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**Celebrity Endorsement and Product Market Performance of Selected Brewery Products: A Comparative Analysis**

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**Abstract**

The study examined the comparison of celebrity endorsement on product market performance of brewery products in Lagos Metropolis in Nigeria. The population of the study therefore was 1,184. The study adopted a census technique for this study. The reason behind this is to mitigate possible high rate of non-response during the survey. The study anticipated some level of non-response since the targeted products has capacity to intoxicate consumers. The study revealed that there is a significant difference in product market performance among the selected brewery products with the F-statistics and probability values of 4.221 and 0.019 respectively. This implies that the null hypothesis is rejected and the alternative hypothesis accepted. This connotes that there is a significant difference in product market performance among the selected brewery products. This result connotes that celebrity endorsement is a significant variable to be considered by brewery companies. The study concluded that since there are significant differences in the product performance of the selected brewery product. Brewery Company should therefore choose the ideal celebrity to endorse their product. Not all celebrities are appropriate for all product categories or target audiences.

**Keywords:** Product performance, Celebrity Endorsement, Brewery product and Consumer

JEL Classification: M3, M30, M31, M37

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### **1.1 Introduction**

One of the challenges being faced by small firms is in finding new users for their products and keeping existing ones. Using local and international celebrities in advertising appeal to customers as well as those who have never tried the brand (Aaron & Christoph, 2021). The latter may be users of competitive brands. However, firms who regularly see local celebrities advertising certain products may also be convinced to try the new product being promoted. The use of a celebrity in an advertisement may also help in boosting performances and acceptability of other ailing brands and increase consumers' thought on the benefits of the brand (Dinesh & Hemanth, 2015). This could assist in creating new interest and excitement in the minds of consumers. According to Manran (2019) "as an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or the predisposition to buy a certain brand. Purchase intention is generally based on a matching of purchase motive with brand attribute and consequence of decision. Once consumers choose which brand to buy, he or she must implement the decision and make the actual purchase" (Düsenber, Almeida, & Amorim, 2016).

Egbeh, Nkwocha, & Oguguo, (2020) explained further that apart from celebrity endorsement, there are instances where, additional decisions are required. , such decisions may therefore include: when to buy, where to buy, how much money to be spent buying, etc. "Often, there is a time delay between the formation of a particularly purchase intention or decision and the actual purchase, particularly for highly involved and complex purchases such as automobile, personal computer, a house and consumer durables". "For non- durable products, which include many low-involvement items such as fast-moving consumer goods, the time between the decision and the actual purchase may be short" (Faizal, Naziman, & Samat, 2019).

Across brewery firms in Nigeria, aggressiveness in promotional activities is commonly found among all industry players and celebrity endorsements have become a strategic window for attracting and encouraging increased patronage from customers as well as stimulating purchase intention from suspecting consumers"

Gaied & Rached explained that firms in brewery industry are no doubt facing an increasingly competitive market which signifies the need for greater sophistication in promotional activities, with celebrity endorsement taking a center stage (Gaied & Rached, 2017). Mccracken has argued that, "Celebrity endorsement is also seen as a strategy focusing on improved market performance and subsequently improving the profitability of the company. It is also considered imperative for business survival in the Nigerian telecommunication industry, the influencing characteristics have resulted in mixed outcomes" (Mccracken, 1989). "Prior empirical studies on celebrity endorsed advertisements in the Nigerian context favorably influenced consumers' attitudes and intention to purchase the products and services so advertised via celebrity endorsement". Furthermore, the cost of celebrity endorsement and

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the relative benefits to organisations has been given little attention. In today's marketing hub, advertising is seen as a multi-billion-naira industry, which employs millions of people and by extension affects their lives and modify their experiences. This was considered possibly an aftermath of the use of celebrity endorsement by Khan, Memon and Kumar (2019). One major concern herein is, since celebrity endorsement involves financial burden, is it always that firms will make more money to cover for such investments? This is a question that requires an investigation. Having spent heavily on celebrity advertisement it is also imperative to understand how the products are doing in the market in order to ascertain the benefits of celebrity endorsement on the profitability of the firm. This study wants to address this issue by comparing the product performance of some selected brewery product in Lagos metropolis.

