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Determinant Factors of Celebrity Endorsement on Consumer Purchase Intention: A Study on Universities Generation Y Regarding Selected Mobile Service Providers in Nigeria

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Abstract

There is a fast-growing body of literature that recognizes the importance of celebrity endorsement. The exploitation and utilization of celebrities to promote products and services has turned into an ever-present peculiarity in advanced advertising and marketing. Famous people, like movie stars, musicians, and prominent athletes are extensively utilized as part of diverse advertisement strategies to influence customers' brand choice behaviour and purchase decision or intention. Advertisers attempt to build a bond between their brands and an attractive picture or way of life of successful celebrities. The past twenty years have seen a growing trend towards celebrity endorsement in Nigeria. It is becoming tremendously difficult to pay no attention to the existence of the success of celebrity endorsement across different companies in Nigeria. This study, therefore, set out to assess some celebrities within the Nigerian movie (Nollywood and Kannywood), music, and sports industries and their capabilities to influence Nigerian Generation Y into purchasing the endorsed products. Using Stratified Random sampling technique, questionnaires were distributed to generation Y students residing and studying in the Northwest part of Nigeria, the data gathered will be analyzed using Statistical Package for the Social Sciences (SPSS V.21).
Keywords: Celebrity Endorsement; Celebrity; Generation Y; Purchase Intention; Brand Ambassadors

1. Introduction

Present day advertising and marketing techniques of nearly all business firms rely intensely on advertising to elevate their items to their target markets. The utilization of celebrity endorsement advertising seems to have evolved into an ever-present custom in advanced

advertising and marketing. According to McCracken (1989) celebrity endorsement transpires when "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (p. 310). Friedman and Friedman (1979) further states that "a celebrity endorser is an individual who is known to the public for his or her achievement in areas others than of the product class endorsed" (p. 63). Celebrities such as movie actors and famous sports athletes are widely used in television advertisement and marketing promotions to influence consumers' purchase intentions. Marketers attempt to secure a bond between their brands and a beautiful image or way of life of a celebrity.

Celebrity endorsements provide a brand with a feeling of attraction in addition to the trust that a well-known face will offer added appeal and name recognition in a very congested market (Belch & Belch, 2013). Within the battle for the mind, you obtain the client or customer excited by demonstrating to him a known face, and efficient demand is made. In a nutshell, it helps improve the overall recall value of the brand name

In Nigeria, celebrities are worshiped as gods and marketers have been trying their best to tap into this emotional connection of the people with their celebrities. Today, majority of the mainstream brands are supported by a famous personality either from the entertainment, sports or religious backgrounds. Because of the competition among different companies from distinctive fragments, consumers are often exposed to many voices and pictures in magazines, daily newspapers, on websites, and on radio or Television jingles. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. In serving to accomplish this, utilization of celebrity is a widely used marketing technique.

In early 2000, the Nigerian cellular industry looked extremely promising. With steadily expanding globalization and extending business exercises, cell phones turned into a necessity for companies on the move. The younger generation also began to flaunt the mobile phone as a status symbol.

2. Celebrity Endorsement in Nigeria

Ben-Nwankwo (2010) recognizes that until a couple of years back, the expression 'celebrity endorsements or brand ambassador' were not frequently used in Nigeria. Although there

has been relatively little research on this topic, corporate organizations appear to have woken up to the banquet of utilizing celebrity faces to advance their products and services, and this has thrown in a new wellspring of income for the experts in the nation's entertainment industry. Today, numerous first-class entertainers and 'important enough' identities are paid to be the faces of brands. Apart from being admirably known faces, these brand ambassadors likewise have an enormous fans base, an essential for getting endorsement deals.

