

The Effect Of Celebrity Endorsement In Advertisement On The Lifestyle Of Youths In Jos Metropolis

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Abstract: The study examined the effect of celebrity endorsement in advertisement on the lifestyle of youths in Jos metropolis. The study employed quantitative research design method and the data were gathered using a structured questionnaire. A simple random sampling technique was used to select the respondents for this study. Bivariate correlation and linear regression were used to test the effect. The result revealed that there is a strong significant relationship between celebrity endorsement in advertisement and the lifestyle of youths in Jos metropolis as reflected in the r - value of 0.711 and $p < 0.01$. The result also shows that celebrity endorsement in advertisement has negative effects on the lifestyle of youths in Jos metropolis. Based on the finding, the study recommended that: The use of celebrities in advertisement should be frequently controlled and restricted by the advertisers and also to know when, and what product to endorse. Regulatory bodies such as the Advertising Practitioners Council of Nigeria (APCON) and other stakeholders in advertising industries should frequently checkmate the use of celebrity endorsement in product advertising. The study suggested that relevant authorities such as, Advertising Practitioners Council of Nigeria (APCON) should emphasize on the use of the APCON Act so as to regulate the excesses of advertisement targeted at youths.

Keyword: *Celebrity Endorsement, Advertisement,*

I. INTRODUCTION

Advertising plays an important role in our everyday life. Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media. The Advertising Practitioners Council of Nigeria (APCON) in their Act titled The Nigerian Code of Advertising Practice defines advertising as a form of communication through the media about products, services and ideas paid for by an identified sponsor (APCON 2005). Advertising comprises different media such as aural (Town criers), print media (Magazines, Newspapers, posters, flyers etc.), electronic media (Radio, Cinema and Television) and new media (internet). The aim of advertising is to disseminate information and ideas about goods and services in an attempt to persuade people to take action

(Charles, 2012). Daramola, Okafor and Bello, (2014) opined that the objectives of advertising are to induce immediate action, to create liking and preference for a product, and also to create awareness.

Celebrity Endorsement in advertisement is one of the powerful tools by which advertisers try to leverage the image and identification of the celebrity to promote a brand. This makes the advertisement lively, attractive, interesting, but attention getting as well because youths take the celebrity as a role model and in turn, these celebrities impact their lives. Celebrity endorsement in advertising affects the lifestyle of the youths. Its influence has been great and most youths want to change their way of living and identify themselves with artists or celebrities that are portrayed in advertising because they believe they are right. Celebrities have changed the

youth's way of thinking and perception and influence their consumption habits (Zipporah & Mberia, 2014).

Youths are considered the builders of any nation. The advertising industry has a tremendous impact on their thinking. Most people believe what they see on advertisement. The advertisers know how to appeal to their senses. They tell them what to wear (because everyone is wearing it), what to eat (because everyone is eating it), and what to do (because everyone is doing it). They use peer pressure very heavily. They have confused the youths with the difference between "need" and "want" (Usman, Umer & Faiza 2011). The freak and thrills introduced by advertising agencies into the advertising messages these days to make the product and services very appealing, complex and persuasive are of great concern to the society. These misguide the most vulnerable population of the community-the youths and the children. These misguide the youths into thinking that everything that glitters is gold; therefore, stimulate their desires to be flashy, amass wealth at all cost, and to live ostentatiously (Bennett, Cheah, Orlie, & Grosz, 2010).

OBJECTIVES

The objectives of the study are:

- ✓ To examine the relationship between celebrity endorsement in advertisement and the life style of youths in Jos metropolis.
- ✓ To determine the effect of celebrity endorsement in advertisement on the lifestyle of youths in Jos metropolis.

RESEARCH QUESTIONS

Based on the statement of problem, the following research questions were raised:

- ✓ To what extent is the relationship between celebrity endorsement in advertising and the lifestyle of youths in Jos metropolis?
- ✓ How does celebrity endorsement in advertisement affect the lifestyle of youths in Jos metropolis?

II. LITERATURE REVIEW

A. CONCEPT OF ADVERTISEMENT

The practice of advertising is as old as man. According to Kotler (2000), the urge to advertise seems to be a part of human nature evidenced since ancient times. One of the earliest means of advertising was the use of signs. Many scholars, professional bodies and associations and various authors have given diverse definitions of advertising. However, it is noteworthy that each definition is unique on its own, thus, we can say advertising is a complex field. However, the formal study of this write-up requires an understanding of its definitions because advertising itself means different things to different people, i.e. there are many definitions to it as there are many authors.

