity, there is a greater probability of building an associative link. Because a poor fit or incongruence between celebrity endorser and endorsed brand is suggested to be the primary cause of failed celebrity endorsement campaigns, Till (1998) advises that the choice of celebrity endorser should fit with the association the brand either currently has or could plausibly have. According to Till (1998), the greater the perceived fit between the celebrity and the brand, the more quickly the associative link between the two can be expected to develop. Till (1998) also contends that if

the associations/image of the celebrity fit the desired associations that the brand could plausibly have, then the celebrity serves to create association for the brand. In addition, to further reduce the celebrity-brand incongruence risk, Till (1998) also counsels that advertisers should not only consider the fit between celebrity and brand image, they should also consider and ensure that the celebrity has a fit towards the target audience. This is pertinent since, as noted by Till (1998), different target groups may have different associations for any given celebrity, advertisers are strongly advised, therefore, to test the possible use of any celebrity with the brand's target group to ensure that the image/associations the celebrity has in the minds of the target audience are meaningful, positive and consistent with the advertiser's expectations.

Celebrity Antecedents: The effects of negative celebrity antecedents can be mitigated by advertisers through careful screening of prospective celebrities before signing endorsement contracts (Tellis, 1998).

Celebrity as Non Product User: This risk can be mitigated by advertisers through insertion of relevant clause(s) on product use during period of endorsement in the endorsement contract. This could be covered within the purview of the contract's moral clauses (Tellis, 1998).

In essence Till (1998) sums up the foregoing identified methods for reducing associated risks in celebrity endorsement in his proposed 10 Managerial Implications for Effective Use of Celebrity Endorsers. The proposed implications contained in his article meant to demonstrate how associate network and associative learning principles could be the premise for understanding how the celebrity endorsement process can be effectively managed, include the following:

- 1) Celebrity endorsement will be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand.
- 2) When using a celebrity endorser, keep the advertisement execution simple, clean and free of irrelevant design elements. Focus on the celebrity and the brand together.
- 3) When selecting a celebrity endorser, choose a celebrity who is not already strongly associated with another product or service.

- 4) When selecting a celebrity endorser, consider carefully the “fit”, “congruence”, or “belongingness” of the celebrity and brand.
- 5) Before using a celebrity endorser, test potential brand-celebrity combinations to ensure that the impression and image of the celebrity is positive for the target audience.
- 6) Celebrity endorsers can be used to reinforce and/or create an image for a product or service.
- 7) Celebrity endorsements will be more effective for less familiar brands. Till (1998) affirms that findings from classical conditioning research indicate unknown brands that are relatively unfamiliar to many people, have more to benefit from a celebrity endorser than familiar brands, suggesting that it is more difficult to condition a response to a familiar stimulus than to an unfamiliar stimulus.
- 8) Celebrity endorsers will be more effective for brands for which consumers have limited knowledge or facts. This implication referred to as “fan effect”, according to Till (1998), suggests that celebrity endorsements will be most valuable for brands that have relatively small associative sets. Till (1998) contends that the size of the brand association set will affect the likely value of a celebrity endorsement. The value of an endorsement comes, in part through thoughts about, or exposure to the brand activating the association with the celebrity. However, according to Till (1998), the degree of activation of any particular attribute depends, in part, on the number of competing attributes associated with that attribute. As the size of an association set for a brand increases, the likelihood of the celebrity attribute also being activated is reduced, the more concept are activated, the less intensively each will be activated (Till, 1998).
- 9) Increased value from a celebrity endorser comes from utilizing the celebrity across the marketing mix, not just advertising.
- 10) Caution in choice of celebrity endorser is warranted given the potential risk of tarnishing the brand’s image. As noted by Till (1998), there is always a risk that negative publicity can tarnish the image of the endorsed brand. Till (1998) contends that if the brand is strongly associated with the celebrity, then the occurrence of the negative information about the celebrity will also activate in memory, to some degree, the endorsed brand.

Apart from Till (1998) other scholars also provide their perspectives on when to choose and use celebrities as endorsers in advertising campaigns by advertisers. As noted by Erdogan, Baker and Tagg (2001), brand managers, on behalf of advertisers, choose celebrity endorsers depending on the product type and how that fits with the characteristics of a celebrity. Pringle (2004) identifies three main reasons why celebrities can be chosen by advertisers to increase their competitive advantage. These include:

Launch: According to Pringle (2004), the first opportunity for effective use of celebrity endorsement is when launching a brand for the first time. Celebrity endorsement can be particularly strong when the advertiser is establishing a new product category, a situation in which target consumers need reassurance which can be provided by an appropriate celebrity endorser (Pringle, 2004).

Reinforcement: According to Pringle (2004), celebrity endorsement can be very effective when an advertiser is trying to maintain and reinforce a brand's competitive position in the market. In such a situation, Pringle (2004) contends, the use of celebrity endorsers can be especially effective if other brands have entered the marketplace and thereby changed its dynamics.

Repositioning: According to Pringle (2004), when the target consumers' needs create greater potential in a different sector of the market than the one which the brand is currently positioned, repositioning with the help of a celebrity endorser will be in order. The appropriate celebrity endorser can be used as the focus of the brand communication which will show to target consumers that the brand's positioning is changing in order to suit emerging target audience (Pringle, 2004).

Similarly, Rawtani (2010) presents the FRED principle as the foundation of a successful endorser selection. The acronym FRED represents four vital considerations for endorser selection. These are:

Familiarity (F): This implies that target consumers must be aware of the endorser and perceive him or her as empathetic, credible and trustworthy (Rawtani, 2010).

Relevance (R): This implies that there should be a meaningful link between the advertised brand and the celebrity endorser, and more importantly, between the celebrity endorser and predetermined target consumers. As noted by Rawtani (2010), the target audience must be able to identify with the celebrity endorser. Rawtani (2010) is of the view that if consumers

can immediately associate with a celebrity endorser, they will feel more predisposed to accepting, buying and preferring the endorsed brand to competition.

Esteem (E): This implies that target consumers must have the utmost respect and confidence for the celebrity endorser which can significantly influence their positive attitude toward the advertisement and the endorsed brand (Rawtani, 2010).

Differentiation (D): This implies that target consumers must see the celebrity endorser as a cut above other celebrities. Rawtani (2010) contends that if there is no perceived disparity among celebrities, the celebrity endorsement strategy will not be effective.

Roll (2012) provides, in form of guidelines, what seems to be a summary of the foregoing selection, use and risk reduction factors regarding celebrity endorsement through advertising campaigns. The guidelines, which are intended to provide advertisers a useful framework they can adopt when deciding on the celebrities to endorse their brands, are that advertisers should: try to maintain consistency between the endorser and the brand to establish a strong personality and identity and view celebrity endorsements as long-term strategic decisions affecting the brand; ensure that selected celebrity endorsers are attractive, have a positive image in the society and are perceived as having the necessary knowledge of the endorsed brand and the advertiser; and ensure a match between the brand being endorsed and the endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand.

Advertisers are also advised by Rolls (2012) to: monitor the behaviour, conduct and public image of the selected celebrity endorser continuously to minimize any potential negative publicity; bring on board celebrities who do not endorse competitors' products or other products, so that there is a clear transfer of personality and identity between the endorser and the brand; be on the constant lookout for emerging celebrities who show some promise and potential and sign them on in their formative years if possible to ensure a win-win situation; ensure that the likelihood of the celebrity overshadowing the endorsed brand does not happen by formulating advertising collaterals and other communications; realize that having a celebrity endorsing a brand is not a goal in itself but one part of the communication mix that falls under the broader category of sponsorship marketing; have a system combining quantitative and qualitative measures to determine the overall effect of celebrity endorsements on their brands; and ensure that celebrities they hire are on proper legal terms

so that they don't endorse competitors' products in the same product category, thereby creating confusion in the minds of the consumers.

Celebrity Advertising in Nigeria

The struggle to control the Nigerian market by brand owners or marketers, in the past decade, has become so intense. In fact, it has grown tougher with each passing year. The need to assert dominance and to lure customers to patronize their product is the reason most brand owners in Nigeria have deployed various advertising and marketing strategies. These strategies, most of which have become overflogged, include the use of promos to lure customers to purchase their products and ultimately win substantial financial rewards and consolation prizes, as well as game shows and lotteries where juicy monetary packages are to be won.

However, one strategy that marketers or brand owners have, in recent years, been propelled to use, particularly because of the bustling Nigerian entertainment industry, and the fact that the Nigerian home video industry dubbed Nollywood has created a huge crowd of stars that have a significant influence on the viewing public, is celebrity endorsement of brands through advertising, otherwise called celebrity advertising. By reasons of their popularity and status in the society, celebrities are seen as rare personalities with aura of greatness and abilities to ignite excitement in their fans (Ekeh, 2010). They are also believed to naturally possess the power to influence consumers to swap loyalty to the endorsed brand and also make such advertisements linger in the minds of consumers. What the advertisers have simply done is to latch on the power of influence and associate their brands with some of the credible celebrities as a way of attracting consumer's attention and interest (Ekeh, 2010).

Although, there is no known study that has been done to properly landmark the emergence of the celebrity endorsement strategy in Nigeria, Ekeh (2010) and Okon (2009) believe that before 2007, the idea of navigating a brand on the threshold of a celebrity was virtually unknown to many organisations, and where it existed, attracted little attention by both the company and the consuming public. The common practice, prior to this time, was the use of unknown faces by advertising agencies, on behalf of their clients or advertisers to persuade potential customers to purchase the products being projected or to maintain existing customers' loyalty or to induce a switch of preference and patronage from alternative

substitute products to the promoted product (Okon, 2009). According to Okon (2009), reasons why celebrities were hardly used to promote brands before 2007 in Nigeria include: ignorance, in terms of advertising practitioners not being conversant with the concept of using celebrities to promote brands; indifference in terms of some of the advertising practitioners being lackadaisical to the use of celebrities in advertising products based on their belief that the use of celebrities had no effects on the quality output of the advertisement produced; unwillingness to spend, in terms of most advertisers being unwilling to pay the fees required to engage the services of the celebrities to promote the brands in the advertisement; and low competition in terms of lack of competitive promotional campaigns among available substitute brands in different categories.

However, these contentions of Okon (2009) and Ekeh (2010) is challenged by this researcher. This is in light of the evidence of the use of celebrities as endorsers of brands through advertising campaigns decades before 2007. A glaring example is Unilever Plc (formerly Lever Brothers) which used Patty Boulaye (Patricia Ngozi Ebigwe) as the celebrity endorser of Lux Beauty Soap through the brand's advertising campaigns for a period spanning 29 years. She was replaced in 2004 by Genevieve Nnaji as the new face of Lux. Nnaji was to be later replaced in 2011 by ex-beauty queen, Munachi Abii (Munachi Gail Teresa Nwankwo) as the brand's new face (BellaNaija.com, 2011).

Nevertheless, since 2007, as noted by Okon (2009) and Ekeh (2010), the use of celebrities to influence brand acceptance, create brand awareness and patronage in Nigeria has been gaining popularity each successive year till date. In fact, the use of celebrities to endorse brands through advertisements, exposed especially through the traditional advertising media (i.e. radio, television, newspapers/magazines and outdoor billboards) has come to be in vogue. Organizations in Nigeria have continually undertaken to out-do themselves in a bid to build their brands around popular celebrities and icons.

An excursion into the use of celebrities to endorse brands through advertising campaigns in Nigeria in recent years shows that the promotional strategy transcends types of products, product categories, intangible products or services, non commercial offerings or ideas, social and political advocacies etc. It also transcends celebrities on the entertainment industries including those in the sports, musical, comedy and acting genres as well as religious leaders. Nigerian celebrities that have been engaged in celebrity advertising campaigns between 2007 and 2012 by advertisers in Nigeria include, but not restricted to: Tuface (Innocent Idibia),

Segun Arinze, Basket Mouth (Brown Okpako), Desmond Elliot, D.J. Jimmy Jatt, Mike Ezuruonye, Prince Jide Kosoko, Ini Edo-Ehiagwina, Sunny Nneji, Racheal Oniga, Alibaba (Atuyota Akporobomeriere), Banky W (Bankole Wellington), Julius Agwu, Omotola Jalade-Ekehinde Bukky Wright, Nkiru Sylvanus, Patience Nsokwor, Richard Mofe-Damijo, Joseph Yobo, John Utaka, Ego Ogboro, Madam Kofo, Ramsey Nouah Jnr, Orji Uzoh Kalu, Chimaroke Nnamani, Sammie Okposo, Austin J.J. Okocha, Sola Fosudo, Ronnie Dikko, Daddy Showkey (John Asiomo), Wunmi Obey, DJ Zeez, (Kinsley Elikpo), (Saheed Osupa, Wasiu Ayinde Marshall, Banky W, Darey Art Alade, Wizkid (Ayo Balogun), Weird MC (Adesola, Adesimbo Idowu), Seyi Law (Idileoye Oluwaseyitan Lawrence Aletile), Princess (Damilola Adekoya), Azeezat (Azeezat Sodiq), Mrs Oluremi Tinibu, Kate Henshaw-Nutall and Julius Aghahowa.

Others also include: Nkem Owoh, Chioma Chukuma-Akpotha, Joke Silva, Kunle Bantefa, Lillian Bach, Dakore Egbuson, Ikponwonsa Osakhiodua (radio presenter), Chinedu Ikedieze (Aki) and Osita Iheme (Paw Paw), Bukky Ajayi, Pa Adebayo Faleti, King Sunni Ade, Genevieve Nnaji, D'Banj (Dapo Oyebanji), Sam Loko Efe (late), Samson SiaSia, Mikel Obi, Frank Edoho, Kanu Nwankwo, Funke Akindele, Bob-Manuel Odogwu, Monalisa Chinda, Abass Akande Obesere, Puma Alabi Wasiu (Pasuma Wonder), Bimbo Akintola, Rita Dominic, Obafemi Martins, Pastor Enoch Adeboye, Sheik Abdul-Rahman Ahmad, Paul Obasele, Mohammed Yakubu, Peter and Paul Okoye (PSquare), Jim Iyke, Nuhu Aliyu, Uche Jombo, Nonso Diobi, Sanni Danja, Aremu Afolayan, BOVI, Doris Simeon, Francis Duru, Olu Jacobs, Kanayo O. Kanayo, Ireti Osayemi-Bakare, Vincent Enyaema, Agbani Darego, Kelechi Ohia and Mocheda, Afeez Oyetoro (Saka), Jude Orhorha, Sound Sultan (Olawajau Fasasi), John Fashanu, Shola Kosoko-Abina, and Isaac Moses.

Similarly, advertisers that have engaged Nigerian celebrities as brand endorsers through advertising campaigns over the years are numerous. These advertisers, which cut across industries and institutions, include, among others: Guinness Nigeria Plc, Chi Limited, WAMCO Nigeria, Viju Milk Industry Nigeria Limited, West African Seasoning Company Limited, Nestle Nigeria Plc, Promasidor, PZ Industries Plc, Reckitt Benckiser, Olan International, Bloom Pharmaceuticals Limited, Southwest Six, Orange Groups Limited, Nigerian Breweries Plc, Classic Beverages Nigeria Limited, O.K. Foods Nigeria Limited, May and Baker Plc, Abllat Company Nigeria Limited, Unilever Plc, PZ Cussons Nigeria Plc, Bagco Nigeria Limited, Seven-Up Bottling Company Plc, LG Electronics, Samsung Electronics, Adkan Services Nigeria Limited, NFIC Limited, Mud Cosmetics, Power Horse

FZ LLC, Orange Drugs Limited, Mouka Limited, Luck Fibres Plc, Adam and Eve Boutique, Multichoice Nigeria, Transcorp Nigeria Plc, KINI Enterprises Ltd, Tetracine Eatery, and Yem Kem International.

Others include: Lagos State Government, Fidelity Bank Plc, Diamond Bank Plc, Zoom Mobile Communication Ltd, MTN Nigeria, Globacom Nigeria, Glaxo Smithkline, Sweet Sensation, Peoples Democratic Party, Lagos State Public Works Corporation, Nigerian Bottling Company, Vodacom Telecommunications, Fareast Mercantile Co. Ltd, Nigeria, Soulmate Industries Limited, National Agency for Food and Drug Administration and Control (NAFDAC), Action Congress of Nigeria, Etisalat Nigeria, Rebecca Fashions Limited, Fut Concepts, Virgin Nigeria Airlines, Crown Nature Nigeria Limited, United Bank for Africa Plc and Coscharis Motors.

In the same vein, brands of products that have been endorsed by Nigerian celebrities through advertising advertising campaigns for advertisers over the years include, among others: Guinness Extra Smooth, Guinness Stout, Malta Guinness, Harp Premium Beer, Chivita Fruit Juice, Chi Exotic Fruit Juice, Hollandia Full Cream Milk, Chi health Soya Milk, Peak Milk, Viju Milk, Ajinomoto, Maggi Cube, Onga Seasoning, Rob Ointment, Harpic, Tasty Tom (tomato paste), Amalar (malaria drug), Damatol, Delta Soap, Amstel Malta, La Casera, O.K. Pop Sweet, Mimi Noodles, Yoyo Bitters, Lux Toilet Soap, Power Fist Energy Drink, Virgin Colour Drinks, BAGCO Super Sack, Pepsi, LG Mobile (G1600), LG 42-inch Plasma TV, Samsung Refrigerator, ADKAN “Win-A-Home” Promo, Luna Full Cream Milk Powder, Mud Range of Cosmetics, Power Horse Energy Drink, Zip Detergent, Devon Beauty Soap, Mouka Foam, Nobel Carpets and Rugs, HD PVR Decoder (for DSTV), Transcorp Share Offer, Lion King Energy Drink, EROXIL 500, HERO and Lagos State Inland Revenue Tax Campaign.

Others include: Fidelity “Save and Fly Promo,” Diamond Bank Corporate Promotion, Reltel Wireless (mobile copy), MTN “Who wants to be a Millionaire” (online version), MTN Family and Friends Expanded, MTN Light, Globacom Network, Koko Range of Mobile Pones, Glow Seasons Spread offers, Glo Win and Rule Promo, Glo Seasons Special Offer, Glo Text 4 Million Super Promo, Glo Bills, Glo B...G Dash, Glo Bid 2 Win Promo, Glo Prepaid 3G Plus high-speed internet Promo, Glo 0815 All New Powe-packed Number Series promo, Glo Flexi Promo, Glo Sim Registration Blast, Glo 1 Billion Naira Blast, Ribena, President Jonathan Goodluck`s Presidential Election Campaign, Lagos State Public

Enlightenment Campaign on Public Roads` Construction, COPA Coca Cola Youth Championship, Vodacom Network, L`oreal Beauty Product, Soulmate Hair Cream, NAFDAC Fake Drug Campaign, Babatunde Raji Fashola 2007 Lagos State governorship Election Campaign, Etisalat Telecom Network, Etisalat Sim Registration Promo, Etisalat Blackberry Gift Promo, Noble Hair, Fut Concepts Range of Footwear, UBAPLC Corporate Promotion and Coscharis Motors` Range of Cars in Nigeria.

Celebrity endorsers in Nigeria, as in other parts of the world, have been reported to earn millions of naira from their endorsements and brand ambassadorship. This is exemplified by Banky W's 80 million naira contract with Etisalat in 2008, Genevieve Nnaji's 20 million naira 2004 new face of Lux, Ini Edo-Ehiagwina's 40 million naira endorsement deal signed with Noble Hair and her 14.5 million naira annual payment for her contract as Glo ambassador renewed for another two years in August 2011 (Gbenga-Ogundare, 2011; Omosa, 2010).

The use of celebrity endorsement as an executional option by advertising campaign planners in Nigeria has been appraised by brand analysts and marketing consultants. Their observations have been a mixture of positive and negative manifestations or consequential results of celebrity endorsement in terms of the expected persuasive impact on the predetermined target consumers.

Positive Manifestions of Celebrity Advertising in Nigeria

Going by the fundamental principles governing the use of celebrity endorsement as a persuasive advertising technique, as espoused in the literature relating to source credibility (Horland, Janis and Kelley, 1953) source attractiveness (McGuire, 1968), product and celebrity congruence or match-up (Kamins, 1990; Kahle and Homer, 1985), and value or meaning transfer (McCracken, 1989), some observations, comments or submissions from brand analysts and marketing professionals tend to put the use of celebrity endorsement in Nigeria in a positive perspective.

As noted by Okon (2009), factors bordering on physical appearance, charisma, credibility, acceptability, attractiveness of the celebrity as perceived by the target consumers are fundamental to general consumers' preference and purchase intention towards the endorsed product. This, according to Okon (2009), informed the use of Aki (Chinedu Ikedezie) and

Pawpaw (Osita Iheme) in promoting “Ok Sweets” and the positive impact the celebrities recorded in getting the target consumers, principally children as influencers, to prompt their parents, the target buyers to purchase the sweets. Okon (2009) contends that a negative result would have been recorded if an adult-looking celebrity had been used to promote the product targeted at children consumers instead of the child-looking celebrities who are regarded as “children stars (though naïve about their real ages) and to whom children can relate. By implication, Okon’s contention has a bearing on the similarity factor among other factors that enhance source credibility.

Another example of the positive use of celebrity advertising in Nigeria, as noted by Okon (2009) was the use of Bankole Wellington (a.k.a Banky W), the Rhythm and Blues artiste to promote the Etisalat telecoms brand in 2008. Emphasis, in this regard, was also on similarity between the source (Banky W) and the predetermined target consumers (the youth segment). This can be discerned from the observation made by M2 ONLINE, a marketing and business intelligence magazine on the compatibility of Banky W with Etisalat’s advertising strategy. As noted by M2 ONLINE.

According to brand experts, the use of Banky W in the Etisalat advert has been effective. The concept, advert editing effects and Banky W attracted the youth to it. There was this chemistry and it further cemented the relationship between the Etisalat brand and the youth segment. So both parties came out winners in the deal. (n.d)

Another positive alignment between brand and celebrity in Nigeria’s celebrity advertising campaigns is also noted by Ekeh (2010). This is with respect to Chivita’s use of Prince Jide Kosoko and Onga’s use of Kate Henshaw-Nuttal. According to Kunle Azeez, an IT reporter with the Financial Standard, quoted by Ekeh (2010) on the use of Kosoko and Kate:

In today’s marketing, organizations try to build their products around popular celebrities and icons, who the organisation’s target market likes, loves and has great disposition towards. This implies that, aligning products as brands with celebrities, who themselves are personality brands and are easily remembered by members of the public, who incidentally are the target market, is the in-thing in today’s competitive economy (p.3).

The appropriateness of Kate for the Onga seasoning brand is linked to the part of Nigeria where she hails from (precisely an Efic princess from Cross River State) that is noted with

good delicacies and quality recipe (Ekeh, 2010). Her choice, according to Jumbo Dike, an advertising practitioner, quoted by Ekeh (2010, p.3) should be applauded considering the background and origin of the artist as well as her homely disposition.

Further example of the positive use of the celebrity endorsement executional technique in advertising campaigns in Nigeria is linked to the use of sports icon and retired international footballer, Kanu Nwankwo as Fidelity Bank's brand ambassador and celebrity endorser of the bank's brand of banking service and corporate communications. As noted by M2 Marketing Management, a marketing management weekly tabloid, in an article dated June 16, 2008, Emma Esinnah, Group Head, Marketing Communications and Special Assistant to the Managing Director, Fidelity Bank Plc, was reported to have explained the strategic fit between brand Fidelity Bank and the celebrity endorser, Kanu Nwankwo, partly in the following words:

You will say sports command a lot of followers. However, we chose Kanu because he is one of the best trained, most recognized faces out of Africa and he is very well known here. So if you want to reach an audience, you must be able to take somebody they can relate to. If you want to encourage the Nigerian youths, you cannot go and take an obscure personality because he is a sports man, but because he is a personality that means so much to the people.

The foregoing quotations bears relevance to the familiarity and trustworthiness attributes of the celebrity endorser as a credible source, both of which apply to Kanu within the context of his endorsement of, and ambassadorship for Fidelity Bank Plc.

Negative Manifestations of Celebrity Advertising in Nigeria

Similarly, within the context of the principles moderating the use of celebrity advertising in the marketing communication literature, marketing professionals and brand analysts have also made observations, comments or submissions relating to the negative use of celebrity endorsement through advertising campaigns in Nigeria.

According to Okon (2009), the use of Nollywood actor, Nkem Owoh in the Harpic advertisement was a mismatch. Okon contends that as a norm in Nigeria, men do not clean toilets at home, especially when they are married since it is regarded as part of the domestic duties of a woman. Hence, the right celebrity source to promote any toilet cleaning products should be of the female gender. And as observed by Okon (2009), the perceived wrong use or

misfit between the celebrity endorser (Owoh) and the endorsed brand (Harpic) must have informed the celebrity swap by the advertiser when, in succession, Bukky Wright, Joke Silva and Chioma Chukwuma-Akpota, all nollywood female actresses, were featured in subsequent versions of the Harpic advertisement. On the consequence of the celebrity swap, Okon (2009) affirms that women, the products' primary target audience, easily warmed up to her (i.e. Bukky Wright, the first of the three female celebrities who took over from Nkem Owoh), and the stereotyped message became realistic, casting out earlier doubts as to the product's effectiveness which had lingered on in their minds prior to the celebrity swap" (p.4).

In the area of political endorsements or Nigerian celebrities endorsing political candidates, many issues have been raised that tend to paint celebrity advertising in bad light. Concerns were expressed bordering on genuine conviction, integrity and transparency of Nigerian celebrities endorsing political candidates, particularly during electioneering campaigns, as was experienced during the electioneering campaigns preceding the 2011 general elections (Bellanaija.com, 2011). Several Nigerian celebrities, who endorsed politicians and political candidates, particularly during the 2011 general elections, were accused of not sharing their reasons for the endorsements, which undermined the believability and conviction of such endorsements. The reasoning is that the power and efficacy of the political endorsements would be definitely amplified and legitimized when supported by clear points and reasons (Bellanaija.com, 2011).

Also, integrity of the political endorsements by Nigerian celebrities was downgraded as most of them were rumoured to have collected cash payments from endorsed candidates. By implication, their endorsements, from the point of view of the voting public, were likely to become less convincing and less credible, if it was true the celebrity endorsers had received undeclared gift or cash (Bellanaija.com, 2011). Furthermore, transparency of Nigerian celebrities regarding their political endorsements was also downgraded as most of the celebrities were perceived to be partisan while presenting themselves as non partisan campaigners for their endorsed candidates. The lack of transparency was one of the reasons advanced for the lack of legitimacy of the celebrity for political endorsements (Bellanaija.com, 2011).

Also, from the perspective of using sponsored publicity platforms to initiate indirect celebrity endorsement, the Gulder-sponsored television reality show presents a good example of a bad celebrity endorsement campaign (Okuhu, 2010). As observed by Okuhu (2010), the original

Gulder Ultimate Search (GUS) is meant to create a brand that inspires and motivates men and women for bravery adventure and the quest for success, while the Gulder Ultimate Search celebrity showdown organised in 2010 was meant to indirectly attract celebrity endorsement of the Gulder brand through the participating Nigerian celebrities. In trying to debunk the rationale for the GUS celebrity showdown, Okuhu (2010) contends that if Gulder is a drink for the strong and adventurous, none of the ten participating celebrities reflected an adventurous personality. This would, therefore create an identity problem for brand Gulder. Okuhu (2010) asserts:

It is almost certain that the end of the GUS celebrity showdown would mark the beginning of identity crises for the Gulder brand. This is because even if it is accepted that this celebrity show is good for the brand, the contestants would show that while Dare Art-Alade is on the extreme A-list, Bob-Manuel Udogwu, Weird MC and Emeka Ike are in the A-B category of the Nigerian entertainment industry; while Muma Gee, Chioma Akpota and, well may be, Funke Akindele are in the B list. The others Obesere and Daddy Showkey are obvious C-class acts. How Gulder can find harmony among this mix is a problem I am sure no one thought of.

Apart from the identity crisis the celebrity showdown TV reality show would create for Gulder, Okuhu (2010) asserts that a much more significant negative consequence would be the overshadowing or vampire effect the collective presence of the participating celebrities would have on the brand in terms of audience attention to its functional values. Okuhu (2010) puts it succinctly:

The bigger trouble here is the problem these celebrities would do on the brand. Brand experts have known over the years that celebrity endorsers sometimes soak up all the attention, diverting attention from the brand they are supposed to drive. As regards the GUS celebrity showdown, it is clear that though the contestants would be wearing T-shirts emblazoned with the Gulder logo, viewers would, in the end, be seeing their favourite celebrities while Gulder moves into the background. This is the opposite of what happens in the original GUS where the faces are unknown, meaning that, the only identity running through the viewers' mind is Gulder.

Challenges of Celebrity Advertising in Nigeria

Marketing communication scholars and brand analysts have identified peculiar challenges facing advertisers or sponsors of advertising campaigns featuring Nigerian celebrities as endorsers of their brands. Some of these challenges include the following:

Memorability, Brand Association and Brand Choice

As noted by Ekeh (2010), the undisputed impact of the alignment of products with Nigeria celebrities, which are themselves brand faces, is the ability to create memorability and ultimately build association with the brand. On the premise of the meanings transfer model (McCracken, 1989), this gives advertisers or sponsors of celebrity advertisements a scenario where the popularity of the icon is subconsciously transferred on the endorsed products. However, as observed by Ekeh (2010), it becomes a great challenge or a boiling issue whether this branding approach affects the bottom-line or not which is stimulating the admirers of the celebrity endorsers (or brand faces) to buy the products woven around the celebrities and therefore increase the advertisers' profits. By implication, Ekeh's observation suggests that Nigerian celebrity endorsers have the persuasive ability to influence memorability or brand recall as well as brand association or brand appeal arising from value transfer. However, they are not likely to significantly influence brand choice or brand preference and more precisely, purchase intention. Hence, the significance or usefulness of the celebrity endorsement approach to branding lies in its helping to build memorability of a product or brand recognition (Ekeh, 2010).

Instability of Celebrity Image

Again, as observed by Ekeh (2010), M2 online (n.d), Okon (2009), Ofose (2010), though, the use of celebrities to influence brand acceptance, create brand awareness and enhance patronage in Nigeria is gaining popularity among advertisers in recent years. The challenge however, is that sometimes the celebrity falls into bad waters or scandal and this ultimately affect the brand. By implication, Ekeh (2010) and M2 Online (n.d) contend that while marketers or advertisers relish in the benefits of using celebrities as endorsers to leverage their brands, they should also not forget to put in place a crisis template, per chance something goes wrong with the celebrity, so that the advertiser will not be caught napping and the brand left with a slur. This means, according to Ekeh (2010) and M2 Online (n.d),

that the same positive value a celebrity can bring to a brand in a twist of a moment can turn negative if the celebrity gets involved in something shady. This is exemplified by the Tuface baby-mama scandal which made Guinness Plc not to renew his endorsement contract for the Guinness Extra Smooth brand.

John Ajayi, publisher of Marketing Edge Magazine, quoted by Adewakun (2010) puts the celebrity endorser image challenge in perspective:

If painstaking efforts are not taken, no matter how popular the individual is, no matter how noble the objectives of the brand are, it might have a backlash on the brand if things go wrong. This has become very imperative because most of Nigerian celebrities are heroes today and villain tomorrow. They are always very controversial, that is why a good brand manager must know where to draw the line. For instance, if you contract him as a hero, and he suddenly becomes a villain, the best thing is to call the contract off The character of the individual must align with that of the brand which should, at the same time, be instrumental to the brand objectives.

In trying to explain the consequence of the celebrity scandal experience on the endorsed brand and the celebrity endorser, divergent opinions exist on who is the bigger loser. Some brand analysts and marketing communication professionals in Nigeria contend that the brand has nothing to lose when a celebrity endorser is involved in a scandal, attracting recriminations from the public (Durojaiye, 2010). Others, as reported by Durojaiye (2010) opine that it is the celebrity that loses out in celebrity scandal cases, contending that the only scenario that could make a brand lose out is when it is a new brand, unlike the case in the Nigerian market where the brands are usually bigger than the stream of celebrity endorsers.

Putting in perspective the celebrity endorser as the bigger loser in celebrity scandal situations, Adekunle Ayeni, a Nigerian music industry insider, quoted by Durojaiye (2010), contends:

I don't think the brand stands to lose anything when a celebrity that endorses it gets involved in scandal; rather it is the celebrity that ends up losing. The scandal affected 2 Face's music, it created a distraction and people began to judge him and his music by his private life. For someone whose music appeals to both Christians and Moslems, he lost the respect of both groups ... if Guinness were a new brand, maybe the scandal would have affected the brand. It is like expecting D'Banj to affect Glo or Kel to affect Soulmate if any of them runs into scandal because these brands

have a following that has been there before the celebrities became popular.

In managing the challenges of celebrity endorser scandal, Nigerian advertisers like MTN, Etisalat, Dangote etc have been reported to have started using fairly unknown characters and in most cases, their staff for advertising campaigns to avoid the repercussion that comes with engaging Nigerian celebrities as brand endorsers and ambassadors (Ofose, 2010). Also, there are mixed views on how to manage the celebrity endorser scandal situation. As reported by Durojaiye (2010), some Nigeria marketing communications analysts contend that it is better for the problem to be quietly settled, others contend that the celebrity should be made to pay.

A source in the Nigerian marketing communication industry, quoted by Durojaiye (2010) contends:

If I handle a brand whose endorser or ambassador runs into the kind of problem 2Face had, I'd just quietly drop the celebrity without making any fuss about it. I'll stop having him at functions he or she should naturally attend for as long as the scandal rages in the public domain. I'll maintain sealed lips about it with the media. If I do anything contrary, my brand suffers. For every reportage in the media linked to my brand will be bad press and I won't want my brand stigmatized, even if my brand were to be Coca Cola, the world's Number One brand.

From the contention of the celebrity endorser being made to pay back the advertiser for money spent on him or her before the scandal, as a crisis management remedy, recommendations from supporters of this alternative approach borders on having relevant clauses in the endorsement contract evoked to serve as a deterrent to other celebrities who endorse brands. Putting this position in perspective, Hillary Igbanoi, an outdoor and events practitioner, was quoted by Durojaiye (2010) to have contended that:

The most recognized way that agencies evaluate a celebrity's ability to be an endorser or spokesperson is source credibility. When they betray that credibility, they should be made to pay. Why do you think a good number of endorsement contracts today contain a moral clause that allows companies to exit without penalty in the event of an incident that greatly damages the company's reputation.

Multiple Celebrity Endorsements

Brand analysts and marketing communication practitioners have also identified the challenges to advertisers associated with the use of multiple celebrities to endorse a particular brand. According to Ofose (2010), the concept of engaging numerous celebrities to front for particular brand, as exemplified by Glo, Chi and Pepsi has become a worrisome trend particularly in the potentially volatile Nigerian environment (as in other societies) where private lives of celebrities are often brought to public knowledge by the media thereby causing problems for the brand.

As observed by Ofose (2010), in developed markets, brand owners or advertisers do not allow celebrity endorsers or brand ambassador live carefree lifestyles, hence their close monitoring of these endorsers. By implication, Ofose (2010) puts the challenge of multiple celebrity endorsements to the relevant advertiser in perspective through the following rhetorical questions: what happens in the case of multiple faces on a brand at a time? How would the brand minder's (i.e. advertiser's) monitor follow the life of these personalities? For instance, should two or more celebrity endorsers of a particular brand be enmeshed in a potential image damaging incident, how would the brand manage the fallout?

On managing the challenge of multiple celebrity endorsements by advertisers, Gbenga Adebija, ex-communications manager Cadbury Nigeria and MD, Ashtons and Layton was quoted by Ofose (2010) to have asserted:

Usually if the right choices are made, the celebrity endorsements could be tremendous value-add for the brand. It is important that the profile and the equity of the endorser and the brand are in alignment. Mostly, here in Nigeria, companies simply sign up celebrities to endorse brands without giving significant consideration to brand profiling.

Celebrity-Product Congruence or Match-up

Celebrity and product incongruence or misfit has also been identified as another major challenge facing advertisers of endorsed brands in Nigeria. Going by the product match-up hypothesis (Kamins, 1990; Kahle and Homer, 1985), the celebrity image and product image should be congruent or should match or fit for effective advertising or consumer persuasion. By implication, incongruence in the image of selected celebrity endorsers and endorsed

brands has been identified with some of Nigerian advertisers (Ekeh, 2010). This, perhaps, might have informed Ekeh's contention that prospective customers or consumers of endorsed brands, who are aware of the huge amount of money paid to Nigerian celebrities to endorse brands through advertisements, will not be moved by the involvement of such celebrities in any endorsement of any product through advertising campaigns. Ekeh (2010) further contends that, regardless of the hype made about the presence of such celebrities in advertisements, having them endorse any brand might not automatically bestow the required leverage on product sale.

And putting in perspective, the management of this challenge posed by product-celebrity image mismatch to Nigerian advertisers, Ekeh (2010) submits:

Scholars and brand experts think it is instructive that the celebrity being used must ideally fit the brand that is being projected. Therefore, factors such as physical charm, charisma, credibility, acceptability, emotional connection between the celebrity and the target consumers are fundamental and cannot be waived aside, if brand owners must generate customers' interest in their products.

Consumer Behaviour

Consumer behaviour which encapsulates other consumer-related concepts such as the "involvement" concept, an important construct in the present study, is, according to Belch and Belch (2001), the "process and activities people engage in when searching for, selecting, and disposing of products and services so as to satisfy their needs and desires" (p.107).

Apart from defining consumer behaviour as "individuals or groups acquiring, using, and disposition of products, services or ideas, or experiences" (p.5), Arnould, Price and Zinkhan (2002) consider acquisition and use of information by consumers of products and services as part of consumer behavior, particularly of interest to marketers. The pivot of consumer behaviour which is the act and process of decision-making by consumers is captured in the definition of consumer behaviour offered by Engel, Blackwell and Miniard (1995). Regarding consumer behaviour as a field of study, Engel et al (1995), define it as the study of individuals, groups or organisation in obtaining, using and disposing of products and services, including the decision processes that precede and follow these behaviours. Engel et

al's definition shows that the decision-making processes consumers undertake transcend pre-purchase and cover post-purchase decision-making, confirming these processes as the driving force of consumer behaviour.

Models of Consumer Decision-making

Most scholars and researchers of marketing and consumer behaviour, as shown in the extant literature, strive to explain the substance of consumer behaviour from the perspectives of models, strategies, theories, and types of consumer decision-making, explaining how consumers make decisions regarding their choice brands in different product categories (Richarme, 2005; Matsuno, 1997; Arnould, Price & Zinkhan, 2002; Belch & Belch, 2001; Hawkins, Best & Coney, 1995 etc). And, with relevance to this study, each of these perspectives have implications for the moderating role of the celebrity endorser regarding consumers' decisions on the credibility of marketing communication, particularly advertising messages of brands in particular product categories, as well as their attitude and purchase intentions towards such brands.

Information Processing Model

One of the popular models used to explain consumer behaviour is the Consumer Information Processing Model. This model proposes the consumer as passing through five stages in the decision making process (Matsuno, 1997; Hawkins, Best & Coney, 1995; Belch & Belch, 2001; Arnould, Price & Zinkhan, 2002). These stages include problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation. Problem recognition, which is the first stage in the consumer decision-making process, according to Hawkins, Best and Coney (1995) is the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process. Hawkins et al (1995) affirm that the kind of action taken by consumers in response to recognized problems is directly related to the situation, its importance to the consumer, and the dissatisfaction or inconvenience created by the problem.

Hawkins et al (1995) identify factors such as past decisions, normal depletion, product/brand performance, individual development, emotions, government/consumer groups, availability

of products and current situation as influencing consumers' actual state. While factors bordering on culture/subculture, social status, reference groups, household characteristics, financial status/expectations, previous decisions, individual development, motives, emotions are identified to influence consumers' desired state. If attributes of similarity, familiarity, likeability, physical attractiveness, professional expertise and trustworthiness associated with the celebrity endorser (Ohanian, 1991; Kelman, 1961; McGuire, 1968) are anything to go by, it is to be expected that factors such as social status, individual development and emotions would be strong determinants of the type and direction of search for pertinent information about available products and services expected to take consumers to their desired state.

Information search, the second stage in the consumer decision-making process, commences when consumers seek information to help them decide how best to solve a recognized problem (or satisfy an identified need). Two types of information search are identified: internal and external, to be undertaken by consumers (Arnould, Price & Zinkhan, 2002; Hawkins, Best & Coney, 1995; Belch & Belch, 2001). The type of information search consumers engage in is significantly influenced by the type of buying situation being experienced by consumers, which is, in turn, determined by the type of purchase involvement experienced by consumers during particular buying situations (Hawkins, Best & Coney, 1995).

Hawkins et al (1995), identify three types of consumer buying situations (consumer decision processes) differentiated by the level of consumer's purchase involvement. These are Habitual Decision Making, Limited Decision Making and Extended Decision Making. Hawkins et al (1995) define purchase involvement as "the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase (p.425). Consumers are believed to engage in habitual decision making (or routinised response behaviour) when there is a low involvement with the purchase which results in repeat purchasing behaviour. In this type of buying situation, it will be reasonable to expect that the routinised response behaviour of the consumer will be reinforced if the preferred brand is endorsed by a celebrity.

Consumers are believed to engage in limited decision making when they have to consider the functional values of an unfamiliar brand or brands in a familiar product category before making a purchase decision on a preferred brand (Belch & Belch, 2001). This buying situation is the consumer's response to a moderate level of purchase involvement (Hawkins,

Best & Coney, 1995), and the celebrity endorser may be, reasonably, expected to enhance consumers' purchase decision on the unfamiliar brand if it is endorsed. Lastly, consumers are said to engage in extended decision making when they have to consider the functional values of an unfamiliar brand or brands in an unfamiliar product category before making a purchase decision on a preferred brand (Belch & Belch, 2001). This buying situation is considered to be the consumer's response to a very high level of purchase involvement whereby extensive internal and external information search is followed by a complex evaluation of multiple alternatives (Hawkins, Best & Coney, 1995). It is equally reasonable to expect that, in this buying situation, consumers' purchase decisions on preferred brands will be hastened and enhanced where some of them are endorsed by celebrities.

For the evaluation of alternatives stage, Belch and Belch (2001) describe the various brands identified as purchase options to be considered during the alternative evaluation process as consumers' evoked set. Also, Hawkins, Best and Coney (1995) identify evaluation criteria, representing the various features a consumer looks for in response to a particular problem, to include product price, size, colour, quality, durability and brand name. Among these, they identify price and brand name as some of the surrogate indicators used by consumers in evaluating perceived risky products whose utility values are associated with health benefits.

In terms of relevance, considering the aforementioned associated attributes of the celebrity endorser (such as expertise, familiarity, similarity, etc), when featured in the advertisements of alternative substitutes considered by consumers, this researcher believes, celebrity endorsers should play a significant role in the consumers' evaluation and eventual decision on the most preferred alternative. This will also include the likelihood of celebrity endorsers playing significant roles as surrogate indicators in consumers' purchase decisions regarding health-related products. This might, perhaps inform the decisions of trade-medical practitioners in Nigeria (such as Abat Nigeria Limited, Oko-oloyun trade-medicals, Yem-Kem International etc) to use celebrity endorsers in their advertisements to influence consumer preference and patronage of their health-related products.

For the purchase or decision implementation stage where consumers need to select specific items (or brands) and specific outlets (where to buy) to solve their problem, this researcher believes the celebrity endorser's influence in the preceding evaluative stage, may also be relevant. Consumers are said to take decisions in one of three ways: (i) simultaneously; (ii) item first, outlet second; or (iii) outlet first, item second (Matsuno, 1997; Hawkins, Best &

Coney, 1995). It can be reasonably assumed that an influence of the choice of a particular brand by celebrity endorsement at the alternatives evaluation stage can still pervade consumers' choice during purchase, particularly regarding the preferred brand in the product category evaluated.

At the purchase stage, consumers exhibit their purchase intentions on the consideration of two types of consequences; functional consequences and psychological consequences (Belch & Belch, 2001). If consumers are less influenced by the celebrity endorser on the strength of functional consequences which are concrete outcome of product or service usage that are tangible and directly experienced by them, they are more likely to be influenced by psychological consequences which are abstract outcomes that are more intangible, subjective and personal to individual consumers (Belch & Belch, 2001). This could be in terms of how the chosen brand makes a consumer feel or how the consumer thinks people will perceive him or her for purchasing or using the brand on the strength of the celebrity that endorsed it.

At the post-purchase evaluation stage where, after use, the consumer compares post-purchase product performance with pre-purchase product performance expectation, the celebrity endorser's likely relevance can also be reasonably explained. The post-purchase evaluation processes which are directly influenced by the type of preceding decision-making process (i.e. consumer's level of purchase involvement) are said to lead the consumer to three possible outcomes: satisfaction, dissatisfaction and cognitive dissonance (Belch & Belch, 2001; Matsuno, 1997).

For satisfaction which occurs when the consumer's expectations are either met or exceeded, the celebrity endorser can be expected to accentuate consumer's level of satisfaction. For dissatisfaction which occurs when product performance falls below pre-purchase expectation, the celebrity endorser, who had been instrumental to the consumer's choice of the endorsed brand or an alternative, this researcher believes, may not be able to mitigate and may not necessarily accentuate consumer's level of dissatisfaction. Subject to empirical confirmation, this may likely be the case in a situation of low involvement purchase where the consumer bought the product on habit and by extension, did not go through extensive information search.

For cognitive dissonance which represents a feeling of psychological tension or post-purchase doubt that a consumer experiences after making a difficult purchase choice or has been involved in extensive purchase decision making (Belch & Belch, 2001), the celebrity

endorsers' relevance is more pertinent. A consumer experiencing post-purchase cognitive dissonance, after making a high involvement purchase and after undergoing elaborate post-purchase evaluation, may deploy alternative strategies to reduce it. These strategies, some of which have relevance for the celebrity endorser, as identified in the literature (Belch & Belch, 2001; Hawkins, Best & Coney, 1995; Arnould, Price & Zinkhan, 2002) include seeking out reassurance and opinions from others. (such as peers, friends, family members etc) to confirm the wisdom of his/her purchase decision and as such, increase the desirability of the brand purchased. The celebrity endorser may be expected to play a confirmatory role in this respect. The consumer may also strive to lower his/her attitude or opinion of the unchosen alternatives thereby decreasing the desirability of the rejected alternatives. Also the consumer may choose to decrease the importance of the purchase decision or deny (or discard) any information that does not support the choice he/she made. And more importantly, the consumer may choose to look for information that confirms or supports his or her choice. The consumer may likely find this support in the celebrity endorser through advertising if he or she chooses an endorsed brand.

The Hierarchy of Effects Model

Another widely-used model in marketing that attempts to explain consumer decision making process is the Hierarchy of Effects Model (Matsuno, 1997). Created by Robert J. Lavidge and Gary A. Steiner in 1961, the model suggests steps or mental stages through which a consumer goes towards buying a product. The celebrity endorser, this researcher believes, may play significant roles in aiding the consumer's mental processes during most of the identified stages. The hierarchy of effects model identifies the stages of Awareness, Knowledge, Liking, Preference, Conviction, Purchase and Re-purchase through which a prospective consumer goes towards becoming a loyal consumer.

From the point of consumer's relative unawareness of the product and its essential information, the celebrity endorser's role as an awareness generator or attention-grabber becomes pertinent when featured in advertisements designed to generate needed product awareness by consumers. It is to be expected that recall of brand information as well as brand recognition will be enhanced when the brand's name and property are linked to the celebrity endorser's name and personality.

The celebrity endorser's relevance can also be reasonably expected at the knowledge stage. This is the stage where the consumer develops more specific knowledge about the brand; hence the stage requires the advertiser to create brand knowledge (Matsuno, 1997; Belch & Belch, 2001). The celebrity endorser can help consumers in the comprehension of the brand name and what it stands for. The celebrity endorser can also help the advertiser provide information addressing the brand's specific appeals, benefits as well as competitive advantage (Pickton & Broderick, 2001).

For the liking, preference and conviction, the relevance of the celebrity endorser can also be reasonably explained. Just as the celebrity endorser can help the advertiser evoke positive feelings of consumers toward an endorsed brand, he or she can also help to build consumer preference by promoting quality, value, performance and other competitive features of the product. The celebrity endorser's presumed positive attributes of credibility, expertise, trustworthiness in particular can also help the advertiser to build conviction among consumers that the product's promise will be fulfilled when purchased and used (Belch & Belch, 2001; Pickton and Broderick, 2001; Matsuno, 1997).

For the purchase and repurchase stages, both of which border on the behavioural dispositions of the consumer, the likely influence of the celebrity endorser can also be reasonably fathomed. This researcher believes that logically, the stronger the influence of the celebrity endorser in the consumer's passage through the preceding stages, the stronger will also be the celebrity endorser as a determinant, among other factors, of consumer's purchase decisions, and vice versa. Also, it is the opinion of the researcher, going by evidence from literature (Belch & Belch, 2001; Matsuno, 1997; Hawkins, Best & Coney, 1995), that regardless of the relative strength of the celebrity endorser's influence at the preceding mental stages prior to purchase, experiential factors or consumers post-purchase experiences regarding product performance may likely be the major determinant of repurchase.

The Concept of Involvement

Involvement, as a concept, as observed by Michaelidou and Dibb (2008), can be traced to social psychology and specifically from the persuasive communication literature where the social judgment involvement approach has been used to explain attitude and attitude change (Sherif, Sherif & Nebergall, 1965). Social judgement theory, which considers how

individuals judge received messages, is based on three attitude scales: the latitude of acceptance, the latitude of rejection and the latitude of non-commitment (Sherif, et al., 1965). For an individual to accept a position and change his/her attitude there must be a discrepancy between the message and that person's own position. The notion of 'ego-involvement', which refers to the relationship between an individual and a social issue, has been argued to systematically affect the structure of the three judgmental latitudes (Sherif, et al., 1965). For example, highly involved individuals with wider latitudes of rejection (and smaller acceptance and non-commitment latitudes), are not susceptible to persuasive communication. The opposite is true for individuals with low involvement, who have wider latitudes of acceptance and are therefore highly receptive.

