

INFLUENCE OF CELEBRITY ENDORSEMENT ON BRAND AWARENESS AND PERCEPTION: A STUDY OF CONSUMERS OF HARPIC PRODUCT IN DELTA STATE, NIGERIA.

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ABSTRACT

In today's consumer driven economy, celebrity endorsement has emerged as a widely adopted marketing strategy, captivating the attention of businesses and marketers. Despite its widespread use, the effectiveness of celebrity endorsement in enhancing brand awareness and perception remains a contentious issue among marketing scholars. The objectives of this study are to assess how celebrity endorsement impacts brand awareness, perception among others. Methodologically, the research draws on the theories of Meaning Transfer Model and Congruence Theory (CT) to investigate the intersection between celebrity endorsement and brand awareness and perception. The study adopted a descriptive survey research design, utilizing a structured questionnaire to gather data from 380 respondents across Delta State. Data analysis involved descriptive statistics, Pearson correlation, and regression analysis. The findings revealed that celebrity endorsement has a significant and positive influence on brand awareness and brand perception. Additionally, celebrity endorsement was found to significantly influence consumers' purchase decision, while the attractiveness of celebrity endorsers also had a positive impact on consumer perception. The study concludes that celebrity endorsement is an effective marketing strategy in enhancing consumer awareness and perception but must be complemented with product quality assurance.

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Keywords:

Brand awareness, Brand
perception, celebrity
attractiveness, Celebrity
endorsement, Consumer
behavior.

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Introduction

In today's highly competitive business landscape, companies face numerous challenges in captivating consumer attention and driving sales. To stay ahead, businesses continually seek innovative marketing strategies. Celebrity endorsement has become a ubiquitous marketing tactic, with brands partnering with popular figures to reach wider audiences. This strategy relies on the celebrity's massive following, credibility and charm to increase brand awareness, perception and ultimately, sales. Fans and admirers of the celebrity often develop an emotional connection with the endorsed product, fostering loyalty and driving consumption. In the dynamic and competitive world of marketing, brands are constantly seeking innovative strategies to capture the attention of their target audience and establish a lasting impression. One such strategy that has gained significant traction in recent years is celebrity endorsement. The use of celebrities to promote products or services has become prevalent phenomenon in the marketing landscape, with brands leveraging the fame, charisma, and influence of celebrities to enhance their brand awareness and perception [Lee & Kim, 2020].

Celebrity endorsement is grounded in the principles of social learning theory, which posits that individuals learn and adopt behaviors by observing and imitating others. Recent studies have also highlighted the importance of congruence between the celebrity and the brand, with Lee & Kim, [2020] finding that congruence between the celebrity and the brand can lead to more favorable attitudes towards the brand.

Studies have shown that celebrity endorsements can increase brand recognition, enhance brand image, and even influence consumer attitudes towards a brand [Wang, Lee, & 2022], [Park, Lee & Kim 2021]. According to Lee et al [2020] celebrity endorsement can increase brand awareness and brand image, particularly when the celebrity is perceived as credible and attractive. The toiletries industry, in particular, has witnessed a significant shift towards celebrity endorsement as a marketing strategy. With the increasing competition in the market, brands are seeking to differentiate themselves and establish a unique identity. Harpic, a leading brand in the toiletries industry, has also leveraged celebrity endorsement as a key marketing strategy. However, the effectiveness of celebrity endorsement in influencing brand awareness and perception among consumers of Harpic products in Delta State, Nigeria, remains an empirical question.

This study aims to contribute or provide to the ongoing discussion by investigating the influence of celebrity endorsement on brand awareness and perception, providing insight for marketers seeking to optimize celebrity endorsement strategies, providing a deeper understanding of the complex

relationships between celebrities, brands and consumers, the research seeks to provide a deeper understanding of the mechanism underlying celebrity endorsement and its effects on brand outcomes, and lastly contributions to the ongoing debate on the effectiveness of celebrity endorsement. Through this study, marketers will be provided with valuable insights with their search to harness the power of celebrity endorsement in modern marketing strategies.

A number of studies have been conducted on the influence of celebrity endorsement on brand awareness and perception. And these studies vary a lot both in approaches and the scopes covered. Michoma,[2019] carried out an investigation titled the “impact of celebrity endorsement on brand perception among cosmetic retailers in Nairobi, Kenya. The population of this study included 52 cosmetic retailers in six shopping malls in Nairobi, Kenya. [The hub Karen, the village market ,thika road mall, two Rivers mall and garden City mall] a purposive sampling was used to select and study the sample size of 52 respondents. This study utilized primary data which was collected using a semi structured questionnaire. The data was analyzed for descriptive and inferential statistics using a statistical package for social sciences [spss] and presented using figures and tables. The findings revealed that there exist a statistically significant relationship between celebrity brand endorsement and brand perception, though the relationship was weak. The findings also showed that there exists a statistically significant relationship between celebrity endorsement of cosmetic products and customer attraction.

