



OPEN ACCESS

International Journal of Applied Research in Social Sciences

P-ISSN: 2706-9176, E-ISSN: 2706-9184

Volume 4, Issue 2, P.No.9-20, March 2022

DOI: 10.51594/ijarss.v4i2.303

Fair East Publishers

Journal Homepage: [www.fepbl.com/index.php/ijarss](http://www.fepbl.com/index.php/ijarss)



## CELEBRITY ENDORSEMENT AND CONSUMER BUYING BEHAVIOUR TOWARDS TELECOMMUNICATION SERVICES

Dr. Joseph A. Anyadighibe<sup>1</sup>, Dr. Aniebiet Etuk<sup>2</sup>, Edim Eka James<sup>3</sup>, &  
Bassey Egbai Okpetim<sup>4</sup>

<sup>1,3,4</sup> Department of Marketing, University of Calabar, Nigeria

<sup>2</sup> Department of Marketing, Akwa Ibom State University, Nigeria

\*Corresponding Author: Edim Eka James

Corresponding Author Email: [jamesedim@gmail.com](mailto:jamesedim@gmail.com)

Article Received: 28-02-22

Accepted: 10-03-21

Published: 25-03-22

**Licensing Details:** Author retains the right of this article. The article is distributed under the terms of the Creative Commons Attribution-Non Commercial 4.0 License (<http://www.creativecommons.org/licences/by-nc/4.0/>) which permits non-commercial use, reproduction and distribution of the work without further permission provided the original work is attributed as specified on the Journal open access page.

### ABSTRACT

This study examined the influence of celebrity endorsement on consumer buying behaviour towards telecommunication services. It sought to determine the influences of celebrity credibility, celebrity attractiveness and celebrity popularity on consumer buying behaviour towards telecommunication services. Exploratory research design was adopted. Primary data were obtained from 133 telecommunication service subscribers using a structured questionnaire. Data analysis was done using descriptive statistics and multiple linear regression was adopted for hypotheses testing. The study found that celebrity popularity ( $\beta = .430$ ;  $p\text{-value} = 0.000 < 0.05$ ) had the highest significant positive influence on consumer buying behaviour towards telecommunication services, followed by celebrity credibility ( $\beta = .357$ ;  $p\text{-value} = 0.000 < 0.05$ ) and celebrity attractiveness ( $\beta = .215$ ;  $p\text{-value} = 0.002 < 0.05$ ). Therefore, it was concluded that celebrity endorsement has a significant positive influence on consumer buying behaviour in the context of telecommunication services. Consequently, pertinent recommendations were made for possible implementation by industry practitioners.

**Keywords:** Celebrity Endorsement, Consumer Buying Behaviour, Telecommunications, Consumer Persuasion Model.

---

## INTRODUCTION

Celebrity endorsement is the process of hiring and charging famous celebrities with the task of representing, promoting and speaking favourably about a company and its offerings to their followers or fan base (Krishan, Jolah & Aarav, 2019). It is an advertising strategy in which famous celebrities are utilized to endorse a firm, its products, services and promotional campaigns. Business organizations around the world, especially top global brands like Colgate, Adidas, Coca Cola, Pepsi, Netflix, etc., have adopted the practice of celebrity endorsement as a marketing strategy to promote their brands and attract customers' preference as well as patronage. An important benefit of using celebrity endorsement to promote brands is that it enables firms gain increased visibility in the target market which increases customers' awareness of their products, services and campaigns (Gauns, Pillai, Kamat, Chen & Chang, 2018). In the context of the Nigerian telecommunications industry, the practice of celebrity endorsement is a common strategy used by telecommunications companies to promote their brands. The growing number of celebrities and entertainers produced by the Nigerian entertainment industry makes celebrity endorsement a preferable advertising strategy for telecommunications companies. In the view of Abu-Fatool and Farhim (2016), telecommunications companies in Nigeria adopt the strategy of celebrity endorsement, because Nigeria is a highly social country, with millions of its citizens actively attached to entertainers and celebrities on the television, radio and most dominantly, on social media. This makes it faster, more effective and more impactful for telecommunications companies to deliver their advertising campaigns through celebrities. Given the enormous potential of this advertising execution strategy, Nigerian telecommunication companies are actively involved in the practice of celebrity endorsement. Famous Nigerian celebrities in entertainment, movies, music, sports and fashion have been signed on as brand ambassadors of telecommunication companies to promote brands to their fan base (TheCable, 2019; Glo Nigeria, 2019).

