



INFLUENCE OF CELEBRITY ATTRIBUTES ON CONSUMER PREFERENCE FOR GSM SERVICES IN ONITSHA METROPOLITAN AREA OF ANAMBRA STATE

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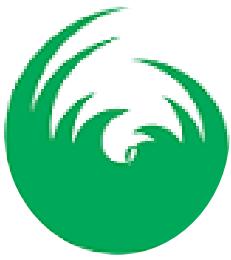
Abstract: The study investigated the influence of celebrity attributes on consumer preference for GSM services in Onitsha metropolitan area of Anambra State of Nigeria. The specific objectives of the study aimed to examine the influences of celebrity credibility, celebrity attractiveness, celebrity expertise, celebrity trustworthiness and celebrity testimony on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. The study adopted a cross sectional survey research design method. Primary data were sourced using the questionnaire for the study. The target population of the study was the users of three selected GSM operators. Cochran's formula was employed to determine the sample size of three hundred and eighty four. The validation of research instrument was done which ensured the soundness of the research instrument. The reliability of the research instrument was confirmed for internal consistency with an average coefficient value of 0.762 tested using Cronbach alpha correlation. The formulated hypotheses were tested using multiple regression analysis statistical technique at 5% level of significance. The study found that celebrity credibility had a significant and positive influence on consumer preference for GSM services. Celebrity attractiveness was found by the study to have a significant and positive influence on consumer preference for GSM services. The study also discovered that celebrity expertise had a significant and positive influence on consumer preference for GSM services. In addition it was discovered that celebrity trustworthiness had a significant and positive influence on consumer preference for GSM services. The study also found that celebrity testimony had a significant and positive influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. The study recommended amongst others that firms using celebrities should always endeavor to produce quality services that will foster trust and believability to both the GSM service providers and their numerous customers. Also, GSM service providers should place adequate check on the celebrities so as to ensure that co-operate images they represent are boasted and sustained in Nigeria.

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Key Words: Celebrity Endorsement Attributes, Consumer Preference, GSM Services, Onitsha.

1. INTRODUCTION

In this contemporary era of globalization and competition, every marketer needs to perform the herculean task of getting quality services into the minds of the customers and also supposed to found novel ways of making it. In a bid to produce and market these services successfully in order to attract the attention of their numerous customers; advertising operation managers have to distinguish themselves from others in order to achieve the objectives of the firm (Ike, 2015). Incontrovertibly, the aim of any message is to achieve the purpose for which it was conceived (Ugwuanyi, Okeke & Emezue, 2018). Fortunately, the use of celebrity advertising seems to be a veritable tool and an effective strategy of gaining patronage. A celebrity is an individual who is known to the public. He or she is popularly referred to as brand ambassador because he/she portrays and represents the firm. Indisputably, firms promote and endorse their products and services using celebrities who evoke closer consumer engagements with the brands in order to facilitate purchases. Endorsing product brands through a well known personality has become very prominent in this contemporary time (Anchal, 2010). Pertinently, on daily basis, consumers are exposed to thousands of images and voice on television, radio, magazine, newspapers, websites and billboards, all advertising the wonderful attributes of the company's services. Notwithstanding that consumers are becoming more discerning and more sophisticated in their buying behaviours but firms not only communicate to their target market but

also persuade their target audience to patronize their services (Anetoh, Nnabuko, Okolo & Anetoh, 2020). The use of celebrity advertising for advertisement and its subsequent influence on consumer preference for GSM services is germane in this competitive world. Companies hire celebrities from different fields to feature in their advertisement campaigns because these endorsers are seen as being dynamic with credible, attractive and likeable qualities (Kim, Lee & Prideaux, 2014).

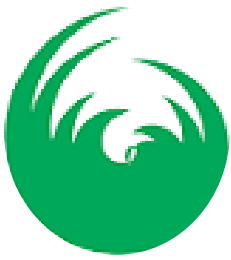
Notwithstanding that huge sum of money are invested on celebrities by companies but celebrities not only serve to create and maintain attention, but also help achieve high recall rate, brand recognition and actual purchase for these brands (Spry et al., 2011). The celebrity endorser fit the brand well by trying to bring the image of the brand closer to the expectations of the consumers. He transfers some of the attributes residing in his image to the brand so as to entrust the product to the consumers. Nevertheless, the desire of every meaningful firm is to thrive successfully in a competitive business environment. This can only be achieved through gaining market acceptance as well as brand preference. Although consumers can be manipulated by positioning what they want to see, feel or hear, at the right time, in the right place and at the best manner so as to create positive influences in the minds of consumers (Zipporah & Mberia, 2014). Brands endorsed through a celebrity advertising seem to receive more attention when such brands are perceived as having good qualities by consumers. Unfortunately, some firms are confronted

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with the problem of being unable to produce quality services in order to boast their brands. Some firms believed that since a celebrity will endorse their services, consumers must comply but forgetting that some consumers are well educated and knowledgeable (Anetoh & Moguluwa, 2018).