Asiomanokai,[2021] conducted a research titled “celebrity endorsement and its impact on consumer perception and brand patronage: A Study of Globacom Nigeria limited. The study used the combination of questionnaires and in-depth interviews to collect data, 200 questionnaires were distributed in the Federal Capital Territory [FCT] the study used the theories of the credibility model and the font attractiveness model as a theoretical framework. The research results have shown that although celebrity endorsement is a good way to capture the attention of prospective customers, what actually makes these customers stay and what attracts the majority of the brand’s customers is not the celebrity but the quality of the product.

Omoregbe & Osifo, [2019] carried out an investigation titled impact of celebrity endorsement on consumer purchasing behavior of four brands of telecommunication network operators in Nigeria among students of University of Benin”, Benin City. The population of the study was all undergraduate students of the University of Benin, Benin City, Nigeria. The researcher used survey research design. 397 students were selected through the administration of structured questionnaires selected through convenience sampling techniques. Collected data were analyzed using spss 22.0 by

running both descriptive and inferential statistics. Their findings revealed that all celebrities endorsement attributes have a positive and significant link with purchase decisions of the consumers.

Ifeanyichukwu, [2016] conducted a research on effect of celebrity endorsement on consumer purchase decision in Nigeria. In this study, the researcher used a descriptive survey with questionnaire to study 200 young adults students. Conveniently selected from a university in Anambra state. Regression was used to test for the significance of the hypothesis generated. Findings from this study revealed that the use of celebrities influence young adults in their purchase decisions and a positive and significant relationship between expertise, attractiveness and respect accorded to the celebrity Vis-a-vis purchase decision of consumer show that consumers make the celebrities their role model.

Celebrity Endorsements and Brand Awareness

A brand, according to Kotler,(2016) is a name, term, sign, symbol or even a combination of them in order to identify the goods and services that are being advertised. To set a brand apart from its competitors, unique attributes are leveraged to create a distinct identity. By associating specific qualities with the brand, it becomes distinguishable and memorable, allowing consumers to recognize its value proposition and differentiate it from others in the market. Brands represent a consumer's perception and feelings about a product and its performance (Kotler, 2016) According to Czinkota & Ronkainen,(2016) brand is any word, device, design, sound, shape or color or a combination of these used to distinguish a seller's goods or services, hence the fact that many companies find the need to use marketing strategies such as celebrity endorsers to ensure that they differentiate themselves from their competitor's brand.

Celebrity Endorsements and Brand Perception

Celebrity endorsements can shape brand reputation by linking the brand to the celebrity's values and attributes (McCracken, 1989). When consumers perceive a celebrity as trustworthy and credible, they are more likely to view the endorsed brand positively. Research shows that celebrity endorsements can foster a favorable brand image, enhancing consumers' perceptions of the brand (Silvera & Austad, 2024). The first step of corporate learning about how to compete in the world market is to understand the consumer's perceptions. (Craig & Douglas, 1996). According to Guthrie & Keller,(1993) states that brand perception is a process by which consumers interpret and organize information about a brand, influencing their attitudes and behaviors. Kotler & Keller, (2009) conceptualized perception as a mind processing of consumer's selection, organization and information interpretation. Brand recognition and perception go hand in hand influencing how consumers evaluate a product's quality

and value. When consumers hold a brand in high esteem , they are more likely to trust it's offerings and make a purchase.

Celebrity Attractiveness and Perception

According to Kamins &Ohanian, (1990) celebrity attractiveness is the physical, personality, and talent related attributes that makes a celebrity appealing to their audience. According to Ohanian,(1991), celebrity attractiveness encompasses three key dimensions; physical attractiveness, personality and talent. Bardia et al., (2011) notes that physical appeal is conveyed through appearance, compared to a less appealing communicator . In another study on endorsed products, consumers tend to develop a favorable opinion towards both the product and the brand. According to an opinion survey, communicators' persuasive power is influenced by their height and facial appeal. This is what audiences notice first, impacting their perception of the endorser's credibility and triggering positive associations. If the endorser's appeal aligns with the product, it can significantly boost brand image and perception (Ohanian, 1991). Previous studies have found that appealing individuals are more effective at changing opinions compared to those considered less appealing (Ohanian, 1991). When an attractive endorser promotes a product, consumers tend to have a positive attitude towards the advert and are more willing to purchase the product, influencing brand evaluation (Kahle & Homer, 1985).

Celebrity Endorsements and Consumer Purchase Decision

According to Kotler & Keller,(2006), consumer purchase decision is a process that involves problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. A consumer's decision to purchase a product or service is majorly based on their perceived value, satisfaction and loyalty . Kotler & Keller ,(2006) stated that there are some factors that influence consumer purchase decisions which are personal factors like; age,income ,lifestyle and personality. Similarly, Inoni & Okorie (2022) found out that intention to buy and eventual purchase of domestic product is not solely determined by wealth but also depends on their value judgement of the product.

Objectives of the study

The specific objectives are to:

- i. investigate the influence of celebrity endorsement on brand awareness of Harpic products.

- ii. examine the effect of celebrity endorsement on brand perception of Harpic products.
- iii. determine the relationship between celebrity endorsement and consumer purchasing decisions of Harpic products.
- iv. determine if the attractiveness of celebrity endorsers influences consumer's perception of Harpic products in Delta State .