The term Advertising is derived from the Latin word 'advert' means 'to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea.

Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media (Czinkota & Ronkainen, 2001).

One of the earliest definitions of advertising was: The dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser (Bel-Molokwu, 2000). He further opines that the reason for every advertisement is to create awareness about products and services; which in turn elicits the interest of potential customers. Consequently, a desire to acquire the product is aroused, this finally leads to action.

Marketing Gurus have defined Advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services through mass media such as newspaper, magazine, television or radio by an identified sponsor (Kotlar, Armstrong, Sounder & Wong, 2010). Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes (Ogilvy, 2002).

B. CELEBRITIES ENDORSEMENT IN ADVERTISEMENT

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or because of both of these, they have high degree of recognition by the general population. The term celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman & Friedman, 1979). Is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day news media. The term is often denoted as a person with fame and fortune implied with great popular appeal, prominence in a particular field, and is easily recognized by the general public.

The term celebrity is associated with individuals who are frequently in the public eye and typically have a high profile in sports, entertainment industries among others. They are used to endorse services, products, ideas or organizations (Black, 2001) in (Zipporah & Mberia, 2014).

Endorsement is a channel of communication where celebrities act as spokesperson of the brand and by extending their popularity and personality they certify the brand's claim and position (Kotler, 2009). To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the credibility of commercials. Research has proven that celebrity endorsement does cast its impact, but other schools of thought attest the contrary (Zipporah & Mberia, 2014).

Today celebrity endorsement has become one of the most popular forms of advertising (Choi & Rifon, 2007). Flipping through the various television channels, print media and radios or social media consumers find quite a number of endorsements. Most of the television channels are now using celebrity endorsers to promote brands (Erdogan, Baker & Tagg, 2001). The increase in popularity of celebrity

endorsement can be attributed to the ability to grab audience's attention thus giving entrepreneurs a better chance for communicating message to the targeted audience. The use of celebrities is believed to help the audience remember the message of the advertisement and the brand name the celebrity is endorsing, enables to create the personality of a brand because when a celebrity is paired with a brand, this image helps shape the image of that brand in the minds of the audience (Agrawal & Kamakura, 1995). If negative information about either entity is displayed on media may result in a damaged consumer evaluation of both entities.

Mass media can influence at both personal and public level in that at a personal level, the mass media may provide information and models that stimulate changes either positive or negative in behavior. At the public level the mass media may also create awareness about issues among policy makers and thus may contribute to changing the context in which people make choices (Zipporah & Mberia, 2014).

Kotler (2009) opined that most media buyers prefer using personality symbols where a character used represents the product. It also uses testimonial evidence or endorsement a style that features a highly believable or likeable source endorsing the product. Positive image that the celebrities cast on the audience can make the message in the advertisement more persuasive (Choi & Rifon, 2007). Marketers claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and provide a positive effect that could be generalized to the brand (Ohanian, 1991). Use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customer's attitudes and beliefs than unattractive spokespersons.

III. THEORIES OF CELEBRITY ENDORSEMENT

COGNITIVE PERSPECTIVE THEORY

According to Black (2001), the psychologists study learning to consider how people interpret the events and stimuli around them, fashioning of their actions according to their individual understandings. These understandings, thoughts, expectations and perceptions are known as cognitions that is mental process. This involves decision - making and language. According to Sullivan (2013), person's interactions are strongly affected by the images a person forms in his mind and begin shaping self-image, perception, responses and behavior. Once the person finds a match to a significant other, this will determine how the person will respond to a celebrity endorsing a product (Baum & Andersen, 1994). According to this analogy the mind takes in information, process it in various ways and produce output in the form of codes, words and behaviors (Black *et al* 1995). This theory is in support of celebrity endorsement in advertisement on consumers because the more information is mentioned or displayed to audience the more they are influenced and perceive the information is true and suitable for them to guide in consumption of products.

SOCIAL LEARNING THEORY

The social learning theory also called observational learning occurs as individuals learn by observing behavior of others (Westen, 1999). Learning to produce behavior exhibited by a model is called modeling; vicarious conditions mean learning by observing the consequences of a behavior for someone else. The impact of observational learning is enormous, from learning how to give a speech, how to feel and act when someone tells an appropriate joke, learning what kind of clothes, haircuts, products or diets to take. Observational learning in which human or other animal learns to produce behavior exhibited by a model is called modeling.

