

EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR: EVIDENCE FROM SEVEN-UP BOTTLING COMPANY PLC.

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Abstract

The use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount and celebrities have proved to be the ideal way to ensure brand prominence. The major objective of this study was to examine the effect of Celebrity endorsement on Consumer Buying Behaviour among Pepsi Consumers in Ilorin metropolis, Kwara State. The specific objectives of the study were to examine the effect of celebrity's trustworthiness on purchase decision and to examine the effect of celebrity's familiarity on purchase decision. The study population consisted of consumers of Pepsi in Ilorin Metropolis. A total of three hundred and eighty-five copies of questionnaire were administered through convenience and purposive sampling out of which three hundred and eighty-one were properly filled and returned. The formulated hypotheses were tested using regression analysis. Results reveal that celebrity endorsements have a significant effect on Consumers' Buying Behaviour. Furthermore, the findings of the study revealed that; celebrity's trustworthiness has effect on purchase decision with R² value of 0.503 and p-value of 0.001 < 0.05 level of significance. Celebrity's familiarity has effect on purchase decision with R² value 0.534 and p-value of 0.001 < 0.05 level of significance. The study concluded that Celebrity Endorsement has positive effect on Consumer Buying Behaviour. It was therefore recommended that Organisations should use Celebrities who are perceived to be honest, reliable, trustworthy dependable and familiar in advertising their products and services.

Keywords: Celebrity, Endorsement, Trustworthiness, Familiarity, Behaviour.

JEL Classification: D1; D12

Introduction

One of the key focus of an organization today is on its marketing campaign; different organizations use different techniques to commercialize their respective products or services. In a competitive world like ours, firms globally are developing new and unique techniques to effectively combat the cutthroat competition. Major inventions in the field of marketing can be seen recently and one of them is celebrity advertising. The influx of celebrity endorsements in advertisement has been a foremost concern for many scholars in the advertising field. This is consequent upon the fact that there is nearly no advertisement produced nowadays for a product without any celebrity smiling, winking, or dancing at or with the product.

Gan (2006) asserts that celebrities' usage as an advertising tool in the modern-day marketing is a common practice for major firms in supporting brand image. Firms are investing huge amount of money to

align their brands and corporate images with celebrity endorsers' qualities such as familiarity, expertise, attractiveness, likeability, and trustworthiness in order to fortify competitive differential advantage for a firm's products or services. In Nigeria, celebrity endorsement has become a common exercise for advertisers and product owners. Ekeh (2009) suggested a sharp switch in Nigeria from sales promotion strategy to celebrity endorsements by businesses, he asserted that the fight to control the Nigerian market has grown tougher with over time, and brand owners are deploying various marketing strategies in a bid to dominate the market.

Having its roots in psychology and the source credibility of communication, celebrity endorsement has grown rapidly because advertisers realize that by using publicly prominent personalities in advertisements, they will be able to align brands features with that of the celebrity's. Several music celebrities, comedians, artists, and footballers are now used for advertisement of both local

and international product-campaigns or adverts. For instance, Wizkid, Davido, Tiwa Savage, Alex Iwobi amongst others are used for Pepsi advertisements. This technique, if used effectively, can enhance brand recall and facilitate instant awareness.

It is notable that not all the celebrities prove to be successful endorsers, this makes the selection process quite difficult. Hence, advertisers must carefully select celebrities they use because if any micro aspect goes wrong in celebrity endorsement selection process, the celebrity endorsed advertisement campaign may not be effective. Advertisers need to take more caution and understand the market before choosing a celebrity that will endorse their products. (Ahmed, Mir, & Farooq, 2012).