Inadequate monitoring of the celebrities' activities so as to verify whether they are actually using the services they are endorsing constitutes a challenge. Companies usually have problems when a celebrity endorses a particular brand and uses another brand. Pertinently, despite the fact that extant literature has highlighted the qualities a good celebrity should possess (Kim, Choe & Patrick, 2018, Ateke et al., 2015). Unfortunately, the extent to which these celebrity attributes influence consumer preference for global system mobile communications services in Nigeria needs to be investigated through empirical evidence. Notwithstanding that a few studies have been conducted on celebrity advertising in Nigeria but scanty literature still exists in Anambra State of Nigeria. It is against this backdrop that the motivation to focus this research on influence of celebrity attributes on consumer preference for GSM services in Onitsha metropolitan area of Anambra State became imperative so as to close the gap and also contribute to knowledge.

Objectives of the Study

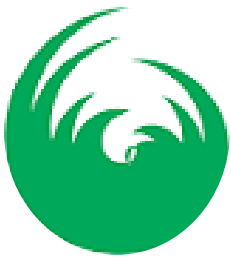
The main objective of this study is to investigate the influence of celebrity attributes on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. The specific objectives of the study are:

1. Ascertain the degree to which celebrity credibility influences consumer preference for GSM services in Onitsha metropolitan area of Anambra State.
2. Examine the degree to which celebrity attractiveness influences consumer preference for GSM services in Onitsha metropolitan area of Anambra State.
3. Determine the extent to which celebrity expertise influences consumer preference for GSM services in Onitsha metropolitan area of Anambra State.
4. Investigate the extent to which celebrity trustworthiness influences consumer preference for GSM services in Onitsha metropolitan area of Anambra State.
5. Determine the extent to which celebrity testimony influences consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Research Questions

The following research questions were raised;

1. To what extent does celebrity credibility influence consumer preference for GSM services in Onitsha metropolitan area of Anambra State?
2. To what extent does celebrity attractiveness influence consumer preference for GSM services in Onitsha metropolitan area of Anambra State?
3. To what extent does celebrity expertise influence consumer preference for GSM services in Onitsha metropolitan area of Anambra State?
4. To what extent does celebrity trustworthiness influence consumer preference for GSM services in Onitsha metropolitan area of Anambra State?



5. To what extent does celebrity testimony influence consumer preference for GSM services in Onitsha metropolitan area of Anambra State?

Hypotheses

The following propositions stated in null structure guided this study.

1. Celebrity credibility has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.
2. Celebrity attractiveness has no significant influence on consumer preference for GSM services in metropolitan area of Anambra State.
3. Celebrity expertise has no significant influence on consumer preference for GSM services in metropolitan area of Anambra State.
4. Celebrity trustworthiness has no significant influence on consumer preference for GSM services in metropolitan area of Anambra State.
5. Celebrity testimony has no significant influence on consumer preference for GSM services in metropolitan area of Anambra State.

Significance of the Study

The findings of this study are expected to be of immense benefit to the following major stakeholders; advertising agencies, companies and academics. The findings of this study are expected to give advertising agencies ample opportunities to understand the effectiveness of celebrity advertising and be able to match the appropriate brand with the appropriate celebrity in order to enhance the reputation of their client. The findings of this study are expected to

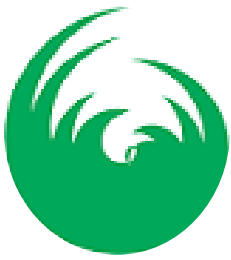
provide advertising and GSM firms with better ideas on how best to explore celebrity advertising in positioning and repositioning their services in the minds of their customers. Also, they will be able to use the most appropriate celebrity for their services, knowing when to hire celebrity, and being sensitive to know when to terminate such contracts. In addition, the findings of this study will provide conceptual literature for future research endeavors. The study will contribute to the existing literature in relation to celebrity advertising and consumer preference for GSM services.

Scope of the Study

The subject scope of the study is restricted to studying the influence of celebrity attributes on consumer preference for GSM services in Onitsha metropolitan area of Anambra State of Nigeria. The study considered celebrity credibility, celebrity trustworthiness, celebrity expertise, celebrity attractiveness and celebrity testimonial as the independent variables of this study while consumer preference for GSM services was used as the dependent variable. The geographical scope of this study was delimited to Onitsha metropolis in Anambra State of Nigeria. The study studied only three GSM service providers in Onitsha. Customers of three GSM service provider services namely; MTN, GLOBACOM and Airtel in Onitsha metropolitan area of Anambra State constituted the unit of the study.