Social psychologists have examined involvement in the context of persuasive communication addressing its 'attitude object', as a social issue (e.g. involvement with health and safety) (Sherif and Sherif, 1967; Laaksonen, 1994). However, its application in consumer behavior focuses on examining involvement in a broader context to include different aspects of behavior and various attitude objects. For example, product involvement (Bloch, 1981; Michaelidou and Dibb, 2006), personal involvement (Zaichowsky, 1985), purchasing involvement (Slama and Tashchian, 1985), purchasing-decision involvement (Mittal, 1989), brand involvement (Kirmani et al. 1999) task involvement (Tyebjee, 1979), issue involvement (Petty and Cacioppo, 1981), service involvement (Ganesh et al. 2000) and advertising involvement (Zaichowsky, 1985). This practice has resulted in a number of relatively 'new' definitions or conceptualizations and measurements which have aggravated the confusion in understanding involvement in the marketing context. Thus, involvement has been seen as overlapping with similar concepts such as commitment, importance, proneness and cognitive effort (Coulter et al. 2003; Dholakia, 1997; Elen and Bone, 1998; Worrington and Shim, 2000). For example, Muncy and Hunt (1984) were reported to have identified five distinct yet related concepts, which have been studied under the general rubric of 'involvement'. These included ego-involvement, commitment, communication involvement, purchase importance and response involvement (Michaelidou and Dibb 2008).

Involvement in Consumer Behavior

As noted by Michaelidou and Dibb (2008), three classifications have been proposed for categorizing and organizing the different conceptualizations, definitions, types or forms of involvement in consumer behavior. Laaksonen (1994) suggested three groups of definitions:

cognitive based, individual state, and response-based This classification embraces the first distinction of involvement proposed by Houston and Rothschild (1978) and Rothschild (1979) who suggested that involvement has three forms or types: enduring, situational, and response. Other authors in consumer research literature have based their work on this distinction.

Richins and Bloch (1986) have extended this distinction, using the notion of duration to highlight the differences between ‘enduring’ and ‘situational’ involvement types. Regarding both as two forms of product involvement, Richins and Bloch (1986) posit that enduring involvement represents the long-term attachment of an individual with a specific product class, which is likely to be manifested through extensive information search, brand knowledge and, eventually through brand commitment. They describe enduring involvement as ongoing concern with a product that transcends situational influences. Situational involvement, however, according to Richins and Rothschild (1979), represents a short-term phenomenon where an individual becomes involved with a ‘situation’, usually a purchase decision. They define situational involvement as a form of product involvement that occurs only in specific situations such as at the time of purchase. And, as further explained by Mittal (1989), the concern in situational involvement is with the purchase of a particular product, such as a refrigerator, rather than with the product per se. Once the purchase has been completed, the situational involvement subsides. A third form of involvement is response involvement, which takes a behavioral view reflecting the extent to which individuals are involved in a situation. Such attention may be manifested in paying attention, being price conscious, or being alert to brand differences (Kassarjian, 1981; Stone, 1984).

Consumer Involvement Theory and the Purchase Process

Consumer Involvement Theory, in contemporary times, defines involvement in terms of how much time, thought, energy and other resources people devote to the purchase process. The Emotional / Rational scale arising from this definition is a measure of reason vs. impulse, desire vs. logic, passion vs. prudence (Trend Tracker, 2011). The modern development of the involvement concept, as it relates to consumers’ purchase process, can be explained from the following four involvement categories:

1. High involvement/rational – this is Reason over Impulse. The target market is likely to devote a significant amount of time and effort in into making sure that they make the right decision about purchasing a particular brand. They are likely to have

relatively high self-esteem and confidence in their judgment about buying into a brand for its rational benefits such as build quality, performance or economy, but not for its aesthetics. These buyers will purchase brands that support and re-enforce their self-concept (Trend Tracker, 2011).

2. High involvement/emotional – this is Desire over Logic. The target market is influenced in this category more by the style and design associated with a brand rather than any practical benefits. By deciding to purchase a particular brand based on aesthetics they are buying benefits such as status and style. These buyers are likely to have lower self-esteem and are buying into a brand that confers status upon the individual where associations with a brand's values or benefits support a person's status and reduces a negative self-concept (Trend Tracker, 2011).
3. Low involvement/rational – this is quick Logic over Desire. Buyers in this category are inclined to brand inertia – they tend to buy the same brand for reasons of comfort or habit, but they will consider or buy another brand if the reason is compelling. Consequently they need to be convinced to make a change but with relative ease and convenience – an example would be a brand of car that is comparable in all other respects to the brand of car they currently own, but where perhaps another brand provides far superior fuel economy and lower running costs (Trend Tracker, 2011).
4. Low involvement/emotional – this is Impulse over Reason. Buyers in this category do not want to undertake extensive research or invest large amounts of time and effort in considering the rational merits of different brands – they want to make a quick decision. They are therefore impulsive and will consider a brand solely on hedonic and visual imagery and stimuli. Consequently they need to satisfy an initial stimulus but the craving or desire may be fleeting so they are time sensitive and opportunistic. (Trend Tracker, 2011).

High and Low Involvement Products in the light of Consumer Involvement Theory

From the perspective of the consumer involvement theory, for high involvement products, the buyer has to spend considerable time and effort in searching for information about the products and take more time to take decision for purchase. But low involvement products are bought frequently and they require minimum of thought and effort to buy them (Punyatoya, 2010). Such products, according to Punyatoya, (2010), are mostly not having any great impact on the consumer's lifestyle, while consumers are not motivated to engage in a great deal of in-store decision making at the time of purchase when the product is purchased

repeatedly and is relatively unimportant. As a result, consumers tend to apply very simple choice rules or tactics that provide a satisfactory choice while allowing a quick and effortless decision (Hoyer, 1984). Consumers put minimum cognitive effort and only make a satisfactory choice for low involvement product rather than an optimal choice (Einhorn & Hogarth, 1981). For example consumers exert considerably less effort in choosing detergent, butter or breads than in choosing lifestyle apparel, shoe or an automobile, which are high involvement products (Punyatoya, 2010).

A study on a repeat purchase product i.e. laundry detergent showed that consumers engage in remarkably little in-store decision deliberation and decision making occurs in a large portion outside the immediate in-store decision context. Consumers take price-related tactics, product-related experiences—such as product usage, numerous exposures to advertisements, and influence by others in a social environment etc. to play major role in preference and purchase decision for a low involvement product (Hoyer, 1984). So the purchase of low involvement products is mostly based on tactics, heuristics, rather than symbolic meaning of the brand and emotional characteristics of it (Punyatoya, 2010).

On the other hand, a high-involvement product like clothing carry symbolic meaning, image reinforcement or psychological satisfaction and reflect the consumer's social life, aspirations, fantasies and affiliations and are brought upon these emotional aspects (Kaiser, 1998). In high involvement products, consumers are aware of their own self-concept and thus use brand personality as a criterion in evaluating products, rather than only using heuristics (Oh & Fiorito, 2002). A study on sportswear clothing brands (high-involvement products) and coffee brands (low-involvement products) showed a higher brand awareness of high involvement products than of low-involvement products. Advertising played an important role in the awareness of sportswear clothing brands, but seemed unimportant in the case of coffee. The brand name was important for coffee, while the name and the logo played a role in students' awareness of sportswear brands (Freling & Forbes, 2005).

So brand personality, according to Punyatoya (2010), is of more importance for high involvement products than low involvement products. But Punyatoya (2010) also contends that brand personality has importance for both low and high involvement products. By building strong brand personality in low involvement condition, the products will get symbolic meaning and consumers will be attached to them. In high involvement condition,

the brand personality will help to retrieve the brand persistently attached to the message. When consumers find that the brand personality or image of the product is congruent with their self-image, they will exhibit a favourable feeling toward the particular product or brand (Chang, Park, & Choi, 2001). This will increase positive attitude towards such a product by consumers who have high hedonic attitude and emphasize symbolic values. The congruence between brand personality and self-image increases consumer satisfaction and consumer-brand relationship (Punyatoya (2010).

Consumer satisfaction is also identified as a factor that leads to consumer-brand relationship and brand loyalty (Punyatoya (2010). For high involvement products, the consumer-brand relationship quality mediates the effect of satisfaction on consumers' brand loyalties, but for low involvement products, satisfaction directly influences brand loyalty (Park & Lee, 2005). It is seen that high-involvement products have higher brand awareness than of low-involvement product (Park & Lee, 2005). Consumer-brand relationship quality increases brand loyalty more in high involvement situations than low involvement situations (Park & Lee, 2005). Hence, Punyatoya (2010) posits that the effect of brand personality is higher for high involvement products than low involvement products.

Of relevance to the present study is the suggestion that the presence of a prominent product endorser or celebrity in the advertisement will increase the impact for a low involvement product than for a high involvement product. Similarly presence of strong positive argument about the brand in the advertisement has a higher impact for high involvement product than for low involvement product (Petty, Cacioppo & Schumann, 1983). The high involvement condition, from the perspective of the Elaboration Likelihood Model of Persuasion (ELM), is processed through the central route, while low involvement condition is processed through the peripheral route. This suggests that a low involvement or low-priced, frequently purchased product like Onga seasoning brand endorsed and promoted through celebrity advertisement featuring Nigerian nollywood actress and celebrity, Kate Henshaw-Nuttal, will have the celebrity endorser acting as a potential determinant of attitude towards the product. Similarly advertisements of high involvement or high-priced, infrequently purchased products like refrigerators, music systems, laptops which feature strong arguments or selling points about the product, its features, product-relevant information which require higher ability to process them, will have such strong message arguments acting as a potential determinant of attitude toward the product. This informs Punyatoya's (2010) contention that,

in the case of low involvement products, brand personality or image can be improved by famous endorsers, while in the case of high involvement products, brand personality or image can be improved by strong positive argument about the brand.

Conceptual Framework

The concept of attitude has been explained by many attitude theories. But the most significant of the theories within the context of the present study is Fishbein's Attitude Theory. As explained by Fishbein (1967), a person's attitude is a function of his or her salient beliefs at a given point in time. The theory espouses three main variables. These are beliefs, evaluations/attitudes and intentions. As observed by Mitchell and Olson (1981), the basic theoretical proposition of Fishbein's Attitude Theory is that beliefs lead to attitude. Because attitude is determined by a set of salient beliefs, changes in attitude must be moderated by changes in those beliefs. Therefore, to change a person's attitude towards a concept or brand (Ao) one must modify the salient beliefs about that concept. Beliefs can be modified by changing the strength of a salient belief (b1), changing the evaluation of a belief (e1), creating a new salient belief, or making a salient belief unsalient. Fishbein also proposed that the attitude-belief relationship holds for attitudes towards a specific behaviour like buying a product (Mitchell & Olson, 1981).

The Fishbein Attitude Theory breaks down the word "attitude" into two separate constructs, attitude towards the advertisement (Aad) and attitude towards the brand (AB). This breakdown helps measure attitudes specifically toward the advertisement and the brand. Of equal importance are consumers' intent to purchase and their beliefs toward the brand (i.e. purchase intention). Those three concepts postulated on majorly in Fishbein's Attitude Theory, attitude towards the advertisement (Aad), attitude towards the brand (AB) and intent to purchase (P1) are relevant and related to the present study's three major dependent variables. Hence, attitude towards the advertisement (Aad) is related to advertising message appeal; attitude towards the brand (AB) is related to brand attitude; while intent to purchase is related to purchase intention.

Attitude towards the Advertisement

Attitude towards the advertisement (Aad) is defined as a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure situation (Mackenzie, Lutz & Belch, 1986). According to Baker and Lutz (1988), Aad may contain both affective reactions (ad-created feelings of happiness) and evaluations (an ad's credibility or informativeness). The advertising function of Aad is not directed at specific products' attributes/benefits, and the objective is not to influence consumers' beliefs towards the brand per se (Shimp, 1981). The direction, according to Shimp (1981), is instead directed towards creating a favourable attitude toward the advertisement in order to leave consumers with a positive feeling after processing the ad. Also, as noted by Shimp (1981), there are two distinct dimensions of Aad, one cognitive and the other emotional. Emotionally, consumers form attitudes toward the advertisement by consciously processing executional elements (components found in advertisements such as the endorser, presentation style, colour use and title/font presentation). Cognitively, consumers form attitudes toward the advertisements resulting from the conscious processing of specific executional elements in the ad, such as the endorser, the copy, the presentation style etc (Shimp, 1981). In other words, attitude towards the advertisement may result because the ad evokes an emotional response, such as a feeling of love, joy, nostalgia, or sorrow, without any conscious processing of executional elements. These two dimensions may have different impacts on attitudes of consumers towards the brand advertised. Also, within the context of television advertisements or commercials, Arnould, Price & Zinkhan (2002), are of the opinion that the determinants of attitude toward the advertisement include attitude toward the advertiser, evaluation of the advertising execution itself, the mood evoked by the advertisement and the degree to which the advertisement affects viewers' (or target consumers) arousal levels.

Furthermore, in order to validate Fishbein's proposition regarding attitude formation, Mitchell and Olson (1981) conducted a study that sought to provide answer to the question "are product attributes the only mediator of brand attitude?" They found that brand attitudes are not solely a function of the attribute beliefs that are formed about the brand, but also may be influenced by consumer's general liking for the advertisement itself or the visual stimulus presented in the advertisement. Similarly, in trying to conceptualise the role of attitude towards the advertisement (AAD) in attitude towards the brand (BA), Mackenzie, Lutz and Belch (1983) posit that the recipients of an advertising message develop an attitude towards

the advertisement which in turn exerts an influence on subsequent measures of advertising effectiveness such as brand attitude, and purchase intentions.

Conceiving AAD as a mediating causal variable in advertising effectiveness, Mackenzie, Lutz and Belch (1983) provided four models representing possibilities of how it (i.e. AAD) may intervene. They also identified five constructs which form the core of all the four models or possible response sequences. The five constructs are Ad cognitions (CAD) or recipients' perception of the advertisement itself (e.g. its execution); Brand Cognitions (CB) or recipients' perception of the brand being advertised (e.g. brand attributes); Attitude toward the Ad (AAD) or recipients' affective reactions (e.g. like-dislike) to the advertisement itself; Attitude toward the Brand (AB) or recipients' affective reactions toward the advertised brand (or, where desirable, attitude toward purchasing the brand); and Purchase Intention (PI) or recipients' assessments of the likelihood that they will purchase the brand in the future. All the identified four models, according to Mackenzie, Lutz and Belch (1983) predict that recipients' perception of the advertisement itself (CAD) leads to recipients' affective reactions to the advertisement itself (AAD); that recipients' perceptions of a brand being advertised (CB) leads to recipients' affective reactions toward the advertised brand (AB); and that recipients' affective reactions toward the advertised brand (AB) leads to recipients' assessments of the likelihood that they will purchase the brand in future (PI).

Attitude toward the Brand

As noted by Shimp (1981), attitude toward the brand (AB) attempts to influence brand choice by engendering favourable consumer attitudes toward the brand advertised. This, according to Shimp (1981) is achieved by structuring advertisements to influence consumers' beliefs and evaluations regarding the favourable consequences of consuming the brand. Attitude towards the brand includes beliefs formed from the advertisement's brand attitude information and inferences based on the advertisement's picture content (Gardner, 1985; Mitchell & Olson, 1981).

Attitude toward the brand (AB), according to Behial, Gabriel and Stephens (1992), mediates the impact of attitude toward the advertisement (AAD) in two ways, indirectly or directly. Indirectly, AAD has an impact on AB; therefore, AB affects the consumer's purchase intentions. Hence, AB, which includes beliefs formed from a brand attribute information and

inferences based on advertising picture content (Mitchell and Olson, 1981), mediates the impact of AAD on purchase intention; implying that there is no direct AAD-PI link (Biehal, Gabriel & Stephens, 1992). Directly, AAD and AB have separate influences on consumers' purchase intentions. Forming overall brand evaluations/purchase intentions, as noted by Biehal, Gabriel and Stephens (1992), may be relatively time-consuming and effortful for the consumer to do than making a choice. Choices may be formed for one or for several alternatives without a decision actually being made from any of the consumers' attitudes towards the brand.

To make choices, consumers may use many types of processes to eliminate certain brand early in their processing by simply comparing brands (Biehal, Gabriel & Stephens, 1992). The consumer could choose a brand without differentiating between different brands on the basis of AB or even without ever forming an overall brand attitude. This implies that formation of attitude toward the brand (AB) may not necessarily be a precursor of brand choice (Biehal, Gabriel & Stephens, 1992).

Biehal, Gabriel and Stephens (1992) also observe that direct AAD affects toward brand choice may occur in other ways. According to them, when one brand is clearly superior to the other brand based on consumers simply comparing brands, AAD may not directly affect brand choice. Any influence the brand choice has may be indirect through its impact on the acceptance of advertising information and the formation of brand beliefs, which are then incorporated in AB (Mackenzie, Lutz & Belch, 1986). However, noted Biehal, Gabriel and Stephens (1992), if two brands are perceived to be very similar overall, it may be difficult for the consumer to discriminate between them. And, if consumers wish to choose the best brand, they may possibly consider other relevant brand-related information, such as reactions to the advertisement. This suggests that liking an advertisement by the consumer may have a direct effect on swaying his or her choice between two or more similar brands (Biehal, Gabriel and Stephens, 1992).

Purchase Intention

According to Biehal, Gabriel and Stephens (1992), purchase intention is a type of judgment about how a consumer will behave toward a particular brand. Purchase intentions, they noted, may be based on processing all relevant and available brand information. A close relationship

between purchase intention and choice may not always occur because consumers may make choices without completely processing all brand information (Biehal, Gabriel & Stephens, 1992). Also, to the scholars, consumers may not even form overall evaluations or purchase intentions but may form attitudes toward the brand without making choices.

According to Renton (2006), purchase intention is a topic that has not been widely studied. She observes that when paired with advertising, the studies conducted are scarce. Renton's (2006) observation makes the present study, which has adopted purchase intention as one of its three dependent variables, to be significant. Renton (2006) reported Woodside and Taylor (1978) to have found that consumers viewed products that are nationally advertised to be higher in quality, and therefore, their purchase intentions increase. This finding confirmed Woodside and Taylor's (1978) hypothesis in their study that "the more the product is advertised, the higher the quality it has and the more it will be consumed." The researchers assumed that the more advertised brands are more easily recognizable leading to greater consumption (Renton, 2006). By creating a greater confidence in the quality of a brand, according to Woodside and Taylor (1978) as reported by Renton (2006), advertising may be more directly related to purchase decision. This suggests that advertising and the amount of advertising can influence consumers' perception of quality and may also affect consumer purchase behaviour (Woodside & Taylor, 1978; Renton, 2006).

Renton (2006) also reported Ohanian (1991) to have found out that the expert celebrity endorser elicited higher purchase intentions. This finding will be of significance to the discussion of the present study's findings. Putting the interrelationship between attitude toward the advertisement (AAD), attitude toward the brand (AB) and purchase intention (PI) in perspective, Renton (2006:15) submits:

Basically, consumers are finicky, and how they feel about the product or advertisement of the product will affect if they buy the product or not. Consumers will form beliefs, either prior to learning about the brand or while it is being advertised. These beliefs in turn, will cause the consumers to form an overall attitude. The formed attitude will lead the consumers to purchase, or have intent-to-purchase the product.

Message Arguments

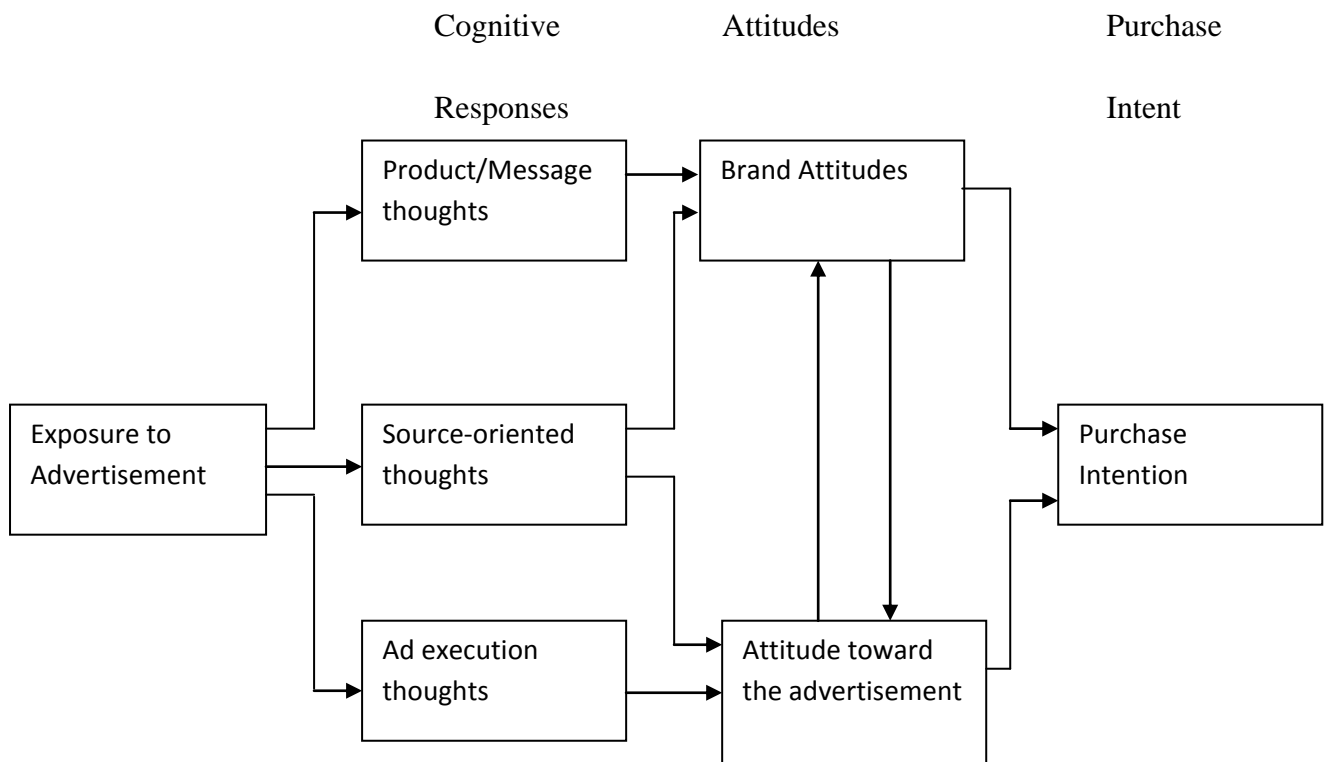
Message arguments or product claims (or brand selling points) constitute one of the manifest components or content of an advertisement. Message arguments which encompass, majorly, brand-related information and may sometimes, include advertiser-related information as a reinforcement of the veracity of the advertised brand's proposed promise, constitute a major instrument of audience persuasion (Shimp, 2000). Two theoretical perspectives have been advanced to explain the influence of message arguments in advertisements on consumers' attitude toward an advertisement, the brand advertised and purchase intention towards the brand. These theoretical perspectives, which are also part of the present study's theoretical framework, are the Cognitive Response Theory and the Elaboration Likelihood Model of Persuasion.

The Cognitive Response Perspective

The cognitive response approach, as noted by Belch and Belch (2001), has been widely used in research by academics and advertising practitioners to determine the types of responses evoked by an advertising message and how these responses relate to attitudes toward the advertisement, brand attitudes, and purchase intentions. Three basic categories of cognitive responses have been identified by researchers. These include product/message thoughts, source-oriented thoughts and advertising execution thoughts. These thoughts and how they may relate to brand attitudes and purchase intentions are represented in the model of cognitive response that follows.

Product/Message Thoughts: These thoughts, according to Belch and Belch (2001), are the thoughts directed at the product or service advertised and/or claims being made in the advertisement. Belch and Belch (2001) identify counter arguments and support arguments as the types of thoughts or cognitive responses, consumers elicit regarding product/message thoughts. While counter arguments are thoughts the recipient (or target consumer) elicits that are opposed to the position taken in the advertising message after exposure to the advertisement. Support arguments, on the other hand, are thoughts elicited by the recipient that affirm the claims made in the advertising message (Belch and Belch, 2001).

Figure 2.1: A Model of Cognitive Response



Source: Belch and Belch (2001, p.160).

By implication, as observed by Belch and Belch (2001), the likelihood of counter-arguing is greater when the advertising message makes claims that oppose the receiver's beliefs, while the likelihood of support arguments is greater when the advertising message makes claims that affirm or reinforce the receiver's beliefs. This means, according to Belch and Belch (2001), counter arguments relate negatively to message acceptance, the more the receiver counter-argues, the less likely he or she is to accept the position advocated in the advertising message. On the other hand, support arguments relate positively to message acceptance; the more the receiver support-argues, the less likely he or she is to reject the position advocated in the advertising message (Belch and Belch, 2001). By extension, support arguments, when elicited by target consumers regarding product claims or brand information after exposure to an advertisement, suggests that there is positive disposition or attitude towards message arguments, which, this researcher presumes, may rub in on target consumer's attitude toward the advertisement and possibly the advertised brand. The researcher also believes the opposite would hold for counter arguments.

Source-oriented Thoughts: These second category of thoughts or cognitive responses, according to Belch and Belch (2001), is directed at the source of the communication or advertisement. The authors identify source derogations and source bolsters as two most important types of thoughts or cognitive responses consumers elicit regarding source-oriented thoughts. Source derogations represent negative thoughts about the spokesperson or organisation making the product-related claims in an advertisement. Such negative thoughts (i.e. source derogations), as noted by Belch and Belch (2001), generally lead to a reduction in message acceptance. This means if consumers find a particular spokesperson annoying or untrustworthy, they are less likely to accept what the source has to say.

Source bolsters, on the other hand, represent positive or favourable thoughts elicited by target consumers about the spokesperson or organisation making product-related claims in an advertisement (Belch & Belch, 2001). It is to be expected that unlike source derogations, source bolsters would enhance message acceptance. This means if consumers find a particular spokesperson credible or trustworthy, they are more likely to accept what the source has to say. Hence, as observed by Belch and Belch (2001) enhancing source bolsters or favourable thoughts about source among target recipients informs why most advertisers attempt to hire spokespeople or celebrity endorsers their target audience likes in order to carry the likeness over to the advertising message.

If source bolsters can be likened to support arguments for sharing the characteristic of positive or favourable thoughts or cognitive responses, then both types of responses, this researcher believes, can be expected to enhance the acceptance of message arguments by target consumers leading to a positive attitude toward the advertisement. Similarly, if source derogations can be likened to counterarguments for sharing the characteristic of negative or unfavourable thoughts or cognitive responses, then both types of responses can be expected to reduce the likelihood of message arguments being accepted by target consumers leading to a negative attitude toward the advertisement.

Also, since both source derogations and source bolsters represent target consumer's perception or evaluation of advertisers' spokespersons, it would, therefore be interesting to investigate the role of the celebrity endorser in target consumers' evaluation of the advertising message of an endorsed brand; and in their conviction about the credibility or otherwise, of the advertising message of the endorsed brand. These are some of the issues

addressed in the present study with respect to middle class consumers and high or low involvement products.

Ad Execution Thoughts: This third category of thoughts or cognitive responses, according to Belch and Belch (2001), consists of the target recipients' thoughts about the advertisement itself. The authors affirm that many of the thoughts target receivers elicit when exposed to an advertisement do not concern the product and/or message claims (i.e. message arguments) directly. Rather, such thoughts are affective reactions representing the target consumer's feelings toward the advertisement. These thoughts, as noted by Belch and Belch (2001), may include reactions to advertising execution factors such as the creativity of the advertisement, the quality of the visual effects, colours, voice tones or a celebrity spokesperson. Advertising execution-related thoughts which can either be favourable or unfavourable are important because of their effect on attitudes toward the advertisement as well as the advertised brand (Belch & Belch, 2001).

Again, if target consumers' thoughts or cognitive responses regarding advertising execution could influence their attitude toward the advertisement, according to Belch and Belch (2001), it would, again, be interesting to find out the influence of the celebrity endorser (as a strategic element of advertising execution) in consumers' perception of, and subsequent attitude toward the advertisement. As stated earlier, this issue is partly addressed by the present study.

The Elaboration Likelihood Model Perspective

Petty and Cacioppo's (1981), Elaboration Likelihood Model of Persuasion (ELM) is regarded as a popular explanatory theory and among the most influential approaches to understanding the effects of persuasive communications on audience attitude toward the advertisement, the advertised brand and purchase intention (Areni & Lutz, 1988; Hennessey & Anderson, 1990). The ELM's particular appeal to consumer researchers, as observed by Areni and Lutz (1988), stems from its explicit attention to persuasive effects under both high and low involvement conditions. This observation also informs the adoption of the ELM by this researcher as part of the theoretical framework for the present study. Audience involvement with the persuasive communication or advertisement is seen in ELM as a key moderating influence on the process through which a message (i.e. an advertisement) exerts its persuasive effects on the audience (i.e. target consumers) (Areni and Lutz, 1988).

The ELM, as noted by Hennessey and Anderson (1990), posits that communication about a product or service (e.g. an advertisement) occurs by one of two divergent focuses of intent: (1) central cognitive processing focuses on analysis of product-relevant information such as message content (i.e. message arguments or product claims); alternatively (2) peripheral cognitive processing focuses on the persuasive peripheral cues (such as message-length, background context or presence of a celebrity endorser) rather than the message content.

Consumer involvement has been associated with the two distinct routes to persuasion as postulated by the ELM. High consumer involvement is linked to the central route while low consumer involvement is linked to the peripheral route to persuasion (Areni & Lutz, 1988; Hennessey & Anderson, 1990; Belch & Belch, 2001). Also, consumer involvement, according to the ELM, is said to be a function of two elements, motivation and ability to process the message (Belch & Belch, 2001).

Under the central route to persuasion, the target receiver of an advertisement is viewed as a very active, involved participant in the communication process whose ability and motivation to attend, comprehend and evaluate the message arguments or product claims contained in the advertisement is very high (Belch & Belch, 2001). This means when central processing of an advertising message occurs, the target consumer pays close attention to message content and scrutinizes the message arguments. A high level of cognitive response activity or processing occurs and the advertisement's ability to persuade the target consumer depends primarily on his or her evaluation of the quality of the message arguments presented (Belch and Belch, 2001).

According to Belch and Belch (2001), if the cognitive processing of the message arguments by the target consumer elicits predominantly favourable cognitive responses (in form of support arguments and source bolsters), the changes in the consumer's cognitive structure will be favourable and will result in positive attitude toward the advertisement and, by extension, positive attitude change towards the advertised brand. Conversely, as noted by Belch and Belch (2001), if the cognitive processing of the message arguments by the target consumer elicits predominantly unfavourable cognitive responses (in form of counter arguments and/or source derogations), the changes in the consumer's cognitive structure will be unfavourable and will result in negative attitude toward the advertisement and, by extension, likely negative attitude change toward the advertised brand. Attitude change that

occurs through central processing, according to the ELM, will be relatively enduring, and is expected to resist subsequent efforts to change it (Belch & Belch, 2001).

In contrast, under the peripheral route to persuasion, the target receiver of an advertisement is viewed as lacking the motivation or ability to process information and is not likely to engage in detailed cognitive processing. Rather than evaluating the information presented in an advertisement, the target receiver relies on peripheral cues that may be incidental to the main message arguments. The target receiver's reaction to the advertising message depends on how he or she evaluates the peripheral cues (Belch & Belch, 2001).

The target receiver, according to Belch and Belch (2001) may use several types of peripheral cues or cognitive shortcuts rather than carefully evaluating the message arguments presented in an advertisement. Further, as noted by Belch and Belch (2001), favourable attitudes may be formed if the celebrity endorser (as a peripheral cue) featured in an advertisement is viewed as an expert or attractive and/or likable, or if the target consumer likes certain executional aspects of the advertisement such as the music or the imagery. A positive consideration of peripheral cues by target consumers, according to Belch and Belch (2001), may help them form a positive attitude toward the advertisement and subsequently the advertised brand, even if they do not process the message arguments or product claims in the advertisement.

Conversely, a negative consideration of peripheral cues by target consumers, according to Belch and Belch (2001), can also lead consumers to reject the message arguments or form a negative attitude toward the advertisement and subsequently the advertised brand, even if they do not process the message arguments or product claims in the advertisement. This suggests that advertisements that advocate extreme positions, use unliked, unattractive, untrustworthy, or less credible celebrity endorsers, or use faulty executions may be rejected by target consumers without any consideration of the brand information or message arguments in such advertisements (Belch & Belch, 2001). Also, attitudes resulting from peripheral processing, according to the ELM, will be relatively temporary (Belch & Belch, 2001). The implication of this is that, as suggested by the authors, to make favourable attitudes resulting from peripheral cue processing more enduring, advertisers should strive to continually expose target consumers to the peripheral cues through repetitive advertising. This researcher believes that it would be interesting to find out how the celebrity endorser featured in an advertisement of a low involvement or high involvement product influences

consumers' cognitive responses to message arguments of the endorsed brand, as well as consumers' attitude towards the advertisement, brand endorsed and purchase intention. This is with respect to each type of product. This is part of the major focus of the present study.

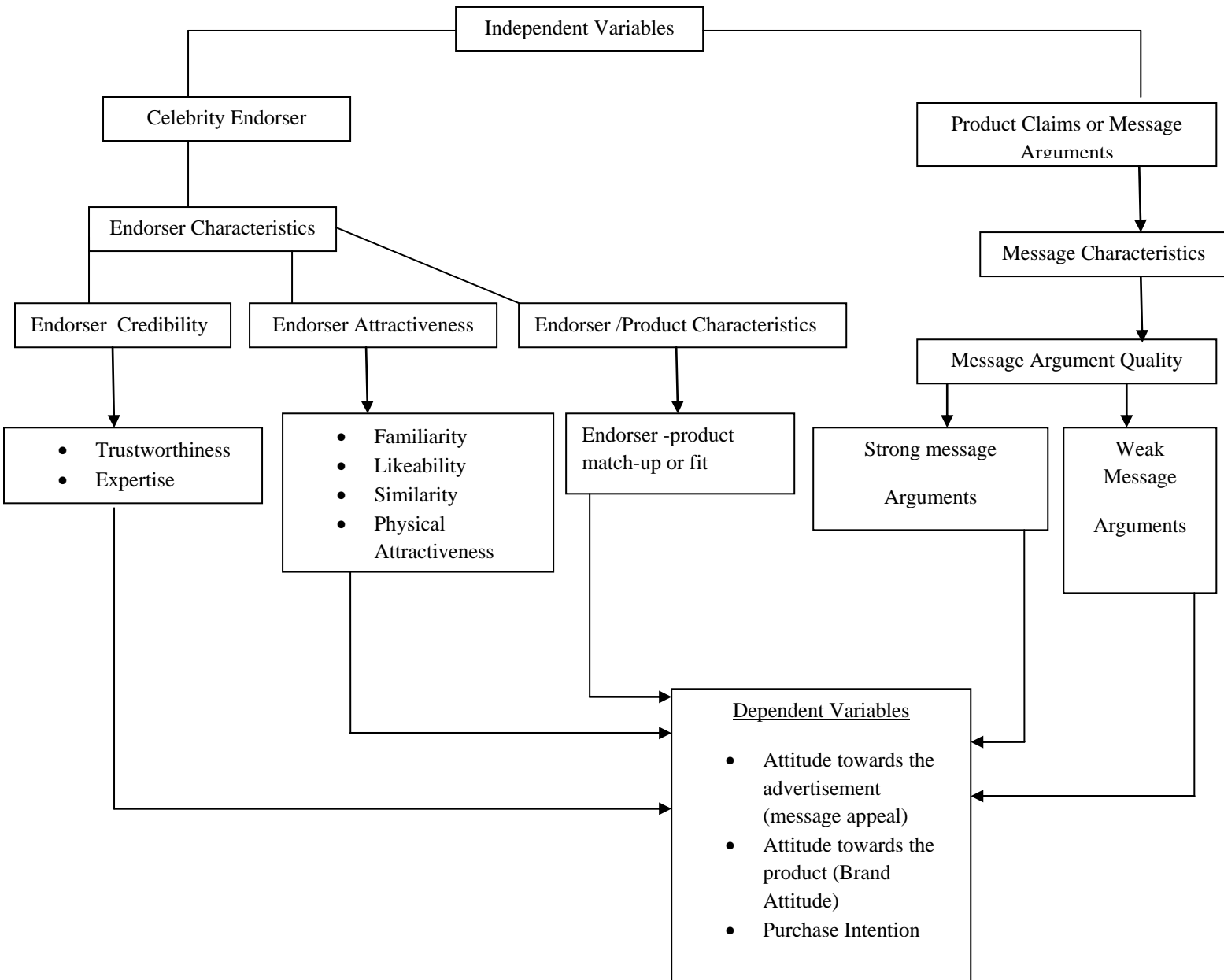
Furthermore, the strength or quality of message arguments has been identified to be, in most cases, the major determinant of whether or not target consumers develop positive attitude toward an advertisement and, invariably, the advertised brand (Shimp, 2000). Shimp is of the view that consumers are much more likely to be persuaded by convincing and believable (i.e. strong) message arguments than by weak message arguments. The cognitive response perspective, as explained by Belch and Belch (2001) suggests that the interplay of the four principal outcomes of consumers' cognitive processing after exposure to an advertisement determines the quality or strength of message arguments. This implies that while the combination of support arguments and source bolsters, when elicited, indicates strong and high quality message arguments, the combination of counter arguments and source derogations, when elicited, suggests weak and low quality message arguments. And, by extension, other combination of the four cognitive processing outcomes would suggest different measures of strength of the quality of message arguments, this researcher believes.

And going by Shimp' (2000) assertion that consumers' persuasion is much more likely to be better enhanced by strong than weak message arguments, it is to be expected that strong message arguments (as determined by consumers' cognitive responses) would significantly influence positive attitude of consumers towards an advertisement, and possibly the advertised brand. The opposite holds for weak message arguments. This effect of argument quality on persuasion is also explained from the perspective of Elaboration Likelihood Model by O'Keefe (1995). According to O'Keefe (1995), the general image of ELM is that as issue-relevant thinking increases, the impact of peripheral considerations (such as the receiver's liking for the communication e.g. a celebrity endorser) on persuasive outcomes will decrease, and the impact of argument quality (the degree to which the messages arguments are cogent or specious) on persuasive outcomes will increase. O'Keefe (1995) therefore affirms that argument quality is a key variable in the ELM's depiction of how persuasion works.

Based on the foregoing exposition of quality of message argument and its influence on consumer persuasion, this researcher believes a study designed to investigate the role of the celebrity (featured in an advertisement) in the enhancement of quality of message arguments

and the consequential influence on consumer attitude toward the advertisement and brand endorsed as well as purchase intention is pertinent.

Figure 2.2: Conceptual framework



Empirical Review

This section of the literature review presents an exposition of studies from extant literatures which are considered relevant and related to the subject matter of the current study. The studies reviewed cover those conducted locally in Nigeria and those conducted in other study locations outside Nigeria. Also the reviewed studies address issues relating to selection and

use of celebrity endorsements in advertising campaigns as well as influence of celebrity endorsement on consumer behavior.

Nigerian-based Studies

Issues emerging from celebrity endorsement of brands through advertising campaigns have engaged the attention of Nigerian researchers who addressed such issues through empirical studies. Such studies covered in this review include the following:

The Impact of Celebrity Endorsement on Strategic Brand Management

In a study, using a sample of 50 marketing professionals and major distributors selected randomly from ten top marketing organizations, Ogunsiji (2012) sought to investigate the impact of celebrity endorsement on strategic brand management. In the study, the researcher identified Celebrity-Product match, Celebrity-Target Audience match, Celebrity Popularity, Celebrity Credibility as few of the criteria that have made indispensable incursion into marketing of both product and service especially through advertising campaigns. Ogunsiji (2012) therefore made the aforementioned constructs as the framework for explaining and discussing the study's major findings which are as follows:

On Celebrity-Product-Audience match, the researcher found that managers of endorsed brands are inexorably inundated with the challenge of whether the celebrity is expected to provide a marginal value-added or to serve as the central figure. Most importantly, according to Ogunsiji (2012), the study found that there must be a point of convergence of interest where perception of the celebrity by managers of endorsed brands coincides with the target audience perception of the celebrity on the one hand, and, on the other hand, the perception of the image of the endorsed brand by the target audience coincides with the celebrity's perception of the endorsed brand.

The study found a positive convergence of interest to improve the marketability of the endorsed brand among its competitors. Positive convergence of interest was also found not only to reflect consistency but also centrality and high intensity in the promotion of the value of the endorsed brand. By implication, Ogunsiji (2012) posits that an ideal endorser needs to be among the early adopters of the endorsed product, intensely convinced disciple of the real

ideals or values of the product rather than a mere paid endorser or ambassador acting an alien script he does not believe in. The researcher found Jide Kosoko as the celebrity endorser and brand ambassador for Chivita Juice, through the study, to portend a good celebrity-product match since both the celebrity and the endorsed brand are considered as friendly, influential, mood-boosting, humorous and outspoken. In essence, the study's finding on celebrity-product-audience match or convergence suggests, according to Ogunsiji (2012), that an effective celebrity advertising campaign will be that in which the celebrity endorser featured is perceived by the advertiser and the target audience to have "a type of loyalty nearing brand addiction engendered by both the cognitive, affective and behavioural attitudes of the endorser" (p.143).

On celebrity popularity, the study found celebrities to have positive effect on both attitude towards advertisements and endorsed brands. Ogunsiji (2012) attributed this finding to reasons bordering on celebrity endorsers being widely recognized, being perceived to be more credible and being able to produce greater influence on evaluation of the endorsed brand and consumers' purchase intentions regarding same. By extension, this particular finding of the study have direct implication for the current study since it addresses celebrity endorser influence on the current study's three major dependent variables; advertising message appeal, brand attitude and purchase intention.

On Celebrity Credibility, the study found credibility to be the most important aspect of celebrity endorsement. The study found most marketing professionals to be in agreement that the most important dimensions of credibility are trustworthiness and prowess or expertise with regard to the endorsed product or service.

On Multiple Endorsements, Ogunsiji (2012) found, through the study, that multiple endorsements, both in terms of a single brand hiring multiple celebrities and that of a single celebrity endorsing multiple brands, have high likelihood of breeding controversy. Consumers, as reported by Ogunsiji (2012), do get confused about the brand endorsed when a single celebrity endorses numerous brands (i.e. multiple brand endorsement). The consequence of this is that the recall of the brand information by target consumers is reduced and this, in turn, reduces the popularity of the endorsed brand (Ogunsiji, 2012). However, the researcher is of the opinion that multiple celebrity endorsement will be effective when the selection of each of the celebrities in the multiple endorsement campaign is based on strategic management of the information to be communicated by the multiple celebrities, and where

the multiple endorsement campaign is not run on short time basis but lasts for a very long time. This implies that the longer the time frame of a multiple celebrity endorsement campaign, the higher the likelihood of success and vice versa. Ogunsiji (2012) exemplifies this implication with reference to Globacom which, he noted, “adopts a multiple endorsement using Nonso Diobi, Ini Edo, Monalisa Chinda and Peter and Paul and yet get a comprehension/holistic marketing leverage” (p.144).

Impact of Globacom’s Celebrity Endorsement on Subscribers’ Perception of the Brand: A Study of Lagos State

In a similar study that addresses the idea of multiple celebrity endorsement, Ilori (2010) examined the impact of Globacom’s celebrity endorsement on telecoms subscribers’ perception of the company’s GSM service network using subscribers in Lagos State as the study population. The study examined how the subscribers perceive the use of celebrities to endorse Globacom’s telecoms service brand and its impact on them. The researcher adopted a sample size of 200 subscribers drawn from 10 randomly selected Globacom’s customer care centers popularly known as “Gloworld” out of 14 centres strategically located across Lagos State. The researcher utilized a 25-item questionnaire to obtain relevant data from the 200 representative samples among Globacom subscribers in Lagos. She also utilized a structured interview guide to obtain relevant information from Globacom’s Advertising Director, an independent advertising expert and a Globacom’s celebrity endorser.

The study’s major findings include the following: that the consistent use of celebrity endorsement since inception of Globacom in 2003 has been motivated by the company’s desire to appeal to Nigerians’ emotions and gain acceptance as an indigenous brand. The study also found that Nigerians, as telecoms subscribers, have low emotional ties with both the Globacom brand and the celebrity endorsers used. The researcher found this finding to contradict Globacom Advertising Director’s view that there is public sentiment around people that are liked. Instead, as pointed out by Ilori (2010), what the subscribers craved for is value for the limited financial resources available to them which they expend on telecoms subscription. To substantiate this, the researcher reported that the study revealed 70.3% of the respondents picked network quality above other reasons for their subscription to Globacom while, more significantly, 96.8% said they will keep using the brand without celebrities

endorsing it. This researcher considers this finding to be significant going by the problem addressed by the current study.

Furthermore, the study found that due to the low emotional ties between the celebrity endorsers and the Globacom brand, celebrity endorsement is yet to aid advert recalls among Nigerians to the same significant level as obtained in developed countries of the world. Also, to substantiate this finding, the researcher reported that 74.7% out of the 200 respondents could only recall about five of the over fifty celebrities that have been used by Globacom.

Another major finding of the study, as reported by Ilori (2010), is that celebrity endorsement attracts attention to advertising messages. The researcher believes the attention-getting power of celebrity endorsement is a strong point for the use of the technique because the beauty of every advertising message is for people to be attracted to it first before taking further steps (Ilori, 2010). Based on the study's findings, Ilori (2010) concludes that celebrity endorsement is (or should be) a means to an end, and not (or should not be made to be) an end in itself. By implication, according to the researcher, celebrities could be likable, attract people to advertising messages but may not generate an attitude change and motivate target consumers towards purchase (Ilori, 2010). This implication of the researcher's conclusion is particularly significant for the present study since it touches on the current study's major dependent variables: advertising message appeal, consumer brand attitude and purchase intention.

Foreign-based Studies

Many studies abound in the extant literature that were conducted with study locations in other countries of the world. Such studies also focus on the subject matter of celebrity advertising from various perspectives including those relating to the source of such campaigns as well as those relating to celebrity endorser influence on consumer behaviour. As such, studies of that nature are also considered pertinent for review in light of the present study. These studies include the following.

Celebrity Endorsement: Advertising Agency Managers' Perspective

In a study designed to explore advertising agency managers' attitudes towards the use of celebrity endorsement as an executional technique in advertising campaigns (i.e. as an

advertising strategy), Erdogan and Baker (1999) sought to provide another perspective to the celebrity endorsement strategy by using semi-structured in-depth interviews with twelve advertising agency managers. The researchers derived the interview schedule for the study using information from the literature that identified the key issues to be explored. These issues include: managers' reasons for utilizing celebrities in marketing communications, managers' opinions on effectiveness of celebrity campaigns in terms of generating awareness, recall, positive attitudes towards advertising and brands, purchase intentions and actual sales; whether managers perceive there is an increasing usage of celebrities in marketing communications; factors considered while selecting celebrity endorsers; and commonality of these considered factors' importance within the UK and among other countries. Other issues explored include: types of media used with celebrity campaigns; manager's view on utilizing celebrities in integrated marketing communication campaigns; managers' opinion on international transferability of celebrity campaigns; and managers' view on utilizing multiple celebrities for a particular celebrity campaign.

Major findings of the study, particularly those that are pertinent to the present study include the following:

On reasons for celebrity advertising campaigns, the researchers reported advertising managers mentioning, as reasons: celebrity helps advertising messages to stand out in a cluttered environment; celebrity helps to create awareness or get attention for the advertising message and advertised product; celebrity values or personality traits help to define and refresh the brand image; celebrity helps to add new dimension to the brand image; celebrity helps to save time in creating the credibility an advertiser has to build into products; celebrity helps to provide PR coverage for advertiser and product endorsed; celebrity provides a way out for advertising agencies for lack of ideas; and celebrity makes it easy for advertising agencies to convince clients on the need for the endorsement strategy. The aforementioned reasons are considered pertinent to the discussion of the findings of the present study.

On opinions of advertising managers on campaigns involving celebrity endorsers, Erdogan and Baker (1999) found all respondents postulating that celebrities were good at generating attention, recall and positive attitudes towards advertising provided that celebrities are supporting a good idea and there is an explicit fit between celebrities and brand, On the other hand, the researchers reported respondents not agreeing on issues relating to creation of positive attitudes towards endorsed brands, purchase intention and actual sales. This finding

is of immense significance to the present study. This is because it has direct implications for the influence of the celebrity endorser on the current study's major dependent variables: advertising message appeal, brand attitude and purchase intention.

The researchers also reported advertising managers affirming that celebrity endorsement campaigns could be effective in situations when celebrities are chosen accurately and advertising campaigns are planned and executed well, and where there is a good campaign idea, and an intrinsic link between the celebrity and the message. On the use of multiple celebrities, Erdogan and Baker (1999) reported respondents concurring that using multiple celebrities or a single celebrity partially depends on the time scale a campaign is using to have impact. Respondents were reported to have affirmed that the longer the time scale, the more substantial the brand, and consequently the less likely a campaign would stay with a particular celebrity. This finding agrees with the finding of Ogunsiji (2012) in his own study, earlier reviewed, which supports a longer time frame for a successful multiple celebrity endorsement campaign.

Erdogan and Baker (1999) also reported advertising managers providing insights into situations when multiple celebrity endorsement campaigns could be successful. These situations include: where a campaign has a large advertising and media budget, it would be appropriate to introduce multiple celebrities in order not to bore target audience; and where the target audience comprises different age groups which suggests that people change in their reasoning on the basis of age and the way they relate to brands also changes, then the sort of personality used to endorse a product should be different for different age groups. Other situations include: where a brand has a wide range of consumers, then the use of multiple celebrities is needed to cover the whole target audience spectrum, though it must be made sure that each celebrity's values reflects core brand values; and where the celebrities to be selected are perceived by the advertiser and the advertising agency to possess compatible meanings that are sought for the brand to be endorsed, then the use of multiple celebrity endorsement would be appropriate (Erdogan and Baker, 1999). Ensuring that selected celebrities for a multiple celebrity endorsement campaign have compatible meanings with the brand to be endorsed, as reasoned by the respondents, is meant to prevent the likelihood of confusing target consumers about the identity of the endorsed brand (Erdogan and Baker, 1999).