A considerable amount of Nigerian brands, particularly in the telecom and financial sectors, are currently associating with celebrity personalities in music, performing arts, and sports, to expand their brand reach to targeted audiences. The pattern that commenced a little over five years ago has gained additional significance and importance as a consequence of growing exposure to TV and most important sporting competitions around the globe. The massive success and popularity of the Nigerian Movie Industry (Nollywood) is likewise offering a boost to brand ambassadorship (Osae-Brown Funke, 2013). Osae-Brown Funke's (2013) further research indicates that Nigerian firms are significantly leveraging most of the entertainment industry to toss their products, and that has opened up an N500 million business deals for music artists, actors and sports stars. The naive brand ambassadors Osae-Brown suggests, might evolve into a billion Naira business, just before the end of the year 2013, with the expected new brand affiliation with players of the Nigerian National Football team (Super Eagles), who as of recent won the African cup of nations in South Africa. A study of some celebrity endorsements deals in Nigeria Osae-Brown Funke (2013) discovered celebrity endorsement to be the rapid growing business phenomena that are simply a confirmation towards the benefits brands receive from celebrity endorsements. As per her evaluation, for 2012 alone, these local brand ambassadors were signed on to promote a few brands in Nigeria; WhizKid and Tiwa Savage signed for (Pepsi), Don Jazzy for (Loya), Hafeez Oyetoro-Saka (Etisalat), Davido, Nkem Owo, Patience Ozokwor and Joseph Benjamin signed with (MTN), Ini Edo, Omotola Jolade Ekehinde and Segun Arinze with (Hollandia), Genevieve Nnaji (Range Rover Sport), (Banky W & Bouqui) signed with Samsung, and P. Square, Basket Mouth with (Glo) amongst others. Meanwhile, First Bank furthermore signed Blessing Okagbare as its brand ambassador during the London summer Olympics in 2012. The total sum paid out to brand endorsers by organizations in Nigeria is on a lofty increase, and this may go to demonstrate the significance brands place on benefits obtained from celebrity endorsements. P-Square and D

Banj as reported by Osae-Brown Funke (2013) were the most astonishing paid celebrity endorsers in 2012 with P-Square agreeing to a 4-year agreement which worth N240 million Naira with Glo Mobile. Glo endorsers like Van Vicker, Basket Mouth, Ego of the Lagbaja fame to name a few received between N10 and N50 million. A portion of the most elevated earning endorsers in 2013 include Nollywood star, Jim Iyke, who was designated as the brand face for Virgin Atlantic airline. The particular deal that was sealed in Ghana is worth N23 million Naira. Musician Banky W, also in March 2013, signed a similar endorsement deal with Samsung West Africa which will see him acquire as much as 140 million naira. In June 2013, D'banj agreed to sign N250 million endorsement deal with Etisalat, this following the Osae- Brown is probably the highest endorsement deal in Nigeria.

3. Research Gap

There are many studies on celebrity endorsement. However, majority of these studies were conducted in advanced economies. In Nigeria, there is no research in regards to the determinant factors that causes the generation Y's purchasing patterns towards celebrity endorsed products. Up to now, far too little attention has been paid to endorsements deals by local celebrities, as so much as is determined, only a few of such research are carried out in developing countries of Africa especially in Nigeria. Therefore, this research will focus on providing a clear examination of the determining factor in purchase towards local celebrity-endorsed products in Nigeria for example (Nkanikpo Ibok, 2013; Omotayo Oyeniyi, 2014).

4. Research Objective

1. To find out Generation Y's purchase intention towards the celebrity-endorsed product in Nigeria.

2. To analyse the impact of the determinant factor of celebrity endorsement herein as the independent variable (Perceived Celebrity Credibility) on consumer Purchase intentions as the dependent variable.

3. To evaluate the impact of the determinant of celebrity endorsement herein as the independent variable (Physical attractiveness of endorser) on consumer Purchase intentions as the dependent variable

4. To understand the impact of the determinant factor of celebrity endorsement herein as

the independent variable (celebrity match-up congruence) on consumer Purchase intentions as the dependent variable.

5. Research Questions

The aim is to examine how celebrity endorsement is significance in influencing the purchasing intentions of Nigeria's generation Y. Thus, the research questions are as thus:

a) Does celebrity endorsement of a product influence Nigeria's generation Y to purchase the endorsed product?

b) How does celebrity's Credibility influence the purchase intention of Nigeria's Y to buy the endorsed product?

c) What role does the attractiveness of the endorser play in influencing Nigeria's generation Y to buy the endorsed product?

d) Does celebrity matchup influence Nigeria's generation Y to purchase the endorsed product?