One of the problems of organisations is the knowledge of how consumers will respond to various things that will be used for achieving their goal. Hence, the study of consumer behaviour has become a concern for marketers. The major aim of advertising is to influence on buying behaviour; however, this influence about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind. These brand cognition influence consideration, evaluation, and finally purchases. Thus, if celebrity endorsement is a means to an end, does it really influence consumers' purchase decision of a product? At the international level, many research works had been carried out to answer this question on consumers' attitudinal change to products as a result of the celebrities used in advertising such products. This study, therefore, is a local attempt at investigating the effect of celebrity endorsement on consumer purchase decision.

Statement of the Problem

Celebrity Endorsement is a power tool by which advertisers try to leverage the image and characteristics of the celebrity to promote a brand. This makes the advertisement lively, attractive, and interesting, attention getting and effective as well. The intense use of celebrity endorsement as an advertising tactics has increased considerably in the past few years; celebrities have been used to promote various kinds of products and services across all industry categories. Advertisers try to hire celebrities for endorsements, however, what is the audience's perceptions about how celebrity inclusion in adverts work and whether it influences purchase decision. Furthermore, do celebrity characteristics such as trustworthiness, and familiarity have any implication on advertising effectiveness.

Though much investigation has been carried out in this line internationally, the research on the subject matter in Nigeria is sparse. Furthermore, celebrity's familiarity is a variable that hasn't been adequately researched on. To this end, this study attempts to make several contributions to the body of actionable knowledge on the effect of celebrity endorsements on consumer buying behaviour of Pepsi soft drink in Ilorin, Nigeria.

Research Questions

This study attempts to answer the following questions:

- i. to what extent does celebrity's trustworthiness affect purchase decision?
- ii. to what extent does celebrity's familiarity influence purchase decision?

Objectives of the Study

The broad objective of the study was to examine the effect of celebrity endorsement on consumer buying behaviour. In the quest to achieve the general objective, the following specific objectives were set to:

- i. examine the effects of celebrity's trustworthiness on purchase decision.
- ii. examine the effects of celebrity's familiarity on purchase decision.

Research Hypotheses

In line with the objectives above, the following hypotheses were formulated:

H₀₁: celebrity's trustworthiness has no significant effect on purchase decision.

H₀₂: celebrity's familiarity has no significant effect on purchase decision.

Literature Review

Celebrity Endorsement

According to Adeyanju (2013), celebrities are people who enjoy public recognition possessing such attributes as attractiveness and trustworthiness. Celebrities are prominent and famous people who have excelled in their respective fields of endeavours and therefore command respect, acceptance, popularity and followership within the society. Shamar and Prabhakar, (2013) also sees celebrities as people who have certain characteristics which differentiate them from the common people. These characteristics are; popularity, high recognition in a society or culture, attention grabber and very famous in their respective faculties. According to Sanchez (2004), an endorser as a person who keenly supports or appears with a product or service in a way that is communicable to the public. Celebrity endorsers are individuals who enjoy public cognition and use this cognition on behalf of an advertiser by appearing with a product in an advertisement (Ranjbarian, Shekarchizade, and Momeni, 2010).

Due to the appealing status of the celebrities in the society, advertisers and products' makers have developed interest on them and used them as a way of entreating the consumers to buy a product or subscribe to a service. Increased used of celebrities can be seen nowadays in advertising irrespective of the form of media. A celebrity can give human dimension to an intangible or commodity product, most celebrities generate free publicity for the advertiser merely by their controversial association with the product. There is no doubt that celebrity advertising has its benefits; Quick saliency, Quick connect, Quick shorthand for brand values and easy brand differentiation. It is often perceived by the organizations that feelings toward a celebrity expected to transfer to the endorsed brand through their recurring association. The recurrent exposure to celebrity endorsed advertisements activates the audience memory by building an associative link between the audience and the product advertised by the celebrity. (Sharma & Prabhakar, 2013). Celebrity endorsement gives a brand a touch of glamour and the hope that a famous face will provide added appeal and name recognition in a crowded market. Companies spend hugely on celebrities to endorse their products or sponsored messages on the traditional and electronic media in the hope that such an endorsement will induce favourable attitudes towards the brand and ultimately affect sales and profits by increasing consumers' preference for the brand. (Erdogan & Baker, 2000).

