

**THE IMPACT OF CELEBRITY AMBASSADORS AS PROMOTIONAL STRATEGIES
IN BRAND ADVERTISING: A STUDY OF GLOBACOM, NIGERIA.**

BY

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OCTOBER, 2025

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**A RESEARCH SUBMITTED TO THE DEPARTMENT OF THEATRE ARTS, FACULTY
OF ARTS, UNIVERSITY OF BENIN, BENIN CITY, EDO STATE
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
BACHELOR OF ARTS DEGREE
IN THEATRE ARTS**

OCTOBER, 2025.

DECLARATION

I, hereby declare that this project titled impact of celebrity ambassadors as promotional strategies in brand advertising. A study of Globacom Nigeria, is my original work and is based on a study undertaken by me in the department of Theatre arts, Faculty of Arts, University of Benin, under the supervision of Chinwekele Emmanuel All sources of information, data, and materials used in the preparation of this work have been duly acknowledged through appropriate references.

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CERTIFICATION

This is to certify that this research work was carried out by name **Osahenrumnren Zoe Omozusi**, Matriculation Number **ART2101265** in the Department of Theatre Arts, Faculty of Art, University of Benin. The work embodied in this project is original and was completed under my supervision. It is, therefore, certified as meeting the requirements for the award of the Bachelor of Arts (B.A.) degree in Theatre Arts.

CHINWEKELE EMMANUEL
PROJECT SUPERVISOR

DATE

(MRS.) J. E ABBE
HEAD OF DEPARTMENT

DATE

DEDICATION

I dedicate this work to my heavenly father, my Lord and God Almighty who has continued to see me through in everything.

ACKNOWLEDGEMENTS

I am deeply grateful to Almighty God for granting me the strength, wisdom, and perseverance to start and successfully complete this project. His continuous grace, protection, and unfailing love have been my greatest support throughout this journey.

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ABSTRACT

This study aims to investigate the impact of celebrity ambassadors as promotional strategies in brand advertising. A study of Globacom Nigeria. The objectives of the study were to identify the extent to which celebrity ambassadors influence consumer perception of Globacom, examine how celebrity endorsement affects brand loyalty among Globacom subscribers, assess whether the use of celebrity ambassadors translate into increased competitiveness for Globacom in the telecommunications industry, ascertain the challenges associated with using celebrity ambassadors in Globacom's brand advertising. The theory adopted was the source credibility theory, while the methodology meant used was the survey research design. Copies of questionnaire were distributed to students of Theatre Arts, UNIBEN. The findings show that celebrities enhance brand visibility, appeal, and consumer trust while fostering emotional connection and long-term loyalty. The findings also showed that their presence is not sufficient to prevent subscriber churn, and the impact on competitiveness, while positive, is not universally assured. Furthermore, celebrity endorsement comes with notable challenges, including high costs, reputational risks, and the potential to overshadow the brand or product. It was concluded that celebrity endorsements significantly influence consumer perception, brand loyalty, and competitive positioning for Globacom. It was therefore recommended that management should organize regular management training programs and professional Globacom should ensure that celebrity endorsements align closely with brand values and marketing objectives to avoid overshadowing the core product or service. It was also recommended that the company must establish protocols to manage reputational risks associated with scandals or negative publicity involving celebrity ambassadors.

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of the Study

Celebrity endorsement which was once considered a supplementary promotional strategy, has now become a central focus in modern brand advertising and marketing communication. With the rise of global and local celebrities who command massive followership across entertainment, sports, and social media, brands such as Globacom in Nigeria have realized how deeply celebrities can shape consumer perceptions, influence purchasing behavior, and strengthen brand identity. What makes celebrity endorsement more impactful than ordinary advertising is its ability to create an emotional connection between the audience and the brand through the trust, admiration, and aspirational value attached to the celebrity (Erdogan 201).

Okorie and Aderogba (11) explain that celebrity endorsement is the use of famous individuals to promote products and services by using their popularity, credibility, and public recognition. While advertising traditionally relies on persuasive messages, celebrity endorsements usually twist the natural admiration people have for public figures to reinforce a brand's appeal. This practice is not limited to Nigeria alone; its effects are being felt across both developed and developing markets. As Okorie and Aderogba rightly note, celebrities carry symbolic meanings that extend beyond their professional roles, and when linked to a brand, they transfer such meanings to the product. However, when overused or poorly managed, celebrity endorsement can also backfire, making the brand dependent on the celebrity's image and behavior, (13).

Agrawal and Kamakura in "The Economic Worth of Celebrity Endorsers: An Event Study Analysis" state that in many parts of Africa, including Nigeria, celebrity endorsement has become an effective but also competitive strategy for brands, (65). Companies like Globacom

have built a reputation for signing multiple ambassadors from music, film, and sports, thereby positioning itself not only as a telecommunications provider but also as a lifestyle brand. This approach has increased customer loyalty and brand visibility, especially among young people who are influenced by pop culture. Oyeniya (24) adds that the impact of celebrity endorsement spreads more rapidly in societies with rising youth populations and increasing access to social media platforms. These conditions create a fertile ground for celebrity influence to flourish. Young consumers are easily persuaded by ambassadors they admire, as they see them as role models or trendsetters.

The role of celebrities and the nature of their public image play an important part in brand promotion and consumer acceptance. When celebrities maintain a positive image and align with the brand's values, they promote trust and loyalty among consumers. But when controversies arise or celebrities are linked to scandals, the brand's image is at risk of being negatively affected (Amos, Holmes, and Strutton 33). This is why scholars such as O'Mahony and Meenaghan (88) emphasize the importance of credibility, attractiveness, and expertise when selecting ambassadors for promotional campaigns. Celebrities hold significant influence over public opinion, and when they project authenticity, they can help brands gain competitive advantage and sustain consumer confidence.

Additionally, celebrity endorsement influences the direction and intensity of brand competition. Erdogan (99) maintains that it creates symbolic associations that differentiate products in saturated markets and transforms advertising from a mere information-sharing tool into a cultural and aspirational experience. Unlike ordinary advertising that relies solely on persuasion, celebrity endorsement brings an added dimension of identification, where consumers see the brand as an extension of the celebrity they admire. This makes brand positioning stronger and

often results in longer consumer loyalty cycles. The UNDP report on media influence avers that beyond sales, celebrity endorsement affects consumer culture, shapes identities, and even sets social trends. It boosts profit and also influences how people relate to brands in their daily lives, (1)

In Nigeria, there is no gainsaying that celebrity endorsement has become a dominant marketing strategy. Although many scholars have argued that its success is linked to consumer admiration and brand positioning, little or nothing has been done to fully explore the dynamics that allow celebrity influence to flourish, how it shapes consumer-brand relationships, and the ways it distorts or enhances competition within the industry. Thus, this study investigates the impact of celebrity ambassadors as promotional strategies in brand advertising. A study of Globacom Nigeria.

1.3 Statement of the Problem

Celebrity endorsement has become one of the most popular strategies in brand advertising across the world. What was once considered an optional tool in marketing is now a central strategy for many companies. Brands rely on celebrities to create visibility, attract consumer attention, and build emotional connections with target audiences. However, while the use of celebrity ambassadors has helped companies like Globacom to increase brand recognition and compete in the Nigerian telecommunications industry, it has also raised important concerns. Some studies show that celebrity endorsement does not always guarantee increased sales, as its effectiveness depends on factors such as credibility, relevance, and consumer perception. Furthermore, when celebrities are involved in scandals or controversies, the brand's image can be negatively affected. As Okorie and Aderogba (43) argue, although celebrity advertising has the power to influence consumer behavior, little has been done to fully understand how it shapes brand loyalty

and purchasing decisions in the Nigerian market. This shows that the real impact of celebrity ambassadors on advertising outcomes is not yet clearly established. There is therefore a need to investigate the impact of celebrity ambassadors as promotional strategies in brand advertising. A study of Globacom Nigeria.