6. Problem Statement

Wolburg & Pokrywczynski (2001) expressed that generation Y are a substantial size, and they are knowledgeable, assorted, and tech-savvy. In addition, they are more mindful of the advertising strategies than the past generation (Tsui & Hughes, 2001). Besides, the celebrities are still influential and persuasive to generation Y consumers because the customers see them as amiable, sensible, and attractive (Atkin & Block, 1983). Generation Y customers, additionally have demonstrated increase in obsession with their celebrities and their activities by concentrating on what those famous people wear and which items or product they use (Noble, Haytko, & Phillips, 2009) as cited by (Lazarevic, 2012).This serves as evidence that utilizing celebrity endorsement is still powerful among Generation Y consumers (Braunstein & Zhang, 2005). However, there is much pressure for the advertisers to discover the best approach to catch generation Y's attention, (Aquino, 2012) on the grounds that they are the most updated and informative as well as attention craving (Hamid, 2011)

7. Literature Review

This part begins by reviewing streams of past literature that supports this study. First,

the concept of celebrities as endorsers is discussed because it provides the conceptual foundation that celebrities are vital to the effectiveness of advertising. The literature on source credibility, Source Attractiveness, match-up congruence, Elaboration Likelihood Model and meaning transferwill also be discussed. Next, each Independent variable (perceived Celebrity's Credibility, attractiveness of the endorser and the celebrity's match-up congruence) will be discussed extensively, and how these variable relate to the dependent variable (purchase intention).

7.1 Explanation of Variables

Independent variable: Celebrity Endorser, Perceived Celebrity Credibility (expertise, trustworthiness of endorser), attractiveness of endorser and celebrity match-up congruence.

Dependent variable: Purchase intention of generation Y.

7.1.1 Celebrity Endorser

A celebrity is characterized as somebody who has a "clearly defined personality and reputation" (P Kotler & Levy, 1969) (Pringle & Binet, 2005). Celebrities are known for a unique expertise in a particular field that has brought them into the publics' spotlight; notwithstanding, few celebrities, like Paris Hilton, are known for simply being known. As noted, the marketing concept can apply to individuals (P Kotler & Levy, 1969). (Philip Kotler, 1997b) further stressed that marketing has a social side, though "people and groups acquire what they need and want through making, offering and trading products of quality with others".

7.1.2 Credibility of Endorser

Credibility is "the degree to which the recipient sees the source as having significant and relevant knowledge, abilities, skills, experience, and trusts the source to give unprejudiced and unbiased, objective information" (George E. Belch, George Eugene Belch & Belch, G., Belch, 1993). The two most critical parts of credibility are expertise and trust (Hovland, C. I., Weiss, 1953). Celebrities are seen as credible sources of information, (Goldsmith, Lafferty, & Newell, 2000) and the credibility of a celebrity is described as the total sum of positive features that create and improve the acceptation of the message (Erdogan Zafer, 1999).

Subsequently, when celebrities are credible, it influences the acceptance of the message and the

persuasion (Belch & Belch, 2001).

7.1.3 Attractiveness

The idea of attractiveness does not just involve the physical attractiveness. Attractiveness additionally includes ideas, for example, intellectual skills, personality properties, the way of living, sports related performances, exhibitions and competencies of endorsers (Erdogan Zafer, 1999). There are immense quantities of physical attractive superstars or celebrities who endorse an item. For example, David Beckham (English former National football team player) is the brand ambassador for Armani brand, and he attracts many individuals. Men want to be associated with the footballer, because of his fashionable lifestyle, whilst women are mentally or physically attracted by his visual appearance because he is usually looking elegant on and off the field, in addition to exceptional athletic performances. Beckham is extremely credible and attractive and also has an extremely high degree of similarity; people want to be like him. Mario Balotelli (Italian football team player) is another example, well-known relating to a very unique kind of hairstyle that most of youth discovered to be attractive and likewise cut their hair in same fashion as he does.