Other findings of the study, as reported by the researchers, are in light of television being considered as the most preferred medium for celebrity endorsement strategy, although using several media was seen as an effective way to get good return on investment since celebrity fees are usually high. By extension, the study also found respondents agreeing that integrated celebrity campaigns are likely to be effective but getting celebrities to sign such deals (which would make them to appear on different communication platforms) may be very difficult (Erdogan and Baker, 1999).

The overall relevance of this study to the current study lies in its choice of advertising agency managers as its study population. One of the parallel samples to be drawn for the current study are advertising agency managers, apart from the main study population which are middle class consumers resident in Lagos State. The point of difference is that while the current study intends to obtain data from advertising agency managers based in Lagos State which will be used as complementary information in discussing the study's findings, the reviewed study adopted advertising agency managers as its major study population and obtained the principal data from them to answer the study's research questions.

The Relationship of Celebrity Advertisements to Consumer Attitudes and Purchase Intentions

Also, in a study that addressed the three dependent variables of the current study, Renton (2006), for her Masters thesis, investigated the relationship between three celebrities' physical attractiveness, their credibility and their congruency with the advertisement, and consumers' attitudes towards the advertisement, the brand and their intent to purchase the advertised product. Participants were asked to answer a questionnaire that corresponded with three different apparel advertisements, using three different celebrities. The dependent variables, attitude toward the advertisement, attitude toward the brand and purchase intention were measured against the independent variables, physical attractiveness, source credibility and celebrity/brand congruency using one-way ANOVA and backward linear regression. The study was specifically designed to find out if the celebrity's physical attractiveness, the source credibility and the celebrity/brand congruency will increase the purchase intentions of the endorsed brand, positively influence the consumer's attitude toward the advertisement, and positively influence the consumer's attitude toward the brand in the advertisement.

Findings of the study indicated that having a celebrity endorser featured in the selected advertisements was found to partially increase consumer's intent to purchase the advertised products, partially relate to positive attitudes towards the selected advertisements and partially relate to positive attitudes toward brand in the selected advertisements. In other words, as reported by Renton (2006), the study found celebrity endorsements to generate higher purchase intentions, positive attitude towards the advertisement and positive attitudes towards the endorsed brands. In terms of relevance to the current study, though Renton's study examined similar dependent variables as the present study, the study examined celebrity influence on brands in the same category (i.e. three different apparel brands). The current study on the other hand, is designed to examine celebrity influence on brands that fall into either of the two consumer buying involvement situations, that is, high involvement or high- priced products and low involvement or low-priced products. Nevertheless, the reported findings from Renton's study are expected to be of significance in the discussion of this current study findings.

The Attitudes of Middle Class Male and Female Consumers Regarding the Effectiveness of Celebrity Endorsers

In a study that shares similar primary study population with the present study, Premeaux (2005) investigated consumer perceptions regarding the effectiveness of celebrity endorsers in relation to the AIDA framework and the match-up hypothesis. Making use of a mailed questionnaire survey, the researcher sampled and processed usable data obtained from a total of 206 middle class male and female consumers drawn across 48 contiguous states in the United States of America, with the American Consumer List, Inc document serving as the sampling frame. Two questionnaires each were mailed to 480 households with married couples. The researcher stratified middle class consumers in selected households in terms of those with incomes between \$50,000 and \$74,999 and these were included in the survey population. Other indicators of middle class consumers that emerged from the biodata of the respondents, and which would be instructive for the operationalisation of middle class consumers for the present study, were, as reported by Premeaux (2005), Age (83% of the men and 72% of the women were between 35 and 59 years old), and Education (41% of the men and 49% of the women had four-year college degrees).

The questionnaire used for the study had one section dealing with celebrities and the AIDA framework and another section dealing with the match-up hypothesis. This informed why two questionnaires were sent to each of the selected households (Premeaux, 2005). In all, an equal number of male and female middle class consumers, 103 each, provided usable data for the study, making a total of 206 respondents.

The major findings of the study, which are of significance to the discussion of findings of the present study, are as follows. The study found that regarding the AIDA impact, both male and female middle class consumers' perceptions with respect to the effectiveness of celebrity endorsers indicate that such endorsers do get attention and create interest, while making commercials more memorable and increasing brand awareness for a previously desired product. But the study found celebrities to be less effective at increasing desire and buying behaviour even for previously desired products. The implication of these findings made Premeaux (2005) to suggest that since the awareness and interest portions of the AIDA framework are positively impacted by familiar celebrity endorsers, it may be worth the cost of using them by advertisers to help products stand out from the competition even though desire and buying action are less affected.

In relation to the match-up hypothesis, the study found that, even with familiar celebrities, the most important source characteristic for celebrity endorsers is expertise which appears to manifest itself in achievement, use of the product, knowledge and understanding of product attributes and credibility. And, as reported by Premeaux (2005), these findings' significance lies in their implied validation of the match-up hypothesis where a celebrity's ability to sell a product depends on the degree of fit between the celebrity and the product. The study's finding on match-up hypothesis, according to the researcher, also suggests like previous studies (Till and Busler, 2000) that expertise may be a better match-up factor than physical attractiveness. This finding made Premeaux (2005) to conclude that while a familiar celebrity endorser will get and hold attention, a celebrity that has expertise in the product area may well have a greater impact on persuasion. This conclusion, by extension, also informed the researcher's advice to advertisers that, though it is evident that expertise appears to cover up for trust and likeability problems of celebrities, those celebrities to be selected should probably be trustworthy, attractive and likeable whenever possible.

The researcher further counseled that, although, according to the study's findings, there was no perceived difference in the attractiveness of the celebrity endorsers involved, because of

the multitude of positive traits ascribed to physically attractive individuals (such as helping products stand out from the competition, making advertisements more memorable and enhancing brand awareness, particularly for desired products) attractive celebrities should be used whenever possible. Finally, the overall implications of the study, as noted by Premeaux (2005), are that celebrity endorsements are by no means the answer to low brand awareness, product inadequacy, an ill-conceived marketing strategy and that marketing professionals must first have a specific concept in mind for a sequence of advertisements; and such a concept must be strong enough to be effective without a celebrity endorser. But if a determination is made that a celebrity could enhance the marketing campaign, marketers should determine to what extent the celebrity should be used. In light of this, Premeaux (2005) posits that a celebrity endorser is (or should be considered as) only an enhancement to a well-conceived and properly developed advertisement not a panacea for a poor message or poor product. Hence, it is advisable for advertisers to, whenever possible, use an attractive, trustworthy, likeable, credible and knowledgeable celebrity expert.

Apart from Premeaux' (2005) study sharing similar primary study population with the present study. its research instrument, in form of quantitative survey questionnaire which utilized predominantly five-point Likert scale type of questions designed to measure middle class consumers' perceptions regarding the effectiveness of celebrity endorsers in advertising campaigns, is instructive for the present study. This is in terms of design of the appropriate quantitative survey questionnaire to gauge Lagos State middle class consumers' perceptions of the influence of celebrity endorsers on the study's three principal dependent variables.

Endorsers in Advertising: The Case of Negative Celebrity Information

Also, looking at influence of celebrity endorser image on consumer behaviour from another perspective, Till and Shimp (1998) conducted three related studies to find out the impact of negative information about a celebrity endorser on consumer evaluations of endorsed brands. Using an associative network model as a theoretical model, the researchers considered four moderating variables: the size of the association set for the endorsed brand, the size of the association set for the celebrity, the timing of the negative celebrity information and the strength of the association link between the brand and the celebrity. Using a fictitious but realistic celebrity endorser in the first two studies and an actual celebrity in the third study, the researchers used the same sample population but different sample sizes for their

experimental studies. While the study population for the three experimental studies was university undergraduates, 283 undergraduates, 188 undergraduates and 95 undergraduates constituted the sample sizes for study 1, 2 and 3 respectively (Till and Shimp, 1998).

Findings from the three studies show that a lowered evaluation of the celebrity endorser (arising from negative information obtained by consumers about the celebrity) can lower brand evaluations (that is, decline in consumer attitude toward the endorsed brand). The researchers also reported that their findings did not support the prediction of Anderson and Reders (1987) studies that the effect of negative celebrity information on the endorsed brand would be greater when there is a strong, rather than weak, associative link between the brand and the celebrity.

In terms of the general implications of the studies, the researchers reported as follows. The studies suggest the potential risk associated with using celebrity endorsers by advertisers. The advertiser who chooses to use a celebrity has no control of the celebrity's future behaviour. Any negative news about a celebrity may reduce the celebrity allure, and therefore the appeal of the brand the celebrity has endorsed. Till and Shimp (1998:80) put the risk, more succinctly:

The risk is potentially great for new or unfamiliar brands for which the association set is relatively scant and for which the celebrity is essentially the primary attribute on which consumers form evaluations of the brand. Negative celebrity information may have a much greater effect on such brands than does on familiar, established brands. Also at great risk are brands closely tied to a specific celebrity, as study 2 provides suggestive directional evidence that the effect of negative celebrity information is greater when the associative link between the brand and the celebrity is strong.

Furthermore, the researchers contend that the observation of Miciaie and Shanklin (1994), cited by Till and Shimp (1998) that marketers' assumption that negative celebrity news holds strong potential for sullyng their brands' reputations making them (i.e. marketers), in most cases, to discharge celebrity endorsers when negative information about them surfaces, is, on the strength of the studies' findings, only true when unknown brands are advertised. According to the researchers, predictions derived from associative memory models suggest that marketers have much less cause for concern when an established brand is advertised. In such a situation, consumers' rich and varied cognitive situations should insulate the brand

from the celebrity endorser's negative press. This suggests that negative information about a celebrity may not necessarily cause serious harm to an established brand endorsed by the celebrity.

In terms of relevance, the studies' findings and their aforementioned implications are expected to be complementary in the discussion of the present study's findings. Particularly, the implications are expected to complement findings from complementary data to be obtained through parallel samples to be drawn for the present study among Lagos-based advertisers (that have employed celebrity advertising campaigns in their brand promotions), as well as Lagos-based advertising agency managers who have executed celebrity advertising campaigns for advertisers.

Endorsement Practice: How Agencies Select Spokespeople

And of utmost importance to the present study is the study conducted by Erdogan and Drollinger (2008) to investigate how an advertising agency selects a celebrity endorser for celebrity advertising campaigns. The researchers conducted the study in two phases: an exploratory in-depth interview meant to help the researchers have a greater understanding of the advertising agency celebrity selection process, followed by a quantitative mailed survey to advertising agencies to better examine the steps involved in the celebrity endorser selection process as well as test various hypotheses.

In the first phase of the study, the researchers conducted 10 semi-structured interviews with management from large UK-based advertising agencies. For each of the 10 semi-structured interview sessions, the objective of which was to determine existing practices in the selection of a celebrity endorser, the researcher selected, as discussant, management personnel with experience in the development of advertising campaigns involving celebrity endorsers.

Findings from the first phase of the study, on the basis of which the researchers generated hypotheses, are: that the high cost of hiring a celebrity endorser demands a large advertising budget, that the selection of a celebrity spokesperson involves an informal, unwritten process; that the celebrity to be selected must match up against an advertising objective; that the agency creative team members are the initiators of the celebrity endorser selection process through their suggestion of a list of potential celebrity endorsers to the agency account and planning teams; that agency account and planning team members steer or drive the celebrity

endorser selection process by meeting most often with clients to discuss and secure approval of the campaign objectives, characteristics, budget, etc which would then be shared with the creative team; that the significant financial investment in hiring a celebrity endorser requires that an advertising agency researches or profiles a spokesperson before presenting that individual to a client; that advertising agency managers first contact, for negotiations, proposed celebrity endorsers before recommending such endorsers to the client; that advertising agency production team members contact celebrity endorser's agent or personal assistant to confirm interest only after the client has approved the proposed celebrity advertising campaign; and that, formal negotiations over details of the endorsement contract will begin only if and after client, agency and representatives for the celebrity endorser have all agreed as to the appropriateness of the celebrity endorser for the proposed campaign.

In the second phase of the study, Erdogan and Drollinger (2008) utilized a mailed questionnaire pretested by advertising managers who were privy to the nature of the study and who were asked to comment on the content, terminology, length, and relevance of the questionnaire. The revised mailed questionnaire was administered on a total of 414 agency managers who were listed members of the Institute of Practitioners in Advertising (IPA) of the United Kingdom. Findings from the second phase of the study, as reported by Erdogan and Drollinger (2008), confirm the previous findings from the study's first phase which were tested as hypotheses in the phase two of the study. The researchers encapsulated the study's phase two findings in a proposed agency-based normative model of celebrity-endorser selection. The model explains the sequential stages involved in the selection of celebrity endorsers for advertising campaigns. These stages include ***Account Meeting*** – in which the account handling and planning teams, as representatives of the advertising agency, hold a meeting with the client, represented by the marketing or brand manager, who delegates the task of developing a new advertising campaign to the agency. This is followed by the ***Creative Brief stage*** – during which the account handling and planning teams brief the creative team (copywriter and art director) describing the client's campaign goals, target audience and its attitudes. The third stage involves the ***Creative Proposal*** development in which the creative teams select an appropriate celebrity endorser that can help client meet stated campaign objectives and present the recommendation to the account handlers and planners. The fourth stage involves ***Research*** on proposed celebrity endorser or endorser profiling by agency research team through, mostly focus group discussion and peer-opinion research, to determine celebrity's popularity, his or her ability to effectively communicate the

campaign message to the target audience, the celebrity's prior endorsements, the potential risks of the celebrity getting into trouble, and celebrity-brand congruence.

Findings from the research stage leads to the ***Celebrity Initial Contact stage*** – which involves the agency production or account handling and planning teams contacting the proposed celebrity endorser to ascertain endorser availability and fine-tune contract negotiations before he or she is presented to client for appraisal and approval. The outcome of the celebrity's initial contact, if positive, leads to the **Campaign Proposal stage** which involves the presentation of the proposed celebrity endorser to client's representatives (including the marketing or brand manager) by agency representatives (including account handling and planning as well as creative teams). Approval of the celebrity endorser by client leads to the seventh stage of the selection process, the ***Final Negotiations stage*** which involves a meeting of all partners to the celebrity endorsement contract to fine-tune and agree on the final negotiated contract. The partners to the final contract according to the proposed model, include agency account handlers, agency production team, agency creative team and legal advertisers (on the agency side); the client's marketing directors or managers (on the client's side); as well as the celebrity's agents or personal assistants (on the celebrity's side).

In terms of the study's relevance to the present study, the use of advertising agency managers with experience in developing campaigns involving celebrity endorsers as the study population in the two phases of Erdogan and Drollinger's (2008) study is instructive. This is in terms of serving as a guide for this researcher in the gathering of complementary data from parallel samples to be drawn from Lagos-based advertising agency managers who have managed or are presently managing celebrity advertising campaigns for their clients or advertisers.

Theoretical Framework

This section presents an overview of the pertinent theories that anchor or underpin the study. These are:

Agenda Setting Theory of the Media

As noted by Wood (1983), virtually all communication researchers and writers seem to agree that the mass media possess the power and prestige to determine for the mass media audience what is important. The mass media do this in three distinct ways: establishing materialistic goals, status conferral and agenda setting (Wood, 1983). While materialistic goals relate to helping to provide individuals with information necessary to make informed decisions on the acquisition of material possessions for the satisfaction of personal desires or needs fulfillment, status conferral refers to the mass media's ability to confer or bestow prestige and enhance the authority of individuals, groups organizations as well as issues by legitimizing their status in the public's eye or reckoning. Agenda-setting, on the other hand, refers principally to the mass media's ability to raise the importance of an issue in the mind of members of the public (Wood, 1983). Dearing and Rogers (1992) who become involved in agenda-setting research with their presentation at the American Association of Public Opinion Research Conference in 1986 refer to the concept as an ongoing competition among issue proponents to gain attention of media professionals, the public and policy elites (Ngoa, 2012).

The idea that people desire media assistance to order their priorities, especially in determining political reality had been in existence for a very long time but without the name or construct agenda setting (Ngoa, 2012). McQuail (1987) confirms that the concept referred to as the power to "structure issues" is a phenomenon that has long been noticed and studied in the context of election campaigns. Agenda setting as a term was first used by Maxwell McCombs and Donald Shaw in 1972 to describe the function of the media in structuring issues for the public (McQuail, 2005). The agenda-setting hypothesis came about when researchers became dissatisfied with the limited effects model, the dominant theoretical perspective in mass communication research during the 1950s and 1960s. To some researchers the idea that the mass media ordinarily did not have any effects just did not seem very reasonable (Severin & Tankard, 1992).

Severin and Tankard (2001) confirm that a somewhat direct statement of the agenda-setting idea had appeared in a 1958 article by Norton Long. Generally, however, the notion of agenda-setting derives more or less from mass society perspective. Walter Lippman wrote in 1922 that the "public responds not to actual events in the environment but to the pictures in our heads" Lazarsfeld and others referred to it in 1944 as the power to "structure issues"

(Littlejohn, 2002). Although, he did not specifically use the term itself, Bernard Cohen is generally credited with refining Lipman's ideas into theory of agenda-setting. Cohen wrote in 1963 that:

The press is significantly more than purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling its readers what to think about ... depending on not only their personal interests, but also on the map that is drawn for them by writers, editors and publishers of papers they read" (Baran & Davis, 2009, p. 279). Also, Ngoa (2012) , citing Dearing and Rogers (1992) observes that Robert E. Parks, between 1915 and 1935, conceived of media gate-keeping and implied what is today known as agenda-setting.

Maxwell McCombs and Donald Shaw had in 1972 provided the first empirical verification of what became known as the agenda-setting function of the mass media. Using undecided voters in Chapel Hill, United States of America, they hoped to determine the tendency towards selective exposure attributed to political partisans. McCombs and Shaw in their classical Chapel Hill study (1972) conducted interviews with 100 randomly selected voters who had not yet decided how to vote. According to McCombs and Shaw, "the undecided voters were studied because they should have been most susceptible to campaign influence". The researchers asked respondents to outline the key issues in the election as they saw them notwithstanding what candidates might be saying at the moment. The answers given by the respondents were used by McCombs and Shaw to prepare a list of issues ranked according to importance by the public. To determine mass media agenda, McCombs and Shaw conducted a content analysis of two news magazines (Time and Newsweek), two television network evening news broadcast (NBC and CBS), five newspapers (Raleigh News and Observer, Raleigh Times, New York Times, Durham Morning Herald and Durham Sun) commonly used in the Chapel Hill area.

The content analysis was done from September 12th to October 16th. News and editorial content items were placed in 15 categories representing the key issues and other kinds of campaign news. Depending on amount of time and space used, items were classified as major or minor. The content analysis was used to prepare a list of issues ranked according to importance by their frequency of appearance.

The crucial test of agenda setting (as conducted by McCombs and Shaw 1972) was to see if the mass media ranking of issues correlated with the public's ranking of the issues. The result showed that the correlation was .967 for major items and .979 for minor items. While these correlations are striking, one weakness in McCombs and Shaw's 1972 study was that the study did not establish causal direction. The authors interpreted the striking correlation in the study to mean that the mass media agenda have influenced the public's agenda. However, according to McQuail (2005), an equally reasonable argument includes that the public agenda influenced the mass media agenda. The big question not answered then was that of causality, that is, which of the agenda comes first? Is it that of the mass media or that of the public? Since then, the agenda-setting theory has continued to generate new research problems across a variety of communication areas.

The causality question which was left unanswered in the Chapel Hill study was answered in the Charlotte study published in 1977. The Chapel Hill study was based on the 1968 Presidential Election while the Charlotte study was based on the 1972 Presidential Election both in the United States of America. In the 1972 election, the incumbent, the Liberal Democrat, George McGovern, challenged Richard Nixon. In conducting this study, McCombs and Shaw were convinced that the most appropriate strategy for the accumulation of scientific knowledge in the field of mass communication was programmatic research, that is, one study on a particular topic should lead to another that pushes the frontiers beyond those revealed by the first. This way, the development of knowledge will be both accumulative and increasingly modern. McCombs and Shaw (1977) brought together a research team that designed and completed a panel study that focused on both media presentation of the political issues and voter's perceptions of the importance of these issues. Though, the study was of larger scale than the Chapel Hill study, its central focus remained on the agenda setting function of the news media during presidential campaign.

Agenda-setting then, "is that function where the media take a lead in placing before the public an emerging issue or a changing slant on an old issue, rather than merely reporting or "covering" issues and actions already clearly in the public knowledge" (McComb & Shaw, 1972). In traditional agenda-setting studies, (such as the Chapel Hill and Charlotte studies) the key proposition tested is that concentration by the media over time on relatively few issues and subjectives generally results in the public regarding those issues and subjectives as more salient, or more important than others (Littlejohn, 2002). In addition, the theory was

extended to other cognitive concepts such as priming and framing. Both approaches relate to the fact that the mass media, by selecting and emphasizing, direct the recipients' attention towards certain topics or objects. Media priming is the process by which selected "mass mediated information make certain knowledge units, which are available in the recipients memory, temporarily more easily accessible", therefore predisposing them for reception or interpretation of subsequent information. According to the framing concept, the underlying and topical training of information provoke processes of interpretation and evaluation in the recipient (McCombs & Bell, 1996).

As noted by McQuail (1987), Agenda-setting as a theory of mass communication has become rather sophisticated, while McCombs and Shaw have also fine-tuned their agenda-setting hypothesis by postulating a "need for orientation" (i.e. index of curiosity) as a crucial factor in people's willingness to let the mass media shape their thinking. Yet, McQuail (1987) insists that, despite recent research on the theory, there is insufficient evidence to show causal connection between the public's ordering of priorities and the order of importance placed on issues by the media. McQuail (1987) notes that the doubts on agenda-setting as a theory emanates not only from the strict methodological demands but also from theoretical ambiguities, and as such, the theory "remains within the status of a plausible but unproven idea" (McQuail 1987, p. 276; Infante, Rancer & Womack, 1990, p. 350). This suggests that agenda-setting theory is developing and expanding both in focus and dimension. Severin and Tankard (2001, p. 238) lend credence to this by confirming that opening up the agenda-setting concept has expanded the theory to now include even effective attributes and attitudes. While McCombs and his associates refer to a second level of agenda-setting, that is, the agenda-setting model which views an agenda as an abstract notion with many other things other than issues (perhaps, sub-issues) as items on the list. Rogers, Hart & Dearing (1997) propose an emerging and evolving third stage agenda-setting – a stage the authors recognize as that of "surveyors" and "explorers".

Similarly, Lang & Lang (1983) also suggested that the concept, agenda-setting, be expanded instead into that of "agenda building" which is a collective process in which the media, public and the government influence each other in determining what issues to be considered important. But Severin and Tankard (2001) contend that the Lang's concept of "agenda building" is more complex than McCombs and Shaw's agenda setting hypothesis. According to Severin and Tankard (2001), "Agenda Building" by Lang & Lang (1983) suggests that the process of putting an issue on the public agenda goes through several stages. Citing and

quoting McCombs and Estrada (1997), Severin and Tankard (2001, p.238) bring to the fore the idea that “the media may not only tell us what to think about, they also tell us how and when to think about it and even what to do about it”. But Griffin’s (2000) caution that procedural irregularities in the theory warn against the conclusion that the “agenda-setting function of the media is a ‘done deal’”, according to Ngoa (2012), still seem valid.

Components of the Agenda-Setting Process

According to Littlejohn (2002), agenda setting functions at three levels. These are levels of (1) priority of issues discussed in the media or media agenda; (2) what the public thinks or public agenda; and what policy makers consider important or policy agenda. Ngoa (2012) refers to these levels as the three main components or traditions of the agenda-setting process. Although, a number of traditional agenda-setting studies show that the media can affect public agenda, Littlejohn (2002) observes that “public agenda itself may affect media agenda”. According to him the relationship may be one of mutual causation rather than linear causation adding that “it appears that actual events have some impact on both the media agenda and public agenda.” He explains that the power of the media in establishing a public agenda depends in part on their relations with power centers. He explains further that:

If the media have close relationship with the elite class in society, that class will probably affect the media agenda in turn. Many critical theorists believe that media can be an instrument of the dominant ideology in society, and when this happens, that dominant ideology permits the public agenda.

In his detailed discussion of power centers Littlejohn (2002) identifies four types of power existing between the media and outside sources. The first according to him is a high-power source and high-power media. He explains that “in this kind of arrangement, if the two see eye to eye a positive symbiotic relationship will exert great power over the public agenda.” The second kind of arrangement according to him is a high-power source and low-power media. Here, he explains that “the external source will probably co-opt the media and use them to accomplish its own ends.” The third kind of relationship identified by him is a low-power source and high power media. In this type of relationship he explains that “the media organisations themselves will be largely responsible for their own agenda.” The fourth type of relationship according to him is where both media and external sources are low in power and the public agenda will probably be established by the events themselves rather than the

media or the leaders. This pattern appears to have held in a German study on the agenda-setting function in television news conducted by Brosius and Kepplings (1990), which showed that for some issues characterised by sudden onset of media interest, the media influenced public opinion. However, in the case of other issues where there was long term public awareness with little variation, the public agenda appeared to drive the news (Severin & Tankard, 1992).

From his own perspective, Ngoa (2012) posits that issues deemed important and widely recognized in the media are assumed to often focus attention on social issues on the public agenda. He further posits that the dependent variable of media agenda is issue salience, which has, in recent times, become the concern of media gatekeepers, as well as other parties external but interested in the media. Also, public agenda setting, as noted by Ngoa (2012), deals with issues that are considered salient by the public as influenced by the media. Ngoa (2012) observes that public agenda-setting, which deals with a set of issues on the public agenda, is the concern of mass communication scholars which was set off by McCombs and Shaw (1972). Ngoa (2012) also considers policy agenda to be the concern of political scientists who believe more in the mobilization of resources by groups of people to effect policy change. And, citing Dearing & Rogers (1992), Ngoa (2012) explains that policy agenda deals with policy actions regarding an issue in part, as a response to the media, as well as the public agenda. And, rationalizing the link between issues salience and the agenda-setting hypothesis, Ngoa (2012) submits that, since the media agenda-setting proposition is that the mass media have the capability to raise the importance of an issue in the public's mind, therefore, in the formation of public opinion, which the media claims to influence, issues are not just relevant but crucial.

The relevance of the agenda-setting theory to advertising, and by extension to the present study, was formally recognized in 1981 (Sutherland and Galloway, 1981). A study conducted by Sutherland and Galloway (1981) used the agenda-setting concept to examine the role of commercial advertising. The researchers posited that advertising purpose needs not be seen in terms of persuading the target audience to buy the advertised product, rather, the purpose should be seen in terms of focusing the target audience's attention on what values, brands and attributes to think about. According to Sutherland & Galloway (1981), focusing the target audience's attention on what values, brands and attributes are important represent the necessary first step in the marketing process which eventually ends in sales.

It was recognized that influencing the order, priority or hierarchy of alternatives, which advertising tries to achieve in the minds of consumers for brands in the same category, has its basis in the agenda setting theory (Sutherland, and Sylvester, 2000). This basis, rooted in the agenda-setting theory, is the theory's trademark statement: The mass media do not tell us what to think. But they do tell us what to think about. In other words they set the mental agenda. The implication of the theory is that, through advertisements presented on the platform of the media, they (i.e. the media) help individuals, as consumers, to set their mental agenda or order of alternatives (known as preference set) in their minds about brands in a particular product category. Sutherland et al (2000:7) put this in perspective:

We can produce mental agendas for lots of things. We can discover out our mental agenda by putting out what is in our minds under a particular category and examining the order (in which it emerges) ... when we reach into our minds to generate any of this agendas, the items do not all come to mind at once. They are elicited one at a time, and in an order. The items on top of the mental agenda are the most salient and the ones we are most likely to remember first.

Hence, there is an established relevance of the agenda-setting theory to the subject matter of the present study. That is the question as to whether or not a celebrity endorser featured in the advertisement of a brand of high-priced or low-priced product is influential to the enhancement of product salience of the endorsed brand in the category to which it belongs. In other words, what influence does the celebrity endorser have in both high and low involvement situations regarding consumers' choice of the most important or most salient brand in the fulfillment of particular desires or satisfaction of particular needs?

Critique of Agenda-Setting Theory/Studies

Just as the studies of agenda setting are numerous, so also are its criticisms. There are scholars who have questioned whether agenda setting is a theory or not. Such scholars include: Iyengar and Kinder (1987) who argued that agenda setting may be an apt metaphor; it cannot be called a theory. Kosicki (1993) also argued that it might be better to call agenda setting a model. The tilt of the argument of these scholars is based on the premise that most studies have either viewed agenda setting as a function or a process. The conclusion deductible from these criticisms includes that a simple one-shot data collection and cross-sectional analysis cannot and will not be adequate to justify calling agenda setting a theory.

Some scholars such as Lang and Lang (1981) have even suggested 'agenda building' to be a better term. Arising from Lang and Lang's (1981) conclusion, Barker (2005:7) asserted that "there is obviously some confusion with what it is we are dealing with if agenda building is considered."

Stressing the aforesaid, Barker (2005: 7) argued that one major problem with many agenda setting studies particularly the early ones is that their conceptual and operational definitions do not match. This, in his words, causes ambiguity in the meaning of many results. Some scholars such as: Rogers and Dearing (1988), Swanson (1988) and Kosicki (1993) had earlier argued that many studies seems to be of the ad-hoc, one time cross-sectional approach which can create problems. Also, according to Griffin (2000), Gonenbach and McGavin's (1997) submission on the aforesaid suggest that cross-sectional studies cannot directly capture agenda setting relationship over time. This position was supported by Iyengar (1988) when he argued that the limit of some studies is specificity, that is: news coverage raises one issue alone and that agenda setting is difficult to test using one study.

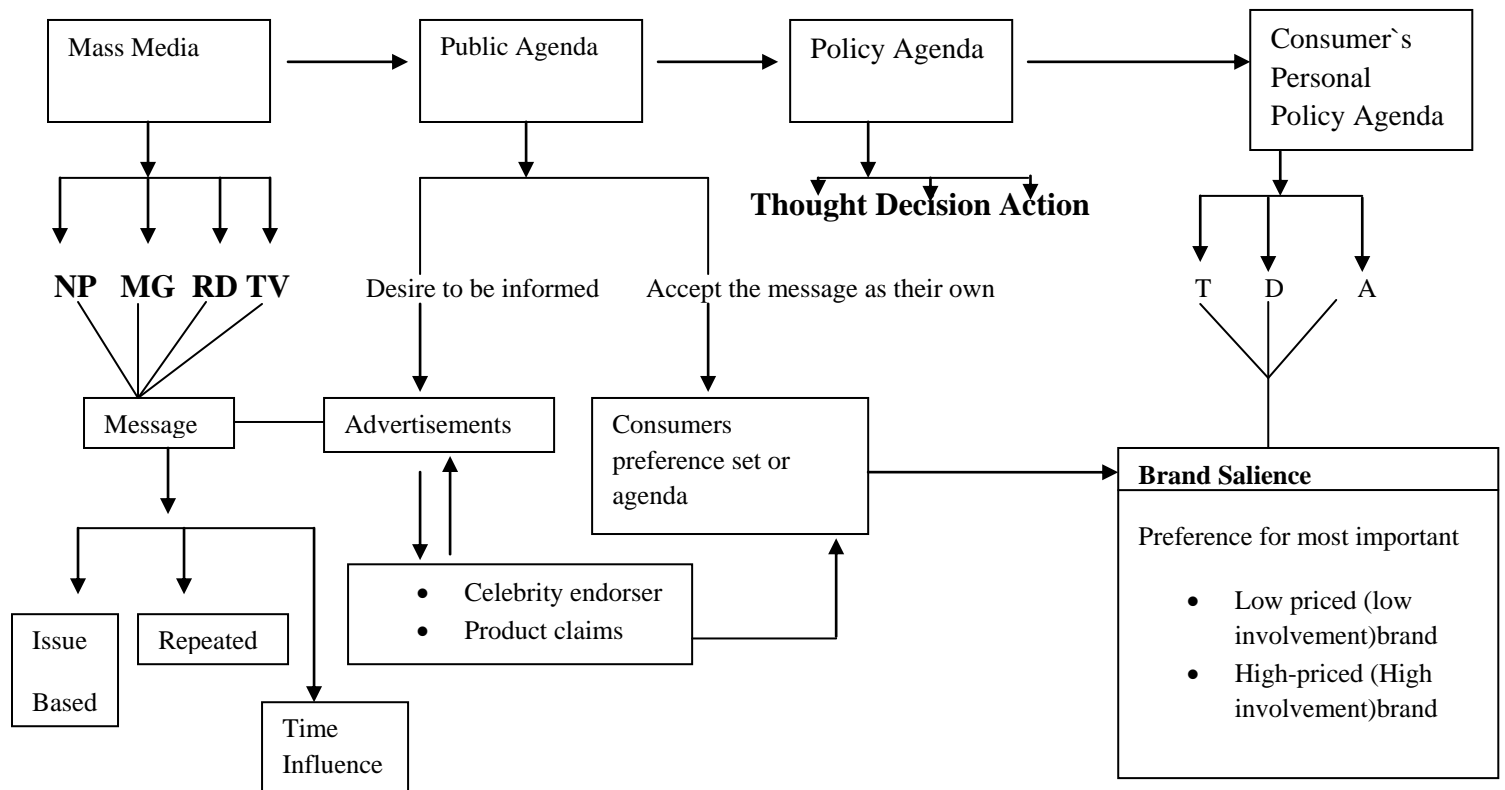
Another major problem of agenda setting studies is methodology. There seems to be no unified methodological approach used by agenda setting scholars since 1972 when agenda setting studies became formally recognised. Kosicki (1993) suggested that correspondence between rank orders of issues by the public is not sufficient grounds to declare causal relationship. According to Barker (2005: 7) the aforesaid brings to mind the popular adage: "correlation does not equal causation." Kosicki (1993) raises a fundamental question dealing with controlling for the third variable. According to Kosicki (1993), because real world problems drive public interest and news coverage, then it is not accurate to attribute the causes to the mass media. Well, that there seems to be no unified methodological approach to the study of agenda setting could as well be an advantage. The aforesaid is premised on the fact that triangulation method is encouraged by scholars to study phenomenon. Besides, that different approach has been used and is being used shows that agenda setting study is alive and is subjected to vagaries of time.

Another methodological problem in agenda setting studies is that scholars in the area seldom look at whether or not a news story is disdained by a reporter. Also there seems to be no agenda setting studies done in the area of soft news. Equally, agenda setting studies are yet to support episodic journalism. This however is understood because agenda setting is a process. Nevertheless, the area needs explored. Another often written and spoken about problem of

agenda setting studies is its failure at the personal level because it does not look at the weighted priorities for receivers at the individual level. Most studies on agenda setting examined the aggregate of the opinions of the public and not the individual. There is need to examine the relationship between individual agenda and group agenda, just as there is need to examine the correlates even in individual agenda as well as the correlates in aggregate agenda based on demographic variables such as age, income, place of abode and educational attainment, as well as psychographic variables such as emotions, prejudice etc.

The foregoing suggests that the agenda-setting theory and associated studies are political in nature. This definitely constitutes a problem and represents a gap in knowledge since not all issues are political. There is, therefore, the need to study, at great length, non-political issues, including among others, advertising, public relations, organizational management, web log, prosocial and antisocial behavior. The pertinence of the present study is, therefore, not in doubt, as it attempts to address the predictability of the agenda setting theory from the perspective of the influence of celebrity advertising on consumer behavior.

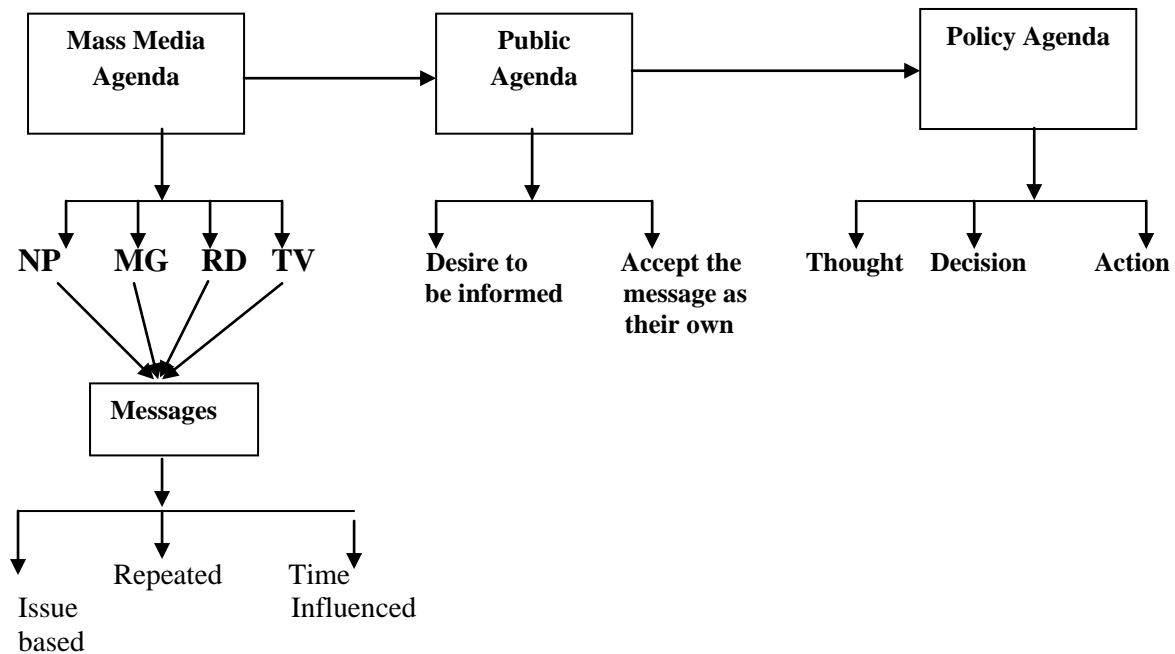
Figure 2.3: *Conceptual Model: Agenda-Setting Theory of the Media*



Keys: NP-Newspaper MG Magazine RD-Radio TV-Television

Source: Adapted from Tejumaiye Adepoju (2010)

Figure 2.4: Model of Agenda Setting Theory



Key;

NP- Newspaper MG- Magazine RD- Radio TV- Television

Source: Adepoju Tejumaiye (2010)

Elaboration Likelihood Model of Persuasion

The Elaboration Likelihood Model of Persuasion, otherwise known as ELM is a general theory of attitude change developed by Richard Petty and John Cacioppo in 1983 and revised in 1986 (Petty and Cacioppo, 1983, 1986a). The ELM had earlier been conceived in an article titled “Issue Involvement Can Increase or Decrease Persuasion by Enhancing Message-Relevant Cognitive Responses”(Petty and Cacioppo, 1979). Since its introduction in 1983, the ELM, according to Johansson and Sparredal (2002), has been the foundation for many studies such as MacKenzie & Lutz, 1989 and Stephenson, Benoit & Tschida, 2001. The ELM was developed to explain the process by which persuasive communications, such as advertising, lead to persuasion by influencing attitudes.

According to Petty and Cacioppo (1981, 1986a), the ELM is a theory about the processes responsible for yielding to a persuasive communication, but does not address or explain a general theory of information exposure, memory, and so on, nor was it intended to do so (Petty & Priester, 1994). According to the model, the attitude formation or change process

depends on the amount and nature of elaboration, or processing of relevant information that occurs in response to a persuasive message. (Petty & Cacioppo, 1983). High elaboration means that the receiver engages in careful consideration, thinking and evaluation of the information or arguments contained in the message. Low elaboration occurs when the receiver does not engage in active information processing or thinking but rather makes inferences about the position being advocated in the message on the basis of simple positive or negative cues (Petty & Cacioppo, 1983).

Motivation and Ability to Think: To represent the range of processing activity, Petty and Cacioppo (1981, 1983, 1986a) introduced the concept of an elaboration likelihood continuum. This means that the ELM proposes that elaboration likelihood is a function of two elements, motivation and ability to process a message or persuasive communication. This also means people's motivation and ability to think about issue-relevant messages determine the elaboration likelihood. In other words, "when conditions foster people's motivation and ability to engage in issue-relevant thinking, the elaboration likelihood is said to be high" (Petty & Cacioppo, 1986a, p. 7).

As noted by Petty and Cacioppo (1986a), in a persuasion context, elaboration denotes "the extent to which a person scrutinizes the issue-relevant arguments contained in persuasive communications" (Petty and Cacioppo, 1986a, p.7). The term "elaboration likelihood refers to the likelihood one engages in issue-relevant thinking with the aim of determining the merits of the arguments rather than the total amount of thinking per se in which a person engages" (Cacioppo and Petty, 1984, p. 674).

The ELM holds that there are a variety of variables moderating persuasion by either affecting a person's motivation or ability to process issue-relevant arguments. Motivation to process a message, particularly a persuasive message, according to Petty and Cacioppo (1986a), depends on such factors as involvement, personal relevance, need for cognition, personal responsibility, number of message sources, and individual's needs and arousal levels. Ability to process the message or issue-relevant arguments depends on such factors as the individual's prior knowledge, intellectual capacity, message repetition, distraction, message comprehensibility, recipient's posture, and opportunity to process the message (Petty & Cacioppo, 1986a)

Two Routes to Persuasion

The most prominent feature of the ELM, as noted by Choi and Salmon (2003), is that it proposes two distinct routes to persuasion. Based on their review of prior persuasion research, Petty and Cacioppo (1986a) argued that many previous approaches reflect one of the two routes to persuasion: central or peripheral. In the central route, attitudes are formed and changed by consideration and integration of issue-relevant arguments. In the peripheral route, on the other hand, attitudes are formed and changed without active thinking about the object and its attributes, but rather as a result of associating the attitude object with positive or negative cues in the persuasion context (Petty & Cacioppo, 1986a). Consequently, the central route leads to attitude change that is relatively permanent, resistant to counterpersuasion, and generally predictive of behavior. The peripheral route results in attitude change that is “relatively temporary, susceptible to counterpersuasion, and less predictive of behavior” (Petty & Cacioppo, 1986a, p. 29). When elaboration likelihood is high, the probability of a person following the central route to persuasion is increased. When the elaboration likelihood is low, the likelihood of a person following the peripheral route is increased. This suggests that the elaboration likelihood moderates the route to persuasion (Petty, Cacioppo, Kasmer, & Haugtvedt, 1987).

Determinants of Favorable and Unfavorable Thoughts

Petty and Cacioppo (1983) emphasize that it is important to know the nature of the cognitive responses generated when elaboration likelihood is high (i.e. when a person is motivated and able to engage in issue-relevant thinking). Most research, as noted by Petty and Cacioppo (1983), has dealt with two kinds of cognitive responses: favorable thoughts (pro-arguments) and unfavorable thoughts (counterarguments). The most important determinant of the nature of the cognitive responses elicited, according to Petty and Cacioppo (1983), resides in the quality of the arguments presented in the persuasive communication when a person has the motivation and ability to think about a message.

Petty and Cacioppo (1983) also explain that the receiver's initial attitude and the message's advocated position would influence the direction of elaboration. They identify the strength of the message's arguments to be the second influence on elaboration direction. They also stress that, under condition of high elaboration, the strength of the message's arguments should

influence the direction of elaboration and, therefore, should affect persuasion. Also, according to Petty and Cacioppo (1983, Petty et al., 1993, p. 345), the ELM predicts that, in some situations cognitive responses to the persuasive message mediate the impact of variables on attitude change. And under other conditions, peripheral processes mediate the impact of variables on attitude change.

The Central and Peripheral Routes in the Light of Advertising

According to Petty and Cacioppo (1983, 1986a), under the central route to persuasion, the receiver of a persuasive communication or advertising message is viewed as a very active, involved participant in the communication process whose ability and motivation to attend, comprehend and evaluate the persuasive message or advertisement is high. When central processing of an advertising message occurs, the target consumer pays close attention to message content and looks deeply into the message arguments. A high level of cognitive response activity or processing occurs and the advertisement's ability to persuade the target receiver depends on his or her evaluation of quality of the message arguments presented (Petty and Cacioppo, 1983, 1986a). Favorable cognitive responses, such as source bolsters and support arguments, lead to favorable changes in cognitive structure, which lead to positive attitude change or persuasion toward the advertising message or the advertised product or both. In contrast, unfavorable cognitive responses lead to counterarguments or source derogations or both, which lead to negative attitude change toward the advertisement or advertised product or both. And as implied from the earlier explanations, attitude change toward the advertised product that occurs through central processing, positive or negative, is expected to be relatively enduring and should resist subsequent effort to change through counter persuasions or alternative persuasive messages from substitute products (Petty and Cacioppo, 1983, 1986a).

Similarly, according to Petty and Cacioppo (1983, 1986a), under the peripheral route to persuasion, the receiver of a persuasive communication or advertising message is viewed as lacking the motivation or ability to process information and is not likely to engage in detailed cognitive processing. Rather than evaluate the issue-relevant information or message arguments presented in the advertisement, the receiver relies more on peripheral cues that may be incidental to the main message arguments. The target receiver's reaction to the message depends on how he or she evaluates the peripheral cues. According to Petty and

Cacioppo (1983, 1986a), the target consumer may use several types of peripheral cues or cognitive shortcuts (such as a credible source or celebrity endorser, the background elements, music, the scenery etc) rather than carefully evaluating the message arguments presented in an advertisement.

Favorable attitudes may be formed if the celebrity endorser (as an example of a peripheral cues or cognitive short cuts) used in an advertisement is viewed as an expert or is attractive and/or likeable or if the target consumer likes certain aspects of the advertisement such as the way it is made (i.e. its execution), the music or if the imagery. However, by implication, these favorable attitudes resulting from peripheral processing are expected to be temporary and susceptible to subsequent effort to change through counter persuasions or alternative persuasive messages from substitute products. Hence, the favorable attitudes must be maintained by continual exposure to the peripheral cues, such as through repetitive advertising or the use of multiple celebrity endorsers (Petty and Cacioppo, 1983, 1986a). Similarly, peripheral cues, as posited by Petty and Cacioppo (1983, 1986a), can lead to rejection of a persuasive message. In this wise, Petty and Cacioppo (1983, 1986a) posited that advertisements that advocate extreme positions, use endorsers who are not well liked or have credibility problems, or are not well executed may be rejected by target receivers without any consideration of the information or message arguments contained in such advertisements.

Relevance of ELM to the Present Study

In practical terms, the adaptation of the Elaboration Likelihood Model as a consumer behaviour model which explains how variables affect attitudes (Petty & Cacioppo, 1986a) was found beneficial for determining when individuals are more likely to be influenced by information content or the promotional aspects of consumer advertisements for prescription drugs (Savey et al., 2008, cited by Rajal, 2009). Taking a cue from Petty and Cacioppo (1986a), Savey et. al. (2008), as reported by Rajal, (2009), assert that ELM can be used to explain how individual and situational differences among consumers determine when information content or promotional aspects of an advertisement (such as a celebrity endorser) are more likely to influence attitudes. With regards to involvement situations, the ELM predicts that a highly involved individual is more likely to pay attention to the product-relevant information presented in an advertisement (high involvement), while a less involved individual is less likely to pay attention to the product-relevant information or message arguments, but is more likely to pay more attention to the affective components or peripheral

cues of the message. Hence, regarding consumer involvement, the ELM suggests that attitudes can be determined, primarily by argument quality when elaboration likelihood is high (central route processing) and when the consumer is highly involved cognitively in evaluating the product information in an advertisement, but primarily by peripheral cues when elaboration likelihood is low (peripheral route processing) and when the consumer is less involved cognitively in evaluating the product information in an advertisement (Petty and Cacioppo, 1983, 1986a).

The implication of the suggestion or prediction of the Elaboration Likelihood Theory of Persuasion (ELM) to the present study is the role of the celebrity endorser in both involvement situations. The theory predicts that a highly involved individual is more likely to pay attention to the product-relevant information presented in an advertisement (high involvement). Related to the present study, this suggests that the celebrity endorser featured in the advertisement of a brand of high involvement or high-priced product or his/her endorsement of the brand will be a much less considered factor or element in the evaluation of the advertising message of the endorsed brand by consumers. Rather, the theory suggests that consumers will significantly elaborate on (or evaluate more) the selling points or product claims in their evaluation of the advertising message of the endorsed brand of high-priced product. By extension, this study assumes that the outcome of the elaboration will significantly influence consumers' preference for the endorsed high-priced brand as well as their purchase intention towards same.

Similarly, the ELM predicts that a less involved individual is less likely to pay attention to the product-relevant information or message arguments, but is more likely to pay more attention to the affective components or peripheral cues of an advertisement (low involvement). Related to the present study, this suggests that the celebrity endorser featured in the advertisement of a brand of low involvement or low-priced product or his/her endorsement of the brand will be a more strongly considered factor (i.e. will be more significantly elaborated on) instead of brand selling points or product claims, in the evaluation of the advertising message of the endorsed brand by consumers. The theory further suggests that, while consumers will direct significant elaboration towards the celebrity endorser and content of his or her endorsement, less elaboration will be accorded the brand selling points or product claims in their evaluation of the advertising message of the endorsed brand of low-priced product. By extension, this study also assumes that the outcome of the

elaboration will significantly influence consumers' disposition towards the endorsed low-priced brand as well as their purchase intention towards same.

Critique of the Elaboration Likelihood Model of Persuasion

Scholars and researchers in the ELM tradition have identified the benefits and flaws inherent in the ELM as a persuasion theory.

Benefits associated with the ELM

As acknowledged by Choi and Salmon (2003), the ELM has “survived the tribulations of theoretical childhood and adolescence....it has ranked among the most dominant and influential theories of persuasion studied by scholars in communication and psychology” (p. 47). The scholars also acknowledged the most prominent contribution of ELM to be the provision of a general framework that, not only encompasses, but also reconciles many previously conflicting findings about various facets of the persuasion process. Another scholar, O’Keefe (1990, p. 112) also recognizes another primary benefit of ELM to be the “recognition of the variable character of topic-relevant thinking – from person to person and situation to situation”.

Other proponents of the ELM also claim that the theoretical advances of the theory are that “it (1) advances multiple processes of yielding, (2) specifies when these processes are likely to occur, and (3) postulates different attitudinal consequences of these processes” (Petty et al., 1993, p. 340). Also, Choi and Salmon (2003) further observed that the “integrated but simple outline of the ELM has enhanced its application to domains other than social psychology, including advertising” (p. 48).

