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A PILOT STUDY ON MEDIATING EFFECT OF INTENTION ON CELEBRITY ENDORSEMENT AND CONSUMER BUYING BEHAVIOR OF CARBONATED SOFT DRINKS AMONG UNIVERSITY STUDENTS IN NORTH WESTERN NIGERIA

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Abstract

The study examines the determinants effect of celebrity endorsement that are considered essential for the success of marketing communication of activities with specific reference to Carbonated Soft Drinks Among University Students in North Western Nigeria.. The study utilized cross sectional research design for the pilot study, while questionnaire was used to collect data on a sample of one hundred (83) respondents with the aim to assess the adequacy of the items wording, phrasing and question construction; as well as to determine the validity and reliability of the instruments utilized for the study. Consequently, a group of subject matter experts examined the adapted instruments where the researcher sought the view of academics, professionals and industry experts on the subject matter under consideration to ensure clarity, understandability and the ability of the questionnaire items to represent the domain of the study. Similarly, prior studies have utilized and tested the instruments at different times and contexts and found the instruments appropriate. In the same vein, the reliability test results revealed that all the constructs have attained high reliability coefficients, ranging from .877 to .741; as such, they are considered suitable to be used in the main data collection for the study.

Keywords: Celebrity Endorsement, Determinants, Validity, Reliability, Consumer Buying Behavior, Pilot Study

1. Introduction

Perception of consumer behavior is an attainment key to the business. Consumers are important in business and are placed at the centre of all marketing activities (Shruti & Naveen, 2019) that help marketers to identify, create goods and services which satisfy consumers' needs, help to generate profit, market share and ensure industry subsistence (Naila & Nurul, 2023). Thus, the study of consumer buying behavior is a complex one as reported by Kotler and Armstrong (2015) because it helps the understanding of what buyers think, what are the consumers feelings, what are the motives behind their choices and how they purchase among competing products (sheikh,2019).

With the hyper competitive nature of the carbonated soft drinks industry sector which is very high, carbonated soft drink companies need to emphasize more on research in the area of consumer behavior. In this condition, a marketer must focus on attracting consumers' interests by using effective marketing communications (Osei-Frimpong et al., 2019) and concentrate on using advertising campaigns if a company wants its products to always be in consumers' minds (Elango & Suryakumar, 2022). Knowledge of consumer purchasing behavior particularly students of university will go a long way in ensuring effective marketing communication strategies towards the intention of consumers which

will eventually facilitate positive consumer behavior towards the organizational product.

Celebrity endorsement (celebrity fit, celebrity attractiveness, celebrity trustworthiness and celebrity expertise) is used by the companies to capture consumers' minds toward buying their products. It plays an important role in creating products awareness (Ojo, Adekunle & Ishola, 2020; Priyanka, Bhawna & Arshi, 2021). The primary rationale for using celebrities in the advertising is to promote products; it is an effective tool to attract consumers and also helps to influence consumer purchase intention (Aziz, Omar & Ariffin, 2019). An expert is known for his ability to explain correctly about a product (Ohanian, 1991). Behnoosh, Naylor and Dickson (2017) explained that expertise of an endorser is obtained from the ability of an expert to provide information to consumers based on his/her experience, education, or competence. Also Pongiannan (2018) posited that credible celebrity can initiate much more behavioral changes in consumer buying pattern and also have higher degree of appeal, attention to target consumers and brand recall as compared to non-credible celebrity (Suchismita & Shelly, 2020). This is because people feel that products endorsed by a celebrity have certain special credibility. Yusuf, Ahmed, Abdulazeez and Oluwasey (2022) also reported that celebrities are seen as role models and the youth tend to imitate these superstars' lifestyles, such as how they dress, speak, and even behave; these play a significant role in their purchasing intention.

Mediating variable in this research is intention, which is about the interest, chance, willingness, and intent to buy the endorsed products. This is depicted that intention is the premise of performed purchase behavior (Ajzen, 1991). According to Rizwan et al. (2019) and Molla (2019), both the celebrity and brand have group of information tie that are stored in the minds of consumers and these association also include intention regarding both brand and endorsers. This is supported in the study by Qi and Ploeger (2019) and Ding et al., (2020) that intentions are reported to be significant predictors of consumer buying behavior.

