

Celebrity Endorsement and Consumer Choice of Alcoholic Beverages in Nigeria: A Review

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Abstract – In today's world, it is quite difficult to find an advertisement on the television or even on newspaper pages without a known celebrity endorsing the product being advertised. This trend has gone from product advertising to service advertising and even ideas. Telecommunication companies, food manufacturing companies as well as companies manufacturing skincare products have all joined. However, it appears that alcoholic beverage manufacturing companies have taken it to a whole new level as there barely exists an alcoholic beverage advertising without celebrity endorsement. This article therefore reviews the use of celebrities in advertising alcoholic beverages. Empirical reviews show that the use of celebrities has impact in advertising and sales of product. In light of the analysis, the researchers conclude that celebrities add color to the power of advertising. In most situations, celebrities' usage in advertising increases awareness of advertisements and advertising campaigns for these companies and organizations' products and services, resulting in increased sales. It is indeed resourceful and stands as a distinctive attribute or product identity. This is a good omen in the business of advertising worldwide, and this paper finally recommends that this new era must continue to recognize these stars.

Keywords – Celebrity Endorsement, Advertising, Consumer Choice, Alcoholic Beverage

1 Introduction

The fundamental goal of the advertiser is to reach out to potential customers and impact their awareness, opinions, and purchasing behavior. They spend a lot of money to keep people interested in their products (markets). To succeed, they must first comprehend why potential customers act the way they do. The advertiser's purpose is to gather sufficient market data to create accurate buyer profiles and identify a common group (and symbols) for communication.

Because most consumers are exposed to alternative products, today's society is defined by globalization and competition, which drives businesses to utilize the most successful methods, strategies, and programs in creating and selling their goods and services. To succeed in producing and marketing these products and attracting clients' attention, advertising campaign managers must set themselves apart from the competition.

Celebrity endorsement is one of the most widely utilized marketing tactics, and it has been widely used to promote businesses, products, and services (Calvo-Porrá, Rivaroli, & Orosa-González, 2021). In reality, the use of celebrity endorsement as a form of communication has risen dramatically in recent years and has become a global phenomenon. The rationale for this is its high effectiveness as a communication technique, as well as its beneficial impact on customer attitudes and behavioral intentions toward endorsed items, as well as its influence on purchasing behavior, brand awareness, and brand recognition (Spry, Pappu & Cornwell, 2011). Furthermore, celebrity endorsement is a marketing tactic that makes products and companies more enticing to potential customers; as a result, many consumers are willing to buy and pay a higher price for them.

Celebrity endorsements have grown in popularity over time, first as a pervasive element in promotional materials, and then as a multi-billion-dollar industry. Surprisingly, most advertisements feature celebrities who promote the products or services, which is thought to have an impact on the buyers and customers of these goods and services (Nnamocha & Chukundah, 2018). In recent years, celebrity endorsement has established itself as one of the most popular forms of advertising (Kenyon, Weeloon & Richardson, 2012).

The use of celebrity endorsement for advertisement and its subsequent influence of a company's brand are of great significance. Companies hire celebrities from particular fields to feature in their advertisement campaigns because these endorsers are seen as being dynamic with both attractive and likeable qualities. Some reputable companies use their activities to transfer these qualities to their products, by matching the images of the products with the celebrities' images which tend to persuade consumers to fix their choices from numerous and competing brands. Huge sum of money are invested on celebrities by companies to enable them align themselves with these endorsers whose qualities are transferred into these brands for huge profit. Furthermore, because of their fame, celebrities not only serve to create and maintain attention, but also help to achieve high recall rate for these brands.

2 Overview of Advertising

Advertising has long been a fascinating socio-political topic. As a force in our economy, it is vital to the operation of our free market system. It affects consumption and production. It informs, interprets, symbolized, persuades and often entertains. As an institution in our society, Potter (1990) speaks of it as: An instrument of social control forces comparable to the schools and the churches in the area of business. It links buyers and sellers through effective communication network.

Omeje and Oparaugo (2021) see advertising as all forms of print, electronic or online media messages written or spoken and paid for by a sponsor aimed at target audience with the objective of selling or marketing a product or services. Advertising is the communication of information about the price, quality and availability of a product. Generally, advertising involves a message communicated with the intention to sell by persuading consumers or intending consumers to buy (Oparaugo, Dogo Daji & Kawoh, 2020).