2. REVIEW OF RELATED LITERATURE

2.1: Review of Relevant Concepts



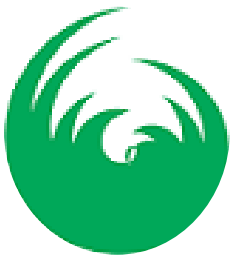
2.1.1: Celebrity Advertising

Celebrity advertising is a communication channel whereby a celebrity acts as the brand's spokesperson and certifies the brand's by using his or her personality, popularity, stature or expertise (Ali & Masoud, 2015). ZorBari and Kalu (2017) defined celebrity advertising as the marketing strategy in which companies or firms use popular and famous personalities to promote and create awareness about a product or service. Celebrities use their fame and popularity to influence members of the public to patronize a particular product or service. Pertinently, in order to ensure success, many companies appeared to choose and use celebrities with a lot of good attributes. Firm ensures that a particular choice of advertising actually represents the overall features of the brand/company (Poghosyan, 2015). Celebrity advertising is a strategy whereby companies use people of public recognition as spokespersons for their products or services (Melford & Nwulu, 2015). Celebrity advertising is a form of advertising campaign that involves well-known persons using their fame to help promote a product or service. Also, advertisers believed that advertising messages delivered by celebrities provide higher degrees of appeals and attentions than those delivered by non-celebrity (Kahle & Homer, 2015). Pertinently, celebrity advertising focuses on the power of the celebrity who advertises to the public (Bhasin, 2010).

2.1.2: Celebrity Credibility

Credibility is the extent to which corporate statements, promises and claims are believable to

customers and other stakeholders. It is the belief that the organization will do what is credible (Ike, 2015). Pertinently, celebrities are generally viewed by consumers as credible sources of information about the product or firm they endorse (Goldsmith, Lafferty & Newell, 2000). Credibility means the integrity, honesty and dependability of the celebrity as regards the subject matter. Endorser's credibility is popularly used in marketing in order to influence customer buying behaviour. This suggests that the effectiveness of the communication will largely depend on the expertise and trustworthiness of the celebrity as viewed by customers (Malik and Qureshi, 2016). Approval of a brand by a star fosters a sense of trust for that brand among the target audience. This is especially true in case of new services. Solomon (2002) noted that the central goal of advertising is the persuasion of customers, i.e. the active attempt to change or modify customers' attitudes towards brands. In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company's brand. Thus, pursuing a celebrity advertising strategy enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness and objectiveness (Till & Busler, 2008). Previous studies have indicated that source credibility poses more effect on consumer judgment and choice (Willemsen, Neijens & Bronner, 2011). Hence, credibility determines whether or not an advertising message will impact positively on the receiver; it influences the outcome of the communicated message (Serban, 2010). In addition, information from a



credible source such as a celebrity has the power to influence the opinions, belief, attitude and behaviour through a process called internalization based on the assumption that the information from the source is accurate (Belch & Belch, 2001). Undoubtedly, internalization occurs when source influence is accepted by the receiver in terms of their personal attitude and value structures (Erdogan, 1999).

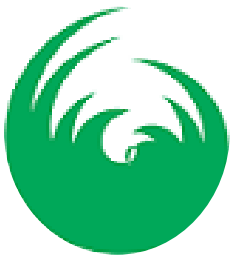
2.1.3: Celebrity Attractiveness

Celebrity advertising literature has indicated that attractiveness is an important indicator of effectiveness (Chao et al. 2005). Although, the attractiveness construct is multi-dimensional in nature. Apart from just encompassing aspects of physical attractiveness which themselves are rather arbitrary, attractiveness also entails other characteristics such as personality and athletic ability (Erdogan & Baker, 2000). Some researchers suggested that physically attractive celebrities are propellers of advertising effectiveness (Till & Busler 2000). Certainly, physically attractive celebrities are generally considered more favourably by various personality traits than their less attractive counterparts (Erdem & Swait, 2004). However, Ateke and Elvis (2013) maintained that attractiveness attributes such as intellectual skill, personality properties, lifestyle or athletic prowess that consumers usually perceive in a celebrity endorser do not represent physical attractiveness of a celebrity. Furthermore, in order to create an effective message, celebrity advertisers have to recognise the attractiveness of the spokes persons. Source attractiveness entails the endorsers' physical

appearance, personality, likeability (Solomon, 2002). The use of attractive people is commonly practiced in billboard, television and print advertising. Physically attractive communicators have proved to be more successful in influencing customers' attitudes and believe than unattractive spokespersons (Ohanian, 2001). Undoubtedly, this behavior mainly goes back to a halo effect, where persons who perform well on one dimension such as physical attractiveness are assumed to excel on others as well such as happiness and coolness (Solomon, 2002). In addition, in order to convince the target audience, the attractiveness of a company's product brand, the trustworthiness as well as expertise should be reflected in the advertisements done by a celebrity. Contributing, Ike (2015) observed that the impact of celebrity is felt much when the celebrity endorser is physically attractive. For example, fans of celebrities expect their celebrities to be attractive, beautiful, handsome, elegant and eloquent. Furthermore, the charisma of the celebrities always entices consumers and their words and testimonies are worshiped by many people (Onyancha, 2016).

