

Can Brand Ambassadors Influence Product Loyalty? Perceptions on Globacom Mobile Network Advertisements

Journal of Management and
Social Sciences
© The Author 2018
Reprints and permission
fountainjournalmanagementandss@gmail.com

Elegbe, Olugbenga

University of Ibadan, Nigeria

Adesanoye, Oluwafemi

First City Merchant Bank, Ijebuode, Nigeria

Abstract

Studies in Nigeria have not fully shown the effect of using celebrities and how celebrities can effectively change the attitude of the consumers towards a brand. Based on this notion, the study examined audience perception of celebrity endorsement on product advertising and its influence on brand loyalty. Through a mixed method design, the study used questionnaire and structured interview. The respondents perceived the use of celebrities in Globacom adverts necessary because these celebrities are persuasive, entertaining and experienced. This further enhances awareness and sales for the product. Globacom celebrities have a good interpersonal relation with Globacom customers as they prefer celebrity endorsed products' adverts to non-celebrity endorsed products' adverts which influence their purchase. Globacom celebrities are liked and perceived as highly credible; hence celebrities that match products' brand image should be endorsed to promote the brand in order to influence consumers' purchase and loyalty to the products.

Keywords

Brand ambassadors, advertising, brand loyalty, celebrity endorsement, Globacom

Introduction

Promotion plays an important role in achieving an organisation's goals and strategies especially in the market field. Promotion is any communication used to inform, persuade and/or remind people about an organisation or individual's goods and services (Perrault & McCarthy, 2000). Promotion includes advertising, publicity/public relations, personal selling and sales promotion. Thus, advertising is a form of persuasion that aims to get people to patronise some product, service or idea. Whether an organisation manufactures goods or

Corresponding author:

Olugbenga Elegbe, Department of Communication and Language Arts, University of Ibadan, Ibadan, Nigeria
E-mail: elegbeolugbenga@gmail.com

provides services, it is imperative that product and service providers reach prospective customers and maintain existing ones (Adeyemi, 2010).

Every advertisement aims to create awareness and arouse interest in the minds of customers. Ahmed, Farhan and Omer (2012) state that advertisers employ marketing techniques. Celebrity endorsement is one of these techniques employed by advertisers to create a favourable image in the minds of consumers and to promote the qualities of a brand or company. Ohanian (1991) as cited in Ahmed *et al.* (2012: 1) opines that “celebrity endorsement not only makes the advertisement lively, attractive and interesting, but also seeks to get attention.”

A celebrity or brand ambassador is a “famous person.” It is a person who has excelled in his/her field of action or activity and who is known to the public for his/her achievements in areas other than that of the product class endorsed. In other words, celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed.

Moreso, Marshall (2010) defines celebrities as individuals who achieve a certain degree of fame across or among a section of a society; they can be actors, sports persons, politicians, or pop icons. Their fame and success allow them to inspire and influence others. In their words, Friedman and Friedman (1979: 63) refer to celebrity as an “individual who is known to the public, such as actors, sport figures, entertainers and others of the like for his or her achievement in areas other than that of the product class endorsed”. In another perception, McCracken (1989) states that a celebrity is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. He further explains celebrity endorsement as a “ubiquitous feature of modern marketing.” This definition explicitly encompasses celebrities who appear to have expertise or a long-term association with the manufacturer, but it excludes typical customer endorsements featuring non-celebrities.

The intense usage of celebrity endorsement as a tool of advertising strategy has increased drastically in the past few years; celebrities have been used to promote various kinds of products and services, from sports to beverages to all kinds of electronics and several other products. The drastic rise of celebrity endorsers is not limited to a specific sector of the economy. Companies using celebrity endorsement cut across all industry categories – including packaged goods, telecommunication, financial services and automobile industries (Okorie & Aderogba, 2011).

In Nigeria, brand custodians sometimes deploy the marketing device of using celebrity endorsement or brand ambassadors to achieve their goal. In this process, the brand owner hires celebrities from a particular field to feature in its advertisement campaigns (Ofori-Okyere & Asamoah, 2015). These celebrities are called Brand Ambassadors. They are usually actresses, actors, sports

players, singers and similar celebrities who symbolise a brand in a positive manner and carry the message of the brand out to the public. Brand ambassadors endorse products for which they get huge royalties.