Consumer Behaviour

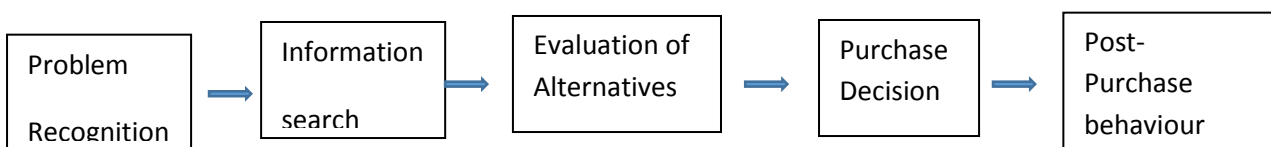
According to Pant (2007), consumer behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the

consumer and society. Consumer behaviour is also defined as the study of how people buy, what they buy, when they buy and why they buy. It refers to the buying process that occurs to anyone who is willing to buy, from individuals to households, groups or organisations (Kotler & Keller 2011). The study of consumer behaviour hinges on social science disciplines of anthropology, psychology, sociology and economics. Consumer behaviours can be influenced by both internal and external stimuli. Some of the most common stimuli are personal factors, cultural factors and social factors. In addition, the consumer's personal factors such as perception, motivation, learning and memory comprise an influence on how the consumer responds to the marketing stimuli. (Kotler & Keller, 2007).

There are different ways of measuring consumer behaviour, depending on the interest. Regularly conducting market research allows businesses to know their customers and take them into account when making business decisions. This greatly improves business performance, and profits. Common measurements include, conducting a survey to determine consumer behaviour. There are two types of consumer survey: qualitative and quantitative. Qualitative studies involve asking a few consumers a lot of in-depth questions. Quantitative studies involve asking lots of consumers a few questions. Factors influencing consumer behaviour include economic factors, psychological factors, and sociological factors.

The Consumer Decision Process

Consumer behaviour is all about the study of why, when, where, how, and what people do or do not in the process of buying a product. Kotler and Keller (2007) introduce a five-stage model of the consumer buying process.



Source: Marketing Management, Kotler and Keller, 2007

Theoretical Review

Source Credibility Model

Source credibility model has been studied by many social scientists' overtime to understand its influence on message persuasiveness. on reviewing the source credibility literature over the past five decades, Pornpitakpan, (2004) discovers that most studies undertaken indicate that perceived source credibility has

some degree influence on communication effectiveness. In advertising context, such credibility is often associated with a model or an endorser, the advertisement, corporate credibility, or web.

The Source Credibility Model derived from seminal work of Hovland, Janis & Kelley (1953), contend that expertise and trustworthiness are the vital factors leading

to the perceived credibility of a message. Expertise is defined as the extent to which a communicator is perceived to be a source of valid claims about the object or issue, and trustworthiness was referred to as the degree of consumer’s confidence in the communicator’s intent to communicate the assertions they consider most valid. The integrity, honesty and believability of an endorser depending on target audience perceptions are referred to as trustworthiness (Erdogan, 1999). Source credibility

theory assumes that the effectiveness of an advertising appeal depends on the trustworthiness and expertise of the source. Celebrity’s trustworthiness is perceptual and depends on the target audience; It refers to the integrity, honesty, and believability of an endorser. Expertise can be defined as the ability of an endorser to make valid assertions. It includes the skills, knowledge and experience developed by the endorser while working in the same field.