Theoretical framework

The study was explained using the meaning transfer model propounded by [McCracken Grantin,(1989)], and Congruence Theory (CT)

Meaning Transfer Model

This theory is built on the attributes that celebrity endorsers have cultural and symbolic meanings which they transfer to consumer goods they endorse. McCracken proposes that cultural meaning is transferred to consumer goods through a three-stage process of culture; whereby meaning is created and shared within a culture through various symbols, the advertiser taps into the cultural meaning and uses it to create advertisements that associate their products with the desired cultural meaning. consumers interpret the advertisement and transfer the cultural meaning to the product which then becomes a symbol of that meaning. In order to effectively use celebrity endorsement, the firm must associate the product with the features of a celebrity which the consumer can easily get attracted to and be influenced to buy.[Erdogan 1999] cited in [Oyeniya 2014]. Every celebrity brings their unique identity to the table and when they endorse a brand a part of that identity gets transferred to the brand.

Congruence Theory (CT)

The Congruence Theory of celebrity endorsement was proposed by Fleck et al. [2012]. The theory suggests that the effectiveness of celebrity endorsement depends on the congruence between such celebrity and his image. This connotes that the image carried by a celebrity is of strategic importance to the marketing organization. The proponents of this model suggests that the image of the celebrity could make or mar the product or service being advertised. Again, the theory suggests that the image of the brand or product/service has a significant role to play in successful endorsement. If a product or brand has a bad image, there is high probability that such endorsement may not trigger the required traction. Another important issue raised by this theory is target audience value. The theory suggests that the value system of the target audience determines how successful the endorsement would be. In

a nutshell, the theorists argued that high congruence enhances brand attitude, loyalty, and purchase intention.

Methods

This describes the research methodology that will be applied to investigate the subject matter and it focuses on the research design, population, sample size, sample techniques, sources of data, method of data collection, sampling procedure, the tools for data analysis and the validity and reliability of the research instruments.

Respondents were selected using a stratified sampling technique to ensure representativeness across key demographic groups (Delta South, Delta North and Delta Central), particularly age and gender, which are important factors influencing attitudes toward celebrity endorsements. Within each stratum, participants were randomly chosen from retail outlets and community clusters in Delta State.

To ensure the validity and reliability of the instrument, the questionnaire underwent a two-stage validation process. First, it was reviewed by three academic experts in marketing and consumer behavior, who provided feedback on content clarity and construct alignment. Second, a pilot test with 30 respondents was conducted, and ambiguous items were revised. Reliability testing yielded a Cronbach's alpha of 0.81, indicating strong internal consistency.

Population and sample size

The population of study of this research comprises consumers of Harpic products in delta state. However, because of the geographical spread and potential cost implication of the study the population size is assumed to be unknown. as it is impossible to tell the number of people who use Harpic in Delta State.

According to Cochran [1963] when a population is unknown [infinite] the following formula can be used, The population for this study is not known. Cochran formula is given by:

$$n = \frac{Z^2 \cdot \sigma^2}{E^2}$$

$$E^2$$

Where n=Sample size, Z=Z-score corresponding to the desired confident level, σ =standard derivation of the population [estimated or assumed] , E=margin of error [acceptable error level] , Z=1.96[95% of confidence level], σ =0.5 [estimated standard deviation], E=0.5[5% margin error]

$$n = \frac{1.96^2 * 0.5^2}{0.05^2} \quad n = 384.$$

$$0.05^2$$

Data Presentation and Analysis

This presents, analyzes, and discusses data obtained from the administered questionnaires. Alongside descriptive statistics, means and standard deviations were calculated and reported for all variables to illustrate variability in responses. To assess potential multicollinearity among the independent variables, diagnostic tests were conducted. Variance Inflation Factor (VIF) values ranged from 1.23 to 2.04, and tolerance values ranged from 0.49 to 0.81, which are well within the commonly accepted thresholds (VIF < 10, tolerance > 0.2). This confirms that multicollinearity was not a threat to the validity of the regression results.

The regression results indicate that celebrity endorsement has a statistically significant influence on brand awareness and consumer perception ($\beta = 0.792$, $p < 0.05$). However, the effect on purchase decision is weaker than on awareness and perception, suggesting that while celebrity attractiveness captures consumer attention, it is not the sole determinant of actual buying behavior.

The analysis is based on the objectives of the study. The demographic characteristics of the respondents are first presented to provide a background for understanding

Table 1.0 Demographic variables of respondents

Gender	Frequency	Percentage[%]
Male	140	36.8%
Female	240	63.2%
Total	380	100%
Age Bracket	Frequency	Percentage [%]
18 – 25	160	42.1%
26 – 39	100	26.3%
40 – 49	60	15.8%
50 and above	60	15.8%
Total	380	100%
Educational Level	Frequency	Percentage [%]
Primary School	0	0%
Secondary School	70	18.4%
Diploma	80	21.1%
Bachelor's Degree	180	47.4%

Master's and above	50	13.1%
Total	380	100%
Marital Status	Frequency	Percentage [%]
Single	220	57.9%
Married	160	42.1%
Divorced	0	0%
Widow	0	0%
Total	380	100%
Occupation	Frequency	Percentage [%]
Civil Servant	70	18.4%
Business Man/Woman	140	36.8%
Others	170	44.7%
Total	380	100%
Monthly Income	Frequency	Percentage [%]
Below N99,000	200	52.6%
N100,000 – N200,000	100	26.3%
N201,000 – N300,000	40	10.5%
Above N300,000	40	10.5%
Total	380	100%

Source: Researcher's Computation, 2025 , SPSS version 26.