In selecting celebrities for ambassadorship and endorsement, it is important to note that there are certain celebrity attributes that brands consider, including credibility, attractiveness and popularity (Omologbe & Yinka, 2018). According to Khan and Raheeb (2018), credibility is the degree to which a celebrity is perceived to be believable, trustworthy and competent. It encompasses values such as trustworthiness, expertise and believability. Attractiveness of celebrities entails the degree to which celebrities appeal to the eyes and emotions of their followers. Attractiveness includes values such as similarity, likeability and familiarity. In the view of Oladejo and Fayemi (2015), popularity is the extent to which a celebrity is prominent or well known to the target audience. Issues of fame, recognizability, identifiability, and prominence are important values of celebrity popularity. These celebrity attributes are what brands look out for in their search of celebrities to endorse their products/services and promotional campaigns. Considering these celebrity attributes, telecommunication companies have applied celebrity endorsement as a promotional strategy in an effort to realize their promotional objectives. However, it is unclear whether or not the application of these celebrity endorsement campaigns have positively influenced consumers' buying behaviour towards telecommunication companies as there is insufficient research attention on this subject in the

context of the Nigerian telecommunication industry. Therefore, this study was initiated to verify the influence of celebrity endorsement (celebrity credibility, attractiveness and popularity) on consumer buying behaviour towards telecommunications services.

## **LITERATURE REVIEW**

### **Theoretical Framework**

This study was based on the consumer persuasion model of word of mouth as developed by Williams Hertzberg, Johnson Palin and Frederick Mayer, three PhD students at the University of Denver, Colorado in 2014. The consumer persuasion model of word of mouth was developed to explain the potency of word-of-mouth communication at persuading consumer buying behaviour to achieve desired results such as product awareness, acceptance and adoption as well as customer patronage and loyalty (Hertzberg, Palin & Mayer, 2014). The theory is premised on the notion that word-of-mouth communication is a highly potent form of communication with a high degree of persuasion on consumer buying behaviour. This implies that word-of-mouth communication possesses a significant capacity to persuade consumers to respond or react in a desirable way towards a firm's products and services. The nature of word-of-mouth communication makes it possible for it to exert desired influences on consumer buying behaviour. Word-of-mouth communication basically transpires between individuals or groups of people who are perceived or known to have no employment relationship with the organization under consideration. Hence, it is believed or at least, perceived that the participants in word-of-mouth communication are not hired or instigated by the organization to promote their brand (Hertzberg, Palin & Mayer, 2014). Consumers, therefore, have more trust and belief in information about an organization, its products and services that comes from a non-member of the organization whom they know personally, respect, look up to or admire. Family members, peers, friends, coworkers, colleagues, spouses, opinion leaders, reference groups, celebrities and religious leaders are some of the most effective channels of word-of-mouth communication in this regard.

Hertzberg, Palin and Mayer (2014) assumed that information coming from these sources of word-of-mouth communication is much more capable of persuading consumers to take a recommended or desired action towards an organization and its offerings than traditional media advertising, for instance. The relevance of the consumer persuasion model of word of mouth to this study is that the theory suggests that word-of-mouth communication from celebrities is a highly potent form of communication with a high degree of persuasion on consumer buying behaviour towards telecommunication services. This implies that word-of-mouth communications by celebrities through endorsements possess a significant capacity to persuade Globacom subscribers to respond or react in a desirable way towards service providers' brands. This is because the theory asserts that there is an emotional or psychological connection between celebrities and their followers in such a way that they are regarded as credible, attractive and appealing by their followers, thereby enhancing the influential power of celebrities on the behaviour of followers. Hence, if such a celebrity endorses and speaks favourably about telecommunication service brands, subscribers who are attached to the celebrity are likely to adopt the behaviour encouraged towards the endorsed brand.