1.3 Objectives of the Study

The Im of this study is to examine the impact of celebrity ambassadors as promotional strategies in brand advertising, with specific focus on Globacom, Nigeria. The specific objectives are to:

1. Determine the extent to which celebrity ambassadors influence consumer perception of Globacom.
2. Examine how celebrity endorsement affects brand loyalty among Globacom subscribers.
3. Assess whether the use of celebrity ambassadors translate into increased competitiveness for Globacom in the telecommunications industry.
4. Identify the challenges associated with using celebrity ambassadors in Globacom's brand advertising.

1.4. Research Questions

1. To what extent do celebrity ambassadors influence consumer perception of Globacom?
2. How does celebrity endorsement affect brand loyalty among Globacom subscribers?
3. How does the use of celebrity ambassadors translate into increased competitiveness for Globacom in the telecommunications industry?
4. What challenges are associated with the use of celebrity ambassadors in Globacom's brand advertising?

1.5. Significance of the Study

This study is significant in several ways..To the Telecommunications Industry, It will provide insights into how celebrity endorsement strategies affect consumer behavior, brand loyalty, and competition. The findings will help telecommunications companies refine their advertising strategies to achieve better results in the market.

For Users (Consumers), the study will help consumers understand how celebrity influence shapes their buying decisions and brand preferences. It will also raise awareness on the extent to which advertising may impact their choices. In addition, the research will serve as a useful resource for policymakers in the area of advertising regulation and consumer protection. It will help government agencies understand the ethical and social implications of celebrity endorsements in Nigeria's telecommunications industry.

To Researchers, the study will contribute to existing literature on advertising and marketing communication, particularly in Nigeria. It will also serve as a foundation for further studies on celebrity endorsements in other industries. Also, the research will shed light on the role celebrities play in shaping consumer perception and the responsibilities that come with being brand ambassadors. It will also highlight the risks of controversies and their possible impact on brands.

1.6. Scope of the Study

The study is limited to the impact of celebrity ambassadors as promotional strategies in brand advertising, with a specific focus on Globacom, Nigeria. The scope of the population under study is Theatre Arts students of the University of Benin (UNIBEN). This group was selected because Theatre Arts students are generally more exposed to popular culture, celebrity lifestyles, and

media-driven content compared to students in other fields. Their academic background also makes them more knowledgeable and responsive to issues of performance, image, and public influence, all of which are central to celebrity endorsement. Thus, they provide a valuable and informed perspective on how celebrity ambassadors shape consumer perception and brand loyalty.

1.7. Methodology

-This study adopts a descriptive survey research design to investigate the impact of celebrity ambassadors as promotional strategies in brand advertising, focusing on Globacom Nigeria. The population of the study comprises Theatre Arts students of the University of Benin (UNIBEN), from which a sample of 100 students will be selected using a simple random sampling technique. A structured questionnaire will serve as the instrument for data collection, designed to capture respondents' views on Globacom's celebrity endorsement, consumer perception, and brand loyalty. The instrument will be validated by experts and tested for reliability using a pilot study. Data will be collected through direct administration of questionnaires and analyzed using descriptive statistics such as frequencies and percentages to provide clear insights into the research objectives.

1.8. Definitions of Terms

IMPACT: According to the Merriam-Webster dictionary, 'impact' is to have a direct or impact on, or make contact especially forcefully. According to Oxford Learners Dictionary (751) the word impact means the powerful effect that something has on something or somebody.

CELEBRITY: According to Oxford Learners Dictionary (2010:225) A celebrity is a famous person. Also according to Merriam-Webster a celebrity is defined as the state of being celebrated or a famous celebrated

person.

AMBASSADOR: According to Oxford Learners Dictionary (42), An ambassador is an official who lives in a foreign country as a senior representative of his or her own country.

PROMOTE OR PROMOTIONAL: According to Oxford Learners dictionary, (1174) promote means something to help something happen or develop. Another definition is to help sell a product or service etc or make it more popular by advertising it or offering it at a special price. Promotional is connected with advertising.

STRATEGY/STRATEGIES: According to Merriam- Webster dictionary, strategy is defined as the science or art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war.

PROMOTIONAL STRATEGIES: In this context, Promotional strategies are ways a product can be made known to the public in order to gain acceptance.

BRAND: According to Oxford Learners Dictionary (168) brand is defined as a type of product made by a particular company. According to

Merriam-Webster Dictionary, Brand is defined as a class of goods identified by name as the product of a single firm, or manufacturer. It is also defined as a characteristic or distinctive kind.

ADVERTISING: According to Oxford Advanced Learners dictionary, (22) advertise is to tell the public about a product or service in order to encourage people to buy or to use it.. According to Williams .F. Arens (7), Advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature about products(goods, services and ideas)by identified sponsors through various media. Also Osunbiyi (8) opines that" Advertising is a controlled persuasive communication, paid for by identified

sponsors about products, services or ideas and disseminated through the mass media to a target group.

BRAND ADVERTISING: So therefore, is a class of goods identified by a name which is made known to the public especially by printed notice, television or a broadcast. Also brand advertising is the promotion of products and services offered by a specific brand. it is used primarily to create focus on a particular person, product or service and what consumers identify them with.

CHAPTER TWO

LITERATURE REVIEW

2.1. Historical Review

2.1.1 Historical Evolution of Celebrity Endorsement

The idea of celebrity endorsement can be traced back to the late 18th century when Josiah Wedgwood, a British potter, used the approval of royal families to promote his products. This helped him build a reputation for quality and desirability. His approach of linking goods with famous people is considered one of the earliest forms of celebrity endorsements (Bergström & Bech-Larsen, 180).

As the media grew, so did the use of celebrities in marketing. By the early 1900s, well-known figures such as Babe Ruth, a popular baseball player, promoted brands like Red Rock Cola and Quaker Oats, shaping the path for future celebrity marketing. The introduction of radio, television, and print in the mid-20th century gave celebrities even more chances to influence people's buying choices. In the 1950s, Marilyn Monroe became the face of Chanel, while in the 1980s and 1990s, athletes such as Michael Jordan helped boost Nike's image and sales. The biggest rise of celebrity endorsements, however, came with the growth of social media. Platforms like Facebook, Twitter, and YouTube allowed ordinary people to gain huge followings and build closer relationships with their audiences. The launch of Twitter in 2006, Facebook ads, and the YouTube Partnership Programme in 2007 made it possible for early online celebrities to start earning money from their fame. This shift meant that endorsements were no longer limited to traditional stars, social media influencers also became key promoters, helping brands connect with audiences in a more personal way (Bergström & Bech-Larsen, 186).

For instance, Bobrisky and James Brown, who had no formal talents or fame, rose to celebrity status through social media by creating online personas through cross-dressing. Their popularity attracted major brands, leading to endorsement deals. Bobrisky has promoted beauty products, skincare, and luxury items using his strong online presence. Likewise, James Brown, known for his energetic character on social media, has worked with brands in fashion and beauty.

Agba (203) also points out that aside from individuals who became famous through social media, the blogging world has grown rapidly, with many bloggers gaining large audiences and building strong loyalty among their readers. Brands have realised the benefits of working with influential bloggers to target specific groups. These partnerships often rely on the trust and credibility that bloggers have with their followers, using sponsored posts and product reviews. For example, in 2022, Crowd9 partnered with Pararan Mock News to win the confidence of Nigerians. Known for its humorous take on current affairs, Pararan Mock News had built a large following and a reputation for credibility. Crowd9 took advantage of this by sponsoring content on the platform, making it look as though Pararan was genuinely recommending the scheme. In several videos, Pararan appeared to support Crowd9, giving the impression that it was a safe and profitable investment. Many Nigerians, trusting both the comedian's persona and his platform, were convinced to invest, only for the scheme to collapse shortly afterwards.