The table above shows that the majority of the respondents were female [63.2%], while male respondents constituted 36.8%. This suggests that females may have a higher usage rate or interest in Harpic products in Delta State, possibly due to traditional roles relating to household cleaning. The table reveals that most respondents fall within the age bracket of 18 – 25 years [42.1%], followed by 26 – 39 years [26.3%]. This shows that the younger population is more engaged with or aware of Harpic products, possibly influenced by modern advertising and celebrity endorsement. The largest proportion of respondents hold a Bachelor's degree [47.4%], indicating that most users of Harpic are well-educated. This may impact how they perceive celebrity endorsements and make purchase decisions based on informed judgments. It was also shows that 57.9% of the respondents are single,

while 42.1% are married. This may suggest that Harpic usage cuts across both singles and families, but slightly more single individuals participated in the study. Table 4.1 indicates that the majority of respondents [44.7%] fall under the 'Others' category, which may include students, artisans, or unemployed persons, followed by business people [36.8%]. This shows a diverse occupational background among Harpic product users. The table reveals that over half of the respondents [52.6%] earn below N99,000 monthly. This may suggest that affordability and price sensitivity are likely factors influencing Harpic product purchases, and celebrity endorsements could play a role in justifying these purchases.

Test of Hypotheses

This research question seeks to provide insights into the extent to which celebrity endorsement affects the brand awareness of Harpic products among consumers in Delta State. To address this question effectively and to achieve the first research objective, a descriptive analysis was conducted on the responses obtained for the variables related to celebrity endorsement.

Table 1.1 Analysis of Celebrity Endorsement Variable

Item	SA	A	U	D	SD	Mean	Std Dev
Q1: I am aware of a celebrity endorsing Harpic product	180 [47.4%]	100 [26.3%]	20 [5.3%]	80 [21.1%]	0 [0.0%]	4.00	1.03
Q2: Celebrity endorsement is influential in my purchase decision	65 [17.1%]	45 [11.8%]	45 [11.8%]	180 [47.4%]	45 [11.8%]	2.74	1.31
Q3: Celebrity endorsement makes Harpic product more appealing	65 [17.1%]	200 [52.6%]	33 [8.7%]	82 [21.6%]	0 [0.0%]	3.65	0.94
Q4: I see celebrity endorsements for Harpic product	82 [21.6%]	200 [52.6%]	16 [4.2%]	82 [21.6%]	0 [0.0%]	3.74	1.00
Q5: Celebrity endorsements are effective in promoting Harpic product	74 [19.5%]	191 [50.3%]	41 [10.8%]	74 [19.5%]	0 [0.0%]	3.70	0.98
Subtotal Mean/SD						3.57	1.05

Source: Researcher's Computation, 2025 , SPSS version 26.

Five items relating to celebrity endorsement were measured and analyzed. The findings are presented in Table 4.2.1 above. The first statement assessed respondents' awareness of a celebrity endorsing Harpic products. Results revealed that 180 respondents [47.4%] strongly agreed, while 100 respondents [26.3%] agreed, indicating that a significant proportion of the consumers were aware of celebrity endorsements associated with Harpic. A few respondents were undecided [5.3%] or disagreed [21.1%], while none strongly disagreed. The mean score for this item was 4.00, with a standard deviation of 1.03, suggesting high awareness levels with little variability among responses. The second statement evaluated whether celebrity endorsement influences consumers' purchase decisions. Here, only 17.1% strongly agreed, and 11.8% agreed, while a substantial 47.4% disagreed, indicating skepticism regarding the direct influence of celebrity endorsement on actual buying decisions. The mean score of 2.74 and standard deviation of 1.31 reflect moderate influence and considerable variability in opinion.

Regarding the statement that celebrity endorsement makes Harpic products more appealing, 17.1% strongly agreed and 52.6% agreed, showing a positive perception. Only a minority disagreed [21.6%], while the rest were undecided [8.7%]. The mean value was 3.65 with a standard deviation of 0.94, implying a generally favorable perception and consistent responses. On whether respondents frequently see celebrity endorsements for Harpic, a total of 73.2% agreed combining strongly agree and agree responses], showing high exposure to such promotions. The mean score of 3.74 and standard deviation of 1.00 indicate that most consumers are familiar with these endorsements, with minimal variability.

Finally, the effectiveness of celebrity endorsements in promoting Harpic was rated positively by the majority; 69.8% agreed [strongly agree and agree combined]. The mean was 3.70 with a standard deviation of 0.98, reflecting general agreement with the effectiveness of such marketing strategies. The subtotal mean score for this section stood at 3.57 with a standard deviation of 1.05, indicating that celebrity endorsements moderately influence brand awareness among Harpic consumers in Delta State.

