

Celebrity Endorsement on Consumers' Perception and Attitude towards Globacom Telecommunication Products in Ilorin Metropolis

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Abstract

These days, most organisations use celebrity endorsement as a communication technique for inducing consumers' perception and attitude towards buying their products. This paper aims to examine celebrities' credibility on consumers' perception and attitude towards Globacom telecommunication products in Ilorin Metropolis. A total of 273 usable copies of the questionnaire administered to the target respondents were returned. A multi-stage sampling method was employed to select the eligible samples from the study population, and regression analysis was adopted as an analytical technique. The study's findings revealed that celebrity's credibility affected consumers' perception of Globacom telecommunication products in Ilorin metropolis and celebrity endorsement also impacted consumers' attitude in the study area. The study recommended that firms that desire positive consumers' perceptions and attitudes towards their products should use a meticulous process to select celebrities who are credible, reliable, popular and likeable by target consumers to endorse their brands.

Key words

Celebrity endorsement, celebrity's credibility, celebrity's popularity, Consumer perception, Consumer attitude

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Introduction

An organisation usually creates awareness and arouses target consumers' interest through communication techniques such as advertising, sales promotion, personal selling, public relations, direct marketing, and publicity. Celebrity endorsement as a variant of advertisements is one of the communication techniques used by organizations to leverage the image of different brands in target consumer's mind (Fang & Jiang, 2015). Celebrity endorsement makes the advertisement lively, attractive, interesting and liking and attention-getting (Ohanian, 1991; Bimal, Sukhwinder & Sumeet 2012; Kamins, 1989). Over the years, different celebrities have been used to endorse brands, and it is a very popular strategy used by organisations to enhance brand image through the use of famous celebrities and the exploitation of this communication technique by different organisations has been very successful (Khan & Lordhi, 2016). Moreover, Rizwan, Ahmed, Kumar, Manoj, Ahuja and Kumar (2015) reasoned that firms believe that a brand's power lies in the mind of existing or potential customers and what the customers have experienced directly or indirectly about the brand adopt this marketing management approach.

According to Israel, Vincent, Edinam and Ernest (2015) consumers' perception of products is enhanced by celebrity endorsement. This is because celebrity endorsement techniques play a significant role in the perception a company wants to build in the mind of target consumers. This happens because persuasive celebrity advertisements create confidence and trust in consumers about the product being endorsed. Moreover, consumer attitudes are composite components that include consumers' beliefs, feelings, and behavioural intentions, and these components shape consumers' behavioural responses to firms' communication activities. Therefore, understanding consumers' attitude becomes essential because their attitudes can either be favourable or unfavourable towards firms' images and products. It is advantageous when a satisfied consumer repeats his/her experience about the endorsed product from which he/she had derived satisfaction and also creates new customers through the communication of positive messages about such products to other consumers and vice versa.

Hence, understanding consumers' perception and attitude become imperative for every firm that wants to succeed in today's highly competitive markets. This is because the customer's decision to purchase a product will be greatly influenced by the way he/she feels or perceives information towards the product endorsed by celebrities.

Consequently, organizations must pay particular attention to these silent factors that influence consumer perception and attitude in planning and developing their communication strategies. The competitive nature of the telecommunication industry in Nigeria after the deregulation exercise in 2001 led to intense competition among service providers in their bids to gain consumers' attention through apposite communication messages. The dynamism in this hyper-competitive market had forced Globacom Telecommunication Company to continue to present innovative communication strategies through popular celebrities to introduce her existing and new services that addressed the specific needs of the target customers' market. For instance, the firm has consistently partnered with celebrities to elicit patronage from customers since the beginning of mobile telecommunication operations in Nigeria. As of 2016, the company has renewed celebrity endorsement agreements with the likes of Wizkid, Ayomokun, Patience Ozokwo, Korede Bello, Sammie Okposo, Wande Coal, Flavour, Odunlade Adekola, Peter, etc. The company recently endorses five more popular celebrities, Olamide, Timaya, Juliet Ibrahim, Joselyn Dumas, and Reekado Banks.