As celebrity endorsements have developed, there has been a clear move towards targeting smaller, more specific audiences. Instead of only using big-name celebrities with huge fan bases, brands now work with individuals who may have fewer followers but enjoy deep connections with their audience. These smaller-scale celebrities often create content that feels more authentic and relatable, allowing brands to reach certain groups more effectively and achieve stronger engagement. Today, celebrity endorsements are a global multi-billion-dollar industry, with

celebrities of all kinds collaborating with brands across different platforms (Bergström & Bech-Larsen, 190).

2.2 Evolution of Advertising in Nigeria

According to Asemah in "Contemporary issues in Advertising and Public Relations practice" , before the start of printing, the town crier was the main source of information. He usually spread information on goods, royal proclamations law and order, wars and also disasters. In Nigeria, the town crier often carries a gong to attract the necessary attention. He paraded the village early hours of the morning or usually in the evenings with his message, (Asemah,18).

In addition, hawkers, young boys and girls with baskets or trays on their head containing goods like soaps puddings, cakes pap etc called out to their potential customers on the top of their voices. In the emergent urban areas with new developed markets, hawkers and traders promoted their goods or services with bells. On market days, they try to outdo one another by calling on their customers who are interested in whatever they have to offer. Before a while acrobatic dancers known as "ajasco" also, magicians, gymnasts among others joined in "advertising" their services or promoting them in the markets, (Asemah, 20).

Ogbemi (1) says that although graphic forms of advertising appeared early in history, printed advertising made little headway until the invention of the printing press. The start of the printing press in 1450 affected advertising a great deal. In Nigeria, the very first printing press was established in the 19 century at Calabar. The first Nigerian newspaper (1859) changed the face of advertising in Nigeria. The newspaper was published by Reverend Townsend in Abeokuta. It was titled: "Iwe Trohin Fun won Ara Kgba Ati Yoruba", meaning "newspaper for the Rgba speaking people of Yoruba". Thereafter, other forms of advertisements on trade, vacancies and

activities began to appear in newspapers. These were followed by well printed black and white posters which later lead to the birth of organized outdoor advertising in the modern sense in Nigeria, Radio advertising followed much later, then television and cinema, (Ogbemi, 3).

2.2. Conceptual Review

2.2.1. Celebrity Endorsement

Celebrity endorsement is not a new idea. According to De Veirman, Cauberghe and Hudders (17), it involves working with celebrities, icons, or influential people to promote a product or service to a target audience. It relies on individuals or groups with large followings, either on social media or other platforms, to recommend a product. Ohanian (15) describes celebrity endorsement as a marketing approach that uses the influence and trust of famous figures to increase brand visibility and drive sales in a given industry or market.

Freberg et al. (6) also define celebrity endorsement as a strategy where brands and companies build relationships with well-known individuals or groups to improve their reputation. This happens through digital platforms that make brands or products more visible. Celebrities create and share content such as videos, photos, or blog posts where they promote products on their social media pages. Companies depend on them to win trust, raise brand awareness, and boost sales. For a long time, it has been clear that celebrities and public figures are powerful in promoting products because they can grab attention and influence buying behaviour. With digital platforms like Instagram, YouTube, and TikTok, a new wave of celebrities has emerged, often focusing on specific interests and niches.

Bergström & Bech-Larsen (197) note that although celebrity endorsements began in the 18th century, they have become more widespread with the rise of platforms such as Instagram, TikTok,

and Twitter. Early endorsements were mainly about lifestyle and fashion, but over time, the practice has expanded. Today, there are endorsement agencies, platforms, and tools that connect brands with both traditional celebrities and digital influencers. Celebrity endorsement is now diverse, involving not only film stars and athletes but also bloggers, industry experts, and social media personalities. Its effectiveness comes from the ability to build genuine connections between brands and consumers through trusted and relatable voices in the digital space.

Bergström & Bech-Larsen (200) also note that celebrity endorsements can take several forms. The main types include:

1. **Traditional Celebrity Endorsement:** This involves well-known figures such as actors, musicians, or athletes promoting a product through advertisements, commercials, or print media. Their fame helps attract attention and gain consumer trust. For example, when a famous athlete endorses a sports drink, their fans are more likely to try it because they admire the athlete (Bergström & Bech-Larsen, 200).
2. **Influencer Endorsement:** This type focuses on social media influencers who may not be widely known but have large followings on platforms like Instagram, TikTok, or YouTube. They promote products through posts, videos, or stories, often in ways that feel personal and relatable. For instance, a beauty influencer demonstrating how to use a skincare product can encourage followers to buy it.
3. **Brand Ambassadors:** Brand ambassadors are celebrities who represent a brand over an extended period. They participate in marketing campaigns and help shape the brand's image and message. For example, a musician might become the face of a

clothing line, appearing in adverts and events regularly. This ongoing relationship helps strengthen brand identity and consumer loyalty.

4. **Expert Endorsement:** This involves professionals or experts recommending a product based on their knowledge or qualifications. For example, a dentist endorsing a toothpaste brand adds credibility due to their expertise in oral health. People are more likely to trust products endorsed by someone with authority in the relevant field.
5. **Micro and Nano Influencer Endorsement:** Micro and nano influencers have smaller followings, usually between a few thousand and under 100,000. Despite their size, they often have high engagement and close relationships with their followers. Their endorsements feel authentic and personal, making them effective for targeting niche markets. For example, a micro-influencer in the fitness community sharing their experience with a workout programme can build trust and connection with their audience.

2.2.2. Concept of Advertising

Advertising has been defined variously by many scholars/professionals from their perspective and circumstances. One of the earliest definitions of advertising is that of Albert Lasker, often referred to as the father of modern advertising. According to Lasker: "Advertising is salesmanship in print" (Bovee and Arens, 6) This definitions obviously predates the advent of the electronic media and the evolution of advertising to its present level of social activity. In his contribution, Gillian Dyer(1) defines advertising as: "drawing attention to something, or notifying or informing somebody of something".

The American marketing association goes a step further to define advertising as: “Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor” In the same vein, Bovee and Arens (6) see advertising as: “The non-personal communication of information usually paid for and usually identified with sponsors through the various media”. Again following a contest for the best definition of advertising organised in 1932 by the advertising magazine ADVERTISING AGE, the following definition emerged from a combination of the best features of all the definitions offered.

“Advertising is the printed, written, spoken pictured presentation of a person, product service or movement, openly sponsored by the advertiser at his expense, for the purpose of influencing sales, use, votes or endorsement”

The expanded definition certainly contains all the elements of the last two, but has the added factor of "objective". Osunbiyi (8) also opines that." advertising is a controlled persuasive communication, paid for by identified sponsors) about products, services or ideas and disseminated through mass media to a target group". According to the Encyclopedia Americana, (113) advertising is: “the technique and practices used to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised”. In Nigeria, the advertising regulatory body, the Advertising Practitioners Council of Nigeria (APCON) in its code of advertising practices (2) defines advertising as "a form of communication through the media about products, services or ideas paid for by an identified sponsor."

Important points to note in the definitions stated above, is the fact that advertisements must be paid for by an identified individual/ sponsor. The aim is to send out information, ideas

about goods, services or products, in order to persuade the audience to take action by patronizing them. It also shows that advertising messages are disseminated through the mass media.

Asemah (8) notes that advertising has different functions but the most important is the fact that it helps create awareness for a product or a brand to the public and stimulate potential clients. For advertising to achieve its goals it should be informative, instructive, distinctive, and relevant to consumer's needs, persuasive and also truthful. Advertising should appeal to rationality and also very importantly the consumer's emotions. The following are important functions of advertising as noted by Asemah (10):

1. Marketing Functions: Advertising helps companies that provide goods and services sell their products and also make them known. It attracts the attention of the consumers, tries to arouse their interest, stimulate their desire for the product and also inspire confidence in the product. Advertising persuades the consumers and appeal to their Emotions.
2. Educational Functions: Advertising is educative and informative since it helps people learn about new products and services or the improvements made on the existing ones. It also educates the consumers on the product use.
3. Social Functions: Advertising helps increase productivity and raises the standard of living. This is achieved by displaying the material and cultural opportunities available in a free enterprise society. Consequently, it increases jobs while making a variety of goods and services available to consumers.
4. Economic Functions: Advertising is a catalyst for economic development and industrial growth. It aids the speed of growth in the industry. The ability to advertise allows new competitors to enter the market. Competition encourages product improvement and can

lead to lower prices of certain products. Advertising ability to reach a mass audience reduces the cost of personal selling/distributions.