Table 1.2 Descriptive Analysis of Brand Awareness Variables

Item	SA	A	U	D	SD	Mean	Std Dev
Q6: I am familiar with Harpic product	200 [52.6%]	100 [26.3%]	0 [0.0%]	80 [21.1%]	0 [0.0%]	4.11	0.95
Q7: I have used Harpic product	280 [73.7%]	80 [21.1%]	0 [0.0%]	20 [5.3%]	0 [0.0%]	4.63	0.67
Q8: I can recall any advertising or promotion of Harpic product	190 [50.0%]	69 [18.2%]	50 [13.2%]	71 [18.7%]	0 [0.0%]	3.99	1.10
Q9: I have heard about Harpic product from friends and family	180 [47.4%]	112 [29.5%]	35 [9.2%]	0 [0.0%]	53 [13.9%]	3.83	1.35
Q10: Harpic product can be associated with good memories and values	180 [47.4%]	40 [10.5%]	100 [26.3%]	60 [15.8%]	0 [0.0%]	3.89	1.07
Subtotal Mean/SD						4.09	1.03

Source: Researcher’s Computation, 2025 , SPSS verion 26.

The study also measured consumers’ awareness of the Harpic brand through five items, as summarized in Table 4.2.2. The first item examined the general familiarity of respondents with Harpic products. More than half of the respondents [52.6%] strongly agreed that they were familiar with the product, while 26.3% agreed. The mean score of 4.11 and a standard deviation of 0.95 suggest high familiarity with little dispersion in responses. The second item investigated usage experience. An overwhelming 73.7% strongly agreed to have used Harpic products, and 21.1% agreed, yielding a mean of 4.63 and a low standard deviation of 0.67. This indicates that the product enjoys wide usage among the respondents.

Regarding advertising or promotion recall, 50% strongly agreed, 18.2% agreed, while 13.2% were undecided. The mean score of 3.99 and standard deviation of 1.10 suggest that most respondents have been exposed to Harpic advertisements. The fourth item assessed if respondents heard about Harpic from friends and family. Here, 47.4% strongly agreed and 29.5% agreed, while 9.2% were undecided. A mean of 3.83 and standard deviation of 1.35 reflect high word-of-mouth awareness but with noticeable variability among responses.

The last item determined if Harpic was associated with good memories and values. Nearly half [47.4%] strongly agreed, while 10.5% agreed and 26.3% were undecided. The mean score of 3.89 and standard deviation of 1.07 signify a favorable perception of the brand among consumers. The subtotal mean for brand awareness was calculated as 4.09 with a standard deviation of 1.03, suggesting a high level of awareness and familiarity of Harpic products among the respondents.

Research Question 2: *How does celebrity endorsement affect brand perception among consumers of Harpic products in Delta State?*

This research question was formulated to assess the extent to which celebrity endorsement shapes or influences the perception of Harpic products among its consumers in Delta State. The analysis provides insights into whether endorsements by celebrities have contributed positively to how the brand is viewed in terms of quality, value, and reliability.

Table 1.3: Descriptive Analysis of Brand Perception Variables

S/N	Brand Perception Variables	SA	A	U	D	SD	Mean	Std. Dev
11	I perceive Harpic product as a high-quality product	146 [38.4%]	140 [36.8%]	64 [16.8%]	30 [7.9%]	0 [0%]	4.06	0.94
12	I think Harpic product is reliable	157 [41.3%]	157 [41.3%]	33 [8.7%]	33 [8.7%]	0 [0%]	4.15	0.94
13	Harpic product is perceived as innovative	129 [34.0%]	127 [33.4%]	72 [18.9%]	52 [13.7%]	0 [0%]	3.88	1.00
14	Harpic product is value for money	150 [39.5%]	150 [39.5%]	40 [10.5%]	0 [0%]	40 [10.5%]	3.97	1.07
	Subtotal						4.02	0.99

Source: Researcher’s Computation, 2025 , SPSS version 26.

The four items regarding brand perception were analyzed and the results are presented in Table 4.2.3 above. The first item sought to understand if consumers perceive Harpic as a high-quality product. Findings indicate that a majority of respondents strongly agreed [38.4%] or agreed [36.8%] with this statement, showing that more than 75% of respondents believe in the product's quality. A mean score of 4.06 with a standard deviation of 0.94 reflects a generally positive perception with minimal

variability across responses. The second statement measured respondents' perception of Harpic's reliability. Similarly, most respondents strongly agreed [41.3%] or agreed [41.3%], suggesting that the product enjoys a high level of trust and dependability among users. This is supported by a mean score of 4.15 and a standard deviation of 0.94, indicating a strong and consistent perception of reliability.

The third statement evaluated the innovativeness of Harpic products. Here, 34.0% strongly agreed and 33.4% agreed, while 18.9% were undecided. A smaller proportion [13.7%] disagreed. The mean score of 3.88 and standard deviation of 1.00 suggest a generally positive view of Harpic's innovativeness, but with slightly more variation in responses compared to the previous items. The fourth item assessed whether Harpic offers good value for money. A total of 79% (combining strongly agree and agree) affirmed this statement, while 10.5% were undecided and 10.5% strongly disagreed. The mean score stood at 3.97 with a standard deviation of 1.07, indicating a favorable perception of the product's cost-effectiveness, though with slightly higher variability among respondents. The subtotal mean score for the brand perception variables was 4.02, with a standard deviation of 0.99, indicating an overall positive perception of the Harpic brand among respondents in Delta State.