### **Celebrity Credibility and Consumer Buying Behaviour**

Celebrity credibility is the degree to which a celebrity is perceived to be believable, trustworthy and competent. It is the extent to which a celebrity is believed by the target audience to be

knowledgeable of the product or brand being endorsed, and worthy of trust. It encompasses values such as trustworthiness, expertise and believability (Khan & Raheeb, 2018). Krishan, Jolah and Aarav (2019) maintain that celebrity credibility is an important requirement for a celebrity to be qualified for endorsement or to represent a company's brand, because the celebrity's image is reflected on the brand with whom he or she is associated. In the view of Khan and Raheeb (2018), celebrity credibility consists of values such as trustworthiness, expertise and believability. Trustworthiness is the degree to which a celebrity can be trusted by the target audience. Celebrity expertise is the degree to which a celebrity is perceived to be competent or proficient to engage in the endorsement activity. It entails a celebrity's ability to persuade and convince their followers and the entire target audience to respond favourably to the endorsed brand. Khan and Raheeb (2018) observe that celebrity believability is the degree to which a celebrity is perceived to be truthful and honest in their personal and commercial dealings. Celebrity credibility is an indispensable quality in celebrity endorsement because it provides confidence to the target audience on the basis of which the promoted brand can be patronized or adopted. This premise entails that celebrity credibility influences consumers' buying behaviour towards products or brands. This premise is supported by the study of Abu-Fatool and Farhim (2016) which revealed that celebrity credibility had a significant effect on consumer buying behaviour towards soft drinks in Karachi, Pakistan. Similarly, the study of Khan and Raheeb (2018) revealed that celebrity credibility had a significant impact on consumer purchase behaviour towards clothing accessories in Amman, Jordan.

#### **Celebrity Attractiveness and Consumer Buying Behaviour**

Celebrity attractiveness is the degree to which celebrities appeal to the eyes and emotions of their followers. Attractiveness includes values such as similarity, likeability and familiarity (Oladejo & Fayemi, 2015). Attractiveness is the power to easily grab the attention of viewers but it does not just relate with the body of a celebrity. The entire physical traits of a celebrity (such as hair color, facial features, height, weight, complexion, etc) contribute to attractiveness. Celebrities have to be attractive in order to have an influence on their audience and viewers. Attractive celebrities are more commonly used by organizations for brand ambassadorships since the inception of this marketing strategy because once customers get captivated by a celebrity's attractive personality, they become more involved in the celebrity's message and are more likely to respond favourably to the message (Krishan, Jolah & Aarav, 2019). The importance of employing an attractive celebrity to promote a company's brand lies in the fact that attractive celebrities are more likely to grab viewers' attention, interest and inspire positive responses (in terms of a request for further information and patronage) from the target audience (Kingsley, Deji & Yinka, 2017). The foregoing premise suggests that celebrity attractiveness influences consumer buying behaviour towards brands or products. This premise is backed by the study of Oladejo and Fayemi (2015), where it was found that celebrity attractiveness had a significant positive association with consumer buying behaviour towards commercial banks in Lagos. Also, the premise corresponds with the study of Krishan, Jolah and Aarav (2019), where it was found that celebrity attractiveness had a significant influence on consumer purchase behaviour towards electronic gadgets in Delhi, India.

#### **Celebrity Popularity and Consumer Buying Behaviour**

Celebrity popularity is the extent to which a celebrity is prominent or well known to the target audience. Issues of fame, recognizability, identifiability, and prominence are important values

of celebrity popularity (Oladejo & Fayemi, 2015). According to Kingsley, Deji and Yinka (2017), one of the things that make someone a celebrity is the level of their reputation or popularity in a particular occupation, endeavour or profession; hence without popularity, one cannot maintain the status of celebrity. Celebrity popularity is a fundamental requirement in celebrity endorsement because the level of a celebrity's popularity determines the level of visibility of the brand they promote or represent. A company's brand is more likely to attract the target audience's attention when the celebrity-endorser has a high level of popularity. On the basis of this recognition, business organizations place a premium on celebrities with the highest level of popularity or fame; and commit huge sums of money to hiring these celebrities to represent their brands, thereby expanding the reach of their brands and the likelihood of obtaining favourable responses from customers (Bhasin, 2018). The foregoing premise suggests that celebrity popularity influences consumer buying behaviour towards brands or products. This premise draws support from the study of Kingsley, Deji and Yinka (2017), where it was found that celebrity popularity had a significant positive correlation with consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. Similarly, the study of Khan and Raheeb (2018), revealed that celebrity popularity had a significant impact on consumer purchase behaviour towards clothing accessories in Amman, Jordan. Furthermore, the premise corresponds with the study of Abu-Fatool and Farhim (2016), which revealed that celebrity popularity had a significant effect on consumer buying behaviour towards soft drinks in Karachi, Pakistan.