Therefore, with respect to Ajzen (1991), the familiarity of Nigerians towards celebrity advertisements may have effect on the intention of consumers and afterwards perform buying behavior of carbonated soft drink. Intention in this study is the reaction of consumer towards celebrity endorsement and actual purchase of carbonated soft drinks.

However, the efficacy of endorser has not been put into consideration in carbonated soft drinks advertisement rather endorsed celebrity based on their popularity and for many consumers will see such advertising as ineffective. Onewo, Babatunde, Adenekan and Akintan (2022) noted that not all celebrities are proved successful endorsers and this makes the selection process quite difficult for marketer. Hence, selection of celebrities need to be considered by the organization because if a firms goes wrong in celebrity endorsement in the selection process, the celebrity endorsed advertisement campaign may not be effective to influence consumers intent to buy the product (Djafarova & Foots, 2022). Schouten, Janssen and Verspaget (2020) reported that the effectiveness of the use of endorsers is closely related to the match between endorsers and products being endorsed. Schouten et al. (2020) added that certain products required more celebrity expertise than the ordinary endorser and would be successfully liked by consumers if they use the expert endorser type (Yan, Ririn & Nailul, 2022). This indicated that using popular endorsers can be biased because consumers may likely prefer toward knowledgeable endorsers for carbonated soft drinks adverts.

Studies demonstrated that physical appearance is an important factor, which helps in determining the effectiveness of an endorser (Muneeba & Danish, 2018; Deepmala, 2019; Rizwan & Tehreem, 2019). However, Garba, Yohanna and Mojirola (2019) in Nigeria explained that endorsers which are more attractive are not that much good for advertising. In source attractiveness model, it is stated that the effectiveness of an advertisement is determined by the similarity, likeness and familiarity of celebrity (McGuire, 1985) and also concepts such as intellectual

skills, personality properties, way of living, athletic performances, and skills of endorsers (Erdogan, 1999). Athaya and Ira (2022) also posited that attractiveness does not only mean physical attractiveness but includes the whole lifestyle of the celebrity and different aspects of his personality. Similarly, Ivani and Tengku (2023) stated that if consumers think that endorser is not similar to them or dislike that endorser, the celebrity becomes more unattractive to the consumers. However, selection of these endorsers by carbonated soft drink companies has been a major challenge to their adverts' effectiveness because some of them have negative publicity on media and such celebrity may not attract consumers to patronize the product.

In the same vein, there are some other issues associate with the use of celebrity in the soft drink industry which include disparity in celebrity/product, double endorsement," for example Idibia signed endorsement with Campari brand and Coca Cola brand in the same industry. The question is, will consumers believe this celebrity consumed the (CSD) product? So, the credibility required to persuade potential consumers will be obviously absent, because it seems to involve scandal, falsehood, deception, insufficient information which are likely responsible for consumer indecision in the choice of product and low consumer patronage. Indeed this problem calls for attention to thoroughly rescue the companies from having decrease in consumer demand for their brands.

More so, another problems facing soft drinks brands category: Coca-Cola and Pepsi is that the company seems to be making wrong choices of celebrities to advertise their products. According to Qianhao et al (2023), Coke brand on one hand, has mostly used the typical person (non influential) for their brand, except in 2018 Coca Cola attempts to diversify their brand strategy with pop star Idibia's endorsement of their diet Coke due to his popularity without considering the aforementioned attributes of endorser which probably discourage consumers to patronize their product. On the other hand, Pepsi firms spend a lot of money on advertisement to achieve the aim of favorable image

for their product(s) and increase consumer patronage but fail to endorse a celebrity that truly fits and genuinely uses their product (Qianhao et al, 2023). So the credibility required to persuade potential consumers will be obviously absent and that may lead to insincere advertisements; this issue likely reduces consumers' interest to patronize the product.