2.2.3. An Overview of Globacom Nigeria

Globacom Limited commonly known as Glo, is a Nigerian multinational telecommunications company founded in August 2003 by Nigerian billionaire businessman Mike Adenuga. Headquartered in Lagos, Nigeria, Glo has grown to become the second-largest telecom operator in the country, with over 60 million subscribers as of 2023 . Since its inception, Glo has been at the forefront of innovation in Nigeria's telecommunications industry. In 2003, it introduced per-second billing, a groundbreaking move that made mobile communication more affordable for Nigerians . Additionally, Glo launched the Glo-1 submarine cable in 2011, a high-capacity fibre-optic cable connecting Nigeria to the United Kingdom, enhancing internet connectivity and bandwidth capacity across West Africa, (Glo 2).

Globacom provides different services, including mobile voice and data services, broadband internet, and enterprise solutions. Its mobile services are available in Nigeria and Benin, while its broadband services cater to both individual and corporate clients. The company has also ventured into the international market, offering services in the United Kingdom .

The company has been recognized for its contributions to the telecommunications sector. In 2023, Globacom celebrated its 20th anniversary with the launch of the "Powering Your Ambition" initiative, reaffirming its commitment to supporting the aspirations of Nigerians through innovative and affordable communication solutions . Globacom's corporate social responsibility initiatives focus on education, healthcare, and sports development. The company has sponsored various educational programs and health campaigns, aiming to improve the quality of life for

Nigerians. In sports, Globacom has been a major sponsor of Nigerian football, including the Nigerian Premier League and the national football teams .

Although it has faced several challenges such as regulatory hurdles and market competition, Globacom continues to play a pivotal role in Nigeria's telecommunications landscape. Under the leadership of Mike Adenuga and his daughter Bella Disu, the company remains committed to delivering quality services and contributing to the nation's economic development , (Globacom 1).

2.3. Opinion Review

2.3.1. Effect of Celebrity Endorsement on the Telecom Industry

According to Asemah (96), celebrity endorsement plays a significant role in the telecommunications industry, as it influences consumer behaviour and shapes public perception. When well-known figures such as musicians, actors, and social media influencers promote a telecom brand, they attract attention and lend credibility to the company. Their popularity usually translates into trust, making potential customers more likely to subscribe to the network or use its services.

Bergström and Bech-Larsen (205) argue that one of the key effects of celebrity endorsement in telecommunications is the ability to reach a wider audience. Celebrities typically have large followings on social media and other platforms, allowing telecom companies to promote their services to millions of people. For example, when a famous musician endorses Globacom, their fans may be encouraged to try the network, even if they had not considered switching providers before. This strategy can help telecom companies expand their customer base and increase revenue. Meyer (202) states that celebrity endorsements can also enhance the public image of

telecom brands. When popular figures openly associate with a network, it can make the brand appear more modern, trustworthy, and socially accepted. For instance, adverts featuring well-known celebrities promoting data plans or mobile services can reduce hesitancy among potential subscribers and encourage adoption of new telecom products.

Another effect of celebrity endorsement is the creation of a sense of community among subscribers. When celebrities promote a telecom brand, it strengthens the connection between the brand and the consumers who admire the celebrity. This relationship can make using the network feel more personal and engaging, as subscribers may feel part of an exclusive group that shares similar preferences or values (Statistical, 1). Additionally, celebrities bring their own style and image to the campaign, helping differentiate a telecom brand in a competitive market. A strong celebrity partnership can create a distinctive brand identity, making it more memorable to consumers.

The effectiveness of celebrity endorsements in telecom also depends on the target audience. Different demographics respond differently to various celebrities, and what appeals to younger subscribers may not resonate with older users. As a result, telecom companies conduct market research to understand their audience's preferences and select the right celebrity for their campaigns. This strategic approach maximises the impact of endorsements and increases customer engagement (Asemah, 219). However, relying on celebrity endorsements comes with risks. Naira (1) notes that if a celebrity becomes involved in a scandal or controversy, it can negatively affect the brand they represent. For example, if a celebrity endorsing a telecom company faces public backlash, it may lead to a loss of trust in both the celebrity and the network. This highlights the importance of carefully selecting ambassadors whose public image aligns with the company's values.

2.3.2. Factors influencing the effectiveness of celebrity endorsements

Celebrity endorsements can influence consumer behaviour and shape brand perception, but their success depends on several factors. Ohanian (20) identifies key elements that affect how effective endorsements are:

1. **Celebrity Credibility and Trustworthiness:** The credibility of a celebrity is central to a successful endorsement. Consumers are more likely to trust and relate to a celebrity who has a genuine connection to the product or service they promote. For example, fans are more inclined to trust an athlete endorsing a sports drink than a celebrity with no relevant experience. When a celebrity is seen as credible, consumers are more likely to view the endorsed brand positively.
2. **Relevance to the Target Audience:** The match between the celebrity and the brand's audience is also important. Celebrities who appeal to the target demographic can make endorsements more effective. For instance, younger audiences may respond better to social media influencers, while older consumers may prefer established public figures in relevant fields.
3. **Celebrity Image and Brand Fit:** The public image of the celebrity and how it aligns with the brand's identity can impact endorsement success. If a celebrity's persona clashes with the brand's values, it may create negative perceptions. For example, a luxury brand might partner with celebrities known for elegance and sophistication, while linking with a controversial figure could alienate potential customers.
4. **Frequency of Endorsement:** How often a celebrity endorses a brand also matters. Overexposure can reduce impact, as consumers may become fatigued or sceptical if a

celebrity promotes too many products. Excessive endorsements can undermine the celebrity's credibility and lessen the effectiveness of their recommendation.

5. **Engagement and Interaction:** Interaction between the celebrity and consumers can improve endorsement outcomes. Celebrities who actively engage with their audience on social media, for instance by responding to comments or sharing behind-the-scenes content, create a more personal connection. This engagement fosters a sense of community and loyalty, making endorsements feel more authentic.
6. **Product Category and Complexity:** The nature of the product also affects how well endorsements work. Simple and easy-to-understand products often benefit more from celebrity promotion, as consumers are influenced by the celebrity's appeal. In contrast, complex products that require detailed explanations may rely less on celebrity endorsements to drive consumer decisions.

2.4.1. Empirical Review

Fakeye and Ayoola in 2022 carried out a study examining the use of social media influencers in retail marketing, focusing on the Nigerian e-commerce platform, Jumia. The study aimed to explore the extent to which Jumia depends on influencers, the nature of their relationship with these influencers, and the overall effectiveness of influencer marketing in the retail sector. They based their study on the status conferral theory and source credibility theory and collected data using interviews and questionnaires. The results revealed that influencer marketing constitutes a significant part of Jumia's strategy, accounting for 60% of its marketing efforts. Younger consumers, particularly Gen-Z and Millennials, showed a strong preference for influencer-driven promotions. The researchers concluded that influencer marketing is an effective strategy for

Jumia and recommended that the company broaden its use of influencers beyond basic brand promotion, utilising them for a wider range of promotional activities in the Nigerian market.

Enitilo, Ajayi, and Famuagun in 2017 investigated how promotional activities influence consumer patronage within the insurance sector in Ado Ekiti, Nigeria. Their research focused on assessing the impact of strategies such as social media advertising, direct marketing, and sales promotions on consumer choices. Using the cognitive dissonance theory as their framework, they conducted a survey to gather relevant data. The study found a positive relationship between exposure to social media promotions and consumer patronage in the insurance industry. Additionally, personal selling, direct marketing, and sales promotions were shown to positively influence consumer decisions. Based on these findings, the researchers recommended adopting a comprehensive marketing mix to enhance promotional effectiveness, emphasising the importance of direct marketing and sales promotions while also promoting services through various media channels.