7.1.4 The Match-Up Congruence with the Product

Studies demonstrate that the match-up congruence between celebrity endorser and the product or organization is of real importance (Cooper, 1984; Forkan, 1980). This correspondence brings about a fine review of the business and brand data and will emphatically influence the exchange impact as to the representation of the brand (Rockney & Green, 1979). Advertising an item through a celebrity who has a moderately high product congruent image, prompts more prominent advertiser and celebrity trustworthiness in the event that you would hope to measure up it with a less congruent item/celebrity image or brand (Philip Kotler, 1997). The match-up comprises of two focal terms: the perceived fit and the image of the celebrity (Misra & Beatty, 1990). At the point when a celebrity has a decent image and fit the product and organization, this will prompt more noteworthy acceptability along these lines.

7.2 Underpinning Theories

In this section, the relationship between celebrity endorsement and purchase intention or consumer attitude will be explained.

This will be explained on the premise of three theories, to be specific: **the source credibility model, and the meaning transfer model**. Additionally, **the elaboration likelihood model (ELM)** will be explained and will clarify in what way it impacts these models.

7.2.1 Source Credibility Model

As indicated by the source credibility model "the effectiveness of a message depends on the apparent level of expertise and trustworthiness of the endorser" (Hovland, C. I., Weiss, 1953, p. 20). Consumers assume that celebrities are tenable and credible with respect to the information they give about the products (Goldsmith et al., 2000). On the other hand, attitude towards advertisements is defined as "a learned inclination to respond in a consistently desirable or undesirable manner towards advertising in general" (Haghirian, Madlberger, & Tanuskova, 2004). In general, it can be stated that celebrity endorsement has a positive influence on attitude (Seno & Lukas, 2007).

At the point when an endorser is successful he or she can positively impact the attitudes or purchase intentions. An endorser that scores high on trustworthiness and expertise is ready to change the consumer's state of mind and purchase intentions (Teo & Liu, 2007). This shows that, because consumers' faith in an endorser is credible, they believe that all the information this celebrity voice is believable. Besides, when an endorser is a specialist or an expert in his field, consumers will have a significant conduct towards the brand or advertisement the endorser is associated with. A credible and trustworthy source can be especially convincing when the consumer has little or no knowledge about the product or formed an assessment or opinion on it. In the event that the source is remarkably trustworthy and credible, there will be more progressive attitude changes and stronger behavioural changes towards the advertisement (Amos, Holmes, & Strutton, 2008).

Customers can be convinced by credible and expert source (Michael R. Solomon, 2006). The source credibility model is tremendously valuable once consumers have a high impact and involvement. At the point when consumers have a large contribution, they have a tendency to be influenced by arguments that are necessary for the message.

7.2.2 The Level of Involvement: The Elaboration Likelihood Model

The (ELM) model describes how existing attitudes can be altered and assumes that

when a customer gets a message, she or he starts to process it. The elaboration likelihood model could be a two-process type of response to advertising and marketing stimuli. It explains just how behaviour and attitudes are shaped and changed because of the extent of involvement. The elaboration likelihood model points out the method of the advertising campaign and promotions leading to the persuasion by inculcating attitudes. The establishing of the attitude is dependent on how much elaboration, the processing and the relevant information. The model comprises of high as well as low involvement. High involvement indicates that the consumer thinks cautiously about the choices and evaluation and takes into consideration the qualitative measure arguments. While on the other hand, little or low involvement suggests that the customers don't think comprehensively concerning the selection process and consider their decision by looking for straightforward positive or negative indications. The elaboration likelihood model might be a function of two primary fundamental principles, explicitly the motivation and the opportunity to process the message. The motivation could function as the willingness, involvement and the needs of the consumer. The power is having critical knowledge, being capable and having the likelihood of processing the message.

7.2.3 Meaning Transfer Theory

McCracken (1989) invalidated the previous two theories and recommended the Meaning Transfer Theory. The theory explains that a celebrity has an exceptional set of meanings which if well used can be transmitted to the endorsed product. This sort of transfer happens in three stages - **encoding meanings, meaning capture**, **meaning transfer.**

7.2.3.1 Encoding

Encoding can be defined as nothing but the fact that every celebrity has a unique set of meanings that can be listed by age, sex, wealth, race, behaviour or way of living. Using this approach, the celebrities encode certain meanings in his or her image. For instance, Karina Kapoor is seen as an active, charming, bubbly, amusing and enthusiastic.

7.2.3.2 Meaning of Transfer

The meaning transfer is the period where those meanings are transferred to the product. When they are skillfully portrayed, celebrities can communicate this image more impressively than lay endorsers (McCracken, 1989).