Several literatures revealed that celebrity endorsement has positive effect on consumer buying behavior in Nigeria but they were found to either focus on the telecommunication industry mostly in MTN,GLOBACOM, Airtel or concentrate on all sort of fashion lines, fast food, phone etc (Chinwe & Danjuma, 2022; Mustapha, Hauwa, Bashir, Nafiu & Umar, 2022; Kadek & Gede, 2022; Zainal & Abd, 2022). Few studies were conducted in the area of CSD especially in Seven-up Bottling Company Plc (Onewo, Babatunde, Adenekan, Akintan & Akinyemi, 2022) and the limitation of the study was that it used simple regression analysis which could not be adequate to explain complexity of consumer buying behavior which the present study set out to examine consumer buying behavior of soft drinks (coke and pepsi) with the use of SEM-PLS technique analysis and by incorporating intention as mediating variable.

Similarly, various studies highlighted the factors influencing consumers' buying behavior. However, the analysis of these factors shows that consumer-purchasing intention has a significant direct effect on consumers' buying behavior. Notably, advertising has a great capacity to modify consumer behavior (Laurence 2018; Erilia & Ferranti, 2022); brand attitude has effect on consumer buying behavior Friska, and Willy (2022) brand image has effect on consumer buying behavior (Estri & Dwinita, 2023). In explaining this notion, the study stated that the individual's purchase intention triggers the individual's quick buying behavior (Ding et al., 2020; Caherin, 2023). In particular, consumers' buying behavior is the outcome of an individual's psychological desire (Ajzen 1991; Xin & Ploeger, 2019; Wertenbroch et al., 2020). In this context, purchase intention affect the individuals' desires

(Meena, 2018; Maharani, Helmi, Mulyana & Hasan, 2020), significantly leading to buying behavior. Therefore, the concern of this study has two – fold dimensions. First, it ascertains which of these celebrity dimensions is more likely to help an organization achieve its objective when communicating its marketing activities to its target market especially the student's population. Second, the study also sets out to examine mediating role of intention as suggested by Ramendra and Neetopaul (2018) on the relationship between celebrity endorsement and consumer buying behavior.

2. Literature Review

2.1 Conceptual Review

Consumer Buying Behaviour

Consumer Behaviour is the study of individuals, groups or organisations and the processes involved to select, use and dispose of products, services, experiences, or ideas to satisfy needs and impacts that these processes have on the consumer and society (Sushil & Ashish, 2013). In the opinion of Giridhar (2012), consumer behaviour involves studying the characteristics of individual consumers, which include demographics, psychographics, and behavioural variables in an attempt to understand people's wants.

Purchasing Intention

Chakraborty (2019) held that purchasing intention is the probability that someone will buy a particular product based on the interaction between customer needs, attitudes and perceptions of the product or the brand. Ningrat and Yasa (2019) also viewed intention as the consumer's will to buy a product with a certain brand in the future.

Celebrity Endorsement

Endorsement is a channel of communication where celebrities act as spokesperson of the brand. By extending their popularity and personality, celebrities certify the brand's claim and position (Kotler, 2015). According to Kotler and Armstrong (2015), celebrity endorsement is a method of marketing communication used to promote offering which influences the purchase behavior of the target market. Positive image

that celebrities cast on the audience can make the message in the advertisement more persuasive (Choi & Rifon, 2007).

Carbonated Soft Drink and Celebrity Endorsement in Nigeria

In Nigeria, carbonated soft drinks (CSD) products that do not contain any form of intoxicating substance (Isibor, Iyamu & Oghenev, 2019), such as water, tea, coffee, sweet drink, juices, malt and so on (Muktar, 2021). Carbonated soft drinks are also known as soft drinks which come in different variations some examples are coca cola, Pepsi, La-Casera, Viju, snoopz and among others. Soft drinks persist to be part of sweet carbonated beverages that consumers purchase on a daily basis and thereby giving reason for additional studies as suggested by (Isibor et al., 2019).

