

**BRAND AMBASSADORSHIP AND ECONOMIC DEVELOPMENT IN NIGERIA:
PROSPECTS AND CHALLENGES**

BY

**Joan Palmer OSAGIE
ART2100667**

**DEPARTMENT OF HISTORY AND INTERNATIONAL STUDIES
FACULTY OF ARTS
UNIVERSITY OF BENIN
BENIN CITY**

NOVEMBER, 2025

**BRAND AMBASSADORSHIP AND ECONOMIC DEVELOPMENT IN NIGERIA:
PROSPECTS AND CHALLENGES**

BY

**Joan Palmer OSAGIE
ART2100667**

**A PROJECT SUBMITTED TO THE DEPARTMENT OF HISTORY AND
INTERNATIONAL STUDIES IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELOR OF ARTS (B.A)
HONOURS DEGREE IN INTERNATIONAL STUDIES AND DIPLOMACY.**

**UNIVERSITY OF BENIN
BENIN CITY**

NOVEMBER, 2025

CERTIFICATION

This is to certify that this project was carried out by **Joan Palmer Osagie** with Matriculation Number: ART2100667 in the Department of International Studies and Diplomacy, University of Benin, under my supervision.

Dr. Williams Orukpe
Project Supervisor

Prof. J. C. Nwaka
Head of Department

Date

Date

DEDICATION

This project work is dedicated to God Almighty, whose grace and mercy saw me through the process of this work. May His name be praised and glorified forever. Amen.

ACKNOWLEDGEMENTS

I am most grateful to God Almighty, who in His infinite mercy gave me the grace and strength to complete this project work. All honour and glory be unto Him.

My special appreciation and gratitude go to my project supervisor, Dr. Williams Orukpe, for his time, patience, and expertise in guiding and correcting my work, which contributed greatly to its success. Sir, may God continue to bless you abundantly. I express my in-depth gratitude to my ever-caring parents, Mr. and Mrs. Osagie Palmer, for their spiritual backing, love, and support. To my uncles, Rev. Fr. Ikponmwosa Palmer and Dr. Francis Uhuegho, thank you for your financial and moral support throughout my academic pursuit. God bless you both.

I will not fail to appreciate my lovely siblings, Obedience, David, and Cordelia, for their words of encouragement. I love you all, and may God bless you richly. My appreciation also goes to everyone who contributed immensely to my knowledge in the Department of International Studies and Diplomacy. To all my lecturers, Prof. E. O. Erhagbe, Prof. E. A. Ifidon. Dr. Frank Ikponmwosa, Dr. (Mrs.) I. O. Osemwingie, just to mention a few, I say a big thank you. Special gratitude to Stephen Popoola, thank you for always being there behind the scenes. To my best friend, Tessy Enowengho Aievba, and my wonderful roommates, you guys are amazing. Thank you all for the wonderful memories we shared. I am deeply grateful.

Joan Palmer Osagie

2025

TABLE OF CONTENTS

Title	-	-	-	-	-	-	-	-	-	-	-ii
Certification			-	-	-	-	-	-	-	-	-iii
Dedication			-	-	-	-	-	-	-	-	-iv
Acknowledgements			-	-	-	-	-	-	-	-	-v
Table of Contents			-	-	-	-	-	-	-	-	-vii
CHAPTER ONE: BACKGROUND OF THE STUDY											-1
Introduction	-	-	-	-	-	-	-	-	-	-	-1
Aim and Objectives of the Study					-	-	-	-	-	-	-3
Scope of the Study	-	-	-	-	-	-	-	-	-	-	-3
Research Methodology			-	-	-	-	-	-	-	-	-4
Literature Review	-	-	-	-	-	-	-	-	-	-	-5
Endnotes	-	-	-	-	-	-	-	-	-	-	-12
CHAPTER TWO: CONCEPTUAL FRAMEWORK OF BRAND											
AMBASSADORSHIP											
Introduction			-	-	-	-	-	-	-	-	-15
The Nigerian Service Industry			-	-	-	-	-	-	-	-	-16
Stakeholders and players in the Brand Ambassador Business								-	-	-	-18
Ambassadors and Business Development			-	-	-	-	-	-	-	-	-21
Conclusion	-	-	-	-	-	-	-	-	-	-	-24

**CHAPTER THREE: PROSPECTS OF BRAND AMBASSADORSHIP FOR
ECONOMIC DEVELOPMENT IN NIGERIA - - - - -**

- -28

Introduction - - - - - -28

Growth in Entrepreneurship and Start-up Businesses in Nigeria - - -29

Growth in Popular Culture and Rise of New Celebrities - - -31

Emergence of Digital Marketing - - -33

The Rise of Gen Z and the Blue Economy - - -34

Big Brother Nigeria and Fashion Shows - - -35

Conclusion - - -36

Endnotes - - -38

**CHAPTER FOUR: CHALLENGES OF BRAND AMBASSADORSHIP IN
NIGERIA**

Introduction - - - - -40

Shortage of Brand Ambassadors - - -41

The Lack of Trust by Customers - - -43

Poor Advertising by Businesses - - -45

Problem of cost in Brand Ambassadorship - - -46

Bad economy of Nigeria and its effect on Brand Ambassadorship - - -47

Conclusion - - -48

Endnotes - - -50

CHAPTER FIVE: CONCLUSION	-	-	-	-	-	-	-	-	-52
Conclusion	-	-	-	-	-	-	-	-	-52
Bibliography	-	-	-	-	-	-	-	-	-56

CHAPTER ONE

BACKGROUND TO THE STUDY

Introduction

It is the dream of every entrepreneur to have a successful company or organization. No matter what the product or niche is, every entrepreneur or business owner desires first to create their own unique identity (brand), and to increase to a large extent the people who purchase their products, which will therefore lead to the expansion of the business both nationally and internationally.¹ The big companies today, the ones who have successfully attracted very high number of purchasing and returning customers, and have even been more successful in creating branches within Nigeria and even beyond Nigeria did so by following some principles that are guaranteed to increase the output of the company.² Great companies like Dangote cement factory, Jumia, Global pm, and so on didn't just become great overnight, no they had successfully kept some principles for business expansion and followed it to the core.³

One of the principles that is set to guarantee success in business is Brand Ambassadorship.⁴ Now to understand this concept we would need to understand the words; Brand and Ambassador. A brand is the way people see or recognize a business, product, or even a person. It includes things like the name, logo, colors, and even how the company talks to its customers.⁵ But it's not just about looks, it's also about how people feel or what they think when they hear the name. In Nigeria for instance, the name Coca Cola has created a unique feeling in the minds of the customers whenever that name is

heard of. Also, the name Tecno is another unique brand, and whenever that name is mentioned there is a unique feeling it leaves behind in the memory of the consumers.⁶ This is what we call branding. Even when two companies sell the same product, how these products are advertised and sold and also packaged determines how the customers see and feel about the product. And it is the desire of every aspiring company to have a unique identity attached to their products.⁷

An ambassador on the other hand is someone who represents a country, organization, or brand in a good way. For example, in politics, an ambassador is sent to another country to speak and act on behalf of their home country.⁸ So joining the two words together, a brand ambassador is someone who promotes a product or company, helping more people know about it and trust it. Most often we see celebrities who advertise different products for different companies and we are persuaded to buy such products whenever we encounter it either in the marketplace, in a store or wherever.⁹ Now the reason we end up buying that product is not because we like it actually, most times we might not have even heard of it before or used it before but the memory of a trusted celebrity recommending a product feels our heart such that we trust such celebrities to doubt the product. This is what we call brand Ambassadorship. It is a technic whereby companies attempt to persuade or build the trust of the consumer using the influence of celebrities or well respected people in the society.¹⁰ Davido for instance is a brand ambassador to Infinix (a smartphone company), Wizkid also had been a brand ambassador to pepsi, and many other celebrities. This is a very important strategy that

businesses don't play with. In the course of this study, we will examine much more deeply the concept of brand Ambassadorship, how it is being used in our world today, also, we will analyze the positive effect of brand Ambassadorship to the company output and by extension to the national economic development (using Nigeria as a case study). We will also examine the challenges of brand Ambassadorship as well as its prospects.

Aim and Objectives of the Study

The aim of this work is to examine the concept of Brand Ambassadorship as a tool for Economic Development of Nigeria. The various objectives are:

- i. To examine in details the Conceptual Framework of Brand Ambassadorship
- ii. To identify the prospects of brand ambassadorship in promoting Nigeria's economy.
- iii. To analyze the challenges facing brand ambassadorship in Nigeria's economic development.
- iv. To provide recommendations for effective brand ambassadorship in driving Nigeria's economic growth.

Scope of the Study

The study focuses on the years 2010 to 2020. This period was chosen because it is recent and gives enough time to look at how brand ambassadorship has affected Nigeria's economic growth. By studying these ten years, we can see the changes, challenges, and progress made. It also helps us understand what is happening now and how brand ambassadorship can help the economy today.

Research Methodology

This study will make use of the historical and qualitative research methods. The historical method is useful because brand ambassadorship in Nigeria did not emerge in isolation, it however developed over time with the rise of advertising, the growth of local industries, the entry of multinational companies, and the influence of celebrities. By looking at the history, this research will show how brand ambassadorship started in Nigeria and how it has grown over time. It will also explain how it affects the country's economy. The study will use a qualitative method, which means it will not only look at numbers but also at ideas, opinions, and experiences. This will help to understand how brand ambassadorship is seen by businesses, brand ambassadors, consumers, and the economy as a whole.

Primary Sources

Primary sources will provide firsthand information about how brand ambassadorship operates in Nigeria. These will include interviews with marketing experts, business owners, brand managers, and, if possible, brand ambassadors themselves to capture their views on the opportunities and challenges of this strategy. Annual reports of Nigerian companies, corporate press releases, and advertising campaigns will also be studied to understand how organizations use brand ambassadors to promote growth. Newspaper articles, marketing magazines, and online business reports will also serve as valuable sources, as they show contemporary reactions and real-time examples of brand endorsement in Nigeria.