### **Statement of the Problem**

In a bid to ensure a wide spread of relevant information concerning brewery products and also with a view to somewhat capture loyalists of particular celebrities in the global village, companies have resulted into making some of these celebrities brand ambassadors of their products. Making a celebrity brand ambassador involves image imprint on labels, bill boards and posters; suggesting therefore that those who are fans of a chosen celebrity could be caused to make a buy decision. From literature, the effectiveness of celebrities under any endorsement arrangement would depend on characteristics such as trustworthiness, likeness, attractiveness and expertise. These factors are expected to pave way for product penetration in the mind of existing and would be customers (Oyeniya, 2014). Using celebrities to win customers is on the increase and this can be seen in most of the commercial cities in the country. However, various scholars have argued that the use of celebrities does not have any positive influence on the sale of goods (Egwuonwu, 2014; Edegoh, 2013; Zafar & Rafique, 2011; Sliburyte, 2009 and Bowman, 2002), while others have argued otherwise. Meanwhile, Egwuonwu (2014) specifically opined that a match or connection between the celebrity endorser and the endorsed brand is the impetus required by any brand so endorsed to blaze the trail. Yet, others have argued that using celebrities in adverts can enhance consumers' purchase intentions and their loyalty to a product or service; they further argue that the pictures of celebrities have a psychological effect on consumers and their patronage of a product or services. On the other hand, Edegoh, (2013) and Egwuonwu (2014), argued that the use of attractive models in billboard advertising sometimes creates distraction as audience focus their attention on the models rather than the advertised product. These contending positions have remained unresolved. There appears not a consensus in the literature regarding public's perception of the use of celebrities in TV, Radio, billboard and handbills for advertising and publicity. It should be noted that, an understanding of the public's perception of the use of celebrities in billboard advertising is critical to a discourse on the differentials in outcomes of adverts that use celebrities and those that do not and may also be useful in examining the influence of the use of celebrities in advertising on purchase intentions.

From the foregoing, it is evident that firms engage in celebrity endorsement at a cost and they expect increase in product performance consequent upon unleashing such personality so endorsed. The fact that there is no consensus position in literature on the attendant effect of celebrity endorsement on consumers' purchase intention cum the fact that celebrity endorsement studies in the past have been concentrating mainly on the constructs of celebrity endorsement, without proper recourse to implication of the cost of celebrity

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endorsement on overall industry's operational cost viz-a-viz addressing the comparative benefits across firms in a particular industry is a sufficient merit to birth this study.

## **Review of Related Literature**

### **Concept of Celebrity Endorsement**

Celebrity endorsement is a way to get a brand noticed among its contemporaries in a market place, which might affect consumers' purchase intention and attitudes toward the product. Ahmed, *et. al.*, (2014), believed that celebrity endorsement is the best tool of advertisement to get most targeted audience and catch their attention, thereby having significant effect on financial returns and helps to get competitive advantage.

According to Egbeh, Nkwocha and Oguguo (2020), despite well publicized celebrity negative issues, the use of celebrity endorsement continues unaffected by organizations. Endorsement arrangements are used for a variety of purposes such as getting attention from consumer and penetrating commercial clutter. Dukumor (2016), provided that the high cost of endorsing a celebrity suggests that organizations should plan the programme well in order to add value through clever execution devices, designed to create consumers' awareness. Despite the popularity of celebrity pitchmen, many commercials using celebrity endorsement do not live up to organizational expectations. However, Apejoye (2013) believed that if properly used, celebrity endorsement can serve as an important role in developing product equity and enhancing a product's competitive position in market.

The concept of celebrity endorsement is recognized by marketers because it has an effect that influences the message the company is trying to send from someone that the consumers feel a sense of similarity with. Consumers tend to evaluate information from a celebrity which they have similar a goal, interest or lifestyle with greater than someone they do not. Furthermore, celebrities have an ability to transfer their image to a specific product that is being advertised (Dinesh & Hemanth, 2015). Companies have taken this opportunity into account and tries, through using it as an advertising tool, to gain a high brand exposure, attention, interest, desire and action.

### **Concept of Purchase Intention**

Advertisers regularly practice the strategies intended to attract customer's interest to their message and to differentiate their offerings from rival products with the anticipation of influencing buying intention of the customer (Ahmed *et. al.*, 2015). Purchase intention is a measure of the willingness to buy a product and it is the probability that a consumer will buy a product or service. Purchase intention may amount to chances of a consumer to purchase a product, to the extent that, the larger the consumer intent is, the larger the purchasing of the goods.