#### **Empirical Review and Conceptual Model**

Abu-Fatool and Farhim (2016) conducted a study on the "Effect of celebrity endorsement on consumer buying behaviour towards soft drinks in Pakistan". The study aimed at determining the effect of celebrity endorsement (credibility, attractiveness, popularity, product match-up, emotional involvement and meaning transfer) on consumer buying behaviour towards soft drinks in Karachi, Pakistan. Primary data were obtained from 186 respondents in Karachi using structured questionnaire. The data were analyzed using multiple linear regression with the aid of the Statistical Package for the Social Sciences (SPSS 19). Consequently, it was found that credibility, attractiveness, popularity, product match-up, emotional involvement and meaning transfer had a significant effect on consumer buying behaviour towards soft drinks in Karachi, Pakistan. Hence, the study concluded that celebrity endorsement had a significant effect on consumer buying behaviour towards soft drinks in Pakistan. Khan and Raheeb (2018) investigated the "Impact of celebrity endorsement on consumer purchase behaviour towards clothing accessories in Jordan". The study was conducted to evaluate the impact of celebrity endorsement attributes (credibility, popularity, attractiveness and emotional involvement) on consumer purchase behaviour towards clothing accessories in Amman, Jordan. Survey questionnaire was administered to 140 respondents in Amman Metropolis in order to obtain primary data. Data analysis was done using simple linear regression in the Statistical Package for the Social Sciences (SPSS 20). The findings of the study revealed that celebrity credibility, celebrity popularity, celebrity attractiveness and emotional involvement had a significant impact on consumer purchase behaviour towards clothing accessories in Amman, Jordan. Therefore, the study reached the conclusion that celebrity endorsement had a significant impact on consumer purchase behaviour towards clothing accessories in Jordan.

Similarly, Kingsley, Deji and Yinka (2017) conducted a study on “Celebrity endorsement and consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria”. The study sought to establish the correlation between celebrity endorsement (credibility, product match-up, attractiveness and popularity) and consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. Primary data were collected from 204 telecommunication subscribers in Lagos using personally-administered questionnaire. The data obtained were analyzed using descriptive statistics while the study hypotheses were tested using Pearson’s Product Moment Correlation in the Statistical Package for the Social Sciences (SPSS 18). The findings of the study revealed that credibility, product match-up, attractiveness and popularity had a significant positive correlation with consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. Hence, the study reached the conclusion that there was a significant correlation between celebrity endorsement and consumer buying behaviour towards Airtel Nigeria Plc in Nigeria. Furthermore, Krishan, Jolah and Aarav (2019) conducted a study on “Evaluation of the influence of celebrity endorsement on consumer purchase behaviour: A case study of electronic gadgets in India”. The purpose of the study was to examine the influence of celebrity endorsement (emotional involvement, celebrity credibility, celebrity attractiveness, celebrity popularity and meaning transfer) on consumer purchase behaviour towards electronic gadgets in Delhi, India. The study collected primary data from 128 respondents in New Delhi, India using semi-structured questionnaire personally administered to respondents. The data elicited were analyzed and interpreted using multiple linear regression in the Statistical Package for the Social Sciences (SPSS 23). The findings of the study revealed that emotional involvement, celebrity credibility, celebrity attractiveness, celebrity popularity and meaning transfer had a significant influence on consumer purchase behaviour towards electronic gadgets in Delhi, India. Consequently, the study concluded that celebrity endorsement had a significant influence on consumer purchase behaviour towards electronic gadgets in Delhi, India.