The reviewed literature had revealed that customers' attitude toward products acceptance is likely to be enhanced through celebrity endorsement. However, there is a paucity of evidence to prove that the use of conventional advertisement will achieve stronger purchase behaviour than what Globacom Telecommunication has been using. Also, whether or not the huge resources expended on celebrity endorsement is yielding expected results remains unknown at least in the literature. Hence, this gap in the literature prompts the current study's interest to investigate the impact of celebrity endorsement on consumers' perceptions and attitudes using Globalcom customers in Ilorin metropolis as a case study. It is based on this, that the following research questions were raised in this study:

- i. what is the effect of celebrities' credibility on consumer perception of Globacom telecommunication products in Ilorin Metropolis? and;
- ii. what is the impact of celebrity endorsement on consumers' attitudes toward Globacom telecommunication products in Ilorin Metropolis?

To be able to answer these questions, the study seeks to achieve the following objectives:

- i. examine the effect of celebrities' credibility on consumers' perception of Globacom telecommunication products in Ilorin Metropolis and;

- ii. assess the impact of celebrity endorsement on consumers' attitude towards Globacom telecommunication products in Ilorin Metropolis.

Literature Review

A celebrity is usually a person who does not need any introduction. He is well-known because he gets regular attention from the media and people and always remains in headlines (Anmol & Javeed, 2014). The notion of celebrity endorser refers to a person (actor, sports figure, entertainer, etc.) known to the people for their achievements in areas other than that of the endorsed product class (Friedman & Friedman 1979).

These endorsers are usually individuals who enjoy public recognition and use the recognition to promote the product by presenting it in an advertisement (Ericsson & Hakansson, 2005). Therefore, celebrity endorsement is the process by which a person who enjoys public recognition uses such recognition to promote a product publicly. Promotional tools are considered as how firms attempt to inform, persuade, stimulate, and remind consumers directly or indirectly about the brands they sell (Keller, 2001). Kotler and Armstrong (2011) see marketing promotional mix as the specific mixture of promotion tools that a firm uses to communicate customer value persuasively and build customer relationships in the target market. It essentially consists of a broad assortment of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the firm uses to communicate customer value to its target market convincingly.

Celebrity endorsement has been a dominant advertising strategy that is used to communicate and effectively reinforce companies' marketing communications and positioning programs (Erdogan, 1999; Hsu & McDonald, 2002). Today's use of celebrities as part of the marketing communications tactics is fairly common among large firms for supporting corporate and brand imagery (Erdogan, 1999). Theory and practice have proved that superstars in advertising generate publicity and attention (Ohanian, 1991). They act as spokespersons for advertising and promoting goods, services, and ideas (Kambitsis, Harahousou, Theodorakis & Giannis, 2002).

According to Erdogan (1999), the following are the elements of celebrity endorsement:

Celebrity Credibility: The greatest parameter that describes any celebrity endorsement's success is the celebrity's trustworthiness. Trustworthiness and knowledge concerning the suggested goods or services are the main two serious features that describe credibility. He or she wants to be credible in the advertisement so that the target audience can respond positively to the products.

Celebrity Profession: This factor considers the profession of a celebrity and whether or not the profession fits the brand been endorsed.

Fit with the advertising idea: Every brand represents a particular set of characteristics' and for any celebrity endorsement to create a positive impact; the celebrity's personality should match with the characteristics of the brand.

Whether celebrity is a Brand user: Celebrity endorsement is more effective where the celebrity endorsing a brand either uses or believes in the brand's mission being supported.