It is noteworthy that not all the celebrities prove to be successful endorsers, thus advertisers go for a careful selection of celebrities. That is why advertisers hire celebrities who are not only attractive but credible as well to endorse their products and services. Together these aspects cast a comprehensive impact upon the customers, as most of the customers prefer those celebrities who are credible and trustworthy. Some like those who are attractive and possess charming physical features, and some look for and consider both of these dimensions (Ahmed *et al.*, 2012). Additionally, advertisers also look for similarities between the celebrity's personality and product's attributes. Nevertheless, theory and practice prove that the use of superstars in advertising generates a lot of publicity and attention (Ohanian, 1991). If a company image has been tarnished, hiring a popular celebrity is one potential solution. One of the major hindrances to effective celebrity endorsement in Nigeria is the mismatch between the celebrity's personality and the brand's attributes (Ofori-Okyere & Asamoah, 2015).

In the Nigerian telecommunication industry, competition is at its peak as people have various telecommunication networks to link to for subscription. Thus, each telecommunication service provider strives to retain existing customers and attract new ones. To achieve this purpose, all the tools of marketing communication are employed from public relations to advertising, sales promotion, event sponsorship, direct marketing and even celebrity endorsement which have become necessary promotional tools to ensure survival in the telecommunication industry (Adeyemi, 2010). There are quite a number of brand ambassadors with Globacom - both in the movie and music industry. They include P-square, Jim Hyke, Ini Edo, Basketmouth, Funke Akindele, Sammy Okposo, Tiwa Savage, Lynxxx, Omawumi, Flavour, MI, Naeto C., Chidynma, Burna Boy, Lagbaja, Van Vicker, Chioma Chukwuka-Akpota, Kate Henshaw amongst others. Research in Nigeria has not fully shown the effect of using celebrities and how celebrities can effectively change the attitude of the consumers towards the brand. Thus, this study focuses on celebrity endorsement as a promotional tool for the survival of Globacom in the telecommunication industry. It attempts to determine the influence of celebrity endorsement on consumer behaviour of Globacom subscribers. The study would also determine how celebrity endorsement has influenced consumers' disposition towards the organisation and the services rendered by it, thereby facilitating increase in patronage.

Research Questions

To gain more insight into the research topic and to eventually provide an answer to the problem statement, the following questions have to be addressed:

1. What are audience perceptions of the use of celebrities in Glo adverts?
2. Do the audience prefer celebrity endorsed advertisement to non-celebrity endorsed adverts?
3. To what extent have celebrities influenced audience purchase of Glo products?

Literature Review

Many researchers have investigated the influence of celebrity advertising on buying decision of consumers. For example, Pughazhendi and Ravindran (2011) conducted a research on the influence of using celebrity endorsement on consumers' buying behaviour in Tamil Nadu, India. A structured questionnaire was designed and survey was conducted in Combatore city and students from various colleges in Combatore region were selected. The study used a convenience sample of 200 students. From the total respondents, there were 113 males and 87 females from age group 19 to 25. The respondents were selected by simple stratified sampling method. The data was collected in the daytime, evening and weekends for three months. The result indicates that consumers have overall positive attitude towards celebrity endorsement as it increases the awareness of products. The result also indicates that respondents were influenced by celebrity endorsement in terms of buying decision process or product choice. The question is who is an effective celebrity product endorser and what qualities do they possess to influence consumers brand loyalty?

Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Celebrities are also "individuals or characters who are known to a large portion of the general population primarily because of the publicity associated with their lives" (Gupta, 2007: 2 citing Schlecht, 2003). McCracken (2005: 9) sees celebrity endorser "as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." A celebrity is a well-known personality, actor, entertainer or athlete who is known to the public for his or her accomplishment in areas other than the product class endorsed (Shimp, 2003). Research has shown that effective celebrities must be assessed against five attributes, usually referred to as 'TEARS' model (Shahrokh & Arefi, 2013 citing Shimp, 2003). These are trustworthiness, expertise, attractiveness, respect and similarities.

Trustworthiness: Studies on celebrity endorsers suggest that trustworthiness is an important predictor of celebrity endorsement effectiveness.