2.1.4: Celebrity Expertise

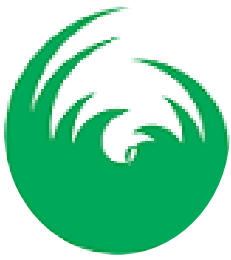
Celebrity expertise is the degree to which a celebrity communicates to the public in line with the objectives of the advert or message as well as the overall aim of the company. It has to do with the competence of the celebrity endorser as regards the message being communicated to the public. Malik and Qureshi (2016) maintained that perceived expertise is concerned with the experience, skill and grounded knowledge of the celebrity in promoting the



company's products or services. Erdogan (2001) defines celebrity endorser's expertise as the extent to which a communicator is perceived to be a source of valid assertions. Extant literature on source credibility sees it as a persuasive communication which indicates that a receiver's perceptions of the source's expertise positively influence source effectiveness (Ohanian, 2001). Consumers' actions in response to the source's recommendations seem to vary directly with the source's perceived level of expertise as well as the person's level of agreement with those recommendations. Message exposed to a source perceived as highly expert exhibit more agreement with the source's recommendation than did those exposed to a source with low expertise (Ohanian, 2001). The level of perceived celebrity expertise predicts celebrity endorser effectiveness. Bergkvist and Zhou (2016) mentioned three things that should be considered in selecting a celebrity. They are; celebrity-target audience match, celebrity-product/brand match and overall image of the celebrity. There should be some degree of conformity/match between a celebrity and the product he or she represents (Pamar and Patel, 2015). The level of expertise and competence displayed by a celebrity in getting the message across to the public will also earn him/ her likability. Consumers will tend to have a positive disposition towards a celebrity who is good at what he or she does, thereby commanding more attractions and followership. Similarly, celebrity represents what the company as well as its product stand for. Therefore, he must portray an image that will not paint the organization in bad light.

2.1.5: Celebrity Trustworthiness

Trustworthiness is the degree of confidence consumers place in a communicator's intent to convey the assertions s/he considers most valid (Ohanian, 2001). Trustworthiness is "the degree of confidence in the communicator's intent to communicate the assertions he considers most valid and consists of honesty, integrity and believability. The character/profile of the celebrity can make or mar an advertising campaign. Celebrities therefore need to take specific actions in ensuring that they live a scandal-free life, worthy of trust and emulation. Trustworthiness is level of confidence and believability that consumers pose in a celebrity endorser to represent the product in a most valid way. Some attributes of trust include favourable disposition and wide acceptance of the celebrity and the brand he/she represents (Pamar and Patel, 2015). Rao and Prasad (2012) found that a highly opinionated message from a highly trustworthy communicator produces an effective attitude change, while non-trusted communicator impact proved immaterial. Perceived communicator trustworthiness has also been shown to produce a greater attitudinal change than perceived expertise (Farrell, Karels, Monfort & McClatchey, 2000). The extant literature on celebrity endorsers suggests that trustworthiness is an important predictor of celebrity advertising effectiveness. Furthermore, celebrity's trustworthiness has been proven to result in greater attitude change than perceived expertise, and has strong effect on celebrity advertising effectiveness. Fans and followers of celebrities will consciously or



unconsciously patronize a celebrity endorsed product based on personal held trust in the celebrity. Celebrity advertising is pivotal to the success of GSM companies (Ibok, 2013). Celebrity trust is often transferred on the overall image of the company.

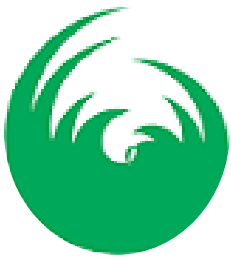
2.1.6: Celebrity Testimony

Celebrity uses testimonial evidence or endorsement so as to influence consumer preference for a product category. This entails that a celebrity vouches for the product by giving testimonies about the services. When a celebrity endorses a product or a product brand, he or she gives testimonies about it which implies that the brand testified is associated with the nature of the celebrity. Therefore, celebrity testimony is the provision of testimonials concerning a product brand or service especially when the product appeared to have contributed positively to the celebrity. Furthermore, the more familiar an endorser is, the more likely consumers are to buy the endorsed product (Migak & Shanklin, 1994). Importantly, Nigerian Breweries a times use Burna Boy (Mr. Damini Ogulu) to advertising and endorse its star lager beer brand. In Nigeria, some telecommunication companies do advertise their brands with the endorsement of some musical actors like Wiskid, Shola and Tiwa Savage with their young and elegant looks in order to best match their adverts. Furthermore, Michael Jordan endorsed for Nike and also used various services of Nike when playing basket ball. This endorsement improves the sales of Nike services in United States and across the world. Undeniably, a new brand can benefit greatly if a celebrity endorses it. Celebrity's spokespersons are

useful in marketing because they provide many attributes that influence consumers in patronizing the advertised brands (Martin, 2006).