Celebrity Values: In celebrity endorsement, when the value of the celebrity gets transferred to the brand, it has a positive outcome in terms of a brand's prospect. However, where there is a fair amount of risk involved in the process, celebrity popularity is often found fluctuating (Erdogan, 1999). This can be illustrated with Coca-Cola experience in Nigeria when a particular player is performing well; people are interested in the brands he endorses. However, when the same player's performance goes terrible, his endorsement activities hardly create an impression. The record of a celebrity who has been found guilty of any immoral act or involved in a scandal will affect the brand's integrity.

Multiple endorsements: How much brand leverage on the popularity and image when he/she endorses various brands is a contentious aspect? Multiple endorsements reduce the popularity and recall of brands (Erdogan, 1999).

Celebrity Availability: Every brand has a distinct set of characteristics that define its identity while selecting any celebrity to endorse a certain brand. It is good to ensure that the celebrity's overall personality resembles that of the brand as closely as possible for the endorsement to connect truly.

Celebrity Controversy risk: This parameter deals with a part of what celebrity values deal with, and endorsement gets a negative impact when celebrities are in the midst of controversy or when celebrities have been proven guilty of any immoral act. Usually, the architect behind every successful celebrity endorsement meticulously scans every celebrity's profile before deciding which of them should endorse a brand (Erdogan, 1999).

Cost of acquiring the Celebrity: The cost of acquiring a celebrity is directly proportional to his/her popularity and mass appeal. Companies need to take stock of their financial health and make a detailed analysis of their objectives before deciding on a particular celebrity to use. Investment in a celebrity beyond the recommended advertising budgets can spell doom for a company. Similarly, if the 'fit' between the celebrity and the brands is not established before an endorsement decision is taken, it can negatively impact a company's financial health.

Celebrity Product match: This deals with the compatibility between the personality attributes of a brand and those of the celebrities, that is, an overlap between the personalities of the two is a prerequisite for any practical endorsement (Erdogan, 1999).

Celebrity Target Audience match: He further opined that effective celebrity endorsements are those with which the target audience willingly associate themselves with the celebrity. Hence, there is a need to decide upon such a celebrity with whom the audience can identify themselves.

Celebrity regional appeal factor: When brands need to reach out in a more significant way to a target audience in regional markets, it has been observed that such celebrities should command respect in the region where they will transmit endorsement advertisement.

Celebrity Popularity: Certain brands, when endorsed by little-known celebrities, fail to get a brand recall and even if they do, it is difficult to confirm that it was due to the celebrity. Most times, some endorsements succeed based on the brand's functional attributes and not due to the celebrity endorsing it. The reverse is that certain brands that might have lost their way in the advertising clutter are found to gain massive recall because of the popularity of the celebrity (Erdogan, 1999).

Theoretical Framework

The two theories that are relevant to this study were briefly discussed in this section. These theories are the theory of source credibility and the theory of source attractiveness. The theory of Source credibility is an established theory that explains how communication's persuasiveness is affected by the perceived credibility of the communication source. The submission of McCroskey, Hamilton, and Weiner (1974) is that when communicators have high credibility

in message receiver's eye, the receiver tends to respect the communicator and their words are readily accepted. O'Mahony and Meenaghan (1998) proposed two dimensions for credibility, which are trustworthiness and expertise. When a celebrity possesses the two, they can influence the audience positively. On the other hand, Erdogan (1999) opined that it is quite evident that consumers form positive and favourable perceptions about those endorsers who are physically attractive. According to Ohanian (1990) source-attractiveness model suggested that the effectiveness of endorsement depends on how 'classy', 'beauty', 'elegance', 'sexy' and 'attractiveness' the endorser is and this view could easily be linked to the use of celebrity endorsers for fashion and beauty advertisements. However, Goldsmith, Lafferty, and Newell (2000) criticised this when they observed that there is no evidence that customers' buying behaviour towards acceptance of the product is enhanced by celebrity attractiveness and cautioned that attractiveness does not apply to organisational credibility.