Secondary Sources

Secondary sources will be used to support the research and give it more background. These include books and journal articles on marketing, advertising, consumer behavior, and economic development in Nigeria and other parts of the world. They will help explain why companies use brand ambassadors and how this can affect sales, jobs, and business growth. The study will also use research on Nigerian businesses, small and medium-sized enterprises (SMEs), and the creative industry, since brand ambassadorship is closely linked to these areas. In addition, online databases, research papers, and policy documents will be used to show both the benefits and the problems of brand ambassadorship in Nigeria's economy.

Literature Review

Over the years, there has been increasing researchs on the subject of Brand Ambassadorship and it's role in the Economic Development of a State. These works will serve as foundations to which this research will be based on. The first work to be examined is Fisher-Buttinger and Vallaster in their study "Brand Ambassadors: Strategic Diplomats or Tactical Promoters"¹¹, which explores the concept of brand ambassadorship and its role in modern marketing. The authors delve into the strategic importance of brand ambassadors, examining whether they serve as mere tactical promoters or strategic diplomats who can build lasting relationships between brands and their audiences. The authors also analyze the characteristics, skills, and qualities that make effective brand ambassadors, as well as the benefits and challenges associated with this marketing

strategy.¹² They also explored the different types of brand ambassadors, such as celebrities, influencers, or employees, and their respective roles in promoting brands. They however failed to examine the challenges and prospects of Brand Ambassadorship as an economic strategy for development, the void of which will be filled by this research.

Furthermore, Kaisa Uronen's in his study, "Situational brand ambassadorship - a study of how part-time employees make sense of themselves as brand am-bassadors",¹³ explores the concept of situational brand ambassadorship, specifically focusing on part-time employees who embody the role of brand ambassadors in their interactions with customers. The study delves into how these individuals make sense of themselves as representatives of the brand, navigating the complexities of their part-time status and the expectations that come with being a brand ambassador.¹⁴

Through this exploration, the book provides insights into the dynamic nature of brand ambassadorship, highlighting the ways in which individuals negotiate their roles and responsibilities as brand representatives. The findings of this study contribute to a deeper understanding of the complex relationships between employees, customers, and brands, ultimately informing strategies for effective brand management and employee engagement. The study however fails to examine case studies of Brand Ambassadorship in Nigeria, which this research hopes to do.

Moreso, Mandeep Choursia's in her study, "Study on importance of Brand Ambassadors for Brands in Marketing",¹⁵ explores the significance of brand ambassadors in modern marketing strategies, focusing on their role in promoting brands, products, and

services. Brand ambassadors are influential individuals who leverage their fame, credibility, and reach to shape public opinion and drive engagement. The study highlights how brand ambassadors can increase brand awareness, build trust, and drive sales. The author, Mandeep Choursia, examines the impact of brand ambassadors on consumer behavior and brand perception. The book discusses various aspects of brand ambassadorship, including the selection process, types of ambassadors, and measuring effectiveness.¹⁶ It however fails to examine the prospects and the limitations of Brand Ambassadorship in Nigeria. This research hopes to fill this void.

Also, Kel Nguyen's work, "Kurdish Studies The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industry in Vietnam",¹⁷ will also be useful for this research. It explores the impact of brand ambassadors on shaping brand image and driving purchase intentions, focusing on the fashion industry in Vietnam. It investigates how brand ambassadors influence consumer perceptions and behaviors, contributing to a brand's success.¹⁸ The study highlights the significance of brand ambassadors in creating brand awareness, building credibility, and establishing emotional connections with target audiences. The book will be greatly needed for go furtherance of this research. It however focuses on the impact of Brand Ambassadorship on Vietnam and not Nigeria, the void of which will be filled by this research.

Furthermore, in Adhi Prasetyo's study, "The Role of Brand Ambassador and Electronic Word of Mouth towards Purchase Intention",¹⁹ analyzes the significant impact

of brand ambassadors and electronic word of mouth (eWOM) on consumer purchase is examined. In today's digital age, brands are leveraging influential individuals to promote their products or services, while online reviews and recommendations from peers play a crucial role in shaping purchasing decisions. The book examines the role of brand ambassadors in creating awareness, building credibility, and fostering brand loyalty, ultimately influencing consumers' intentions to make a purchase.²⁰ It also investigates the power of eWOM, including online reviews, ratings, and social media conversations, in shaping consumer perceptions and driving purchase decisions. The study however fails to analyze factors hindering effective brand ambassadorship, the void of which will undoubtedly be filled by this research.

Moreso, Jere Karlsson in his work, "Sponsorships and Brand Ambassadors as a Marketing Tool"²¹, explores the strategic use of sponsorships and brand ambassadors to promote products, services, or causes. The author, Jere Karlsson, examines the world of marketing, where partnerships between brands and influential individuals or organizations can drive business growth, enhance brand reputation, and foster customer engagement. It also examines the role of sponsorships and brand ambassadors in creating mutually beneficial relationships between brands and their target audiences.²² Through this book, readers can gain a deeper understanding of how sponsorships and brand ambassadors can be harnessed as a powerful marketing tool to achieve business objectives. The book however fails to examine the concept and evolution of brand ambassadorship in Nigeria.

Moreso, Edith Onowe Odia¹ and Felix Osaiga Isibor in their study, “Strategic Approach to Nation Branding: A Case of the Nigeria Brand”²³, examines the concept of nation branding and its application to Nigeria. The authors, Edith Onowe Odia and Felix Osaiga Isibor, explore the importance of creating a strong national brand identity that accurately represents Nigeria's values, culture, and strengths. They argue that a well-crafted nation brand can enhance Nigeria's global reputation, attract foreign investment, and promote tourism.²⁴ The book examines the current state of Nigeria's brand image, highlighting both its challenges and opportunities. The work however fails to examine the types of brand ambassadors as well as the key characteristics of effective brand ambassadors in Nigeria, the void of which will be filled by this research.

Lastly, in Oguntuase Isaac Ekundayo’s study, “Assessing the Impact of Celebrity Endorsements on Consumers’ Choices in Southwest Nigeria's Food and Beverage Sector”,²⁵ he explores the significant influence of celebrity endorsements on consumer behavior in Southwest Nigeria's food and beverage sector. The focus is on understanding how consumers in Southwest Nigeria respond to celebrity endorsements, and how these endorsements shape their purchasing decisions when it comes to food and beverages.²⁶ The book examines the complex relationship between celebrities, brands, and consumers, shedding light on the ways in which celebrity endorsements can enhance brand recognition, credibility, and appeal. It however fails to examine Case studies of successful brand ambassadorship in Nigeria. This study hopes to fill this void.

Chapterization

Chapter One: Introduction

This chapter sets the stage for the whole work. It will explain what brand ambassadorship is and why it's important. It also introduces the topic, the purpose of the study, aims and objectives, and how the study will be organized.

Chapter Two: Conceptual Framework of Brand Ambassadorship

Here, we will break down the key ideas behind brand ambassadorship. We will explain what a brand is, who a brand ambassador is, and the different types (like celebrities, influencers, or customers).

Chapter Three: Prospects of Brand Ambassadorship for Economic Development in Nigeria

This chapter will explore the benefits or opportunities brand ambassadorship can bring to Nigeria. It will look at how ambassadors help promote businesses, create jobs, attract investments, and even shape public perception of brands, all of which contribute to economic growth.

Chapter Four: Challenges and Limitations of Brand Ambassadorship in Nigeria

Here, we will discuss the problems or barriers that affect brand ambassadorship in Nigeria. This can include things like lack of trust, fake influencers, poor marketing strategies, low brand awareness, or weak legal protection for brands.

Chapter Five: Conclusion and Recommendations

This final chapter will summarize everything discussed in the study. It will highlight the key points and then offer helpful suggestions or solutions to improve brand ambassadorship in Nigeria, both for brands and ambassadors.

Endnotes

1. Zineb Faidi, “Cultural Flows: The Development and Global Influence of Nigeria’s Creative Industries”, *Policy Paper* 9(2), 2024, 1-40.
2. Jagdish N. Bhagwati, *The Economics of Underdeveloped Countries* (New York: McGraw-Hill Book Company, 1977), 302-356
3. Munyaradzi Mawere, *Underdevelopment, Development and the Future of Africa* (Cameroon: Langaa RPCIG, 2017), 261-278.
4. Feitong Chen, “Analyzing the Potential Benefits of Brand Ambassador Marketing”, *Transactions on Economics Business and Management Research* 13, 2024, 284-290.
5. Ali Mauludi AC, “The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java”, *International Journal of Social Science and Business* 7(3), 2023, 713-724.
6. Ibid.
7. Milford I. Udo, “A theoretical reflection of celebrity endorsement in Nigeria”, *International Journal of Business and Economic Development* 3(2), 2015, 95-103.
8. Chinyere Mmeremikwu-Fiac and Joseph Odia, “Corporate Brand Ambassadorship And Motivation Of Academic Staff Of Universities In Imo State, Nigeria”, *International Journal of Science and Research Archive* 12(01), 2024, 2274-2280.
9. Ibid.
10. Laure Ambroise, “From endorsement to celebrity co-branding: Personality transfer”, *Journal of Brand Management* 21(4), 2014, 10-57.
11. Fisher-Buttinger, C., Vallaster, C. (2008). Brand Ambassadors: Strategic Diplomats or Tactical Promoters? In: P. J. Kitchen, *Marketing Metaphors and Metamorphosis* (London: Palgrave Macmillan, 2018), 5-18.