Finally, Oladejo and Fayemi (2015) conducted a study on “Celebrity endorsement and consumer buying behaviour in the banking industry in Lagos”. The study was initiated to demonstrate the extent of association between celebrity endorsement (credibility, attractiveness, popularity and emotional involvement) and consumer buying behaviour towards commercial banks in Lagos. Primary data were collected from 108 bank customers in Lagos using Likert-scaled questionnaires. Pearson’s Product Moment Correlation was adopted to analyze the data collected with the aid of the Statistical Package for the Social Sciences (SPSS 18). Subsequently, the findings revealed that credibility, attractiveness, popularity and emotional involvement had a significant positive association with consumer buying behaviour towards commercial banks in Lagos. Hence, the study concluded that celebrity endorsement had a significant positive association with consumer buying behaviour towards commercial banks in Lagos, Nigeria. From the empirical review of existing studies, the conceptual model in Figure 1 has been developed for the study. The constructs measuring the independent variables were adapted from Abu-Fatool and Farhim (2016); and Kingsley, Deji and Yinka (2017), whereas the constructs measuring consumer buying behaviour were adapted from Altintzoglou, Heide and Borch (2016).

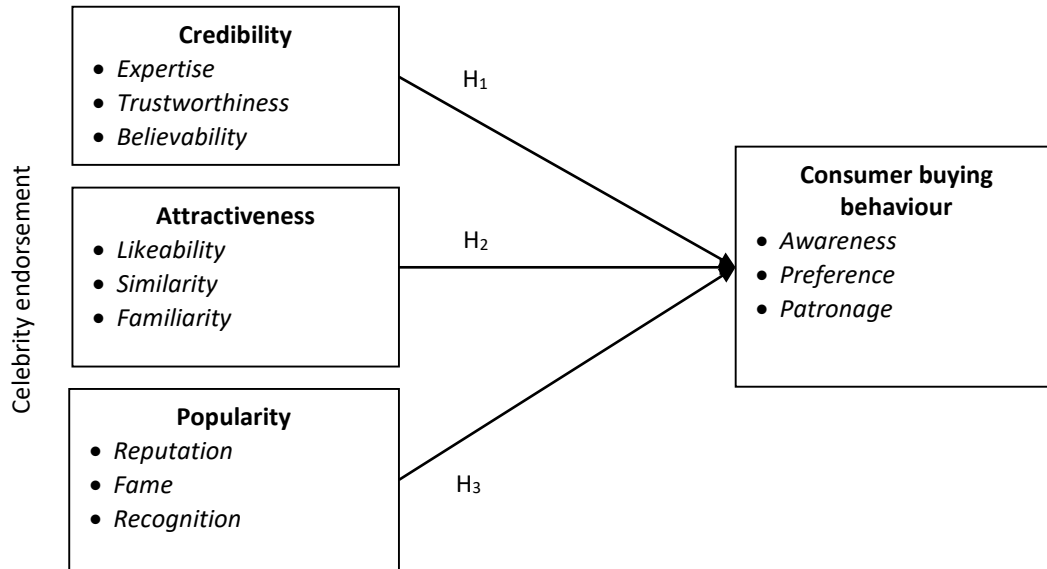


Figure. 1: Conceptual Framework

Source: Constructs of celebrity endorsement adapted from Abu-Fatool and Farhim (2016); and Kingsley, Deji and Yinka (2017). Constructs for consumer buying behaviour adapted from Altintzoglou, Heide and Borch (2016)

### METHODOLOGY

This study adopted exploratory research design, which enabled us to obtain primary data from respondents in order to have an in-depth understanding of the causality between celebrity endorsement and consumer buying behaviour in the telecommunications context. The target population of the study comprised all telecommunication service subscribers in Calabar; however, due to the absence of such valid records of subscribers at the time of this research, the Topman sample size determination method was used to determine a sample size of 138 subscribers for the study. Convenience sampling was used to include subscribers into the survey exercise, where primary data were obtained using an adapted structured questionnaire. Using face and content validity, the instrument was confirmed to be valid, while Cronbach’s alpha reliability method was used to confirm its reliability status. The results of the reliability test is presented in Table 1. Subsequently, descriptive statistics were used for data analysis whereas, multiple linear regression was adopted for hypotheses testing in the study. The multiple linear regression tested was as follows:

$$CBB = a + \beta_1CEL\text{CRED} + \beta_2CEL\text{ATTRCT} + \beta_3CEL\text{POP} + e$$

Where:

CBB = Dependent variable (consumer buying behavior)

a = The intercept

CEL\text{CRED} = Celebrity credibility

CEL\text{ATTRCT} = Celebrity attractiveness

CEL\text{POP} = Celebrity popularity

$\beta_1CEL\text{CRED}$  = Coefficient of celebrity credibility

$\beta_2CEL\text{ATTRCT}$  = Coefficient of celebrity attractiveness

$\beta_3CEL\text{POP}$  = Coefficient of celebrity popularity

e = Error margin (5 percent)

Table 1  
*Cronbach's Alpha Reliability Coefficients*

Variables	No. of items	Cronbach's alpha coefficients
Celebrity credibility	3	.815
Celebrity attractiveness	3	.770
Celebrity popularity	3	.861
Consumer buying behaviour	3	.709
	12	

Source: Authors' Analysis via SPSS 2022

## RESULTS AND DISCUSSION

A total of 138 copies of the questionnaire were administered to telecommunication service subscribers, out of which 133 copies representing 96.4 percent were correctly completed and returned, while 5 copies representing 3.6 percent were not returned, therefore resulting in a total response rate of 96.4 percent.

Table 2  
*Summary of Respondents' Demographic Characteristics*

Age	Frequency	Percent
18 – 24 years	34	25.6
25 – 31 years	34	25.6
32 – 38 years	30	22.6
39 – 45 years	20	15.0
46 years or above	15	11.3
Total	133	100.0

Gender	Frequency	Percent
Male	89	66.9
Female	44	33.1
Total	133	100.0

Educational qualifications	Frequency	Percent
FSLC	40	30.1
SSCE	53	39.8
NCE/HND/B.Sc.	23	17.3
Post-graduate degree	17	12.8
Total	133	100.0

Occupation	Frequency	Percent
Student	49	36.8
Civil servant	35	26.3
Businessman/woman	49	36.8
Total	133	100.0

Source: Authors' Analysis via SPSS 2022

Table 2 above presents data on respondents' demographic characteristics such as age, gender, educational qualifications and occupation. On respondents' age, the data shows that out of the 133 respondents surveyed, 34 respondents representing 25.6 percent were between the ages of 18 – 24 years, 34 respondents representing 25.6 percent were between the ages of 25 – 31 years, 30 respondents representing 22.6 percent were between the ages of 32 – 38 years, 20 respondents representing 15.0 percent were between the ages of 39 – 45 years, while 15 respondents representing 11.3 percent were 46 years or above. On respondents' gender, the data



shows that 89 respondents representing 66.9 percent were male while 44 respondents representing 33.1 percent were female. With respect to respondents' educational qualifications, the data shows that 40 respondents representing 30.1 percent were FSLC holders, 53 respondents representing 39.8 percent were SSCE holders, 23 respondents representing 17.3 percent were NCE/HND/B.Sc. degree holders, while 17 respondents representing 12.8 percent were postgraduate degree holders. Finally, on respondents' occupation, the data shows that 49 respondents representing 36.8 percent were students, 35 respondents representing 26.3 percent were civil servants while 49 respondents representing 36.8 percent were businessmen/women.

### Test of Hypotheses

H<sub>1</sub>: Celebrity credibility has no significant effect on consumer buying behaviour towards telecommunication services.

H<sub>2</sub>: Celebrity attractiveness has no significant effect on consumer buying behaviour towards telecommunication services.

H<sub>3</sub>: Celebrity popularity has no significant effect on consumer buying behaviour towards telecommunication services.

Test statistic: Multiple linear regression

Decision criteria: Accept the alternative hypothesis if (P-value < .05) and reject the null hypothesis, if otherwise.

Table 3

#### *Model Summary of the Effect of Celebrity Endorsement on Consumer Buying Behaviour towards Telecommunication Services*

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 <sup>a</sup> .233	.215	1.85164

a. Predictors: (Constant), Popularity, Attractiveness, Credibility

Source: Authors' Analysis via SPSS 2022

Table 4

#### *ANOVA of the Effect of Celebrity Endorsement on Consumer Buying Behaviour towards Telecommunication Services*

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	134.542	3	44.847	13.080	.000b
Residual	442.285	1293	4.299		
Total	576.827	132			

a. Dependent Variable: Consumer buying behaviour

b. Predictors: (Constant), Popularity, Attractiveness, Credibility

Source: Authors' Analysis via SPSS 2022

Table 5

#### *Coefficients of the Effect of Celebrity Endorsement on Consumer Buying Behaviour towards Telecommunication Services*