Ikechukwu, Okolo, Nebu, and Jeff in 2017 carried out research on the effect of online marketing on consumer behaviour in selected companies in Owerri, Imo State. The study aimed to assess how effective online marketing is in shaping consumer decisions. Using the theory of reasoned action as their theoretical framework, the researchers collected data via a survey design employing questionnaires. Unlike Ikechukwu et al.'s study, the current research applies the source credibility theory and specifically examines the role of celebrity endorsements in influencing consumer behaviour. Despite these theoretical differences, both studies use similar research methods, utilising surveys and questionnaires for data collection. Ikechukwu et al.'s findings emphasised the effectiveness of online marketing, showing that consumers are more likely to engage with companies that actively promote their products online. The study

concluded by recommending that companies expand their online marketing efforts through websites and social media platforms to enhance product visibility and consumer engagement.

2.4.2. Gaps in Knowledge

Fakeye and Ayoola focused on the use of social media influencers in retail marketing, particularly on the Nigerian e-commerce platform Jumia. While their study highlighted the effectiveness of influencer marketing and the strong connection between younger demographics and influencers, it did not examine how celebrity endorsements from well-known figures, such as musicians or actors, impact consumer behavior in the telecommunications industry. The focus on retail marketing limits understanding of how celebrity influence operates in other sectors, particularly those with high competition and diverse service offerings like telecoms.

Enitilo, Ajayi, and Famuagun explored promotional activities and consumer patronage in the insurance sector. Although their study demonstrated a positive relationship between social media exposure and consumer patronage, it did not investigate the role of celebrity endorsements in shaping consumer trust, loyalty, and engagement. The findings primarily relate to insurance marketing, leaving a gap in knowledge regarding how endorsements by popular figures can influence consumer behavior in industries where brand choice is critical, such as telecommunications.

Ikechukwu, Okolo, Nebu, and Jeff assessed the impact of online marketing on consumer behavior in various companies. While their study confirmed the effectiveness of general online marketing strategies, it did not specifically address celebrity endorsements or influencer marketing. There was no exploration of how endorsements by high-profile celebrities can shape consumer perceptions, preferences, and brand loyalty in the telecom sector.

Given these gaps in the existing literature regarding the influence of celebrity endorsements on consumer behavior, this current study seeks to fill the void by providing a comprehensive analysis of how celebrity ambassadors impact consumer perceptions, brand loyalty, and competitiveness within the Nigerian telecommunications industry.

2.5. Theoretical Framework

This study adopts the Source Credibility Theory as its theoretical framework. The theory was developed by Hovland, Janis, and Kelley in 1953 and posits that the effectiveness of a message such as an advertisement or endorsement depends largely on the perceived credibility of the source delivering it. The key components of this theory are the source's expertise, trustworthiness, and attractiveness, all of which influence how audiences receive and accept the message. In essence, if a source is perceived as knowledgeable, reliable, and relatable, audiences are more likely to be persuaded by their message.

In terms of celebrity endorsements and their influence on consumer behavior in the telecommunications industry, the Source Credibility Theory is highly relevant. When a popular and respected celebrity endorses a telecom brand, their credibility can enhance the perceived reliability and quality of the brand's services. Consumers who view the celebrity as trustworthy and knowledgeable are more likely to engage with the brand, subscribe to its services, and remain loyal over time.

The appropriateness of using the Source Credibility Theory in this study lies in its focus on how the credibility of endorsers affects consumer decisions. In highly competitive sectors like telecommunications, where consumers have multiple options and brand trust is critical, endorsements from credible celebrities can significantly influence consumer perceptions. By

associating the brand with a well-regarded public figure, telecom companies can enhance their image, encourage brand loyalty, and differentiate themselves from competitors. Understanding the nature of source credibility, therefore, provides data into how celebrity endorsements shape consumer behavior, brand perception, and market competitiveness within the Nigerian telecommunications industry.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

This study adopted a survey research design, which is suitable for collecting data from a population through structured instruments such as questionnaires. The aim of this study is to investigate the impact of celebrity ambassadors as promotional strategies in brand advertising, with emphasis on consumer perception, brand loyalty, and competitiveness in the Nigerian telecommunications industry. The survey design is appropriate because it enables the researcher to gather first-hand information directly from consumers who are exposed to Globacom's advertisements. Through this approach, responses were obtained from a cross-section of Theatre Arts students at the University of Benin (UNIBEN), making it possible to identify attitudes, preferences, and opinions on celebrity endorsements.

3.2 Population of the Study

The population of this study consists of undergraduate students in the Department of Theatre Arts at the University of Benin (UNIBEN). For the purpose of this research, a few (100) students was selected to obtain data. These students were considered appropriate for the study because they are highly exposed to media, celebrity culture, and advertising campaigns, which makes them relevant in evaluating the impact of celebrity endorsement

3.3 Sample Size

The sample size was determined using the Nwana formula, which recommends that when a population is moderately small, a minimum of 10% to 20% or the whole population is suitable for meaningful results. For this study, a total of 100 Theatre Arts students were selected as the sample size. This figure was carefully chosen to ensure adequate representation of the student

population while keeping the study manageable in terms of time, resources, and analysis. Students were selected across all academic levels (100 to 400 level) to ensure that both new and experienced students' perspectives were represented.

3.4 Sampling Technique

The researcher employed a simple random sampling technique to select respondents. This method was chosen to give every student an equal opportunity of being included in the study, thereby reducing bias in the selection process. The total number of students across the four levels were compiled, and a random selection was carried out using the lottery method. This approach ensured that the sample was both diverse and representative, thus making the findings more reliable.

3.5 Research Instrument

The main research instrument for data collection was a structured questionnaire. The questionnaire was divided into sections aligned with the research objectives. The first section covered demographic information such as age, gender, and level of study, while the second section explored students' perceptions of Globacom's celebrity ambassadors, how celebrity endorsements influence brand loyalty and purchasing decisions and the respondents opinions on the challenges and effectiveness of using celebrity ambassadors in advertising. The questions were using Likert scale items (Strongly Agree to Strongly Disagree) to measure attitudes and experiences.

3.6 Validity of the Research Instrument

To ensure validity, the questionnaire underwent content validation. The initial draft was reviewed by the research supervisor and two lecturers in the Department of Theatre Arts who have expertise in media and communication. They assessed the clarity, relevance, and alignment of the

questions with the research objectives. Based on their feedback, some questions were rephrased for better understanding and a few redundant items were removed. This process strengthened the overall quality of the instrument and ensured that it measured the intended variables.

3.7 Reliability of the Instrument

To establish reliability, a pilot test was conducted with 10 Mass communication students. The pilot exercise helped to identify ambiguous questions and test the time needed to complete the questionnaire. Feedback from participants indicated that a few questions required clearer wording, which was subsequently revised. The smooth completion of the pilot without major issues confirmed that the instrument was reliable and capable of producing consistent results if used in a similar context.

3.8 Method of Data Collection

The questionnaire were administered physically and digitally. The researcher distributed printed copies during lectures and rehearsals after obtaining permission from lecturers. In addition, a Google Form link was shared via departmental WhatsApp groups to allow more flexibility for respondents. Before filling out the questionnaires, students were briefed on the purpose of the study and assured of the confidentiality of their responses. This mixed approach (paper-based and digital) increased participation and response rates. All completed questionnaires were collected, verified, and prepared for analysis.

3.9 Method of Data Analysis

The collected data was organized and analyzed using descriptive statistics such as frequency tables and simple percentages to summarize responses and highlight key trends. Each table was accompanied by explanations to interpret the findings in line with the study's objectives. Through this method, the researcher was able to assess the influence of celebrity ambassadors on

consumer perception, determine their role in fostering brand loyalty, and evaluate the effectiveness of Globacom's promotional strategies.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the data gathered from the questionnaires distributed during the survey. All 100 copies that were given out were completed and returned, giving a response rate of 100%.