12. Ibid.
13. Kaisa Uronen, Situational brand ambassadorship - a study of how part-time employees make sense of themselves as brand am-bassadors”, Lund University, Department of strategic communication, Master’s thesis. Spring 2020.
14. Ibid.
15. Mandeep Choursia, “Study on importance of Brand Ambassadors for Brands in Marketing”, *Pramana Research Journal* 8(7), 2018, 201-281.
16. Ibid.
17. Kel Nguyen, Kurdish Studies The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industry in Vietnam, December 2023, Kurdish Studies.
18. Ibid.
19. Adhi Prasetio and Eko Dinar Purnamawati, “The Role of Brand Ambassador and Electronic Word of Mouth towards Purchase Intention”, *Journal Dinamika Management* 14(1), 2023, 1-21.
20. Ibid.
21. Jere Karlsson, “Sponsorships and Brand Ambassadors as a Marketing Tool, Why to Use Them?”, Bachelor of Business Administration, KAMK- University of Applied Sciences, 2023.
22. Ibid.
23. Edith Onowe Odial & Felix Osaiga Isibor, “Strategic Approach to Nation Branding: A Case of the Nigeria Brand”, *International Journal of Business and Management* 9(3), 2014, 25-37.

24. Ibid.

25. Oguntuase, Isaac Ekundayo, Assessing the Impact of Celebrity Endorsements on Consumers' Choices in Southwest Nigeria's Food and Beverage Sector", *UNIZIK Journal of Marketing* 1(4), 2024, 106-126.

26. Ibid.

CHAPTER TWO

UNDERSTANDING THE BRAND AMBASSADOR BUSINESS

Introduction

Brand ambassadorship simply means a situation where a person or even a group of people represents a company's brand and carries the message of that brand to the public. They don't just appear once in adverts and disappear afterwards, instead, they become the face of the brand. The way they talk about the brand, the way they use it, even their lifestyle, all of it helps people to form an image or a perception about the brand in their minds.¹ In this sense, they act as a bridge between the company and the people. Before now, this kind of work was mainly for celebrities or well-known public figures, however things have changed a lot. Nowadays, it is not only movie stars or musicians that act as brand ambassadors, but instead people on social media, influencers with smaller but very loyal followers, even workers in the company or happy customers can also represent the brand.²

This difference in the kinds of ambassadors helps companies to strategize. This means that before a company decides to bring in ambassadors, they have to know what they really want to achieve, whether it is to create awareness for the brand, restore their image after it has been damaged, or expand into new areas so as to connect with new customers. When that goal is clear, it becomes easier to know the kind of ambassador to use. Sometimes it is the big influencers who attracts crowd, and other times it is everyday people who connect well with their own communities. The process of choosing and using

ambassadors is not random, it is done in a professional and organized way. First, the brand looks for the right people. Then, those people are trained so they know how to speak and act for the brand. After that, both sides sign an agreement that explains what the ambassador should do and what the brand will provide in return.³ Once the work starts, the ambassador is told what to do, then they help create content, they also carry out activities like events or posts, and their work is monitored to see if it is effective, and finally they are paid.

The Nigerian Service Industry

In Nigeria, the service industry is very large and highly competitive, which makes brand ambassadorship an important tool for businesses trying to survive in such a busy market. The service industry includes businesses that provide services or experiences rather than physical products. These services cover areas like banking, telecommunications, hotels, education, healthcare, retail shops, entertainment, and digital services, among others.⁴ What makes the service industry different from other sectors is that it depends a lot on customer interaction, relationships, and trust, because customers usually cannot see, touch, or try the service before buying it. The Nigerian service industry is the biggest part of the country's economy. It adds a lot to the country's GDP, provides many jobs, and supports countless families. Services also help develop cities and regions, as they include important areas like finance, healthcare, and education, as well as lifestyle and digital services that meet the needs of Nigeria's growing middle class. Since success in services relies so much on trust, good quality, and a strong

reputation, businesses make sure their customers feel confident, cared for, and valued every time they interact with the service, and this is where ambassadors come in.

Ambassadors carry out a variety of essential activities that directly support this role of businesses. They create and share content, endorse products, host events, educate customers, and even bring feedback from users. These actions enables businesses to sell more and it also brings long-term benefits such as stronger trust and positive reputation.⁵ In Nigeria, large companies can afford heavy advertising on TV, radio, or billboards, but countless small and medium businesses cannot, and so they rely on smaller methods like ambassadorship to gain the society's trust and money. Ambassadors also give brands the chance to reach people directly, share personal experiences, and present the business in ways that feel believable. In fact, many customers even prefer this kind of advertisement to the big adverts they see on screens.⁶

The need for ambassadors becomes clearer when we look at the challenges in Nigeria's service industry. Poor electricity, unstable internet, traffic problems, and weak infrastructure often interrupt services, leaving customers frustrated. Ambassadors help to calm these frustrations by keeping customers engaged and reassured. In heavily regulated sectors like banking, telecoms, and healthcare, where companies are restricted in how they can advertise or explain their services, ambassadors also play an important role. They take official company messages and translate them into simple, relatable language that ordinary people can easily connect with.⁷

Finally, the rise of technology and social media have been reshaping the future of ambassadorship. With mobile phones and social media now everywhere in Nigeria, people connect with brands daily in ways that were impossible before. But adverts alone are costly and often fail to build trust. Brand ambassadors help people connect with a brand in a real and natural way. They speak like normal people, which makes ads feel honest and trustworthy. When ambassadors use social media and other online platforms, their influence grows even more. In Nigeria, many young people and a growing middle class want brands that match their lifestyle, and not the ones that feel far away and can't relate to them on a personal level. Ambassadors who show these lifestyles have a lot of power, this is because they don't just sell products or services, they show people what they could achieve by using them.⁸

Stakeholders and players in the Brand Ambassador Business

Brand Ambassadorship Business is not run by one person alone. It involves many different people, each with their own role. At the center are the brands themselves, also called sponsors. They are the ones who create products or services and want the public to know about them. To achieve this, they work with ambassadors, who act as the public face of the brand. Ambassadors are the ones who carry the brand's message to people in a way that feels real and convincing.⁹ Supporting them are agencies, which act like middlemen. Agencies help brands to find the right ambassadors, train them, and manage their work. On the other side are the consumers, who are the people that the message is meant for. They are the final audience who must be convinced to trust and buy the

product. In addition, there are distribution partners who make sure that products or services actually reach the consumers.¹⁰

Finally, there are regulators like government agencies, whose job is to ensure that everything is done fairly and according to the law. Each of these groups has its own interest, for instance, brands want more awareness and sales, ambassadors want income and recognition, agencies want profit, consumers want trustworthy information, and regulators want to protect the public. When these interests align, the system runs smoothly. But when they clash, conflicts and problems arise.

Today, most ambassador activity takes place on platforms like Instagram, TikTok, and Facebook, as well as messaging apps like WhatsApp, which allow ambassadors to reach thousands, or even millions of people. However, these platforms do not simply allow free and unlimited communication. They have rules, policies, and algorithms that control what people see. For example, an ambassador might create a post about a brand, but the post may only reach a few followers unless the brand pays the platform to boost it as an advert. In this way, social media platforms themselves play a powerful role in shaping the success of brand ambassadorship, influencing not only where the message appears but also how far it spreads, what format it takes, and how easily people can find it.¹¹

There are three main forces that drive the growth of brand ambassadorship in Nigeria, and they include structural, technological, and cultural factors. Each of these plays an important role in how businesses reach customers and why ambassadorship has

become such a key strategy in the Nigerian market. The structural factors are about how Nigeria's economy is organized and growing, especially its service sector. The country has a developing service industry that includes banking, telecommunications, healthcare, education, hotels, and digital services. At the same time, small and medium-sized businesses (SMEs) are growing quickly across cities and towns. Many of these businesses have small marketing budgets and cannot compete with the large advertising campaigns of bigger companies. Because of this, there is a need for cheap and effective ways to reach customers, and this is where brand ambassadorship comes in.¹² Ambassadors help connect brands directly with communities, raise awareness, and build trust without the high costs of TV, radio, or billboard adverts.

Technological factors are also very important. The spread of smartphones, cheaper internet, and faster mobile networks has changed how Nigerians interact with brands. Social media platforms like Instagram, TikTok, Facebook, and messaging apps such as WhatsApp allow ambassadors to reach thousands or even millions of people instantly. Technology also lets ambassadors share content, run live events, and interact with followers in real time. It has made it easier for even smaller ambassadors with fewer followers to reach and influence their communities. With technology, companies can also easily see how well ambassadors are performing by checking views, likes, shares, and sales.¹³

Cultural factors are just as important. In Nigeria, people often trust recommendations from friends, family, or people they respect and admire. Celebrities,

community leaders, and social media influencers can also shape how people see a brand and influence their decisions. Because Nigerians value trusted voices, ambassadorship works very well. Customers are more likely to try a product or service when someone they relate to or admire recommends it, rather than relying only on adverts.¹⁴

Ambassadors and Business Development

One of the biggest ways brand ambassadors help business development in Nigeria is by creating trust. Many people in Nigeria do not rely solely on adverts when making choices, instead they prefer to listen to trusted voices such as friends, family, community leaders, or celebrities. Because of this, traditional adverts often fail to convince people. Ambassadors step in as trusted messengers who “humanize” the brand. When an ambassador talks about a service, people see it as more believable than a billboard or radio advert. This is especially important for service-based businesses like banks, telecoms, and hospitals, where customers cannot physically test or hold the product before paying. Ambassadors reduce the fear and perceived risk, making it easier for customers to try the product. Moreover, marketing in Nigeria, especially for small and medium-sized businesses (SMEs), can be very expensive. Traditional adverts on TV, radio, or billboards require budgets that many small firms cannot afford. Brand ambassadors provide a cheaper and more effective alternative. By using trusted individuals who already have a following, whether online or in local communities, brands can reach their target market without overspending.¹⁵

Furthermore, Nigeria is a very diverse country with many languages, cultures, and lifestyles. A product that works well in Lagos may not automatically be accepted in Kano, Enugu, or Jos. This is where ambassadors play a very important role. Local ambassadors already understand the culture, the language, and the values of the people in their area. When they promote a brand, it feels natural and familiar to the community. This cultural connection makes people more open to trying new products or services. For example, a bank expanding into the North may use local ambassadors to explain services in Hausa and in ways that are understood by the community. This reduces resistance and speeds up acceptance. In this way, ambassadors help to support expansion, which are key parts of business development in Nigeria.¹⁶