2.1.7: Consumer Preference

Consumer preference refers to as selecting, purchasing or using a particular product that has the greatest anticipated value among many alternatives. Preference indicates a brand choice among various available options. Consumer preference is the outcome of consumer decision making process which starts from need identification, information search, evaluation of alternatives and eventual purchase and usage decisions. Consumer preference could be seen as the consumer favorite among different bundles of services or product category (Ubeja & Patel, 2014). It is manifested when a consumer select, use or purchase a particular brand based on the levels of utility or endorsement by a celebrity. Although, the ability of a consumer to hear or listen to an advert does not determines his/her preference toward a particular brand or service. He/she has preference on a particular brand that satisfies his needs. However, a product advertised by a celebrity seems to influence consumer preference to that product or product brand. Furthermore, consumer preferences are measured in terms of the level of satisfaction the consumer obtains from consuming various features or attributes of that product. Pertinently, a consumer's objective is to choose a product that provides the greatest satisfaction to him or her. Notwithstanding that some consumers are very much reserved in making choices but a consumer value is measured in terms of selecting a



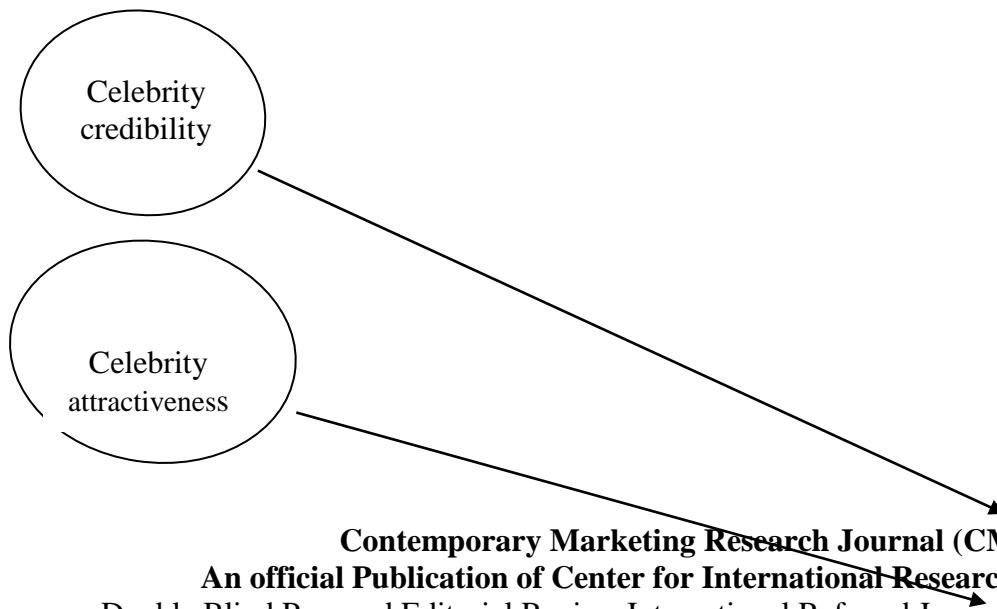
particular service or product brand with relative qualities and utilities among competing product brands especially when that brand is endorsed by a celebrity (Ubeja & Patel, 2014).

2.2: Relevant Theory: Meaning Transfer Theory by McCracken (1989)

This research work is anchored on Meaning Transfer Theory by McCracken (1989). This theory states that after watching an advertisement, the consumers try to find the meaning of the advertisement and associate it with the endorser and also transfers it to the brand. The theory assumes that the attributes associated with the celebrity are transferred to the product, service or the brand. McCracken posits that meanings attributed to the celebrity are associated with the brand in the consumer's mind as well as in the consumption process. The theory highlights the importance of the consumer's role in the process of endorsing brands with famous persons. It also assumes that a celebrity

adds value to the image transfer process by offering meanings of extra strength and power that is complemented by his/her life style and personalities. The assumption of this theory is that in order to transfer the correct meaning to the consumers, the company should use a celebrity in order to produce the most favorable response for customers. This theory maintains that a celebrity have appropriate set of characteristics which the customers can easily comprehend, visualize and acknowledge in return. The theory posited that a good firm or company should identify and consider consumers' needs and wants when developing products and services as well as communications strategies and also use an appropriate celebrity to transmit them. The implication of this theory is that celebrity adds value to the image transfer process by offering meanings that is complemented by their characteristics to many customers. However, the study was anchored on this theory.