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	11.310	1.191			9.496	.000
Credibility	.265	.063	.357		4.214	.000
Attractiveness	.203	.074	.215		2.741	.002
Popularity	.373	.073	.430		5.127	.000

a. Dependent Variable: Consumer buying behaviour

Source: Authors' Analysis via SPSS 2022

## Interpretation

Tables 3, 4 and 5 present the multiple linear regression results of the effect of celebrity endorsement on consumer buying behaviour towards telecommunication services. The model summary presented in Table 3 shows that the correlation between the independent variable (celebrity endorsement) and the dependent variable (consumer buying behaviour) is 48.3 percent (as can be seen in the R column). This indicates that there is a fairly strong degree of correlation between the study variables. The R<sup>2</sup> (coefficient of determination) value of 0.233, signifies that up to 23.3 percent of the variation in the dependent variable (consumer buying behaviour) can be explained by the independent variable (celebrity endorsement). Hence, a unit change in celebrity endorsement will affect consumer buying behaviour towards telecommunication services by up to 23.3 percent when other factors are held constant. The F-test (13.080,  $P < 0.05$ ) statistic in Table 4 indicates that the overall prediction of the dependent variable by the independent variable is statistically significant; therefore, the regression model provides substantive evidence to conclude that celebrity endorsement has a significant effect on consumer buying behaviour towards telecommunication services.

As can be seen in Table 5, all celebrity endorsement dimensions tested (celebrity popularity, celebrity attractiveness, and celebrity credibility) were found to significantly predict or explain consumer buying behaviour towards telecommunication services, because their p-values are less than the error margin of 0.05, with positive t-test values indicating that the relationship between celebrity endorsement and consumer buying behaviour is a direct and positive one. The standardized beta coefficient column in Table 5 shows the individual contributions of each independent variable to the model. As can be seen on the column, the highest contributing variable to the model is celebrity popularity, with a beta coefficient of 0.430 (43.0 percent). The second highest contributing variable to the model is celebrity credibility, with a beta coefficient of 0.357 (35.7 percent). Finally, the least contributing variable to the model is celebrity attractiveness, with a beta coefficient of 0.215 (21.5 percent). Furthermore, the results of the multiple regression analysis also revealed that the p-values (celebrity credibility = 0.000, celebrity attractiveness = 0.002, and celebrity popularity = 0.000) of all independent variables were less than the error margin of 0.05, hence we conclude that celebrity credibility, celebrity attractiveness and celebrity popularity have significant positive effects on consumer buying behaviour towards telecommunication services.

## Discussion of Findings

From testing the first hypothesis of the study, it was revealed that celebrity credibility has a significant positive effect on consumer buying behaviour towards telecommunication services. This finding resonates with the study of Abu-Fatool and Farhim (2016), which found that celebrity credibility, had a significant effect on consumer buying behaviour towards soft drinks in Karachi, Pakistan. The finding is also in alignment with the study of Khan and Raheeb (2018), which revealed that celebrity credibility had a significant impact on consumer purchase behaviour towards clothing accessories in Amman, Jordan. These findings imply that celebrity credibility has the potential to significantly improve consumer buying behaviour towards telecommunication services.

The testing of the second hypothesis revealed that celebrity attractiveness has a significant positive effect on consumer buying behaviour towards telecommunication services. This finding is in concert with the study of Kingsley, Deji and Yinka (2017), which revealed that

celebrity attractiveness had a significant positive correlation with consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. Similarly, the finding is supported by the study of Krishan, Jolah and Aarav (2019), which revealed that celebrity attractiveness had a significant influence on consumer purchase behaviour towards electronic gadgets in Delhi, India. The implication of these findings is that celebrity attractiveness also has the capacity to positively influence consumers' buying behaviour towards telecommunication services.

Finally, the testing of the third hypothesis revealed that celebrity popularity has a significant positive effect on consumer buying behaviour towards telecommunication services. This finding is in consonance with the study of Oladejo and Fayemi (2015), which revealed that celebrity popularity had a significant positive association with consumer buying behaviour towards commercial banks in Lagos. Similarly, the finding resonates with the study of Kingsley, Deji and Yinka (2017), which revealed that celebrity popularity had a significant positive correlation with consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. These findings imply that celebrity popularity has the capacity to positively influence consumers' buying behaviour towards telecommunication services.