Another big contribution of brand ambassadors is the way they create employment and build skills. In Nigeria, where youth unemployment is high, ambassadorship has opened up opportunities for many people to earn a living. Brands invest in training their ambassadors to communicate well, use digital tools, and understand customers. These skills remain with the ambassadors even after the campaign ends. Many ambassadors later become entrepreneurs, sales agents, or even digital marketers because of the experience they gained. In this way, ambassadorship is not just about promoting a brand, it also builds human capital. This growth of skilled individuals contributes to Nigeria's wider business development, because it increases the number of people who can participate in the economy productively.¹⁷

Similarly, ambassadors are not only promoters, they are also listeners. Because they interact closely with customers, they hear complaints, questions, and suggestions directly from the market. This makes them a valuable feedback channel for businesses. For example, if a telecom ambassador hears that people are unhappy with data speed in a certain area, they can report this back to the company. Businesses that take this feedback seriously can improve their services and adjust their products to better fit customer needs. Over time, this leads to stronger, more competitive businesses in Nigeria. By serving as a bridge between the company and the customer, ambassadors help companies avoid mistakes, improve quickly, and build long-term customer loyalty.¹⁸

Besides helping with sales and getting new customers, ambassadors also shape how people see a brand. A well-respected ambassador brings their trust and reputation to the brand. This makes people think positively about the brand and remember it. For example, if a celebrity or community leader often supports a brand, people start to see it as trustworthy and reliable. In Nigeria, where people value words from mouth and long-term trust more than flashy or big adverts, this is very important. A good reputation also helps companies during hard times, because loyal customers keep supporting them. This shows that ambassadors help not just in the short term but also in the long-term growth of businesses.¹⁹

Finally, ambassadorship has made marketing in Nigeria more organized. In the past, many promotions were done in a messy way, without clear rules or plans. Now, companies carefully choose and train ambassadors, and they sign formal agreements to

guide their work. They also check how well ambassadors are doing by looking at things like reach, engagement, and sales. Because of this, ambassadorship is no longer just a side activity, it is now an important part of business strategy. As more companies use this system, marketing in Nigeria becomes more reliable and helps businesses grow.²⁰

Conclusion

In conclusion, Brand ambassadorship in Nigeria is a powerful way for businesses, especially in the large and competitive service industry, to build trust, reach customers, and grow. Ambassadors act as the human face of a brand, sharing experiences, promoting products, and connecting with communities in ways that adverts alone cannot. This approach works well because Nigerians value personal recommendations, trust familiar voices, and rely on words from mouth. Technology, like smartphones and social media, allows ambassadors to reach many people quickly and for companies to track results. Ambassadors also help businesses expand into new areas, provide feedback from customers, and create employment while building skills. Overall, ambassadorship makes marketing more affordable, effective, and professional, helping both small and large businesses develop stronger reputations, loyal customers, and long-term growth.

Endnotes

1. Toni Bakhtiar and Kirbran Doko, “The Brand Ambassador Effectiveness on Brand image And Purchasing Decision”, *International Journal of Business and Management Invention* 8(03), 2019, 44-50.
2. P. Pritzen, Pritzen Examining The Impact Of Athlete Endorser Familiarity and Endorser/Product Congruency on Consumer Attitudes, Purchase Intentions, and Perceived Endorser Credibility, Masters Thesis, University of Missouri, March 2012.
3. C. Rahmawati, “Price perception, product quality, brand ambassadors, and consumer loyalty: The mediation of consumer satisfaction in Scarlett cosmetics”, *Journal of Management and Entrepreneurship* 12(2), 2022, 200-242.
4. Oluseun Ishola and Olaitan Olusoji, “Service Sector Performance, Industry and Growth in Nigeria”, *Journal of Service Science and Management* 11(1), 2020, 31-45.
5. Feitong Chen, “Analyzing the Potential Benefits of Brand Ambassador Marketing”, *Transactions on Economics Business and Management Research* 13, 2024, 284-290.
6. Ibid.
7. Barry Osamwonyi Ehigiator, The Service Sector in Nigeria: An Escalator for New Economic Growth, Master thesis, June 2017, Lund University.
8. Dinni Kurnianti and Ely Siswanto, “Influence of Brand Ambassadors and Social Media on Purchase Intention in Beauty Industry through Brand Image”, *International Journal of Economics and Management Sciences* 2(2), 2025, 48-62.
9. R. Belk, “Brands and the self”, In F. Dall’Olmo Riley, J. Singh and C. Blankson, *The Companion to Contemporary Brand Management* (New York : Routledge, 2016), 68-78.
10. H. Bouchikhi et al, The identity of organizations. In D. Whetten and P. Godfre, *Foundations for Organizational Science: Building theory through conversations* (CA: SAGE Publications, 1998), 33-80.

11. Valma Putri Sabella, Agus Hermawan and Titis Shinta Dhewi, “The Influence of Brand Ambassador and Social Media Marketing on Purchase Intention Through Brand Image”, *International Journal Of Humanities Education and Social Science* 2(1), 2022, 4-17.
12. G. Cheney and L. Christensen, “Organizational Identity: Linkages Between Internal and External Communication”, In F. Jablinc and L. Putnam, *The New Handbook of Organizational Communication: Advances in Theory, Research, and Methods* (Thousand Oaks: Sage publications, 20001), 231-269).
13. S. Dreher, Social media and the world of work”, *Corporate Communications Journal*, 19, 2014, 344-356.
14. D. Holt, *How brands become icons: the principles of cultural branding* (Boston: Harvard Business Review Press, 2004), 23-60.
15. P. Shukla, Brands and the society”, In F. Dall’Olmo Riley and C. Blank-son, *The Routledge Companion to Contemporary Brand Management* (New York : Routledge, 2016), 79-91.
16. V. Sabella et al, “The influence of brand ambassador and social media marketing on purchase intention through brand image”, *International Journal of Humanities and Education in Social Sciences* 2(1), 2022, 120-128.
17. D. Mukherjee, “Impact of celebrity endorsements on brand image”, *Social Science Research Network Electronic Journal* 42(2), 2009, 1-7.
18. N. Rambe et al, The impact of brand ambassador on impulse buying behavior: A case of Korean celebrity as brand ambassador in Indonesian Market”, *Turkish Online Journal of Qualitative Inquiry* 12(6), 2021, 613-626.
19. M. Rahman et al, “Influence of brand image on customer loyalty: A look from Bangladesh”, *International Journal of Business Management and Economic Researches* 7(1), 2023, 11-24.

20. R. Andersson, *Strategic communication at the organizational frontline: To-wards a better understanding of employees as communicators* (Doctoral thesis, Lund University, Lund, Sweden).

CHAPTER THREE
PROSPECTS OF BRAND AMBASSADORSHIP FOR ECONOMIC
DEVELOPMENT IN NIGERIA

Introduction

Brand ambassadorship is a new style of promotion where well-known people, respected figures, or popular social media personalities are chosen to stand for a company or product. Instead of relying only on traditional methods like posters on the street, radio broadcast, or television adverts, businesses now prefer to use people who are admired, trusted, or followed by the public.¹ The reason for this is that when people respect or like a public figure, they are more likely to pay attention to the products or services that person represents. In simple terms, the fame and influence of one person are transferred to the brand, making customers interested in buying what is being advertised.

A brand ambassador can come from many areas of life. They could be a musician whose songs are loved across the country, an actor who appears in popular movies, a contestant from a reality television show, a fashion icon who influences dressing styles, or even an ordinary person who has built a strong community of followers on Instagram, TikTok, or YouTube.² What connects all of them is their ability to convince others because of the trust and attention they already enjoy. When these ambassadors publicly use or endorse a product, fans and followers naturally begin to believe in it, and many are encouraged to also purchase or try it.

In Nigeria today, the importance of brand ambassadors has risen sharply. This is because of several changes happening in the society. First, social media has given people new platforms to show their influence. A single post by a popular person can reach millions within minutes. Second, the entertainment industry is expanding, and more celebrities are being created every day in music, film, comedy, and fashion. Third, the rise of digital marketing means companies now look for creative and personal ways to connect with buyers, and ambassadors provide that human connection.³ Because of these reasons, brand ambassadorship has become one of the strongest tools for business growth in Nigeria. It does not just bring attention to a company but it also creates new jobs, encourage the sale of local products, and increases the earnings of both the ambassador and the business.

Growth in Entrepreneurship and Start-up Businesses in Nigeria

In today's Nigeria, entrepreneurship has become one of the strongest forces shaping the economy. The number of people who want to create businesses is growing every year. This growth is mainly because of two reasons: first, the country's population is very large and young, and second, government jobs and white-collar jobs are not enough for everyone. Many graduates finish school without finding stable employment. Instead of waiting for opportunities that may never come, young Nigerians are deciding to create their own. They are setting up small and medium businesses in almost every area of life, technology, fashion, agriculture, beauty, entertainment, food, and even online services. These start-ups represent creativity and resilience. They show that Nigerians can

find their own solutions despite a challenging economy.⁴ For example, technology entrepreneurs are creating apps that make it easier to pay bills or send money. Fashion entrepreneurs are starting clothing brands that blend African fabrics with modern styles. Food entrepreneurs are building delivery services that bring meals to people's doors. In all these examples, young people are filling gaps in the market with their own innovations.