Trustworthiness entails honesty, integrity and believability of an endorser; it reflects the extent to which audience members trust and believe what celebrities say regarding the advertised brand. Trustworthiness is the degree of confidence consumers place in a communicator's intention to convey assertions he or she considers most valid which describe favourable disposition, acceptance, psychological safety and perceived supportive climate as favourable consequence of trust. Most of the literature supports the positive effect of trustworthiness on effectiveness (Chao, Wihrer & Werani, 2005). This shows that a message from a trustworthy communicator produces an effective attitude change, while non-trusted communicators' impact proves ineffective.

Expertise: The level of perceived celebrity expertise should predict celebrity endorser's effectiveness. This can be found in the knowledge, experience and skills of an endorser regarding the advertised brand. For example, a sport athlete is considered to be an expert when he/she endorses sport related products. According to Erdogan (1999: 298), a celebrity endorser's expertise can be measured in "the extent to which a communicator is perceived to be a source of valid assertions." This indicates that a receiver's perception of the source's expertise positively influences source effectiveness. Hence, audience exposed to a source perceived as an expert exhibit more agreement with the source's recommendation than those exposed to a source with low expertise (Ohanian, 1990).

Attractiveness: Studies on celebrity endorsement have indicated that attractiveness is an important indicator of effectiveness. This characteristic includes physical look, personality, properties, attractive lifestyle etc. Some authors suggest that physically attractive celebrities are a predictor of advertising effectiveness (Till & Busler, 2000). The physical attractive celebrities are generally viewed more favourably on various personality traits than their less attractive counterparts. A study on the impact of endorser attractiveness on opinion change, product evaluation, and other measures of effectiveness shows that attractive endorsers have a more positive impact on the products they endorse than less attractive endorsers (Shahrokh & Arefi, 2013).

Respect: This refers to the quality of being admired or esteemed due to endorser's overall accomplishments. This can also be called celebrity familiarity and likability. According to Erdogan (1999: 299), "familiarity is the knowledge of the source through exposure." Likeability is the "affection for the source as a result of the source's physical appearance, behaviour and accomplishment" (Erdogan, 1999: 299).

Similarity: This represents the extent to which an endorser matches the target audience on characteristics related to the endorsement relationship. This could also be called celebrity/product fit or 'match-up hypothesis.' It refers to the harmony of the match between the celebrity endorser and the product being endorsed (Till and Buster, 2000). Celebrity/product fit is thought to function as

the key determinant of endorsement effectiveness. According to Alsmadi (2006) cited in Shahrokh and Arefi (2013), the decision to meet celebrity endorsers in advertising is very important due to cost consideration. Marketers and advertising makers use different criteria to select endorsers which may include Celebrity/Audience-Match up, Celebrity brand, Celebrity credibility, Celebrity attractiveness. Hence, using a celebrity in advertising is therefore likely to positively affect consumers' brand attitude and purchase intentions.

Despite the advantages of using celebrities to promote products, there are some issues of concern. Celebrities' fame may fluctuate; they may do something illegal or die which may lead to the marketing campaign's discontinuity and often a drop in marketing performance. Also, negative information about the celebrity endorser may affect the endorsed product negatively. Ali, Farhan and Omer (2012), citing Sternthal (2007) reveal that celebrities may represent multiple sponsors which constitute another disadvantage of celebrity endorsement. The effect of multiple endorsements is that celebrities cease to be strongly identified with a particular brand which may result in confusing consumers about the brand with which celebrities are affiliated (Ali, Farhan & Omer, 2012). Another disadvantage of celebrity endorsement is that it is expensive (Ofori-Okyere & Asamoah, 2015 citing Bruce *et al.*, 2004). Therefore, only wealthy organisations can afford using celebrities to endorse their brands because the brand campaign has to run for a long period of time for it to recover the celebrity costs (Shah, 2009). Also, some endorsers may lack credibility especially those celebrities that have endorsed different products. More so, celebrities may not be loyal to the brand they are endorsing which may cause multiple endorsements.