The major aim of advertising is to impact on buying behaviour; however, this impact [about brand] is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brands cognition influence consideration, evaluation, and finally purchases (Romanian and Sharp, 2003). Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values, messages and positive emotional appeals also provide a strong brand cue and stimulate category-based processing (Ambler & Latin, 2000).

Advertising is a powerful and persuasive machine. It is an exciting, dynamic and fully challenging enterprise. It is a subject that cannot be ignored in our day to day life. Advertising is always ahead to meet the desires and demands of people. In fact, it is now a part of the society in its pursuit to catch up with development. People are exposed to several kinds of advertising messages right from the moment they wake up in the morning until they go back to bed. Advertising is a form of mass communication that puts businesses in touch with consumers through paid controlled, identifiable messages that try to persuade the receiver to make a specific decision towards buying a product. Advertising has proved to be the cheapest and most successful means of making known goods and services in order to sell them effectively. It is capable of influencing human behaviour. One of the main purposes of advertisement is the imparting and extracting the materialistic virtues of consumption by exploiting achievement derived' (Kamala-Raj, 2005.).

The history of advertising in Nigeria can be viewed from two perspectives, the traditional or pre-historic approach and the modern or formal advertising. In the traditional approach, from the perspective of the activities of the early man, one can argue that advertising has been in Nigeria before the contact of Europeans. However, it did not go by the terminology of what is being known as advertising today. However, the traditional institutions and local people have ways of advertising their products, festivals, ideas, cultures, etc.

As in Ancient Greece, the use of town criers as a means of advertising dominates the earlier traditional stage in Nigeria.

3 Celebrity Endorsement and Advertising

There are many studies which agree that celebrity endorsements are effective in getting attention and associating a brand with a certain personality can entice consumers (Okorie, 2010; Okorie & Aderogba, 2011; Okorie, Oyedepo & Akhenedor, 2011; Okorie, 2013; Okorie and Agbaleke, 2017; Omotayo, 2014; Zafar & Rafique, 2014).

In today's dynamic world, it is almost impossible for advertisers to deliver advertising message and information to buyers without use of celebrity in carrying out the action. The modern age mode of communication is indeed helping to pass this information readily to the target audience and market system. And because of the globalization, accessibility of hundreds of channels for the viewers of this modern era is now possible.

Celebrity endorsement refers to a claim by a celebrity or someone of authority that a product is good thereby certifying such product as a must have. Celebrity endorsement as defined by Okafor (2011) is a technique of persuasion where customers relate to person used or featured in an advert. Celebrity endorsement is most effectively utilised by companies when the endorser's personality matches up to that of the brand or product. Roozen and Claeys (2010, p. 4) argue that every product has an image; the use of celebrity endorsement brings the image of the product closer to the expectations of the consumer, by transferring some of the cultural meanings residing in his image of the product.

Goutam (2013) states that companies who invest huge sums of money into hiring the right celebrity that matches their brand are more or less perceive these adverts or campaigns as more effective, this is because consumers see these endorsed brands as superior and of the best quality as endorsed by celebrities.

Iqbal et al., (2014, 99) suggest that the use of celebrity endorsement or celebrity brand ambassador in communicating the message about the features of a brand is most effective. Matching a celebrity and the brand or product to be endorsed increases the products effectiveness.

4 Celebrity Endorsements of Alcoholic Products in Nigeria

Popular music star Phyno was signed by Guinness Nigeria for the "Made of Black" advert campaign between 2014 to 2016. Also, in 2020 till date, Guinness Nigeria has signed Big Brother Naija stars Laycon, Nengi and Prince in their new television commercials "Black Shines Brightest".

Budweiser uses Big Brother Naija host and stars Ebuka Obi-Uchendu and Ozo in their television advertising. The brand also brought former football stars John Terry and Roberto Carlos to Nigeria for a match to promote the

brand. This is in addition to using PSG and former Barca star Lionel Messi, Nigerian singer Teni and former Big Brother Naija housemate Mike.

Beer giants Hero uses Phyno and Zoro in their adverts as celebrity endorsements and the duo even made a music for the beer brand. The brand also used popular music star Rude By (Paul of P-Square), music duo Umu Obiligbo and music star Ill Bliss and popular actor Nkem Owoh (Osuofia) and have recently added Big Brother Naija season six winner White Money.