But while entrepreneurship is growing, many start-ups face a major obstacle, which is visibility. A business can have very good products or services, but if no one hears about them, they cannot succeed. Traditional advertising like billboards, television, or radio is too expensive for most new businesses. A start-up may have only a small budget, and using all of it on adverts might not even bring results. This is why brand ambassadorship is now one of the best solutions for them.⁵ Instead of spending millions on a TV advert, a small business can partner with a celebrity, influencer, or even an upcoming star who already has a large following. The ambassador acts as a human advertisement. When fans see their favorite person using or talking about a product, they feel connected to it. For example, a small skincare brand may get a Nollywood actress or a Big Brother Nigeria contestant to represent them. The ambassador may post pictures or videos using the product online. Immediately, the fans of that celebrity become curious and may decide to try the product too.⁶

This system is cheaper, faster, and more effective than many traditional adverts. It allows small businesses to compete in the market with bigger companies. As these start-

ups grow through brand ambassadorship, they create employment for other Nigerians. They hire staff, pay salaries, and eventually expand to new locations. They also pay taxes, which add to government revenue. In this way, the success of small businesses does not only benefit the owners, it benefits the economy as a whole. Looking at the future, it is clear that entrepreneurship in Nigeria will continue to expand. But the key to survival will be marketing smartly. Brand ambassadorship will remain one of the strongest methods because it connects admired public figures with businesses in need of attention. And by linking entrepreneurs and ambassadors, Nigeria is not only building successful companies but also creating a cycle of growth, jobs, and innovation that strengthens the economy.⁷

Growth in Popular Culture and Rise of New Celebrities

In Nigeria today, popular culture has grown to become one of the strongest parts of society. Popular culture simply means the type of music, fashion, movies, dance, social media trends, and entertainment that people love and talk about every day. In the past, people mostly admired foreign culture from America, Europe, or Asia. But now, Nigerian culture itself is shining brightly across the world. Afrobeats music, Nollywood movies, comedy skits, fashion designs, and even reality shows are now driving the way people dress, talk, and live. This rise of popular culture has also created a new set of celebrities.⁸ Before, the only big stars in Nigeria were a few famous actors, musicians, or footballers. But today, social media has changed everything. A person can post a funny video, dance challenge, or makeup tutorial on TikTok or Instagram and suddenly gain thousands of

followers in a short time. Ordinary people are becoming famous, and these new celebrities are playing a big role in shaping what young Nigerians admire and buy.

For example, musicians like Burna Boy, Davido, and Tiwa Savage have not only become international stars but also style icons. Their music, clothes, and lifestyle influence millions of fans. Reality TV stars from shows like Big Brother Nigeria also rise from being unknown to becoming household names with huge followers. Social media influencers, comedians, and even food vloggers are also part of this new wave of celebrities. The connection between popular culture and business is very strong. Companies now look at who is trending in music, movies, fashion, or online spaces and quickly sign them as brand ambassadors.⁹ This is because people easily trust and copy the lifestyle of these celebrities.

Another instance is when a rising star wears a new Nigerian clothing line or promotes a local drink, their fans will want to try it. This means popular culture directly supports industries like fashion, entertainment, food, cosmetics, and technology. In addition, the rise of new celebrities has created job opportunities for photographers, stylists, makeup artists, managers, and event planners who work with them. These celebrities also help export Nigerian culture to the world, making the country more visible internationally. The growth of popular culture shows that fame is no longer limited to a few traditional stars. Anyone with creativity and a platform can now become an influencer, and this continues to drive Nigeria's entertainment industry and economic growth.¹⁰

Emergence of Digital Marketing

One of the main reasons why brand ambassadorship is so powerful in Nigeria today is because of digital marketing. In the past, if a company wanted to advertise its products, it had to spend a lot of money on television adverts, radio jingles, or big posters on the street. Those adverts reached people, but they were costly and sometimes limited to only certain areas. Today, things are very different. With the rise of the internet, a single post from a brand ambassador on platforms like Instagram, TikTok, YouTube, or X (formerly Twitter) can reach millions of people within minutes. The speed, size, and cost of digital marketing make it one of the most effective ways of promotion.¹¹

Digital platforms have also made it possible for brand ambassadors to promote products in many creative ways. A beauty influencer, for example, can record a short makeup tutorial using a Nigerian-made product and post it on TikTok or Instagram. In the same way, a comedian can make a funny skit and include a soft drink, clothing line, or food brand inside the video. Because people love entertainment, they watch and enjoy the content without feeling like it is a traditional advert.¹² This kind of creative marketing works better because it is fun, natural, and less formal. It also builds trust, since people believe the ambassador genuinely uses the product.

Another important point is that digital marketing is far cheaper than old methods. A small business may not afford to put an advert on television, but they can pay an influencer with a strong online following to talk about their brand. This way, even small companies get the chance to compete with bigger ones.¹³ For example, a local skincare

brand in Nigeria can partner with a young YouTuber who reviews products. Once the video is shared online, thousands of viewers may be encouraged to buy the product. This shows how brand ambassadors on digital platforms help businesses gain quick attention.

The growth of digital marketing has also created a new kind of economy in Nigeria. It is not only about companies and customers anymore. Now, influencers, content creators, photographers, video editors, and social media managers are also part of the system. This means more jobs and new ways of making money for young people.¹³ The ambassador stands at the middle of this system, acting as a bridge that connects the product to the buyers in a personal and trustworthy way. As more Nigerians get access to smartphones and cheaper internet, digital brand ambassadorship will continue to grow stronger. Nigeria already has millions of internet users, and this number increases every year. This means that more products will be promoted online, more ambassadors will be hired, and more businesses will depend on digital platforms to survive.¹⁴ In the long run, this growth will not only help businesses succeed but will also add to the nation's economic progress by creating jobs, supporting local industries, and bringing more money into circulation.

The Rise of Gen Z and the Blue Economy

Gen Z, which means young people born between around 1995 and 2010, has become one of the most powerful groups for businesses in Nigeria today.¹⁵ They are always online, very outspoken, and quick to catch new trends. Because of this, they are the best audience for brand ambassadors to focus on. Many companies understand that if

a Gen Z influencer or celebrity talks about a product, millions of young Nigerians will see it and pay attention. For instance, a skincare company might decide to work with a TikTok star as their ambassador because young people watch, admire, and copy these online influencers. Gen Z also loves honesty and creativity, so they prefer ambassadors who feel real, natural, and relatable, not people who look fake or forced.

When we think about this in relation to the marine economy, we also see fresh opportunities. The water based economy is about businesses that depend on oceans, rivers, and seas, such as fishing, shipping, tourism, and even renewable energy. Nigeria has a very long sea land (or coastline), but this sector is still not fully developed. Brand ambassadors can also help here by promoting things like seafood products, beach hotels, water sports, or coastal holiday spots.¹⁶ For example, if popular young Nigerians, especially celebrities and influencers, begin to talk more about the blue economy, it could bring in new investors, attract more tourists, and open the door for new businesses. This would create jobs and add more growth to the economy. So Brand Ambassadorship is not only for the benefits of fashion or other eye-catching businesses. It is also of huge benefit to the blue economy.

Big Brother Nigeria and Fashion Shows

Big Brother Nigeria (BBNaija) has become one of the biggest ways of creating brand ambassadors in the country. Each season, the people who enter the house are mostly unknown, but when they leave, they come out as popular celebrities with millions of fans and followers. Very quickly, different companies rush to sign them as

ambassadors for many products such as drinks, clothes, skincare items, mobile phones, and even housing projects. This system brings a lot of economic benefits. First, it gives companies new and exciting faces that the public already loves and wants to see. Second, it creates a source of income and career growth for the ex-housemates. Third, it makes Nigerian brands more popular not only within Nigeria but also in other African countries, since BBNaija is watched in many places across the continent.¹⁷

Fashion shows also play a big role in building brand ambassadors. Nigerian designers often use models and celebrities to show off their clothes during big events like Lagos Fashion Week. Whenever a popular person wears a designer's outfit on the runway or even at a party, that person is already acting as an ambassador for the fashion brand. This helps to grow the fashion industry, supports "Made in Nigeria" products, and even attracts buyers and attention from outside the country.¹⁸ Both BBNaija and fashion shows prove that entertainment and creativity are not just about fun, they are serious ways of growing the economy. They help to produce ambassadors who promote Nigerian culture, draw investors, and support the building of strong industries.¹⁹

Conclusion

In conclusion, Brand ambassadorship is no longer a side activity in Nigeria, it is now a central part of business and economic growth. From supporting start-ups to promoting popular culture, from driving digital marketing to connecting with Gen Z and new industries like the blue economy, ambassadorship has become a strong economic tool. Shows like Big Brother Nigeria and events like fashion weeks prove how much

impact ambassadors can have in shaping businesses and creating opportunities. The prospects are very bright. As more Nigerians become celebrities through music, film, sports, or social media, the pool of possible brand ambassadors will grow wider. As digital marketing spreads, companies will continue to use ambassadors to reach their audience in creative ways. This means more jobs, more businesses, and more income flowing into the economy.

Endnotes

1. N. L. P. E. P. Rutha, T. Bakhtiar and K. Kirbrandoko, "The Brand Ambassador Effectiveness on Brand image And Purchasing Decision For Oppo Fseries Smartphone", *International Journal of Business and Management Invention* 8(3), 2019, pp. 44-50.
2. Ibid.
3. D. Kurnianti and E. Siswanto, "Influence of Brand Ambassadors and Social Media on Purchase Intention in Beauty Industry through Brand Image", *International Journal of Economics and Management Sciences* 2(2), 2025, pp. 48-62.
4. M. A. Carree and R. Thurik, "The Impact of Entrepreneurship on Economic Growth", in M. A. Carree and R. Thurik, *Handbook of Entrepreneurship Research* (New York, NY: Springer, 2010), pp. 557-594.
5. G. C. Chukwu and E. E. Pius, "Brand ambassador and consumer purchase decision in rivers state", *Middle Eur. Sci. Bull.* 12, 2023, pp. 262-279.
6. C. Clarissa and I. Bernarto, "The influence of brand ambassador, brand awareness, brand image and prices on purchase decisions on online marketplace", *Bus. Entrepren. Rev.* 22(2), 2022, pp. 273-288.
7. L. Gaofu, S. Yating and Y. Jing, "The influence of advertising spokesperson image on consumers' purchase intention", *International Conference on Educational Research, Economics, Management and Social Sciences* 1(1), 2018, pp. 692-697.
8. G. A. Belch and M. A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective* (Boston, US: The McGraw-Hill, 2004).
9. P. Pritzen, *Point-Set-Match: Examiing The Impact Of Athlete Endorser Familiarity and Endorser/Product Congruencyon Consumer Attitudes, Purchase*

Intentions, and Perceived Endorser Credibility (Missouri, US: University of Missouri, 2012).