Brief History of Globacom Nigeria

Globacom Limited is a Nigerian Multinational Telecommunications Company headquartered in Lagos, Nigeria. GLO is a privately owned telecommunications carrier that started operation on 29 August, 2003. Globacom Limited is regarded as one of the fastest growing telecommunications company in sub-saharan Africa (<http://www.onepin.com/customers/globacom/>). Owned by the Mike Adenuga Group, Globacom is the market leading mobile service provider in Nigeria with over 20 million subscribers. Globacom operates in the Republic of Benin and Ghana. Globacom also acquired licenses to operate in the Ivory Coast. It has a reputation as one of the fastest growing mobile service providers in the world. Globacom Limited aims to be recognised as the biggest and best mobile network in Africa. The vision of Globacom is to securely position Globacom as the largest, most successful telecommunication, entertainment and information solutions provider with over 25 million subscribers both in Nigeria and Africa (<http://www.onepin.com/customers/globacom/>).

Methodology

Research Design

The mixed method research was adopted while a total of 200 copies of questionnaire were administered among students between 18 and 30 years of age who are Globacom subscribers and are aware of Globacom celebrities in various faculties in Ibadan Polytechnic. The Polytechnic Ibadan was stratified along its various faculties. The respondents were randomly selected from the various faculties, while a total number of 10 respondents were interviewed. The purposive sampling technique was adopted in selecting the respondents who are Globacom subscribers. However, the convenience sampling technique was employed to select the customers that were willing and available to fill the questionnaire for the study.

Research Instruments

The instruments employed in gathering information for this study were the questionnaire and the interview guide. The questionnaire was divided into three sections: A, B and C. Section A consists of items seeking respondent's demographic data, Section B consists of items which sought to obtain information on audience perception of celebrity endorsement on product advertising, how the personality of celebrities influence customers' purchase of Globacom products and if audience prefers celebrity endorsed advertisement to non-celebrity endorsed adverts. The four point Likert scale ranging from 1 - Strongly Disagree to 4 - Strongly Agree was used, while Section "C" consists of items which seek to obtain information on the extent to which celebrities influence audience purchase of Glo products. Matrix items like VGE= Very Great Extent, GE= Great Extent, NE= No Extent, VLE= Very Little Extent, LE= Little Extent were used. Instructions on how to fill the questionnaire were stated. Confidential treatment of information was also assured. The research instrument (questionnaire) was administered based on the numerical strength of each faculty as obtained from the list of students from the statistics desk of the academic planning unit of the institution.

The interview schedule contained open-ended questions which were used to support the quantitative data. The interview guide contains 10 questions to elicit various audience perceptions of celebrity endorsement on product advertising. The open ended or unstructured questions set out to determine if audience prefers celebrity endorsed advertisement to non-celebrity endorsed adverts.

Findings

Data were gathered using questionnaire survey from around 200 students while 191 copies of the questionnaire duly completed were used for the data analysis. The data were analysed using descriptive statistics for the demographic characteristics of the respondents and all sections of the questionnaire including the research questions.

Table 1: Demographic of Respondents

Gender of the Respondents	Frequency	Percent%
Female	76	39.8
Male	115	60.2
Total	191	100.0

Table 1 shows the distribution of respondents according to gender. Data show that the female gender is 76 respondents, representing 39.8% of the total population, while the male gender is 115 respondents, representing 60.2% of the population. This, therefore, implies that there are more male respondents for this study than the females, which means that the opinions of the male gender are more represented in the study. However, the differences in the gender, do not in any way affect the validity of this study.

Table 2: Audience Perception about the use of Celebrities in Glo Adverts

S/N	Audience Perception	Agree	Disagree	Total (100%)
1	Glo celebrity product advertisements are entertaining	119 (93.7%)	12 (6.3%)	191 (100%)
2	Glo celebrity product advertisements are persuasive	122 (83.7%)	31 (16.3%)	191 (100%)
3	Glo celebrity product advertisement represents a true picture of the product advertised	106 (55.5%)	85 (44.5%)	191 (100%)
4	Celebrity endorsed products are of good quality(trustworthy)	140 (73.3%)	51 (26.7%)	191 (100%)
5	The celebrities used by Globacom product advertisement are (attractive)	147 (77.0%)	44 (23.0%)	191 (100%)
6	The celebrities used by Globacom in adverts are dependableand respected	108 (56.5%)	83 (43.5%)	191 (100%)
7	The celebrities used by Globacom in adverts are experienced with expertise	128 (67.0%)	63 (33.0%)	191 (100%)
8	Globacom celebrity personality have similarities with the product	80 (41.9%)	111 (58.1%)	191 (100%)

Table 2 shows respondents' opinions of the statement on their perception about the use of celebrities in Globacom adverts. Findings show that majority of respondents (93.7%) agree that Glo celebrity product advertisements are entertaining while 6.3% respondents disagree, 83.7% respondents agree that Glo celebrity product advertisements are persuasive while 16.3% disagree.