7.3.3.3 Meaning of Capture

This presumes that customers purchase products not merely because of their practical worth but additionally for their ethnic and symbolic value. This theory states that buyers purchase the endorsed product aided by the intention of acquiring some of the advantageous meanings by which celebrities have passed onto the product. The idea of transfer model depends on meanings, and it suggests that the effect of the celebrity endorser depends on the meaning the celebrity endorser brings directly into the endorsement procedure as well as the product or service (McCracken, 1989).

8.1 Research Framework and Hypothesis

Figure 1: Research Framework (Researchers, 2015)
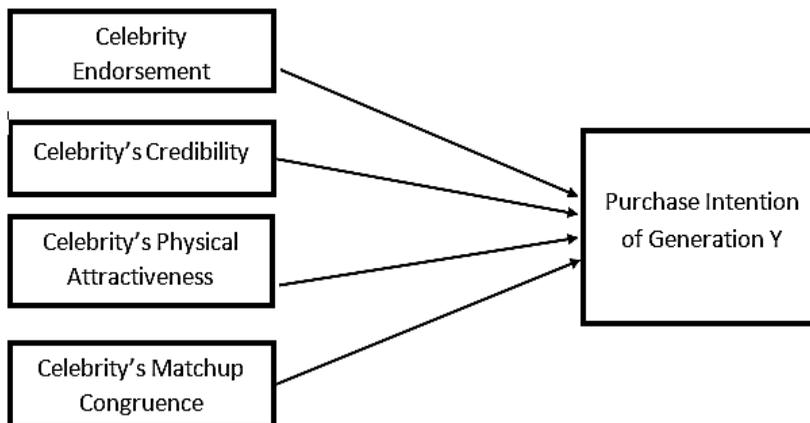
8.2 Research Hypotheses

On the basis of the factors explained above, the following hypotheses are formulated:

H1: Celebrity Endorsement influence Nigeria's generation Y's purchase intention

H2: Celebrity's credibility influence Nigeria's generation Y's purchase intention

H3: The celebrity endorser's perceived attractiveness will positively influence the purchase intention of Nigeria's generation Y.

H4: The celebrity endorser's matchup congruence will positively influence the purchase intention of Nigeria's generation Y.

9. Research Methodology

This is an exploratory study that aimed at examining the impact of celebrity endorsement on the perceptions of Nigerian University Generation Y.

Furthermore, this research used the Postpostivists philosophy, which according to Creswell (2003) reveals that the researcher begins with a theory, then collects data that either supports or refutes the theory, and finally makes a necessary revision before additional tests were conducted. Thus, the research method of this study uses a Quantitative approach.

10. Instrument

Data was collected through personally administered questionnaires. The survey comprises of four parts using a five-point Likert scale. Content validity of the questionnaire was done by an academic expert at Limkokwing English Centre, Cyberjaya campus. Pilot study was done to detect potential problems in the questionnaire.

11. Sampling

A stratified sample of university generation Y students was selected. University students particularly generation Y are deemed to be enlightened and informed about range of issues including music, sports and celebrities which this study aim to research on, therefore it was concluded that because they would likely have a higher chance of responding to the survey with more accuracy and honesty in their replies since they are more informed and knowledgeable. The survey was self-administered, and data collection took place over two weeks. Paper questionnaires were distributed across different faculties in the FOUR universities (Bayero University Kano, Kano State University of Science and Technology, Northwest University and Federal University, Dutse, Jigawa state). The data collection process yielded a total of 160 returned questionnaires, of which 134 passed manipulation checks and were usable. The response rate was 83.7 percent.

12. Data Analysis and Results:

Results obtained from data gathering process was coded into SPSS21 for the purpose of analysis. Frequency, Normality, Reliability, correlation, and regression test were carried out, the results of which will be discussed in this section.