4.2 Data presentation and analysis

SECTION A

This section covers the demography of respondents in the study

Table 1: Distribution of respondents by Gender

Gender	No of respondents	Percentage
Male	49	49%
Female	51	51%
Total	100	100%

Source: field survey 2025

The data in Table 1 shows the gender distribution of respondents. Out of the 100 participants, 51 were female making up 51%. This indicates that female respondents were slightly more than male respondents, though the difference is minimal. This implies that there is a fairly balanced gender representation in the survey..

Table 2: Distribution of respondents by Age

Age	No of respondents	Percentage
18 -25	82	82%
26 - 30	18	18%
30 and above	0	0%
Total	100	100%

Source: field survey 2025

Table 2 reveals that a majority of the participants, 82 out of 100 (82%), were within the age range of 18–25 years. This shows that the survey was largely dominated by young people, particularly those between 18 and 25 years.

Table 3 Distribution of respondents by Religion

Religion	No of respondents	Percentage
Christian	95	95%
Muslim	5	5%
Traditionalist	0	0%
Total	100	100%

Source: field survey 2025

Table 3 indicates that a majority of the respondents (95%), identified as Christians. This shows that Christianity is the dominant religion among the respondents, with very little representation from other faiths.

Table 4: Distribution of respondents by Level

Level	No of respondents	Percentage
100	18	18%
200	22	22%
300	25	25%
400	35	35%
Total	100	100%

Source: field survey 2025

The data in Table 4 shows the distribution of respondents by academic level. Out of the 100 participants, 35 (35%), were in 400 level. This indicates that the majority of respondents were final-year students, while the least representation came from those in 100 level.

Table 5: I am frequently exposed to Globacom advertisements that feature celebrity ambassadors.

Variable	No of respondents	Percentage
Strongly Agree	18	18%
Agree	62	62%
Neutral	3	3%
Disagree	10	10%
Strongly Disagree	7	7%
Total	100	100%

Source: field survey 2025

Table 5 illustrates the respondents' views on their exposure to Globacom advertisements featuring celebrity ambassadors. A large majority (62%) of the respondents, agreed that they are frequently exposed to such adverts, while 18% strongly agreed. This shows that most respondents acknowledged being regularly exposed to Globacom's celebrity endorsement adverts.

Table 6: Celebrity ambassadors positively shape my perception of Globacom.

Variables	Number of respondents	Percentage
Strongly Agree	43	43%
Agree	34	34%
Neutral	12	12%
Disagree	7	7%

Strongly Disagree	4	4%
Total	100	100%

Source: field survey 2025

The data in Table 6 shows the respondents' opinions on whether celebrity ambassadors positively influence their perception of Globacom. A significant majority, 43% strongly agreed and 34% agreed, making a total of 77% who believed celebrities positively shape their views of the brand. This indicates that most respondents see celebrity endorsements as having a positive impact on their perception of Globacom.

Table 7: I am more likely to trust Globacom because of its association with celebrities.

Variable	Number of respondents	Percentage
Strongly Agree	31	31%
Agree	32	32%
Neutral	20	20%
Disagree	12	12%
Strongly Disagree	5	5%
Total	100	100%

Source: field survey 2025

Table 7 reveals that a combined majority of 63% (31% strongly agree and 32% agree) indicated that celebrity endorsements increase their trust in the brand. This shows that most respondents are influenced to trust Globacom through celebrity associations

Table 8: The use of celebrity ambassadors makes Globacom appear more appealing compared to other telecom brands.

Variable	Number of respondents	Percentage
Agree Strongly	25	25%

Agree	35	35%
Neutral	15	15%
Disagree	18	18%
Strongly Disagree	7	7%
Total	100	100%

Source: field survey 2025

The data in Table 8 shows the respondents' opinions on whether celebrity ambassadors make Globacom more appealing than other telecom brands. A majority of 60% (25% strongly agreed and 35% agreed) believed that the use of celebrities enhances Globacom's attractiveness. This indicates that although most respondents view celebrity endorsements as making Globacom more appealing.

Table 9: Celebrity endorsements motivate me to remain a loyal subscriber to Globacom.

Variable	Number of respondents	Percentage
Strongly Agree	34	34%
Agree	47	47%
Neutral	13	13%
Disagree	6	6%
Strongly Disagree	0	0%
Total	100	100%

Source: field survey 2025

Table 9 shows that a combined majority of the respondents (81%) stated that celebrity endorsements motivate them to remain loyal subscribers. Meanwhile, 13% were neutral, and only 6% disagreed, with none strongly disagreeing. This suggests that celebrity endorsements play a strong role in sustaining customer loyalty to Globacom.

Table 10: I feel more connected to Globacom because of the celebrities representing the brand.

Variable	Number of respondents	Percentage
Strongly agree	31	31%
Agree	43	43%
Neutral	10	10%
Disagree	10	10%
Strongly disagree	6	6%
Total	100	100%

Source: field survey 2025

The data in Table 10 shows respondents' feelings of connection to Globacom through celebrity representation. A majority of (74%) the respondents reported that they feel more connected to the brand because of its celebrities. This indicates that most respondents feel a stronger sense of connection to Globacom as a result of its celebrity ambassadors.

Table 11: The presence of celebrity ambassadors influences my decision not to switch to another telecom provider.

Variable	Number of respondents	Percentage
Strongly agree	11	11%
Agree	12	12%
Neutral	6	6%
Disagree	38	38%
Strongly disagree	33	33%
Total	100	100%

Source: field survey 2025

Table 11 illustrates that a majority of the respondents (71%) indicated that celebrity endorsements do not influence their decision to switch to another telecom provider. This shows that celebrity presence has limited impact on preventing customers from switching to other telecom brands.

Table 12: Celebrity endorsements strengthen my long-term loyalty to Globacom.

Variable	Number of respondents	Percentage
Strongly Agree	34	34%
Agree	39	39%
Neutral	9	9%
Disagree	13	13%
Strongly Disagree	5	5%
Total	100	100%

Source: field survey 2025

The data in Table 12 shows the respondents' opinions on whether celebrity endorsements reinforce their long-term loyalty to Globacom. A combined 73% (34% strongly agreed and 39% agreed) believed that celebrities strengthen their loyalty to the brand. This indicates that celebrity endorsements play a significant role in promoting long-term loyalty among most respondents.

Table 13: Celebrity ambassadors make Globacom stand out among its competitors.

Variable	Number of respondents	Percentage
Strongly agree	50	50%
Agree	28	28%
Neutral	14	14%
Disagree	8	8%

Strongly disagree	0	0%
Total	100	100%

Source: field survey 2025

Table 13 highlights that a strong majority of 78% felt that celebrities make the brand more distinctive. This shows that celebrity endorsements significantly enhance Globacom’s competitive appeal in the eyes of most respondents.

Table 14: The use of celebrities gives Globacom an edge in the telecommunications market

Variable	Number of respondents	Percentage
Strongly agree	40	40 %
Agree	29	29%
Cant tell	14	14%
Disagree	8	8%
Strongly disagree	9	9%
Total	100	100%

Source: Field survey 2025

The data in Table 14 shows respondents’ opinions on whether using celebrities gives Globacom a competitive advantage in the telecommunications market. A large percentage of the respondents (69%) believed that celebrity endorsements provide the brand with an edge. This indicates that most respondents see celebrity ambassadors as a factor that enhances Globacom’s market competitiveness.

Table 16: Globacom gains competitive advantage in the industry through celebrity endorsement

Variable	Number of respondents	Percentage
Strongly agree	20	20%
Agree	39	39%
Neutral	22	22%

Disagree	7	7%
Strongly disagree	12	12%
Total	100	100%

Source: field survey 2025

Table 15 indicates that a combined 59% felt that the presence of celebrities enhances the appeal of Globacom’s adverts. This shows that celebrity endorsements are generally seen as making Globacom’s advertisements more appealing compared to competitors.