Table 1: Source Credibility Scale

Attractiveness	Trustworthiness	Expertise
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experience-Inexperienced
Beautiful-Ugly	Honest-Dishonest	Knowledgeable-Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

Source: Ohanian, R (1990). Journal of Advertising, p39-52

Source Attractiveness Model

Source Attractiveness Model originates from McGuire’s Source Valence Model (McGuire, 1985). Attractiveness refers to the perceived attractiveness of the source (Ohanian, 1991). Source attractiveness in the context of message effectiveness (and communication) is said to depend on source’s likability, familiarity, similarity, and overall attractiveness to the receivers (Ohanian, 1991). Familiarity is referred to as the knowledge of the source through exposure, whereas likeability is affection for the source as a result of the source’s physical appearance and behavior, similarity is the supposed resemblance between the message source and the receiver of the message. This theory explains message acceptance in two ways: Identification and Conditioning. Identification refers to when the receiver or the target audience of the communication begins to identify with the source’s attractiveness, and hence tends to accept his message, beliefs, opinions, habits, attitudes etc. Conditioning refers to when the attractiveness of the source is supposed to pass on to the brand after regular association of the source with the brand (Saumendra & Prasant, 2012). This implies that some features in celebrities can make the product they endorse become acceptable and have a favourable image.

The theories discussed have therefore been adopted as the base for the development of this study because the success of advertising campaign with celebrity endorsement depends greatly on the celebrities used for the advertisements. It further shows that consumers’ believability, acceptability, or rejection of advertising

message is determined by the level of the celebrity’s credibility, and attractiveness. Aligning it to the products under study, this model maintains that if advertising messages of Pepsi soft drink are well packaged with high level of celebrity’s trustworthiness and familiarity, there is the possibility that the consumers accept and believe the advocacy about the products either immediately, quickly or slowly.

Empirical Review

Widarto, (2018) examined the Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7). This research examined the impact of celebrity endorsement on purchase intention. The study made use of primary data. To test the hypotheses, a survey was conducted in Indonesia by using a structured questionnaire. Total samples are one hundred (100) respondents. The findings reveal that celebrity endorsement has a positive impact on purchase intention, and the three dimensions (trustworthiness, attractiveness, and expertise) play an important role on forming celebrity endorsement variable. Moreover, trustworthiness of the celebrity is the biggest contributor on celebrity endorsement variable which is followed by attractiveness and expertise dimensions. Kamal, (2016) examined the impact of celebrity endorsement on consumer buying behaviour: a case study of seven-up bottling company plc. This research work examined how celebrity endorsement in advertisement influences people’s opinions in marketing and its effect in the society compared to other forms of advertising. The data

collection for this research work was through both primary and secondary research. The population of the study comprised the staff of Seven-Up Bottling Co. Plc., and consumers of soft drinks. Finally, the results of the study prove that celebrity endorsements positively impact the consumers purchase intention.

Wenny and Sabrina (2016) examined comparing the use of famous endorser and lay endorser in predicting consumer intention to buy in the Indonesian context. This research compared the use of famous endorser and lay endorser in advertisements in predicting consumer intention in buying a consumer goods product. A total of two hundred and ninety (290) undergraduate students participated in this study. The data was then analyzed using structural equation modeling. The results show that the use of famous endorser in product advertisement is more effective than the use of lay endorser. Ruchi, Nawal and DPS (2015) examined the impact of celebrity endorsements on consumers' purchase intention: A Study of Indian Consumers. The population of the study included three hundred and thirty-six (336) Indian respondents who are exposed to celebrity endorsements for various products/brands. Thus, the study considers three attributes of celebrity endorsements as suggested by Ohanian - attractiveness, trustworthiness and expertise. However, the beta coefficients reveal a low degree of correlation between celebrity endorsements and purchase intention. Further, attractiveness and trustworthiness are found to have a significant impact on the purchase intention, while expertise did not have a significant impact on purchase intention.