Also, (55.5%) respondents state that Glo celebrity product advertisements represent a true picture of what is advertised while 44.5% respondents disagree. Then, 73.3% respondents agree that celebrity endorsed products are of good quality while 26.7% respondents disagree. In the same vein, 77.0% respondents agree that the celebrities used in Globacom product advertisement are attractive while 44(23.0%) respondents disagree; 108(56.5%) respondents agree that the celebrities used in Globacom adverts are dependable and respected while 83 (43.5%) respondents disagree. Equally, 128(67.0%) respondents agree that the celebrities used in Globacom's adverts are experienced with expertise while 63(33.0%) respondents disagree and 111 (58.1%) respondents disagree that Globacom's celebrity personalities have similarities with the product, while 80(41.9%) respondents agree. Findings from the study revealed that respondents believe that Glo use of celebrity in product advertisements is entertaining and persuasive and attracts customers. This means that the celebrities have expertise, are dependable and respected but do not have similarities with the product advertised.

Table 3: Audience preference to celebrity endorsed/non-celebrity advertisements

S/N	Statement Items	Agree	Disagree	Total (100%)
1	Globacom celebrity product advertisement are better than non-celebrity adverts	142 (74.1%)	49 (25.6%)	191 (100%)
2	Celebrity endorsed product advertisement creates a lasting impact in my mind than non-celebrity advert	155 (81.2%)	36 (18.8%)	191 (100%)
3	I have a better brand recall of Globacom celebrity advertisements than non-celebrity adverts	147 (77.0%)	44 (23.0%)	191 (100%)
4	Celebrity endorsed adverts carry more weight than non-celebrity advert	171 (89.5%)	20 (10.4%)	191 (100%)
5	Celebrity adverts are more persuasive than non-celebrity adverts	166 (87.0%)	25 (13.0%)	191 (100%)

Table 3 shows reasons of respondents' preference for celebrity endorsed advertisements, over non-celebrity endorsed adverts. Findings show that 74.1% respondents agree that Globacom celebrity product endorsed advertisements are better than non-celebrity endorsed adverts; 81.2% respondents agree that celebrity endorsed product advertisements create a lasting impact in their minds than non-celebrity endorsed adverts. Also, 77.0% respondents agree that they have a better brand recall of Glo celebrity adverts than non-celebrity adverts and 89.5% respondents agree that celebrity endorsed adverts carry more weight than non-celebrity adverts. Lastly, 87% respondents agree that celebrity adverts are more persuasive than non-celebrity adverts. This shows that the audience prefers Globacom celebrity endorsed adverts to non-celebrity adverts.

Table 4: Cross-tabulation of gender and opinion on Glo celebrity product advertisement

		Crosstabulation		
Count				
Gender of the Respondents	Glo celebrity product advertisement represents a true picture of the product advertised			
	Disagree	Agree	Total	
Female	52(27.2%)	24(12.5%)	76(39.7)	
Male	33(17.2%)	82(42.9%)	115(60.3)	
Total	85(44.5%)	106(55.5%)	191(100%)	

Table 4 is a cross-tabulation showing the gender of respondents, and their opinions on Globacom celebrity advertisement. Results show that 27.2% female respondents disagree that Globacom celebrity product advertisements represent a true picture of the advertised products, while 12.5% agree. On the other hand, 17.2% males disagreed while 42.9% males agree that Globacom celebrity product advertisements represent a true picture of the advertised product. Invariably, data show that more males agree while less females disagree that Globacom celebrity product advertisements represent a true picture of the advertised product. Data further show that 44.5% respondents disagree while 55.5% respondents agree that Globacom celebrity product advertisements represent a true picture of the advertised product. This implies that while more males than females agree that Globacom celebrity product advertisements represent a true picture of the advertised product, more respondents also agree along this line.