### **CONCLUSION AND RECOMMENDATIONS**

Over the years, the subject "Celebrity endorsement and consumer buying behaviour" has been the focus of various researchers. Scholars have conducted studies aimed at verifying whether or not celebrity endorsement, as an advertising strategy, significantly influences consumer buying behaviour towards products, services and organizations. Like previous studies, this study centered on examining the effect of celebrity endorsement on consumer buying behaviour towards telecommunication services. A structured questionnaire was adapted to collect primary data from telecommunication service subscribers for analysis and results generation. The data obtained were statistically analyzed using descriptive statistics and multiple linear regression. Consequently, the findings of the study revealed that celebrity credibility, celebrity attractiveness and celebrity popularity had significant positive effects on consumer buying behaviour towards telecommunication services. Therefore, it is concluded that celebrity endorsement has a significant positive influence on consumer buying behaviour in the context of telecommunication services. However, for telecommunications companies to maximize the value of celebrity endorsement, we recommend that they should ensure that celebrities hired to endorse their products and brands are of good character, believable and trustworthy in order to inspire subscribers' trust and confidence in the endorsement. Physical attraction should be a key criterion for hiring celebrities to endorse telecommunication brands, products and services. And finally, telecommunications companies should look out for famous celebrities with positive reputations to endorse their brands, products and services because celebrity reputation is essential to their credibility.

### **Acknowledgements**

We sincerely appreciate all the authors whose scholarly works were cited in this manuscript to provide scholarly backing for the study. We appreciate the research assistants who facilitated the process of questionnaire administration and retrieval. Finally, we appreciate all the respondents who participated voluntarily in the questionnaire survey.

### **Conflict of Interest Statement**

The authors are in full agreement with respect to the manuscript; hence we declare no conflict of interest.

### **References**

- Abu-Fatool, E., & Farhim, R. (2016). Effect of celebrity endorsement on consumer buying behaviour towards soft drinks in Pakistan. *International Journal of Consumer Studies*, 3(1), 12-29
- Altintzoglou, T., Heide, M., & Borch, T. (2016). Food souvenirs: buying behaviour of tourists in Norway. *British Food Journal*, 7(1), 67-78
- Gauns, K. K., Pillai, S. K., Kamat, K., Chen, R. F., & Chang, L. C. (2018). Impact of celebrity endorsement on consumer buying behaviour in the state of Goa. *IIM Kozhikode Society & Management Review*, 7(1), 45-58.
- Glo Nigeria (2019). Olamide, Timaya, 2 others join Glo as brand ambassadors. Retrieved from: <https://www.gloworld.com/ng/latest-news/olamide-two-others-listed-in-prestigious-class-of-glo-ambassadors/>
- Hertzberg, W., Palin, J., & Mayer, F. (2014). Effect of word-of-mouth communication on consumer buying behaviour: The consumer persuasion model perspective. *International Journal of Advances in Consumer Behaviour Studies*, 10(4), 135-140
- Khan, T., & Raheeb, A. (2018). Impact of celebrity endorsement on consumer purchase behaviour towards clothing accessories in Jordan. *Journal of Business and Management*, 23(5), 34-56
- Kingsley, F., Deji, S., & Yinka, B. (2017). Celebrity endorsement and consumer buying behaviour towards Airtel Nigeria Plc in Lagos, Nigeria. *International Journal of Service Industry Management*, 10(3), 271-281
- Krishan, V., Jolah, S., & Aarav, D. (2019). Evaluation of the influence of celebrity endorsement on consumer purchase behaviour: A case study of electronic gadgets in India. *Asian Journal of Information, Communication and Technology in Business*, 20(8), 5-16
- Oladejo, E., & Fayemi, R. (2015). Celebrity endorsement and consumer buying behaviour in the banking industry in Lagos. *International Journal of Management Research and Business Strategy*, 2(2), 12-28
- Omologbe, O., & Yinka, B. (2018). Nigerian entertainers land endorsement deals in telecommunications companies. Retrieved from: <https://www.informationnigeria.org/nigerian-entertainers-land-endorsement-deals-in-telecommunications-companies.aspx>