2.2 Empirical Review

Salma and Dian (2021) explored the influence of endorsers' attractiveness on consumer buying interest in products offered on social media. The results showed that the attractiveness of celebrity endorser Raffi Ahmad has positive effect on consumer buying interest in Lemonilo products. But the study did not show the source attractiveness indicator used in the study. Mostafa, Habiba, Hagar, Mirna and Nor (2022) explained that celebrity's beauty shows how effective endorsement is. The study revealed that celebrities who are attractive are more effective in recommending products or services than celebrities who are not. Mostafa et al 2022 further referred attractiveness as not only celebrity's physical beauty, but also to other qualities such as intelligence, personality traits, and lifestyles. The study used simple regression techniques to affirmed effect of celebrity attractiveness on purchase, which cannot be serving as basis for generalization. Athaya and Ira (2022) suggested that the brand needs to push out the attractiveness of the celebrity as the quality is the most significant influence to the purchase intention for the prior dimension of attractiveness. Limitation of this study is that it used one indicator to measure attractiveness (familiarity) which this present study will use familiarity, similarity and likening as indicators of

attractiveness. In addition, Adil and Syed (2018) Chioma (2018) study shows that celebrity trustworthiness has positive effect on consumer buying behavior.

Similarly, Olaosebikan (2020) introduced the source credibility model, which is concerned with the trustworthiness. Olaosebikan researched on the influence of endorser trustworthiness on consumer retention of high-risk products in Nigeria and revealed that when communication is presented by a high-trustworthiness source, it is regarded as more honesty, and when presented by a low-trustworthiness source, it is perceived as less believable. The study revealed that endorser trustworthiness has effect on consumer retention of high-risk Products. He further stated that celebrity's competence and integrity are critical to the endorsement's success.

Naila and Nurul (2023) conducted a study on consumers of culinary and fashion products of SMEs in West Java Province which is the centre of commerce, 185 respondents were sampled using PLS Software-Structural Equation Modeling. The results showed that the use of social media has a positive effect on customer engagement; the role of celebrity endorsement has a positive effect on customer engagement; customer engagement has an impact on purchasing decisions; customer engagement mediates the relationship between social media use and consumer purchasing decisions, and customer engagement mediates the relationship between celebrity endorsement and consumer purchasing decisions.

Sin, Umaidi, Muhammad, Muhammad and La (2023) explored the effects of celebrity endorsement on consumer's behavior in Indonesia. The result showed that celebrity endorsement has a positive impact on consumer loyalty, has a positive effect either directly or indirectly on impulsive buying behavior, and consumer loyalty itself has a positive effect on impulsive buying behavior. However, the limitation of the study emanated from the fact that consumer-buying behavior differs due to different factors, which

this study will be able to fill that gap by incorporating purchase intention in aforementioned subject matter.

Marium (2018) revealed that endorser who is perceived to be an expert by the consumers is more persuasive to influence consumer purchase intention compared to other endorsers who are considered attractive and trustworthy. Correspondingly, Kunal and Priyanka (2019) examined effect of celebrity endorsement on consumer buying intention in India and result revealed celebrity endorsement has affirmative effect on consumer buying intention. At the same time, familiarity was found having least impact on consumer buying intention. The limitation of the study was the mix findings in the celebrity endorsement dimensions, which will be addressed in this study.

2.3 Theoretical Review

The study is governed by Stimulus-Organism-Response (S-O-R Theory)

Main Theory

Stimulus-Organism-Response (S-O-R Theory)

Stimulus is defined as an influence that arouses an individual (Mehrabian & Russell, 1974). Stimulus is also considered to be environmental cues that affect the emotional state of the consumers, based on the stimulus the overall behavior of the consumer is altered and thus the response (Mehrabian & Russell, 1974). Previous literature has stated the importance of using the Stimulus-Organism-Response framework within a research study based on consumer behavior (Hsu, Chang, & Chen, 2012; Jacoby, 2002; Yang, 2015; Lee, & Chen, 2021). The S-O-R model hypothesizes that environmental cues or stimuli (i.e., stimulus) has effect on consumer's interest state (i.e., organism), which will lead to their behavior being changed (i.e., response) (Lee, & Chen, 2021). A model of this framework has been developed by separating the variables into their appropriate places in the framework. The S-O-R framework has been extended for applications in advertising (Asilah, Hazwani, Asyikin, Dahlan, Azila & Saiful, 2016) and many

areas of consumer behavior (Belk, 1974; Fiore, & Kim 2007; Xu, Wu, & Li, 2020.).