Table 1: Frequency and percentage of respondents based on Gender, Age, Educational Level, and Job Category

Variable	Item	Frequency	Percentage
Gender	Male	103	76.9
	Female	31	23.1
Age(Gen Y)	18-25	113	84.3
	26-34	15	11.2
Educational Level	Bachelor	44	32.8
	Diploma	40	29.9
	PhD	9	6.7
	High School	24	17.9
Occupation	Student	112	83.6
	Housewives	7	5.2
	Employed	5	3.7

The returned surveys were first being examined to see whether or not there were some incomplete questionnaires. In this regards, all incomplete questionnaires were identified, and missing values were coded accordingly. Subsequently, all questions were coded, thoroughly screened for missing values, and outliers issues fixed. The data was then keyed in for analysis using the Statistical Package for Social Sciences (SPSS).

Table 2 above shows 103 respondents (76.9%) were Males, and 31 (23.1%) were Females. Out of these, the highest amongst the respondents (84.3%) were aged between 18-25, followed by, 15 respondents (11.2%) who are aged between 26-34 years. Furthermore, majority of the respondents, 44 of them representing (32.8%), were Bachelor degree students, followed by 40 respondents (29.9%) who were diploma students, 24 representing (17.9%), were secondary school students, and 9 respondents representing(6.7%) were Ph.D. students. Again, 112 respondents (83.6%) were students, seven respondents (5.2%) were housewives and five respondents (3.7%) were employed.

Table 2 shows results of Pearson correlation test, between dependent variable (Purchase Intention) and the independent variables. Based on the results obtained, the researchers found out that the construct celebrity endorsement have no significant relationship with purchase intention, thereby suggesting that Nigerian generation Y are unfazed by celebrity endorsed

products. Further analysis shows that credibility construct with dimensions (expertise & trustworthiness) have strong impact on the purchase intention of Nigeria's generation Y.

Table 2: Regression coefficients for each independent variable

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	.876	.454		1.929	.056
Cel. Endorsement	.190	.195	.139	.977	.330
Credibility	.494	.068	.569	7.305	.000
Attractiveness	-.294	.163	-.207	-1.617	.108
Match Up Congruence	.292	.067	.293	4.341	.000

The results further shows that the attractiveness construct have no influence on the purchase intention of Nigeria's generation Y which is in line with Ohanian's initial study. Lastly, the matchup congruence construct have positive impact on purchase intention of Nigeria's generation Y. Therefore, H1 and H3 were not supported and H2 and H4 were strongly supported.

13. Future Study and Suggestions

This research was limited to only the generation Y as a target, furthermore from the celebrity perspective, the research focused on Nigerian Celebrities and their abilities to influence the purchase decision of customers. Future research could enhance the research framework by adding additional factors that may be used to test the celebrity's capabilities to influence the consumer.

Furthermore, prospective research can use the exact research framework and conduct a survey that covers many other universities from other geopolitical zones in Nigeria.
On the other hand, universities should provide easy access to data and information, regarding the statistics of enrolled students, while National Bureau of Statistics and National Universities Commission, should provide on their websites data and statistics readily available as to enable researchers with up to the minute records for analysis purpose.

14. Limitations of the Study

The research faced many challenges, notably among them was the difficulty in getting data from the targeted universities, therefore collection of data was restricted to 4 Universities (one in Jigawa and three in Kano states respectively) in Northwestern part of Nigeria although the study is supposed to be a survey the whole Northwestern Nigeria geopolitical zone. The above reason might have affected the resulting outcome in some ways, and thus the study cannot be generalized as an accurate reflection of the purchase intention of the whole Nigerian Generation Y at large.

15. Conclusion and Discussion

The analysis results validated some the essential results mentioned in the literature, and also comprised a couple of significant distinctions with what other researchers have discovered. This may be because of the sample used consisted of students within the generation Y age bracket, in comparison to other studies and the truth that the research only focused on particular product (i.e., mobile prepaid card) endorsed by Local celebrities. However, the majority of the literature on this subject dates back to the 90's along with momentous ethnic changes and evolutionary changes in consumer product classifications have materialized. Taking this into consideration, the final results highly recommend tentatively that the use of attractive endorsers can be as successful in influencing attitudes and buying intentions as the use of reputable and credible celebrity endorsers across different products. The result further shows that, a horribly matched-up celebrity endorser, on the other hand, is least useful in promotional advertisements. Given the very expensive cost of acquiring and hiring the services of celebrity endorsers, it would certainly come in handy to expand and deepen this research.

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