Intention on the other hand, is defined as the cognitive component of attitude which related to the affective component of attitude (Shaista, Aroobah & Maria, 2016). Sufian, Sedek, Lim, Murad, Jabar and Khalid (2021), explained purchase intention as an expression of the consumer's intention to buy a product and service and is used to assess the likelihood of the consumer purchasing a product. Purchase intention refers to the behavior of a consumer to a future purchase decision for a particular good or service. It as an important marketing concept that is utilized in all organizations, which make them understandably have strong interest in forecasting the purchase behavior of their customers, for existing and new products.

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The possibility that a consumer would buy a particular product result from the interaction of his or her need for it; attitude towards it and perceptions of it and of the company which produces it. Furthermore, Syed, Mahima and Bilal (2018) found out that consumers' purchase intentions are easily affected by many external factors during their decision-making processes. For instance, during the purchase process, product attributes, price and the performance of endorser as perceived by consumers. Just as consumers' purchase intention are easily triggered by promotion strategies, so their attitudes towards the promoted products, services or brands are also easily affected by the popularity and the image of the celebrity anchoring the promotion.

Nadube and Gowon (2020) posited that purchase intention is generally based on a matching of purchase motive with product attributes and consequence of decision. Once consumers made up their mind on which product to buy, they need to implement the decision to buy and make the actual purchase. Nguyen (2021) argued that other decisions that are important are when to buy, where to buy, how much money to spend. Often, there is a time delay between the formation of a particularly purchase intention or decision and the actual purchase. Buyer's purchase intention comprises of consumers attitude and evaluation and external components, and it is an important basis to predict consumer attitude.

Purchase intention is a purpose of economic deliberations, not only of attitudes and complex to explain. Consumers' behaviour will be driven by the physiological motivation that stimulates their respond which brings them to the retail store to fulfil their needs (Mishra, 2015). According to Chaubey, Subramanian and Saini (2013), the natural attraction consumers have for certain celebrities can greatly influence their purchases. Celebrities in advertising build brand awareness and they build it much more quickly than traditional types of advertising. Brand awareness measures the percentage of people who are familiar with a particular brand. Small businesses spend lots of money and time for exposure to incrementally increase brand awareness among consumers.

The use of a local celebrity can do much to enhance consumers' awareness and understanding of what a small business offers. They further noted that some small companies use celebrities in advertising to position their brands. Product positioning is placing a company's products in the best possible light in the minds of a target group. One challenge small company's face is finding new users for their products. Local celebrities in advertising appeal to customers as well as those who have never tried the brand. The latter may be users of competitive brands. However, those who continually see the local celebrity in a commercial for a certain product may be convinced to try the product. The use of a celebrity in an advertisement may also help to breathe life into a failing brand and their tout on the benefits of the brand could help create new interest and excitement in consumers. According to Manran (2019), as an outcome of the alternative evaluation stage, the consumer may develop a purchase intention or the predisposition to buy a certain brand. Purchase intention is generally based on a matching of purchase motive with brand attribute and consequence of decision. Once consumers choose which brand to buy, he or she must implement the decision and make the actual purchase.

Additional decision may be needed, such as when to buy, where to buy, how much money to spend etc. Often, there is a time delay between the formation of a particularly purchase intention or decision and the actual purchase, particularly for highly involved and complex purchases such as automobile, personal computer, a house and consumer durables. For non- durable products, which include many low-involvement items such as fast-moving consumer goods, the time between the decision and the actual purchase may be short.

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In the brewery industry in Nigeria, aggressiveness in promotion is commonly found among industry players and celebrities have become a strategic window for attracting and encouraging increased patronage from customers. Thus, the industry is facing an increasingly competitive market which signifies the need for greater sophistication in promotional activities. Celebrity endorsement is seen as a strategy focusing on improved market performance and subsequently improving the profitability of the company. Celebrity endorsement is imperative for survival in the Nigerian telecommunication industry, their influencing characteristics have resulted in mixed outcomes (Mccracken, 1989), and prior empirical studies on celebrity endorsed advertisements in the Nigerian context favorably influenced consumers' attitudes and intention to purchase the products and services advertised.