In this study, a celebrity endorsement advertisement is the stimuli, which influence the consumers' internal state. Organism is considered the intent state after the stimuli (celebrity fit, attractiveness, trustworthiness and expertise) are introduced. Therefore, organism for this study represents the consumers' intent responses toward the celebrity and brand. This is the state when the consumer starts to form opinions and interests toward the celebrity advertisement and the brand. The current study proposes that celebrity endorsement exert significant effects on consumer intentions toward the brand and actual purchases. Response is the last segment of the S-O-R framework. In this study, the response is the consumer is overall buying behaviour. Based on the stimulus and organism, consumer's response will be different. It is predicted that based on the celebrity endorsement, the intention will be either influence positively or negatively towards consumers actual purchase (see Fig.1).

Conceptual Framework Model

The conceptual framework proposed in this study is supported by S-O-R paradigm. Mehrabian and Russell (1974) claimed that environmental stimulus (S) influence users' behavioral responses (R) through elicit organism (O) (Asilah, Hazwani, Asyikin, Dahlan, Azila & Saiful, 2016). Stimulus can be conceptualized as the factors influencing internal states of an individual. Whereby Organism refers to the internal processes and outcomes of the stimulus, it normally plays a mediating role between stimulus and responses (Asilah et al, 2016). Response is the final outcomes of stimulus and organism (Lee, & Chen, 2021). It includes factors like individual's intention and actual behaviour. In this study, it is proposed that celebrity fit, trustworthy, attractiveness, expertise and stimuli are independent variables for the conceptual framework. The organism is represented by intention construct and finally the carbonated soft drink consumers' behavior to buy or not to purchase represents the response.

Celebrity Endorsement:

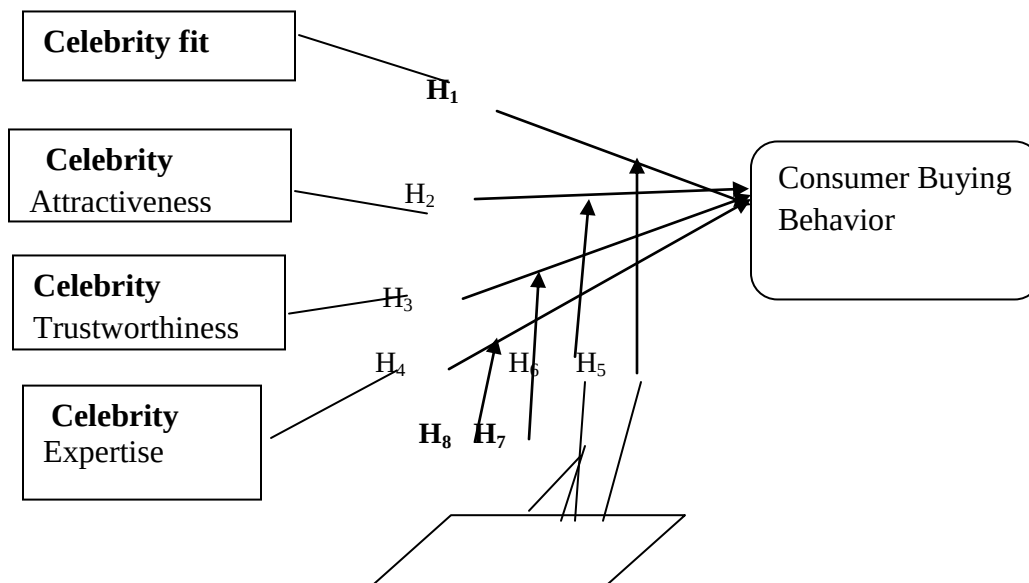


Figure 1: Proposed Research Framework of the study

Figure 1 illustrates the proposed conceptual framework for the present study. The framework is developed based on Stimulus-Organism-Response model (Mehrabian & Russell, 1974). The four

independent variables are classified as stimulus, whereby the Intention and consumer buying behavior constructs are categorized as organism and response respectively.