However, this study adopted the theory of source credibility because it explained how the celebrity's credibility influences a product's consumer buying behavior (perception and attitude). In fact, the adoption of the theory is in line with the position of Hamilton and Weiner (1974) that when celebrities have high credibility in the eyes of consumers, the consumers tend to have respect for the spokesperson and their words are readily accepted, and this invariably trigger target consumers to buy the product.

Review of Empirical Studies

The study of Lodhi and Khan (2016) examined celebrity endorsement's impact on consumer purchase decision. The study assessed the impact of celebrity attributes on consumer purchase decisions and brand recognition. It employed a convenience sampling technique to select 193 samples that were used in the investigation. It was revealed that celebrity-endorsed advertisement messages are utilised to create brand awareness and brand recognition in the target buyers' minds and help companies to capture their target audience. In their study, Israel, Vincent, Edinam, and Ernest (2015) investigated celebrity's endorsement influence on customers' buying behavior. The study aimed to examine the impact of consumer perception on an endorsed product and the effect of celebrities on awareness. One hundred respondents were selected through convenience sampling. Data was collected through a structured questionnaire, and Chi-square was used as an analytical tool. The study's results revealed that consumers find

celebrity-endorsed products more attractive and influential than non-celebrity endorsed products. It was also found that celebrity endorsements positively impacted on purchase intention of Ghanaian youths.

Pughazhend, Thirunavukkaradu, and Susuendiran (2011) also explored the influence of celebrity brand advertisement on consumers' purchase attitude. The study examined the impact of celebrity brand advertisement on consumer awareness and brand recognition. It employed convenience sampling to select 500 respondents used for the study and the student T-test was used as an analytical technique. The findings of the study showed that celebrity endorsement enhances product information, creates awareness and brand recognition. It was concluded that celebrity brand advertisement has an impact on the purchase attitude of consumers. The work of Qurat-ul-Ain and Mahira (2010) examined the impact of celebrity advertisement on consumers' brand perception and purchase intention. It also explored the impact of celebrity endorsements on consumers' perception of face care products. The study selected 103 professionals who served as respondents through a stratified random sampling technique. The study results showed that physical attributes, credibility, and congruence affected the target respondent's perception and purchase intention.

The extant literature review revealed that some elements of celebrity endorsement such as celebrity credibility, celebrity profession, celebrity attractiveness, and celebrity availability influence consumer buying behaviour. However, little is known regarding how celebrity endorsement variables affect consumer perception and attitude considering previous researchers' studies (such as Qurat-ul-Ain & Mahira 2010; Pughazhend, Thirunavukkaradu & Susuendiran, 2011; Lodhi & Khan, 2016). Therefore, this study explored how credibility and popularity as celebrity endorsement variables are used to measure the impacts of celebrity endorsement on consumer perception and attitude. Furthermore, most of the reviewed literature made use of chi-square and descriptive statistics as analytical techniques in analysing their data, and this may not show much of the expected empirical evidence as to the extent of the influence of celebrity endorsement on consumer buying behavior (perception and attitude). On this basis, the current study found it imperative to use regression analysis to measure the impacts of celebrity endorsement on consumer perception and attitude.

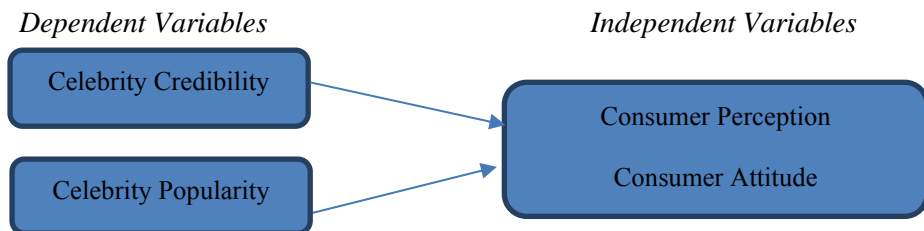
In line with the above discussion, the following hypotheses were formulated to guide the conduct of this study;

H1: Celebrities' credibility does not have an effect on consumers' perception of Globacom telecommunication products in Ilorin Metropolis and;

H2: Celebrity endorsement does an impact consumers' attitude towards Globacom telecommunication products in Ilorin Metropolis.