2.3: Proposed Research Model for the Study



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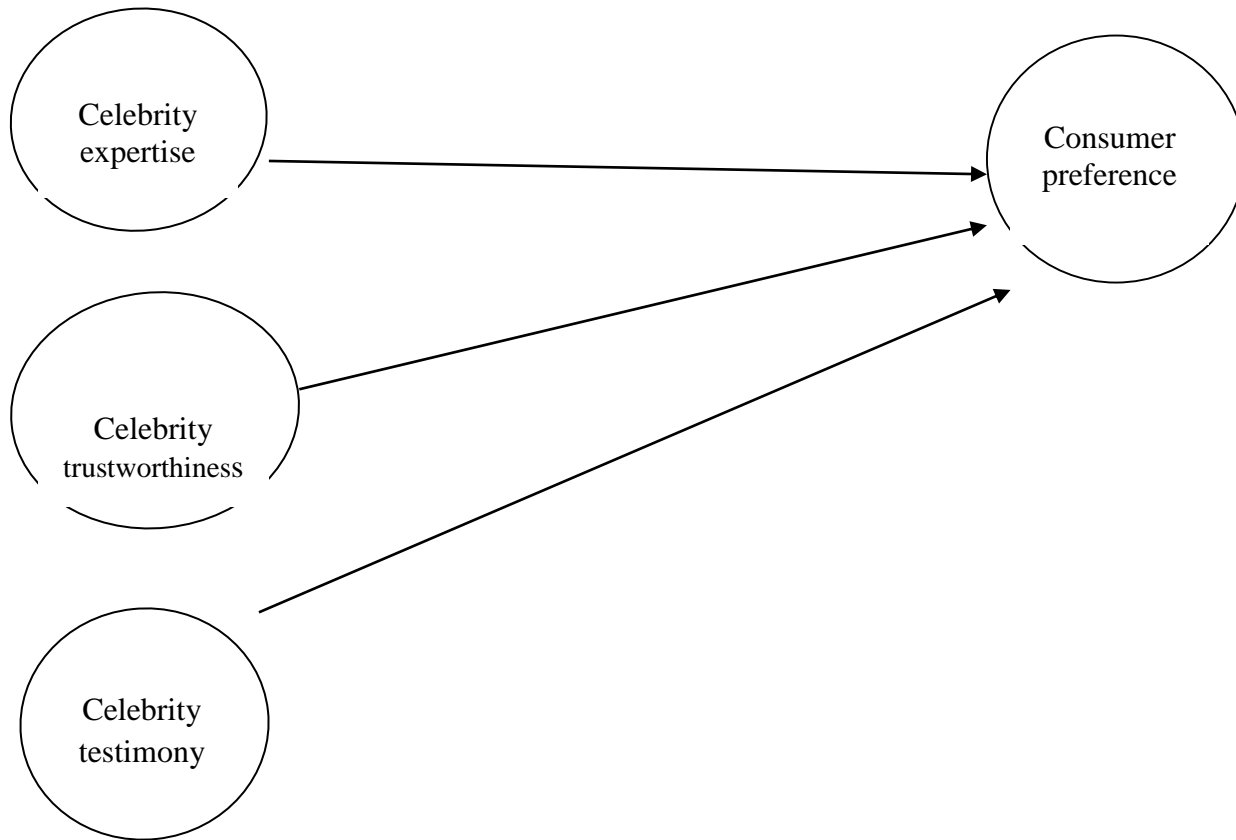


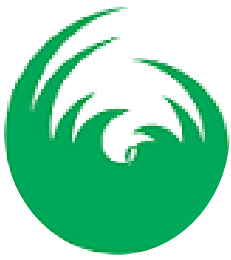
Figure 1: The Proposed Research Model for the Study

Source: Researchers’ Schematics (2022).

3. METHODOLOGY

The study adopted a survey research design method. This survey was conducted in Onitsha metropolitan area of Anambra State. The area was selected because of the presence of many users of the three selected GSM service providers. The population of study is made up of all the customer of three selected GSM service providers in Onitsha. The selected GSM providers are MTN, Globacom and Airtel. The

database indicating the total number of users of MTN, Globacom and Airtel services and products in Onitsha metropolitan area of Anambra State was very difficult to obtain because the GSM service providers was unable to release their customers’ database. Therefore, the population size is unknown. The sample size comprised 384 users of the selected GSM operators in Onitsha metropolitan area of Anambra State. The researcher adopted a convenience sampling



technique in selecting the respondents for the survey. This method was selected to enable the researchers to elicit vital and quality information needed for the study by giving the questionnaire to GSM users who were present and accessible. The celebrities used in this study were as follows; Hafeez Oyetoro, Van Vicker, Funke Akindede, Bright Okpocha, Ini Edo, Shola S., Sunny Ade, Idowu Philip, Ngozi Nwosu, Odule Kunle, Adedimeji and Omawumi. The attributes of these celebrities who have endorsed MTN, Globacom and Airtel products and services were assessed and the extent their attributes influence consumer brand preference for GSM services measured. The study utilized primary sources of data using the structured questionnaire. Primary data were collected for this study using the questionnaire.

The researchers used both face and content validity methods and established the validity of the research instrument. In achieving these, four research experts did the instrument validation. The instrument was vetted and certified valid for the main survey after corrections were made which confirmed the soundness of the research instrument. The reliability of the research instrument was established using Cronbach alpha coefficient of correlation. The researchers subjected the responses obtained from the pilot survey to testing the reliability after administration of the instrument twice at different intervals in Asaba in Delta State. This approach is consistent with Agu (2020). The average coefficient

reliability test result value of 0.762 confirmed the main internal consistency of the measuring instrument for the main survey. Data were analyzed using multiple regression analysis technique. The decision rule was to accept the null hypothesis if the p-value is greater than 0.05 level of significance. Otherwise, alternative hypothesis is accepted while null hypothesis is rejected.