Table 5: Correlation of the extent celebrities influence audience purchase of Globacom products

		Correlation		
		Statement Item	Audience perception	Audience purchase of Glo products
1	Audience perception	Pearson Correlation	1	.528
		Sig. (2-tailed)		.026
		N	191	
2	Audience purchase of Glo products	Pearson Correlation	.528	1
		Sig. (2-tailed)	.026	
		N	191	191
		N	191	191

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

Table 5 shows a positive correlation between audience perception and influence of celebrities purchase of Glo products, which is significant ($r = 0.528$, $p < .026$). This implies that celebrities influence the audience purchase of Glo products.

Discussion

The influence of celebrity on Globacom network cannot be overemphasised as shown by respondents who believe that Glo celebrity product advertisements are entertaining and persuasive in nature. Balakrishman and Kumar's (2011) study on T.V. celebrity endorsed advertisements shows the influence of television celebrity endorsed advertisement on social behaviour, including purchasing behaviour. They submitted that celebrities used in TV adverts get the attention of customers who are attracted to these adverts, especially when their favourite celebrities are used. Hence, the use of celebrities in advertisements is a good way of attracting consumers to a brand or product which increases the potential of consumers to purchase the product. Celebrity use in advertisements is one of the topical strategies of many brands. The purpose of such use may be for getting attention, for prolonged association, or for the purpose of recall (Balakrishman & Kumar, 2011). Based on majority of respondents (55.5%) that believe that Glo celebrity product adverts do not represent a true picture of the advert, this may be connected with the fact that sometimes, adverts are usually false. What we see in advertisements most times, is not a true reflection of what it is in real life. Some adverts are deceptive, which might mislead the consumers to purchase product against their will or desire. For instance, Funke Akindele and P Square are Globacom brand ambassadors, and are frequently used in Glo adverts. They are used not

because they are fast (speed), like Glo network tries to portray itself, but these celebrities are used in order to attract and arrest the attention of consumers because of their fame and attraction to the public. However, one will expect Glo to use people like athletes as ambassadors.

To buttress this point, an interview with one of the respondents found that celebrity attractiveness has a direct impact on the brand he endorses. According to him,

celebrity attractiveness captures the attention of the audience in a way that you just want to see the end of the advert. From their voice to carriage to charisma, everything about them just attracts me. To tell you the truth, for a celebrity to advertise a product, apart from the monetary value, he/she must believe in the product before advertising it.

This was shown in the majority of respondents' (73.3%) belief that celebrity endorsed products are of good quality. This further shows the importance of celebrities in advertisements. Various products and brands can leverage on the use of celebrities to endorse their products, thereby enhancing awareness for the product, with the aim of achieving sales for the product. Celebrities have the ability to make an unknown product, to be made known to the public. They can reduce the shelf-life of products. Also, celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones. This helps the company in re-positioning its product/brand and finally empowers the company when it is new in the market or plans to go global. This shows that respondents have respect and can depend on the celebrities used in Globacom adverts who have expertise to encourage consumers to purchase Glo product. That is why most respondents agreed that Glo celebrity product endorsed advertisements are better than non-celebrity endorsed adverts because they have associated those celebrities with the advertised products. This reflected in the cross-tabulation which also shows that most celebrity product advertisements are better than non-celebrity adverts.

An interviewee, Mr. PF stated thus:

I would prefer the celebrity endorsed advert to the non-celebrity advert, most especially when the celebrity is one of my favourites. Also, for a celebrity to agree to feature in a product advert, it means the product itself must be tested and proven. Therefore, I would prefer celebrity endorsed adverts.

One of the brand Managers of Globacom stated thus:

For a product to be well known, you need to spend money on advertising it. One way to advertise is through the use of celebrities. It is when the product is well

known that you can now advertise without the use of celebrities. I personally feel that products which do not use celebrities to advertise are low quality products. For example, when you see Don Jazzy advertise Loya Milk, or Funke Akindele advertising Glo in Yoruba language, you would feel good about the product and watch the advert.