In terms of specific structural and postulation-relevant merits, the ELM has been found not to be significantly deficient. Petty et al., (1993), in defense of the theory against critics, identify the explanation of multiple processes of yielding and their consequences within the persuasion context to be a major advancement of ELM over earlier persuasion theories. According to Petty et al., (1993), in previous information theory, like that of McGuire, (1968), “yielding” was one step in the information processing sequence, but the focus was not on different processes by which yielding could be achieved. In contrast, Petty et al., (1993) contend, the ELM postulates different ways in which one might evaluate a message and thus

yield to or resist it. They put their defense succinctly thus: “we believe that the multiple processes of yielding, the specification of when such processes take place, and the delineation of the differential consequences of the routes to persuasion in the ELM constitute important advances over past persuasion theories” (Petty et al., 1993, p. 341).

Furthermore, Petty et al., (1993) also maintain that another major contribution of the ELM was the idea that neither the central nor the peripheral theories of persuasion or attitude change were universally correct, but rather the processes outlined by these theories were more likely to operate (i.e. influence attitudes) in some situations than in others (in contrast to the predictions of the original theories). They provided example of the processes outlined in the cognitive response theory or dissonance theory, which to them, were more likely to operate in high elaboration settings; whereas the processes outlined by reinforcement or self-perception theory were more likely to operate in lower elaboration settings. Petty et al., (1993) assert that accumulated literature is consistent with ELM view that the processes outlined by the peripheral route theories are more likely to operate when the likelihood of issue-relevant elaboration is low.

Limitations of the ELM

Since its inception, the ELM has been trailed with a lot of criticisms regarding the interpretation of the conceptual framework and the effects of evidence within the model (Choi & Salmon, 2003). From the authors of the theory and some of their colleagues (Petty, Rucker, Bizer & Cacioppo, 2004), there is the admission that two subsequent revisions of the ELM were informed by criticisms bordering on perceived conceptual lapses. As noted by Petty et al. (2004), the major criticism of the first version of the ELM which informed its revision bordered on the accusations that it is not empirically testable, that the model is designed to describe how an individual reacts to persuasion, and it is not easily translated into a model of how groups react to persuasion.

Second Edition of the ELM

Petty et al. (2004) admit that publication of a revised version of the ELM in 1986 by Petty and Cacioppo (1986b) was prompted by the criticism from Stiff and Boster in 1985. In the second edition, issue elaboration is treated as a continuous variable rather than a dichotomy as in the original ELM. Petty and Cacioppo (1986b), according to Petty et al. (2004),

redefined the role of issue elaboration in the model. In the original ELM, issue elaboration acts as a multiplier of argument quality. Just like in the original ELM, issue elaboration in the second version is a consequence of the motivation and ability to process on an issue. The values of elaboration in the second version could range from very high to very low and everything in between, whereas in the original version, the values would be either high or low. (Petty et. al., 2004). Most importantly, as noted by Petty et al. (2004), the second version of ELM relegated the concept of "routes" to persuasion to an obscure role. They explained that the original concept of routes was only meant as a heuristic device to explain the processes that people used to determine their attitudes. They said there were no "routes" to persuasion in everyday life. The idea that people would follow a pure central or pure peripheral route was conceptual; in practical terms nearly everyone would use a combination of central and peripheral processes on the way to attitude change.

The second version of the ELM, according to Petty et al. (2004), also changes the distinction between focusing on the issue or message to one of objective versus subjective processing. The second version of ELM describes focusing on the issue as subjective or "biased" processing and focusing on the message as objective processing. Petty et al. (2004) claim that objective processing places more weight on message arguments than initial attitude whereas subjective processing places more weight on initial attitude than message arguments. Finally, the second edition of the ELM as noted by Petty et al. (2004), clarifies how three criteria are to be used to determine whether a person has used primarily central or peripheral processes on the way to attitude change. If the attitude change persists over time (is long-term), then the person used central processes for the basis of the attitude. If the attitude is ephemeral (is short-term), then the person used peripheral processes for the basis of the attitude. If the attitude is followed by behavior change, then the person used central processes for the basis of the attitude. If the attitude is not followed by behavior change, then the person used peripheral processes for the basis of the attitude. If the attitude is resistant to counter-persuasion, then the person used central processes for the basis of the attitude. If the attitude is not resistant to counter-persuasion, then the person used peripheral processes for the basis of the attitude.

Third Edition of the ELM

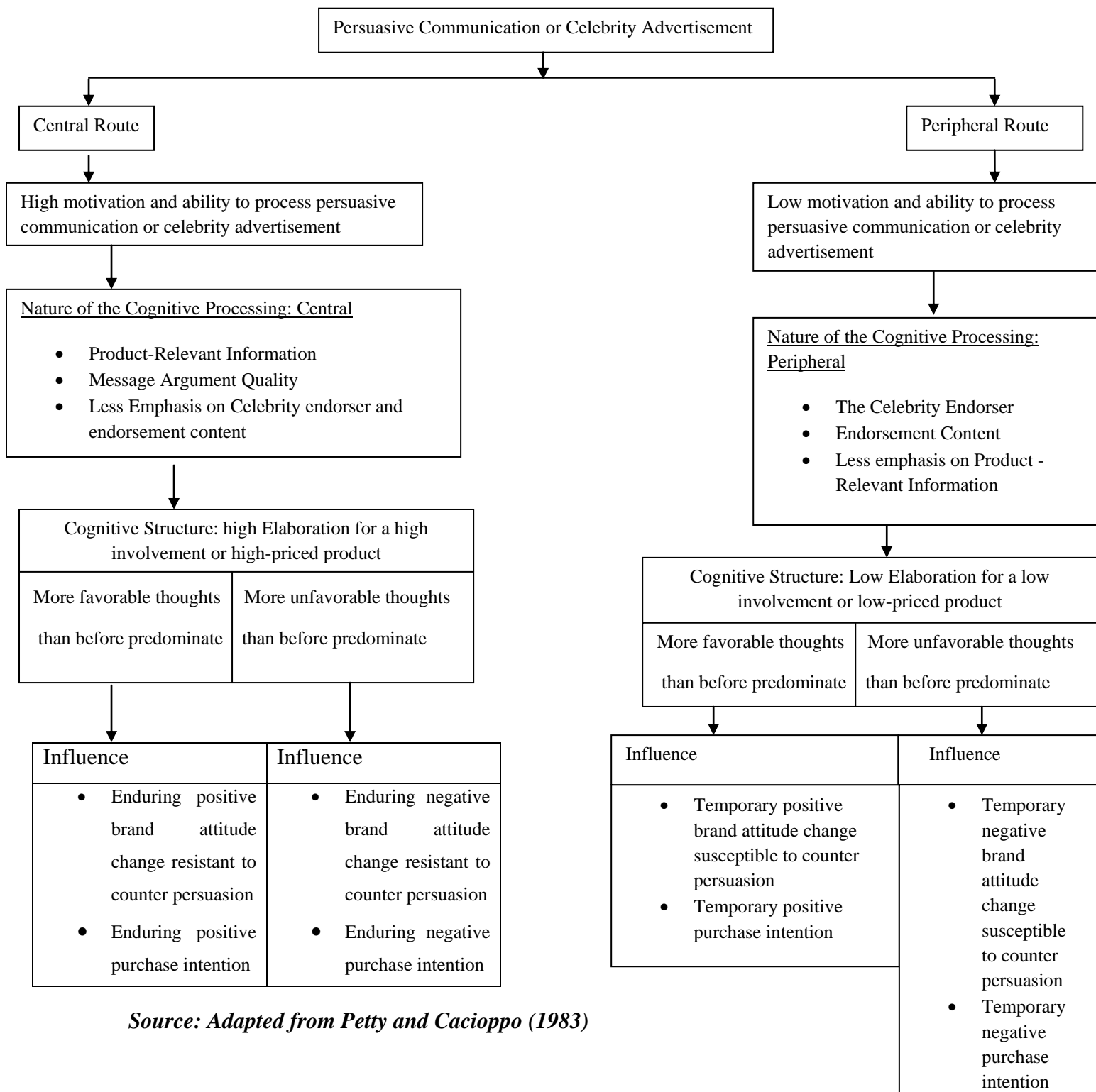
In 1993, the second version of the ELM came under fire for making vague predictions and offering after-the fact explanations for how people process messages (Petty et al., 2004).

There were three main criticisms of the second version of ELM. First, that central “route” processing was modeled after information processing theory and wherever the central “route” model deviated from information processing theory, it erred. Thus, central processing was a flawed reinterpretation of information processing theory. (Petty et al., 2004). Hamilton, Hunter, and Boster (1993) were reported by Petty et al. (2004) to have proposed that it is accumulated information rather than involvement that is the key determinant of whether someone engages in information processing or is more susceptible to emotional conditioning. According to Petty et al. (2004), the criticism was accepted implicitly leading to the proposition that accumulated information was indeed the key determinant of how a person processes a message.

The second criticism was that, the ELM did not specify when particular peripheral “route” processes were supposed to operate. That is, it was unclear when one could expect balance processes to prevail, reinforcement processes to prevail, or social judgment processes to prevail; as well as that the processes described by the ELM and attributed to social judgment theory did not belong in the peripheral route at all (Petty et al., 2004). The third criticism was that the information integration portion of the second version of ELM was based on an emotional condition formula that did not yield results consistent with the known literature because it predicted frequent boomerang effects.

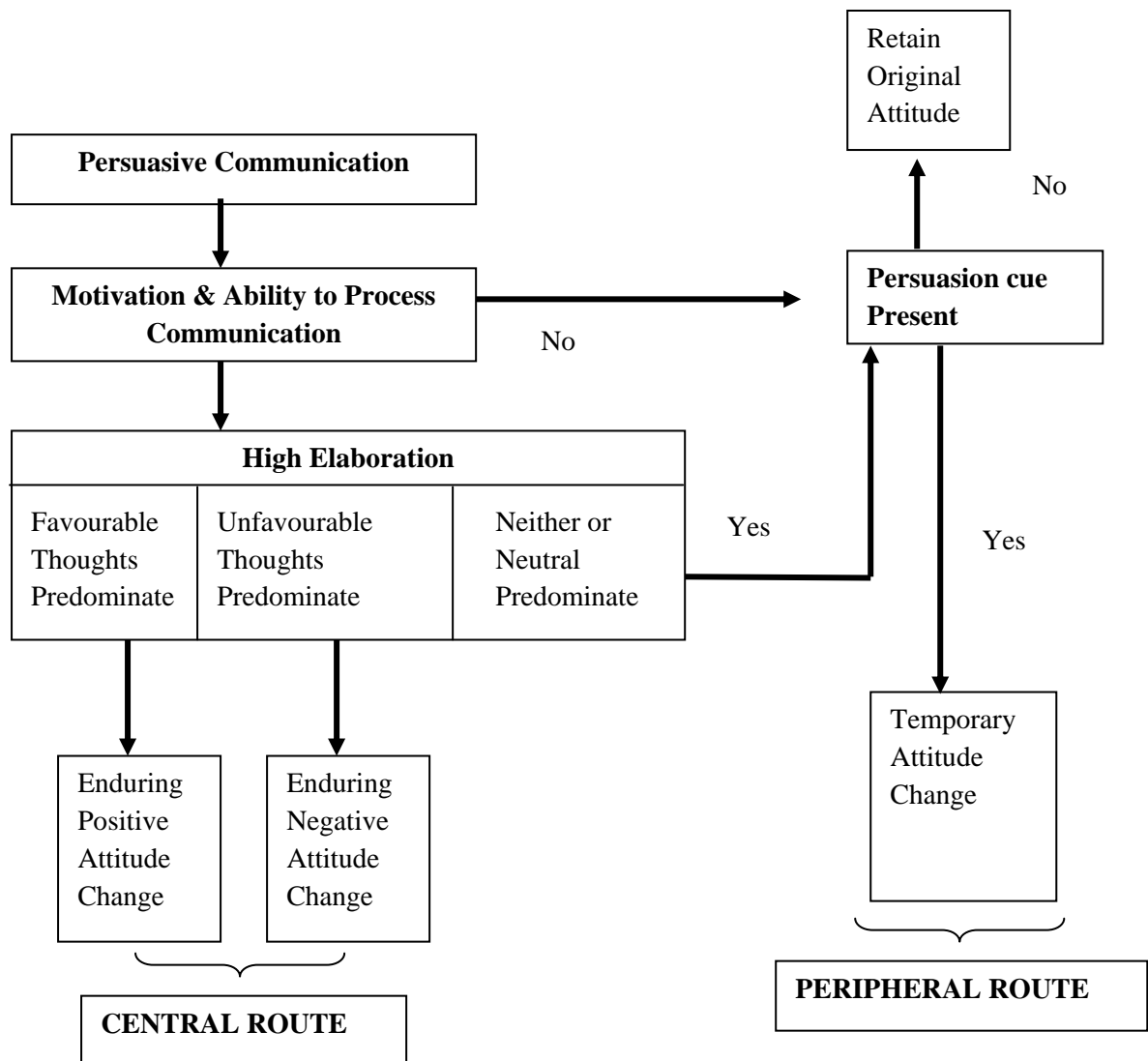
These criticisms, according to Petty et al. (2004) led to the proposition of the third version of the ELM. In this version, subjective knowledge (or accumulated information) is the variable that best predicts whether a person will engage in central processing or peripheral processing. Petty et al. (2004), explained that, based on the second revision, they no longer included, in the revised ELM, balance processes as part of peripheral processing. They also asserted that social judgment processes such as those involved in message discrepancy effects were “distance heuristics” that require little effortful processing. In addition, the third version of ELM contains the averaging integration formula to predict how receivers would combine positive, negative, and neutral thoughts in memory (Petty et al., 2004).

Figure 2.5: Conceptual Model: Elaboration Likelihood Model of Persuasion



Source: Adapted from Petty and Cacioppo (1983)

Figure 2.6: *The Elaboration Likelihood Model of Persuasion*



Source: Petty & Cacioppo (1983, p. 91)

Cognitive Response Theory

Cognitive Response Theory was propounded by Anthony Greenwald in 1968. Greenwald examined all previous research on theories of attitude and combined their finding into what is today known as the cognitive response theory. The theory emerged from research that began in the 1930s about attitude changes. Changes in attitude were linked to learning, perception, function and consistency. Attitude was studied constantly through the 1960's and many psychological theories came about through the research. Greenwald first studied cognitive responses, which are thoughts generated in response to persuasive communication, by

labeling a communication participant as someone who actively processes the information he or she is receiving (Nixon, 2000).

A cognitive response, according to Greenwald (1968), is a thought generated in response to persuasive communication and therefore, triggers an attitude change. The way in which a cognitive response affects attitude, after being exposed to persuasive communication, has to do with the way the recipient of the communication manipulates, elaborates and integrates the information (Greenwald, 1968). When people are exposed to information, they relate it to pre-existing thoughts that they already have on the subject. People are of course more likely to be persuaded by messages to which they have previously thought optimistically. The cognitive response theory attempts to understand the link between the initial response to communication or a persuasive message and the attitude change that results after an individual receives the message. The theory says that a cognitive response influences final attitude and therefore may affect behavior.

Greenwald (1968) believes that once a person received a communication of any kind, he or she is expected to accept or reject the communication. After a persuasive message is communicated, a person relates it back to already existing attitudes, behaviour, knowledge and feelings. Because of this, the response to the persuasive message is shaped not only by the message itself, but by the “extracommunication” shaped by the individual’s “attempt to relate the new information to his existing attitudes, knowledge, feelings, etc” (Greenwald, 1968, p.149). Greenwald identifies the extracommunication source of cognitive content in a persuasion situation to be “the cognitive reactions of the communication recipient to incoming persuasive information” (1968, p.149). Hence, Greenwald hypothesized that “rehearsal and learning of cognitive responses to persuasion, by a communication recipient, may provide a basis for explaining persisting effects of communications in terms of cognitive learning” (1968, p. 149). The learning of cognitive response content may, indeed, be more fundamental to persuasion than is the learning of communication content, according to Greenwald (1968).

Greenwald provided evidence for his hypothesis from conclusions emanating from works of previous researchers or scholars. Some of these scholars include Hovland, Lumsdaine & Sheffield (1949) who were quoted by Greenwald (1968, p.149) to have concluded that:

..... there is reason to expect that those audience members who are already opposed to the point of view being presented may be distracted [from the content of a communication] by "rehearsing" their own arguments while the topic is being presented and will be antagonized by the omission of the arguments on their side.

Hovland, Janis & Kelley (1953) were also reported by Greenwald (1968, p. 149) to have concluded that:

When exposed to a persuasive communication, a member of the audience is assumed to react with at least two distinct responses. He thinks of his own opinion, and also of the opinion suggested by the communicator....Merely thinking about the new opinion along with the old would not, in itself, lead to opinion change. The individual could memorize the content of the new opinion while his opinion remained unchanged. Practice, which is so important for memorizing verbal material in educational or training situations, is not sufficient for bringing about the acceptance of a new opinion.

Similarly, Greenwald also reported Kelman (1953) as hypothesizing that conformity in the communication situation will increase attitude change to the extent to which implicit supporting responses are produced, and decrease attitude change to the extent to which implicit interfering responses are produced. Greenwald (1968, p. 150) quoted Kelman (1953) to have expatiated on his hypothesis as follows:

By supporting response is meant any implicit response made by the individual (usually a self-verbalization), which provides arguments in favor of the overt response he makes; which produces further motivations in the direction of the overt response; or which relates the overt response to other stimulus situations. By interfering response is meant any implicit response made by the individual which provides motivation against the overt response he makes; which limits the stimulus situations to which the overt response is applicable; or which is generally irrelevant (such as aggressive or distracting responses)

In espousing his cognitive response hypothesis, Greenwald (1968) proposed that the persuasion situation is usefully regarded as a complex stimulus that evokes in the recipient a complex cognitive response. The essential dimensions of the recipient's cognitive response, according to Greenwald (1968), are, at the least, (a) response content, i.e., degree of

acceptance versus rejection of the position advocated in the communication, and (b) intensity, or vigor, of response. The essential components of the persuasion situation as a stimulus- that is, as determinant of the cognitive response content - are setting, source, and communication content. An additional major set of determinants of the cognitive response content is the set of characteristics brought by the recipient to the persuasion situation, including his existing repository of attitude-relevant cognitions as well as personality traits and group memberships (Greenwald, 1968).

Furthermore, according to Greenwald (1968), as in many other treatments of persuasion, the cognitive response analysis assumes that attitude change can be achieved by the modification, through learning, of the recipient's repository of attitude-relevant cognitions. Such modification might include strengthening of existing cognitions as well as introduction of new ones. Greenwald (1968) posited that the mediating role of the recipient's own cognitive responses to persuasion may be established by considering the plausible explanation that cognitive modification of attitudes requires active (not necessarily overt) rehearsal of attitude-relevant cognitions at a time when the attitude object or opinion issue is salient. Greenwald (1968), therefore, contends that “ the effects of persuasive communications might range from persuasion -when the recipient rehearses content supporting the advocated position-to boomerang-when the recipient rehearses content opposing the advocated position” (p. 151).

Nixon (2000) identifies four characteristics of the cognitive response theory that makes it different from other research about attitude, According to Nixon (2000), the cognitive response model uses production tasks, it is multidimensional, it is a qualitative theory and it is a memory-based theory. Production tasks, to Nixon (2000), refer to the fact that the subject who is being exposed to the text has an opportunity to express thoughts as he or she experiences them. Nixon (2000) contends that this is contradictory to previous studies when the subject's thoughts had to be expressed by rating their experience on a scale. Nixon (2000) notes that other studies about attitude ignored the fact that attitude is multidimensional and only attempts to explain people's responses in a single dimension. Nixon (2000) also considers the cognitive response theory to be qualitative in nature as opposed to previous quantitative theories. The theory's qualitative attribute, Nixon (2000) contends, accounts for qualitative differences among thoughts. As a memory-based theory, it tells us what thoughts people generate when they are confronted with unexpected circumstances and are asked to

make decisions toward attitude objects. This, according to Nixon (2000), is in opposition to information-based theories, which primarily concern acceptance or rejection of new information. Nixon (2000) argues that the cognitive response theory addresses the problem with many other communication theories in that it acknowledges that the receiver of information from a text is active and not passive.

Application of Cognitive Response Theory to Marketing and Advertising

Greenwald's cognitive response expanded on previous theories that had examined the role of learning on attitude change (Eagly and Chaiken, 1993). The cognitive response model, as implied from the foregoing, emphasized the distinctive thoughts (cognitive responses) that people generate rather than the reception process that was emphasized in previous learning theories (Greenwald, 1968).

Peter Wright examined Greenwald's psychological theory in the 1960s and began to apply it to marketing and advertising with the hope of discovering insights about persuasion variables and being able to make predictions about variables such as distraction, repetition and issue involvement. He performed series of experiments where he identified distraction, repetition and issue involvement in advertising as variables that affect a consumer's attitude. Wright (1973) , in his research, organized the cognitive response model (i.e. cognitive responses) into three categories; counterargument, support argument, and source derogation. Wright (1973) defined counterargument statements against the idea or the use of the products in an advertisement. Wright defines support arguments as responses in favour of the idea or product in an advertisement, Wright (1973) also defines source derogation as a statement expressing lack of trust in the advertiser or product. Wright (1973) contends that support argument is what advertisers desire in response to their advertisement because they want people to have a positive attitude towards the persuasive message.

According to Wright (1973), advertisers want the cognitive response that triggers something in the consumers' brain that gives them a favourable attitude about whatever is being advertised. Wright (1973), in his research, found that "the cognitive responses that a consumer generate after his or her exposure to an advertisement, usually rely mostly or heavily on his or her evaluative mental responses (i.e. mental images and personal experiences) to message content (i.e. the advertising message itself) rather than on the content itself (i.e. content of the advertisement itself) to arrive at an attitudinal position after

exposure” (Wright 1973:60). This is precisely the view emphasized in Greenwald’s theory and suggests that a person’s previous attitudes and experiences play an important part in how they perceive advertisements. Wright (1973) labeled this existing knowledge as “primary thoughts”, and believed that, for researchers to truly understand consumer response, both cognitive structure (attitudes, beliefs and behaviour) and primary thoughts needed to be studied (Smith and Swinyard, 1982).

Nixon (2000) observes that one major reason why cognitive responses are important to advertising is because of distractors identified by Wright (1973). A distractor, as noted by Nixon (2000) is a variable that inhibits the generating of cognitive responses. Nixon (2000) contends that a support response may not be achieved when there are distractors around an advertising message. She is also of the view that other cognitive responses that the audience of a text (such as a print advertisement) is already eliciting may also distract them, resulting in a different attitude about the text than they might have formed if they had not had much on their mind prior to exposure to the text. Nixon (2000) asserts that if the cognitive response theory is correct in its postulations; if it is possible to understand exactly how and why a change in attitude occurs; and if it is possible to control that moment of change, the cognitive response theory or process will be extremely valuable to advertisers worldwide.

Relevance of the Cognitive Response Theory to the Present Study

Cognitive response theory recognises high and low involvement situations of consumer information processing. It suggests that there are differences between high involvement and low involvement situations. The underlying cognitive response mechanism is the same in both situations, however. What is hypothesized to differ is the content of the thoughts elicited by the communication. More involving situations elicit more thoughts directly related to the message, while less involving situation elicit more thoughts related to such non-message cues as source expertise, liking for the source and so forth. In both high and low involvement circumstances the message recipient is viewed as an active information processor. What changes as a function of involvement is the nature of the information attended and processed (Stewart et al 2001).

The implication of the suggestion or prediction of the cognitive response theory to the present study is the role of the celebrity endorser in both involvement situations. The theory

postulates that more involving situations elicit more thoughts directly related to the message. Related to the present study, this suggests that the celebrity endorser featured in the advertisement of a brand of high involvement or high-priced product or his/her endorsement of the brand will be a much less considered factor in the evaluation of the advertising message of the endorsed brand by consumers. Rather, the theory suggests that consumers will direct their thoughts significantly towards the selling points or product claims in their evaluation of the advertising message of the endorsed brand of high-priced product. By extension, this study assumes that the outcome of the evaluation will significantly influence consumers' disposition towards, or preference for the endorsed high-priced brand as well as their purchase intention towards same.

Similarly, the cognitive response theory postulates that less involving situations elicit more thoughts related to such non-message cues as source expertise, liking for the source and so forth. Related to the present study, this suggests that the celebrity endorser featured in the advertisement of a brand of low involvement or low-priced product or his/her endorsement of the brand will be a more strongly considered factor, instead of brand selling points or product claims, in the evaluation of the advertising message of the endorsed brand by consumers. The theory further suggests that consumers will direct their thoughts significantly towards the celebrity endorser and content of his/her endorsement in their evaluation of the advertising message of the endorsed brand of low-priced product. By extension, this study also assumes that the outcome of the evaluation will significantly influence consumers' disposition towards, or preference for the endorsed low-priced brand as well as their purchase intention towards same.

Critique of the Cognitive Response Theory

Like every other theory, regardless of discipline, the cognitive response theory has its peculiar merits and fundamental flaws or limitations.

Merits of the Theory

Peter and Wright (1974) and Ward (1974) identify the merits of the cognitive response theory to include:

- 1) The use of cognitive responses makes no pre- judgments about what responses are possible, thus allowing the subject to exhibit a wider range of responses than simply attitude change;
- 2) The cognitive response methodology allows for the study of subjective reactions during message exposure, thereby enabling researchers to move more closely to the study of process rather than inferring process mechanisms from pre- and post-communication measures; and,
- 3) Cognitive responses allow for the study of communications effects at both the individual and aggregate levels.

Apart from Peter and Wright`s (1974) and Ward`s (1974), views, Nixon (2000) also considers the theory to possess two characteristics of a good theory. Nixon (2000) believes a good theory must be able to last over time as well as being testable, both of which the cognitive response theory possesses.

Limitations of the Theory

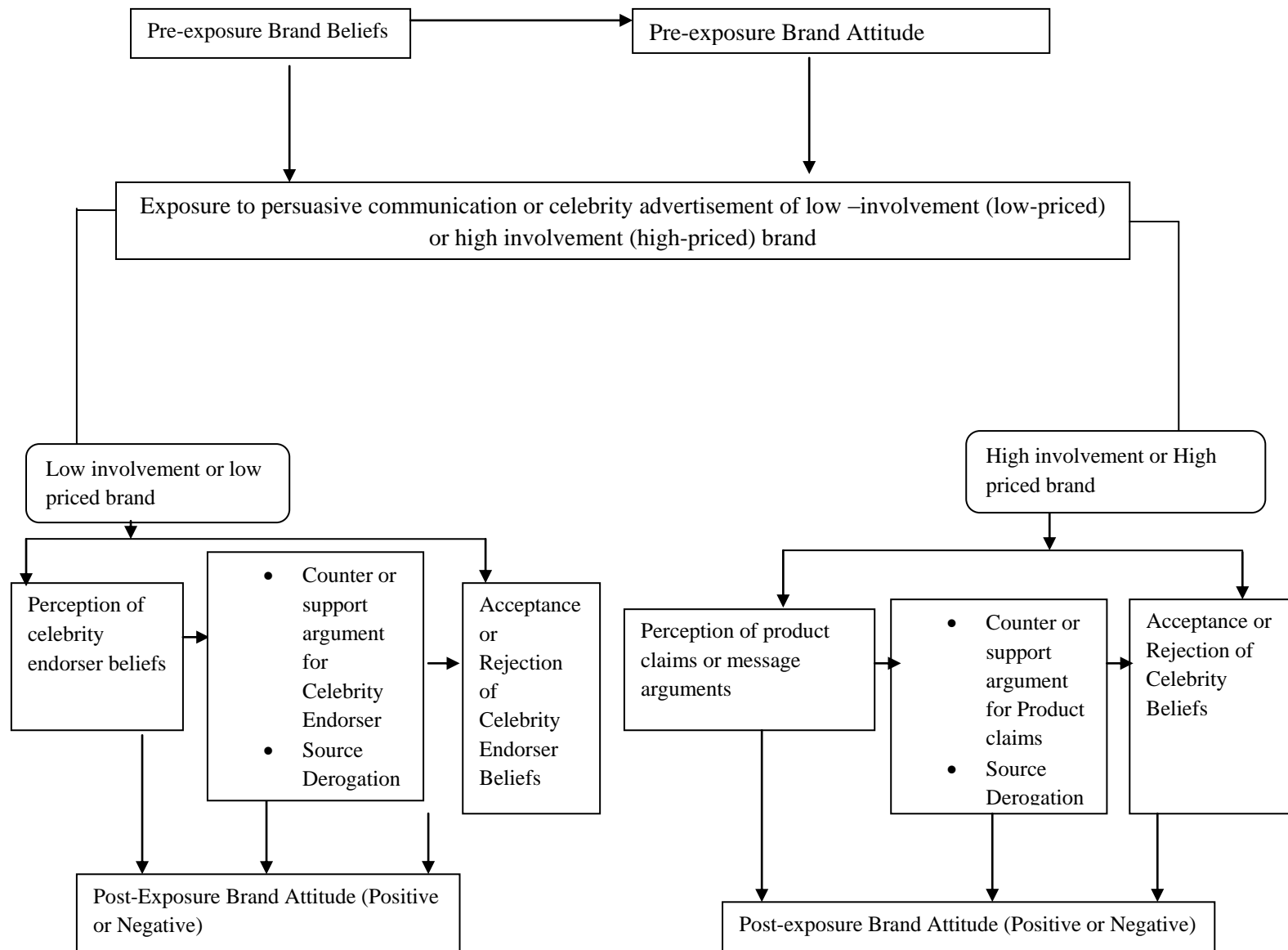
Scholars have identified the many limitations or flaws of the cognitive response theory. These include those identified by Peter and Wright (1974) and Ward (1974). The two scholars believe cognitive response research has serious limitations including:

- 1) Demand characteristics of the data collection process which may artificially produce "cognitive" activity and thus eliminate low involvement processing;
- 2) The potential effect of differences in when and how the responses are obtained (e.g. "during" vs. "after", limited vs. unlimited response time, verbal vs. written responses); and,
- 3) The wide variation of coding schemes for cognitive responses, reflecting different conceptual views of cognitive response (e.g., origin of the thought as proposed by Greenwald, 1968 vs. type of thought---support arguments, counterarguments, source derogations, etc.).

Apart from Peter and Wright`s (1974) and Ward`s (1975) perspectives of limitations in the cognitive response research, Nixon (2000) believes the most fundamental problem of the cognitive response theory is that it tries to discover how certain attitudes are formed in response to persuasive messages, which is a difficult discovery to make. Nixon (2000) contends that no one can explain precisely how a person`s attitude changes and therefore the theory must rely on other attitude theories in order to attempt to explain attitude change. According to Nixon (2000), Wright`s (1973) three types of responses: counterarguments, support arguments and source derogations, are not necessarily the only responses that people

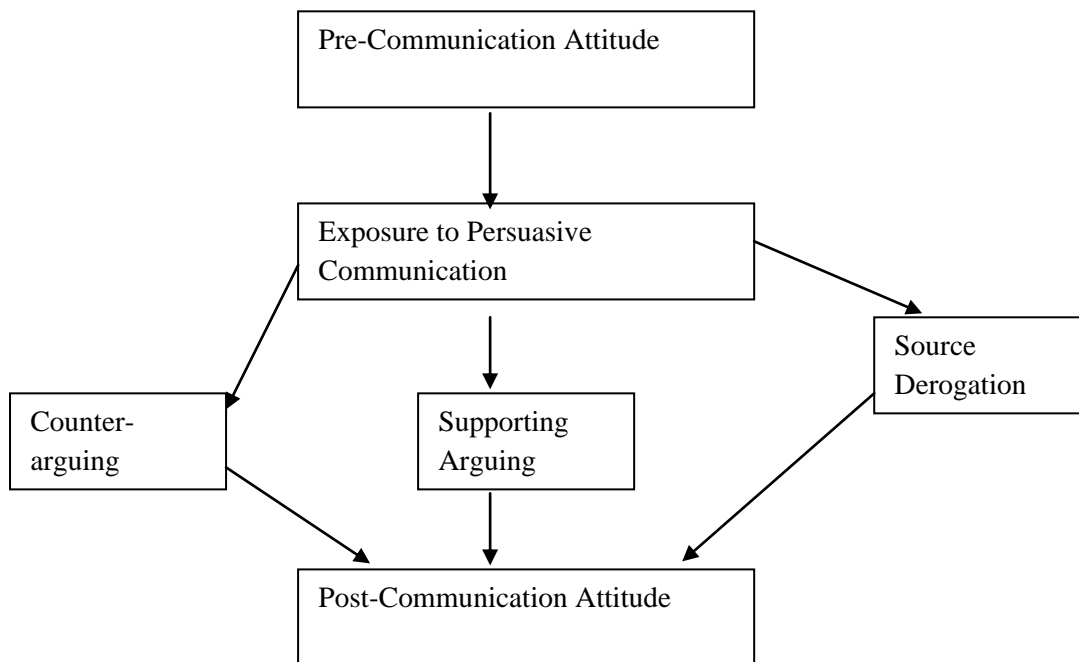
have. These three response types, Nixon (2000) contends, are very general and many more specific responses are being ignored. Much of the cognitive response theory looks at simply good and bad responses, but many people have more nuanced responses to advertising messages. Many complex attitudes are being neglected in cognitive response theory (Nixon, 2000).

Figure 2.7: Conceptual Model – Cognitive Response Theory



Source: Adapted from Wright`s (1973) Cognitive Response Model of the Communication Process

Fig. 2.8: *Wright's (1973) Cognitive Response Model of the Communication Process*



Source: Peter Wright (1973)

Summary and Conclusion

The chapter reviewed the key concepts related to the subject matters raised in the research problem. These are celebrity endorsement and message arguments, representing the two major independent variables of the study. The others, reviewed under conceptual framework, are attitude toward the advertisement (conceptualized in this study as advertising message appeal), brand attitude and purchase intention, representing the three major dependent variables of the study. The foundational concepts of advertising and persuasion, consumer involvement as well as consumer behavior were also reviewed to situate the research problem in its proper perspective. There was also an expanded review of celebrity advertising within the Nigerian context to put the research in its proper locational perspective, as well as fundamentals of celebrity advertising covering its merits, demerits, associated risks and risk management measures.

In order to clarify further the research problem, theories related to celebrity endorsement were also covered in the review to explain the theoretical bases for the adoption of celebrity

endorsement as a thriving executional technique or message presentational approach in the planning of advertising campaigns. This was followed by a review of empirical studies with particular relevance to celebrity endorsement influence on consumer behavior, as well as studies focusing on celebrity endorser selection process. There was also a review of the relevant theories adopted to establish the theoretical basis for the study.

However, from most studies in the literature reviewed, there was no deeper exploration of celebrity endorsement influence on consumer behavior from the perspective of middle class consumers. Even the only study reviewed that adopted middle class consumers as its study population did not explore the three independent variables of the present study. This dearth of studies investigating this unique category of people as members of the larger population in every society, and with peculiar characteristics, constitutes a gap in knowledge. Findings of this study are intended to fill up or bridge this gap, Furthermore, none of the reviewed studies addressed the concept of brand salience which is as important in consumer behavior as such other commonly investigated concepts like brand awareness, brand attitude, brand image, brand choice, brand preference and brand equity. The investigation of this concept in this study from the conceptual perspective of celebrity endorsement and theoretical perspective of the agenda-setting theory of the media represents the study's attempt at filling this gap, and by so doing, also contributing to knowledge in the area of advertising and consumer behavior.

CHAPTER THREE

METHODOLOGY

This chapter presents the methods of data collection and analyses used for the study. It provides the blueprint for the inquiry into the research problem.

Research Design

The study is concerned with the collection of data for describing the relationship between consumers' processing of celebrity advertisement of high and low involvement products (i.e. high-priced and low-priced products) and message appeal, brand attitude and purchase intention. Specifically, it attempts to ascertain the role of the celebrity endorser featured in the advertisements of brands of both high-priced and low-priced products in consumers' attitude towards the advertising message of the endorsed brand; their attitude and purchase intention towards the endorsed brand; prediction of their purchase behaviour; likelihood of their formation of an attitude that is persistent and resistant to attitude change; their consideration of message arguments and acceptance or rejection of the advertising message; relationship between their pre-exposure brand belief and post-exposure brand attitude; consumer's thought confidence on the endorsed brand and its influence on brand attitude; as well as celebrity endorser influence on salience (or top-of-mind awareness) of the endorsed brand within its product category.

The study, therefore, adopted a descriptive research design intended to provide a comprehensive description of the relationships among the variables of the study. Also, as the objective of this study is to investigate the influencing of celebrity advertising on attitudes and purchase intention of middle class consumers in Lagos State, the study adopted both quantitative and qualitative approaches. A quantitative research, according to Eltom (2006) is utilized to measure a particular phenomenon such that data on same can be transformed to numbers. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually related with large-scale studies and is related to the objectivity of the researcher (Eltom, 2006). Qualitative research, on the other hand, as noted by Eltom (2006) relies on transforming the observed phenomenon to written words instead of numbers. A combination of both approaches (i.e. a holistic or eclectic perspective) is ideal for this study in order to measure the subjects' purchasing behaviour and

attitudes. A combination approach (triangulation), according to Eltom (2006), views a phenomenon through different perspectives, and in a sense, leads to result or findings with higher accurate result. Results attained through the use of the two approaches give a more comprehensive investigation of a research problem.

Research Method

For the quantitative approach, the survey research method was adopted to collect data for this study. The survey method is the most appropriate method for collecting the data required for analysis in this study. Wiseman and Aron (1970) provides the justification for the choice of survey for this study by defining survey as: “a method for collecting and analyzing social data via highly structured and often very detailed interviews or questionnaire in order to obtain information from large numbers of respondents presumed to be representative of a special population” (p.33). Hence, quantitative data were gathered for this study from middle class consumers in Lagos State through the self-administered survey questionnaire. The self-administered questionnaire was adopted for this study in order to provide the opportunity of a large sample size because it is uneconomical, for reasons of time or funds, for the researcher to observe or interview every member of a target population (Osuala, 1982; Tejumaiye, 2003).

On the other hand, qualitative data was gathered through Focus Group Discussion (FGD) and personal interview techniques (PIT). Interviews with focus groups are ideally set on a group of six to nine participants that are guided by a moderator. The main purpose of a focus group research is to draw upon respondents’ attitudes, feelings, beliefs, experiences and reactions regarding a subject matter in a way not feasible when using other methods such as observation, one-to-one interviewing, or questionnaire surveys (Eltom, 2000). Compared to individual interviews, which aim to obtain data or information on individual attitudes, beliefs and feelings, focus group discussions elicit a multiplicity of views and emotional processes within a group context (Morgan & Kreuger, 1993). They can be used either as a method in their own right or as a complement to other methods, especially for triangulation and validity checking (Morgan & Kreuger, 1993). Hence, the focus group interview technique was chosen for this study to elicit multiplicity of views from the subjects on the research questions and to complement the survey questionnaire method in order to enhance high validity.

Qualitative data was also gathered for the study through personal, face-to-face interview with advertising managers or top executives in selected advertising agencies in Lagos State. Also, telephone interview was conducted with selected celebrity endorsers based in Lagos State who have endorsed brands for advertisers. Furthermore, a semi-structured questionnaire interview was conducted with selected brand managers as representatives of Lagos-based advertisers of endorsed brands of high-priced or low-priced products.

The choice of the personal interview technique was informed by its unique advantages and benefits to a survey researcher, as captured by Merrigan and Huston (2004). These are that it is much easier to establish a rapport and climate of trust between the interviewer and the participant if they meet personally than if they talk over the phone or by mailed questionnaire; it is more difficult for the participant not to answer all items, which makes response rates to be typically higher; the survey researcher is able to have access to more information from participants; it is easy for the researcher to probe for more in-depth responses; the researcher can easily monitor participant's non-verbal reactions for any expressions of confusion or concern; and affords the researcher to combine interview questions with some other forms of media as part of the questioning, such as asking participants to look at pictures or watch video tapes of relevant information or subjects in order for the researcher to probe for a greater depth of information.

Similarly, the choice of the telephone interview was informed by its unique advantage and benefits it provides to the survey researcher. These include helping the researcher to eliminate privacy and safety concerns associated with individual respondents; likelihood of respondents being more honest if they are not confronted personally by an interviewer; and saving valuable time for the researcher in terms of access to respondents. Apart from these benefits, and more specifically for this study, the telephone interview was adopted because it made it easier for the researcher to gain access to selected celebrities as endorsers, who would have been very difficult to meet for a personal, face-to-face interview.

While the quantitative data gathered from the self-administered survey questionnaire and the qualitative data obtained from the focus group discussion (FGD) with middle class consumers in Lagos State were meant to provide answers to the study's main research questions. On the other hand, qualitative data gathered through structured interviews (via telephone, personal in-depth interviews and semi-structured questionnaire) from three other parallel samples also

drawn for the study from selected advertising agencies, advertisers and celebrity endorsers, were meant to complement the discussion of the study's findings.

The Study Location

The study was carried out in Lagos State, south-west Nigeria. The choice of Lagos State for this study was informed by the following reasons 1) The high population density of Lagos State which makes it a meeting point for individuals in all the socio-economic classes (A – E) ; 2) The economic significance of Lagos State to Nigeria which makes it a convergent point for educated adults as well as professionals in various disciplines and vocations seeking employment and vocational pursuits; 3) Lagos State has a very large, if not the largest concentration of industries and business organizations in Nigeria, which provides it with large and vibrant markets for the sale of all types of products in all kinds of categories, as well as abundant advertisers most of which have launched and are still running celebrity advertising campaigns for their products and services; 4) Lagos State has the highest concentration of advertising agencies or marketing communication companies which prepare produce and launch celebrity advertising campaign materials in scheduled conventional and interactive advertising media, on behalf of their clients (i.e. advertisers); 5) Lagos State has a very high concentration of home video celebrities, making the state their professional base, while Nollywood, the unofficial (unregistered) name for the home video industry in Nigeria has its strongest base and membership in the state; and 6) Lagos State has a daily influx of people from other parts of the country which makes it a mini Nigeria and a place with very high demand for all types of product, both low-priced and high-priced. (Tradeinvest Nigeria, 2010; Owomero, 2007; Abone, 2007 & Presh.com, 2007).

The Study Population

The study population is represented by all individuals, male or female, residing in Lagos State, who fall within the category of middle class consumers among the 9,013,534 people living in the officially recognized 20 local government councils of the state (according to the provisional figures of 2006 national population census). The study population from which the main sample for this study was drawn consisted of individuals in Lagos State between the age range of 20 to 50 years, reasonably literate with possession of degrees and other qualifications having undergone a process of professional training in specialized disciplines, thus qualifying them to be called professionals. By virtue of these characteristics, these are individuals, male and female, in the group B socio-economic class expected to possess

reasonable purchasing power to buy different brands of low-priced and high-priced products in different categories, and serve as a vital link between the upper class (serving as a feeder group to the A group) and lower class (serving as aspirational group to the groups D and E). Hence, as noted by Nworah (2008), individuals in this group, as middle class consumers representing the study population, constitute all vibrant group of buyers and users of infrequently purchased up-class luxury and durable high-priced products (e.g. automobiles, digital television sets, up-scale electrical gadgets etc), like individuals in group A socio-economic class. They also constitute vibrant group of buyers and users of frequently purchased mass produced, low-priced convenience products (e.g. fruit juice drinks, seasonings, toothpastes, etc) like individuals in groups D and E socio-economic class.

Supporting Nworah`s (2008) position, the characteristics of middle class consumers adopted in this study are premised on the characteristics of middle class consumers identified in the 2007 report from the National Bureau of Statistics-sponsored study on “The Analysis of the Profile, Determinants and Characteristics of the Middle Class in Nigeria.” The report from the study which was conducted in partnership with African Institute of Applied Economics, provides the characteristics of the middle class in Nigeria to include: Occupation – Quasi-elite of professionals, business owners or managers; Education – University (or its equivalents) and other post-secondary professional and vocational education; Employment Structure – Majority, in the urban cities, are self-employed, while others are salary (or wage) earners; and Income – On the average, between N500,000 thousand and two (2) million naira annually (National Bureau of Statistics, 2007).

From parallel samples drawn to generate complementary data for discussion of findings, the study population also includes all top management employees or advertising agency managers in advertising agencies or marketing communications companies in Lagos State who have handled celebrity advertising campaigns for their clients (i.e. advertisers or manufacturers and marketers of products and services). The study population also includes all middle management employees or brand managers in business organizations in Lagos State who manage, for their organizations, the marketing or promotion of their organizations’ brands of low-priced or high-priced products, and who have engaged celebrities as endorsers of brands (both tangible items and services) through their advertising campaigns. Lastly, the study population also covers individuals or Nigerians male or female residing or based in

Lagos State, who are regarded as celebrities, and who have featured as celebrity endorsers in advertisements of brands and services in different product categories.

Sample Size and Sampling Procedure

Subjects: Middle Class Consumers

It was not possible for this researcher to administer the survey questionnaire on every individual, male or female, that qualified as a middle class consumer among residents of Lagos State. The reason for this is that, apart from time and financial constraints, the study was not designed as a census. Hence, this informed the researcher's decision to select 700 subjects among middle class consumers residing in Lagos State. The choice of 700 sample size for the middle class consumers was informed by the assertion of Mitchell and Jolley (2007) that a researcher can reduce sampling error by increasing the sampling size, but with the implication of cost to the researcher in terms of time and energy to be expended. According to the scholars, obtaining the required sample size is a function of population size and desired accuracy (within 5%, 3% or 1%) at the 95% confidence level (Mitchell and Jolley, 2007). According to the table on the determination of sample size provided by David Van Amburg of Market Source Inc and presented by Mitchell and Jolley (2007, p.235) in their book "Research Design Explained, Sixth Edition, a researcher who intends to sample from a population consisting of 1,000,000 to 100,000,000 people, and the researcher want to be 95% confident that results from the study will be within 5% of the true percentage in the population, he or she needs to randomly sample 384 people. And, since Lagos State has a population of 9,013,634 (officially declared result of the 2006 national population census) (Adele, 2009), the choice of 700 sample size as representative sample for middle class consumers in Lagos State is considered adequate by the researcher.

The 700 sample size for middle class consumers was obtained through the multi-stage sampling process, which followed the logic of equiprobability and enabled in-depth description of elements representing selected cluster. From the Lagos State independent National Electoral Commission (LASIEC) guide to polling/registration centres data (2008) Lagos State is divided into 20 local government areas (LGAs) and 37 Local Council Development Areas (LCDAs). Out of the officially recognized 20 local governments or LGAs, the researcher randomly selected five (5) local governments, four (4) within metropolitan Lagos and one (1) from suburban Lagos. The four local governments from

Lagos metropolis were selected through simple random sampling based on population density. All the 16 local governments were first stratified into high density LGAs (Local Government Areas) and low density LGAs (Adele, 2009). Two local governments were then randomly selected from each stratum through the balloting method.

The four local governments selected out of the 16 local governments that make up Lagos metropolis are Ikeja and Lagos Island LGAs (from low density LGAs) and Agege and Surulere LGAs (from high density LGAs). The remaining one local government randomly selected through simple balloting out of the four local governments that make up suburban Lagos is Ikorodu LGA. The remaining three are Badagry, Epe and Ibeju-Lekki LGAs.

The next stage in the multi-stage sampling process involved the selection of wards, streets and final houses from which respondents were selected. From the LASIEC guide to polling/registration centres data (2008), Ikeja Local Government was divided into six (6) wards. The wards are: Orile Ikeja (ward 01A), Alade (ward 02B), Onilekere (ward 03C), Anifowoshe (ward 04D), Seriki-Aro (ward 05E) and Alausa (ward 06F).

The researcher randomly selected five out of the six wards in Ikeja local government. The wards are: 01A, 02B, 04D, 05E and 06F. Two streets in every ward were randomly selected through simple balloting out of the five wards. The streets, totaling ten (10) in all, are: Tokunbo Ali and Adeleye in ward 01A, Bisi Ogabi and Sola Adepegba in ward 02B, Bashiru Oweh and Ola Ayeni in ward 04D, Ogunnowo and Akinola in ward 05E as well as Sunday Adigun and Afolabi Aina in ward 06F. Before the selection of the final ten (10) streets and for the purpose of systematic random sampling, the researcher, personally and through research assistants, carried out a verification exercise on all the streets in the five wards selected, in terms of number of houses on each street. In each ward, streets with less than 30 houses were eliminated, while the two streets eventually sampled were randomly selected from streets with 30 houses and above. Fourteen (14) respondents were eventually selected in each of the streets selected in the five wards, making a total of 140 respondents sampled in Ikeja Local Government.

On each street selected, systematic random sampling was adopted in selecting houses from which respondents were drawn. The random start used to select houses was two. In each household, stratified probability sampling method was used to select respondents. The stratification variables used were: age, anyone less than 20 years was excluded; education,

anyone who possesses educational qualification less than a post-secondary school, professional diploma or certificate was excluded, and occupation, anyone that is not gainfully employed or without a paid vocation was excluded. In such cases where any of the selected houses had no respondent that met the stratification criteria (i.e. the stipulated characteristics of middle class consumers), the rule of alternate in sampling was applied. That is, in such cases, the next house to the one in question was chosen. The same process was used in drawing 140 respondents from each of the other four local governments selected.

Table 3.1 showing population distribution of selected local government areas (LGAs)

LGAs	Population Distribution
Agege	1,033,064
Surulere	1,247,362
Ikeja	648,720
Lagos Island	859,849
Ikorodu	689,045
Total	4,478,040

Source: Tinubu, A. (2007) The fraud in Lagos census. Nigerian Tribune, February 6, pp. 3-4 and Lagos Bureau of statistics, 2010

For the Focus Group Discussions (FGDs), three sessions were held at the press room of Adebola Adegunwa School of Communication, Lagos State University. A total of 20 subjects participated in the three sessions, with seven subjects each participating in the first and second sessions, while six subjects participated in the third session. Thus, the sample size for the FGD sessions was made up of 20 participants or respondents.

For the Focus Group Discussions, criterion sampling (very clear specific yardsticks) was used to select participants. The criteria were similar to the stratification variables used to select respondents for the quantitative questionnaire survey. These were age, everyone less than 20 years was excluded; education, anyone with less than a post-secondary school professional diploma or certificate was excluded; and occupation, anyone without paid employment or vocation was excluded.