Conceptual Framework

The study's general is to investigate the impact of celebrity endorsement on consumer buying behavior (perception and attitude) in the telecommunication industry using Globalcom as a case study. It adopted a conceptual framework from Malik and Qureshi (2016) work with a little modification. The conceptual framework is presented in Figure 1 below. It is designed to clearly demonstrate the relationship between independent variables and the dependent variable of the study. The left-hand side of the framework shows celebrity's credibility (CC) and celebrity's popularity (CP) as the independent variables while the right-hand side indicates consumer perception (CPP) and consumer attitude (CA) as the dependent variables.



Source: Malik and Qureshi (2016)

Methodology

The descriptive research design was adopted in the conduct of this study. The study's target population comprises all the existing customers of Globacom Nigeria limited resident in Ilorin metropolis. Ilorin metropolis comprises of Ilorin-south, Ilorin-east and Ilorin-west Local Government Areas (LGAs) of Kwara State. Ilorin metropolis is selected as the study area because of her position as the state's commercial hub and that most target consumers reside within the metropolis. The total number of the customer base of the firm in Ilorin metropolis is infinite and as result of this, Godden's (2004) sample size formula for the infinite population was adopted to attain a representative sample for the study.

$$SS = \frac{Z^2 \times p(1-p)}{\alpha^2}$$

Where:

SS = Sample size for an infinite population which is more than 50,000

Z = Z value (which is 1.96 for 95% confidence level)

P = the proportion of the target population is expressed as a decimal (0.5) is usually assumed to be 50% as specified by the principle of insufficient realism

α = Margin of error at 5% (0.05)

$$\begin{aligned} SS &= \frac{1.962 \times 0.5 (1- 0.5)}{0.05^2} \\ &= \frac{3.8416 \times 0.5 (0.5)}{0.0025} \\ &= \frac{0.9604}{0.0025} \\ &= 384.16 \\ &= 384 \end{aligned}$$

Primary data were collected from the respondents through a carefully designed structured questionnaire which was randomly administered to the target respondents. A Simple random sampling technique was used to select the sample elements from the target population. The questionnaire consists of multiple-choice questions and Likert scale items. The questionnaire was used to elicit information on the influence of celebrity endorsement on consumer perception and attitude. It was divided into two sections, that is, section A and B. Section A was used to collect demographic information of the respondents while section B contains items on the study's variables of interest (i.e. celebrity endorsement, consumers' attitude, and perception) which were measured on a 5 point Likert's scales that range from strongly disagree (1 point) to strongly agree (5 points). Frequency tables and simple percentages were used to present the study's data while regression analysis was employed as an analytical technique. The analysis was done with the aid of Statistical Package for social science (SPSS) version 20.

Data Analysis

A total of three hundred and eighty-four (384) copies of the questionnaire were administered to the respondents out of which two hundred and seventy-three (273) were duly completed and returned. This represents a 71% response rate, and this is considered satisfactory for the study's analysis.

Table 1: Reliability and Validity Test Statistics

| Variable | Cronbach's Alpha (a) | Convergent Validity | | Discriminant Validity | |
|-----------------------|-------------------------|------------------------|------|--------------------------|------|
| | | CR | AVE | MSV | ASV |
| Celebrity credibility | 0.742 | 0.77 | 0.65 | 0.28 | 0.14 |
| Celebrity popularity | 0.801 | 0.89 | 0.57 | 0.34 | 0.28 |
| Consumer Attitude | 0.756 | 0.76 | 0.52 | 0.31 | 0.24 |
| Consumer Perception | 0.714 | 0.72 | 0.63 | 0.38 | 0.22 |

Table 1 presents the test results of Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), maximum shared variance (MSV), and average shared variance (ASV). The Cronbach's alpha coefficient and composite reliability values are all above 0.7, which is within acceptable ranges from the table. According to Mugenda and Mugenda (2003), the coefficient of 0.6-0.7 is a generally accepted rule of thumb that indicates acceptable reliability. The implication of the above Cronbach's alpha and composite reliability values is that the instrument's content is reliable.