This corroborates the statement of Anjum *et al.* (2012: 27) that “the use of celebrities is a common practice in television and print advertising, celebrity endorsed products have proved to be more successful in influencing customers’ attitudes and beliefs than non-celebrity endorsed products.” They state further that marketers also claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and may provide a positive effect that could be generalised to the brand. This study validates the theory of source attractiveness which states that the “acceptance of a message depends on the familiarity, likability, similarity and attractiveness. Familiarity is the audience’s knowledge of the source through exposure; likeability is the affection for the sources physical appearance, behaviour, or other personal traits while similarity is the resemblance between the source and the receiver of the message (Belch and Belch, 2001). As related to this study, the audience is attracted to celebrity endorsed products adverts to non-celebrity endorsed product advertisements. Therefore, it is obvious that the celebrities used to advertise Globacom products enjoy familiarity, likeability and similarity from customers. Thus, audience gets attracted to Globacom products because of the attractiveness of its celebrities.

However, the issue of advertisements not creating lasting impacts in their minds may be due to the fact that the focus may be on the celebrity and not on the advert itself. Khatri (2006) observed that there are chances that the celebrity is remembered more than a brand. He further explained that a cyber-media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed. For example, Chrysler aborted the advert with Celine Dion whose television commercial appearances only produced remarkable sales for the singer and not for the Pacifica car she advertised. This shows that care must be taken when selecting celebrities for adverts. This suggests that interpersonal relation is a key to celebrity acceptance in relation to product purchase which was shown in the study. Thus, interpersonal communication can be a good strategy to build up customer satisfaction and loyalty. In his study, Heidarzadeh (2006) found a positive and significant correlation between individual service employees’ communication with customers’ relationships and loyalty. Rezaee (2009) in his research showed that communication between individual employees and customers together impacted customers’

satisfaction and loyalty. Guenzi & Pelloni (2004) in their research on health and fitness clubs concluded that customer loyalty only would be affected through close relationships between customers and employees. Bojei and Alwie (2010) indicated the quality of the relationship including interpersonal dimensions (close relationships, communication quality and attention) and organisational dimensions (commitment, trust and satisfaction) influences customer loyalty. Benesbordi, Rahmati-Asl, Goodarzi and Heidary's (2012) study found a positive significant relationship between interpersonal communication with customers and employees together with customers' loyalty. These studies established that a good interpersonal relation between Glo celebrities and consumers can influence consumers' purchase towards Glo products which will eventually lead customers to focus on Globacom products rather than the celebrities.

Conclusion/Recommendations

The use of celebrity in adverts has been found to have a great influence on consumers' purchase decisions. Hence, using celebrities will contribute to promoting the brand or product being advertised. Globacom should use celebrities that are perceived as highly credible to endorse its products in order to influence consumers' purchase and use of their products. Celebrities who have a good interpersonal relationship with Globacom consumers should be used in Globacom adverts. However, other marketing strategies that can influence consumers' purchase behaviour should be combined with the marketing strategies because celebrity endorsement does not all the time influence sales promotion.

References

- Adeyemi, E.L. (2010) "The Influence of Celebrity Endorsement on Consumer Behaviour of Glo Subscribers: A Study of Awo Hall Residents, University of Ibadan." A seminar paper presented at the Department of Communication and Language Arts, University of Ibadan.
- Ali, A.A., Farhan, A.M. & Omer, F. (2012) Effect of Celebrity Endorsement on Customers' Buying Behavior; A Perspective from Pakistan. *Interdisciplinary Journal of Contemporary Research*, 4(5): 584-592.
- Alsmadi, S. (2006) "The Power of Celebrity Endorsement in Brand Choice Behaviour: An Empirical Study of Consumer Attitudes in Jordan." *Journal of Accounting Business & Management*. 13: 69-84.
- Ahmed, A., Farhan, A.M. and Omer, F. (2012) Effect of Celebrity Endorsement on Customers' Buying Behavior" A Perspective from Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*. 4(5): 584-592.