Subjects: Advertising Agency Managers

The researcher compiled a list containing names of companies (as advertisers) who have engaged celebrities as endorsers of their products and services, through product or service advertising, names of celebrities that were used to endorse such product and service as well as names of advertising agencies that have handled celebrity advertising campaigns for their clients (i.e. advertisers) in the past or presently handling same for their clients. From this list (as sampling frame), the researcher purposively selected ten individuals in the middle level management cadre in the advertising agencies, based on their readiness to make themselves available for an in-depth face-to-face interview. The criterion for selection was any middle management personnel in any of the three functional departments within an advertising agency that are directly involved in the advertising process. These are the client service, creative and media departments. Thus, a total of 10 subjects who participated in the personal in-depth interview constituted the sample size for advertising brand managers (see appendix for list of respondents, their designations and advertising agencies).

Subjects: Brand Managers

The researcher sampled the opinions of 15 purposively selected brand managers in Lagos State. They were selected on the basis of their consistent adoption of the celebrity endorsement executional technique for their advertising campaigns. That is, the criterion for selection relate to brand managers who have managed celebrity advertising campaigns for their brands on behalf of their organizations in the past or are currently managing same for their brands. Thus, a total of 15 subjects who participated in the semi-structured questionnaire interview constituted the sample size for advertiser-related brand managers in Lagos State.

Subjects: Celebrity Endorser

The researcher sampled the opinions of five purposively selected celebrities (three males and two females) that have endorsed brands of advertisers in Nigeria. The purposive sampling was based on readiness of the celebrities to grant a telephone interview. Thus a total of 5 subjects who participated in the telephone interview constituted the sample size for Lagos-based celebrity endorsers. The celebrity endorsers interviewed were: Kate Henshaw-Nuttal, Rita Dominick Nwaturoucha, Prince Jide Kosoko, Jim Iyke and Dapo Oyebanji (D'banj).

Research Instruments

Since the study is descriptive, the researcher employed “Triangulated Instrumentation” (used more than one instrument to collect data from respondents) and “Triangulated Data Source” (used multiple sources of information to provide answers to research questions and discuss research findings). This approach makes results more credible and more dependable (Orcher, 2005; Patton, 1989).

The triangulated instruments were: Self-administered questionnaire, Focus Group Discussions (FGDs) moderator’s guide, Semi-structured questionnaire, Structured interview guide, and Structured telephone interview guide. The triangulated data sources were: 700 randomly selected middle class consumers residing in Lagos State; 20 purposively selected middle class consumers residing in Lagos State; 15 purposively selected brand managers responsible for marketing management including promotional campaigns for brands of their organizations (as advertisers) based in Lagos State; 10 purposively selected advertising agency managers based in Lagos State; and 5 purposively selected celebrity endorsers based in Lagos

Research Instrument: Self-administered Questionnaire

A 52-item structured questionnaire was designed as the major instrument to elicit data from sampled middle class consumers in Lagos State. The questionnaire comprised mostly of Likert attitude scale questions, few rank-order questions, one filter question as well as questions related to the demographics of the respondents. In terms of structure and format, the questionnaire was divided into two sections. The first section was divided into seven parts, each of which contained questions that addressed each of the study’s research questions. The second section sought to obtain demographic data of the respondents. Part 1 of section A contained majorly 4-point Likert scale statements designed to measure respondents’ perception of the influence of celebrity endorsement through advertising on message appeal, brand attitude and purchase intention. Part 2 contained similar statements designed to measure influence of celebrity advertising on change in attitude of respondents towards an endorsed brand as well as their view of celebrity advertising as a predictor of their purchase intention. Part 3 measured through similar statements respondents’ perception of celebrity advertising as a factor in their formation of a persistent attitude towards an endorsed brand as well as in their reaction to substitute advertising messages to that of an endorsed brand.

Part 4 contained, also, 4-point Likert scale statements designed to measure respondents' perception of the celebrity endorser as a factor in their evaluation of the product claims of the advertising message of an endorsed brand, as well as in their acceptance or rejection of the advertising message of an endorsed brand. Part 5 contained similar statements which measured respondents' perception of celebrity advertising as a mediating factor in the relationship between their previously held brand beliefs and their attitude towards an endorsed brand after exposure to its celebrity advertisement. Part 6 measured, through similar 4-point Likert scale statements, respondents' perception of celebrity advertising as a factor of influence regarding their confidence in what they know about an endorsed brand, as well as influence of celebrity advertising on the relationship between their confidence in what they know about an endorsed brand and their attitude towards the brand. And part 7 contained similar Likert type statements which measured, on a 4-scale, respondents' perception of celebrity advertising as a factor in their choice of the most important or most preferred brand among brands in a particular product category. Part 7 also contained similar statements which measured respondents' views on other factors likely to influence brand salience or respondents' choice of the most important or most preferred brand among brands in a particular product category.

Research Instrument: Focus Group Discussion Moderator's Guide

The second instrument used to obtain information from middle class consumers in Lagos State was the Focus Group Discussion Moderator's Guide. The FGD moderator's guide was meant to help the moderator direct the focus group discussions or sessions. The FGD, as an in-depth qualitative method, was designed to bring together a small homogeneous group (usually six to twelve) to discuss issues related to influence of celebrity advertising on message appeal, brand attitude and purchase intention of middle class consumers in Lagos State. The FGD moderator's guide consists of 19 questions (i.e. items or promptings) to guide each session of the FGD. In terms of structure and format, the moderator's guide has an elaborate introduction, followed by an arrangement of questions into seven parts, with each part containing questions that addressed each of the study's seven research questions. This is similar to the arrangement of questions in section A of the structured self-administered questionnaire. Each of the three sessions of the FGD followed the same order and structure of the instrument in terms of presentation. (A copy of the FGD Moderator's Guide is attached as an appendix).

Research Instrument: Semi-structured Questionnaire

A 21-item semi-structured questionnaire was used to obtain data from 15 purposively selected brand managers categorized as client's representatives that deal directly with their organization's brands and services in terms of marketing and most especially, promotion. The questionnaire was designed to collect information that will be subsequently used to complement discussion of the study's findings. The questions in the questionnaire were structured in such a way that they allowed the researcher flexibility to let each session of the interview develop naturally without the interviewer leading or directing the interviewee.

The semi-structured questionnaire used consists of a number of relevant questions about the respondents' disposition or attitude towards the adoption of the celebrity endorsement approach as an advertising executional technique and its impact on brand preference. The questionnaire consists of a combination of closed and open-ended questions. In terms of format and structure, the semi-structured questionnaire, consists of two sections. Section A consists, in part, of questions which measured respondents' perception of, and adoption of celebrity endorsement as an advertising campaign strategy. The latter part of the section contains questions, most in 5-point Likert attitudinal scale statements, which measured respondents' opinions about the influence of celebrity endorsement as an advertising strategy on message appeal, brand loyalty, brand preference, purchase intention and actual sales.

Research Instrument: The Structured Interview Guide

The researcher also developed a structured interview guide (or interview schedule) made up of 16 close-ended questions which sought to examine the perspectives of ten purposively selected advertising agency managers on the use of celebrity endorsement as an alternative advertising campaign technique and its influence on message appeal, brand attitude and purchase intention among target consumers of endorsed brands. The interview questions, though structured, still allowed for flexibility during interview sessions and also enabled the researcher to probe deeper into responses provided by interviewees to particular questions.

Research Instrument: The Structured Telephone Interview Guide

The researcher also developed a structured telephone interview guide made up of seven close-ended questions which sought to gauge the perspectives of five selected celebrities who have endorsed brands of products as well as services in the past, or are still doing same currently for advertisers of brands of products and services based in Lagos State. The

celebrities' views regarding the reasons for their use as celebrity endorsers by advertisers as well as influence of their endorsement on advertising message appeal, brand attitude, purchase intention and actual sales among target consumers of the brands and services they endorse, were considered pertinent complementary data for discussion of findings by the researcher.

Validity and Reliability of the Research Instruments

Yin (2003) states that when writing a research report, there are two important concepts to have in mind – validity and reliability. While validity is the ability of a chosen instrument to measure what it is supposed to measure, reliability is the extent to which research results would be stable or consistent if the same techniques were to be used repeatedly (Yin 2003).

The Structured Self-administered Questionnaire

The instrument was validated by first giving the drafts to the thesis supervisor and other lecturers in the field of advertising, both at the Department of Mass Communication, University of Lagos and Adebola Adegunwa School of Communication, Lagos State University. This was to ensure face and construct validity. Also useful suggestions were sought and obtained from marketing communication consultants and practitioners in some agencies within the advertising industry. Content validation was also ensured by pilot-testing the initial draft of the self-administered questionnaire. Two pilots were conducted between May and June 2010. Twenty-five (25) individuals who possessed the characteristics of middle class consumers, as used for this study, served as respondents in each of the two pilots. The two pilots were conducted by the researcher purposely not only to ensure content and construct validity but also to establish the reliability of the instrument.

During content validation, based on responses from the two pilots, some irrelevant items were outrightly removed, while the ones that were eventually included were modified. Also, in validating the questionnaire, efforts were made to achieve comprehensibility, simplicity and versatility, presenting most of the questions meant to address the study's seven research questions through Likert-type statements on 4-point scale to give respondents room to indicate their level of agreement. Respondents indicated their level of agreement on the four-point scale of strongly agree, agree, disagree and strongly disagree. Through restructuring of the questionnaire in the process of validation, the 63-items in the initial draft were reduced to 52 items without sacrificing internal validity with brevity and simplicity. In essence, all the

measures taken by the researcher, based on fillers from the two pilots ensured that the final copy of the questionnaire administered to the 700 respondents measured exactly what they were intended to measure. The 700 who participated in the final sample were not part of respondents for the two pilots.

With respect to the reliability of the instrument, a test-retest with interval method was adopted by the researcher and an interval of six weeks was allowed between the first and the second tests. The Pearson Product Moment Correlation Coefficient (r) formula was applied to the respondents' scores in the two tests and an index of 0.68 was obtained. This was considered high enough to make the final draft of the instrument reliable for the study because an index of +0.5 is generally regarded adequate for the reliability of any test of this nature.

The Focus Group Discussion Guide

Also, the Focus Group Discussion (FGD) Guide went through similar process of validation like the structured self-administered questionnaire. The initial draft of the FGD guide was also presented to the thesis supervisor and some lecturers in the Mass Communication Department, University of Lagos and School of Communication, Lagos State University. This was also to ensure face and construct validity. The FGD guide was also subjected to content validation during the pilot study conducted in December 2009. For the purpose of the pilot, three individuals each, who matched the description of middle class consumers, participated in the two sessions of the FGD. Based on the outcome of the FGD pilot, responses from the participants were used to fine-tune the final draft of the FGD moderator's guide.

Before the two pilot FGD sessions, draft copies of the piloted draft of the moderator's guide, without the moderator's introductory and closing remarks, were sent to the participants few days before each session. Also, a tape recorder was used during each session. This was to avoid misrepresentation and also to double check the answers afterwards. Also, a preview of five (5) celebrity television advertisements or commercials and a display of about ten (10) celebrity press advertisements preceded each pilot FGD session. In all, the two pilot FGD sessions comprised four male and two female participants.

The Semi-structured Questionnaire

The semi-structured questionnaire also went through similar process of validation. The instrument was face-validated by the thesis supervisor. The instrument was also piloted in October 2009 with two advertiser-based brand managers who have supervised celebrity advertising campaigns for their organizations' brands in the past and was not part of the final 15 respondents interviewed for the study. The findings of the pilot interviews informed the fine-tuning of the final draft of the questionnaire. Also, the respondents were sent, via e-mail, copies of the piloted draft of the instrument, to give them the opportunity to prepare them in order to provide accurate answers. To gauge reliability of the instrument, responses of the two interviews were compared for consistency, and responses were found to be reasonably similar. This gave an indication of the instrument's reliability.

The Structured Interview Guide

The structured interview guide was also validated through a similar validation process. The instrument was face-validated by the thesis supervisor. The instrument was also piloted in April 2010 with two advertising agency managers who have planned and executed celebrity advertising campaigns for their clients (i.e. advertisers), and were not part of the final 10 respondents interviewed for the study. Findings of the pilot interviews informed the recouching of, and the total number of questions contained in the final draft of the structured interview guide. Also, the respondents were personally given copies of the piloted draft of the instrument to provide them the opportunity of familiarizing themselves with the nature of the interview questions. And, also, to ascertain the reliability of the instrument, findings from the two personal interviews were compared for consistency and similarity in the responses was observed. This indicated a good measure of reliability of the instrument.

The Structured Telephone Interview Guide

A similar process was observed in validating the structured interview guide used in conducting telephone interview with the five purposively selected celebrities for the main study. The instrument was face-validated by the thesis supervisor. The instruments was piloted in November 2009 with two Nigerian celebrities based in Lagos State who have participated and are still participating in celebrity advertising campaigns for advertisers and were not part of the final five celebrities that participated in the telephone interview for the main study. The two celebrities were Funke Akindele and Paul Obasele. A research assistant working as an entertainment beat reporter with the Guardian and who is very familiar with

the celebrities, having published his interviews with most of them in the entertainment page of the Guardian newspaper, assisted the researcher in conducting both the pilot and the main interviews. The celebrities for the pilot interview were provided with a draft of the piloted instrument through their e-mails before the pilot telephone interviews were conducted. The interviews were conducted using a telephone equipped with a recording device and views of the celebrities were transcribed for analysis. To establish the reliability of the instrument, the transcribed responses of the two celebrities were compared for similarity and/or consistency. The responses were found to be reasonably similar, suggesting a good measure of reliability for the instrument.

Data Collection Procedure

Procedures for the collection of data from the different sources or samples drawn for the study are presented as follows:

Main Subjects: Middle Class Consumers

The data for the study through the structured self-administered questionnaire were gathered from the 700 randomly selected middle class consumers in Lagos State between July and September, 2010. Administration of the questionnaire lasted for about eleven (11) weeks. Copies of the questionnaire were administered on the sampled respondents by the researcher and 19 specially trained and rewarded research assistants and one field work facilitator. While four research assistants each administered copies of the questionnaire at four out of the selected five local governments (Ikeja, Lagos Island, Agege and Ikorodu), the researcher and three other research assistants sampled respondents at Surulere Local Government. The field work facilitator (a graduate of the Public Relations and Advertising Department, Adebola Adegunwa School of Communication, Lagos State University, and who also works with the Guardian newspaper as a beat reporter) assisted the researcher in coordinating and getting updates from the research assistants on the field.

In some cases, copies of the questionnaire were filled and returned to the research assistants on first contact with respondents, while in most cases, the research assistants had to pay repeated visits to the respondents before the filled copies were returned. Where copies of the questionnaire earlier received could not be located by respondents, fresh copies were provided which were filled and returned to research assistants. Each copy of the questionnaire was attached with press advertisements for a low-priced product (Chivita Premium Fruit

Juice endorsed by Lillian Bach, Hollandia Full Cream Evaporated Milk endorsed by Bukky Wright and Chivita Exotic endorsed by Sunny Nneji) and a high-priced product (LG Electronics' 42-inch plasma TV endorsed by Samson Siasia, Joke Silva and Desmond Elliot). In all, out of the 700 copies of the questionnaire distributed, 686 copies were returned dully filled and available for analysis representing a return rate of 98%. The remaining 14 copies were found unusable.

Main Subject: Middle Class Consumers (FGD)

The data for the study through the FGD moderator's guide were gathered from 20 purposively selected middle class consumers in Lagos State. The three sessions of the focus group discussion took place between January and February, 2010. For each of the three sessions of the FGD, the researcher reached out to the selected subjects a week before each session to secure their consent. With their consent, a suitable time for each session of the FGD at the press room of the School of Communication, Lagos State University was decided.

An average of three to four hours was used in holding each of the three sessions of the FGD, including time to set up the recording instrument. To avoid any form of misinterpretation, a tape recorder and a video camera were used to record proceedings of each FGD session. The researcher acted as the moderator in each FGD session and engaged two assistants who helped with the microphone to go around from one discussant to another. The assistants also ensured that the tapes used for the recording were inserted and reversed for a continuous recording as at when due. Also, a preview of eight (8) celebrity television advertisements and (12) celebrity press advertisements preceded each of the FGD sessions. This was to put the discussants or participants in the right frame of mind. At the end of each session of the FGD, contents of the audio and video recording were previewed to ensure that all responses were captured. And after all the three sessions of the FGD had been held, proceedings were transcribed through the audio recording. And where there was problem of inaudibility, the video recording was used to complement. This ensured that the transcriptions adequately reflected responses of the discussants.

Complementary Subjects: Brand Managers

The complementary data to discuss findings of the study were gathered from 15 purposively selected brand managers in Lagos State through a semi-structured questionnaire. The interviews were held between November and December, 2009. Before the interviews were

held, the researcher used the first two weeks in November 2009 to make necessary contacts that facilitated the administration of the questionnaire.

In order to provide the researcher with accurate answers, and to ease the process of data gathering, the respondents were informed in advance about the main topic to give them the opportunity to prepare adequately. Also, drafts of the questionnaire were delivered to the respondents in advance personally by the researcher and through e-mail addresses of those who could not be reached personally before the main interviews. Having set the tone for the conduct of the interviews, copies of the questionnaire were administered to the brand managers under study by the researcher over a period of four weeks. Copies of the questionnaires were also administered on the respondents by some guided research assistants and some guided contact persons in the respective companies, also within the same four weeks period. In all, the researcher conducted ten (10) of the face-to-face interviews, three (3) were conducted by guided contact persons within respondents' companies and two (2) by a trained research assistant already introduced to the respondents.

Complementary Subjects: Advertising Agency Managers

Another complementary data to discuss findings of the study were gathered from 10 purposively selected advertising agency managers in Lagos State through a structured interview guide. The interview was held between May and August, 2010. The researcher personally conducted all the ten (10) interviews. Drafts of the interview guide were sent to the respondents before each of the face-to-face interviews. Also before each interview, the researcher held brief discussion with the respondents on the subject matter to put them in the right perspective regarding the questions to be addressed. During each interview, notes were taken by the researcher, while a research assistant assisted in ensuring that the responses of the respondents were audio-taped. After every interview, the audio tapes were transcribed for analysis. Each interview lasted between 30 to 40 minutes.

Complementary Subjects: Lagos-based Nigerian Celebrities

The third complementary data to discuss findings of the study were gathered from five (5) purposively selected Lagos-based Nigerian celebrities through a structured telephone interview guide. All the five (5) telephone interviews were conducted in June, 2010. A well-trained and reliable research assistant who assisted the researcher in conducting the two pilot telephone interviews in November 2009 also conducted all the telephone interviews with the

selected celebrities. After all the telephone interviews had been conducted, the research assistant also helped the researcher in transcribing conversations from all the interviews for analysis. In all, the five celebrities that participated in the telephone interviews were Kate Henshaw-Nuttal, celebrity endorser (Onga Food Seasoning), Rita Dominic, celebrity endorser (Glo, Nokia N97), Prince Jide Kosoko, celebrity endorser (Yoyo Bitters, Chivita), Jim Iyke, celebrity endorser (Glo), and Dapo Oyebanji (a.k.a D'banj), celebrity endorser (Mouka Foam, Glo).

Method of Data Analysis

Data obtained from the study were analysed using triangulation (i.e. using a quantitative and qualitative approach). Descriptive statistics in a scale measurement was used for the analysis of data gathered from copies of the quantitative structured self-administered questionnaire, while data gathered from the FGD sessions were descriptively and qualitatively analysed to complement data from the questionnaire survey. The descriptive quantitative data were analysed with the use of frequency and percentage distribution tables. For precision and accuracy, the analysis of the quantitative data was done on computer, using Statistical Package for the Social Sciences (SPSS) and Microsoft Excel. SPSS has the advantage of offering a broader range of data analysis options, such as regression analysis and testing of hypotheses, while Excel provides the advantages of a comprehensive platform for data input and presenting charts for descriptive analysis.

Constant comparative technique was used to analyse the qualitative data obtained through FGD. Analysis of the FGD data involved reviewing statements made on each of the general issues (celebrity influence on message appeal, brand attitude and purchase intention) and specific issues relating to each of the seven research questions. This was followed by determining if there was consensus or disagreement on issues. The procedure included, first listening carefully to audio tapes as well as video tapes of each session to get an adequate impression of responses from the discussants. This was followed by a complete transcription, noting hesitations, silences and other non-verbal communication during the discussion. The third step was to produce an abridged version of the transcriptions for all the three sessions. The fourth step involved articulating the implications of the findings for use in the analysis and interpretation of the study's findings.

Findings from the FGD data were presented according to issues, with pertinent questions, bringing out thoughts and beliefs of the discussants. The FGD findings were presented to complement and interpret findings from the quantitative data obtained through the self-administered questionnaire in order to answer the study's seven (7) research questions. A similar process was observed in the processing of qualitative data obtained through the semi-structured questionnaire, face-to-face personal in-depth interview and the telephone interview.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This section of the study contains the presentation of the data gathered for the study. It includes the presentation of the respondents' demographics, analysis and interpretation of data gathered to answer the research questions.

In order to provide answers to the research questions, some of the data collected were computer-analysed, using the Statistical Package for Social Science (SPSS), while other data gathered through the three FGD sessions were qualitatively analysed and used to complement findings from the quantitative data. Presentation of the quantitative data was done using simple frequency tables and percentages.

For the purpose of administered questionnaire data, the study surveyed 700 respondents and the same number of questionnaires was administered on middle class consumers in Lagos State. However, out of the 700 copies of the questionnaire administered 686 were available for analysis, giving a return rate of 98%. The breakdown of the remaining 14 misused copies of the questionnaire is as follows: four (4) copies were not returned, five (5) copies were wrongly filled (hence not usable), and three (3) copies were not completed by respondents. The remaining two (2) copies were those in which respondents claimed they are not familiar with celebrity advertisements, and as such, did not bother to complete the remaining questions in the questionnaire.

Hence, the data presented is based on the 686 copies of the questionnaire that were analysed. In line with its design, analysis of the data begins with the preliminary data which comprises the demographic characteristics of the respondents, as presented in Table 1

As contained in table 1, the respondents' gender distribution shows that majority of them who were 407 in number were male (59.3%) while the remaining 279 representing 40.7% were female.

Table 1: Demographic Characteristics of the Respondents

A summary of respondents' demographic characteristics is presented in table 1 below.

Respondent's Demographic Variables	% (n)	% (n)	% (n)	% (n)	% (n)	Total (n)
Gender	Male 59.3 (407)	Female 40.7 (279)	-	-	-	100 (686)
Age	20 – 24 5.2 (36)	25 – 30 32.1 (220)	31 – 40 40.8 (280)	41 – 50 18.3 (125)	51 & above 3.7 (25)	100 (686)
Marital Status	Single 35.8 (246)	Married 59.8 (410)	Divorced/ separated /widowed 2.3 (16)	Single parent 2 (14)	-	100 (686)
Occupation	Middle level/civil/public servant 24 (165)	Self employed or sole proprietorship 31.3 (215)	Middle mgt company executive 34.3 (235)	Professional business consultant 9.5 (65)	Others 0.9 (16)	100 (686)
Education	Professional diploma/certificate 13.9 (95)	HND/BSc/Equivalent 52 (357)	Postgraduate degree 31.7 (217)	Doctorate degree (PhD) 2.2 (15)	Others 0.1 (2)	100 (686)
Income	Below one million naira annually 35.2 (241)	Between one & two million naira annually 43.9 (301)	Above two million naira annually 20.9 (144)	-	-	100 (686)

Also, the table contains the age classification of the respondents. It shows that 5.2% (36) of them were between the ages of 20 and 24 years; 32.1% (220) of them were aged 25-30 years; 40.8% (280) were between the ages 31 and 40 years; 18.3% (125) were aged 41 – 50 years and 3.7% (25) were older than 51 years.

Also, in terms of the marital status of the respondents, table 1 shows that more than half of the respondents 59.8% (410) were married; 35.8% (246) accounted for those who were single; those who were divorced, separated or widowed were 2.3% (16) with the single parent accounting for 2% (14).

Furthermore, in terms of occupation, table 1 shows different employment status of those who participated in the survey. The table shows that those who belonged to the middle management company executive cadre accounted for the majority with 34.3% (235); 31.3% (215) of them were self employed while 24% (165) were middle level civil/public servants.

In the same vein, 9.5% (65) of the respondents were professional business consultants and the remaining 0.9% (16) of the respondents were into other kinds of occupation such as medicine, engineering, architecture and politics.

The FGD revealed similar occupational categories. The participants included: five journalists from The Nation, The Guardian, and the Sun newspapers as well as Lagos Television and Rhythm FM; five middle management bank executives from Equitorial Trust Bank Plc, United Bank for Africa Plc, Guaranty Trust Bank Plc, Zenith bank Plc and Afribank Plc; three middle management employees with MTN Nigeria, Globacom and Starcomms; two middle management civil servants, one working at Lagos State Secretariat, Alausa, Ikeja and the other is a senior non-academic staff of Lagos State University; one Assistant General Manager with a media independent company, Capital Media Limited; one middle management employee with LG electronics, and three self-employed business individuals, two male and one female.

Again, in terms of education, table 1 shows formal academic attainment of the respondents and how they attained it. The table shows that 13.9% (95) of them obtained professional diploma; while more than half of them (357) accounting for 52% attained HND/B.Sc degree or their equivalent and 31.7% (217) obtained higher degrees at the postgraduate level. Similarly, 2.2% (15) of the respondents were Ph.D holders, while two of the respondents, who were just less than one per cent (0.1%) said they had other formal training.

Lastly, concerning the income level of the respondents, table 1 shows that 35.2% (241) of them earned below one million naira annually; 43.9% (301) earned between one million and two million naira while 20.9% (144) earned above two million naira.

Answer to Research Questions

This part of data presentation contains answers to the research questions raised in the study

Research Question One: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence message appeal and brand preference of middle class consumers in Lagos State?

The first research question, as stated, requires the study to establish the extent to which the celebrity endorser in an advertisement of a brand of high-priced or low-priced product influence the three major dependent variables of the study. These are: message appeal which refers to consumers' conviction about the believability or otherwise of the advertising message or brand information in an advertisement, as well as credibility or otherwise, of the source of the advertising message; brand attitude which refers to consumers' prevailing dispositions or feelings (i.e. their beliefs or conviction) towards a brand as being able or unable to provide expected benefits or fulfill their needs or desires; and purchase intention which refers to consumers' judgment or evaluation of how they will act or behave towards a particular brand in terms of purchase. Brand attitude and purchase intention constitute variables used in the study to determine brand preference.

Data gathered towards answering research question one are presented in tables 2 – 7. While tables 2 and 3 present data measuring message appeal, tables 4 and 5 present data measuring brand attitude, and table 6 and 7 present data measuring purchase intention.

In order to examine influence of celebrity endorsement on message appeal among middle class consumers, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 2 and 3.

Table 2 that follows shows how middle class consumers in Lagos State agreed or disagreed that the celebrity endorser in an advertisement of a brand of high-priced or low-priced product influenced their conviction about credibility of the advertising message. In the table, while a combined slight majority of 55.7% (382) strongly agreed or agreed that the celebrity's presence in the advertisement of a low-priced product contributed significantly to the message's appeal to them, a similar combined slight majority of 52.1% (358) said the same thing regarding a brand of high-priced product.

On the other hand, table 2 also shows that a significant combined minority of 44.3% (304) and 47.9% (328) strongly disagreed or disagreed with the statement with respect to a low-priced and high-priced product respectively. This suggests that the celebrity endorser featured

Table 2: Influence of Celebrity Presence in Advertisement on Respondents' Judgement of Advertising Message Credibility

Statement The celebrity's presence in the advertisement contributes significantly to my conviction about the credibility of the advertising message		
Response	Low priced product %	High-priced product %
Strongly agree	18.9	21.4
Agree	36.8	30.7
Disagree	27.7	27.3
Strongly disagree	16.6	20.6
Total n	100% 686	100% 686

in the advertisement of a low-priced or high-priced product may not be the sole factor influencing middle class consumers' conviction about the credibility of the advertising message.

Similarly, in order to establish the consistency or otherwise of middle class consumers' responses to the factor(s) influencing or determining their conviction about the credibility of the message or brand information in the advertisement of a high-priced or low-priced product featuring a celebrity endorser, respondents were asked to react to a similar statement measuring message appeal. Data obtained in this regard, are presented in table 3

In table 3 that follows, the nature of agreement of the respondents concerning an advertisement's message appeal is contained. The table, which contrasts with finding in table 1, shows that a combined slight majority of 55.8% (383) strongly disagreed or disagreed that they find it easy to believe the message or brand information in the advertisement of a brand of low-priced product (like a brand of fruit juice) because of the endorsement by a celebrity. Similarly, a combined slight majority of 56.5% (387) reacted the same way regarding a brand of high-priced product (like a brand of digital TV set),

Table 3: Influence of Celebrity Endorsement on Respondents' Perception of Advertising Message Believability

Statement		
I find it easy to believe the advertising message because of the endorsement by the celebrity		
Response	Low priced product %	High-priced product %
Strongly agree	14.7	17.0
Agree	29.5	26.5
Disagree	32.8	28.9
Strongly disagree	23.0	27.6
Total n	100% 686	100% 686

On the other hand, in contrast to table 2, table 3 also shows that a significant combined minority of 44.2% (303) and 43.5% (299) strongly agreed or agreed with the statement with respect to a low-priced and high-priced product respectively. This further suggests that the celebrity's presence in an advertisement, and his or her endorsement of a brand of low-priced or high-priced product may be one among other factors like the product claims (or the brand's selling points) that contribute to middle class consumers' conviction about the credibility or believability of the advertising message of an endorsed product. This implies that the celebrity endorser's presence or his/her endorsement of a product, whether low-priced or high-priced, through an advertisement, may not be sufficient as a stand-alone factor in influencing message appeal among middle class consumers in Lagos State

This suggestion is further reinforced by findings from the Focus Group Discussions (FGD) regarding influence of the celebrity endorser and product claims on advertising message appeal. Views of discussants from the FGD sessions are presented as follows:

Majority of discussants believe that both celebrity endorser and product claims have roles to play. While the celebrity endorser is employed by the advertiser to attract or direct consumer's attention to the advertising message and the advertised product, product claims constitute the major criteria for establishing credibility of the advertising message, regardless

of whether the endorsed brand is a low-priced (low-involvement) or high-priced (high-involvement) product.

Most of the discussants are also of the opinion that, while the celebrity endorser enhances product identification and brand recall as well as contributes to product branding, their evaluation of product claims (which present strong arguments about product features and benefits) rather than the celebrity endorser, enhances their conviction about credibility of the advertising message. Furthermore, majority of the discussant who believe that product claims (which reflect product benefits that are directly related to consumer needs` satisfaction) enhance conviction about credibility of the advertising message, also reject, for similar reasons, the idea of the celebrity endorser being a significant influencer of their conviction about credibility of the advertising message.

Reasons given by the discussants are to the effect that the endorsement may be unconvincing because of reasons bordering on the likelihood of deception on the part of the endorser who, in reality, may be a non-user of the endorsed product; as well as image breach on the part of the endorser which also makes the endorsement less convincing And, in favour of the celebrity endorser, only a few of the discussants who believe that for a new product, the celebrity endorser, as an influencer, enhances brand recognition and product credibility, also believe that the celebrity endorser enhances conviction about credibility of the advertising message.

The foregoing findings from the FGD give credence to findings from the questionnaire survey as depicted in tables 2 and 3. The reasoning of the few discussants who believe the celebrity endorser may be an effective influencer of consumers` conviction about credibility of the advertising message within the context of a new product may explain the slight majority of 55.7% (382) and 52.1% (358) of respondents in table 2 who agreed that the celebrity`s presence in an advertisement contributes significantly to their conviction about the credibility of the advertising message of a brand of low-priced or high-priced product respectively. The same reasoning may also explain the slight minority of 44.2% (303) and 43.5% (299) who agreed with the statement in table 3 for a brand of low-priced and high-priced product respectively.

Similarly, the reasoning of majority of the discussants who are of the opinion that product claims, rather than the celebrity endorser, contribute significantly to their conviction about credibility of the advertising message irrespective of the product type, may also explain the slight minority of 43.3% (304) and 47.9% (328) of respondents in table 2 who disagreed with the statement in the table for low-priced and high-priced product respectively. It may also explain the slight majority of 55.8% (383) and 56.5% (387) respondents in table 3 who disagreed that they find it easy to believe the advertising message of a brand of low-priced or high-priced product because of the endorsement by the celebrity.

Also, to examine influence of celebrity endorsement on brand attitude among middle class consumers, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. Brand attitude was measured as one of the determinants of brand preference. The statements are presented together with responses of the respondents in tables 4 and 5.

Table 4: Influence of Product Claims on Respondents' Brand Attitude

Statement My disposition or feelings towards an endorsed brand will be significantly influenced by the brand's selling points (i.e. product claims) rather than the celebrity endorser		
Response	Low priced product %	High-priced product %
Strongly agree	55.7	56.2
Agree	33.0	33.3
Disagree	8.1	7.8
Strongly disagree	3.2	2.8
Total n	100% 686	100% 686

In table 4 above, the breakdown of responses on the influence of the celebrity endorser on brand attitude of middle class consumers in Lagos State is contained. The table reveals that a combined significant majority of 88.7% (608) for a low-priced product and 89.5% (614) for a high-priced product strongly agreed or agreed that their disposition or feelings towards an

endorsed brand would be significantly influenced by the brand`s selling points (i.e. product claims) rather than the celebrity endorser.

Table 4 also shows that a combined insignificant minority of 11.3% (78) for a low-priced product and 10.6% (72) for a high-priced product strongly disagreed or disagreed with the statement. This suggests that the celebrity endorser may not play any significant role in middle class consumers` dispositions, feelings or attitude towards an endorsed brand, irrespective of whether it is a low-priced or high-priced product.

To also find out if there is consistency or otherwise in middle class consumers` responses to factor(s) that influence or determine their disposition or feelings towards an endorsed brand of low-priced or high-priced product, respondents were asked to react to a similar statement measuring brand attitude. Data obtained in this regard are presented in table 5.

Table 5: Influence of Personality of Celebrity Endorser on Respondents' Brand Attitude

Statement My perception of the personality of the celebrity endorser rather than product claims, will significantly influence my disposition or feelings towards an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	13.1	13.3
Agree	22.5	19.6
Disagree	45.7	39.2
Strongly disagree	18.8	27.8
Total n	100% 686	100% 686

The information obtained in table 5 shows that a combined significant majority of the respondents, 64.5% (442) for a low –priced product and 67% (460) for high-priced product, strongly disagreed or disagreed that their perception of the personality of the celebrity

endorser, rather than product claims, will significantly influence their disposition or feelings towards an endorsed brand.

Table 5 also shows a combined minority of 35.6% (244) for a low-priced and 32.9% (226) for a high-priced product strongly agreed or agreed with the statement. This finding is consistent with, and thus, reinforces the finding in table 4 and its suggestion or implication. This finding further suggests that within a two-factor (or two-variable) context, product claims (i.e. the brand's selling points) rather than the celebrity endorser or his/her endorsement of the product, will play a more significant role in middle class consumers' disposition or feelings (or more specifically attitude) towards an endorsed brand, regardless of whether it is low-priced or high-priced.

This suggestion is somewhat affirmed by findings from the FGD sessions. Views of discussants regarding influence of the celebrity endorser and product claims on brand attitude are presented as follows:

Discussants provide insight into the contexts or conditions in which either the celebrity endorser or product claims will play a more significant role in their disposition or attitude towards an endorsed brand of low-priced or high-priced products.

Some of the discussants are of the opinion that nature of the product (that is whether the endorsed brand is a low-priced/low involvement or high-priced/high-involvement product) will determine the more significant factor of influence between the celebrity endorser and product claims in their disposition or attitude towards an endorsed brand. Those who expressed this belief are of the opinion that the celebrity endorser would suffice as the element of influence of their attitude or disposition towards a brand of low-priced product, while product claims, rather than the celebrity endorser would be the stronger determinant of their disposition or attitude towards a brand of high-priced product. According to one of the discussants:

It depends on the type of product. For a health-related product which I can buy at the chemist and which borders on life and death, I can't buy it simply because somebody endorsed it. I must go through the product information, that is, the product claims, to know what it does before going for such a product. So it depends on the product in question for my disposition towards it to be influenced by either the celebrity endorser or

the product selling points. When it is a low-involvement or low-priced product, I don't need to bother about the selling points but only to remember the celebrity that endorsed it for me to be positively disposed towards it. But when it has to be a high involvement (or high-priced) or life-changing product, I think I will need to look at the USP, the selling points of that product, to arrive at my disposition or attitude towards the endorsed product.

This finding may partly explain why a combined minority of respondents, as depicted in tables 4 and 5, chose to accept the celebrity endorser, instead of product claims, as the stronger determinant of their disposition towards an endorsed brand, low-priced or high-priced.

Also, some of the discussants expressed the belief that caliber or personality of the celebrity endorser may be the deciding factor after considering product claims. In this regard, discussants are of the opinion that caliber of the celebrity endorser may be highly significant in influencing their positive attitude or disposition towards a brand of high-involvement or high-priced product. From explanations provided, this position of the discussants is informed by the sensitive nature of such a product, high financial commitment to such a product, and especially, where the product, being health-related, borders on life and death.

On the other hand, discussants also believe that caliber of celebrity endorser may be inconsequential as a consideration in influencing their positive disposition or attitude towards a brand of low involvement or low-priced product. Also, from explanation provided, this position of the discussants is informed by the low financial commitment to such a product, making it inconsequential if wrongly purchased and such a product being routinely and frequently purchased among available and affordable substitutes.

Furthermore, majority of the discussants were more specific about product claims which contain a product's benefits or utility values rather than the celebrity endorser as being the more significant influencing factor in their disposition or attitude towards an endorsed brand of low-priced or high-priced product. Credence given to the celebrity endorser as a significant influencer of their positive attitude towards a brand of low-priced product is in a situation

where they (i.e. the discussants as consumers) are knowledgeable about brands in the product category of the endorsed brand.

On the contrary, where they are ignorant or less knowledgeable about brands in the product category of the endorsed brand or where they have not used the endorsed brand before, the celebrity endorser's influence in their attitude towards the endorsed brand will be insignificant. This finding may also partly explain why a combined majority of respondents, as depicted in tables 4 and 5, chose to accept product claims or brand selling points, instead of the celebrity endorser, as the stronger determinant of their attitude towards an endorsed brand of low-priced or high-priced product.

Other views of discussants on influence of the celebrity endorser on their attitude towards an endorsed brand are presented as follows:

- For the celebrity endorser to be influential or a strong determinant of their positive attitude or disposition towards a brand of low-priced or high-priced product, he or she must be a personality that shares similar characteristics, traits, attributes, experiences etc with them (i.e. source similarity).
- Perception of the celebrity endorser's knowledge or experience of the product will determine the extent to which he or she is influential or instrumental to their attitude towards an endorsed brand of low-priced or high-priced product.
- For the celebrity endorser to be a strong determinant of their attitude towards a brand of low-priced or high-priced product, they must perceive a match-up or fit between that particular celebrity and themselves as well as the endorsed brand. That is, the celebrity endorser must share similar characteristics with the discussants as target consumers, as well as be seen as somebody, perhaps, by virtue of his or her professional calling or vocation, that has every reason to associate with, or use the product (i.e. audience/product /celebrity match-up).

The foregoing views of discussants, like the previous ones, may also explain the choice of product claims, instead of the celebrity endorser, by a combined majority of respondents in tables 4 and 5 as the stronger determinant of their attitude towards an endorsed brand of low-priced or high-priced product.

Finally, to examine the third dependent variable of the study as an integral part of research question 1 measuring brand preference, the study sought to examine influence of celebrity endorsement on purchase intention among middle class consumers. In this respect, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 6 and 7.

Table 6: Influence of Product Claims on Respondents' Purchase Intention

Statement		
My personal conviction about the product claims, rather than the celebrity endorser, will significantly influence my intention to buy an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	62.9	63.5
Agree	25.7	26.5
Disagree	7.9	6.6
Strongly disagree	3.5	3.4
Total n	100% 686	100% 686

In table 6, breakdown of responses regarding influence of the celebrity endorser on purchase intention of middle class consumers in Lagos State is contained. The table shows that a combined significant majority of 88.6% (608) of respondents for a low-priced product and 90% (618) of respondents for a high-priced product strongly agreed or agreed that their personal conviction about the product claims, rather than the celebrity endorser, will significantly influence their intention to buy an endorsed brand.

Table 6 also shows that a combined minority of 11.4% (78) for a low-priced product and 10% (68) for a high-priced product strongly disagreed or disagreed with the statement. This suggests that the celebrity endorser's influence in middle class consumers' decision to buy or not to buy an endorsed brand may be relatively insignificant, irrespective of whether it is a low-priced or high-priced product.

Also, as for previous findings, to establish the consistency or otherwise in middle class consumers` responses to factor(s) that influence their decision to buy or not to buy an endorsed brand of low-priced or high-priced product, respondents were asked to react to a similar statement measuring purchase intention. Data obtained in this respect are presented in table 7.

Table 7: Influence of Celebrity Endorsement on Respondents' Purchase Intention

Statement The endorsement by a celebrity, rather than product claims, will significantly influence my intention to buy an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	9.5	7.9
Agree	18.4	17.0
Disagree	48.8	42.1
Strongly disagree	23.3	32.9
Total n	100% 686	100% 686

Table 7 shows that, irrespective of whether the product is low-priced or high-priced, a combined significant majority of the respondents strongly disagreed 72.1% (495) or disagreed 75% (515) that endorsement by a celebrity rather than product claims, will significantly influence their intention to buy an endorsed brand. The table also shows that a combined minority of 27.9% (191) for a low-priced and 24.9% (171) for a high-priced product strongly agreed or agreed with the statement.

Again, like the findings in tables 4 and 5 on celebrity endorsement and brand attitude, this finding is consistent with, and thus, reinforces the finding in table 6 and what it suggests or implies. Also, this finding further suggests that, within a two-factor (or two-variable) context, product claims rather than the celebrity endorser or his/her endorsement of the product will play a more significant role in middle class consumers` decision to buy or not to buy an endorsed brand, regardless of whether it is low-priced or high-priced.

This suggestion is reinforced by findings from the FGD sessions. Views of discussants regarding influence of the celebrity endorser and product claims on purchase intention are presented as follows:

Majority of the discussants hold the view that their personal conviction about the brand's selling points or product claims which carry the core advertising message, rather than endorsement by a celebrity, will significantly influence their intention to buy an endorsed brand, regardless of whether it is low-priced or high-priced. As explained by one of the discussants:

I think the brand selling points which contain the core brand information and benefits of the product to me will, to a great extent, influence my intention to purchase the product, no matter what the celebrity says about it. For me, it is strictly the brand's selling points, whether it is a low or high involvement product, and whether a celebrity endorsed it or not. The brand selling points really matter to me. It is what will pull out money from my pocket.

There is a slight variation to this view expressed by other discussants. Discussants expressed the opinion that their personal conviction about credibility of the product claims, rather than endorsement by a celebrity will significantly influence their intention to buy an endorsed brand of low-priced product. On the other hand, for a brand of high-priced product, rather than the celebrity endorser, the discussants emphasize that their conviction about the product claims derived from their confirmation of the brand's benefits and utility values from complementary sources (like current and past users of the particular brand and other brands in the product category) will significantly influence their intention to buy the endorsed brand.

The foregoing findings may partly explain why a significant majority of the respondents, as depicted in table 6 and table 7, prefer to accept product claims, instead of the celebrity endorser, as the stronger determinant of their purchase intention regarding an endorsed brand, low-priced or high-priced.

In addition, outside the two-factor context, discussants also identify company reputation as a factor, which, in certain situations, may be stronger than product claims or the celebrity endorser, at influencing purchase intention. As observed by one of the discussants:

Most times you don't even care about the product claims of most products you see. The first thing that comes to mind is who advertised the product, that is, the company which produced it. So

you must know a product by who produced it before you talk about the product claims or the celebrity who endorsed it at the point of deciding whether to buy or not.

However, not all the discussants give credence to product claims as the stronger determinant of their purchase intention. Two of the discussants representing 10% of the total 20, expressed the belief that, for low-priced products, the celebrity endorser, who draws their attention to the product and advertising message, will significantly influence their intention to buy an endorsed brand. Again, this finding may, perhaps, partly explain why a combined insignificant minority of respondents in table 5 (11% or 78) would rather, by implication, prefer the celebrity endorser, instead of product claims, as the stronger determinant of their intention to buy an endorsed brand of a low-priced product.

Research Question Two: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence attitude change and predict purchase intention of middle class consumers in Lagos State?

Data gathered towards answering research question two are presented in the following tables 8 – 11. While tables 8 and 9 present data measuring change in brand attitude, tables 10 and 11 present data measuring prediction of purchase intention.

In order to examine influence of celebrity endorsement on change in brand attitude among middle class consumers, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 8 and 9.

Table 8 contains middle class consumers` response regarding their brand attitude change. The table shows that there is no major difference in the pattern of responses of middle class consumers across the two product types. The table shows that with a combined significant

Table 8: Influence of Product Claims on Respondents' Attitude Change towards an Endorsed Brand

Statement My perception of the product claims, rather than endorsement by a celebrity, will significantly influence a change in my attitude towards an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	49.0	50.9
Agree	35.6	36.1
Disagree	12.0	8.8
Strongly disagree	3.4	4.3
Total n	100% 686	100% 686

majority of 84.6% (581) for a brand of low-priced product and 87% (597) for a brand of high-priced product, respondents strongly agreed or agreed that their perception of the product claims rather than endorsement by a celebrity will significantly influence a change in their attitude towards an endorsed brand. Table 8 also shows a combined insignificant minority of respondents representing 15.4% (105) for a low-priced product and 13.1% (89) for a high-priced product, strongly disagreed or disagreed with the statement. This suggests that endorsement by a celebrity through product advertisement will not play any significant role in a change in the attitude of middle class consumers towards a brand of low-priced or high-priced product. Rather, the finding suggests that product claims will play a more significant role than the celebrity endorser, in middle class consumers' change in attitude towards an endorsed brand, irrespective of whether it is a low-priced or high-priced product.

To find out the consistency or otherwise in middle class consumers' responses to factor(s) that influence a change in their attitude or disposition towards an endorsed brand of low-priced or high-priced product, respondents were asked to react to a similar statement measuring brand attitude change. Data obtained in this regard are presented in table 9.

Table 9: Influence of Personality of Celebrity Endorser on Respondents' Attitude Change towards an Endorsed Brand

Statement My perception of the personality of the celebrity endorser, rather than product claims, will significantly influence a change in my attitude towards an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	11.9	10.4
Agree	17.7	17.2
Disagree	49.9	42.4
Strongly disagree	20.5	30
Total n	100% 686	100% 686

The information contained in table 9 shows that while a combined significant majority of 70.4% (483) respondents strongly disagreed or disagreed that for a low-priced product their perception of the personality of the celebrity endorser, rather than product claims, will significantly influence a change in their attitude towards an endorsed brand, a combined significant majority of 72.4% (497) of them felt the same way for a high-priced product. The table also shows a combined minority of respondents, 29.6% (203) for a low-priced product and 27.6% (189) for a high-priced product, strongly agreed or agreed with the statement. This finding is consistent with, and thus, reinforces the finding in table 8 and its suggestion or implication. This is to the effect that middle class consumers will be more significantly influenced in their change in attitude towards an endorsed brand of low-priced or high-priced product by product claims than by the celebrity endorser or his/her endorsement through product advertisement.

Views of discussants from the FGD sessions provide similar findings and suggestion as the foregoing. Discussants provide conditions in which either the celebrity endorser or product claims will be a strong influencing factor in their change in attitude toward an endorsed brand of low-priced or high-priced product. Discussants are of the opinion that:

- For the celebrity endorser to significantly influence a change in their attitude towards an endorsed brand of low-priced or high brand product, their perception of him or her must be strongly positive.
- A positive change in their attitude towards an endorsed brand of low-priced or high-priced product will be significantly influenced by product claims when there is a reinforcement of product quality where such product claims meet their post-purchase expectations. On the other hand, a negative change in their attitude towards an endorsed brand will be induced if they discover, through product use or information from previous users, that the product claims are false claims or unfulfilled promises, regardless of endorsement by a celebrity.
- Neither product claims nor the celebrity endorser are significant proofs or evidence of brand performance, hence there are limits to their persuasive appeal or influence on a change in their brand attitude for both low-priced and high-priced products. Regarding this, a discussant explains:

For instance, suppose I decide to buy an LG plasma TV based on product claims, and when I use it, I found that it is not serving the purpose of the product claims. And after a year or two, I decide to change my choice of digital television, and I see another product that is endorsed by a celebrity. That product will definitely come to my mind. This is because the product I was influenced to buy and use based on the product claims did not serve the so called product claims. It also does not mean that every product endorsed by a celebrity serve the purpose of the celebrity's claim in the endorsement. Hence, one may still have to switch to another brand not endorsed by any celebrity but which meets one's expectations.

Inference from the foregoing findings from the FGD suggests that both product claims and the celebrity endorser have roles to play in the change in attitude of middle class consumers towards endorsed brands of low-priced and high-priced products. It further suggests that, within a two-factor context, the extent of influence of each factor is a function of individual consumers' self evaluation or perception of which factor serves his or her needs-satisfying interests better. This reasoning may, perhaps, partly explain the findings in tables 8 and 9 where product claims seem to enjoy the choice of a significant majority of respondents as the stronger influencing factor regarding their brand attitude change for both low-priced and high-priced products.

Also, as an integral part of research question 2, the study sought to find out the extent to which the celebrity endorser featured in the advertisement of a brand of low-priced or high-priced product predicts middle class consumers' intention to buy the endorsed brand. In this respect, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 10 and 11.