Mazzini, Rosida, Rozit, and Halimahton (2013) examined Celebrity Entrepreneur Endorsement and Advertising Effectiveness. This study was undertaken to develop, test and validate a model that could explain the effects of celebrity entrepreneur endorsement on advertising effectiveness. The research hypothesizes that celebrity credibility (comprising of attractiveness, trustworthiness, and expertise) and advertisement credibility will positively affect three traditional measures of advertising effectiveness – attitude toward the advertisement, attitude toward the brand and purchase intention. A self-administered questionnaire with a stimulus advertisement featuring Dato' Siti Nurhaliza as the endorser of her own skincare label, Simply Siti, was filled up by five hundred and forty-two 542 female respondents. Data were analyzed using Structural Equation Modeling. The findings revealed that both, celebrity credibility and advertisement credibility had positive impact on attitude toward the advertisement and attitude toward the brand. Moreover, the impact of consumers' perceived credibility on purchase intention was mediated by their attitudes.

Mowemi (2013) examined influence of celebrity endorsement and brand awareness on consumers' purchase decision: a comparative study of yoyo bitters and alomo bitters. The major objective of this study is to measure the extent to which celebrity endorsement influences consumers' perception of Yoyo Bitters and Alomo Bitters. Also, the study wishes to find out the relationship, if there are any that exists between product types, choice of celebrity endorser, and celebrity's personality. A total number of one hundred and seventy copies of the questionnaire was distributed to the consumers were within Ibadan metropolis. Based on the findings of the study, it is obvious that celebrity endorsement plays a vital role in disseminating advertisement information that can influence consumers to make rational choices on products and services.

Methodology

This study used descriptive research design. The population of this study are the consumers of the chosen product, Pepsi. The consumers were within Ilorin metropolis. Convenience and purposive sampling techniques were employed in carrying out the study. These sampling techniques were chosen because only the consumers of the Pepsi were used; also, the population is made up of individuals with different social characteristics; and they were readily available and willing to participate in the research. Primary data was the major source of data collection for the study. The primary data was obtained directly from respondents through the administration of questionnaire. The sample size of this research was calculated using Cochran (1977) sample size determination formula. Cochran recommended sample size formula for calculating a sample size for proportions of large or undefined population is shown below:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- e is the direct level of precision (i.e margin of error) = 0.05
- p is the estimated proportion of the population which has the attribute in question = 0.5
- n_0 is Cochran's sample size recommendation for large population.
- q is 1-p = 0.5
- the z value is found in a Z table.

$$n_0 = \frac{1.96^2 (0.5)(0.5)}{0.05^2}$$

$$n_0 = 385$$

Thus, 385 Pepsi Consumers were considered relevant for the study.

Regression analysis was used in this study to reveal the degree of effect of Celebrity Endorsement on consumer buying behaviour.

Results and Discussions

Table 2: Response Rate

Response Rate	Frequency	Percentage (%)
Returned	381	98.96%
Unreturned	4	1.04%
Total	385	100%

Source: Researcher's Computation, (2020)

Table 2 shows that 381 (98.96%) of the respondents accurately filled and returned the questionnaires while 4 (1.04%) of the respondents didn't accurately fill and return the questionnaire.

Table 3: Demographic Characteristic of Respondents

Characteristics	Category	Frequency	Percentage
Gender	Male	179	47.0%
	Female	202	53.0%
	Total	381	100.0%
Age	Less than 25 years	77	20.2%
	26 – 30 years	104	27.3%
	31 – 35 years	94	24.7%
	36 – 40 years	74	19.4%
	41 years and above	32	8.3%
	Total	381	100.0%
Marital Status	Single	289	75.9%
	Married	81	21.3%
	Widowed	8	2.1%
	Divorce	3	0.8%
	Total	381	100.0%
Educational Qualification	SSCE	46	12.1%
	OND/NCE	56	14.7%
	HND/B.Sc	240	63%
	MBA/M.Sc.	33	8.7%
	Ph.D	6	1.6%
	Total	381	100.0%
Occupation	Civil servants	52	13.6%
	Private Sector	87	22.8%
	Trading/Business	103	27.0%
	Students	128	33.6%
	Others	11	2.9%
	Total	381	100.0%

Source: Researcher's Computation, (2020)

Table 3 shows gender of the respondents. 179 (47.0%) of the respondents were male while 202 (53%) of the respondents were female. This implies that Females consume Pepsi more compared to their male counterpart.