### **3.0 Methodology**

#### **Research Design**

This study adopted a combination of cross-sectional and ex-post facto survey research design. The cross-sectional survey was considered because it gave room for data collection via administration of questionnaire on target respondents. Also, ex-post facto survey involved a request to marketers of selected brewery firms to complete a section of the research instrument with information to be gotten via secondary source in the firm. Such data collected was therefore analysed quantitatively using descriptive and inferential statistics. To this end, the study made use of data collected from both primary and secondary sources.

#### **Population and Sampling Technique**

The population for this study emanated from two major frames (customers at selected joints) and records to be gotten from the three chosen firms (Nigerian Brewery, International Brewery and Guinness). While population of the customers cannot be determined a priori, that of the official marketers is deterministic. As such, to achieve total population of the customers, an estimation of average number of customers patronizing the chosen spots for this study was assumed as the target population. The five traditional categorization of Lagos was adopted as study frames. These include: Ikeja, Badagry, Ikorodu, Lagos Mainland, Epe. The population of the study therefore was 1,184; representing the total average number of customers that patronize the selected spots on daily basis. However, data points for celebrity endorsement costs and market performance of selected products covered a period 1998 to 2019 (21 years) for six alcoholic products, with two each per selected breweries (covering Lager and Darke Ale brands). These products included Harp, Trophy and Goldberg (Lager family) and Guinness Extra Stout, Eagle Stout and Legend (Darke Ale family). The choice of 1998 is borne of the fact that all the chosen firms have adequate record for celebrity endorsement for these periods. However, for some of the products that had experienced a change in name, information relating to the original name was adopted for periods relevant to the old name.

#### **Sample and Sampling Technique**

The study adopted a census technique for this study. The reason behind this is to mitigate possible high rate of non-response during the survey. The study anticipated some level of non-response since the targeted products has capacity to intoxicate consumers. However, to reduce the seemingly non response rate, instruments were administered on respondents as they enter each of the venues, that is, before alcohol intakes. This however was restricted

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only to data from the primary source. The method of data analysis used in the course of this study was Analysis of Variance (ANOVA), alongside their respective post-estimation tests. The model is shown below:

ANOVA and difference of means that was employed:

$$t_c = \frac{\bar{X}_a - \bar{X}_b}{\sqrt{\frac{S_a^2}{N_a} + \frac{S_b^2}{N_b}}}$$

Where:

$$\bar{X}_a = \sqrt{\frac{S_a^2}{N_a} + \frac{S_b^2}{N_b}}$$

Mean of Sample 1

$\bar{X}_b$  = Mean of Sample 2

$S_a$  = Standard Deviation of Sample 1

$S_b$  = Standard Deviation of Sample 2

$N_a$  = Sample Size 1

$N_b$  = Sample Size 2

#### 4.0 Data Analysis

##### Post Estimation Tests

To ascertain that the estimates presented above are reliable for inferential analysis, post estimation test, which include Normality test (using Jarque-Bera test) heteroscedasticity test (using Breusch-Pagan Godfrey test) serial correlation test (using LM test) and linearity test (using Ramsey Reset Test) was carried out to affirm the agreement of the model with the fundamental assumptions upon which such estimation should be hinged.

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**Table 1.1: Normality Test Results**

Jarque-Bera Stat	Probability
1.6524	0.4377

Source: Data Analysis (2021).

The Jarque-bera statistics and probability values of the error term estimated models, stood at 1.6524, and 0.4377. The result revealed that there is no enough evidence to reject the null hypothesis that the error term of the estimated model is normally distributed, given the probability value that is greater than 0.05. this, therefore, confirm that the error term is normally distributed.

**Table 1.2: Linearity Test Result**

Statistics	Values	Probability
T-statistic	1.39007	0.1835
F-statistic	1.93231	0.1835
Likelihood ratio	2.50834	0.1132

Source: Data Analysis (2021).

Result of Ramsey test presented in Table 1.2 reported three statistical estimations, including t-statistics, f-statistics and likelihood ratio statistic, alongside their respective probability values. Specifically, Table 1.2 reported t-statistics of 1.39007, f-statistics of 1.93231, and likelihood ratio statistics of 2.50834 alongside respective probability values of 0.1835, 0.1835, and 0.1132. Hence overview of the reported statistics and their corresponding probability values revealed that there is no enough evidence to reject the null hypothesis that the model is correctly specified. In other words, there is not enough evidence to rule out the null hypothesis of a linear relationship.