Table 10: Respondents' Perception of Product Claims as a Predictor of their Purchase Intention

Statement		
Rather than the celebrity endorser, my conviction about the product claims will significantly predict my intention to buy an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	57.3	60
Agree	34.9	32.7
Disagree	4.7	4.5
Strongly disagree	3.1	2.8
Total n	100% 686	100% 686

In table 10, breakdown of responses regarding middle class consumers' perception of the celebrity endorser as a predictor of their intention to buy an endorsed brand is contained. The table shows that a combined significant majority of 92.2% (633) of respondents for a low-priced product and 92.7% (636) of respondents for a high-priced product strongly agreed or agreed that rather than the celebrity endorser, their conviction about the product claims will significantly predict their intention to buy an endorsed brand of low-priced or high-priced product.

Table 10 also shows that a combined insignificant minority of 7.8% (53) of respondents for a low-priced product and 7.3% (50) of respondents for a high-priced product strongly disagreed or disagreed with the statement.

This finding, like the findings in tables 8 and 9 on celebrity endorsement and brand attitude change, suggests that, within a two-factor (or two-variable) context, product claims rather than the celebrity endorser are a stronger predictor of the intention of middle class consumers to buy an endorsed brand, regardless of whether it is low-priced or high-priced.

To find out the consistency or otherwise in middle class consumers' responses to factor(s) that predict their intention to buy an endorsed brand of low-priced or high-priced product, respondents were asked to respond to a similar statement measuring prediction of purchase intention. Data obtained in this regard are presented in table 11.

Table 11: Respondents' Perception of Celebrity Endorser as a Predictor of their Purchase Intention

Statement Regardless of the product claims, my feelings towards the celebrity endorser will significantly predict my intention to buy an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	9.8	10
Agree	21.1	14.5
Disagree	43.8	41.6
Strongly disagree	25.1	33.9
Total n	100% 686	100% 686

In table 11, when the respondents were combined, 68.9% (474) for a low-priced product and 75.5% (518) for a high-priced product strongly disagreed or disagreed that regardless of the product claims, their feelings towards the celebrity endorser will significantly predict their intention to buy an endorsed brand. The table also shows a combined minority of 30.9% (212) for a low-priced product and 24.5% (168) for a high-priced product strongly agreed or agreed with the statement. This finding is consistent with, and thus reinforces the finding in table 9 and its suggestion. This is to the effect that majority of middle class consumers will

consider product claims, rather than the celebrity endorser, as the stronger predictor of their intention to buy an endorsed brand of low-priced or high-priced product.

This suggestion is also reinforced by views expressed by discussants from the FGD sessions. All discussants are of the view that they are more likely to consider product claims more strongly than the celebrity endorser or his/her endorsement in arriving at their decision to buy or not to buy an endorsed brand, whether it is low-priced or high-priced. Explanations offered by the discussants border on their evaluation of the selling points of the endorsed brand in terms of the extent to which their needs will be met by the content of such selling points.

Only one of the discussants gave credence to the celebrity endorser as the stronger predictor of his intention to buy an endorsed brand of low-priced product. But the discussant gave credence to product claims as the stronger predictor of his intention to buy an endorsed brand of high-priced product. The discussant explained his choice of the celebrity endorser from the perspective of celebrity-product match-up. According to the discussant:

If it is a low involvement product, I will look at the match-up between the endorser and the product. I will consider if the celebrity endorser is somebody who has every reason to use the advertised brand by virtue of his or her professional calling or vocation. On this basis, I will also consider if the purpose of reaching out to the audience can be met by the endorser. So for a low involvement product, I will look at the match-up about the product on the basis of the endorser. But if it is a high involvement product, I will look out for the selling points or the product claims.

The foregoing findings from the FGD may partly explain why a significant majority of the respondents, as revealed in tables 10 and 11, either directly or indirectly agreed that product claims, rather than the celebrity endorser will significantly predict their intention to buy an endorsed brand of low-priced or high-priced product.

Research Question Three: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence inclination of middle class consumers to develop a persistent (i.e. enduring) brand attitude that is resistant to counter-advertising message?

Data gathered towards answering research question three are presented in tables 12 – 16. While tables 12 and 13 present data measuring inclination to form a persistent brand attitude, tables 14 – 16 present data measuring resistance to counter advertising message.

In order to examine influence of celebrity endorsement on inclination to form persistent brand attitude among middle class consumers, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. Data obtained in this regard are presented in tables 12 and 13.

Table 12: Influence of Product Claims on Respondents' Likelihood of Developing Persistent Attitude towards an Endorsed Brand.

Statement		
My conviction about the credibility of the product claims, rather than personality of the celebrity endorser, will significantly influence me to develop a persistent attitude towards an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	55.8	60.3
Agree	34.7	32.1
Disagree	6.4	5.0
Strongly disagree	3.1	2.6
Total n	100% 686	100% 686

Table 12 contains response regarding inclination to form a persistent brand attitude that is resistant to counter-advertising message by middle class consumers in Lagos State. In a combined significant percentage of 90.5% (621) for a low-priced product and 92.4% (634) for a high-priced product, respondents strongly agreed or agreed that their conviction about credibility of the product claims, rather than the personality of the celebrity endorser, will significantly influence them to develop a persistent attitude towards an endorsed brand.

Table 12 also shows a combined insignificant minority of respondents representing 9.5% (65) for a low-priced product and 7.6% (52) for a high-priced product, strongly disagreed or disagreed with the statement. This suggests that personality of a celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product through an advertisement will not play any significant role in the inclination to form a persistent attitude towards an endorsed brand by middle class consumers. Rather, the finding suggests that product claims will play a more significant role than the celebrity endorser in middle class consumers' inclination to form a persistent attitude towards an endorsed brand, regardless of whether it is a low-priced or high-priced product.

To find out the consistency or otherwise in middle class consumers' responses to factor(s) that could influence them to develop a persistent attitude towards an endorsed brand of low-priced or high-priced product, respondents were asked to react to a similar statement measuring formation of persistent brand attitude. Data obtained in this regard are presented in table 13.

Table 13: Influence of Personality of Celebrity Endorser on Respondents' Likelihood of Formation of Persistent Attitude towards an Endorsed Brand

Statement		
My perception of personality of the celebrity endorser, rather than my conviction about the credibility of product claims, will significantly influence me to develop persistent attitude towards an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	11.9	9.2
Agree	14.9	14.2
Disagree	48.2	42.3
Strongly disagree	25.0	34.3
Total n	100% 686	100% 686

Table 13 shows that respondents were consistent in their responses to which factor will influence them more, between the celebrity endorser and product claims, in their inclination to develop a persistent attitude towards an endorsed brand. The table shows that while a combined significant majority of respondents, 73.2% (502) strongly disagreed or disagreed that for a low-priced product, their perception of personality of the celebrity endorser, rather than their conviction about the credibility of product claims, will significantly influence them to develop a persistent attitude towards an endorsed brand, an equally combined significant majority, 76.6% (526), of respondents felt the same way for a high-priced product.

Table 13 also shows a combined minority of respondents, 26.8% (184) for a low-priced product and 23.4% (160) for a high-priced product, strongly agreed or agreed with the statement. This finding, which reinforces the finding in table 12 suggests a strong evidence that majority of middle class consumers in Lagos State will be more significantly influenced in their inclination to form or develop a persistent attitude towards an endorsed brand of low-priced or high-priced product by product claims than by the celebrity endorser or his/her endorsement through product advertisement.

Also, as an integral part of research question 3, the study sought to examine the extent to which the celebrity endorser featured in the advertisement of a brand of low-priced or high-priced product influences middle class consumers' reaction to counter (or alternative) advertising messages from substitute brands to the endorsed brand as well as their attitudinal disposition to such a brand. In this respect, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 14 – 16.

Table 14 contains the breakdown of responses regarding middle class consumer's perception of the role of the celebrity endorser in their reaction to counter advertising messages from substitute brands for an endorsed brand as well as their attitudinal disposition to such a brand. The table shows that a combined significant majority of 62.5% (428) of respondents strongly agreed or agreed that in the face of counter advertising messages from substitute brands, they are not likely to change the attitude (if positive) they have been holding towards a brand endorsed by a celebrity if their feelings towards the celebrity are strongly positive. Similarly, a combined slight majority of the respondents, 51% (350) strongly agreed or agreed with the statement regarding a high-priced product.

Table 14: Influence of Respondents' Perception of Celebrity Endorser and Counter Advertisements on Likelihood of Brand Attitude Change

Statement		
In the face of counter advertising messages from substitute brands, I am not likely to change the attitude (if positive) I have been holding towards a brand endorsed by a celebrity if my feelings towards the celebrity are strongly positive		
Response	Low priced product %	High-priced product %
Strongly agree	20.6	17.6
Agree	41.9	33.4
Disagree	27.4	33.1
Strongly disagree	10.1	15.8
Total n	100% 686	100% 686

Table 14 also shows that a combined appreciable percentage of 37.5% (258) of respondents for a low-priced product and a combined significant minority of 48.9% (336) of respondents for a high-priced product strongly disagreed or disagreed with the statement. This finding suggests that both the celebrity endorser and product claims, as factors of influence, have roles to play in middle class consumers' reaction to counter advertising messages from substitute or alternative brands to an endorsed brand as well as their attitude towards such a brand. But the finding further suggests that, among middle class consumers in Lagos State, within a two factor context, product claims will be a strong influencing factor in their reaction to alternative or counter messages of substitute or alternative brands to an endorsed brand of high-priced product as well as their attitudinal disposition to such a brand. This is evident from the significant minority of respondents (almost half of the total number when combined) who disagreed with the statement. This is not to say that product claims would not have any role to play in middle class consumers' reaction to counter messages of substitute brands of an endorsed brand of low-priced product as well as their attitudinal disposition to such a brand.

In addition, the finding in table 14 also suggests that middle class consumers' perception of the celebrity endorser will determine the extent of his or her influence in their reaction to counter advertising messages from substitute brands of an endorsed brand as well as their attitudinal disposition to such a brand.

To establish the consistency or otherwise in middle class consumers' responses to factor(s) that influence their reaction to counter advertising messages of substitute brands of an endorsed brand of low-priced or high-priced product, respondents were asked to respond to a similar statement measuring resistance to counter advertising message. The statement emphasized credible product claims as factor of consideration. Data obtained in this regard are presented in table 15.

Table 15: Influence of Respondents' Perception of Product Claims and Counter Advertisements on Likelihood of Attitude Change towards an Endorsed Brand

Statement		
In the face of counter advertising messages, I am not likely to change my attitude (if positive) towards a brand endorsed by a celebrity if I think the product claims are very credible		
Response	Low priced product	High-priced product
	%	%
Strongly agree	48.8	54.1
Agree	39.2	34.6
Disagree	7.6	6.8
Strongly disagree	4.4	4.5
Total	100%	100%
n	686	686

Unlike table 14, data contained in table 15 above reveals an overwhelming preference for product claims as a significant influencing factor among middle class consumers regarding their reaction to counter advertising messages and their disposition to the endorsed brand. The table shows that a combined significant majority of respondents, 88% (604) for low-

priced product and 88.7% (608) for a high-priced product, strongly agreed or agreed that in the face of counter advertising message, they are not likely to change their attitude (if positive) towards a brand endorsed by a celebrity if they think the product claims are very credible.

The table also shows that a combined insignificant minority of respondents, 12% (82) for a low-priced product and 11.3% (78) for a high-priced product, strongly disagreed or disagreed with the statement. This finding reinforces the finding in table 14 which suggests a strong role for product claims in middle class consumers' reaction to counter advertising messages of alternative brands to an endorsed brand particularly of a high-priced product as well as their attitudinal disposition to such a brand. This is so because finding in table 15 suggests that regardless of whether the brand endorsed is a low-priced or high-priced product, product claims will play a very significant role in middle class consumers' reaction to counter messages from substitute brands of the endorsed brand, as well as their attitudinal disposition to such a brand.

In addition, the finding in table 15, similar to what finding of table 14 implies for the celebrity endorser, suggests that middle class consumers' perception of the credibility of product claims of the endorsed brand will determine the extent to which such claims influence reaction of the consumers to counter advertising messages of substitute brands and their attitudinal disposition to such a brand.

Furthermore, table 16 that follows contains data from a further test of consistency in middle class consumers' responses to factor(s) that influence their reaction to counter messages of substitute brands of an endorsed brand as well as their attitudinal disposition to such a brand of low-priced or high-priced product. In this regard, respondents were asked to respond to a similar statement (like that for table 15) which emphasized credibility of the product claims, rather than perception of the celebrity endorser.

Table 16 presents the responses given by respondents which, indirectly shows a similar pattern with their responses in table 15. The table reveals that a combined significant majority of 83.8% (575) respondents strongly agreed or agreed regarding a low-priced product that, in the face of counter advertising messages, they are likely to change the attitude (if positive) they have been holding towards a brand endorsed by a celebrity if they think the product

claims are not credible, regardless of the celebrity endorser. A combined significant majority of equal percentage of respondents, 83.8% (575), felt the same way for a high-priced product.

Table 16: Influence of Respondents' Evaluation of Product Claims and Counter Advertisements on Likelihood of Attitude Change towards an Endorsed Brand

Statement In the face of counter advertising messages, I am likely to change the attitude (if positive) I have been holding towards a brand endorsed by a celebrity if I think the product claims are not credible, regardless of the celebrity endorser		
Response	Low priced product %	High-priced product %
Strongly agree	50.1	54.4
Agree	33.7	29.4
Disagree	12.1	9.5
Strongly disagree	4.1	6.7
Total n	100% 686	100% 686

Table 16 also shows that a combined insignificant minority of respondents, 16.2% (111) for a low-priced product and 16.2% (111) for a high-priced product, strongly disagreed or disagreed with the statement. This finding is consistent with and thus, reinforces the finding in table 15 and its suggestions. This finding supports the suggestion that, regardless of whether the brand endorsed is a low-priced or high-priced product, product claims, rather than the celebrity endorser, will significantly influence middle class consumers in their reaction to counter messages from substitute brands of the endorsed brand, as well as their attitudinal disposition to such a brand. The finding further supports the suggestion that the extent to which product claims of an endorsed brand influence middle class consumers' reaction to counter messages of substitute brands and their attitudinal disposition to the endorsed brand will be determined by their perception of such claims in terms of credibility.

Views of discussants from the FGD sessions seem to reinforce suggestions of the foregoing findings from tables 12 – 16. Views expressed by discussants shows a consensus of agreement among them regarding product claims, rather than the celebrity endorser, being the stronger influencing factor, from a two-factor perspective, in terms of their likelihood of formation or development of a persistent or enduring attitude towards an endorsed brand of low-priced or high-priced product, their reaction to counter advertising messages of substitute brands of the endorsed brand and their attitudinal disposition towards the brand.

The discussants are of the opinion that it is the fulfillment of their expectation of post-purchase needs satisfaction which they can only form through their evaluation of the product claims, and not the celebrity endorser or his or her endorsement of the product, whether low-priced or high-priced, that can significantly influence the development of a sustained attitudinal disposition by them towards an endorsed brand. It is this same fulfillment of post-purchase performance expectation that would significantly influence their reaction to counter messages from substitute brands and their attitudinal disposition to the endorsed brand after their exposure to such messages.

From explanation provided, discussants' line of reasoning, which is in favour of product claims, is that products claims, according to them, are more permanent properties of any type of product unlike the celebrity that endorses a brand of any product, which they consider a hired agent of the advertiser. Hence, discussants believe that the celebrity endorser is a temporary property of the brand which cannot be relied upon to form any attitude. This reasoning is captured by one of the discussants in the following words:

What will really determine whether I would form a sustained attitude is post-purchase satisfaction. This is because there is a difference between that and dissonance which is post-purchase dissatisfaction. If I'm able to get the satisfaction after using the product, it will make me to be a loyal consumer of the product or the brand's ambassador. But if it is dissonance or dissatisfaction I experience after using the product, whether I follow the promise of the product claims or I'm impressed by the celebrity endorser, there is no amount of advertisement that can make me go for the product again. So that is why I will always emphasise on product claims. This is because if I vouch on product claims, and buy the product and I'm not satisfied, I may decide to go to the company if there is a need for that. I can do that because if they lose a

customer, they will lose numerous customers that they cannot imagine. But if it is an endorser that endorses the product, and I don't get the satisfaction, I can't even see the endorser to complain to, that is the worst part of it.

Taking the factors beyond the two-factor context, discussants mentioned other complementary factors they may likely consider in their assessment of alternative messages of substitute brands of the endorsed brand. These include:

- Packing of the substitute brand to which a particular counter advertising message refers
- Price of the substitute brand promoted through a counter advertising message
- Current users' confirmation of the performance quality of the substitute brand promoted through a counter advertising message
- Added benefits, inherent in the substitute brand promoted through a counter advertising message

Research Question Four: What role does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product play in the evaluation of product claims and acceptance of advertising message of an endorsed brand by middle class consumers in Lagos State?

Data gathered towards answering research question four are presented in tables 17 – 20 that follow. While tables 17 and 18 present data meant to examine factors middle class consumers consider in their evaluation of product claims of an endorsed brand, tables 19 – 20 present data meant to examine factors that influence middle class consumers in their acceptance or rejection of the advertising message of an endorsed brand.

In order to examine influence of celebrity endorsement on evaluation of product claims of an endorsed brand among middle class consumers, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. The statements are presented together with responses of the respondents in tables 17 and 18.

Table 17: Influence of Celebrity Endorser on Respondents' Evaluation of Product Claims

Statement My perception of the personality or credibility of the celebrity endorser will significantly influence my evaluation of the product claims of an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	27.1	26.4
Agree	34.3	33.1
Disagree	28.	26.4
Strongly disagree	9.8	14.1
Total n	100% 686	100% 686

In table 17, responses of the consumers regarding evaluation of product claims and the role of the celebrity endorser in the evaluation process are presented. The table shows that with a combined percentage of 61.4% (422) for a low-priced product and 59.5% (408) for a high-priced product, respondents strongly agreed or agreed that their perception of the personality or credibility of the celebrity endorser will significantly influence their evaluation of the product claims of an endorsed brand. Table 17 also shows a combined percentage of respondents, 38.5% (264) for a low-priced product and 40.5% (278) for a high-priced product, strongly disagreed or disagreed with the statement. Evidenced by the significant minority of consumers who disagreed with the statement for both types of product, this finding suggests that the celebrity endorser is a strong but not the sole factor of influence considered by middle class consumers in their evaluation of the product claims of an endorsed brand of low-priced or high-priced product.

To find out if there is consistency in middle class consumers' responses to factors they consider in evaluating product claims of an endorsed brand, respondents were asked to respond to a similar statement measuring evaluation of product claims. Data obtained in this regard are presented in table 18.

Table 18: Influence of Personality of Celebrity Endorser on Respondents' Evaluation of Product Claims

Statement I will strongly consider the personality or credibility of the celebrity endorser in my evaluation of the product claims of an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	18.9	18.2
Agree	32.8	32.0
Disagree	34.6	32.6
Strongly disagree	13.6	17.3
Total n	100% 686	100% 686

Table 18 above contains the answer given by the respondents concerning the celebrity endorser and their evaluation of the product claims of an endorsed brand. The table shows that while there is a tight outcome of response between those who disagreed and agreed, a combined slight majority of 51.7% (355) of respondents strongly agreed or agreed that for a low-priced product, they will strongly consider the personality or credibility of the celebrity endorser in their evaluation of the product claims of an endorsed brand. Similarly, 50.2% (344) of the respondents said the same for a high-priced product. Table 18 also shows a combined significant minority of respondents, 48.2% (331) for a low-priced product and 49.9% (342) for a high-priced product, strongly disagreed or disagreed with the statement. This finding is consistent with the finding in table 17 and thus, reinforces its suggestion that the celebrity endorser may play a strong role, but he or she is not a sufficient factor of influence considered by middle class consumers in their evaluation of the product claims of an endorsed brand, whether low-priced or high-priced.

This suggestion is somewhat reinforced by findings from the FGD sessions. The celebrity endorser as well as other factors of influence are recognized by discussants as possible considerations in their evaluation of the product claims of an endorsed brand, low-priced or high-priced.

Other factors recognized by discussants, apart from the celebrity endorser, include:

- Actual product usage or post-purchase product experience identified as a strong factor in the verification or evaluation of the product claims of an endorsed brand which serves as the basis for establishing the credibility of its advertising message.
- Confirmation of product quality and performance from secondary sources like current and previous users, friends and peers also identified as a strong evaluative factor.
- Personal product inspection at sales outlets, especially for a high-priced product like a brand of automobile or a television set, also identified as a strong evaluative factor.

In giving credence to the celebrity endorser as a strong evaluative factor, majority of the discussants expressed the view that, for a brand of low-priced product they may not be concerned much about the celebrity endorser as an evaluative factor, but will be much more particular about the personality of the celebrity endorser in the evaluation of product claims of a brand of high-priced product. Discussants affirmed that their perception of the personality of the celebrity endorser will determine the strength of his or her influence as an evaluative factor in the assessment of the product claims of an endorsed brand of high-priced product.

The foregoing finding from the FGD may perhaps, partly explain the tight outcome of response in table 18 between those who agreed and disagreed with the statement. The finding also supports the suggestion in table 18 regarding the celebrity endorser not being the only factor of influence in middle class consumers' evaluation of the product claims of an endorsed brand of low-priced or high-priced product.

Also, as an integral part of research question 4, the study sought to find out the extent to which the celebrity endorser featured in the advertisement of a brand of low-priced or high-priced product influences middle class consumers' acceptance or rejection of the advertising message of an endorsed brand. In this regard, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. Data obtained in this regard are presented in tables 19 and 20.

Table 19: Influence of Respondents' Evaluation of Product Claims on Acceptance or Rejection of Advertising Message

Statement Regardless of my perception of the celebrity endorser, my conviction about the credibility of the product claims, will significantly influence my acceptance or rejection of the advertising message of an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	55.1	58.6
Agree	34.6	33.2
Disagree	7.6	6.7
Strongly disagree	2.8	1.5
Total n	100% 686	100% 686

In table 19, the response generated regarding influence of the celebrity endorser and product claims on the rejection or acceptance of the advertising message of an endorsed brand by middle class consumers in Lagos State is contained. The table shows that a combined significant majority of 89.7% (615) respondents strongly agreed or agreed that, for a low-priced product, regardless of their perception of the celebrity endorser, their conviction about the credibility of the product claims will significantly influence their acceptance or rejection of the advertising message of an endorsed brand. A similar combined significant majority of 91.8% (630) felt the same way for a high-priced product. Table 19 also shows that a combined insignificant minority of respondents, 10.4% (71) for a low-priced product and 8.2% (56) for a high-priced product, disagreed with the statement. This finding suggests that product claims will play a significant role than the celebrity endorser, in middle class consumers' acceptance or rejection of the advertising message of an endorsed brand, irrespective of whether it is a low-priced or high-priced product.

Also, to establish the consistency or otherwise in middle class consumers' responses to factor(s) that influence their acceptance or rejection of the advertising message of an endorsed brand of low-priced or high-priced product, respondents were asked to respond to a

similar statement measuring acceptance or rejection of advertising message. The statement emphasized personality of the celebrity endorser as factor of consideration. Data obtained in this regard are presented in table 20.

Table 20: Influence of Respondents' Evaluation of Personality of Celebrity Endorser on Acceptance or Rejection of Advertising Message

Statement Regardless of my conviction about the credibility of the product claims, my perception of the personality of the celebrity endorser, will significantly influence my acceptance or rejection of the advertising message of an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	11.7	11.1
Agree	21.5	21.5
Disagree	48.2	38.4
Strongly disagree	18.6	29
Total n	100% 686	100% 686

In table 20, the response given concerning influence of product claims and the celebrity endorser on the acceptance or rejection of the advertising message of an endorsed brand is presented. The table shows that a combined significant majority of the respondents, 66.8% (459) for a low-priced product and 67.4% (462) for a high-priced product, strongly disagreed or disagreed that, regardless of their conviction about the credibility of the product claims, their perception of the personality of the celebrity endorser will significantly influence their acceptance or rejection of the advertising message of an endorsed brand.

Table 20 also shows that a combined lower percentage of respondents, 33.2% (227) for a low-priced product and 32.6% (224) for a high-priced product, strongly agreed or agreed with the statement. This finding is consistent with the finding in table 19 and thus, reinforces its suggestion of the product claims, rather than the celebrity endorser, being the stronger factor significantly influencing middle class consumers' acceptance or rejection of the advertising

message of an endorsed brand of low-priced or high-priced product. This is not to say that, to a lesser extent, as the finding implies, middle class consumers will not be influenced by the celebrity endorser in their acceptance or rejection of the advertising message of an endorsed brand. The extent of the celebrity endorser's influence will depend on the perception of his or her personality by the consumers.

These suggestions are supported by findings from the FGD sessions. Both celebrity endorser and product claims were recognized by discussants as factors of influence regarding their acceptance or rejection of the advertising message of an endorsed brand, low-priced or high-priced. Discussants explained the conditions in which either the celebrity endorser or product claims will be a strong factor of influence. Discussants are of the opinion that product claims will be a strong factor of influence if such claims are confirmed by their post-purchase product experience or meet up with their post-purchase performance expectations.

On the celebrity endorser, discussants expressed the belief that caliber of the celebrity endorser can strongly influence their acceptance or rejection of the advertising message of an endorsed brand, irrespective of whether it is a low-priced or high-priced product. More significantly, discussants unanimously agreed that their perception of the celebrity endorser's credibility (i.e. source credibility) will play a significant role in their acceptance or rejection of the advertising message of an endorsed brand of a low-priced or high-priced product. According to one of the discussants:

When you talk of credibility, that is only when the celebrity has any credibility. I want to know whether when you talk of celebrities, you are talking of actors, musicians. If you are talking about people like Mandela, Jakande endorsing a product, it would go a long way to influence me in accepting the message because of their credibility. But, when you talk of some actors that I know that they have no credibility, have their faces featured on the product, I would tell you that they would only attract my attention to the message and the product, but would not influence me to accept the message or go for the product.

Research Question Five: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence relationship between pre-existing (i.e. pre-exposure) brand beliefs and post-exposure brand attitudes of middle class consumers in Lagos State?

Data gathered towards answering research question five are presented in tables 21 and 22 that follow. In order to examine influence of celebrity endorsement on middle class consumers' previous beliefs about an endorsed brand of low-priced or high-priced product, and their attitude towards the brand after exposure to its advertisement, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statement. Data obtained in this regard are presented in table 21.

Table 21: Influence of Celebrity Endorser on Respondents' Pre-Exposure Brand Beliefs and Post-Exposure Brand Attitude

Statement		
After my exposure to the advertisement of a brand of low-priced or high-priced product which features a celebrity endorser, regardless of the celebrity endorser, my attitude towards the endorsed brand will be significantly influenced by the extent to which the product claims agree with my previous beliefs about the brand		
Response	Low priced product %	High-priced product %
Strongly agree	48.2	56.2
Agree	42.2	34.9
Disagree	5.9	6.2
Strongly disagree	3.7	2.8
Total n	100% 686	100% 686

Table 21 presents information on middle class consumers' perception of the influence of the celebrity endorser on their pre-exposure beliefs and post-exposure attitude towards an endorsed brand. The table shows that a combined significant majority of the respondents, 90.4% (620) for a low-priced product and 91.1% (625) for a high-priced product, strongly agreed or agreed that, after their exposure to the advertisement of a brand of low-priced or high-priced product which features a celebrity endorser, their attitude towards the endorsed brand will be significantly influenced by the extent to which the product claims agree with their previously held beliefs about the brand, regardless of the celebrity endorser.

Table 21 also shows that a combined insignificant minority of respondents, 9.6% (66) for a low-priced product and 9% (61) for a high-priced product strongly disagreed or disagreed with the statement. This finding suggests that within a two-factor context, rather than the celebrity endorser, the product claims of an endorsed brand of a low-priced or high-priced product is the stronger influencing factor and the stronger determinant of the relationship between middle class consumers' previous beliefs about the endorsed brand and their attitude or disposition towards it after exposure to its celebrity advertisement.

To establish the consistency or otherwise in middle class consumers' responses to factor(s) that influence how their previous beliefs impact on their post-exposure brand attitude, respondents were asked to respond to a similar statement measuring pre-existing product beliefs and post-exposure product attitude. Data obtained in this regard are presented in table 22.

Table 22: Influence of Product Claims on Respondents' Pre-Exposure Brand Beliefs and Post-Exposure Brand Attitude

Statement		
After my exposure to the advertisement of a brand of low-priced or high-priced product which features a celebrity endorser, my attitude towards the endorsed brand will be significantly influenced by whether or not the product claims agree with my previous beliefs about the brand, regardless of the celebrity endorser		
Response	Low priced product %	High-priced product %
Strongly agree	28.4	33.4
Agree	51.9	45.4
Disagree	14.4	13.4
Strongly disagree	5.3	7.8
Total n	100% 686	100% 686

Table 22 above contains a similar response of middle class consumers to the influence of celebrity endorsement on their pre-exposure brand beliefs and post-exposure brand attitude. The table shows that a combined significant majority of the respondents, 80.3% (551) for a

low-priced product and 78% (540) for a high-priced product strongly agreed or agreed that after their exposure to the advertisement of a brand of low-priced or high-priced product which features a celebrity endorser, their attitude towards the endorsed brand will be significantly influenced by whether or not the product claims agree with their previous beliefs about the brand, regardless of the celebrity endorser.

Table 22 also shows that a combined insignificant minority of respondents, 19.7% (135) for a low-priced product and 21% (146) for a high-priced product, strongly disagreed or disagreed with the statement. This finding, which is consistent with the finding in table 21, reinforces the suggestion that, within a two factor context, the product claims of an endorsed brand of a low-priced or high-priced product, rather than the celebrity endorser, will be the stronger influencing factor and the stronger determinant of the relationship between middle class consumers' previous beliefs about an endorsed brand and their attitude or disposition towards the brand after exposure to its celebrity advertisement.

This suggestion is, invariably, reinforced by findings from the FGD sessions. Discussants provided the conditions in which the celebrity endorser, as an influencing factor, could be a strong determinant of the relationship between their previous beliefs about an endorsed brand and their disposition or attitude towards the brand after exposure to its celebrity advertisement. Views of discussants, in this regard, are presented as follows:

- The celebrity endorser's credibility and the consistency of his or her endorsement with their previously-held beliefs (such as beliefs about performance, manufacturer's reputation, brand popularity among target consumers like them etc) about an endorsed brand will significantly influence or determine their disposition or attitude towards the endorsed brand, low-priced or high-priced, after exposure to its celebrity advertisement.
- Confirmation of positive change in the inherent quality of an endorsed brand through post-purchase personal experience, and the consistency, or otherwise, of this positive change with the celebrity's endorsement of product quality, can induce their rejection of their previously-held beliefs about the brand, low-priced or high-priced, as well as significantly influence a positive attitude towards the endorsed brand.
- For an endorsed brand of high-priced product, their perception of the calibre or personality of the celebrity endorser and the consistency of his or her endorsement

with their previously-held beliefs will significantly influence their disposition or attitude towards the brand after exposure to its celebrity advertisement.

- The celebrity endorser's product knowledge or knowledge about the brand information and the consistency of such knowledge with their previously-held beliefs about the brand will significantly influence or determine their disposition or attitude towards the endorsed brand after exposure to its celebrity advertisement.
- For an endorsed brand of high-priced product, after exposure to its celebrity advertisement, the celebrity endorser could influence more information-seeking on their part about the brand in their bid to reconcile their previously-held beliefs with emerging brand information through the endorsement. The outcome of the reconciliation, according to the discussants, will significantly influence their acceptance or rejection of the advertising message and their consequent disposition or attitude towards the endorsed brand.

The foregoing conditions attached to the celebrity endorser as a determinant of the relationship between previously-held beliefs of discussants about an endorsed brand and their post-exposure attitude towards the brand could partly explain credence given to product claims, rather than the celebrity endorser, by middle class consumers in the findings in tables 21 and 22 as the stronger determinant of the relationship between their previous beliefs about an endorsed brand and their attitude towards the brand after exposure to its celebrity advertisement.

Research Question Six: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence middle class consumers' level of confidence in their knowledge of an endorsed brand and their attitude towards the brand?

Data gathered towards answering research question six are presented in table 23 – 26 that follow. While tables 23 and 24 present data meant to examine factors middle class consumers perceive to influence their level of confidence in what they know about an endorsed brand, tables 25 and 26 present data meant to examine the influence of middle class consumers' confidence in what they know about an endorsed brand on their attitude towards the brand.

In order to examine influence of celebrity endorsement on middle class consumers' level of confidence in what they know about an endorsed brand, respondents were asked to indicate the extent of their agreement or disagreement with relevant Likert scale statements. Data obtained in this regard are presented in tables 23 and 24.

Table 23: Influence of Celebrity Endorser Credibility on Respondents' Level of Confidence in Brand Knowledge

Statement Rather than what I think of the product claims, my perception of the credibility of the celebrity endorser will significantly influence my level of confidence in what I know about an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	12.6	14.7
Agree	35.1	32.5
Disagree	34.7	28.2
Strongly disagree	17.6	24.6
Total n	100% 686	100% 686

In table 23, the response of middle class consumers regarding influence of celebrity endorsement on their level of confidence in what they know about an endorsed brand is contained. The table shows that a combined slight majority of respondents, 52.3% (359) for a low-priced product and 52.8% (362) for a high-priced product, strongly disagreed or disagreed that rather than what they think of the product claims, their perception of the credibility of the celebrity endorser will significantly influence their level of confidence in what they know about an endorsed brand.

Table 23 also shows that a combined significant minority of respondents, 47.7% (327) for a low-priced product and 47.2% (324) for a high-priced product, strongly agreed or agreed with the statement. This finding suggests that both product claims and the celebrity endorser, as factors of influence, have roles to play in middle class consumers' level of confidence in their

knowledge about an endorsed brand of low-priced or high-priced product. But the finding further suggests that, within a two-factor context, product claims will be a stronger influencing factor in middle class consumers' level of confidence in their knowledge about an endorsed brand, low-priced or high-priced.

To find out if there is consistency or otherwise in middle class consumers' response to factors that influence their level of confidence in what they know about an endorsed brand of low-priced or high-priced product, respondents were asked to respond to a similar statement measuring confidence in brand knowledge. Data obtained in this regard are presented in table 24.

Table 24: Influence of Personality of Celebrity Endorser on Respondents' Level of Confidence in Brand Knowledge

Statement Regardless of what I think of the credibility of the product claims, my perception of the personality of the celebrity endorser will significantly influence my level of confidence in what I know about an endorsed brand		
Response	Low priced product %	High-priced product %
Strongly agree	9.8	2.9
Agree	32.8	5.3
Disagree	40.8	27.4
Strongly disagree	16.6	64.4
Total n	100% 686	100% 686

Table 24 shows the data on the response of middle class consumers regarding factors that influence their level of confidence in what they know about an endorsed brand. The table shows that, while a combined slight majority of respondents, 57.4% (394) for a low-priced product, strongly disagreed or disagreed that, regardless of what they think of the credibility of the product claims, their perception of the personality of the celebrity endorser will significantly influence their level of confidence in what they know about an endorsed brand.

Similarly, a combined significant or overwhelming majority of respondents 91.8% (630) for a high-priced product strongly disagreed or disagreed with the statement.

Table 24 also shows that a combined appreciable minority of respondents, 42.6% (292) for a low-priced product, and a combined insignificant minority of respondents, 8.2% (56) for a high-priced product, strongly disagreed or disagreed with the statement. This finding, to a great extent, is consistent with the finding in table 23 and reinforces its suggestion to the effect that though both the celebrity endorser and product claims have roles to play, as factors of influence, product claims, within a two-factor context, will play a stronger influencing role, than the celebrity endorser, in middle class consumers' level of confidence in their knowledge about an endorsed brand of low-priced or high-priced product. And, evidenced by the appreciable percentage of respondents, 42.6% (292) for a low-priced product, who agreed with the statement, this finding further suggests that, within a two-factor context, the celebrity endorser will be a strong influencing factor in middle class consumers' level of confidence in what they know about an endorsed brand of low-priced product.

Findings from the FGD sessions provide further insight into the strength of either product claims or the celebrity endorser, as factors of influence, in middle class consumers' level of confidence in their knowledge of an endorsed brand of low-priced or high-priced product. Discussants' expressed views are summarized as follows:

- Discussants are of the view that their perception of the celebrity endorser in terms of his or her truthfulness and credibility will play a more significant role, than product claims, as an influencer of their level of confidence in their knowledge or thoughts about an endorsed brand, low-priced or high-priced.
- Majority of the discussants also expressed the view that with respect to familiar products or products that they have used before, whether low-priced or high-priced, the influence of either the celebrity endorser or product claims on their level of confidence regarding their thoughts about (or knowledge of) an endorsed brand, will strongly depend on the extent to which either of the two influencers, that is, content of the endorsement or details of the product claims, is consistent with their practical product experience.
- Also, majority of discussants are of the view that, with respect to unfamiliar products or products they have not used before, whether low-priced or high-priced, the

influence of either the celebrity endorser or product claims on their level of confidence regarding their thoughts about (or knowledge of) an endorsed brand, will depend strongly on the extent to which, either of the two influencers, that is, content of the endorsement or details of the product claims, is consistent with (i.e. reinforces or counteracts) their previously-held beliefs about the endorsed brand.

- Also, some of the respondents were categorical about product claims, rather than the celebrity endorser, being the stronger influencer of their level of confidence regarding what they hold to be true (i.e. their thoughts or knowledge) about an endorsed brand, whether low-priced or high-priced, especially when they are familiar with, or have used the brand before. According to one of the discussants:

I will be addressing the question from the point of view of having used the product before. The confidence I have on the product will be high or reinforced more by product claims than by celebrity endorsement.

- Also, some of the discussants are of the view that, with respect to a high-priced product, the consistency or otherwise, of what they confirm from independent sources (such as friends, peers, past and present users of the product) about the performance values of an endorsed brand with the product information, as presented by the endorsement, as well as details of the product claims, will determine the extent of influence of each of the two influencing factors in their level of confidence regarding their thoughts or knowledge about an endorsed brand.

The foregoing conditions attached to the celebrity endorser and product claims by discussants to determine strength of each factor's influence in their level of confidence on product knowledge, may provide the rationale behind the recognition accorded each factor by respondents in the findings in table 23 and 24. This is in terms of majority of middle class consumers choosing product claims as the stronger of the two factors in influencing their level of confidence regarding their knowledge of an endorsed brand, low-priced or high-priced.

Also, as an integral part of research question 6, the study sought to find out the influence of celebrity endorsement on the relationship between middle class consumers' level of confidence in their knowledge about an endorsed brand of low-priced or high-priced product and their attitude towards the brand. In this regard, respondents were asked to indicate the

extent of their agreement or disagreement with the relevant Likert scale statement. Data obtained in this regard are presented in table 25.

Table 25: Influence of Product Claims-Induced Brand Knowledge on Respondents' Brand Attitude

Statement		
My level of confidence in what I know about an endorsed brand, based on my conviction about the product claims, rather than endorsement by a celebrity, will significantly influence my attitude towards the brand		
Response	Low priced product %	High-priced product %
Strongly agree	64.4	60.4
Agree	27.4	26.8
Disagree	5.3	6.8
Strongly disagree	2.9	6.0
Total n	100% 686	100% 686

Table 25 presents the response of middle class consumers regarding influential factors that determine the relationship between their level of confidence in what they know about an endorsed brand of low-priced or high-priced product (within the context of the celebrity endorser and product claims as determinants) and their attitude towards the brand. The table shows that a combined significant majority of 91.8% (630) of respondents strongly agreed or agreed that for a low-priced product, their confidence in what they know about an endorsed brand, based on their conviction about the product claims, rather than endorsement by a celebrity, will significantly influence their attitude towards the brand. Similarly, for a high-priced product, the table shows a combined significant majority of 87.2% (598) of respondents strongly agreed or agreed with the statement.

Table 25 also shows that a combined insignificant minority of respondents, 8.2% (56) for a low-priced product and 12.8% (88) for a high-priced product, strongly disagreed or disagreed with the statement. This finding clearly suggests that product claims, rather than the celebrity

endorser, will significantly influence the relationship between middle class consumers' level of confidence in their thoughts or knowledge about an endorsed brand, and their attitude towards the brand, low-priced or high-priced.

To establish the consistency or otherwise in middle class consumers' response to the influence of celebrity endorsement on the relationship between their level of confidence regarding their knowledge about an endorsed brand and their attitude towards the brand, respondents were asked to respond to a similar statement measuring brand knowledge's influence on brand attitude. Data obtained in this regard are presented in table 26.

Table 26: Influence of Respondents' Level of Confidence in Brand Knowledge (based on perception of product claims) on their Brand Attitude

Statement		
Regardless of what I think of the personality of the celebrity endorser, my level of confidence in what I know about an endorsed brand, based on my perception of the product claims, will significantly influence my attitude towards the brand		
Response	Low priced product %	High-priced product %
Strongly agree	22.6	26.4
Agree	37.5	37.4
Disagree	27.9	19.5
Strongly disagree	12	16.6
Total n	100% 686	100% 686

Table 26 reveals a similar pattern of response among middle class consumers regarding factors that determine the relationship between their level of confidence in what they know about an endorsed brand of low-priced or high-priced product and their attitude towards the brand. The table shows that a combined significant majority of respondents, 60.1% (412) for a low-priced product and 63.8% (438) for a high-priced product, strongly agreed or agreed that regardless of what they think of the personality of the celebrity endorser, their level of confidence in what they know about an endorsed brand, based on their perception of the product claims, will significantly influence their attitude towards the brand.

Table 26 also shows that a combined lower percentage of respondents, 39.9% (274) for a low-priced product and 36.1% (248) for a high-priced product, strongly disagreed or disagreed with the statement. This finding is, to some extent, consistent with finding in table 25 and also reinforces its suggestion that between the two influential factors, product claims rather than the celebrity endorser, constitutes the stronger determinant of the relationship between middle class consumers' level of confidence in their knowledge about an endorsed brand and their attitude towards the brand, whether low-priced or high-priced.

This suggestion is reinforced by consensus of agreement of discussants in the FGD sessions. All the discussants agreed that, within a two-factor context, product claims, rather than the celebrity endorser, will significantly determine the impact of their level of confidence regarding their thoughts or knowledge about an endorsed brand on their attitude towards the brand, low-priced or high-priced.

Research Question Seven: To what extent does the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence middle class consumers' choice of the most important or most preferred brand among substitute brands in a product category?

Data gathered towards answering research question seven are presented in tables 27 and 28 that follow. In order to examine influence of celebrity endorsement on middle class consumers' choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category, respondents were asked to indicate the extent of their agreement or disagreement with a relevant Likert scale statement. Data obtained in this regard are presented in table 27.

Table 27 that follows contains middle class consumers' response concerning influence of the celebrity endorser and product claims on their choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category. The table shows that a combined significant majority of the respondents, 89.2% (612) for a low-priced product and 93.1% (639) for a high-priced product, strongly agreed or agreed that, in their conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for them, their conviction about the credibility of the

product claims of a particular brand, rather than endorsement by a celebrity, will significantly influence their choice of the most preferred or most important brand.

Table 27: Influence of Respondents' Perception of Product Claims' Credibility on Brand Salience

Statement		
In my conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for me, my conviction about the credibility of the product claims of a particular brand, rather than endorsement by a celebrity, will significantly influence my choice of the most preferred or most important brand		
Response	Low priced product %	High-priced product %
Strongly agree	54.1	60.3
Agree	35.1	32.8
Disagree	6.2	5.1
Strongly disagree	4.6	1.8
Total n	100% 686	100% 686

Table 27 above contains middle class consumers' response concerning influence of the celebrity endorser and product claims on their choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category. The table shows that a combined significant majority of the respondents, 89.2% (612) for a low-priced product and 93.1% (639) for a high-priced product, strongly agreed or agreed that, in their conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for them, their conviction about the credibility of the product claims of a particular brand, rather than endorsement by a celebrity, will significantly influence their choice of the most preferred or most important brand.

Table 27 also shows that a combined insignificant minority of respondents, 10.8% (74) for a low-priced product and 6.9% (47) for a high-priced product strongly disagreed or disagreed with the statement. This finding suggests that, within a two-factor context, product claims, rather than endorsement by a celebrity, will be the stronger influencing factor and the

stronger determinant of middle class consumers' choice of the most preferred or most important brand among a set of low-priced or high-priced brands in a particular product category.

To establish the consistency or inconsistency in middle class consumers' responses to factor(s) that influence their choice of the most important or most preferred brand among brands in the same product category, respondents were asked to respond to a similar statement measuring brand salience. The statement emphasized the celebrity endorser, instead of product claims as the factor of stronger influence. Data obtained in this regard are presented in table 28.

Table 28: Influence of Respondents' Perception of Celebrity Endorser on Brand Salience

Statement In my conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for me, the celebrity endorser will more significantly influence my choice of the most preferred or most important brand than product claims		
Response	Low priced product %	High-priced product %
Strongly agree	11.1	11.4
Agree	21.8	16.6
Disagree	44.4	42.6
Strongly disagree	22.7	29.4
Total n	100% 686	100% 686

Table 28 above contains a somewhat similar response of middle class consumers to the influence of celebrity endorsement on their choice of the most important or most preferred brand among brands in a particular product category. The table shows that a combined significant majority of the respondents, 67.1% (460) for a low-priced product and 72% (494) for a high-priced product, strongly disagreed or disagreed that, in their conscious mind, for a set of low-priced or high-priced brands in a particular category fulfilling particular needs for

them, the celebrity endorser will more significantly influence their choice of the most preferred or most important brand than product claims.

Table 28 also shows that a combined minority of the respondents 32.9% (226) for a low-priced product and 28% (192) for a high-priced product, strongly agreed or agreed with the statement. This finding, which is consistent with the finding in table 27, reinforces the suggestion that, within a two-factor context, product claims, rather than the celebrity endorser, will be the stronger influencing factor and the stronger determinant of middle class consumers' choice of the most important or most preferred brand among brands of low-priced or high-priced product in a particular category.

This suggestion is reinforced by findings from the FGD sessions. Majority of the discussants gave credence to product claims, instead of the celebrity endorser, as the stronger influencing factor or the stronger determinant of their choice of the most important or most preferred brand among substitute brands in a particular product category, low-priced or high-priced.

In giving recognition to celebrity endorsement as a potential determinant of their choice of the most preferred brand, discussants provided the conditions in which the celebrity endorser, as an influencing factor, could significantly influence their brand choice. Views of discussants, in this regard, are presented as follows:

- Their perception of the veracity of the brand information provided by both the celebrity endorser as well as the product claims in terms of need-satisfying benefits of the endorsed brand, will determine which of the two factors will significantly influence their choice of the most important or most preferred brand among substitute brands of low-priced or high-priced product in a particular category.
- The celebrity endorser will have the stronger influence on their choice of the most important or most preferred brand among substitute brands of high or low-priced products if they perceive a harmony or no contradiction between contents of the endorsement by the celebrity and the product claims of the endorsed brand. According to one of the discussants:

There are two issues involved. It depends on the content of the brand's selling points or product claims and the celebrity's claims about the brand which is in the endorsement. The product claims are in the advertising message and the celebrity endorsement is used to support the product claims in the advertisement. Therefore, since the product claims are part and parcel of the brand message and the celebrity has endorsed the brand and the endorsement details do not contradict the product claims, then, automatically, the celebrity endorser will help me in taking decision on purchase of the product.

The foregoing conditions attached to the celebrity endorser as a determinant of the choice of discussants regarding their most preferred brand among substitute brands in the same product category, could partly explain choice of product claims, rather than the celebrity endorser, by middle class consumers in the findings in tables 27 and 28, as the stronger determinant of their choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category.

CHAPTER FIVE

FINDINGS AND DISCUSSIONS

The study examined influence of celebrity endorsement through advertising campaigns on brand preferences of middle class consumers in Lagos State regarding low-priced (low involvement) and high-priced (high involvement) products. The study specifically:

1. Investigated the extent to which the celebrity endorser in an advertisement of a brand of low-priced (low involvement) or high-priced (high involvement) product influence message appeal (i.e. consumers' conviction about credibility of the advertising message), brand attitude and purchase intention (i.e. brand preference) of middle class consumers in Lagos State.
2. Established the extent to which the celebrity endorser in an advertisement of a brand of low- priced or high-priced product influence attitude change and predict purchase intention of middle class consumers in Lagos State.
3. Determined the extent to which the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence inclination of middle class consumers in Lagos State to develop a persistent (or enduring) brand attitude that will be resistant to counter advertising messages from substitute brands.
4. Examined the role the celebrity endorser in an advertisement of a brand of low-priced or high-priced product plays in the evaluation of product claims and acceptance of the advertising message of the endorsed brand by middle class consumers in Lagos State.
5. Established the extent to which the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence relationship between pre-exposure brand beliefs of middle class in Lagos State and their attitude towards the endorsed brand after their exposure to its celebrity advertisement.
6. Ascertained the extent to which the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence Lagos State middle class consumers' level of confidence in their knowledge of an endorsed brand and their attitude towards the brand.
7. Investigated the extent to which the celebrity endorser in an advertisement of a brand of low-priced or high-priced product influence Lagos State middle class consumers' choice of the most important or most preferred brand (i.e. brand salience) among substitute brands in a product category

The study adopted a triangulation of research methods to gather relevant data. These include a quantitative self-administered questionnaire survey used to obtain data from 700 selected middle class consumers in Lagos State; three focus group discussion (FGD) sessions used to gather qualitative data also from 20 selected middle class consumers in Lagos State; a semi-structured questionnaire interview used to obtain data from 15 selected Lagos-based brand managers of endorsed brands; a structured in-depth face to face interview used to obtain data from 10 selected Lagos-based advertising agency managers who have executed celebrity advertising campaigns for advertisers; and a structured telephone interview used to obtain data from selected Lagos-based Nigerian celebrities who have featured as celebrity endorsers in advertisements of products and services.

Summary of Findings

- 1a) The study found that middle class consumers in Lagos State are influenced but not significantly in their conviction about credibility of the advertising message of an endorsed brand by the celebrity endorser featured in advertisements of brands of low-priced or high-priced product.
- 1b) The study found that middle class consumers in Lagos State are not influenced in their attitude or disposition towards an endorsed brand by the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product. Rather, the study found that, within a two-factor context, product claims (i.e. a brand's selling points) instead of the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, will significantly influence the attitude or disposition of middle class consumers in Lagos State towards an endorsed brand.
- 1c) The study found that middle class consumers in Lagos State are not influenced in their intention to buy an endorsed brand by the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product. Rather, the study found that, within a two-factor context, product claims, instead of the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, will significantly influence the intention of middle class consumers in Lagos State to buy an endorsed brand.