The table also shows age of the respondents. 77 (20.2%) of the respondents were less than 25 years, 104 (27.3%) of the respondents age fell within 26 – 30 years, 94 (24.7%) of the respondents age were within 31– 35 years,

74(19.4%) of the respondents were 36-40 years and 32 (8.3%) of the respondents were 41 years above. This implies that the Pepsi consumers largely belong to the young generation, and the elderly takes it less due to ageing and health factors.

The table also reveals marital status of the respondents. 289 (75.9%) of the respondents were single, 81 (21.3%) of the respondents were married, 11 (2.1%) of the respondents were divorced while 3 (0.8%) of the

respondents were widowed as of the time of this study. Furthermore, the table shows educational background of the respondents. 46 (12.1%) of the respondents obtained SSCE certificate, 31 (14.7%) of the respondent attained OND/N.C.E, 240 (13.1%) of the respondents obtained HND/B.Sc. certificate, 33 (8.7%) of the respondent attained MSc/MBA, and only 6 (1.6%) of the respondent attained PhD certificate.

Finally, the table also indicates the occupation of the respondents. 52 (13.6%) of the respondents were civil servants, 87 (22.8%) of the respondents worked in the private sector, 103(27.0%) of the respondents were engaged in trading / business, 128 (33.6%) of the respondents were students, while 11 (2.9%) of the respondent had other occupations.

Test of Research Hypothesis One: Celebrity’s Trustworthiness has no significant effect on purchase decision

Table 4 :Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.495	.956

P<0.05

a. Predictors: (Constant), Honestyv, Dependabilityv, Believabilityv, Integrityv

Source: Researcher’s Computation, (2020)

The model summary gives R² value of 0.503. This shows that Celebrity’s Perceived Honesty (Honestyv), Celebrity’s Dependability (Dependabilityv), Celebrity’s Believability (Beleivabilityv) and Celebrity’s Integrity (Integrityv) have positive influence on the Purchase decision. Thus, this model is predicting 50.3% of the

variance in the level of Purchase decision pooling all factors together simultaneously; meaning that 50.3% of the variance is determined by the predictors captured in this model. The remaining 41.7% is due to other variables not captured in this model.

Table 5: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.678	4	2.170	78.995	.001 ^b
	Residual	424.117	376	1.087		
	Total	432.795	380			

a. Dependent Variable: PURDECv

b. Predictors: (Constant), Honestyv, Dependabilityv, Believabilityv, Integrityv

Table 5 shows that Celebrity’s trustworthiness variables used in the selected study area significantly predicted the level of Purchase Decision (PURDECv), F (4,380) = 78.995, p < 0.05 F – statistical indicates that the overall regression model is highly statistically significant in

terms of its goodness of fit since the value of F_{tab} (2.46) < F_{cal} (78.995). Therefore, null hypothesis is rejected. The study concludes that there is positive relationship between Celebrity’s Trustworthiness and Consumer Purchase Decision in the selected area.

Table 6: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.974	.379		7.847	.000
Believabilityv	.070	.057	.061	1.234	.018
Honestyv	.262	.049	.271	5.382	.000
Dependabilityv	.145	.050	.145	1.898	.020
Integrityv	1.047	.049	.148	1.966	.034

a. Dependent Variable: PURDECv

Source: Researcher's Computation, (2020)