10. H. Safi, M. Azouri and A. Azouri, "The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry", *Arab Economic and Business Journal* 13(2), 2018, pp. 190-196.
11. N. R. Anas and S. Pradipta, "The effects of vlogger credibility as marketing media on brand awareness to customer purchase intention", *Journal of Research in Management* 1(2), 2018, pp. 1-10.
12. L. Fenech, *Factors affecting advert credibility and visit intention of restaurants in the social media environment* (Unpublished Master Thesis submitted to university of Malta, 2020).
13. C. Hovland, L. Janis and H. Kelley, *Communication and Persuasion* (New Haven, CT: Yale University Press, 1953), pp. 1-15.
14. B. Chan, E. Purwanto and T. Hendratono, "Social media marketing, perceived service quality, consumer trust and online purchase intentions", *Tech. Rep. Kansai Univ.* 62(10), 2020, pp. 6265-6272.
15. Ibid.
16. T. A. Lev, "Generation Z: Characteristics and Challenges to Entering the World of Work", *Cross-Cultural Management Journal* 23(1), 2021, pp. 107.
17. J. R. Pires Manso et al, "Renewable Energies and Blue Economy: New Trends in Global Research", *Energies* 16(10), 2023, pp. 4210.
18. H. N. Ozuru and P. Igwe, "Big Brother Naija: A Discourse on Viewers' Perception and Marketing Implications in the Entertainment Industry", *Nigerian Journal of Management Sciences* 25(1), 2024, pp. 236.
19. N. T. G. Huong and D. T. K. Lan, "Fashion Buying Behavior through Awareness of Brand Ambassador is Celebrity of Young Consumers in Vietnam", *Int. J. Adv. Multidisc. Res. Stud.* 3(6), 2023, pp. 273-280.

CHAPTER FOUR

CHALLENGES OF BRAND AMBASSADORSHIP IN NIGERIA

Brand ambassadorship has become one of the most common and popular ways that companies in Nigeria promote their products and services today. It means that a business chooses a person, sometimes a celebrity, a social media influencer, or even an ordinary person with a good reputation, to publicly represent the brand. The ambassador talks about the brand, uses its products, and encourages other people to buy or support it. The goal is to make more people know about the brand, trust it, and become loyal customers.¹ Many Nigerian businesses now use this strategy because they believe that people are more likely to buy something when someone they admire or trust recommends it. For example, when a famous musician, actor, or social media personality says they use a particular product, their fans may also want to use that same product because they trust the person or want to be like them. In this way, the ambassador helps the brand reach more people, attract attention, and increase sales.²

Brand ambassadorship can also help a company build a good image. When the ambassador is well-respected and behaves responsibly, the public may begin to see the brand as trustworthy and high-quality too. Sometimes, even small or new businesses in Nigeria use brand ambassadors to gain recognition in a crowded market. These ambassadors can use social media platforms such as Instagram, TikTok, Facebook, and X (formerly Twitter) to share photos, videos, or personal experiences that make the brand look attractive to potential customers.³ However, even though brand ambassadorship can

be very powerful and successful, it is not always easy. In Nigeria, this method faces several serious challenges that make it difficult to work effectively. These challenges affect both the companies that hire the ambassadors and the ambassadors themselves. For the companies, there exist problems such as poor advertising, high cost, and economic hardship, which can limit the success of their campaigns. For the ambassadors, issues like loss of public trust or poor management by the business can damage their image. Because of these problems, brand ambassadorship in Nigeria does not always achieve its full purpose of increasing sales, improving brand image, and building strong customer relationships.⁴

Shortage of Brand Ambassadors

One of the biggest problems that many businesses in Nigeria face today is the shortage of brand ambassadors. Even though brand ambassadorship is becoming more popular, there are still not enough good people who can represent brands properly. Many companies want to use ambassadors to promote their products, but they often find it hard to get the right people for the job. This shortage has become a serious issue because it slows down how fast businesses can grow and reach new customers. In simple words, the shortage of brand ambassadors means that there are not enough trustworthy, committed, and skilled people to act as ambassadors for different companies. Some people call themselves influencers or ambassadors, but they are not truly ready or able to represent a brand the right way. Many of them only want quick fame or free products. They are not serious about building a long-term relationship with the brand or understanding what the

company really stands for. Because of this, many brands end up without strong or reliable ambassadors.⁵

Another reason for this shortage is that many people who could have been good ambassadors do not have proper training. Being a brand ambassador is not just about posting pictures online or wearing a company's T-shirt. It requires skill, like knowing how to talk about the product, how to connect with people, and how to make the brand look trustworthy. But in Nigeria, very few people are trained for this kind of work. Most of them learn by watching others, and because of that, many do it wrongly. Companies want people who are confident, polite, consistent, and able to influence others positively, but they do not find enough of such people.⁶ The shortage also happens because many celebrities and well-known influencers charge very high fees. Only big companies can afford to pay them. Small or medium-sized businesses cannot pay millions of naira just to have one person promote their brand. So even if they want an ambassador, they end up not having any because they cannot meet the cost. In the end, there are fewer ambassadors working with smaller businesses, and that makes it harder for those businesses to compete in the market.⁷

Also, many people who once worked as ambassadors stop after a short time. They get tired or lose interest when they see that the job is not bringing fast money. Some people think being a brand ambassador is easy, but when they realize it takes time, patience, and effort, they quit. This constant change makes it hard for companies to keep reliable ambassadors. Every time a company has to look for new people, it wastes time

and money, and that adds to the shortage problem. Lastly, another factor is that many young Nigerians do not see brand ambassadorship as a serious profession. Some think it is just a side hustle or something people do for fun. Because of that, they do not invest time in building a clean image or creating quality content that attracts brands. If more people treated ambassadorship as real work, there would be more capable ambassadors in the country. But since most people do not take it seriously, there are only a few who stand out and get chosen.⁸

The Lack of Trust by Customers

One of the biggest problems that affect brand ambassadorship in Nigeria today is the lack of trust from customers. Many Nigerian consumers no longer believe everything they see or hear in advertisements. Over time, people have learned to be careful because they have been deceived or disappointed by false promises made by companies and their ambassadors.⁹ For example, some adverts claim that a cream can make the skin fair in just two days, or that a herbal drink can cure many sicknesses instantly. Customers who believed such messages later found out that the products did not work as promised. These experiences made them lose faith, not only in the product but also in the ambassadors who advertised them. And so because of this history of disappointment, many Nigerians now find it difficult to trust any brand, even when the ambassador is someone they like or respect. They fear that the person may just be paid to say good things, not because they truly use or believe in the product. As a result, even genuine or authentic companies that

actually sell good products now struggle to convince people to buy, since the general public already assumes all adverts are fake or exaggerated.¹⁰

Another thing that worsens this problem is the behaviour of some ambassadors themselves. Many ambassadors promote too many different products at the same time, even when those products are unrelated. For example, a famous actress might be seen promoting one skincare brand this month and another one next month, calling both of them “the best.” This kind of lack of consistency confuses customers and makes them doubt if the ambassador is really sincere. People begin to think the celebrity is only interested in money, not the quality of the product. When that happens, the audience stops taking the ambassador seriously.¹¹ They start believing that all brand endorsements are just business deals with no real truth behind them. This lack of trust also affects the companies being represented. Once customers lose faith in the ambassador, they also stop trusting the brand itself. Even if the company spends a lot of money on advertisements, it might not get the desired results because people no longer believe what they see. Trust is something that takes a long time to build but can be lost very quickly.

Another strong reason for this lack of trust is fake reviews and false online promotions. On social media, some influencers and ambassadors are paid to post only positive comments and reviews about a product, even if the product is poor or harmful. Many Nigerians have noticed this pattern. They now know that most online reviews can be bought or influenced. Because of this, they no longer believe everything they see online. Instead, they prefer to hear directly from other customers who have truly used the

product. Mouth to mouth recommendations from friends, family, or ordinary people now feel more honest and reliable than what celebrities or influencers say.¹² In addition, some companies even use edited pictures and videos to make their products look better than they really are.

For instance, a beauty brand might post photos that are heavily filtered or show “before and after” results that are not real. Once customers discover the truth, they feel cheated and angry, which destroys the reputation of both the brand and its ambassador. Because of all these issues, lies in advertisements, inconsistent ambassadors, fake reviews, and exaggerated promises, customers’ trust in brand ambassadorship has dropped sharply.¹³ Trust is the foundation of every successful marketing strategy. Without it, even the most famous ambassadors cannot convince people to buy or support a brand. Therefore, lack of trust remains one of the strongest challenges limiting the true success of brand ambassadorship in Nigeria today.