**Table 1.3: Breusch-Godfrey Serial Correlation LM Test Results**

F-statistics	Probability
0.570014	0.5773

Source: Data Analysis (2021).

Breusch-Godfrey serial correlation LM test result presented in Table 1.3 revealed f-statistics and probability values of 0.570014 and 0.5773 respectively. The statistics showed that there is no evidence to reject the null hypothesis of no serial correlation between successive values of error terms of the estimated models. Hence there is no problem of serial autocorrelation in the estimated models.



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**Table 1.4: Breusch-Pagan Godfrey Heteroscedasticity Test Results**

F-statistics	Probability
0.701013	0.6019

Source: Data Analysis (2021).

Table 1.4, report f-statistics and probability values of 0.701013 and 0.6019. Given the probability of the reported f-statistics, it stands that there is no evidence to reject the null hypothesis of constant variance of the error term (homoscedasticity). Hence the test confirmed that there is no problem of heteroskedasticity in the error term of the estimated models.

### Analysis of Variance (ANOVA)

The hypothesis was tested using ANOVA to know if there is any significant difference in product market performance of the selected brewery products.

H<sub>0</sub>: There is no significant difference in product market performance of the selected brewery products.

**Table 1.5: One Way ANOVA of showing the differences in celebrity endorsements and product market performance among the selected brewery products**

	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	90.900	2	5.450		
Within Groups	586.500	63	0.900	4.221	.019
Total	577.500	65			

Source: Data Analysis (2021)

Table 1.5 shows that there is a significant difference in product market performance among the selected brewery products with the F-statistics and probability values of 4.221 and 0.019 respectively. This implies that the null hypothesis is rejected and the alternative hypothesis accepted. This connotes that there is a significant difference in product market performance among the selected brewery products.

**Table 41.6: Post Hoc Tests (Duncan)**

Brewery	Effect/Treatment
Guinness	2248145.91± 3742172.091 <sup>a</sup>
Nigerian Brewery	6323871.82± 5885674.956 <sup>b</sup>
International Brewery	4534018.18± 4075817.981 <sup>ab</sup>

Source: Data Analysis (2021)

Table 1.6 indicates that means with the same letters are not significantly different. It connotes that means with different letters are significantly different. By implication, it means that the

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relationship between product market performance in Gunnies and Nigerian brewery is statistically different from International Brewery.

### **Validation of Hypothesis**

H<sub>0</sub>: There is no significant difference in the effect of celebrity endorsement on consumer purchase intention of the selected brewery products.

**Table 1.7 Analysis of Variance**

<i>Variable</i>	<i>F-statistics</i>	<i>Probability</i>	<i>Remark</i>
CPM	4.221	.019	Significant

Source: Author's Computation, 2021.

Table 1.7 shows that there is enough evidence to reject the null hypothesis, since the probability value is less than 5%. This indicates that there is a significant difference in product market performance of the selected brewery products.

### **Discussion of Findings**

The last discovery was that there was a significant difference in product market performance among the selected brewery products. By implication, it means that the relationship between product market performance of Gunnies and Nigerian brewery is statistically different from International Brewery. It illustrates the fact that marketing performance is considerably affected by how much confidence they repose in celebrities. This outcome affirmed the reported findings of Omorodion and Osifo (2019) that all celebrity endorsement attributes have a positive and significant link with the purchase decision of the consumers

### **5.0 Conclusion and Recommendation**

From the findings of the study, it thus concluded that since there are significant differences in the product performance of the selected brewery product. Brewery company should therefore choose the ideal celebrity to endorse their product. Not all celebrities are appropriate for all product categories or target audiences. Thus, marketing managers must map product aspects, personality traits, and target audience characteristics when choosing a celebrity. Furthermore, the chosen celebrity should not have promoted too many products or brands that are competitors. They should also consider the similarities between celebrities and target markets such as gender, culture, liveness and even age should be taken into account. Consumers tend to choose and admire celebrities who have similar qualities and traits to them in some circumstances.

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