In other words, taking 1a, 1b and 1c together, the study has established that, while the celebrity endorser will partly but not significantly influence message appeal, he or she will not influence brand preference, that is, brand attitude and purchase intention of middle class consumers in Lagos State for brands of low-priced or high-priced product.

2a) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims, will significantly influence change in attitude of middle class consumers in Lagos State towards an endorsed brand.

2b) The study also found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, conviction about the product claims will significantly predict the intention of middle class consumers in Lagos State to buy an endorsed brand.

In other words, taking 2a and 2b together, the study has established that, rather than the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product through advertisement, product claims will significantly influence attitude change as well as significantly predict purchase intention of middle class consumers in Lagos State towards an endorsed brand.

3a) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence inclination of middle class consumers in Lagos State to form or develop a persistent attitude towards an endorsed brand.

3b) The study also found that within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence reaction of middle class consumers in Lagos State to counter advertising messages of substitute brands of an endorsed brand as well as their attitudinal disposition towards the endorsed brand after their exposure to such alternative messages.

In other words, taking 3a and 3b together, the study has established that, rather than the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product through advertisement, product claims will significantly influence inclination of middle class consumers in Lagos State to form or develop a persistent brand attitude towards an endorsed brand as well as their reaction to counter advertising messages of alternative brands to the endorsed brand.

4a) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence acceptance or rejection of the advertising message of an endorsed brand by middle class consumers in Lagos State.

4b) The study also found that the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product is a strong but not a sufficient factor of influence considered by middle class consumers in Lagos State in their evaluation of the product claims of an endorsed brand in order to establish the credibility of its advertising message. The study found that other complementary factors (such as post-purchase product experience, confirmation of product performance from current and previous users and personal product inspection at sales outlets) are considered along with the celebrity endorser in the evaluation of the product claims of an endorsed brand of low-priced or high-priced product in order to establish the credibility of the advertising message of the brand.

In other words, taking 4a and 4b together, the study has established that while the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product through advertisement will play a lesser role in the acceptance or rejection of the advertising message of an endorsed brand, he or she will be considered along with other factors by middle class consumers in Lagos State in their evaluation of the product claims of an endorsed brand in order to establish the credibility of its advertising message.

5a) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence the relationship between previous beliefs of middle class consumers in Lagos State about a brand before its endorsement and their attitude towards the endorsed brand after their exposure to its celebrity advertisement.

5b) The study also found that, regarding high-priced products, perception of certain attributes of the celebrity endorser featured in the advertisements of brands of high-priced product (such as the celebrity's credibility, calibre or personality, product knowledge etc) by middle class consumers in Lagos State, and the consistency or otherwise of such attributes (particularly product knowledge) with their previously-held beliefs about an endorsed high-priced brand, will significantly determine extent of the celebrity endorser's influence on the relationship between pre-exposure brand belief and post-exposure brand attitude of middle class consumers in Lagos State.

In other words, taking 5a and 5b together, the study has established that, while product claims rather than, the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product through advertisement, will significantly influence the relationship between pre-exposure brand beliefs and post-exposure brand attitude of middle class consumers in Lagos State. On the other hand, the extent of influence of the celebrity endorser, featured in the advertisements of brands of high-priced product, on the relationship between pre-exposure brand beliefs and post-exposure brand attitude of middle class consumers in Lagos State will be significantly determined by consumers' perception of attributes of the celebrity endorser and the consistency or inconsistency of such attributes (particularly product knowledge) with consumers' pre-exposure beliefs about the endorsed brand of high-priced product.

6a) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence level of confidence of middle class consumers in Lagos State regarding their knowledge about an endorsed brand, whether low-priced or high-priced.

6b) The study also found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence the relationship between level of confidence of middle class consumers in Lagos State regarding their knowledge about an endorsed brand and their attitude towards the brand, whether low-priced or high-priced.

In order words, taking 6a and 6b together, the study has established that, rather than the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product,

through advertisement, product claims will significantly influence confidence of middle class consumers in Lagos State in their knowledge about an endorsed brand, as well as the relationship between this confidence in brand knowledge and consumers' attitude towards the endorsed brand, low-priced or high-priced.

7) The study found that, within a two-factor context, rather than the celebrity endorser featured in the advertisements of brands of low-priced or high-priced product, product claims will significantly influence choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category by middle class consumers in Lagos State. In other words, the study has established that, rather than the celebrity endorser or his/her endorsement of a brand of low-priced or high-priced product, product claims will significantly influence brand salience (or salience of a particular brand) within a set of brands of low-priced or high-priced product in a particular category among middle class consumers in Lagos State.

Discussion of Findings

Implications of the study's findings are as follows:

1. The study has been able to establish the moderate influence of celebrity endorsement in the consideration of the persuasive communication or advertisement of a brand of both low-involvement (or low-priced) and high-involvement (high-priced) product. The study has been able to establish that, despite the product claims (or message arguments) the presence of the celebrity endorser or his/her endorsement of a low-involvement or high-involvement product through its advertisement, to some extent, and not significantly, influence consumer attitude towards its advertising message. This is contrary to findings of the study of Petty et al (1983) which indicate that product claims (or message arguments) has a greater impact under high involvement conditions (i.e. in the advertisement of a high-priced product) on consumer attitude towards the advertising message, whereas the celebrity endorser has a greater impact under low involvement (i.e. in the advertisement of a low-priced product) on consumer attitude towards the advertising message.

In the same vein, for advertising message appeal, this particular finding of the study goes against the researcher's expectation, based on the study's assumptions, that the celebrity endorser in a celebrity advertisement will influence consumers differently in

different information processing situations (i.e. high and low involvement situations). This is with respect to middle class consumers' reaction to the celebrity advertisement of a brand of low-priced or high-priced product. The study's suggestion of a moderate influence of the celebrity endorser on middle class consumers' conviction about the credibility of the advertising message of both types of products (i.e. high-priced and low-priced products) confirms what Uju Lawson Obiakonwa, a brand specialist with DDB Nigeria, a marketing communication consultancy agency, in an personal interview with this researcher (April, 2009) had to say regarding why Nigerian celebrities like Joke Silva, Desmond Elliot and Samson Siasia were used as endorsers of LG brands of digital flat screen television sets (i.e. Plasma and LCD models). Uju is of the view that using these celebrities can help the endorsed brands gain instant recognition so that, according to him, "the message that we are trying to push to our target audience can be as credible as possible".

Similarly, Ogunsiji's (2012) study which found celebrities to have positive effect on both attitude towards advertisements and endorsed brands partially confirm this study's finding relating to celebrity endorser influence on advertising message appeal with respect to both types of products. Likewise, the complementary data obtained from the 15 brand managers of endorsed brands in Lagos State interviewed suggest a consensus among the respondents regarding the positive influence of celebrity endorsement on advertising message appeal. While nine of the respondents, representing 60% strongly agreed, the remaining six of them, representing 40%, agreed that celebrity endorsement influences message appeal among their target consumers. The respondents could not be expected to respond differently because of the financial commitment of their principals (i.e. top management of their companies as advertisers) to celebrity advertising campaigns of their respective brands.

Taking the same stand, the interviewed Lagos-based celebrities, through their responses to the relevant question, confirm the brand managers' view on celebrity endorser influence on advertising message appeal. The observation by some of them attests to this: "I think a lot of people have been influenced by the message we try to pass on about the product"; and "Yes I think it has. We hold review meetings with advertisers where we discuss the impact of the campaign and from what we are told, I think the message truly sinks and because it sinks, demand and sales from what we gathered, has been on the increase."

In the same light, complementary data obtained from the interviewed 10 Lagos-based advertising agency managers who have executed celebrity advertising campaigns for advertisers provide insight into the respondents' perception of the influence of celebrity endorsement on advertising message appeal. The respondents provided the moderating factors for a positive influence to include: celebrity-product congruence; consumers' perception of the celebrity endorser's image; match-up between celebrity endorser and target audience (i.e. source similarity); consumers' perception of celebrity endorser as product user; and celebrity's expertise and personality which are believed to bring some leverage on the believability of the advertising message. The assertion by one of the respondents that consumers' attachment to the celebrity endorser which gives leverage to the advertising message's appeal, may not, in all cases, translate to the consumers being really convinced about the brand's promises or selling points, further confirms this study's suggestion of a moderate, but not significant influence of celebrity endorsement in consumers' conviction about credibility of the advertising message of an endorsed brand, regardless of product type. According to the respondent:

Would I say that consumers really believe the celebrity advertisement or they are just emotionally carried away? The fact is that a celebrity is telling me (may be D'banj) to go for a Glo line doesn't mean that I should believe in Glo, doesn't mean I should believe in their services. But, because D'banj is a super star, I like him, I like his music, I begin to feel the false feeling that "let me just feel like I belong in that group where D'banj, my favourite star belongs. *I wouldn't say that the consumers are really convinced about the brand promises, they are only emotionally carried away. That is why we say they are influenced, may be hypnotized without knowing.*

2. The study has established also that, for both low involvement (low-priced) and high involvement (high-priced) product, product claims (or message arguments) and not the celebrity endorser or his/her endorsement of the product through its advertisement, influence consumer attitude and purchase intention. This also supports the evidence provided by findings from Till and Busler (1998) indicating that positive feelings towards advertising or products do not necessarily translate into actual behaviors or purchase intentions. This particular finding of the study, is, however, contrary to findings of the study by Petty et al (1983) which indicate that in the consideration of

the persuasive communication or advertisement of a high involvement (or high-priced) product, product claims (or message arguments) and not the presence of the celebrity endorser or his/her endorsement of the product influence consumer attitude. Whereas, in the consideration of the persuasive communication or advertisement of a low involvement (or low-priced) product, the presence of the celebrity endorser or his/her endorsement of the product, and not the product claims influence consumer attitude.

This variance in the findings of the two studies may be explained on the strength of associated factors relating to the periods of the two studies (1983 and 2010). It is indisputable that various categories of consumers of the 21st century, regardless of differences in their tastes, preferences and desires, are more sophisticated and better empowered in terms of their knowledge of brands of available products by technological advancement and breakthrough in information and communication technology (ICT), than consumers of the latter part of the 20th century. Hence, 21st century consumers are more assertive in terms of their expectations of the utility values and functional benefits of available products and services required to satisfy their needs or desires, and by implication, may not be easily swayed in their disposition and purchase intention towards endorsed brands on the strength of the charming personality and perceived positive image of the celebrities featured as endorsers in the advertisements of such brands, regardless of product type.

Furthermore, the insignificance of celebrity endorser influence on consumer attitude and purchase intention, as established by findings of this study, is confirmed by findings from the studies of Ilori (2010), Erdogan & Baker (1999), and Premeaux (2005). Findings from Ilori's (2010) study suggest that celebrities as product endorsers through advertisements may attract people or target consumers to the advertising message (i.e. make it more appealing), but may not generate an attitude change and motivate consumers towards purchase. This reality compels Ilori (2010) to advise advertisers to consider celebrity endorsement as a means to an end, and not (or should not be made to be) an end in itself.

Similarly, findings from Erdogan and Baker (1999), corroborating finding of the present study suggest that celebrities, as product endorsers, help to generate attention

towards the advertising message and product, but do not influence positive attitude towards endorsed brand and purchase intention. Likewise, findings from Premeaux's (2005) study which investigated middle class consumers, like the present study, suggest that the awareness and interest elements of the AIDA framework are positively impacted by familiar celebrity endorsers, but desire and buying actions are less affected. These suggestions from the cited studies, perhaps, strengthen the plausibility or veracity of this particular finding of the present study. By extension, regarding celebrity endorser influence on advertising message appeal, these particular findings of the study suggest that celebrity influence may be much more related to the person of the celebrity than the nature of the product. This goes contrary to finding of Petty, Cacioppo and Schumann's Study (1983) which suggest that celebrity influence may be related to the nature of the product rather than the person of the celebrity.

However, while findings from Renton's (2006) study partly agree with this study's finding on message appeal, it is at variance with same on consumer attitude and purchase intention. While Renton's study which investigated three different apparel celebrity advertisements on consumer behavior, found celebrity endorsements to generate positive attitude towards the advertisement, it also found same to generate positive attitude towards the endorsed brands as well as higher purchase intentions. This variance may be explained from the perspective of the variables investigated in the two studies. While Renton's (2006) study investigated influence of independent variables of physical attractiveness, source credibility and celebrity/brand congruency on the dependent variables of attitude toward the advertisement, attitude toward the endorsed brand and purchase intention. The present study, on the other hand, investigated influence of independent variables of the celebrity endorser and product claims on the same three dependent variables as in Renton's study, within the context of brands that fall into either of two consumer buying involvement situations, that is high or low involvement. This does not rule out other factors such as different study designs, different study population and different study locations as contributory factors.

Echoing the suggestions of findings from Renton's study on celebrity endorser influence on brand attitude and purchase intention, complementary data obtained from the 15 brand managers of endorsed brands in Lagos State interviewed suggest a

consensus among the respondents regarding the positive influence of celebrity endorsement on brand attitude and purchase intention. Just like in the case of message appeal, while nine of the respondents, representing 60% strongly agreed, the remaining six of them, representing 40%, agreed that celebrity endorsement influences brand attitude among their target consumers. Similarly, while nine of the respondents, representing 60% agreed, the remaining six of them, representing 40%, strongly agreed that celebrity endorsement influences purchase intention among their target consumers. Again, it will be preposterous to expect the respondents to respond differently since their principals are the sponsors of the celebrity advertising campaigns of their respective brands.

However, complementary data obtained from the interviewed 10 Lagos-based advertising agency managers who have executed celebrity advertising campaigns for advertisers provide a mixed perception of celebrity endorser influence on brand attitude and purchase intention among the respondents. On brand attitude, from the positive side, eight out of the ten respondents, representing 80%, are of the strong belief that consumers' attitude towards an endorsed brand will be positively influenced if the celebrity endorser is a likeable personality among target consumers; if image of the celebrity endorser matches image of the endorsed brand (i.e. celebrity-product congruence – exemplified by a premium celebrity endorsing a premium brand); if target consumers' perception of the caliber, personality or antecedents of the celebrity endorser is positive; and if target consumers perceive celebrity endorser to be an aspirational role model (i.e. if target consumers idolize the celebrity endorser).

It is not contrary to the researcher's expectation that a significant majority of Lagos-based advertising agency managers, by providing moderating conditions, indirectly support a positive influence of the celebrity endorser on brand attitude regardless of product type, since they are expected to support the interest of their clients (i.e. the advertisers). On the other hand, from the negative side, only two of the ten respondents, representing 20%, are categorical about the negative or insignificant influence of the celebrity endorser on brand attitude. The two respondents are of the view that, within the Nigerian context, the celebrity endorser does not significantly influence brand attitude.

According to one of the two respondents:

....The good thing is that we are in Nigeria. In Nigeria, the celebrity is not as glorified as it is anywhere else in the world. But everywhere else in the world when a celebrity endorses your product, you are very sure of moving everybody that believes in that celebrity towards your product. But in Nigeria, we still make that decision and distinction and say “I don’t want this, I want this” and therefore, the celebrities here are not as glorified.

This is significant since, apart from being at variance with the major findings of this study, it also goes against the researcher’s expectation that Lagos-based advertising agency managers would support a positive celebrity endorser influence on brand attitude.

On purchase intention, similarly from the positive side, four out of the ten respondents, representing 40%, are of the strong belief that consumers’ purchase intention towards an endorsed brand will be positively influenced if properties of the endorsed brand matches properties of the celebrity endorser or his/her personality traits (i.e. celebrity-product match-up or congruence); and if credibility and likeability of the celebrity endorser is positive and high among target consumers. One respondent was categorical, without providing any pre-condition, that the celebrity endorser influences target consumers’ purchase intention at both aspirational level (that is, among consumers at the C, D, and E socio-economic class) and likeability level (that is, among consumers at the A and B socio-economic class).

Again, this is not against the researcher’s expectation that a significant minority of Lagos-based advertising agency managers, either by providing moderating conditions or, making categorical statement, indirectly support, for similar reasons, a positive influence of the celebrity endorser on purchase intention regardless of product type. On the other hand, from the negative side, six out of the ten respondents, representing 60%, are categorical about the negative or insignificant influence of the celebrity endorser on purchase intention. The respondents assert that: a product’s needs-satisfying attribute supersedes celebrity endorsement in influencing purchase intention: celebrity endorsement enhances consumer attention to advertising message but does not influence purchase intention; the celebrity endorser does not influence

purchase intention but enhances consumers' attention to the message and product; the celebrity endorser does not influence purchase intention, rather he or she enhances brand attention and recognition, and to some extent, a positive disposition or attitude towards the brand endorsed; and factors of affordability and not the celebrity endorser, influence consumers' purchase intention, regardless of product type. One of the respondents contends:

It (celebrity advertising) doesn't move people to buy, if you ask me honestly, because a good product will definitely sell. The whole idea of creating associations. It's a concept that, in my head, I would want to view as "PR Advertising". It doesn't exist in theory or even practically but hypothetically, it exists in my head, that is, PR advertising. If you've got a celebrity and you have a brand, or you have a sporting activity, football, tennis, whatever and you have your brand and you merge them together; why because you know that there are a bundle of people out there that like your brand. It's a way of recruiting people towards looking at your brand; it's a way of shifting focus or causing more attention towards your brand. So that's what it does; it causes a paradigm shift; it creates new attitude towards the brand; people find more reasons to wanting to buy, but it doesn't make people to buy because the truth still lies within the product. **So when you now say, celebrity advertising influences consumer purchase intentions, it doesn't.**

Another respondent, emphasizing affordability, contends:

To some extent, it depends on what you have and how you can afford it. There are so many things that a role model is doing that I may want to do but I may not be able to afford it. So it depends on affordability. Do I have the purchasing power? It depends on my purchasing power; irrespective of my role model advertising that particular brand, if my purchasing power cannot carry it, then it means I cannot go for it. **To some extent, my purchase intention is not determined by my role model advertising that brand. It is determined by my ability to buy that product.**

These findings and the quoted contentions are significant since, apart from being at variance with the major finding of this study, they also go against the researcher's expectation to find out that Lagos-based advertising agency managers, for similar reasons of supporting their advertisers' interest as well as being the planners and

executors of celebrity advertising campaigns, would affirm a negative celebrity endorser influence on purchase intention. It is imperative that more empirical evidence be provided on this mixed perception of Lagos-based advertisers regarding celebrity endorser influence on consumer brand attitude and purchase intention through a similar study with a much larger sample size.

Furthermore, when appraised within the context of the Elaboration Likelihood Model of Persuasion (ELM) which partly underpins this study, the foregoing findings of the study have some interesting implications. The findings have shown that the celebrity endorser, as a peripheral cue expected to influence consumers' persuasion along the peripheral route with respect to message appeal, particularly when exposed to the celebrity advertisement of a brand of low involvement (low-priced) product, also influences consumers' message appeal, to an appreciable level, along the central route when exposed to celebrity advertisement of a brand of high involvement (high-priced) product. This is contrary to the suggestion of the ELM that the processing of peripheral cues, like the celebrity endorser, to determine consumer attitude or persuasion, either in terms of attitude towards the advertisement, the brand or purchase intention, is only applicable to low involvement message processing. Rather, findings of the study suggest that the celebrity endorser has a role to play also in high involvement message processing to determine consumer attitude, particularly towards the advertisement of the endorsed brand.

Similarly, suggestion of this study's findings that message arguments or product claims, rather than celebrity endorsement, will significantly influence consumers' brand attitude and purchase intention for both involvement situations does not totally support the prediction of the ELM. While the ELM suggests that message argument processing or processing of product claims will only be relevant to the advertisement of a high involvement product to determine consumers' brand attitude and purchase intention, the processing of the celebrity endorser and his or her endorsement will only be relevant to the advertisement of a low involvement product to determine consumers' brand attitude and purchase intention (Petty and Cacioppo, 1986). This study's findings rather suggest that the processing or consideration of message arguments or product claims is relevant to the advertisement of brands of both high and low involvement products to determine consumers' brand attitude and purchase

intention towards an endorsed brand. This implies that involvement does not play any significant role in consumers' attention to, or evaluation of contents of the celebrity advertisements of brands of low involvement (low-priced) and high involvement (high-priced) products, and their consequential attitude and purchase intention towards such brands.

Hence, when contextualized, regarding consumer involvement, the suggestion of the ELM that consumers' attitude towards an endorsed brand can be determined primarily when elaboration likelihood is high (central route processing) and when the consumer is highly involved cognitively in evaluating the product information in a celebrity advertisement, but primarily by peripheral cues when elaboration likelihood is low (peripheral route processing) and when the consumer is less involved cognitively in evaluating the product information in a celebrity advertisement (Petty and Cacioppo, 1983, 1986a) is not supported by findings of this study. This is informed by the study's findings suggesting consumers' brand attitude being primarily determined for both types of products (high and low involvement products) by cognitive processing of the product information (i.e. message arguments or product claims). This implies a predominance of central route processing for both involvement situations in the determination of consumer attitude towards brands of both types of products. A similar study focusing on the moderating role of central and peripheral route processing (or consumer elaboration) on consumer attitude towards endorsed brands is needed to throw more light on this particular implication.

However, despite the suggestion of a similar study, a more plausible explanation for this implication can be drawn from the submission of Petty, Rucker, Bizer and Cacioppo (2004), in their discussion of the criticisms of the ELM that led to revisions of the theory resulting in second and third versions of same. Their submission, on the justification of the second version of the ELM, was that the original concept of "routes" in the first version of the theory was only meant as a heuristic device to explain the processes that people use to determine their attitudes. They further submitted that there was no "routes" to persuasion in everyday life, contending that the idea that people would follow a pure central or pure peripheral route was conceptual; and that, in practical terms, nearly everyone would use a combination of central and peripheral processes on the way to attitude change. This may partly

explain why findings of this study suggest a predominance of message arguments or product claims as the significant predictor of consumers' attitude change and purchase intention.

Similarly, justifying the revisions made in the third version of the ELM based on the criticisms of the second version, Petty et. al. (2004) submitted and proposed that it is accumulated information by the consumer, rather than consumer involvement (upon which central and peripheral information processing is premised), that is actually the key determinant of how an individual processes a message. This new proposition of the theory's authors can also be reasonably offered as a possible explanation to support this particular suggestion of the study.

3. The study has established that, under low and high involvement situations (i.e. for low-priced and high-priced products), product claims and not the celebrity endorser or his/her endorsement of the product through its advertisement, significantly influence consumer brand attitude change, and significantly predict purchase intention of the consumer. This is contrary to the suggestion of the finding of Petty, Cacioppo and Schumman's study (1983) to the effect that under high involvement condition, both attitude change and purchase intentions are significantly influenced by product claims, regardless of the celebrity endorser's attractiveness, whereas, under low involvement condition, consumer brand attitude change is significantly influenced by the endorsers attractiveness, but purchase intention is not.

In other words, examined within the context of the ELM, while finding of Petty et. al. (1983) suggest that peripheral cue of endorser attractiveness was sufficient to enhance liking for the product when consumer motivation to scrutinize message arguments or product claims was low (i.e. low involvement), but was not sufficient to produce a change in behavioral intentions (i.e. purchase intentions) of consumers Findings of this study, on the other hand, suggest that peripheral cue of endorser attractiveness is not sufficient to enhance consumer liking (i.e. attitude change) for the product under a low involvement condition (that is, when consumer motivation to scrutinize or evaluate product claims is low), and is not also sufficient to produce a change in consumers' purchase intention under the same condition. The study's findings further suggest that, rather than peripheral cue of endorser attractiveness, credibility or

expertise, consumers' perception or evaluation of message argument quality or validity of message claims is sufficient or significant to produce a change in consumers' attitude as well as a sufficient predictor of their purchase intention towards an endorsed brand under both involvement conditions.

4. The study has been able to establish that for both low involvement (low-priced) and high involvement (high-priced) product, product claims (or message arguments) and not the celebrity endorser or his/her endorsement of the product through its advertisement, significantly influence consumers' inclination to form or develop persistent brand attitude that is resistant to counter advertising messages. This has helped, to a great extent, to confirm the implication of postulate seven (7) of Elaboration Livelihood Model of Persuasion that "attitude changes that result mostly from processing issue-relevant arguments or product claims (central route) will show greater temporal persistence, greater prediction of behavior and greater resistance to counter persuasion than attitude changes that result mostly from peripheral cues" (Petty and Cacioppo, 1986, p.175) as represented by the celebrity endorser.

Though, the study did not investigate, directly, the actual persistence or the enduring nature of the attitude formed or developed by consumers towards an endorsed brand, low-priced or high-priced. Nevertheless, the study's findings on the inclination of consumers to develop persistent or enduring attitude towards endorsed brands of low involvement (low-priced) and high involvement (high-priced) products provide useful insight into what type of attitude middle class consumers may likely develop towards endorsed brands after exposure to their celebrity advertisements. This is in terms of persistence or transience of such attitude and its resistance or susceptibility to counter advertising messages from substitute brands. It is pertinent that further empirical evidence on the true nature of attitude formed by consumers in this regard be provided by a similar future study in order to further validate the prediction of this particular postulation of the ELM.

Furthermore, the establishment of product claims or message arguments (representing central route processing), rather than celebrity endorsement (representing peripheral cue processing) as the predominant or significant predictor of consumers' inclination to develop persistent brand attitude likely to be resistant to counter persuasion for

both high and low involvement products, by findings of this study, goes to further strengthen the predictive value of postulate seven (7) or the attitude strength postulate of the ELM.

5. The study has been able to establish that the celebrity endorser, as a source factor, does not serve as a simple message acceptance or rejection cue, but is considered along with other factors by the consumer in the evaluation of the product claims or message arguments of a low involvement (low-priced) or high involvement (high-priced) product in order to establish the credibility of its advertising message. This contrasts with one of the implications or predictions of the Elaboration Likelihood Model of Persuasion to the effect that “source factors (e.g. a celebrity endorser) affect agreement with a message by serving as simple acceptance or rejection cues when the elaboration likelihood is low (low involvement) but do not serve as simple cues when the elaboration likelihood is high (high involvement). “Instead, they are considered along with the message arguments in an attempt to evaluate the true merits of an advocacy” (Petty and Cacioppo, 1986, p.187).

This is consistent with the study’s finding which suggests a moderate, but not significant influence of the celebrity endorser on advertising message appeal, that is, consumers’ conviction about credibility of the advertising message of an endorsed brand, low-priced or high-priced. In other words, unlike this particular prediction of the ELM, the study’s findings suggest that the celebrity endorser as a source factor is considered along with the product claims or message arguments by middle class consumers in a bit to evaluate the true merits or determine the credibility of the persuasive message in the advertisement of an endorsed brand, low-priced or high-priced. Also, this suggestion further supports the submissions of Petty, Rucker, Bizer and Cacioppo (2004) in their justification of the consequential revisions made on the ELM. These are: that the idea that people would follow a pure central or pure peripheral route was conceptual; that, in practical terms, nearly everyone would use a combination of central and peripheral processes on the way to attitude change; and that it is accumulated information by the consumer, rather than consumer involvement that is actually the key determinant of how an individual processes a message.

Applying these submissions to findings of this study, it is reasonable to infer that central and peripheral route message processing was inconsequential in middle class consumers' evaluation of the true merits or credibility of the message (or brand information) in the celebrity advertisements of brands of both low involvement (low-priced) and high involvement (high-priced) products. It is also plausible to posit that the accumulated information middle class consumers have received over time through different sources about an endorsed brand (i.e. their residual brand knowledge), and not whether the brand is a low or high involvement product, that plays a significant role or constitute the key determinant of how the consumers evaluate a particular celebrity advertisement in order to determine its true merits or credibility.

6. The study has been able to establish that, for both low involvement (low-priced) and high involvement (high-priced) product, product claims (or message arguments) and not the celebrity endorser or his/her endorsement of the product through its advertisement plays a significant role in the relationship between pre-existing (pre-exposure) product beliefs and post-exposure product attitude of the consumer. This study's findings, therefore, do not totally support the postulations of the Cognitive Response Theory which links the nature of cognitive responses to involvement situations. The cognitive response theory postulates that more involving situations elicit more thoughts directly related to the message while less involving situations elicit more thoughts related to such non-message cues as source expertise, liking for the source and so forth (Greenwald, 1968; Stewart et. al., 2001).

Applied to this study, while the postulate suggests or predicts that, on exposure to the celebrity advertisement of a brand of high involvement or high-priced product, consumers will direct their thoughts significantly towards the product claims or selling points, rather than the celebrity endorser, in their evaluation of the advertising message of the endorsed brand. This prediction finds support in the findings of this study which suggest that consumers' evaluation of the product claims or message arguments of an endorsed brand of high involvement or high-priced product, rather than celebrity endorsement, in terms of conformity with their previously-held beliefs or prior knowledge about the brand, will significantly influence their attitude towards the brand after exposure to its celebrity advertisement.

On the other hand, the prediction does not find support in the findings of this study which also suggest that consumers' evaluation of the product claims or message arguments of an endorsed brand of low involvement or low-priced product, rather than celebrity endorsement, in terms of conformity with their previously-held beliefs or prior knowledge about the brand, will significantly influence their attitude towards the brand after exposure to its celebrity advertisement. This suggests message arguments or product claims, rather than celebrity endorsement, to be the common moderating factor in the link between consumers' assessment of the current advertising message of an endorsed brand, high-priced or low-priced, and their previously-held beliefs about the brand.

This suggestion further helps to confirm the prediction of the Cognitive Response Theory that the consumer (or receiver of a brand-related persuasive communication) will either agree or disagree with a persuasive message and may transmit such a message (in terms of agreement or disagreement) to previous beliefs about the particular product (Greenwald, 1968). Furthermore, this suggestion finds support in the finding of Wright (1973), in his study designed to establish the relevance of individuals' cognitive responses to advertising. In the experimental study, Peter Wright (1973) found out that the cognitive responses that a consumer generates, after his or her exposure to an advertisement, usually rely mostly on his or her evaluative mental responses (i.e. his or her mental images and personal experiences) to message content (or the advertising message itself) rather than on the content itself (i.e. content of the advertisement itself), which from the perspective of this study, will include the celebrity endorser. Wright's (1973) finding is further supported by findings from this study's focus group discussion (FGD) which suggest that it is the extent to which the content of the endorsement of a celebrity featured in the advertisement of a brand of high involvement (high-priced) and low involvement (low-priced) product is consistent with consumers' previously-held beliefs about the endorsed brand, rather than consumers' perception of the personality of the celebrity endorser himself or herself, that will significantly influence their attitude towards the particular brand.

7. The study has been able to establish that, product claims (or message arguments) and not the celebrity endorser or his/her endorsement of the product through its advertisement, play a significant role in consumers' thought confidence or confidence

in their knowledge of a brand of low involvement (low-priced) or high involvement (high-priced) product, resulting in a positive attitude towards the particular brand. The study has also show that, for both types of products, low involvement (low-priced) and high involvement (high-priced), consumers' thought confidence is more greatly enhanced as a result of their consideration of the product claims, rather than the celebrity endorser or his/her endorsement of a brand through its advertisement. This goes contrary to the suggestion of Brinol et al (2002), (in espousing thought confidence as part of the conditions of the Cognitive Response Theory) that having greater confidence by an individual in his or her thoughts will increase the impact of those thoughts on attitude change better in a high involvement situation (in which people are engaged in relatively extensive information-processing) than in a low involvement situation (in which people are engaged in relatively cue-processing).

These findings of the study, while establishing the link between the cognitive response theory and the ELM, have also further reinforced the suggestion of findings of the study already discussed which establish product claims or message arguments, rather than celebrity endorsement, as the predominant factor of influence among middle class consumers. The findings further strengthen the submissions of Petty, Rucker, Bizer and Cacioppo (2004) relating to the revision of the ELM. that the idea that people would follow a pure central or pure peripheral route was conceptual, as well as accumulated information by the consumer, rather than consumer involvement, and by extention, celebrity endorsement, being the key determinant of how an individual processes a message. The choice of product claims by middle class consumers, rather than celebrity endorsement, as the more significant enhancer of the confidence they have in their knowledge about an endorsed brand of low involvement (low-priced) or high involvement (high-priced) product, as well as a stronger predictor of their attitude towards the endorsed brand supports Petty et. al.'s (2004) submissions.

8. The study has been able to establish that there is a low relationship between the celebrity endorser in a celebrity advertisement and the salience (or top of the mind awareness) of a brand of low involvement (low-priced) or high involvement (high-priced) product within a particular product category. That is, the study has shown that rather than the celebrity endorser or his/her endorsement of a particular product

through its advertisement, product claims (or message arguments) play a significant role in brand salience or consumers' choice of the most important or most preferred brand among a set of low involvement (low-priced) or high involvement (high-priced) brands in a particular product category. This goes to throw more light on the observation of Sutherland and Sylvester (2000), in espousing one of the implications of the Agenda Setting Theory, that of helping consumers to set mental agenda. The observation is that the higher up a brand is in the order of preference (or preference set) or mental agenda of the consumer, the better the chance it has of being considered, and consequently, the better the chance of it being purchased. And for a brand to come as first choice in the mental agenda or preference set of consumers, it must possess salience from individual consumers' own judgment.

There is consistency between this finding's suggestions and other findings of the study already discussed. Apart from throwing more light on the brand salience concept which, as observed by Romaniuk and Sharp (2004), has often been neglected in favor of concepts like brand awareness, brand attitude, brand image, brand choice, brand preference and brand equity, this particular finding of the study also establishes the predominance of product claims or message arguments, rather than celebrity endorsement, as the more influential factor regarding consumers' choice of the most important or most preferred brand among substitute brands in the same product category, whether low-priced or high-priced.

Similarly, this particular finding of the study has also helped to establish the link between advertising, particularly commercial advertising and the Agenda Setting Theory of the Media. The study, through this finding, supports the contentions of Sutherland and Galloway (1981) and Sutherland and Sylvester (2000). Just as this study's findings supports the contention of Sutherland and Galloway (1981), (who used the agenda-setting theory to examine the role of commercial advertising) that advertising purpose needs not be seen in terms of persuading the target audience to buy the advertised product, rather, the purpose should be seen in terms of focusing the target audience's attention on what values, brands and attributes to think about. And, using the presence of the celebrity endorser and his/her product endorsement as basis for focusing middle class consumers' attention on what values and attributes of brands

of low involvement and high involvement products to think about, represents this study's unique way of confirming the prediction of the agenda-setting theory.

The study's finding also supports the contention of Sutherland and Sylvester (2000) that influencing the order, priority or hierarchy of alternatives, which advertising tries to achieve in the minds of consumers for brands in the same category has its basis in the agenda-setting theory. By expounding brand salience as operationalized in this study to mean the most remembered, the most preferred, the most conscious in the mind of consumers and the choice brand among alternative brands in the same category of low involvement (low-priced) and high involvement (high-priced) products; as well as examining same within the context of the persuasive influence of the celebrity and consumer involvement, this particular finding of the study has again helped to ascertain the predictive value of the agenda-setting theory of the media from the perspective of advertising.

CHAPTER SIX

CONCLUSION, RECOMMENDATIONS/CONTRIBUTIONS TO KNOWLEDGE AND SUGGESTIONS FOR FURTHER STUDIES

Conclusion

There is a general assumption in communication theory about the role of third parties in the adoption of innovation, media effect, advertising or propaganda. This is that, either conceptualized as opinion leaders or testimonial givers/endorsers of candidates for election or products being advertised, such individuals, on the strength of their status in the society, have the ability to persuade others to accept or patronize such ideas, products/services or persons. Based on this theoretical assumption, advertisers and advertising agencies go a long way in using celebrities to endorse various products under the belief that the status and/or public image of such celebrities will rub off on the endorsed products and subsequent adoption by target consumers.

The findings of this study challenge this assumption. Findings of the study suggest that celebrity endorsers have a less significant influence in the brand preference and purchasing decision of middle class consumers in Lagos, regardless of whether the product is low-priced or high-priced. While not totally dismissing any form of influence of celebrity endorsement, especially in the enhancement of the credibility of advertising messages among target consumers, the study shows that product claims have more influence on consumer attitude and purchase intention. In this respect, the study is suggesting that the value placed on celebrity endorsers and endorsement by advertisers might have been exaggerated when subjected to empirical validation as this study has done.

The study also shows that change in middle class consumers' attitude towards an endorsed brand, their inclination to develop persistent brand attitude resistant to counter persuasion, their acceptance or rejection of the advertising message of an endorsed brand, the relationship between their previously-held beliefs towards an endorsed brand and their attitude towards the brand after exposure to its celebrity advertisement, the relationship between confidence in their knowledge of an endorsed brand and their attitude towards the brand; as well as their choice of the most important or most preferred brand among brands the same product category (i.e. brand salience), whether low-priced or high-priced, are all significantly

influenced by how the perceived value of a brand is communicated (i.e. its selling points or product claims) than by product endorsement through attractive personalities (i.e. celebrities). This goes to further suggest that the power of celebrity endorsers to significantly influence consumer behavior or brand preference is limited.

Confirming suggestions of findings of similar studies, the study has shown that, regardless of the nature of products in terms of whether low-priced or high-priced, complementary factors such as advertiser's existing reputation, consumer's post-purchase product usage experience, consumers' confirmation of a brand's functional or utility value from peers, friends or previous or current users, added benefits or competitive benefits present in available substitute brands, complementary or augmented benefits attached to the brand in question or to available substitute brands, the brand's competitive pricing as well as packaging, rather than the expected persuasive power of the celebrity endorser, play more roles or have more significant moderating influence on brand attitude and purchase intention of advertisers' target consumers.

This reality is far from the expectation of advertisers anywhere in the world, advertisers in Nigeria inclusive, who spend or invest heavily on celebrities as endorsers of their brands of products through advertising campaigns or as ambassadors or spokespersons for their brands through different marketing communication platforms. This is in the hope that such celebrity endorsers or brand ambassadors/ spokespersons would help them (i.e. advertisers) persuade target consumers to be positively disposed towards their own brand of a product, form positive purchase intention, as well as take positive steps towards buying same.

Furthermore, arising from the foregoing conclusion is the study's submission that whatever is the extent of celebrity endorser influence in consumer behavior, it is not mediated by the nature of the endorsed brand. This is in terms of whether the endorsed brand is a low-priced (low involvement), frequently purchased product or high-priced (high involvement), infrequently purchased product. This suggests that the nature of celebrity endorser influence in consumer behavior cuts across types of products as well as all types of advertisers, particularly industrial or domestic product/service advertisers.

The Thesis:

The study's thesis is that, regardless of the type or nature of the product, the persuasive power of celebrity product endorsement through advertising is limited to enhancing advertising message appeal; it can not significantly influence brand attitude and purchase intention. Rather, product claims or message arguments (i.e. a product's brand information or selling points) combined with complementary factors outside celebrity endorsement will significantly influence brand attitude and purchase intention of middle class consumers.

Recommendations

Arising from implications of the study's findings, the foregoing conclusion, and suggestions from extant literature, the following recommendations are made:

1. Based on the suggestions of the integrated model of celebrity engagement in advertising campaigns which this study proposes, it is recommended that advertisers and their advertising agencies in Nigeria and elsewhere should adopt the following measures for effective celebrity branding:
 - a. To select the most appropriate and effective celebrity as endorsers of brands through advertisements, as well as brand spokesperson or ambassador through other marketing communication platforms, thorough research should be conducted aimed at celebrity profiling to establish, most importantly, compatibility between the personality attributes or image of the potential celebrity endorser and the projected image or attributes of the brand to be endorsed. The research or celebrity profiling should also help the advertiser and its agency to determine the popularity of the prospective celebrity endorser, his or her ability to effectively communicate the campaign message to the target audience, his or her prior endorsements which may conflict with the interest of the advertiser, as well as the potential risks of the celebrity getting into trouble or negative publicity.
 - b. The following criteria are suggested to be adopted by advertisers and their advertising agencies in the selection of prospective celebrity endorsers for effective celebrity branding. These are: **Familiarity**, that is, the extent to which target consumers are aware of, or perceive the prospective celebrity endorser as

empathetic, credible and trustworthy; and **Relevance**, that is, there must be a meaningful link between the advertised brand and the prospective celebrity endorser, as well as, more importantly, between the prospective celebrity endorser and target consumers. This means profiling must be done not only on the prospective celebrity endorser, but must also be done on the brand to be promoted through celebrity endorsement as well as on the target audience. The other criteria are: **Esteem**, that is, the level of respect the prospective celebrity endorser commands among target consumers and the level of confidence they have in him or her as an embodiment of their interests; and, **Differentiation**, that is, the extent to which target consumers perceive the prospective celebrity endorser as distinct in character and personality from other available celebrities.

- c. Another alternative criteria suggested to be adopted by advertisers and their advertising agencies in the selection of prospective celebrity endorsers for effective celebrity branding are the following. **Celebrity Credibility**, that is, the extent to which the prospective celebrity endorser is perceived by target consumers to possess expertise or genuine knowledge on the nature and functional values of the brand to be promoted, and can be expected to provide valid claims relating to the brand's associated benefits; as well as the extent to which he or she is perceived to possess trustworthiness, that is, his or her perceived ability or intent to provide honest claims on the brand's inherent benefits and values. **Celebrity Attractiveness**, that is, the extent to which target consumers perceive the prospective celebrity endorser to be similar to them in terms of sharing the same or similar needs, goals, interests and lifestyles; the extent to which target consumers perceive the prospective celebrity endorser to possess adequate knowledge about the functional values and associated benefits of the brand to be promoted; and the extent to which the prospective celebrity endorser is liked among target consumers in terms of his or her physical attractiveness and the possession of other attributes. **Celebrity-Brand-Target audience Congruence**, that is, the extent to which there is a match, fit or congruence between attributes or characteristics of the personality of the prospective celebrity endorser and the relevant attributes of the brand to be promoted, and this match should be reflected in the advertising or promotion message; the extent to which attributes of the prospective celebrity endorser matches those of target consumers; and the extent to which attributes of the brand to be promoted matches those of target consumers.

This means what should be matched should include the prospective celebrity endorser, the brand to be promoted, the target audience, and the proposed campaign message. And lastly, **Celebrity-Brand Meaning Transfer**, that is, the extent to which the prospective celebrity endorser will be able to elicit and transfer appropriate meanings to the promoted brand which would match and enhance the brand's projected image.

- d. It is recommended that advertisers and their advertising agencies make use of celebrities effectively as endorsers of their brands through advertising campaigns and other marketing communication platforms, especially during the following situations. During **Product Launch** when the advertiser is newly introducing a brand into the market, particularly when the advertiser is trying to establish a new product category. This is a situation which requires target consumers to be reassured about the functional values of the new product, a service that can be effectively provided by a credible and likeable celebrity endorser. Another is during **Product Reinforcement** when the advertiser finds it competitively strategic to maintain and reinforce its brand's competitive or advantageous position in the market place. The personality of a credible and attractive celebrity endorser can effectively help the advertiser to project this emphasis on a guaranteed, top quality product. And, lastly, during **Product Reinforcement** when the needs of target consumers create greater potential in a different sector of the market than where the brand is currently positioned. The personality of a credible celebrity endorser can be used as the focus of the new campaign message which would indicate to target consumers that the brand's positioning is changing in line with their (i.e. target consumers) new tastes and preferences.
- e. It is also recommended that, for advertisers and their advertising agencies to make use of celebrities effectively as endorsers of their brands through advertising campaigns and other marketing communication platforms, they must be thoroughly guided by the following usage considerations. These, among others, include: ensuring the selected celebrity endorser is used consistently and regularly over time to increase the strength of the link between the celebrity endorser and the endorsed brand; ensuring that the celebrity advertisement execution is kept simple, clean and free of irrelevant design elements which may distract target audience from appreciating the brand-celebrity pairing, and by so doing, weakening the potency of the celebrity endorser as a persuasive instrument;

ensuring the selected celebrity endorser is not already strongly associated with another brand of any product as this may reduce strength of the associative link he or she is expected to form with current brand to be endorsed; ensuring that the selected celebrity to be used as endorser has a matching image with the brand to be endorsed, as a perfect fit will accelerate the formation of the desired a associative link between the two; ensuring, before usage, to test potential brand-celebrity combinations to ensure that impression and image of the celebrity, as brand endorser, is positive for the target audience, in order to ascertain that the associations the advertiser believes the celebrity has are associations that the brand's target audience actually has of the celebrity; and, ensuring that attributes of the selected celebrity endorser fit with the associations the promoted brand either currently has (so that he or she can help to reinforce such image) or could have in future (so that he or she can help to create such image). Others are: ensuring that the selected celebrity is used to endorse a brand that target consumers are less familiar with in order to fully exploit the persuasive potentials of the celebrity as an endorser; ensuring that the selected celebrity is used to endorse a brand about which target consumers have limited knowledge, facts or information, so that the small associative sets of the brand, occasioned by the limited consumer knowledge, can be exploited by the celebrity endorser to the advantage of the advertiser; ensuring that the selected celebrity is used to endorse the advertiser's brand through all the different marketing mix platforms, particularly through all the marketing communication platforms, not just through celebrity advertising campaigns, so that the advertiser can reap from the benefits associated with integrated celebrity branding; and ensuring that the selected celebrity to be used as endorser is somebody with a track record of least association with negative publicities or scandals.

- f. Since there are risks associated with celebrity branding either through celebrity advertisements or brand ambassadorship, the following risk-management measures are suggested to be adopted by advertisers and their advertising agencies to mitigate the adverse effects of such risks on expected results. The risks and the corresponding measures include:

Negative Publicity experienced by a celebrity endorser during the campaign period which can be mitigated by the application of a legally-binding moral clause inserted in the endorsement contract intended to insulate the advertiser and the

endorsed brand by giving the advertiser the option of terminating the endorsement contract with a partial or no fee to the embattled celebrity endorser. **Overshadowing or Vampire Effect** which involves the likely situation whereby target consumers focus on the celebrity endorser instead of the endorsed brand resulting in the target audience remembering the celebrity and not the endorsed brand and its message. This should be prevented or its effect mitigated by the advertiser and its advertising agency through ensuring that the execution of the celebrity advertisement is single-minded in communicating the celebrity-brand pairing, as well as making sure the brand and the celebrity endorser are the two strongest elements in the advertisement.

Overexposure or Multiple Product Endorsement which involves the likely situation whereby celebrity endorser simultaneously endorses different brands of different products through his or her appearance in their advertisements resulting in the celebrity endorser being overexposed and consequently undermining the credibility of the endorsed brand as well as that of the celebrity endorser. This should be prevented by the advertiser and its advertising agency through avoiding the selection and use of celebrities that are already endorsing several other brands to which they have strong connection. This is imperative to prevent the formation of weak associative link between the celebrity endorser and the advertiser's own brand.

Overuse or Multiple Celebrity Endorsement which involves an advertiser and its advertising agency simultaneously using different celebrities to endorse its own brand of a product, with the negative consequence of such multiplicity blurring the image of the endorsed brand, even where there is target audience overlap across different advertising media. If adopted, the advertiser and its advertising agency should mitigate the negative consequences of overuse by alternating the use of celebrity endorsers in the same professional category, sharing similar characteristics and attracting similar target audiences.

Extinction which involves the likely situation whereby the reputation of a particular celebrity endorser declines after his or her endorsement of an advertiser's brand of a particular product, with the negative consequence of the celebrity endorser's attractiveness and attention which he or she is supposed to bring to the advertiser and its brand being eroded. This should be prevented or its effect mitigated by the advertiser and its advertising agency through expanding

the use of celebrity endorser within the different marketing mix platforms, particularly those related to the marketing communications mix such as public relations events, point of sale communications and the giving away of branded gift items at selling outlets, organizational promotional trips featuring the celebrity, as well as communicating brand information at large trade shows, exhibitions and other sponsored significant publicity events.

Financial or Investment Risk which is the risk of financial investment in a celebrity endorser whose behavior or action is not controlled by the sponsoring advertiser. The financial wastage associated with this risk can be prevented or mitigated by the advertiser and its advertising agency through alternating the use of celebrity endorsers with the selection and use of persons or individuals that are less known to the target audience, but nevertheless, fit into the brand message and also appeals to the audience.

Celebrity- Brand Image Incongruence which involves the likely situation whereby the attributes (or image) of the celebrity that endorses a brand do not match attributes (or image) of the brand endorsed. This may lead to negative consequences including transfer of wrong set of meanings to the brand by the celebrity endorser which may blur the image of the endorsed brand and reduce the persuasive impact of the celebrity endorser. To prevent or mitigate these negative effects, the advertiser and its advertising agency should ensure, through adequate profiling, appropriate brand- celebrity congruence, as well as test the possible use of any celebrity with the promoted brand's target group to ensure the image/associations the celebrity has in the minds of the target audience are meaningful, positive and consistent with the advertiser's expectations.

Celebrity Negative Antecedents which involves the likely situation whereby past negative actions or activities of a celebrity used to endorse the brand of an advertiser come up to haunt and alter his or her current positive image. This can negatively affect the meanings that advertiser wishes to transfer to its brand through the celebrity endorsement. This risk should be prevented by advertisers and their advertising agencies through proper screening and profiling of prospective celebrities before selection and signing of endorsement contracts.

Celebrity as Non Product User which involves the likely situation whereby a celebrity endorsing a brand of a particular advertiser is seen using another brand of another advertiser. This should be prevented by advertisers and their

advertising agencies through insertion of relevant legally-binding moral clauses on brand use during period of endorsement in the endorsement contract.

In view of the foregoing, it is imperative for advertisers and their advertising agencies to carefully develop a strategy of how to prevent and/or manage the identified associated risks if or when they manifest.