The celebrity endorsement construct (independent variable) shown in Figure 1. has four dimensions which include celebrity fit, trustworthy, attractiveness, expertise and consumer evaluates these dimensions to perform a given behavior. Hence, in this conceptual frame work, intention refers to the negative or positive reaction toward celebrity fit, trustworthy, attractiveness and expertise that likely lead to buying behavior. The justification for including the construct comes from suggestions by (Ramendra & Neelotpaul, 2018 & Deandra & Sunaryo, 2022).

Furthermore, Figure 1 illustrate mediating role of intention between celebrity endorsement and consumer buying behavior. Accordingly since celebrity fit, celebrity attractiveness, trustworthiness and expertise is able to assist industries to differentiate and position the product in the mind of consumers and solve the problems, it is expected that through using above conceptual models, it is possible to plan for the endorsement of celebrities after identifying the aforementioned problems (Figure 2.3)

3. Methodology

The descriptive research design was used in the study. The descriptive research design describes an event because it sought to describe the situation with regard to underlined variables. Hence, a descriptive research is relevant to this study because it portrays an accurate measures or situations of consumers with regard to their behavior in relation to adverts of soft drink that show celebrities.

3.1 Population of the Study

The population for the study consists of the undergraduate regular students of the Bayero University, Kano (BUK), Ahmadu Bello University, Zaria (ABU) and Usmanu Danfodio University, Sokoto (UDUS) in North Western Zone Nigeria. The respondents were from the different locations and different public universities in Nigeria.

The target population consists of consumers of Coca cola and Pepsi soft drinks. Researcher chooses to use those two brands because of they face stiff competitors

in the market and they spend a lot of money in celebrity endorsement for their brands. Each member in this target population at least drinks carbonated soft drink but only the undergraduate regular students were considered for this study.

3.2 Sampling Technique

A multi-stage sampling technique will be used for the study. This is because there is need to use more than one sampling techniques to have thoroughness. The sampling techniques that make up the multi-stage sampling include stratified, purposive and convenience sampling techniques

Ahmadu Bello University, Bayero University, Kano and Usmanu Danfodio University, Sokoto University respectively. The (3) three faculties will be selected using proportionate stratified random method out of the Twelve (12) faculties in Bayero University, Kano, Thirteen (13) faculties in Ahmadu Bello University and Ten faculties (10) faculties in Usmanu Danfodio University, Sokoto (Strata).

The researcher selected one department from each faculty mentioned. This will include Biochemistry department, Department of Business Administration and the Department of Economics. Justification for selecting these departments is that it helps easy asses to consumers of soft drinks who are knowledgeable in the subject matter, willing and available to respond on the subject matter. The study used also use purposive sampling techniques because the respondents consume the product.

3.3 Pilot test sample

Pilot test is the process of pretesting questionnaires while taking a diminutive group of research respondents to avoid any possible ambiguity in the wordings and it also helps in testing for the reliability and the validity-constructed questionnaire (Wyse, 2012). In line with this, the researcher pilot tests a convenient sample of 100 consumers. This sample figure is also in accordance with the view of Dillman (2000) and Hill, Brierley and MacDougall (2003) who postulated that a sample size of one hundred (100) is sufficient to present good concise pilot testing.

This study uses an object in carbonated soft drink products advertisement for students. Coca Cola and Pepsi brands are carbonated soft drink consumed by students mostly (Isiabor,2019). We choose these brands because they are the leading ones in Nigeria that opt for more market share to remain in business.