The study computed convergent and discriminant validity by adopting the procedure proposed by Fornell and Larcker (1981) and Hair, Black, Babin and Anderson (2010). From the table, we obtained acceptable discriminant validity because the extracted average variance (AVE) values are greater than the maximum shared variance (MSV) values or the average shared variance (ASV) values (Hair, Black, Babin & Anderson, 2010). Furthermore, convergent validity test values are satisfactory because the AVE values are greater than .50 but lower than Cronbach's alpha and CR values which are all greater than 0.7 (Hair, Black, Babin & Anderson, 2010).

Table 2 presents the demographic information of the respondents. From the data obtained, there are 132 (48.3%) male respondents and 141 (51.6%) female respondents respectively. The higher proportion of female respondents in this study may be because the firm has more female customers in the study area. Also, 93 (34%) of the respondents fell below 21 years of age, while 104 (38.1%) of the respondents fell between 21 and 30. The remaining respondents' age ranges are 15%, 8.1%, and 4.8% for 31-40 years, 41-50 years, and above 50 years respectively. This result shows that large proportions of the youths in the area are customers of the firm under study.

For the educational qualification of the respondents, 178 (65.2%) had SSCE certificate, 28(7.4%) had NCE, and 28 (10.2%) had B.Sc./HND respectively. Out of the remaining 22 respondents, 8 (2.9%) of the respondents had Ph.D., while 14 (5.1%) of the respondents had professional certificates. It is evident from the above that virtually all the respondents are literate and this ordinarily implies that the respondents understood the content of the instrument of data collection. The response of the respondents on marital status indicated that 183 (67%) of the respondents are single, while 85 (31.1 %) of the respondents are married. 2 (0.8%) of the respondents are widows while 3 (1.1 %) are divorced. More so, table 1 shows that 182 (66.6%) of respondents are students, 32 (11.7) are employees in the private sector, 43 (15.8%) of the respondents are employees in the public sector and the remaining 16 respondents which constitute 5.9% are entrepreneurs.

Table 2: Summary Table for Demographic Profiles of the Respondents

| Variables | Frequency | Percent | |
|----------------------------------|------------------|----------------|------|
| Gender: | Male | 132 | 46.9 |
| | Female | 141 | 53.1 |
| Age: | | | |
| Less than 18Year | 93 | 34.0 | |
| 18 – 30 Years | 104 | 38.1 | |
| 31 – 42 Years | 41 | 15.0 | |
| 33 – 52 Years | 22 | 8.1 | |
| 53 Years above | 13 | 4.8 | |
| Educational Qualification | SSCE | 178 | 65.2 |
| | NCE/OND | 20 | 7.4 |
| | HND/B.Sc. | 28 | 10.2 |
| | M.Sc. | 25 | 9.2 |
| | Ph.D. | 8 | 2.9 |
| | Professional | 29 | 5.1 |
| Marital Status: | Single | 183 | 67.0 |
| | Married | 85 | 31.1 |
| | Divorced | 2 | 0.8 |
| | Widow | 3 | 1.1 |
| Occupation : | | | |
| Students | 182 | 66.6 | |
| Private Sector Employees | 32 | 11.7 | |
| Public Sector Employees | 43 | 15.8 | |
| Entrepreneur | 16 | 5.9 | |
| Total | 273 | 100.0 | |

Test of Hypotheses

H1: Celebrities' credibility does not have an effect on consumers' perception of Globacom telecommunication products in Ilorin Metropolis.

The study's objective that aligns with this hypothesis seeks to examine the effect of celebrity's credibility on consumers' perception of Globacom telecommunication products in Ilorin Metropolis.