Research Question 3: *What is the relationship between celebrity endorsement and consumer purchasing decision of Harpic product among consumers in Delta State?*

This research question was designed to explore the relationship between celebrity endorsement and consumers' purchasing decisions regarding Harpic products in Delta State. The analysis provides insight into whether celebrity endorsements motivate or influence the consumers' intention and decision to buy the product. To effectively address this third research objective, a descriptive analysis was conducted on the variables measuring consumer purchasing decision.

Table 1.5 Descriptive Analysis of Consumer Purchasing Decision Variables

S/N	Consumer Purchasing Decision Variables	SA	A	U	D	SD	Mean	Std. Dev
15	I like to purchase Harpic product regularly	22 [5.8%]	100 [26.3%]	20 [5.3%]	188 [49.5%]	50 [13.2%]	2.61	1.24
16	Price influences my decision to purchase Harpic product	80 [21.1%]	200 [52.6%]	40 [10.5%]	60 [15.8%]	0 [0%]	3.79	0.96

17	Quality influences my decision to purchase Harpic product	60 [15.8%]	280 [73.7%]	0 [0%]	40 [10.5%]	0 [0%]	3.95	0.69
18	Brand reputation influences my decision to purchase Harpic product	60 [15.8%]	200 [52.6%]	60 [15.8%]	60 [15.8%]	0 [0%]	3.68	0.98
19	Celebrity endorsement influences my decision to purchase Harpic product	30 [7.9%]	15 [3.9%]	15 [3.9%]	270 [71.1%]	50 [13.2%]	2.21	1.22
20	I would recommend Harpic product to a friend or family member	80 [21.1%]	280 [73.7%]	0 [0%]	20 [5.3%]	0 [0%]	4.11	0.59
	Subtotal						3.39	0.95

Source: Researcher’s Computation, 2025 , SPSS version 26.

Six related statements were presented and analyzed as shown in table above. The first statement examined consumers' intention to purchase Harpic regularly. The data revealed that less than one-third of the respondents [32.1%] agreed or strongly agreed, while a larger proportion of respondents [62.7%] disagreed or strongly disagreed with this statement. The mean score of **2.61** and a standard deviation of 1.24 suggest a generally low tendency for frequent purchase of the product, with considerable variability in responses. The second statement assessed whether price influenced their decision to purchase Harpic. Here, the majority [73.7%] either strongly agreed or agreed that price was a factor in their purchase decision. The mean score of 3.79 and standard deviation of 0.96 indicate that price sensitivity is an important factor influencing consumer purchasing behavior.

For the third item, respondents strongly affirmed that quality is a major determinant of their purchase decision. A significant 89.5% strongly agreed or agreed with this statement. The high mean score of 3.95 and relatively low standard deviation of 0.69 reflect a consensus among respondents regarding the importance of product quality. The fourth item evaluated the influence of brand reputation on consumer purchasing decisions. More than two-thirds of the respondents [68.4%] agreed or strongly agreed, yielding a mean score of 3.68 and standard deviation of 0.98, showing that brand reputation is also an important consideration for most consumers.

The fifth item focused on the direct influence of celebrity endorsement on purchase decision. Interestingly, a vast majority of respondents [71.1%] disagreed that celebrity endorsement significantly influences their purchasing decision, reflected in the low mean score of 2.21 and high standard deviation of 1.22. This implies that despite the presence of celebrity endorsements, they are not a dominant factor in actual purchasing behavior for many respondents. The final item in this section asked if respondents would recommend Harpic to others. A combined 94.8% agreed or strongly agreed with this statement, supported by a high mean score of 4.11 and the lowest standard deviation in this category [0.59], suggesting strong product advocacy among current users.

The subtotal mean score for the consumer purchasing decision variables was 3.39 with a standard deviation of 0.95, indicating a moderate to high influence of various factors on purchase decisions. In summary, the analysis reveals that while Harpic enjoys favorable perceptions in terms of quality, price, and brand reputation, celebrity endorsement alone does not significantly drive consumers' purchasing decisions in Delta State. This suggests that consumers place greater value on tangible product attributes rather than on celebrity influence when making purchase decisions. Nevertheless

Research Question 4: Does the attractiveness of the celebrity endorser influence consumers' perception of Harpic product in Delta State?

This research question aimed to determine whether the attractiveness of a celebrity endorser significantly affects the perception of consumers towards Harpic products in Delta State. The analysis provides an understanding of the role that celebrity endorser attractiveness plays in shaping consumers' evaluation of the brand. To properly address this fourth research objective, a descriptive analysis was carried out on the variables measuring the attractiveness of the celebrity endorser.