- Anjum, B., Dhanda, S.K. & Nagra, S. (2012) Impact of Celebrity Endorsed Advertisements on Consumers. *Asia Pacific Journal of Marketing & Management Review*, 2(2): 147-160.
- Balakrishnan, L. and Kumar, C.S. (2011) Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products. *World Review of Business Research*, 1(2): 98–112.
- Belch, G.E. and Belch, M.A. (2001) "Introduction to Promotion and Advertising." New York, NY: Richard D. Irwin Co.
- Benesbordi, A., Rahmati-Asl, N.A., Goodarzi, M. & Heidary, M. (2012) The Effect of Interpersonal Relationships with Customers` Loyalty in Soccer Schools in Tehran- Iran. *International Journal of Academic Research in Business and Social Sciences*, 2(1): 278-281.
- Bojei, J. & Alwie, A. (2010) The Influence of Relationship Quality on Loyalty in Service Sector. *International Journal of Economics and Management*, 4(1): 81–100.
- Bruce, M., Moore, C. & Birtwistle, G. (2004) *International Retail Marketing: A Case Study Approach*. Great Britain: Elsevier Butterworth-Heinemann.
- Chao, P. & Wuhrer, G. and Werani, T. (2005) "Celebrity and foreign brand name as moderators of country-of-origin effects." *International Journal of Advertising*, 24(2): 173–192.
- Erdogan, B.Z. (1999) "Celebrity endorsement: A literature review." *Journal of Marketing Management*, 15(4): 291-314.
- Friedman, H.H., Friedman, L. (1979) Endorser Effectiveness by Product Type. *Journal of Advertising Research*, 19(5): 63-71.
- Gupta, D. (2007) "Impact of Celebrity Endorsement on Consumer Buying Behaviour and Brand Building." Available at SSRN: <http://ssrn.com/abstract>.
- Guenzi, P. & Pelloni, O. (2004) The impact of interpersonal relationships on customer satisfaction and loyalty to the service provider. *International Journal of Service Industry Management*, 15(4): 365-384.
- Heidarzadeh, K.H.F. (2006) study of interpersonal communication and its impact on customer satisfaction and loyalty to the service provider. *Journal of Marketing Management, Islamic Azad University, Tehran Science and Research*.
- Khatri, P. (2006) Celebrity Endorsement: A Statagic Promotion Perspective. *Indian Media Studies Journal*, 1(1): 26-37.
- Marshall, P.D. (2010) The promotion and presentation of the self: celebrity as marker of presentational media. *Celebrity Studies*, 1(1): 35–48.
- McCracken, G. (1989) Who is the celebrity endorser? Cultural foundations of the endorsement process." *Journal of Consumer Research*, 6(3): 310-321.
- Ofori-Okyere, I. and Asamoah, E.S. (2015) Celebrity Endorser Selection Strategies as Effective Marketing Communications Tool in the Automobile

- Industry. *International Journal of Business and Marketing Management*, 3(1): 1-15.
- Ohanian, R. (1991) The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1): 46-53.
- Okorie, N. and Aderogba, A. (2011) The role of celebrity advertising on brand patronage. *International Journal of Research in Computer Application and Management*, 1(1): 27-34.
- Okorie, N., Oyedepo, T. and Akhidenor, G. (2012) The Dysfunctional and Functional Effect of Celebrity Endorsement on Brand Patronage. *Online Journal of Communication and Media Technologies*, 2(2): 141-152.
- Perrault, W.D. Jr. and McCarthy, E.J. (2000) "Basic Marketing: A Global Approach." New York: Richard D. Irwin Company.
- Pughazhendi, A. and Ravindran, D.S. (2012) "A study on the influence of using celebrity endorsements on consumer buying behaviour in Tamil Nadu, India. *Journal of Research in International Business Management*, 2(4): 89-96.
- Rezai, M. (2009) "Effects of interpersonal communication on satisfaction and loyalty of customers (parents) in a non-profit schools of high school in Tehran." MS Thesis, Tehran University.
- Shahrokh, Z.D. and Arefi, S.A. (2013) Identify Factors Influencing on the Effectiveness of Celebrities Advertising. *Journal of Applied Environmental and Biological Sciences*, 3(12): 112-121.
- Shimp, T. (2003) Advertising & Promotion: Supplemental Aspects of Integrated Marketing Communications. Sixth edition. New York: Dryden Press.
- Schlecht, C. (2003) Celebrities impact on branding. Center on Global Brand Leadership, Columbia: Columbia Business School.
- Till, B. and Busler, M. (2000) The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising*, 29(3): 1-13.