Poor Advertising by Businesses

Another major challenge of brand ambassadorship in Nigeria is poor advertising planning and execution by businesses. Many companies choose ambassadors without proper research or marketing strategy. They often believe that once a celebrity is involved, the product will automatically sell, but this is not always true. Successful brand ambassadorship requires careful planning, understanding of the audience, and consistent promotion. Unfortunately, some businesses only run short periods campaigns or use poor-quality adverts that fail to communicate the product’s real value.¹⁴ In some cases,

businesses do not provide enough training or information to the ambassadors about the product. As a result, when these ambassadors are asked questions by customers, they are unable to explain the product well. This gives a bad impression and makes the campaign look unprofessional. For example, an ambassador might appear in an advert but be unable to describe what makes the product unique or different from others in the market. Such poor communication reduces the effectiveness of the entire campaign.¹⁵

Furthermore, some Nigerian businesses still rely on outdated methods of advertisement. They may focus only on traditional media like radio and posters while ignoring digital platforms such as social media, where most consumers now spend their time. Others fail to create engaging content, such as videos, live sessions, or customer interactions, that could make the audience connect more with the brand. Because of these weaknesses, the ambassadorship effort does not reach the right audience or create the expected excitement. Therefore, poor advertising by businesses remains a strong limitation to the success of brand ambassadorship in Nigeria.¹⁶

The Problem of Cost in Brand Ambassadorship

Cost is another serious challenge affecting brand ambassadorship in Nigeria. Hiring a well-known ambassador, especially a celebrity, requires a lot of money. Most popular figures charge millions of naira for such deals, and many small or medium-sized businesses cannot afford such expenses. Apart from paying the ambassador's fee, the company also needs to spend on photography, video production, media advertisements, social media promotions, and sometimes even event sponsorships. These costs can

become too heavy, especially for new or growing businesses. Even when a company manages to pay for a celebrity ambassador, there is still no guarantee that sales will increase immediately. Sometimes, the business may spend a huge amount on the endorsement but make very little profit in return. In such cases, the cost becomes a financial burden.¹⁷

Some companies even go into debt trying to maintain an ambassador they cannot afford. This shows that while ambassadorship can be beneficial, it must be managed wisely to avoid wasting resources. Another issue is contract management. Many brands and ambassadors in Nigeria do not have clear agreements that protect both parties. Disagreements about payment, contract duration, etc often lead to public scandals or early termination of the deal. For instance, if an ambassador feels underpaid or overworked, they might stop promoting the brand or even speak negatively about it online. Such conflicts damage the company's image and waste the money already invested. Therefore, the high cost of ambassadorship and poor financial planning make it one of the most difficult challenges for businesses in Nigeria.¹⁸

Bad Economy of Nigeria and Its Effect on Brand Ambassadorship

The general economic situation in Nigeria also affects brand ambassadorship. Nigeria has been facing serious economic problems such as inflation, unemployment, high cost of living, and unstable currency value. These issues reduce people's purchasing power, meaning that even if customers see an ambassador promoting a product, they may not have enough money to buy it. As a result, companies earn less profit and are unable

to continue paying ambassadors or running large marketing campaigns. Inflation also increases the cost of everything involved in advertising, from production to media space and logistics.¹⁹ Businesses have to pay more for less, and this limits how much they can invest in brand promotion. Many small businesses have to stop their brand ambassador programs because they need to use their money for more important things, like buying raw materials or paying their workers' salaries.

Another effect of the bad economy is that people start caring more about survival than about buying fancy or extra things. During hard times, most people focus on getting food, paying rent, and meeting their basic needs instead of spending money on luxury or non-important products. This means that even the best ambassador may fail to convince customers to buy something they consider unnecessary. Finally, the unstable economy also creates uncertainty for both businesses and ambassadors. Companies are not sure how long they can sustain endorsement deals, and ambassadors may not be willing to tie themselves to brands that could collapse anytime. This instability discourages long-term collaborations and affects the overall growth of brand ambassadorship in Nigeria.²⁰

Conclusion

In summary, brand ambassadorship in Nigeria faces several serious challenges that limit its effectiveness. The lack of customer trust makes it hard for endorsements to influence buying decisions, poor advertising by businesses weakens campaign quality, the high cost of hiring ambassadors drains company finances, and the bad economy reduces both business and consumer capacity. To overcome these problems, companies

must focus on building genuine trust with customers, improving their marketing strategies, managing costs wisely, and adapting to the country's economic realities. Only then can brand ambassadorship truly serve its purpose as a tool for growth and public connection in Nigeria's business environment.

Endnotes

1. W. Ben and S. Melissa, Brand Ambassador: Definition, Job Description, Salary, & More (Repsly, 2020), <https://www.repsly.com/blog/field-team-management/brand-ambassador-job-definition-description-salary>
2. Y. I. Mustapha, B. O. Issa, and O. F. Bello, “Celebrity endorsement on consumers' perception and attitude towards Globacom telecommunication products in the Ilorin metropolis,” *Vidyodaya Journal of Management* 7(1), 2021, 61–80.
3. E. P. Oseyomon and E. Osio, “Celebrity endorsement and customer purchase decision,” *Journal of Contemporary Research* 6(2), 2018, 49–64.
4. H. Bagheri and N. Biglari, “The role of consumers’ attitude in the believability of commercial advertisements of endorser athletes,” *Sport Marketing Studies*, 2020, 51–72.
5. A. Allende, P. Berenguer, and M. Hallengren, *The Negative Effects of Influencer Marketing: Exploring Its Adverse Impact on Younger Generations* (Bachelor’s Thesis, Jönköping University, 2024), p.27
6. Ibid.
7. Ignatius Richard Kuswandi, “Side Effects of Brand Ambassadors on Brands “s”, *Ilomata International Journal of Management* 5(1), 2024, 280-293.
8. Ibid.
9. G. P. Luh, D. Sari, E. Natasya, and S. Hotlan, “Effect of brand ambassador, brand image, and brand awareness on purchase decision of Pantene shampoo in Surabaya, Indonesia,” *International Journal of Marketing* 1(2), 2020, 1–10.
10. Interview with Grace Osagie, Tiktok influencer, 26 years, Benin City, September 30th, 2025.

11. Interview with Dumebi Sylvia Ijeh, tiktok influencer, 23 years, Benin City, September 30th, 2025.
12. Ibid.
13. M. Qureshi and H. M. Malik, “The impact of celebrity endorsement on consumer buying behavior,” *Advances in Social Sciences Research Journal* 4(3), 2017, 1–15.
14. Interview with Jennifer Oghenetajiri, CEO of Everything Jeweleries, 25 years, Benin City, September 29th, 2025.
15. Ibid.
16. N. Okorie and A. Aderogba, “The role of celebrity advertising on brand patronage,” *International Journal of Research in Computer Application and Management* 1(1), 2011, 27–34.
17. J. Rehmet and K. Dinnie, “Citizen brand ambassadors: Motivations and perceived effects,” *Journal of Destination Marketing & Management* 2(1), 2013, 31–40.
18. Interview with Akao Blessing, CEO of Bee's Hair port, 25 years, Benin City, September 28, 2025.
19. Claudiu-Cătălin Munteanu, “The effect of the economic crisis on the value of global brands”, *Analele Universitatii Ovidius Constanta* 11(2), 2011, 879-883.
20. Ibid.

CHAPTER FIVE

CONCLUSION

Brand ambassadorship plays an important role in promoting businesses and boosting Nigeria's economic development. Every business aims to grow, build a strong identity, and attract loyal customers, and one effective way to achieve this is through brand ambassadorship. This involves using well-known or respected individuals to represent a brand, helping to build trust and attract more buyers. It is a system where individuals represent a company and communicate its message to the public, becoming the face and voice of the brand. Unlike one-time advertisers, ambassadors embody the brand through their lifestyle, speech, and daily actions, helping people form lasting impressions about the company. This approach has grown beyond celebrities and now includes influencers, employees, and satisfied customers who promote brands authentically. In Nigeria's fast-growing service industry, covering banking, telecoms, healthcare, and entertainment, ambassadorship is an essential marketing strategy. Because services depend heavily on trust and relationships, ambassadors help businesses connect with customers on a personal level, calm frustrations, and simplify brand communication, especially where formal advertising is limited by regulations or high costs.

The brand ambassador business in Nigeria involves several key players, including brands, ambassadors, agencies, consumers, and regulators, all working together to spread messages effectively. Structural, technological, and cultural factors have made

ambassadorship thrive, such as the rise of smartphones, social media, and Nigerians' preference for trusted recommendations. Ambassadors boost business development by creating trust, helping companies reach new markets, and collecting customer feedback. They also promote employment and skill development among young people, while shaping brand reputation through authenticity. Ultimately, ambassadorship has transformed marketing in Nigeria into a more organized, affordable, and people-centered practice, strengthening both customer loyalty and long-term business growth.

Brand ambassadorship has become one of the strongest tools for economic growth in Nigeria by connecting popular public figures with businesses in need of attention. As social media and entertainment continue to expand, celebrities, influencers, and respected personalities now play key roles in promoting products and services. Their influence helps brands gain visibility, trust, and loyal customers. This form of marketing benefits not only large corporations but also small and medium enterprises that cannot afford expensive traditional advertising. Through partnerships with ambassadors, start-ups can grow faster, create jobs, and contribute to Nigeria's economy. The rise of digital marketing has further strengthened this system, allowing ambassadors to reach millions instantly through platforms like TikTok, Instagram, and YouTube. It has also created new professions such as content creators, photographers, and social media managers, expanding the nation's digital economy.

Beyond marketing, brand ambassadorship now shapes entire industries like entertainment, fashion, tourism, and even the marine (blue) economy. Young Nigerians,

especially Gen Z, are central to this growth, as they drive online trends and respond quickly to relatable ambassadors. Popular shows such as Big Brother Nigeria and major fashion events have become breeding grounds for new ambassadors, providing both income and fame for participants while promoting Nigerian products and culture globally. This sy shows that ambassadorship is more than just advertising, it is a key driver of innovation, job creation, and global visibility. As Nigeria's digital space expands, the prospects for brand ambassadorship will only grow stronger, making it a major contributor to long-term economic development.

Brand ambassadorship has become a major marketing tool in Nigeria, helping companies promote their products through celebrities, influencers, and respected individuals. However, despite its growing popularity, this strategy faces several challenges that limit its success. One of the major issues is the shortage of skilled and reliable ambassadors. Many people who claim to be influencers lack the proper training, professionalism, or long-term commitment needed to represent a brand effectively. Others lose interest when quick fame or money doesn't come, while many potential ambassadors treat it as a side hustle instead of a serious profession. Small and medium-sized businesses also struggle to afford famous ambassadors because of their high charges, leaving them without adequate representation. This shortage slows down business growth and limits how far brands can reach their target audience.