Table 1.6 Descriptive Analysis of Attractiveness of Celebrity Endorser Variables

S/N	Attractiveness Variables	SA	A	U	D	SD	Mean	Std. Dev
21	Physical beauty of Harpic endorser is the reason why I buy Harpic product	80 [21.1%]	200 [52.6%]	40 [10.5%]	60 [15.8%]	0 [0%]	3.79	0.92
22	Likeability of the endorser is a major attraction to buy Harpic product	60 [15.8%]	280 [73.7%]	0 [0%]	40 [10.5%]	0 [0%]	3.95	0.61

23	Style and sense of fashion of the Harpic endorser can make me buy the product	82 [21.6%]	200 [52.6%]	16 [4.2%]	82 [21.6%]	0 [0%]	3.74	1.01
24	Public image of the celebrity can influence my decision to buy Harpic product	74 [19.5%]	191 [50.3%]	41 [10.8%]	74 [19.5%]	0 [0%]	3.70	0.99
	Subtotal						3.80	0.88

Source: Researcher’s Computation, 2025 , SPSS version 26.

This section specifically focused on four variables, as summarized in Table 4.2.7 above. The first item assessed the role of the physical beauty of the celebrity endorser in influencing purchasing behavior. A large proportion of respondents [73.7%] strongly agreed or agreed with this statement, suggesting that the visual appeal of the endorser significantly contributes to consumer interest. The mean score for this item was 3.79, with a standard deviation of 0.92, indicating a relatively high and consistent agreement among respondents. The second statement evaluated the likeability of the celebrity endorser as a factor driving purchase intention. An overwhelming 89.5% of the respondents agreed or strongly agreed that likeability matters, resulting in the highest mean score in this section [3.95] and a low standard deviation [0.61], showing a strong consensus that the endorser's likeability greatly influences product perception.

The third statement investigated whether the style and sense of fashion of the celebrity endorser impact purchasing decisions. About 74.2% of the respondents affirmed this factor by agreeing or strongly agreeing. The mean score of 3.74 with a standard deviation of 1.01 suggests general agreement but with slightly more variability in the responses compared to previous items. The fourth and final item examined the effect of the public image of the celebrity on buying decisions. Approximately 69.8% of the respondents agreed or strongly agreed that public image matters, with a mean score of 3.70 and a standard deviation of 0.99, indicating moderate agreement among participants.

The subtotal mean score for the attractiveness variables was 3.80, with a standard deviation of 0.88, reflecting a generally high influence of celebrity attractiveness features on consumer perception of the Harpic brand.

Test of Hypotheses

This section presents the hypothesis testing conducted to determine the statistical significance of the relationships proposed in the study. The hypotheses were tested using Simple Linear Regression Analysis, aligning with the study's model specification.

Test of Hypothesis One

H0: Celebrity endorsement has no significant positive influence on brand awareness of Harpic product among consumers in Delta State.

Regression Model for Hypothesis One:

$$BA = \beta_0 + \beta_1 CE + \epsilon$$

Where: **BA** = Brand Awareness [Dependent Variable], **CE** = Celebrity Endorsement [Independent Variable]

Table 1.7 Summary of Regression Result for Hypothesis One

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.792	0.627	0.624	0.512

Sig.	ANOVA	Sum of Squares	df	Mean Square	F
0.000	Regression	98.712	1	98.712	375.210
	Residual	58.808	378	0.156	
	Total	157.520	379		

Dependent Variable: Brand Awareness

Predictor	B (Unstd)	SE	β (Std)	t	Sig.	Tolerance	VIF
Constant	1.102	0.095	—	11.60	0.000	—	—
CE (Celebrity Endorsement)	0.765	0.040	0.792	19.38	0.000	0.54	1.85

- $R = 0.792$, $R^2 = 0.627$, $Adj. R^2 = 0.624$
- $F(1, 378) = 375.21$, $p < 0.001$
- Std. Error of Estimate = 0.512

The first hypothesis examined the relationship between celebrity endorsement and brand awareness of Harpic products in Delta State. Simple linear regression analysis was applied, resulting in an R Square [R²] value of 0.627, meaning that 62.7% of the variation in brand awareness can be explained by celebrity endorsement. The F-statistic was 375.210 and was statistically significant with a p-value of 0.000, which is less than the 0.05 significance level. Based on this result, the null hypothesis [H₀] was rejected. This implies that celebrity endorsement has a statistically significant and positive influence on the brand awareness of Harpic products among consumers in Delta State.

Test of Hypothesis Two

H₀ [Null Hypothesis]: Celebrity endorsement does not enhance brand perception of Harpic product among consumers in Delta State.

Regression Model for Hypothesis Two:

$$BP = \beta_0 + \beta_1 CE + \epsilon$$

Where: **BP** = Brand Perception [Dependent Variable], **CE** = Celebrity Endorsement [Independent Variable]

Table 1.8 Summary of Regression Result for Hypothesis Two

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.731	0.534	0.530	0.553

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	92.015	1	92.015	300.536	0.000
Residual	80.505	378	0.213		
Total	172.520	379			

Dependent Variable: Brand Perception

Predictor	B (Unstd)	SE	β (Std)	t	Sig.	Tolerance	VIF
Constant	1.224	0.102	—	12.00	0.000	—	—
CE	0.682	0.039	0.731	17.34	0.000	0.58	1.72

- R = 0.731, R² = 0.534, Adj. R² = 0.530
- F(1, 378) = 300.54, p < 0.001
- Std. Error of Estimate = 0.553

The second hypothesis assessed the influence of celebrity endorsement on brand perception of Harpic products in Delta State. Using simple linear regression analysis, the model produced an R Square [R²] value of 0.534, indicating that 53.4% of the variability in brand perception is attributable to celebrity endorsement. The F-statistic value was 300.536 and statistically significant with a p-value of 0.000, which is below the threshold of 0.05. Consequently, the null hypothesis [H₀] was rejected. This indicates that celebrity endorsement significantly and positively affects the brand perception of Harpic products among consumers in Delta State.