The most well-known modeling studies were done by Bandura (1967) and his colleagues on children aggressive behavior (1961, 1963). In these studies children observed an adult model interacting with a large inflatable doll named Bobo. One group of children watched the model behave in a subdued manner, while other groups observed the model verbally and physically attack the doll in real life on film or in cartoon. Children who observed the model acting aggressively displayed nearly twice as much aggressive as those who watched the no aggressive model or no model at all.

The likelihood that a person will imitate a model depends on a number of factors, such as the model's prestige, likeability and attractiveness. Whether individual actually performs modeled behavior depends on the behavior's likely outcome. This outcome expectancy is, itself, often learned through an observational learning mechanism called vicarious conditioning meaning a person learns the consequences for someone else. This theory explains how use of celebrity endorsement in advertisement affects or influences audience consumption intentions because they watch, listen, observe and would want to consume what the celebrities endorse.

DIFFUSION OF INNOVATION THEORY

Diffusion of innovations theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The main proponent and figure of this theory is Everett Rodgers in (1986). Diffusion is the process through which an innovation is communicated through certain channels over a period of time among the members of a social system. Rogers (1962) espoused that the theory has four elements that influence the spread of a new idea: innovation, communication channels, time and social system. Diffusion occurs through a combination of the need for individuals to reduce personal uncertainty when presented with new information, need for individuals to respond to their perceptions of what specific credible others are thinking and doing and to general felt social pressure to do as others have done. If the potential adopter believes the innovation to be interesting and with potential for benefits from respected and trusted opinion leaders, there is a likelihood of getting influenced.

This theory is relevant in the adoption process, in which an individual or group individuals are confronted with an innovation and react to it in one way or another. The adoption process is divided in four stages namely; the knowledge, persuasion, decision, implementation and confirmation stages.

The audience acquires idea, knowledge from advertisement endorsed by celebrities about a product in the market, thus making the message influential to the local or ordinary audience. They then form opinions, attitudes, either positive or negative towards or about the innovation or an idea. Persuasion also occurs through peers who already have some experience with the innovation. The behavior is then imitated. The individuals make up their mind about the innovation or idea they can either reject or accept the idea or innovations. Individuals begin using the innovation or products

advertising to this group has become an integral part of their world, seeing celebrities appear in advertisement create intense desire to buy the said product even when not necessary (Lafferty, Goldsmith, & Newell, 2002).

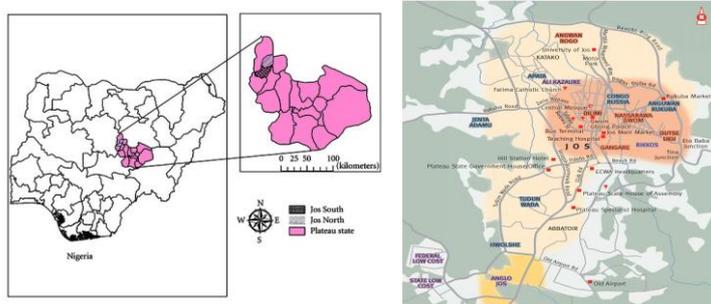
IV. METHODOLOGY

RESEARCH DESIGN

This study is quantitative (descriptive) in nature because it used literature review to uncover facts about its background and problems, as well as the development of appropriate research instruments focusing on specific and narrow questions, collection of primary data and analysis of data using statistical tools.

STUDY AREA

The study was carried out in Jos metropolis, Plateau State, Nigeria. Plateau state is located in the north central part of Nigeria and it lies at an elevation of about 1,238 meters or 4,062 feet high above sea level, the state was created on 3rd February, 1976 when it was carved out of Benue-Plateau State. It is the twelfth largest state of Nigeria with a population of around 3.5 million people. The state has 17 local government areas which includes; Jos North, Jos South, Jos East, Bassa and so on. The original name of the state capital, Jos, was actually "Gwosh" but it was wrongly pronounced as 'Jos' by the Hausas who settled on the site and turned it into a trading center. The study area, Jos metropolis, comprises of some part of Jos North and Jos South local government areas.



Map 1: Map of Nigeria showing Plateau State
Map of Jos Metropolis (Study Area)

POPULATION OF THE STUDY

The populations for this study were youths between the ages of 15 to 35 years residing within Jos metropolis. The population of the study includes students, civil/public servant, traders/business owners, as well as graduates (employed and unemployed) of both sexes. This is consistent with the study of (Lightner, Yenisey, Ozok & Salvendy, 2002; Pijpers, Bemelmans, Heemstra & vanmontfort, 2001). However,

SAMPLE FRAME AND SAMPLE SIZE

The sample frame for this study consists of youths in Jos metropolis. Jos metropolis has a population of about 900,000 residents and youths constitute about 72.65% of the population based on the 2006 census (National Population Commission, 2006). The study adopted the approach of using published tables of Krejcie and Morgan (1970), 384-sample size to be determined for the study based on the population of 653,850 youths within the study area.