Table 6 shows the contribution of the predictors. In this case, Celebrity's integrity contributes highest with Beta value of 1.047, Sig < .05 and t-value of 1.966. The contribution is statistically significant to the level of Purchase Decision (PURDECv). Celebrity's Perceived Honesty contributes with Beta value of .262, p < .05 and t-value of 5.382. The contribution is statistically significant to the level of Purchase Decision (PURDECv). Celebrity's Knowledge contributes with Beta value of .145, p < .05 and t-value of 1.898. The contribution is statistically significant to the level of Purchase Decision (PURDECv). Celebrity's believability contributes with Beta value of .018, p < .05 and t-value

of 1.234. The contribution is statistically significant to the level of Purchase Decision (PURDECv). Hence, the null hypothesis is rejected, and the study concludes that Celebrity's Trustworthiness have positive relationship with the Consumer Purchase decision (PURDECv) in the selected area. This study is in line with the study of Widarto, (2018) whose findings reveal that celebrity endorsement has a positive and significant impact on purchase intention, and the three dimensions (attractiveness, expertise, and trustworthiness) play an important role on forming celebrity endorsement variable and that trustworthiness of the celebrity is the biggest contributor on celebrity endorsement variable.

Test of Research Hypothesis 2

H₀₂ Celebrity's Familiarity has no significant effect on purchase decision.

Table 7: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.531	.943

a. Predictors: (Constant), Familiarityv

b. Dependent Variable: PURDECv

The model summary table gives R² value of 0.534. This shows that Celebrity's familiarity has positive influence on the Purchase decision. Thus, this model is predicting

53.4% of the variance in the level of Purchase decision pooling all factors together simultaneously; meaning that 53.4% of the variance is determined by the predictors captured in this model. The remaining 46.6% is due to other variables not captured in this model.

Table 8: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.370	1	120.370	26.431	.000 ^b
	Residual	104.830	379	.888		
	Total	225.200	380			

a. Dependent Variable: PURDECv

b. Predictors: (Constant), Familiarityv

Source: Researcher's Computation, (2020)

The table shows that celebrity's Familiarity variables used in the selected study area significantly predicted the level of Purchase Decision (PURDECv), $F(1,380) = 26.431$, $p < 0.05$ F – statistical indicates that the overall regression model is highly statistically significant in terms of its goodness of fit since the value of $F_{tab}(3.94) < F_{cal}(26.431)$. Therefore, null hypothesis is rejected. The study concludes that there is positive relationship between Celebrity's Familiarity and Consumer Purchase decision in the selected area.

Table 9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.478	.179		2.673	.001
	Familiarityv	.861	.074	.731	11.640	.000

a Dependent Variable: PURDECv

Source: Researcher's Computation, (2020)

Table 9 shows the contribution of the predictors. In this case, Celebrity's Familiarity (Familiarityv) contributes with Beta value of 0.861, Sig < .05 and t-value of 11.640. The contribution is statistically significant to the level of Purchase decision (PURDECv). Hence, the null hypothesis is rejected, and the study concludes that Celebrity's Familiarity have positive relationship with the Consumer Purchase Decision (PURDECv) in the selected area. This is in line with the study of Okorie, Oyedepo and Akhidenor (2012) who concluded that the more familiar an endorser, the more likely consumers are to buy the endorsed products.

Conclusion and Recommendations

From the findings of the study, it was concluded that majority of the respondents like advertisements featuring celebrities and they believed that the presence of celebrity in advertisement aids brand awareness and recall which leads to purchase decision. Furthermore, many Pepsi consumers perceived celebrity's trustworthiness as the major factor to consider before making a purchase

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decision. Furthermore, Celebrity's familiarity also positively influences consumer purchase decision.

It is therefore recommended that organisations should focus more on using celebrities to endorse their products because they (celebrities) give meaning to an advert with extra subtlety, depth and power and add to some extent, credibility to the advertised products or services. They should also indulge in the use of celebrities that enjoy widespread recognition, public acceptance, trustworthy, honest believable and dependable among their fans and people to appear in the adverts and endorse their product, as it can heighten product identification among consumers, facilitate audience recall, and influence the purchase decisions of consumers. To this end, advertising agencies and makers of products and services should intensify their efforts to put celebrities to proper scrutiny in terms of character, personality, popularity, and human relations before they can be allowed to authorize their products and services.

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