Another major challenge is the lack of trust from customers, caused by false advertising, fake reviews, and inconsistent ambassadors who promote multiple products

for profit. Poor advertising by businesses, high ambassadorial costs, and Nigeria's weak economy further worsen the situation. Many companies fail to plan their campaigns properly or depend on outdated marketing methods, while economic hardship makes consumers focus on basic needs rather than buying promoted products. As inflation and instability rise, businesses find it harder to sustain endorsement deals or measure their impact. Altogether, these problems weaken the power of brand ambassadorship in Nigeria, showing that trust, proper planning, and financial stability are essential for the system to truly help businesses grow.

BIBLIOGRAPHY

PRIMARY SOURCES

List of Informant

Name	Age	Occupation	Place of Interview	Date of Interview
Akao Blessing	25 years	CEO of Bee's Hair Port	Benin City	September 28, 2025.
Dumebi Sylvia Ijeh	23 years	TikTok influencer	Benin City	September 30, 2025.
Grace Osagie	26 years	TikTok influencer	Benin City	September 30, 2025.
Jennifer Oghenetejiri	25 years,	CEO of Everything Jewelries	Benin City	September 29, 2025.

Secondary Sources

Books

Belk, R. "Brands and the Self." In Dall'Olmo Riley, F., Singh, J. and Blankson, C., *The Companion to Contemporary Brand Management*. New York: Routledge, 2016, 68–78.

Bhagwati, J. N. *The Economics of Underdeveloped Countries*. New York: McGraw-Hill Book Company, 1977.

Bouchikhi, H. et al. "The Identity of Organizations." In Whetten, D. and Godfre, P., *Foundations for Organizational Science: Building Theory through Conversations*. California: SAGE Publications, 1998, 33–80.

- Carree, M. A. and Thurik, R. “The Impact of Entrepreneurship on Economic Growth.” In Carree, M. A. and Thurik, R., *Handbook of Entrepreneurship Research*. New York: Springer, 2010, 557–594.
- Cheney, G. and Christensen, L. “Organizational Identity: Linkages Between Internal and External Communication.” In Jablinc, F. and Putnam, L., *The New Handbook of Organizational Communication: Advances in Theory, Research, and Methods*. Thousand Oaks: Sage Publications, 2001, 231–269.
- Fisher-Buttinger, C. and Vallaster, C. “Brand Ambassadors: Strategic Diplomats or Tactical Promoters?” In Kitchen, P. J., *Marketing Metaphors and Metamorphosis*. London: Palgrave Macmillan, 2018, 5–18.
- Holt, D. *How Brands Become Icons: The Principles of Cultural Branding*. Boston: Harvard Business Review Press, 2004.
- Luh, W. Ben and Melissa, S. *Brand Ambassador: Definition, Job Description, Salary, & More*. Repsly, 2020.
- Mawere, M. Underdevelopment, *Development and the Future of Africa*. Cameroon: Langaa RPCIG, 2017.
- Shukla, P. “Brands and the Society.” In Dall’Olmo Riley, F. and Blankson, C., *The Routledge Companion to Contemporary Brand Management*. New York: Routledge, 2016, 79–91.

Articles in Journals

- AC, A. M. “The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java.” *International Journal of Social Science and Business* 7(3), 2023, 713–724.
- Bakhtiar, T. and Doko, K. “The Brand Ambassador Effectiveness on Brand Image and Purchasing Decision.” *International Journal of Business and Management Invention* 8(3), 2019, 44–50.

- Bagheri, H. and Biglari, N. "The Role of Consumers' Attitude in the Believability of Commercial Advertisements of Endorser Athletes." *Sport Marketing Studies*, 2020, 51–72.
- Chan, B., Purwanto, E. and Hendratono, T. "Social Media Marketing, Perceived Service Quality, Consumer Trust and Online Purchase Intentions." *Technical Report of Kansai University* 62(10), 2020, 6265–6272.
- Chen, F. "Analyzing the Potential Benefits of Brand Ambassador Marketing." *Transactions on Economics Business and Management Research* 13, 2024, 284–290.
- Choursia, M. "Study on Importance of Brand Ambassadors for Brands in Marketing." *Pramana Research Journal* 8(7), 2018, 201–281.
- Chukwu, G. C. and Pius, E. E. "Brand Ambassador and Consumer Purchase Decision in Rivers State." *Middle European Science Bulletin* 12, 2023, 262–279.
- Clarissa, C. and Bernarto, I. "The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace." *Business Entrepreneurship Review* 22(2), 2022, 273–288.
- Dreher, S. "Social Media and the World of Work." *Corporate Communications Journal* 19, 2014, 344–356.
- Faidi, Z. "Cultural Flows: The Development and Global Influence of Nigeria's Creative Industries." *Policy Paper* 9(2), 2024, 1–40.
- Ishola, O. and Olusoji, O. "Service Sector Performance, Industry and Growth in Nigeria." *Journal of Service Science and Management* 11(1), 2020, 31–45.
- Kurnianti, D. and Siswanto, E. "Influence of Brand Ambassadors and Social Media on Purchase Intention in Beauty Industry Through Brand Image." *International Journal of Economics and Management Sciences* 2(2), 2025, 48–62.

- Kuswandi, I. R. “Side Effects of Brand Ambassadors on Brands.” *Ilomata International Journal of Management* 5(1), 2024, 280–293.
- Mauludi, A. C. “The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java.” *International Journal of Social Science and Business* 7(3), 2023, 713–724.
- Mukherjee, D. “Impact of Celebrity Endorsements on Brand Image.” *Social Science Research Network Electronic Journal* 42(2), 2009, 1–7.
- Mmeremikwu-Fiac, C. and Odia, J. “Corporate Brand Ambassadorship and Motivation of Academic Staff of Universities in Imo State, Nigeria.” *International Journal of Science and Research Archive* 12(1), 2024, 2274–2280.
- Mustapha, Y. I., Issa, B. O. and Bello, O. F. “Celebrity Endorsement on Consumers' Perception and Attitude Towards Globacom Telecommunication Products in the Ilorin Metropolis.” *Vidyodaya Journal of Management* 7(1), 2021, 61–80.
- Nguyen, K. “The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industry in Vietnam.” *Kurdish Studies*, December 2023.
- Odia, E. O. and Isibor, F. O. “Strategic Approach to Nation Branding: A Case of the Nigeria Brand.” *International Journal of Business and Management* 9(3), 2014, 25–37.
- Okorie, N. and Aderogba, A. “The Role of Celebrity Advertising on Brand Patronage.” *International Journal of Research in Computer Application and Management* 1(1), 2011, 27–34.
- Oseyomon, E. P. and Osio, E. “Celebrity Endorsement and Customer Purchase Decision.” *Journal of Contemporary Research* 6(2), 2018, 49–64.
- Prasetio, A. and Purnamawati, E. D. “The Role of Brand Ambassador and Electronic Word of Mouth Towards Purchase Intention.” *Journal Dinamika Management* 14(1), 2023, 1–21.

- Pritzen, P. “Examining the Impact of Athlete Endorser Familiarity and Endorser/Product Congruency on Consumer Attitudes, Purchase Intentions, and Perceived Endorser Credibility.” Master’s Thesis, University of Missouri, March 2012.
- Qureshi, M. and Malik, H. M. “The Impact of Celebrity Endorsement on Consumer Buying Behavior.” *Advances in Social Sciences Research Journal* 4(3), 2017, 1–15.
- Rahman, M. et al. “Influence of Brand Image on Customer Loyalty: A Look from Bangladesh.” *International Journal of Business Management and Economic Researches* 7(1), 2023, 11–24.
- Rahmawati, C. “Price Perception, Product Quality, Brand Ambassadors, and Consumer Loyalty: The Mediation of Consumer Satisfaction in Scarlett Cosmetics.” *Journal of Management and Entrepreneurship* 12(2), 2022, 200–242.
- Rambe, N. et al. “The Impact of Brand Ambassador on Impulse Buying Behavior: A Case of Korean Celebrity as Brand Ambassador in Indonesian Market.” *Turkish Online Journal of Qualitative Inquiry* 12(6), 2021, 613–626.
- Rehmet, J. and Dinnie, K. “Citizen Brand Ambassadors: Motivations and Perceived Effects.” *Journal of Destination Marketing & Management* 2(1), 2013, 31–40.
- Sabella, V. P., Hermawan, A. and Dhewi, T. S. “The Influence of Brand Ambassador and Social Media Marketing on Purchase Intention Through Brand Image.” *International Journal of Humanities Education and Social Science* 2(1), 2022, 4–17.
- Udo, M. I. A Theoretical Reflection of Celebrity Endorsement in Nigeria. *International Journal of Business and Economic Development* 3(2), 2015.

Thesis and Dissertations

- Allende, A., Berenguer, P. and Hallengren, M. The Negative Effects of Influencer Marketing: Exploring Its Adverse Impact on Younger Generations. Bachelor’s Thesis, Jönköping University, 2024.

- Andersson, R. Strategic Communication at the Organizational Frontline. Doctoral Thesis, Lund University, Sweden, 2023.
- Ehigiator, B. O. The Service Sector in Nigeria: An Escalator for New Economic Growth. Master's Thesis, Lund University, 2017.
- Fenech, L. Factors Affecting Advert Credibility and Visit Intention of Restaurants in the Social Media Environment. Unpublished Master's Thesis, University of Malta, 2020.
- Karlsson, J. Sponsorships and Brand Ambassadors as a Marketing Tool. Bachelor's Thesis, KAMK University of Applied Sciences, 2023.
- Pritzen, P. Examining the Impact of Athlete Endorser Familiarity and Endorser/Product Congruency on Consumer Attitudes. University of Missouri, 2012.
- Uronen, K. Situational Brand Ambassadorship: A Study of How Part-Time Employees Make Sense of Themselves as Brand Ambassadors. Master's Thesis, Lund University, 2020.