The sample size of this study is pegged at three hundred and eighty four (384) using a table for determining sample size from a given population of 100000 = 384 by Krejcie and Morgan (1970).

SAMPLING TECHNIQUES

This study adopted simple random sampling method in selecting the appropriate survey respondents. This is in line with the study of (Asika, 1991).

INSTRUMENT FOR DATA COLLECTION

Primary source was used for the data collection. The primary data were obtained mainly through the instruments of a structured questionnaire. Questionnaires were administered to 384 youths within the study area. Information on advertisement and celebrity endorsement were gathered through the instrument of the questionnaire.

METHOD OF DATA ANALYSIS

The findings from the field survey research collected via questionnaires was analyzed using Statistical Package for Social Sciences (IBM SPSS Statistics v 22 X64) from the results of targeted population about the effect of celebrity endorsement in advertising on the life style of youths in Jos metropolis with respect to their attitude, taste and moral standard. The analysis undertaken is descriptive statistics using SPSS and the inferential statistics used are correlation and regression.

V. RESULTS AND DISCUSSIONS

A total of Three hundred and eighty four (384) questionnaires were administered to respondents within Jos metropolis. A total of three hundred and eight (308) questionnaires were retrieved from respondents representing 80.20% of the total questionnaire administered which were used for the analysis.

SOCIO-DEMOGRAPHIC

This conveyed information regarding the general information of the respondents which covers: sex, age, highest qualification, marital status and occupations of the respondents. Analysis of such data assists the researchers to ensure that all the variables that may have an influence on the correctness of the data have been analyzed. This by implication ensures that the respondents used for the study are appropriate sample for the intended universe or domain of content (Pallant, 2011).

Variables	Options	Frequency	Percentage (%)
Sex	Male	59.1	59.1
	Female	40.9	40.9
Age	15-20	14	4.5
	21-25	90	29.2
	26-30	118	38.3
	31-35	86	27.9
Qualification	SSCE	57	18.5
	Diploma	90	29.2
	HND	76	24.7
	B. Sc	80	26.0
	M. Sc	3	1.0
	Others	2	.6
Marital Status	Single	206	66.9
	Married	96	31.2
	Divorce	6	1.9
Occupation	Student	123	39.9
	Employed	45	14.6
	Unemployed	97	31.5
	Business owner	35	11.4
	Others	8	2.6

Source: Field Survey 2017.

Table 1: Frequency Distribution of Respondents by Socio-demographic Characteristics;

Table 1 above shows that respondents for this study include 182 (59.1%) of males and 126 (40.9%) of females. This indicates that both male and female represent the total sample for this study. The respondents were distributed in 4 age groups as illustrated.; the age structure of the respondents reveals that the largest age group is ages (26-30) group representing 118 (38.3%) followed by ages (21-25) group representing 90 (29.2%) and ages (31-35) representing 86 (27.9%) and lastly, ages (15-20) group representing 14 (4.5%) of the total sample. It can be concluded that most of the respondents for this study fall into the younger age-group who are the main target of advertising agencies.

Table 1 also shows educational background of the respondents with majority of the respondents having at least Diploma certificate representing 90 (29.2%) of the total sample. Followed by respondents having B.Sc. degree representing 80 (26.0%) of the total sample. Respondents having H.N.D certificate represents 76 (24.7%) of the total sample, and respondents with SSCE degree represent 57 (18.5%) and 3 (1.0%) of the total respondents have MSc certificate with 2 (0.6%) of the respondents representing others. It can be concluded that the respondents were primarily well educated and should have a basic understanding of

product advertising. The table also shows that, 66.9% which constitute 206 respondents of the total sample were single while 96 (31.2%) of the respondents were married and only 6 (1.9%) of the respondents represents divorce. This indicates that majority of the respondents were single and will probably respond more to product advertisement.

Table 1 above also shows that respondents that are students constitute 123 (39.9%). Respondents that are unemployed constitute 97 (31.5%). Respondents that are employed constitute 45 (14.6%) and 35 (11.4%) represent business owners with only 8 (2.6%) representing others. It can be concluded from table 1 above that the respondents were primarily students who were more familiar with product advertisement.