The multiple regression equation specification is thus:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where

X = Celebrity Attributes

Y = Consumer preference

X₁ = Celebrity Credibility

X₂ = Celebrity Attractiveness

X₃ = Celebrity Expertise

X₄ = Celebrity Trustworthiness

X₅ = Celebrity Testimony

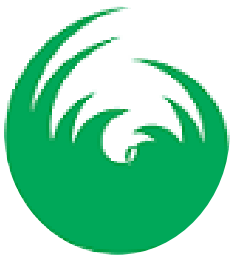
α = Intercept

β = Regression coefficient of parameter 1-5.

e = Error term

4. RESULTS

Table 1: Multiple Regression Analysis Results



Variables	Beta	Std. Error	β	t-value	p-value
Celebrity Credibility	.102	.061	0.282	3.891	0.032
Celebrity Attractiveness	.210	.079	0.174	3.741	0.013
Celebrity Expertise	.299	.032	0.393	4.270	0.006
Celebrity Trustworthiness	.423	.021	0.462	4.998	0.002
Celebrity Testimony	.578	.017	0.627	6.781	0.000
Constant	1.766	0.421		3.492	0.037
R = .603	R ² =.732	Adj. R ² = .707	DW = 1.99	F = 122.64	F.p-v =.000

Dependent variable: Consumer Preference

Source: SPSS Computation Output, 2022.

Table1 shows that the relationship between the dependent and independent variables of this study is 0.603. The R² value of 0.732 demonstrates the independent variables of this study can account for 73.2% variations on the dependent variable. This implies that 73.2% of the variations in consumer preference were determined by celebrity credibility, celebrity attractiveness, celebrity expertise, celebrity trustworthiness and celebrity testimony. This was supported by adjusted R² of 0.707. The Durbin-Watson statistics was used to check for autocorrelation in the model. Durbin-Watson statistics value of 1.99 indicates that the variables in the regression model are not perfectly correlated. The f-statistics value of 122.64 with its probability value of 0.000 signals that the independent variables used in the study have overall significant influence on consumer preference for GSM services. This demonstrates that celebrity credibility, celebrity attractiveness, celebrity expertise, celebrity trustworthiness and celebrity testimony collectively

have significant influences on consumer preference for GSM services in Onitsha metropolis.

Test of Hypotheses

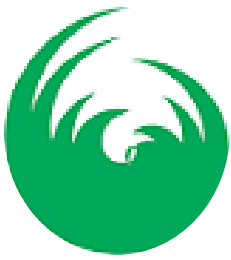
Test of Hypothesis One

HO1: Celebrity credibility has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

HA1: Celebrity credibility has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Celebrity credibility has a t-statistics value of 3.891 with a probability value of 0.032 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The study therefore concludes that celebrity credibility has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Test of Hypothesis Two



HO2: Celebrity attractiveness has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

HA2: Celebrity attractiveness has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Celebrity attractiveness has a t-statistics value of 3.741 with a probability value of 0.013 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The study therefore concludes that celebrity attractiveness has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Test of Hypothesis Three

HO3: Celebrity expertise has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

HA3: Celebrity expertise has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Celebrity expertise has a t-statistics value of 4.270 with a probability value of 0.006 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The study therefore concludes that celebrity expertise has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Test of Hypothesis Four

HO4: Celebrity trustworthiness has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

HA4: Celebrity trustworthiness has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

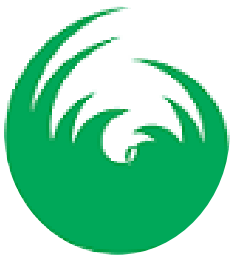
Celebrity trustworthiness has a t-statistics value of 4.998 with a probability value of 0.002 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The study concludes that celebrity trustworthiness has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Test of Hypothesis Five

HO5: Celebrity testimony has no significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

HA5: Celebrity testimony has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.

Celebrity testimony has a t-statistics value of 6.781 with a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis. The study therefore concludes that celebrity testimony has a significant influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State.



5. CONCLUSION AND RECOMMENDATIONS

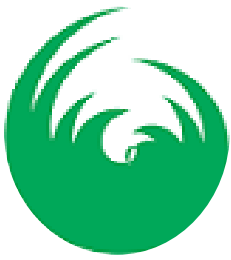
The study examined the influence of celebrity attributes on consumer preference for GSM services in Onitsha metropolitan area of Anambra State of Nigeria. Data were sourced from the customers of selected GSM service providers. The study discovered that celebrity credibility has a significant and positive influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. Celebrity attractiveness has a significant and positive influence on consumer preference for GSM services. Celebrity expertise has a significant and positive influence on consumer preference for GSM services. Celebrity trustworthiness has a significant and positive influence on consumer preference for GSM services. Celebrity testimony has a significant and positive influence on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. The use of celebrity for brand advertisement surfaced as a result of competition in various firms, over the brand to be preferred most by customers especially in beverage firms. This led many firms into aggressive advertisement to get consumers attention. To achieve this, firms sample the most intelligent, persuasive and preferred celebrities to get customers preference towards their product. Pertinently, huge amount of money is spend by companies in hiring endorsers, poor quality product, inadequate monitoring of

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celebrities and lack of fit between the celebrity and the endorsed brand may mare effective result of celebrity advertising. Celebrity advertising is considered as a veritable strategy for achieving product acceptance among the GSM companies in Nigeria. The celebrities used for endorsing the GSM services have both influential and preferential impact on consumers of the product. It is only non celebrity fans that can have the tendency of brand-switching where unsuitable celebrities are used for endorsing a product brand. Based on the foregoing, the study concludes that celebrity attributes has significant positive influences on consumer preference for GSM services in Onitsha metropolitan area of Anambra State. The study recommended the following:

1. Firms using celebrities should always endeavor to be rendering quality services that will foster credibility and trust by customers in order to enhance more brand preference.
2. There should be adequate monitoring of celebrities to ensure that cooperate image they represent are attracted and sustained.
3. Celebrities with expertise should be matched with the right GSM products and customers so that company's reputation is projected for increased patronage.
4. The trustworthiness of the celebrity should be sustained so as to strengthen the association between the endorser and the endorsed service.
5. The testimony of the celebrity should always be upheld for improved service delivery

Appendix 1: Data on Respondents' Demography



Variables	Frequency	Percentage
Gender		
Male	172	48.9
Female	180	51.1
Total	352	100
Age		
Below 21years	59	16.8
21-39years	148	42.0
40-50years	97	27.6
Above 50years	48	13.6
Total	352	100
Marital Status		
Single	202	57.4
Married	136	38.6
Divorced	3	0.9
Widowed	11	3.1
Total	352	100
Highest Education Level		
FSLC	27	7.7
WAEC	74	21.0



Degree/HND/OND	181	51.4
Post Degree	70	19.9
Total	352	100
Occupation		
Civil/Public Servant	63	17.9
Trader	85	24.1
Politician	17	4.8
Others	187	53.1
Total	352	100
Income level (monthly)		
Below ₦30,000	51	14.5
₦31,000-₦80,000	48	13.6
₦81,000-₦150,000	97	27.6
Above ₦150,000	156	44.3
Total	352	100

Source: Field Survey, 2021.

Appendix 2: Data for the Study

Instruction: Please tick (√) to indicate your answer to the questions.

Key: 5. SA = Strongly Agree, 4. A = Agree, 3. D= Disagree, 2. SD = Strongly Disagree, 1. U = Undecided.

s/n	Item	SA	A	D	SD	U	Total
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		5	4	3	2	1	
	Celebrity Credibility						
1	I usually believe the services celebrity endorsed as being credible.	141	139	45	25	2	352
2	I like to be associated with the services endorsed by a celebrity.	88	164	50	36	14	352
3	Credible celebrity influences the position of GSM brand.	93	158	67	25	9	352
	Celebrity Attractiveness						
4	The attractiveness of a celebrity in adverts makes the advertising message more believable.	147	166	28	7	4	352
5	GSM services are accepted because the celebrities used in advertising are attractive and catchy.	140	159	17	24	11	352
6	GSM service providers use attractive celebrities in their advertisements.	135	168	23	19	7	352
	Celebrity Expertise						
7	The expertise of a celebrity makes me to concentrate on GSM service endorsed by him.	156	137	33	20	6	352
8	My service provider uses celebrities with expertise to promote their brands.	133	131	50	29	9	352
9	Celebrities are knowledgeable which make me to focus on GSM service endorsed by them.	168	148	17	14	5	352
	Celebrity Trustworthiness						
10	I have confidence on celebrities because they endorse quality products.	119	155	59	17	2	352
11	I trust in celebrity advertising because the endorser have integrity.	88	179	60	22	3	352
12	Celebrity trustworthiness enhances advertising effectiveness.	131	142	48	26	5	352
	Celebrity Testimony						



13	The testimony of a celebrity influences my decision to be using a particular GSM service.	144	162	24	14	8	352
14	Celebrity testimonial on the quality of GSM services enhances my loyalty to it.	94	188	35	28	7	352
15	The testimony of a celebrity on the performance of GSM services enhances my preference to GSM products.	88	164	60	36	4	352
Consumer Preference							
16	I prefer to be using a particular GSM service because of the credibility of the celebrity that endorsed it.	95	164	56	31	8	352
17	I prefer to be using a particular GSM service because of the attractiveness of the celebrity that endorsed it.	139	162	38	11	3	352
18	I prefer to be using a particular GSM service because of the expertise of the celebrity that endorsed it.	146	154	34	17	3	352
19	I prefer to be using a particular GSM service because of the trustworthiness of the celebrity that endorsed it.	113	141	58	32	8	352
20	I prefer to be using a particular GSM service because of the testimony of the celebrity that endorsed it.	108	172	58	12	2	352

Source: Field Survey, 2021.

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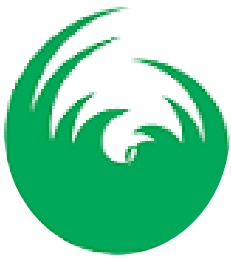
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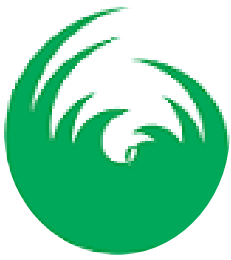
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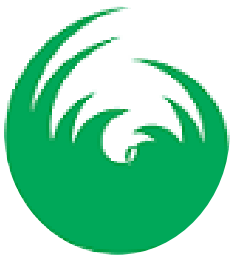
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