The questionnaire was designed by displaying celebrity endorser used as promotional tools for Coca Cola and Pepsi products. The first celebrity endorsement advertisement design displays Pepsi products used by David Adeleke known as (Davido). The second endorser feature Idibia known as (2face) for Coca Cola diet products. He is one of the brand ambassadors of coca cola products since 2018. Idibia is well-known for his show on social media, live on stage and several television stations. Davido and Idibia were chosen as the endorsers in this study because they often participate in hosting shows nationally and internationally. In addition, they can be described on the four dimensions of the endorser (attractiveness, fit, trustworthiness and expertise).

3.4 Pilot Study

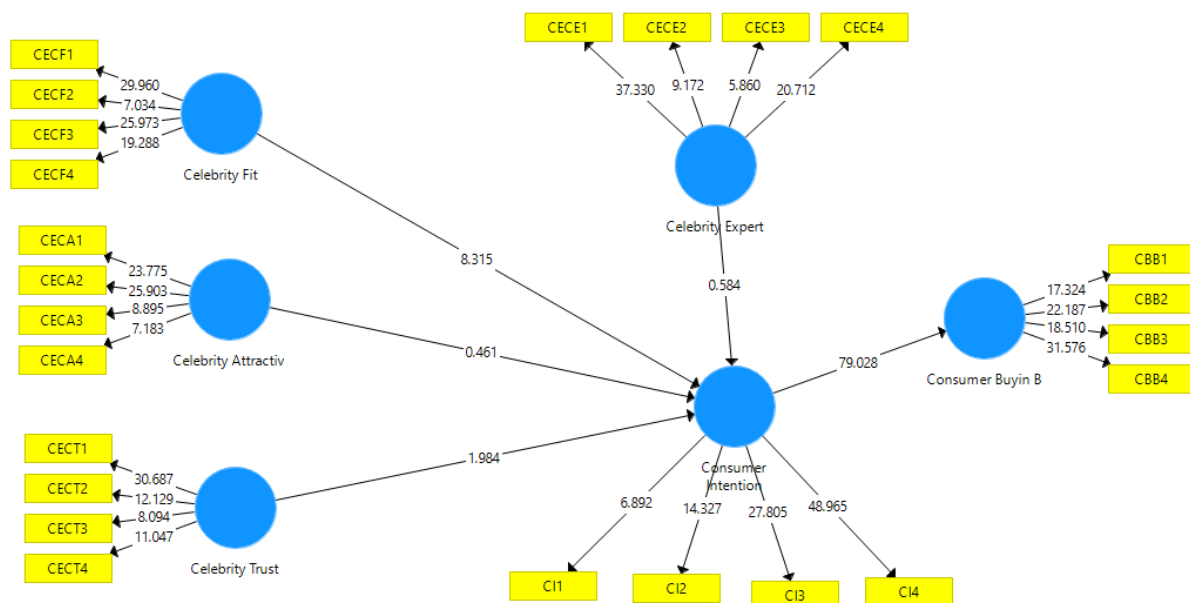
100 copies of questionnaires were sent out for the pilot survey. However, 95 copies of the questionnaires were

duly completed and returned, but only 83 copies were retained as usable after twelve (12) of them were removed because of none response. In addition, the deletion of cases constitutes outliers using Mahalanobis distance (D^2) as advised by Hair, Black, Babin and Anderson (2014). It should be noted that the 83 students used for this pilot study were also considered in the full-scale study.

3.5 Assessment of the measurement model

The validity of a research outcome depends on the reliability of the relationship among the measures of the construct (inner model). Assessment of a measurement model (outer model) comprises examining the individual items reliability, ascertaining internal consistency reliability, ascertaining convergent validity and ascertaining discriminate validity.

The analysis ensures that the items are linked with the respective constructs as specified by the theory. Consequently, the measurement model analysis of reliability for all the reflective construct as well as the validity were estimated based on the model (Figure 2.).



In the present study, in order to ascertain the individual item reliability and other measurement

model assessment, the study performed PLS algorithm as presented in Figure 2. above.