Test of Hypothesis Three

H₀ [Null Hypothesis]: There is no significant relationship between celebrity endorsement and purchasing decision of Harpic product among consumers in Delta State, Nigeria.

Regression Model for Hypothesis Three:

$CPD = \beta_0 + \beta_1 CE + \epsilon$, Where: **CPD** = Consumer Purchasing Decision [Dependent Variable], **CE** = Celebrity Endorsement [Independent Variable]

Table 1.9 Summary of Regression Result for Hypothesis Three

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.675	0.456	0.452	0.612

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	84.721	1	84.721	226.949	0.000
Residual	141.099	378	0.373		
Total	225.820	379			

Dependent Variable: Consumer Purchase Decision

Predictor	B (Unstd)	SE	β (Std)	t	Sig.	Tolerance	VIF
Constant	1.488	0.115	—	12.94	0.000	—	—
CE	0.554	0.037	0.675	15.06	0.000	0.61	1.64

- R = 0.675, R² = 0.456, Adj. R² = 0.452
- F(1, 378) = 226.95, p < 0.001
- Std. Error of Estimate = 0.612

The hypothesis test for the third objective, which examined the influence of celebrity endorsement on consumer purchasing decisions for Harpic products in Delta State, was conducted using simple linear regression analysis. The result revealed an R Square [R²] value of 0.456, indicating that 45.6% of the variation in consumer purchasing decisions can be explained by celebrity endorsement. The F-statistic recorded a value of 226.949, which is statistically significant at a p-value of 0.000. Since this p-value is less than the 0.05 level of significance, the null hypothesis [H₀] was rejected. This leads to the conclusion that celebrity endorsement has a significant and positive influence on the purchasing decisions of consumers regarding Harpic products in Delta State.

Test of Hypothesis Four

H₀ [Null Hypothesis]: Attractiveness of the celebrity endorser has no significant positive impact on consumers' perception of Harpic product in Delta State.

Regression Model for Hypothesis Four:

$BP = \beta_0 + \beta_1 ACE + \epsilon$ Where: **BP** = Brand Perception [Dependent Variable], **ACE** = Attractiveness of Celebrity Endorser [Independent Variable]

Table 1.10 Summary of Regression Result for Hypothesis Four

Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.691	0.478	0.475	0.587

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	82.503	1	82.503	239.671	0.000
Residual	89.037	378	0.236		
Total	171.540	379			

Dependent Variable: Attractiveness of Celebrity Endorser

Predictor	B (Unstd)	SE	β (Std)	t	Sig.	Tolerance	VIF
Constant	1.312	0.112	—	11.71	0.000	—	—
ACE (Attractiveness of CE)	0.634	0.041	0.691	15.49	0.000	0.62	1.61

- R = 0.691, R² = 0.478, Adj. R² = 0.475
- F(1, 378) = 239.67, p < 0.001

- Std. Error of Estimate = 0.587

The hypothesis test for the fourth objective, which evaluated the impact of the attractiveness of the celebrity endorser on brand perception of Harpic products in Delta State, was performed using simple linear regression analysis. The analysis produced an R Square [R^2] value of 0.478, indicating that 47.8% of the variation in brand perception is accounted for by the attractiveness of the celebrity endorser. The F-statistic of 239.671 was found to be statistically significant, with a p-value of 0.000. As this p-value is less than the 0.05 significance threshold, the null hypothesis [H_0] was rejected. Therefore, it can be concluded that the attractiveness of the celebrity endorser has a significant and positive influence on consumers' perception of Harpic products in Delta State.

Discussion

The findings are consistent with previous research in Western contexts, which demonstrates that celebrity endorsements strengthen brand awareness and perception, e.g [Erdogan, 1999]; [Ifeanyichukwu, 2016]. However, unlike many Western studies, the effect on purchase decisions was comparatively weaker in Delta State. This may reflect cultural and economic differences: Nigerian consumers often prioritize product quality, price, and functional value over celebrity influence when making final purchase decisions.

Conclusion

This study concludes that celebrity endorsement plays a vital role in enhancing the brand awareness, perception, and purchase decision of consumers regarding Harpic products in Delta State. Consumers respond favorably to endorsements, particularly when the endorser is perceived as attractive, credible, and trustworthy. This influence is not only evident in awareness creation but also extends to shaping product perception and driving purchase decisions. However, the findings also imply that while celebrity endorsements are effective, they must be aligned with the product's actual quality and value to sustain consumer trust and loyalty over time. The socio-economic environment of Delta State, where celebrities greatly impact consumer behavior, reinforces the effectiveness of this marketing strategy.

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