Table 3: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .787 ^a | .619 | .526 | .431 |

a. Predictors: (Constant), credibility of celebrity.

The model summary as indicated in table 3 above shows that R² is 0.619. The implication of this, is that, 61.9% of the variations in the dependent variable (consumer's perception) is explained by the constant variable (credibility of celebrity) while the remaining 38.1% is explained by (other factors) that are not included in the model. This implies that the regression model formulated is useful for making predictions since the value of the adjusted R² (52.9%) is close to 1. It also means that the celebrities' credibility had effect on the perception of the consumers of Globacom telecommunication products in Ilorin Metropolis.

Table 4: Anova^a

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------------------|
| Regression | 75.245 | 1 | 12.082 | 16.908 | .000 ^b |
| 1 Residual | 18.752 | 272 | .442 | | |
| Total | 93.997 | 273 | | | |

a. *Dependent Variable: consumer perception*

b. *Predictors: (Constant), credibility of celebrity.*

From table 4, the ANOVA was analysed to see if the relationship between the dependent and independent variables is significant. The ANOVA shows that F-value is 16.908, while, the p-value .000. Since the p-value is less than 0.05 (critical value), the null hypothesis is rejected while, the alternative hypothesis which states that celebrities' credibility had effect on consumers' perception of

Globalcom telecommunication products in Ilorin Metropolis is accepted. This implies that the predictor variable (credibility of celebrity) influences the dependent variable (consumer perception).

Table 5: Coefficients

| Model | Unstandardised Coefficients | | Standardised Coefficients | T | Sig. |
|----------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B- | Std. Error | Beta | | |
| (Constant) | 5.474 | .831 | | 6.590 | .000 |
| 1 Credibility of Celebrity | 0.365 | .090 | .787 | 5.132 | .000 |

a. *Dependent Variable: Consumers' perception.*

Table 5 (coefficient table) shows that credibility of celebrity has effect on consumers' perception since the p-value (0.000) is lesser than 0.05 with (B= .787, t-value = 5.132 p<0.05) representing the model with their respective coefficient results above. Hence, the model could be rewritten as:

$$CP = 5.474 + .787 CC + E.$$

H2: Celebrity endorsement does not have an impact on consumers' attitude towards Globacom telecommunication products in Ilorin Metropolis.

Table 6: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .756 ^a | .672 | .651 | .452 |

a. *Dependent Variable: Consumer attitude.*

b. *Predictors: (Constant), Celebrity credibility, popularity.*

Table 6 (model summary) indicated that R Square is 0.672 and the implication of this, is that, 67.2% of variations in the dependent variable (consumers' attitude) can be explained by the constant variable (Celebrity popularity) while the remaining 32.8% is explained by other variables that are not included in the model. This means that the regression model is useful for making predictions since the value of adjusted R² (65.1%) indicates that, the value of R² (67.2%) closely reflected the goodness-of-fit of the data to the regression line.

Table 7 presents the analysis of variance (ANOVA) which was analysed to see if any of the variables are significant. From the ANOVA table, the p-value is 0.02 and this is less 0.05 level of significance. Since the p-value is less than 0.05 the

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null hypothesis is rejected and the alternative which states that Celebrity endorsement had an impact on consumers' attitude towards Globacom telecommunication product in Ilorin Metropolis is accepted. This implies that at least one of the predictors is useful to determine Consumer attitude towards Globacom products in the study area.

Table 7: Anova^a

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------------------|
| Regression | 78.129 | 2 | 11.065 | 10.215 | .002 ^b |
| 1 Residual | 16.752 | 271 | .442 | | |
| Total | 94.881 | 273 | | | |

Dependent Variable: Consumers Attitude

b. Predictors: (Constant) Credibility, popularity

Table 8: Coefficients

| Model | Unstandardised Coefficients | | Standardised Coefficients | T | Sig. |
|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 4.326 | .687 | | 5.754 | .000 |
| 1 Celebrity credibility | .291 | .126 | .285 | 2.138 | .010 |
| Celebrity popularity. | .331 | .162 | .319 | 2.046 | .021 |

a. Dependent Variable: Consumer Attitude.