		Celebrity Endorsement	Lifestyle of Youths
Celebrity Endorsement	Pearson Correlation	1	.711**
	Sig. (2-tailed)	308	.000
	N	.711**	308
Lifestyle of Youths	Pearson Correlation	.000	1
	Sig. (2-tailed)	308	308
	N		

**Correlation is significant at 0.01 level. (2-tailed)

Table 2: Correlation between celebrity endorsement and lifestyle of youths in Jos metropolis

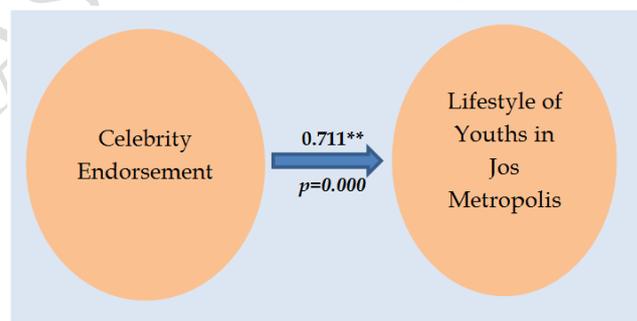


Figure 1: Pearson Correlation Of Celebrity Endorsement In Advertisement And Lifestyle Of Youths In Jos Metropolis

The Bivariate correlation coefficient above shows that there is a positive and significant correlation between celebrity endorsement in advertisement and lifestyle of youths in Jos metropolis. This is shown by the Pearson correlation of 0.711** tested at 0.01 level of significance. It also indicate that the strength of the relationship between variables is large as the r – value is greater than 0. This is an indication that celebrity endorsement in advertisement has an impact on the lifestyle of youths in Jos metropolis.

The finding of this study corroborate with that of Ahmed *et al* (2015) in their work on the impact of celebrity endorsement on consumer buying behavior. The finding reveals that there is a positive and significance relationship between celebrity endorsement and the buying behavior of youths as reflected in the r – value of .920** and p – value of .000.

The finding also agrees with that of Zipporah and Mberia (2014) in their work on the effect of celebrity endorsement in advertisements. The finding of their study depict that celebrity appearance, knowledge, liking, and credibility of the celebrity

are highly correlated with advertising believability. Their finding also reveals that celebrity endorsement in advertisement has negative impact ranging from the morals, norms and behaviors in the society. Most of the youths have abandoned their normal way of living according to the set cultural standards and expectations of the society at large in that they are aping what the celebrities are doing so as to identify with them.

Also the findings of António de Carvalho, (2012) in his work on the effects of celebrity endorsement on consumers purchasing intentions reveals that there was a positive relationship between celebrity endorsement and consumers purchasing intentions which is shown by a Pearson correlation of .918** tested at 0.01 level of significance.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	8286.786	1852.256		4.474	.000
Celebrity Endorsement	.564	.074	.873	7.598	.000

a. Dependent Variable: Lifestyle of Youths

Table 3: Regression on celebrity endorsement and lifestyle of youths in Jos metropolis

However, table 3 above shows the coefficient value which reveals that celebrity endorsement have Standardized coefficient B of .873 and a significance value of .000. This shows that celebrity endorsement affect the lifestyle of youths in Jos metropolis by 87.3% which proves that celebrity endorsement has significant impact on the lifestyle of youths in Jos metropolis. From table 3 above, the results are in agreement and support with the finding of Saleem & Abideen (2011) on their topic; effective advertising and its influence on consumer buying behavior. The finding also corroborates with that of Martin and Bush (2000) on their work titled; do role models influence teenagers' purchase intentions and behavior?

VI. CONCLUSION

The study concludes that there is a significance relationship between celebrity endorsement and the lifestyle of youths in Jos metropolis. In addition, the study also reveals that celebrity endorsement in advertising has negative effects on the lifestyle of youths in Jos metropolis in respect to their belief, taste, attitude and moral standard. Finally, the study concluded that celebrity endorsement in advertising influence the buying decisions of youths in Jos metropolis which leads to impulse buying and imitations of the celebrities that were endorsed in advertisement.

RECOMMENDATION

- ✓ The use of celebrities in advertising should be frequently control and restricted by the advertisers and also to know when, and what product to endorsed.
- ✓ Regulatory bodies such as the Advertising Practitioners Council of Nigeria (APCON) and other stakeholders in advertising industries should frequently checkmate the use of celebrity endorsement in product advertising.

- ✓ The study suggest that relevant authorities such as, Advertising Practitioners Council of Nigeria (APCON) should emphasize on the use of the APCON Act so as to regulate the excesses of advertisement targeted at youths.

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