Table 17: I believe. Celebrity endorsement increases the cost of advertising for Globacom.

Variable	Number of Respondents	Percentage
Strongly agree	26	26%
Agree	47	47%
Neutral	6	6%
Disagree	9	9%
Strongly disagree	12	12%
Total	100	100

Source: Field Survey 2025

The data in Table 17 shows respondents’ opinions on whether celebrity endorsements increase Globacom’s advertising costs. A majority (73%) of the respondents believed that using celebrities raises the cost of advertising. This indicates that most respondents perceive celebrity endorsements as a costly strategy for Globacom.

Table 18: Scandals involving celebrity ambassadors negatively affect Globacom’s image.

Variables	Number of Respondents	Percentage
Strongly Agree	42	42%
Agree	58	58%
Neutral	0	0%
Disagree	0	0%
Strongly Disagree	0	0%
Total	100	100%

Source: Field Survey 2025

The data in Table 18 shows respondents’ views on the impact of scandals involving celebrity ambassadors on Globacom’s image. All respondents agreed that such scandals negatively affect the brand, with 42% strongly agreeing and 58% agreeing. This indicates a unanimous perception that controversies surrounding celebrity endorsers can harm Globacom’s reputation.

Table 19: Celebrity endorsement sometimes overshadows the actual product or service being advertised

Variable	Number of Respondents	Percentage
Strongly Agree	35	35%
Agree	46	46%

Neutral	11	11%
Disagree	8	8%
Strongly Disagree	0	0%
Total	100	100%

Source: Field Survey 2025

Table 19 reveals large majority of the respondents (81%) supported the view that celebrity endorsement sometimes overshadows the actual product or service being advertised. This shows that although celebrity endorsements are effective, they may at times draw more attention to the celebrities themselves than to Globacom’s products or services.

Table 20: Relying too much on celebrities may not guarantee consistent consumer loyalty for Globacom

Variable	Number of Respondents	Percentage
Strongly Agree	25	25%
Agree	67	67%
Neutral	8	8%
Disagree	0	0%
Strongly Disagree	0	0%
Total	100	100%

Source: Field Survey 2025

The data in Table 20 highlights respondents' views on whether relying too much on celebrities guarantees consistent consumer loyalty for Globacom. A vast majority (92%) believed that over-reliance on celebrities does not ensure lasting loyalty. This indicates that while celebrity endorsements are influential, they may not be a sustainable strategy for maintaining long-term consumer loyalty.

4.3. DISCUSSION OF FINDINGS

Research Question 1: To what extent do celebrity ambassadors influence consumer perception of Globacom?

Based on the data provided and analysed from Tables 5, 6, 7, and 8, the findings reveal important trends about the influence of celebrity endorsements on respondents' perception of Globacom. The responses show that celebrity ambassadors play a significant role in shaping how the brand is seen, building trust, and making it more appealing compared to competitors. The findings show that while exposure to celebrity-driven advertisements is high, the impact extends beyond visibility, influencing both perception and brand loyalty.

From Table 5, it is clear that a large majority (80%) of respondents (62% agree and 18% strongly agree) reported frequent exposure to Globacom advertisements featuring celebrities. This shows that celebrity-driven adverts are widely circulated and reach a broad audience, making them an effective tool for visibility and brand promotion. In Table 6, a significant majority (77%) agreed that celebrities positively shape their perception of Globacom. This indicates that aside from exposure, celebrity endorsements strongly influence brand image, making respondents more likely to view Globacom favourably. Table 7 further reveals that 63% of respondents agreed that Globacom's association with celebrities makes them more likely to trust the brand. This finding

highlights the persuasive power of celebrity credibility, which aligns with the source credibility theory, where the trustworthiness and attractiveness of the messenger can affect how the message is received. In Table 8, 60% of respondents agreed that celebrity ambassadors make Globacom appear more appealing compared to other telecom brands. This indicates that celebrity endorsements not only shape perception but also give Globacom a competitive edge in the market by distinguishing it from rival brands.

These findings are consistent with arguments by scholars such as Oyeniyi (38), who emphasise that celebrity endorsements enhance brand image, trust, and consumer appeal. While the majority of respondents recognised the positive role of celebrity ambassadors, the data also shows that a smaller proportion either remained neutral and disagreed, implying that not all consumers are equally influenced.

Research Question 2: How does celebrity endorsement affect brand loyalty among Globacom subscribers?

Based on the data provided and analysed from Tables 9, 10, 11, and 12, the findings reveal significant insights into the role of celebrity endorsements in influencing loyalty, connection, and customer retention for Globacom. The results indicate that while celebrities are effective in strengthening loyalty and fostering emotional connection with the brand, they are less effective in preventing subscribers from switching to other telecom providers. This shows that celebrity endorsements are powerful in enhancing brand attachment and long-term loyalty, however it may not be sufficient on their own to guarantee customer retention in a highly competitive market.

From Table 9, it is clear that a large majority (81%) of respondents agreed that celebrity endorsements motivate them to remain loyal subscribers to Globacom. This highlights the strong persuasive power of celebrity influence in sustaining consumer loyalty. Similarly, Table 10

shows that 74% of respondents feel more connected to Globacom because of the celebrities representing the brand, indicating that endorsements do more than promote products—they also create emotional bonds between customers and the company.

However, Table 11 presents a different trend. A majority of 71% of respondents disagreed that the presence of celebrity ambassadors influences their decision not to switch to another provider. This finding implies that while celebrities can shape perception and loyalty, they are not the decisive factor when customers consider changing telecom networks. Issues such as service quality, pricing, and network reliability may play a more critical role in such decisions. In contrast, Table 12 reinforces the strength of celebrity influence in brand loyalty, as 73% of respondents agreed that celebrity endorsements help to strengthen their long-term commitment to Globacom. This shows that even though celebrities may not prevent switching behaviour directly, they do contribute significantly to sustaining loyalty among those who remain with the brand.

These findings align with scholars such as Eze (45), who argue that while celebrity endorsements are effective in building emotional attachment and loyalty, they should be complemented by strong service delivery and value to ensure long-term customer retention. The results show that celebrity endorsements are a valuable marketing strategy for Globacom, most especially in shaping loyalty and connection, but they are not a standalone solution for reducing customer churn.

Research Questions 3: How does the use of celebrity ambassadors translate into increased competitiveness for Globacom in the telecommunications industry?

Based on the data provided and analysed from Tables 13, 14, 15, and 16, the findings reveal how respondents perceive the role of celebrity endorsements in giving Globacom a competitive advantage in the telecommunications industry. The results indicate that while celebrity ambassadors strongly enhance the brand's distinctiveness, appeal, and competitive positioning, respondents' opinions are not entirely unanimous, as some remain neutral and unconvinced about the extent of this advantage.

From Table 13, a clear majority of 78% (50% strongly agree and 28% agree) believed that celebrity ambassadors make Globacom stand out among its competitors. This shows that the use of celebrities significantly contributes to brand differentiation, helping Globacom establish a stronger presence in a competitive industry. Similarly, Table 14 shows that 69% of respondents agreed that celebrity endorsements give Globacom an edge in the market. This shows that beyond brand recognition, celebrities are seen as adding value to the company's overall market competitiveness. Table 15 adds further support to this view, with 59% of respondents agreeing that celebrity endorsements make Globacom's adverts more attractive than those of its competitors. This finding highlights how celebrity influence strengthens advertising appeal, which can increase consumer engagement and brand recall. However, Table 16 provides a slightly different picture, as only 59% (20% strongly agreed and 39% agreed) felt that Globacom actually gains a competitive advantage through celebrity endorsements, while a notable 22% remained neutral and 19% disagreed. This indicates that while celebrity endorsements are valuable, many respondents believe that they may not fully guarantee competitive advantage on their own.