Star brand have as well used Burna Boy as their brand ambassador as the Nigerian music star started gaining international recognition.

Life lager beer uses music stars Flavour and Phyno in their adverts and the beer brand made an appearance in Larry Gaga's song "Egedege". The "Life" brand also uses father and son Pete Edochie and Yul Edochi respectively, the first time a father and a son have appeared in the same commercial for a brand at the same time for celebrity endorsement.

Orijin beer have also used Big Brother Naija stars Laycon and Neo for their adverts. Tiger larger beer also uses DJ Cuppy, Noble Igwe, ShowDemCamp and Teddy A.

Heineken lager beer uses Nigerian musician Jidenna for their television commercial.

Trophy lager beer announced popular musicians 2baba, Falz and former Super Eagles captain Joseph Yobo as their brand ambassadors. Also, they used Big Brother Naija star Tacha and 2baba for their extra stout advert campaign.

5 Empirical Review

The researchers reviewed some existing works already done in the area. These literatures were found on the Internet and were empirically reviewed.

Pramjeeth and Majaye-Khupe (2015) studied The Influence of Celebrity Endorsement on Consumer Purchasing Behaviour of Alcohol in the South African Market, and found out that effectiveness of celebrity endorsements is based on who is portrayed to advertise which product or service. The responses from the interviews indicated that the company had selected celebrity endorsements for advertising their power brands based on the gender and characteristics of the selected brand and the notion that brand ambassadors are successful in increasing purchase behaviour and brand awareness but they had conducted no research to support their advertising strategy. The major findings have revealed that celebrity endorsements are not always a successful method of advertising especially for alcohol products even if the brand ambassador is famous, local or liked.

In another study, Bejaoui, Fawzi and Taoufic (2012), gave a general view of the effectiveness of the use of endorsement by celebrities by emphases on the benefits drawn from the use of celebrities in advertising. Messages sent by these brand celebrities as ambassadors are more effective than that of ordinary people.

In a similar study, Ogunsiji (2012) investigated the impact of celebrity endorsement on strategic brand management as it establishes a link between a successful celebrity brand ambassador and the power of the brand in the

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market. In other words, the power of a brand doesn't depend or lie in the total power of a celebrity endorser; it is dependent in the mind of its customers; their views, thoughts and reactions of the brand.

Prasad (2012) examined the impact of celebrities as brand ambassadors towards customer satisfaction, reflect the views stating that companies willingly match both the values of the celebrity with that of the brand or product. He opined that consumers perceive brands endorsed by credible celebrities or sources as having a high quality compared to other brands.

In a similar study, Nyakado (2011), explored celebrity endorsement and consumers tendency to be attracted to adverts that make use of their favourite celebrities. Individuals may feel more attached and compelled to products when they are related to their popular celebrities.

In a similar study, Sharma and Kumar (2013), reasoned that celebrities who appear in adverts endorsing a brand or product can only improve the product to an extent, this means that before a brand is endorsed by a powerful celebrity, such brand or product must possess its own distinctive attribute or identity; companies make use of celebrities, whose personalities can impact their brand or product but for this to be successful, there has to exist a relationship or similarity between the celebrity and the brand or product to be endorsed.

6 Conclusion and Recommendations

In retrospect, the concept of using celebrities to endorse various brands was at its lowest ebb in many African and Asian countries such as Nigeria, because many companies lack the willingness to spend their money and majority of them had low or no competitors to compete with (Okorie, Oyedepo & Akhedor, 2011; Okorie, 2013).

In light of the foregoing analysis, we wish to draw conclusion that celebrities have added colour to the power of advertising. It is a message that buttress the practical demonstration of what consumers usually hear, but have not seen. No wonder we now experience traffics in the industry where celebrity endorsement has become the other of the day. Consumers are certainly touched by the amount of the advertising messages they are exposed to which expectantly enhance their attitudinal behavior.

In most situations, celebrities' usage in advertising has increased awareness of advertisements and advertising campaigns for these companies and organizations' products and services, resulting in increased sales. The use of celebrities as endorsers by most businesses may not only raise their patronage but also improve their credibility. While quality is important, the success of sales and patronage can be depending on the quality of a brand or product and the correct selection of celebrity endorsers. In comparison to a non-celebrity featured advertisement, celebrity endorsement has become a successful technique of attracting customers. According to this article, celebrity endorsement is a compelling way of grabbing customers' attention.

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