4. Results and Discussion

4.1 Internal Consistency Reliability

In this study, Cronbach Alpha was used to measure the internal consistency between the questions. Therefore, the results obtained from this study's data can be reliable because the effects of Cronbach Alpha get a coefficient value > 0.6 (Hair et al., 2013). The results

in Table 1. Show that the Cronbach alpha value for the research data used has a value > 0.8 . Therefore, the data used in the research is reliable and can be used for the next stage of research. Likewise, with the AVE test, the value of test results obtained to get a value > 0.5 , so it can be concluded that the data used in this study is valid and can be used in the next test process. In this study Cronbach Alpha was used to ascertain Internal consistency reliability.

Table 1: Summary of Pilot Test Reliability Results

Variable/Item	Dimension	Items	Cronbach's Alpha
Consumer Buying Behavior	<i>One(1)</i>		
	Actual purchase	9	.877
Celebrity Endorsement	<i>Four(4)</i>		
	Celebrity fit	7	.809
	Celebrity Attractiveness	12	.765
	Celebrity Trustworthiness	10	.741
	Celebrity Expertise	8	.764
Intention	<i>One(1)</i> <i>Consumer intention</i>	8	.840

Source: Analysis Result Using SmartPLS 3.0 developed for the research, 2023

4.2 Discussion and Findings

Table 1 presents the test results of Cronbach's alpha, rho_A, composite reliability (CR) and average variance extracted (AVE). The Cronbach's alpha coefficient, rho_A and composite reliability values are all above 0.7 thresholds indicating that the entire exogenous and endogenous constructs in this study are reliable 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, rho_A 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 3.16, we obtained acceptable discriminant validity because the extracted

average variance (AVE) values are .5 or greater than 0.5 (Hair, Black, Babin & Anderson, 2010). Furthermore, convergent validity test values are satisfactory because the AVE values are greater than .50 and CR values which are all greater than 0.7 (Hair, Black, Babin & Anderson, 2010).

The originators of all the constructs adapted for data collection in this study established the validity of these measures. Moreover, both Cronbach's alpha and composite reliability values were found to be greater than 0.7. The convergent validity is achieved using the average variance extracted (AVE) that indicates the items are converged (*i.e.*, mutually substitutable); the discriminant validity which indicates all the items are distinct from one another, and nomological validity which indicates that no multicollinearity exist among the variables of all the dimensions were also reported to be acceptable statistically. Hence, all the adapted measures were valid and reliable from their origin.

Consequently, as reported by the authors, the measures can be applied in any contexts, as they are reliable and valid for measuring the above mentioned constructs utilized for the study.

Previous studies have stated that celebrity endorsers can increase consumer buying behavior of products, (Obiageli & Tutah, 2018; Gita & Suliyanto, 2022; Muhammad, Wasim, Hafiz, Zunaira & Muhammad, 2022; Naila & Nurul, 2023). Therefore, based on the Table 1. the instrument that measures consumer buying behavior is reliable with (0.877) based on the rule of thumb which is greater than 0.7 (Hair et al., 2013). Also, instruments that measure celebrity fit, celebrity attractiveness, celebrity trustworthiness and celebrity expertise are reliable with 0.809, 0.765, 0.741 and 0.764 respectively on consumer buying behaviour of carbonated soft drinks among university students in North – Western, Nigeria and can be used in the next process. Also, instrument that measures mediating effect of intention on the relationship

between celebrity fit, celebrity attractiveness, celebrity trustworthiness and celebrity expertise and consumer of carbonated soft drinks among university students in North – Western, Nigeria consumer is reliable with (0.840) base on the rule of thumb which is greater than 0.7 (Hair et al., 2013; Liu & Brock, 2011) and can be used in the next process.

Limitations

This study is limited in scope of coverage in terms of several elements (population) studied as the questionnaires will be administered to a limited number of students in the Northern western universities. The study is also limited in the phenomenon because it only examines four variables of celebrity endorsement (celebrity fit, expertise, trustworthiness, and attractiveness) and consumer intention as a mediating variable. Therefore, further work in the study area should employ advertising reliability as mediating variable. Thus, researchers should address these limitations.

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