These findings reflect arguments made by scholars such as Adegoke (67) , who observe that celebrity endorsements are effective in boosting brand recognition, attractiveness, and consumer

preference, but they must be complemented with quality service delivery and innovation to sustain competitive advantage. In essence, while most respondents acknowledged that celebrity ambassadors make Globacom distinctive and appealing, a portion of them still questioned whether this translates into long-term industry advantage.

Research Questions 4: What challenges are associated with the use of celebrity ambassadors in Globacom's brand advertising?

Based on the analysis of Tables 17 to 20, the findings reveal the complex implications of celebrity endorsement on Globacom's branding and marketing strategies. The results indicate that while celebrity ambassadors can enhance visibility and distinctiveness, they also come with challenges such as higher costs, potential image risks, and the possibility of overshadowing the brand itself. The consistent agreement among respondents shows that although celebrity endorsements are impactful, they must be carefully managed to avoid negative consequences. It also indicates that Globacom needs to balance celebrity-driven campaigns with brand-focused strategies to ensure long-term consumer loyalty and sustainability.

Table 17 shows that a total of 73% of respondents (26% strongly agree, 47% agree) believe that celebrity endorsement increases the cost of advertising for Globacom. This shows that respondents perceive the strategy as financially demanding, with potential strain on the company's resources. In Table 18, an overwhelming 100% of respondents (42% strongly agree, 58% agree) agreed that scandals involving celebrity ambassadors negatively affect Globacom's image. This highlights a critical risk factor, showing that controversies surrounding endorsers can directly damage the company's reputation and public perception. Table 19 illustrates that 81% of the respondents (35% strongly agree, 46% agree) expressed the view that celebrity endorsement sometimes overshadows the actual product or service being advertised. This indicates that while

celebrities attract attention, they may also distract consumers from the core message or value of Globacom's offerings. In Table 20, a striking 92% (25% strongly agree, 67% agree) believed that relying too much on celebrities does not guarantee consistent consumer loyalty. This is the most concerning finding as it indicates that celebrity endorsement, though effective in the short term, may not translate into sustainable customer relationships.

The findings align with Belch & Belch (18), who argue that celebrity endorsement, though persuasive, must be strategically integrated to avoid dependence and reputational risks. Similarly, Erdogan (99) emphasizes that the effectiveness of celebrity endorsement depends not only on star power but also on how well it aligns with the brand identity and long-term objectives.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This chapter provides a summary of the research, which focused on the impact of celebrity ambassadors as promotional strategies in brand advertising, using Globacom Nigeria as a case study. The study employed a survey method for data collection, distributing 100 copies of questionnaire to students of Theatre Arts, University of Benin. Key insights from the respondents' answers are outlined below:

1. A majority of respondents (80%) reported frequent exposure to Globacom advertisements featuring celebrity ambassadors.
2. A significant proportion (77%) believed that celebrity ambassadors positively shape their perception of Globacom.
3. About 63% indicated that celebrity endorsements increase their trust in the brand, while 60% agreed that celebrities make Globacom appear more appealing compared to competitors.
4. Regarding brand loyalty, 81% of respondents stated that celebrity endorsements motivate them to remain loyal, and reported feeling more connected to Globacom because of its celebrity ambassadors.
5. In terms of long-term loyalty, 73% agreed that celebrity endorsements strengthen their commitment to Globacom.

6. On competitiveness, 78% believed celebrity ambassadors make Globacom stand out among competitors, and 69% agreed that celebrities give the brand a market edge. Similarly, 59% felt that celebrity endorsements make adverts more attractive, though only 59% believed this translates directly into competitive advantage.
7. Regarding challenges, 73% perceived celebrity endorsements as increasing advertising costs.
8. Hundred percent (100%) agreed that scandals involving celebrities negatively affect Globacom's image, and they also noted that endorsements can overshadow the actual product.
9. The respondents (92%) believed over-reliance on celebrities does not guarantee consistent consumer loyalty.

5.2 Conclusion

From the investigation, it can be concluded that celebrity endorsements significantly influence consumer perception, brand loyalty, and competitive positioning for Globacom. Celebrities enhance brand visibility, appeal, and consumer trust while fostering emotional connection and long-term loyalty. However, their presence is not sufficient to prevent subscriber churn, and the impact on competitiveness, while positive, is not universally assured. Furthermore, celebrity endorsement comes with notable challenges, including high costs, reputational risks, and the potential to overshadow the brand or product. Conclusively, while celebrity marketing is an effective promotional tool, its success depends on strategic alignment with brand values, service quality, and complementary marketing initiatives.

5.3 Recommendations

Based on the findings, the following recommendations are made:

1. Globacom should ensure that celebrity endorsements align closely with brand values and marketing objectives to avoid overshadowing the core product or service.
2. The company must establish protocols to manage reputational risks associated with scandals or negative publicity involving celebrity ambassadors.
3. Celebrity-driven campaigns should be complemented with initiatives that emphasise service quality, affordability, and innovation to enhance customer retention and competitiveness.
4. While celebrity endorsements are impactful, Globacom should assess and optimise advertising budgets to ensure financial sustainability.

APPENDIX

Department of Theatre Arts

University of Benin,

Benin City, Edo State

5th of September, 2025

Dear respondent,

REQUEST FOR COMPLETION OF ITEMS IN QUESTIONNAIRE

I am a final year student of the above-named department/ institution. I am conducting a research on, "the impact of celebrity ambassadors as promotional strategies in brand advertising. A study of Globacom Nigeria." This research is in partial fulfilment of the requirement for the award of a Bachelor degree in Theatre Arts. You have been carefully selected for this study to provide reliable data. This study is strictly guided by research ethics which protects the anonymity of its respondents. All information you provide would be used for only academic purpose.

Thank you for your understanding and cooperation.

Yours sincerely,

Researcher.

Questionnaire

INSTRUCTION: Please tick (√) in the box against the option that best explains your disposition to each item below:

Section A: Personal Information

(Kindly tick the correct option.)

1. What is your gender?

Male Female Prefer not to say

2. How old are you?

Below 18 18–25 26–35 36 and above

3. What is your Religion?

Christian Muslim Traditionalist

None of the above

4. Level : (a) 100 (b) 200 (c) 300 (d) 400

Section B: Psychographics:

1. I am frequently exposed to Globacom advertisements that feature celebrity ambassadors.

Strongly Agree () Agree (), Neutral () Disagree () Strongly Disagree ()

2. Celebrity ambassadors positively shape my perception of Globacom. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
3. I am more likely to trust Globacom because of its association with celebrities. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
4. The use of celebrity ambassadors makes Globacom appear more appealing compared to other telecom brands. Strongly Agree () Agree (), Neutral () Disagree ()
Strongly Disagree ()
5. Celebrity endorsements motivate me to remain a loyal subscriber to Globacom. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
6. I feel more connected to Globacom because of the celebrities representing the brand. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
7. The presence of celebrity ambassadors influences my decision not to switch to another telecom provider. Strongly Agree () Agree (), Neutral () Disagree ()
Strongly Disagree ()
8. Celebrity endorsements strengthen my long-term loyalty to Globacom. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
9. Celebrity ambassadors make Globacom stand out among its competitors. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()
10. The use of celebrities gives Globacom an edge in the telecommunications market. Strongly Agree ()
Agree (), Neutral () Disagree () Strongly Disagree ()

11. Celebrity endorsements make Globacom's adverts more attractive than those of competitors. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()
12. Globacom gains competitive advantage in the industry through celebrity endorsement. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()
13. I believe. Celebrity endorsement increases the cost of advertising for Globacom. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()
14. Scandals involving celebrity ambassadors negatively affect Globacom's image. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()
15. Celebrity endorsement sometimes overshadows the actual product or service being advertised. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()
16. Relying too much on celebrities may not guarantee consistent consumer loyalty for Globacom. Strongly Agree () Agree (), Neutral () Disagree ()Strongly Disagree ()

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