- g.** The use of the Q-Rating Value is also recommended to advertisers and their advertising agencies as a profiling or screening method towards selection and use of appropriate celebrities as endorsers of their brands through celebrity advertising campaigns, and as ambassadors or spokespersons of their brands featured through other marketing mix platform, particularly marketing communication platforms. The Q-rating method involves the advertising agency, on behalf of its client or advertiser, sending out questionnaires to members of the public (particularly those who fall within the category of the advertiser's target consumers) who are asked to answer two simple questions: "have you heard of this person" and "if you have, do you rate him or her; poor, fair, good, very good or one of your favorites?" The Q-rating value is then calculated by dividing the percentage of the total sample that rate the celebrity "as one of your favorites" by the percentage of sample who know the celebrity. This is designed to ascertain or profile the popularity and likeability of prospective celebrity endorsers among the target consumers of the brand to be endorsed, in order for the advertiser, through its advertising agency, to filter and select appropriate celebrities to endorse its brand and avoid hiring unpopular big celebrities.
- 2.** In view of the limited persuasive influence of the celebrity endorser in consumer behavior established through this study and similar studies from extant literature, it is imperative that advertisers and their advertising agencies consider celebrity advertising campaigns a means to an end, and not an end in itself. It is akin to the advertiser not putting its eggs in one basket. Since, the reality exists that celebrity endorsers could be likeable, attract people to the advertising message of an endorsed brand but may not be able to generate attitude change and motivate target consumers towards purchase, it is advisable for advertisers and their advertising agencies to exploit other promotional platforms to influence positive attitude and purchase intention of their target consumers towards their own brand of particular products.
- 3.** Since trustworthiness is important when selecting celebrity endorsers, it is recommended for advertisers and their advertising agencies to choose celebrities that

have strong connections to the brand to be endorsed both by using the brand and having characteristics that match the brand.

4. For best results in celebrity branding, it is recommended that advertisers and their advertising agencies should try to maintain consistency between the celebrity endorser and the endorsed brand to establish a strong personality and identity. It is also imperative that advertisers view celebrity endorsements as long-term strategic decisions affecting the endorsed brand.
5. As celebrity endorsers command a high price tag, it is recommended to advertisers and their advertising agencies to be on the constant lookout for emerging celebrities who show some promise and potential and sign them on in their formative years if possible to ensure a win-win situation. This means, just as the celebrity grows in fame and reputation while serving the advertiser as an endorser, his or her popularity and developing personality attributes rub in positively on the advertiser and the endorsed brand.
6. To establish return on investment, it is advisable that advertisers and their advertising agencies should have on ground a system combining quantitative and qualitative measures to determine the overall effect of celebrity endorsements on their brands. This is necessary for advertisers to decide whether to continue to invest in celebrity branding or explore other promotional platforms to positively influence consumer behavior for their brands.
7. As a preemptive measure, it is recommended that advertisers and their advertising agencies should monitor the behavior, conduct and public image of their celebrity endorser continuously to minimize any potential negative publicity. And if and when negative publicity manifests, the legally-binding moral clauses recommended to be inserted into celebrity endorsement contracts, which should be a guiding instrument for the celebrity endorser, should then be invoked.
8. Despite the identified advantages of multiple celebrity endorsement which include: the celebrity endorsers complementing each other with the variety of their meanings thereby increasing the scope of the meanings transferred to the endorsed brand; the celebrity endorsers complementing each other in terms of the same meaning thereby reinforcing the transfer of a particular meaning to the endorsed brand; and the celebrity endorsers helping to build credibility for the endorsed brand, as well as fostering trust and drawing attention toward the endorsed brand. However, since people differ in attitudes, values, cognitive styles and personality, which are functions

of age, gender, socio-economic class and ethnic origin, advertisers who adopt multiple celebrity endorsements, particularly in Nigeria, like Globacom and Chi Limited, are advised to be careful in the selection of celebrity endorsers by undertaking painstaking profiling and screening of potential celebrity endorsers and selecting only those whose demographics appeal to their target audience cum consumers. Such advertisers are also enjoined adopt such ground rules as clearly articulating the brand promise and the brand personality; focusing on the synergy between the brand and the celebrity endorsers' image; as well as establishing explicitly what the celebrities are going to communicate. And, since most of the identified risks associated with celebrity advertising campaigns have high potential of manifesting within a multiple celebrity endorsement framework, advertisers like Globacom and Chi Limited are also advised to be mindful and have in place a risk management strategy or framework. This may include adoption of some of the risk management measures suggested through this study.

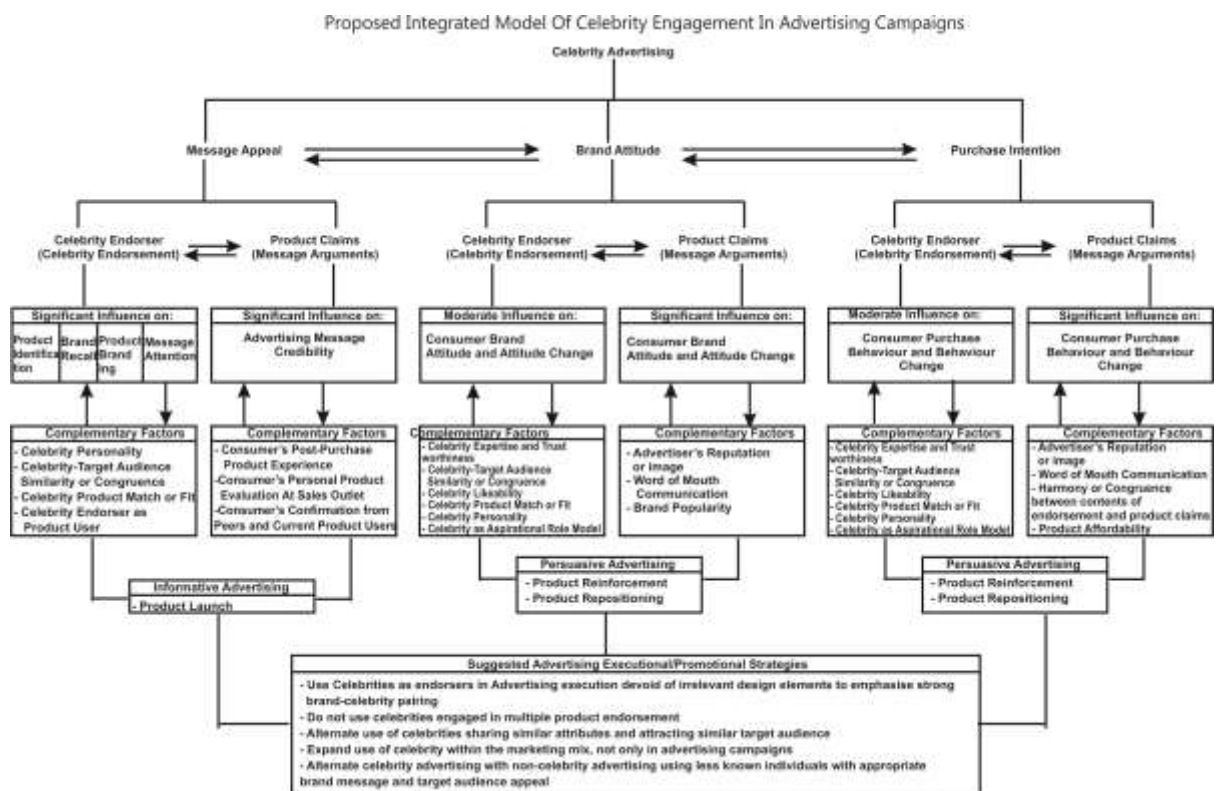
Contributions to Knowledge

The study, based on its findings and conclusion, has made the following contributions to knowledge:

1. The adoption of the Agenda Setting Theory of the Media to explain the moderating role of celebrity endorsement on brand salience among middle class consumers. By so doing, the study has helped to espouse one of the implications of the theory in terms of the likelihood of a celebrity advertising message passed through the media helping consumers to set their brand preference agenda. The study has, therefore, provided a platform to further ascertain the predictive value of the Agenda Setting Theory.
2. The discovery that product claims, rather than endorsement by a celebrity, significantly influences consumers' inclination to develop persistent brand attitude resistant to counter persuasion has helped to confirm the implication of postulate seven (7) of the Elaboration Likelihood Model of Persuasion (ELM). The postulate emphasizes that attitude changes resulting mostly from processing issue-relevant arguments or product claims (central route) will show greater temporal persistence,

greater prediction of behavior and greater resistance to counter persuasion than attitude changes resulting mostly from peripheral cues, as represented by the celebrity endorser.

- Based on the study's findings, the proposition of an **Integrated Model of Celebrity Engagement in Advertising Campaigns**. The model presents the fundamentals of celebrity engagement as endorsers of products and services through advertising campaigns from the perspectives of three principal consumer-related campaign objectives. The model proposes that these objectives – message appeal, brand attitude and purchase intention – are interrelated and are, therefore, essential to the management of the endorsement process.



Limitations of the Study

A major weakness of this study is the fall out of its general relevance to celebrity advertisements across the different advertisement media. The study did not address influence of peculiar characteristics of each medium on consumers' attention to and involvement with celebrity advertisements in each of the advertising media. Since each medium has its peculiar features and potentialities, every channel engages or involves consumers differently. Since a consumer can be more or less involved in a message placed in a particular medium depending on the nature of that medium, and since such involvement may influence the amount and type of information processing in which the consumer engages (Stewart et al, 2001), this study's findings may be limited within the context of differences in media's involvement capabilities. That is, its findings may not be generalisable to the reality of consumers' attention to, and involvement with brand messages contained in celebrity advertisements exposed through each of the different advertising media (i.e. newspaper/magazine, radio, television, outdoor and Internet).

Another limitation of the study is the researcher's inability to obtain reference data which presents a more accurate and reliable figure of the population of middle class consumers among the larger population of residents in Lagos State. This could have significantly enhanced the sampling procedure adopted by the researcher in the selection of the 700 sample size or representative sample among those who meet the characteristics of middle class consumers in Lagos State as operationalised for the study. However, this limitation was mitigated through the researcher's careful and strict selection of respondents among the larger population of Lagos State residents based on characteristics of the middle class in Nigeria provided by the National Bureau of Statistics (NBS, 2007). These characteristics are reflected in the description or operationalisation of Lagos State middle class consumers adopted for the study.

Other limitations of the study include: (1) the problem of verifying respondents' claims usually associated with survey research studies; and (2) insufficiency or dearth of celebrity advertising studies, particularly at the doctoral level which made parallel comparison of finding within the Nigerian context difficult or practically impossible. These problems, to some extent, may affect the substance and quality of the study's findings. However, the effect of the problem of false claims by respondents from the parallel samples drawn for the study were mitigated through the researcher's efforts at pre-testing or pilot-testing the parallel

research instruments utilized to gather data from the different sample groups, as well as asking the same questions in slightly different ways to ascertain consistency in respondents' claims.

Suggestions for Further Study

Arising from the study's delimitations, findings and conclusions, the following suggestions are made for further studies:

1. Since the present study did not include endorsement advertisements focusing on authority figure (i.e. professional expert) or the typical consumer which are the two other principal types of endorsement or testimonial technique used in advertising campaign execution, apart from the celebrity endorsement type investigated, it is suggested that future studies could investigate these other types to throw more light on their own influence on consumer behavior.
2. Also, since it was not intended, through the present study to compare the effectiveness of celebrity advertisements across the different advertising media (radio, television, newspapers/magazines, outdoor, as well as internet), this could be addressed by another celebrity advertising study.
3. Similarly, since the present study was not designed to investigate the actual persistence or enduring nature of the brand attitude formed or developed by middle class consumers towards an endorsed brand of high-priced or low-priced product, this could form this basis of a future study in celebrity advertising.
4. Again, since the present study was not designed to investigate the actual nature of the relationship between the pre-existing or pre-exposure beliefs of middle class consumers about an endorsed brand of high-priced or low-priced product and their attitude or disposition towards the brand after exposure to its celebrity advertisement, a future study could address this perspective.
5. By extension, since the present study was not designed to examine the nature or characteristics of the two interacting elements in the relationship mentioned in the fourth suggestion above; that is, since the study was not designed to provide answer to the questions: "what exactly are the beliefs of middle class consumers regarding a brand of high-priced or low-priced product before their exposure to its celebrity advertisement?" and "what exactly are the attitudes or dispositions of middle class consumers towards the same brand after their exposure to its celebrity advertisement?" These questions could be addressed separately in a future study on

celebrity advertising or addressed within the context of a study investigating the actual nature of the relationship between pre-exposure brand beliefs and post-exposure brand attitudes of middle class consumers or other categories of consumers in Lagos State or in other study locations.

6. Furthermore, since the present study was not designed to investigate the actual nature of the relationship between the confidence of middle class consumers in what they know about an endorsed brand (i.e. brand knowledge) of high-priced or low-priced product and their attitude or disposition towards the brand after exposure to its celebrity advertisement. This could also form the focus of a future study examining the influence of celebrity advertising on consumer behavior.
7. By extension, since the present study was not designed to provide answer to two pertinent questions relating to the relationship mentioned in suggestion six above. The questions are: “what exactly is the nature of middle class consumers’ confidence (in terms of being high or low) in what they know regarding a brand of high-priced or low-priced product after their exposure to its celebrity advertisement?” and “what exactly are the attitudes or dispositions of middle class consumers towards the same brand after their exposure to its celebrity advertisement?” These questions could also be addressed within the context of a future study investigating the actual nature of the relationship between middle class consumers’ confidence in their knowledge of an endorsed brand and their attitude towards the brand after exposure to its celebrity advertisement.
8. The study could also be replicated in Lagos State or any other state within Nigeria using, as study population, people falling within any of the other socio-economic groupings such as the upper class and the lower class. This is to find out if similar or different results would be obtained regarding celebrity endorsement influence on consumer behavior across the socio-economic strata.
9. Also, since the present study examined celebrity endorsement influence on consumer preference for tangible products, future studies could address the same research problem from the perspectives of service brands (such as telecommunication services, banking services etc), individuals, associations, organizations, institutions as brands (such as political candidates looking for votes, political parties pushing forward their manifestoes and candidates for acceptance, nongovernmental organizations trying to attract donors or sponsors etc), and social marketing or advocacy advertising or promotion of ideas/ philosophies (such as state or federal government tax payment

campaigns, public service advocacy campaigns relating to seat belt usage, drunk-driving, environmental sanitation, public utilities preservation, pedestrian bridge usage, child abuse/child trafficking, AIDS prevention etc).

10. Since complementary data from Lagos-based advertising managers reveal a mixed perception on the influence of the celebrity endorser on consumer attitude and purchase intention towards an endorsed brand, it is imperative that more empirical evidence be provided to throw more light on this through a similar study with a much larger sample size.
11. Since the study's findings suggest consumers' brand attitude being primarily determined for high involvement (or high-priced) and low involvement (or low-priced) products by central route processing or cognitive processing of the product information (i.e. message arguments or product claims), rather than peripheral route processing for low involvement products and central route processing for high involvement products as suggested by the Elaboration Likelihood Model of Persuasion (ELM). Therefore, a similar study focusing on the moderating role of central and peripheral route processing (or consumer elaboration) on consumer attitude towards endorsed brands of both types of product is needed to provide more empirical evidence and throw more light on this particular suggestion.
12. Since the study was conducted within a two-factor or two-independent variable context (involving celebrity endorsement and product claims), future studies could explore more possible factors as independent variables that could influence consumer behavior. Future studies could do this from the perspective of the investigated three dependent variables of message appeal, brand attitude and purchase intention, or expand these to include other possible consumer-related attributes that are influenced such as brand loyalty, brand recall and brand choice.
13. The study did not investigate role of demographic differences of middle class consumers, particularly gender differences, in their reaction to celebrity advertisements of brands of low-priced and high-priced products, their attitude and purchase intention towards such brands. Hence, it would be interesting for this perspective to celebrity endorsement influence on consumer behavior among middle class consumers or other categories of individuals, as consumers, be investigated by future studies. This is more so pertinent since findings of the present study did not suggest any response differences among male and female middle class consumers.

14. Also, since the present study did not investigate the strength or quality of message arguments or product claims, (in terms of strong and weak arguments or claims) which has been identified to be a major determinant of whether or not consumers develop positive attitude toward an advertisement and, invariably, the advertised brand, as well as their purchase intention towards same. It is pertinent that a future study explores this particular dimension to the consideration of message arguments as a predictor of attitude towards the celebrity advertisement of a brand of low-priced or high-priced product by consumers, as well as their attitude and purchase intention towards the endorsed brand

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APPENDIX 1

RESEARCH INSTRUMENT: SELF-ADMINISTERED QUESTIONNAIRE

Department of Mass Communication,
University of Lagos,
Akoka, Yaba, Lagos.
July 2010

Dear Respondent,

This questionnaire is part of a research project being conducted as a partial fulfillment of a postgraduate degree programme.

The questionnaire is designed to elicit information on the influence of celebrity endorsement of products through advertisement on: (a) your conviction about the believability or truthfulness of a brand's advertising message; (b) your attitudinal disposition or feelings towards the endorsed brand after your exposure to the advertisement; and (c) your intention to buy or not to buy the endorsed brand in the presence of other substitute brands.

Your assistance in helping the researcher to answer the questions in this questionnaire to the best of your ability would be greatly appreciated. Be assured that all information provided by you shall be treated as strictly confidential and for research purpose only.

Thank you.

Olalekan Akashoro

QUESTIONNAIRE

SECTION A

PART 1

Message Appeal, Brand Attitude and Purchase Intention

The following questions relate to two consumer buying situations, the purchase of a low-priced product (LPP) like a brand of fruit juice, and the purchase of a high-priced product (HPP) like a brand of digital television set. Kindly respond as appropriate.

I. Message Appeal

1. Are you familiar with celebrity advertisements (i.e. advertisements featuring one celebrity (or a popular person) or celebrities endorsing or acting as spokesperson for a particular brand of a product or service)

Yes ☐
in the other parts.

No ☐ If no, do not bother to respond to the remaining questions

But if yes, provide your responses as appropriate to the remaining questions in this part and other parts of section A using the attached materials as references for endorsed brands of low-priced and high-priced products.

Please indicate the extent to which you agree or disagree with each of the following statements regarding the advertising message of a brand of low-priced product like a brand of fruit juice or a high-priced product like a brand of digital television set endorsed by a celebrity. Note that for your responses “SA” = Strongly Agree; “A” = Agree; “D” = Disagree and “SD” = Strongly Disagree

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
2	The celebrity's presence in the advertisement contributes significantly to my conviction about the credibility of the advertising message								
3	The product claims in the advertisement, rather than the presence of the celebrity endorser, enhances my conviction about the truthfulness of the advertising message								
4	I find it easy to believe the advertising message because of the endorsement by the celebrity								

II. Brand Attitude

The following statements relate to your disposition or feelings towards a brand of low-priced products (e.g. a fruit juice) or a brand of high-priced product like a digital television set endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
5	My disposition or feelings towards an endorsed brand will be significantly influenced by the brand's selling points (i.e. product claims) rather than the celebrity endorser								
6	The celebrity endorser, rather than product claims, will significantly influence my disposition or feelings towards an endorsed brand								
7	My perception of the personality of the celebrity endorser rather than product claims, will significantly influence my disposition or feelings towards an endorsed brand								

III. Purchase Intention

The following statements relate to your intention to buy or inclination to purchase, either immediately or in the near future, a brand of low-priced product or a brand of high-priced product endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
8	My personal conviction about the product claims, rather than the celebrity endorser, will significantly influence my intention to buy an endorsed brand								
9	My perception of the personality of the celebrity endorser, rather than product claims, will significantly influence my decision to buy or not to buy an endorsed brand								
10	The endorsement by a celebrity, rather than product claims, will significantly influence my intention to buy an endorsed brand								

PART 2

I. Change in Brand Attitude

The following statements relate to a change in your attitudinal disposition or feelings towards a brand of low-priced product or a brand of high-priced product endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
11	My perception of the product claims, rather than endorsement by a celebrity, will significantly influence a change in my attitude towards an endorsed brand								
12	My perception of the personality of the celebrity endorser, rather than product claims, will significantly influence a change in my attitude towards an endorsed brand								
13	Regardless of the product claims, endorsement by a celebrity will significantly influence a change in my attitude towards an endorsed brand								

II. Prediction of Purchase Intention

The following statements relate to factors that predict your intention to buy a particular brand of low-priced product or high-priced product endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
14	Rather than the celebrity endorser, my conviction about the product claims will significantly predict my intention to buy an endorsed brand								
15	Regardless of the product claims, my feelings towards the celebrity endorser will significantly predict my intention to buy an endorsed brand								
16	Product claims are a stronger predictor of my intention to buy an endorsed brand, than endorsement by a celebrity								

PART 3

1. Formation of Persistent Brand Attitude

The following statements relate to factors that influence your inclination to form or develop a persistent or enduring disposition or attitude (i.e. feelings) towards a brand of low-priced or high-priced product endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
17	My conviction about the credibility of the product claims, rather than personality of the celebrity endorser, will significantly influence me to develop a persistent attitude towards an endorsed brand								
18	My perception of personality of the celebrity endorser, rather than my conviction about the credibility of product claims, will significantly influence me to develop a persistent attitude towards an endorsed brand								
19	What I think about the personality of the celebrity endorser, rather than product claims, will significantly influence me to develop a persistent (or enduring) attitude towards an endorsed brand								

II. Resistance to Counter Advertising Message

The following statements relate to factors or considerations that could influence your reaction to counter (or alternative) advertising messages from substitute brands to a brand of low-priced or high-priced product endorsed by a celebrity, and towards which you have a persistent (or enduring) attitude. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
20	In the face of counter advertising messages from substitute brands: I am not likely to change the attitude (if positive) I have been holding towards a brand endorsed by a celebrity if my feelings towards the celebrity are strongly positive.								
21	I am not likely to change my attitude (if positive) towards a brand endorsed by a celebrity if I think the product claims are very credible								
22	I am likely to change the attitude (if positive) I have been holding towards a brand endorsed by a celebrity if my feelings towards the celebrity are strongly negative, regardless of the product claims								
23	I am likely to change the attitude (if positive) I have been holding towards a brand endorsed by a celebrity if I think the product claims are not credible, regardless of the celebrity endorser.								

24. Rank among the following, the options that best represent your feelings towards the celebrity that endorses a brand of low-priced or high-priced products (using scale 5 to 1, where 5 is the strongest and 1 is the weakest)
- a) My perception of the celebrity as somebody I can trust ()
 - b) My perception of the celebrity as somebody that is knowledgeable to talk about the endorsed brand, and possibly other brands in the same product category ()
 - c) My perception of the celebrity as somebody that shares similar attributes with me ()
 - d) My perception of the celebrity as somebody that is well known to me and many other people in the society ()
 - e) My perception of the celebrity as somebody that I like ()
 - f) My perception of the celebrity as somebody that is physically attractive ()
 - g) My perception of the celebrity as somebody who has every reason to use the endorsed brand or any other brand in the product category by virtue of his or her profession ()
25. Similarly, rank among the following, the options that best represent your feelings towards the product claims (i.e. brand selling points) of a brand of low-priced or high-priced products endorsed by a celebrity (using scale 5 to 1; where 5 is the strongest and 1 is the weakest)
- a) My perception of the product claims as being credible ()
 - b) My perception of the product claims as being very convincing ()
 - c) My perception of the product claims as being very relevant to my information needs ()
 - d) My perception of the product claims as agreeing with my personal view about the particular brand ()
 - e) My perception of the advertiser's ability or competence to make the claims made about the particular brand ()
26. Apart from the product claims or the celebrity that endorsed a brand of high-priced or low-priced product, rank on a scale of 5 to 1 (where 5 is the strongest and 1 is the weakest) the following options representing factors you are likely to consider in your reaction to alternative advertisements of substitute brands.
- a) Packaging of the particular brand ()
 - b) Price of the particular brand ()
 - c) Current users' confirmation of the quality of the product ()
 - d) Added benefits or competitive benefits of the particular substitute brand ()
 - e) Reputation or corporate image of the advertiser of the particular substitute brand ()

PART 4

I. Acceptance or Rejection of Advertising Message

The following statements relate to factors that influence your acceptance or rejection of the advertising message of a brand of low-priced or high-priced product endorsed by a celebrity. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
27	Regardless of my perception of the celebrity endorser, my conviction about the credibility of the product claims, will significantly influence my acceptance or rejection of the advertising message of an endorsed brand								
28	Regardless of my conviction about the credibility of the product claims, my perception of the personality of the celebrity endorser, will significantly influence my acceptance or rejection of the advertising message of an endorsed brand								
29	Regardless of what I think of the product claims, my perception of the credibility of the celebrity endorser will significantly influence my acceptance or rejection of the advertising message of an endorsed brand								

II. Evaluation of Product Claims

The following statements relate to factors or reasons you would consider in your evaluation of the product claims of a brand of low-priced or high-priced product endorsed by a celebrity in order to establish the credibility or true merits of its advertising message. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
30	My perception of the personality or credibility of the celebrity endorser, will significantly influence my evaluation of the product claims of an endorsed brand								
31	What I think about the personality or credibility of the celebrity endorser will be insignificant in my evaluation of the product claims of an endorsed brand								
32	I will strongly consider the personality or credibility of the celebrity endorser in my evaluation of the product claims of an endorsed brand								

PART 5

I. Pre-existing Product Beliefs and Post-exposure Product Attitude

The following statements relate to factors that mediate between your previously held beliefs about a brand of low-priced or high-priced product and your attitude towards the brand after your exposure to its advertisement in which a celebrity endorsed the brand. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
33	After my exposure to the advertisement of a brand of low-priced or high-priced product which features a celebrity endorser: Regardless of the celebrity endorser, my attitude towards the endorsed brand will be significantly influenced by the extent to which the product claims agree with my previous beliefs about the brand								
34	My attitude towards the endorsed brand will be significantly influenced by what I think of the personality or credibility of the celebrity endorser, regardless of my previous beliefs about the brand								
35	My attitude towards the endorsed brand will be significantly influenced by whether or not the product claims agree with my previous beliefs about the brand, regardless of the celebrity endorser								

PART 6

I. Confidence about Knowledge of the Brand

The following statements relate to factors that influence your confidence in what you know about a brand of low-priced or high-priced product endorsed by a celebrity endorser. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
36	Rather than what I think of the product claims, my perception of the credibility of the celebrity endorser will significantly influence my level of confidence in what I know about an endorsed brand								
37	Regardless of what I think of the personality of the celebrity endorser, my conviction about the credibility of the product claims will significantly influence my level of confidence in what I know about an endorsed brand								
38	Regardless of what I think of the credibility of the product claims, my perception of the personality of the celebrity endorser will significantly influence my level of confidence in what I know about an endorsed brand								

II. Brand Knowledge and Brand Attitude

The following statements relate to factors that mediate between your confidence in what you know about a brand of low-priced or high-priced product endorsed by a celebrity and your attitude towards the brand. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
39	My level confidence in what I know about an endorsed brand, based on my conviction about the product claims, rather than endorsement by a celebrity, will significantly influence my attitude towards the brand								
40	Regardless of what I think of the personality of the celebrity endorser, my level of confidence in what I know about an endorsed brand, based on my perception of the product claims, will significantly influence my attitude towards the brand								

PART 7

I. Brand Salience

The following statements relate to influence of the celebrity endorser and product claims on your choice of the most important or most preferred brand among a set of low-priced brands in a particular product category (like brands of fruit juice) or a set of high-priced brands (like brands of digital television set). Indicate the extent of your agreement or disagreement with each of the statements as it applies to the endorsed low-priced or high-priced brand.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
41	In my conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for me: My conviction about the credibility of the product claims of a particular brand, rather than endorsement by a celebrity, will significantly influence my choice of the most preferred or most important brand								
42	My perception of the personality or credibility of a celebrity endorser, rather than product claims will significantly influence my choice of the most preferred or most important brand.								
43	The celebrity endorser will more significantly influence my choice of the most preferred or most important brand than product claims								

II. Other Factors Influencing Brand Salience

The following statements relate to factors, apart from the celebrity endorser and product claims that are likely to influence your choice of the most important or most preferred brand among a set of low-priced or high-priced brands in a particular product category. Indicate the extent of your agreement or disagreement with each of the statements as it applies to the set of low-priced and high-priced brands.

S/N	Statements	Low-priced product e.g. fruit juice				High-priced product e.g. digital TV set			
		SA	A	D	SD	SA	A	D	SD
44	In my conscious mind, for a set of low-priced or high-priced brands in a particular product category fulfilling particular needs for me: What I feel about the brands based on what I know about the product category through usage will more significantly influence my choice of the most important or most preferred brand, than either the celebrity endorser or product claims								
45	What I think about the ability of the features and benefits of each of the brands in fulfilling my needs based on my knowledge of the product category, will more significantly influence my choice of the most important or most preferred brand, than either the celebrity endorser or product claims								
46	What I confirm from users of brands in the product category about features and benefits of the brands in the product category will more significantly influence my choice of the most important or most preferred brand, than either the celebrity endorser or product claims								

SECTION B

47) Gender: Male () Female ()

48) Age range (as at 2010)

- a) 20 – 24 ()
- b) 25 – 30 ()
- c) 31 – 40 ()
- d) 41 – 50 ()
- e) 51 and above ()

- 49) Marital Status
- a) Single () b) Married () c) Divorced/separated/widowed ()
- d) Single parent () e) Other (please state)
-
- 50) Occupation:
- a) Middle level/civil/public servant, ()
- b) Self employed (employer of labour) or sole proprietor ()
- c) Middle management company executive ()
- d) Professional business consultant ()
- e) Other (Please state)
-
- 51) Educational attainment:
- a) Professional diploma/certificate ()
- b) HND/B.Sc/equivalents ()
- c) Postgraduate degree (PGD/MSc/MLA/MPhil etc) ()
- d) Doctorate degree (PhD) ()
- e) Other (please state)
-
- 52) On the average, which of the following best reflects your income range?
- a) Below N1, 000,000 p.a ()
- b) N1,000, 000 – N2, 000,000 p.a ()
- c) Above N2, 000, 000 p.a. ()

APPENDIX 2

RESEARCH INSTRUMENT: FOCUS GROUP DISCUSSION MODERATOR'S GUIDE

INFLUENCE OF CELEBRITY ENDORSEMENT ON BRAND PREFERENCES OF MIDDLE CLASS CONSUMERS IN LAGOS STATE

FOCUS GROUP DISCUSSION

MODERATOR'S GUIDE

(January 2010)

Good morning/afternoon all. My name is Akashoro Ganiyu Olalekan. I would like to welcome you all to this focus group discussion. I am really delighted that all of you that I invited found time to honour my invitation. Like I briefed you prior to today, I will be moderating this focus group discussion which is part of an ongoing doctoral research on '**Influence of Celebrity Endorsement on Brand Preferences of Middle Class Consumers in Lagos State.**' The study, as I briefed you, is a requirement for completion of a Ph.D degree programme in Mass Communication at the Department of Mass Communication, University of Lagos. The study is aimed at establishing whether, indeed, celebrity endorsement can influence: conviction about the believability of a brand's advertising message (**message appeal**); attitudinal disposition of consumers towards an endorsed brand (**brand attitude**); and consumers' intention to buy or purchase an endorsed brand (**purchase intention**). This is more so pertinent since the selling points or product claims of an endorsed brand can equally and significantly influence the afore-mentioned communication-related consumer realities. These realities, from different perspectives, are what we are going to be examining from your own points of view as end users, and more specifically, as middle class consumers which you all represent. The idea of consumer realities or buying situations is viewed, within the context of this study, from the perspectives of factors that influence consumers' attitude towards and their intention to purchase two types products endorsed by celebrities: one, a low-priced, less financially risky brand of product like a brand of fruit juice drink (or other brands of beverage products, confectionaries, seasonings etc); and two, a high-priced, more financially risky brand of product like a brand of digital television set (or other brands of high quality electronics, automobiles, up class mobile handsets etc). We are hoping that the views from this discussion, and from this study as a whole, will suggest ways of improving the adoption of this advertising technique of celebrity endorsement for different types of products. Your responses will, no doubt, greatly assist the researcher in meeting the aim of the study, and is therefore, solicited.

I will ask the question randomly and, please, be assured that all information supplied will be kept **Confidential** and will be used for the purpose of the study **ONLY**.

Can we begin by introducing ourselves.....starting from my left.....

FOCUS GROUP QUESTIONS

A) Relationship between Celebrity Endorser, Product Claims and Message Appeal, Brand Attitude and Purchase Intention

Considering two buying situations, the purchase of low-priced product like a brand of fruit juice drink, and the purchase of a high-priced product like a brand of Plasma television set, how would you react to the following questions?

Message Appeal

1. Between the celebrity endorser and the brand's selling points (i.e. product claims), which would you consider as having a strong influence (or is likely to have a strong influence) on your conviction about the credibility of the advertising message and why?

Brand Attitude

2. Between the celebrity endorser and the brand's selling points (i.e. product claims), which would you consider as having a strong influence (or is likely to have a strong influence) on your attitudinal disposition (i.e. positive feeling of likeness or preference or negative feeling of hatred or apathy) towards an endorsed brand and why?

Purchase Intention

3. Between the celebrity endorser and the brand's selling points (i.e. product claims), which would you consider as having a strong influence (or is likely to have a strong influence) on your intention to buy or purchase an endorsed brand and why?

B) Celebrity Endorser and Product Claims as Influencers of Brand Attitude Change and Predictors of Purchase Intention

Considering the same two buying situations (as in the first question), how would you React to the following questions?

Change in Brand Attitude

4. Between the celebrity endorser and the brand's selling points (i.e. product claims), which would you consider as likely to influence a change in your attitudinal disposition (i.e. from a negative feeling of hatred or apathy to a positive feeling of likeness, preference or interest) towards an endorsed brand, and why?

Prediction of Purchase Intention

5. Between the celebrity endorser and the brand's selling points (i.e. product claims), which are you likely to strongly consider in arriving at your decision to buy or purchase an endorsed brand, and why?

C) Influence of the Celebrity Endorser and Product Claims on Inclination to Form or Develop a Brand Attitude that is Persistent and Resistant to Counter Message

Considering, still, the same two buying situations (as in Questions 1&2), how would you react to the following questions?

6. Based on your choice of either the endorser or the brand's selling points (i.e. product claims), as influencer of your attitudinal disposition towards the endorsed brand, how likely or unlikely are you going to hold on to this disposition for a very long time?
7. While holding this attitudinal disposition (i.e. brand attitude) towards the endorsed brand, how would you react to competitive advertising messages (or persuasive brand information) of substitute brands? That is, how likely are you going to retain or change your attitudinal disposition towards the endorsed brand in your reaction to alternative advertisements from substitute brands?

8. Which other factors, apart from the celebrity endorser or selling points of the endorsed brand, would you take into consideration in your reaction to alternative advertisements of substitute brands?

D) Role of Celebrity Endorser in the Consideration or Evaluation of Product Claims (i.e. brand's selling points) and the Acceptance or Rejection of the Advertising Message of the Endorsed Brand

9. What factors or reasons would you consider as the basis for your accepting or rejecting the advertising message of an endorsed brand, like a brand of fruit juice endorsed by a celebrity?
10. What level of influence do you think the celebrity endorser, as a factor, would have in your acceptance or rejection of the advertising message of such an endorsed brand of fruit juice product?
11. What factors or reasons would you consider in your evaluation of the selling points (i.e. product claims) of the advertising message of an endorsed brand of, for example, a digital television set, in order for you to establish the true merits or credibility of such a message?
12. What role, if any, do you think the celebrity endorser would play in your consideration of the brand's selling points (i.e. product claims) in your bid to establish the credibility or true merits of the advertising message of such an endorsed brand of a high-priced product like a digital television set?

E) Influence of the Celebrity Endorser on the Relationship between Consumers' Pre-existing Product Beliefs and Post-exposure Product Attitude

13. Considering your previously-held beliefs or perceptions about a beverage product, like a brand of fruit juice drink, what factors do you think would influence your disposition or attitude towards the brand after your exposure to its advertisement in which a celebrity endorser endorses the brand?
14. Similarly, considering your previously-held beliefs or perceptions about, for example, a brand of digital television set, what factors, do you think, are likely to influence your disposition or attitude towards the brand after your exposure to its advertisement featuring a celebrity endorsing the brand?
15. Considering the two types of products (i.e. a brand of digital television set), what can you say about the celebrity endorser as an influencing factor in your attitude towards an endorsed brand in each of the two product categories after your exposure to their advertisements?

F) Role Celebrity Endorser in the Relationship between Consumers' Confidence about their Knowledge of Product Brands and Brand Attitude

Considering what you know about products (or brands in particular product categories), and your attitudinal disposition towards them, how would you respond to the following questions regarding endorsed brands of fruit juice drinks and digital television sets?

16. Between the celebrity endorser and the brand's selling points (i.e. product claims), which do you believe is likely to have a very significant influence on the confidence you have in your thoughts

about, or your knowledge of the brand's information (i.e. your brand knowledge or what you know and believe to be true about the endorsed brand)?

17. What role, if any, (and to what extent) does your confidence in what you know and believe to be true about the endorsed brand (i.e. your confidence in your knowledge of the brand's information) play in your attitudinal disposition (i.e. positive feeling of likeness or preference, or negative feeling of hatred, repulsion or apathy) towards the brand? That is, what influence (and how significant or otherwise) would you say your confidence in your thoughts or knowledge about the brand's information have on your attitude towards the endorsed brand?

G) Influence of Celebrity Endorser, Product Claims on Brand Salience

Considering particular brands you consider or hold in your conscious mind to be most Important (i.e. most salient) among a set of brands in particular product categories in satisfying particular desires or fulfilling particular needs, how would you react to the following questions regarding endorsed brands of fruit juice drinks and digital television sets?

18. Between the celebrity endorser and the brand's selling points (i.e. product claims), which would you consider as having the stronger influence on your choice of the brand you consider most important or most preferred in your conscious mind (in fulfilling particular product-relevant needs or desires) among substitute brands in the fruit juice drinks and digital television set product categories?
19. Generally speaking, what factors or considerations, would you say, influence your choice of the most preferred brand in your order of preference of brands (i.e. your preference set) in the fruit juice drinks and digital television set product categories?

Thank you for sparing your time

APPENDIX 3

RESEARCH INSTRUMENT: SEMI-STRUCTURED QUESTIONNAIRE

A QUESTIONNAIRE FOR BRAND MANAGERS ON THEIR PERCEPTION OF THE ADOPTION OF CELEBRITY ENDORSEMENT IN ADVERTISING CAMPAIGNS

Department of Mass Communication
University of Lagos
Akoka, Lagos

November 2009

Sir/Ma

This is a questionnaire for a study on ‘**Celebrity Endorsement and Consumer Brand Preference**’. The study, a requirement for completion of a post graduate degree programme in Mass Communication, is aimed at establishing whether, indeed, celebrity endorsement can aid brand preference or impact negatively on a brand particularly from the perspective of brand managers who are faced with the onerous task of managing a brand, Your organization and the brand you manage have been selected for the study. Your response will greatly assist in meeting the aim of the study and is therefore requested.

While thanking you in anticipation for a favourable response to the items on the questionnaire, please be assured that all information supplied will be kept Confidential and will be used for the purpose of the study ONLY.

Yours Sincerely

Olalekan Akashoro

INSTRUCTION

In some cases, you are to indicate your response by TICKING from given options and in some others, you are kindly required to STATE your response.

Information relating to respondents` relationship with celebrity endorsement strategy

1. What is the name of your brand?
.....
2. What position in your brand category does it belong?
Upper segment () Middle segment () lower segment ()
3. For how long now have your organization been adopting celebrity endorsement techniques in their advertisement campaigns?
.....
4. Would you say you prefer celebrity endorsement to other advertising strategies?
Yes () No ()
5. If YES/NO to question 8 above, state reason?

-

6. Do you get involved in the decision to engage celebrities for the brand advertising campaign? Yes ()
 No ()
7. If YES to question 10 above, how would you describe the degree of your involvement in the choice of a celebrity endorser?
- (a) Well involved (b) Barely involved (c) Rarely involved (d) Not involved
- Others (Specify, if no option above fits your description)
-

8. If you ticked (a) in question 11 above, how would you describe the process involved in selecting an endorser?
-

(you can continue at the reverse side of the page if you require more space)
9. What are the practical decisions involved in selecting an endorser? (Tick as many options as it relates to you)
- a. The endorser must be a known celebrity with wide appeal
 - b. The endorser must fit the brand image/personality
 - c. The endorser must be a music star
 - d. The endorser must be a movie star
 - e. The endorser must be a celebrated sports personality
 - f. The celebrity must be a notable icon
 - g. The endorser must have a high level of expertise and talent in his/her field
 - h. The endorser must be a known public figure with no political party affiliation
 - i. The endorser should not have endorsed competing brands or brand in same category
 - j. The endorser must not engage in multiple endorsement
 - k. The endorser must have a knack to maintain image and career accordingly
 - l. The endorser must not be controversial or linked with any controversial issue either in the past or present
 - m. The endorser is not bound by any previous contract
- Others (not stated above)

.....
.....
.....
.....
.....

10. What are the considerations that are put in place in selecting an endorser? (Tick as many as relates to you)

- a. Congruence (whether the endorser is suitable or appropriate for the brand)
- b. Credibility (whether the endorser inspires trust and confidence)
- c. Profession (whether the endorser should belong to a particular production)
- d. Popularity (whether the endorser is well like by people in general)
- e. Obtainability (whether endorser will be available for use)
- f. Affordability (Whether client can afford cost of engaging the endorser)
- g. Physical attractiveness

Other Considerations (not stated above)

.....
.....
.....
.....

11. Do you think your views/position count in the final decision process?

Yes () No ()

12. State reason for your choice (whether you ticked YES or NO)

.....
.....
.....
.....

13. If you ticked YES in question 13 above, state if this decision is considered final or it has to be further approved?

.....
.....

14. Against each statement below, are five options, circle the ones that best expresses your feeling to the statement made.

Response Key

- Strongly agree - SA
- Agree - A
- Undecided – U

- Disagree – D
 - Strongly disagree – SD
- a. Celebrity endorsement influences **message appeal**, that is whether it enables your selling message to be better appreciated by the consumers SA A U D SD
 - b. Celebrity endorsement influences **brand Loyalty**, that is whether it enhances consumers commitment to re-purchasing or to continue to use a brand SA A U D SD
 - c. Celebrity endorsement influences **brand preference**, that is whether it makes consumers perceive a brand not only as the best selling product in a particular category but as the preferred product in that category..... SA A U D SD
 - d. Celebrity endorsement influences **purchase intention**, that is whether it enhances consumers likelihood to buy a product or service.....SA A U D SD
 - e. Celebrity endorsement influences **actual sales** SA A U D SD
15. Is there a prescribed way of determining the effectiveness of the technique of celebrity endorsement?
Yes () No ()
16. If you ticked YES in question 15 above, state ways in which the effectiveness of celebrity endorsement is determined?
.....
.....
.....
17. Finally, would you say that you have gotten value for the adoption of celebrity endorsement for your brand?
.....
.....
.....
.....

SECTION B

Demographic/Socio-Economic Information

- 18 What is your gender Male () Female ()
- 19 What is the name of your organization? (optional)
.....
- 20 What is your designation in this organization?
.....
- 21 How long have you been on this position and how long have you been on the staff of the organization?.....

Thank you

APPENDIX 4

RESEARCH INSTRUMENT: THE STRUCTURED INTERVIEW GUIDE

PERSONAL INTERVIEW GUIDE WITH ADVERTISING AGENCY MANAGERS IN LAGOS

(May 2010)

Interview schedule

- (1) How would you define the concept of Celebrity Advertising and consumer brand preference?
- (2) Is there a relationship between the two concepts?
- (3) How does celebrity advertising influence advertising message appeal in terms of convincing the target audience about the credibility of the advertising message?
- (4) In your opinion, do you believe advertising messages featuring a celebrity endorser influence consumer attitude positively that is, towards endorsed brands? If yes why?
- (5) What is your view on the influence of celebrity advertising on consumers' purchase intention towards endorsed brands?
- (6) Why exactly did you settle for the celebrity advertising technique in the midst of other options, for this particular campaign?
- (7) Was it the advertising agency's decision or the client's decision or an agreement by both parties to go for celebrity advertising as an option?
- (8) What is your perception of the typical Nigerian consumer and their disposition towards celebrity adverts or endorsements?
- (9) Is there a time-frame for using any advertising technique for a particular brand?
- (10) In your opinion, how long should celebrity advertising as a technique be used for a brand?
- (11) In your opinion, do you believe that the celebrity's personality rubs off on the brand in the long-run?
- (12) If yes, are there implications for the brand?
- (13) Should there be a match between the celebrity's qualities (i.e. what he/she stands for) or personality and the brand's properties?
- (14) What influences your decision in matching a celebrity to a particular brand?
- (15) In the case of the celebrity (used to endorse the brand, that your agency is servicing) being involved in a scandal, what are the implications?
- (16) Can you establish any difference between celebrity advertising/ endorsements and brand ambassadors?

----- The End -----

APPENDIX 5

RESEARCH INSTRUMENT: THE STRUCTURED TELEPHONE INTERVIEW GUIDE

CELEBRITY ENDORSERS' INTERVIEW

TELEPHONE INTERVIEW GUIDE

(June 2010)

1. Could you begin by telling us, your name, what you do as a profession and which of the brand and or brands do you endorse?
2. Why do you think advertisers use celebrities like you in their advertising campaigns?
3. How are you contacted? Is it done directly by the advertiser or by an agency?
4. Is there any criteria(s) you know of, that is used in arriving at the decision to engage you as an endorser?
5. So, what will you say the advertiser or the agency considered in selecting you as an endorser for their brand or a brand
6. Do you think your endorsing the brand has influenced message appeal (that is, consumers' conviction about credibility of the advertising message of the brand endorsed by you), brand attitude (that is, Consumers' disposition or feelings towards the brand endorsed by you) , purchase intention (that is, consumers' decision to buy or not to buy the brand endorsed by you) and actual sales (that is, increase in the level of sales of the brand endorsed by you) among consumers of the brands of product you endorse for advertisers?
7. Is there any way that you have been able to determine the impact of your endorsing a brand?

Thank you very much for your time.

APPENDIX 6

Names of advertisers whose brand managers were sampled, product endorsed and celebrity endorser(s)

S/N	Advertiser	Product Endorsed	Celebrity Endorser(s)
1.	Viju Milk Industry Nigeria Limited	Viju Milk drink	Segun Arinze
2.	Promasidor Nigeria Limited	Onga Food Seasoning	Kate Henshaw-Nuttal
3.	Fidelity Bank Plc	Banking services	Chimamanda Adichie and Kanu Nwankwo
4.	West African Milk Company Limited (WAMCO)	Peak Milk	Kanu Nwankwo
5.	Mouka Nigeria Limited	Mouka Foam	Dapo Oyebanji (aka D'banj)
6.	Samsung Limited	Samsung brand of handsets	John Mikel Obi and Didier Drogba
7.	Elbee Pharmaceutical Limited	Ameten malaria syrup	Chief Chika Okpala (aka Chief Zebrudaya)
8.	PZ Industries Plc	Robb Ointment	Joseph Agbahowa
9.	Chi Industries Limited	Soya Milk	Austin Jay Jay Okocha
10.	Globacom Limited	Telecoms services	Rita Dominick, Funke Akindele, Jim Iyke etc
11.	OK Foods Limited	OK Sweets	Chinedu Ikedieze (aka Aki) and Osita IHEME (aka Paw paw)
12.	Reckitt Benckiser	Harpic disinfectant	Joke Silva
13.	Ablat Nigeria Company Limited	Yoyo Bitters	Prince Jide Kosoko and Chief Adebayo Faleti
14.	Nigerian Breweries Plc	Amstel Malta	Dakore Egbuson
15.	Guinness Nigeria Plc	Malta Guinness	Mike Ezurounye

APPENDIX 7

PERSONAL INTERVIEW GUIDE WITH ADVERTISING AGENCY MANAGERS IN LAGOS

Names of respondents, their designations and advertising agencies

S/N	Respondents/Date of Interview	Designation	Advertising Agencies
1.	Mr. Tola Oyeade (28-5-2010)	Senior Account Director	SO&U Saatchi & Saatchi
2.	Mr. Adaobi Onyema (4-6-2010)	Client Service Executive	Novel Portta Y & R
3.	Mr. David Famajuro (7-7-2010)	Client Service Executive	Verdant Zeal
4.	Mr. Jones Bassey (12-7-2010)	Client Service Executive	Insight Grey Communications
5.	Mrs. Bukola Ogundipe-Thomas (15-7-2010)	Deputy Brand Manager	141 Worldwide
6.	Mr. Olatunji Olawale (16-7-2010)	Client Service Manager	Orange Academy
7.	Mrs. Yetunde Adeshina (15-7-2010)	Client Service Director	Prima Garnet
8.	Mrs. Lara Aluko (21-7-2010)	Business Development and Management Executive	Eminent Communications
9.	Mrs. Esther Ukoha (27-7-2010)	Group Head, Copy	LTC – JWT
10.	Mr. Abiodun Adefioye (10-8-2010)	Client Service Director	Rosabell Leo Burnett

APPENDIX 8

Map of Lagos metropolis showing LGAs in Metropolitan & Sub-urban Lagos



 Map of the 16 Local Governments (LGA) making up Lagos metropolis.

Lagos metropolis is a statistical area and not an administrative entity unlike Lagos state. Lagos State is made up of these 16 LGAs and 4 other larger LGAs: Badagry, Epe, Ibeju-Leki and Ikorodu not shown on the map and which represent sub-urban Lagos. According to the results of the 2006 census (see the figure below), there are 7,937,932 inhabitants in Lagos metropolis.

Lagos state is one of the fastest-growing cities in the world. The State is currently experiencing a population increase of about 275,000 persons per annum. In 1999, the United Nations predicted that the city's metropolitan area, which had only about 290,000 inhabitants in 1950, would exceed 20 million by 2010 and thus become one of the ten most populated cities in the world. This projection, however, must now be revised downward due to the results of the 2006 census which puts the population of the state at 9, 013,534. Lagos state is the second most populated state in Nigeria and of which the metropolis has 88 percent (7,937,932). Created in May 27th, 1967, the state has 20 constitutionally recognised local governments. The state is located in the South Western part of Nigeria on the narrow coastal plain of the Bight of Benin. It has a limited land mass of 3, 577sq km (Lagos State Diary, 2003). By its geographical location, Lagos is a highly urbanized wetland. The state is the smallest state in Nigeria, yet it has the second highest population (NPC, 2006); it shares 30 percent of the nation's urban population. Lagos state has the highest concentration of economic activities in the country.

SOURCE: Source: Lagos State Government. Retrieved July 7, 2010 from: <http://www.lagosstate.gov.ng/index>