Table 8, (coefficient table) indicates that celebrity endorsement has an impact on consumers' attitude since the p-values of 0.010 and 0.021 are lesser than 0.05. (B=0.285 & 0.319; t-value = 2.138 & 2.046; $p < 0.05$) representing the model with their respective coefficient results above. This implies that each of the variables was significant at a 5% level of significant. The model for this hypothesis could be rewritten as: $CA = 4.326 + .285 + .319 CC + E$.

Discussions of Findings

To achieve the set objectives, the study formulated two hypotheses. The first hypothesis predicted that Celebrities' credibility does not affect consumers' perception of Globacom telecommunication products in Ilorin Metropolis. The test of this hypothesis indicated that the credibility of celebrity statistically had effect on consumers' perception with ($r = .787$, t -value = 5.132 $p < 0.05$). This

finding is consistent with the finding of the study of Qurat-ul-Ain and Mahira (2010) that discovered that a celebrity's physical attribute, credibility, and congruence had an effect on the perception and purchase intention of consumers. In addition, the finding of the current work also agrees with the result of Gupta, Bhagat and Verma (2015) which found that celebrity endorsements have a significant impact on consumers' ad perception and that attractiveness, trustworthiness, and expertise of celebrities equally have a significant impact on ad perception.

Similarly, the second hypothesis also predicted that Celebrity endorsement does not impact consumers' attitude towards Globacom telecommunication products in Ilorin Metropolis. The results from the test of this hypothesis show that Celebrity endorsement impacts consumers' attitude towards Globacom telecommunication products in Ilorin Metropolis with ($r = .756$, $t\text{-value} = 5.754$, $p < 0.05$). This result is in line with the finding of Pughazhend, Thirunavukkaradu, and Susuendiran (2011) which discovered that celebrity endorsement has a positive impact on consumer attitude. The finding of the current study also agrees with the work of Jatto (2014) that found that the consumer's positive attitude towards celebrity endorsed products on social media. The present study's finding is consistent with the findings of Liu and Liu (2019) study which established that the existence of a distinctive pose leads to higher consumer attitudes regarding advertising stimuli and the endorsed brands.

The imperative managerial implication of the current study's findings is that it provides a guideline to marketing communication managers on the celebrity endorsement variables that must be taken into cognisance when deciding on the choice of the celebrity to use for a product advert. Specifically, marketing communication managers who desired to influence target consumers' perception and attitude towards a product need to employ a meticulous and robust celebrity endorser selection procedure. The reason for celebrity endorsement is to ensure that the chosen celebrity endorser (s) is truly popular and possesses credible and attractive attributes that fit the endorsed product.

Conclusion and Recommendations

The study examined celebrity endorsement's impact on the consumer perception and attitude of Globacom telecommunication products in Ilorin Metropolis in particular. From the findings of this study, the credibility of celebrity has an effect

on consumers' perception and has an impact on consumers' attitude. Based on these conclusions the following recommendations are made:

- i. that marketing communication managers should utilise celebrity endorsement to build positive consumers' perception towards their products. This could be done by choosing credible, reliable, and likeable celebrities by the majority of the target consumers to project positive the image of the products and the firm.
- ii. Marketing communication managers in business organisations should use a robust selection process to choose celebrities based on their popularity and credibility in society may elicit a strong emotion and positive attitude from the consumer towards the firm's brand.

Limitations

This study is limited in scope of coverage in terms of several elements (population) studied as the questionnaire was administered to a limited number of respondents in the Ilorin metropolis. The study is also limited in the phenomenon because it only examined two variables of celebrity endorsement (credibility and popularity) and consumer buying behaviour variables (perception and attitude). Therefore, further work in the study area should address these limitations.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship, and publication of this article.

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