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**CELEBRITY ADVERTISING STRATEGIES AND CUSTOMER PATRONAGE OF  
SELECTED DETERGENT FIRMS IN PORT HARCOURT, RIVERS STATE, NIGERIA**

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**ABSTRACT**

*This study examines the relationship between Celebrity Advertising Strategies (celebrity's perceived expertise, celebrity's trustworthiness and celebrity's attractiveness) and Customer Patronage (sales volume and customer retention) of selected detergent firms in Port Harcourt, Rivers State, Nigeria. The hypotheses were formulated and tested using Spearman Rank Order Correlation Coefficient. The population of this study consists of 491 staff of four Detergent Companies in Port Harcourt. The simple random sampling technique was used and the sample size was determined using the Taro Yamane's formula (1964) which was 221 respondents. 221 copies of questionnaire were distributed to workers of detergent firms in Port Harcourt which 192 were retrieved and used for the analysis. The statistical evidence shows that a relationship exist between celebrity advertising and customer patronage and the study concluded that there is a strong relationship between celebrity advertising strategies and customer patronage. It was recommended that management of detergent firms should seriously factor the credibility, product-match and physical attractiveness of a celebrity before hiring him/her to patronize a product or brand.*

*Keywords: Celebrity Advertising, Customer Patronage, Celebrity Perceived Expertise, Celebrity Trustworthiness, Celebrity Attractiveness, Sales Volume, Customer Retention.*

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## **Introduction**

Nowadays many companies use celebrity endorsement as an effective advertising strategy and one-in-four advertisements use celebrity endorsement to get the competitive advantage (Kamins, Brand, Hoek & Moe, 2009; Pughazhendi & Ravindran, 2012). In fact, Friedman and Friedman (2009) indicate that celebrities are more effective than other types of endorsers, such as 'the professional expert', 'the company manager', or 'the typical consumer' and thus, many companies are using these celebrities in their advertisements.

Celebrity refers to an individual who is known to the public, such as actors, sport figures, entertainers and others for his or her achievement in areas other than that of the product class endorsed (Friedman & Friedman 2009). Mwendwa and Mberia (2014) assert that advertisers attempt to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. Celebrities are people who enjoy public recognition by a large share of a certain group of people and appear in advertisement on behalf of the reorganization whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003).

Advertising is a very strong component of business in any society. It possesses pervasive and persuasive power. Though primarily designed by firms in order to create awareness about goods and services, it also encourages the development of new and better products, thereby giving consumers wider varieties of choices. According to Rosca (2010) advertising generates most of the operating revenue for newspapers, magazines, television and radio. Initially advertising was used primarily to create awareness about goods or services, but as the line between products differentiation in terms of quality and reliability grows thinner and becomes almost completely blurred as a result of availability of cut edge technology. It also becomes obvious that advertisers employ strategies that will confer credibility and increase the popularity of such a product over the others.

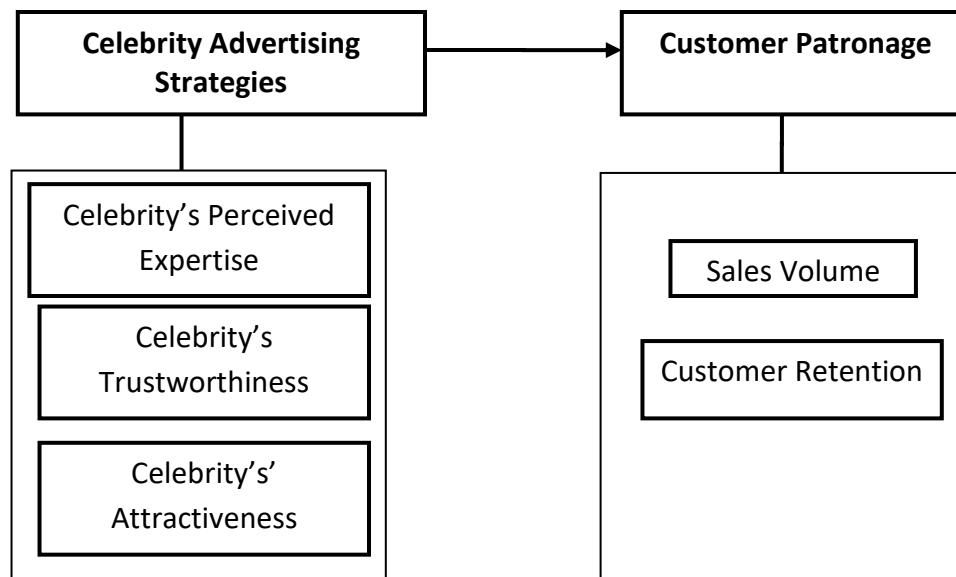
Celebrities play an imperative role for the advertising diligence and to promote the products (Daneshvary & Schwer, 2000; Kambitsis *et al.* 2002). The swift growth in communication technologies has increased the number of celebrities (McCracken, 1989). Advertisement is the process of acquiring and mainly of purchasing promotion. The advertisers believe that, if advertising message conveyed by celebrities provide a higher degree of attention, concentration, increase the memorability of the communication and may provide a positive and significant effect on brand than non-celebrities (Cooper, 1984). The effect of advertisements on consumers with celebrity spokespersons is greater than those with non-celebrities (Atkin & Block, 2003).

Most studies which have examined the relationship between celebrity advertising strategies and customer patronage have for decades relied mostly on the secondary data obtained through behavioral and graphical rating scales (Reilly, 2003; Tongo, 2005; Pearce, 2010). Researchers like Nweke (2009) and Schmidt and Adams (2008) reveals a prevalence of

studies that have also sought to examine this relationship as being predominantly foreign and therefore proffer findings or outcomes which may be inapplicable to the manifestations of the relationship between the variables (celebrity advertising strategies and customer patronage) as obtainable within the context of detergent firms in Port Harcourt. Hence the need for a study such as this which departs from previous studies as it investigates the attributes and relationship between these variables based on primary data and also within the context of the formal exchange relationships evident in organizational frameworks such as detergent firms in Port Harcourt, Nigeria.

The purpose of this study is therefore to examine the relationship between Celebrity Advertising Strategies and Customer Patronage of selected detergent firms in Port Harcourt, Rivers State, Nigeria. In view of this an attempt was made to address the following research questions:

- To what extent does Celebrity's Perceived Expertise relate with Customer Patronage of dselected detergent firms in Port Harcourt, Rivers State, Nigeria?
- To what extent does Celebrity's Trustworthiness relate with Customer Patronage of selected detergent firms in Port Harcourt, Rivers State, Nigeria?
- To what extent does Celebrity's Attractiveness relate with Customer Patronage of selected detergent firms in Port Harcourt, Rivers State, Nigeria?



**Figure 1: Conceptual Framework of Celebrity Advertising Strategies and Customer Patronage of selected detergent firms in Port Harcourt, Rivers State, Nigeria.**

Source: Desk Research, 2022

## Literature Review

### Concept of Celebrity Advertising Strategies

Celebrity is a cultural symbol. As such, celebrity embodies a host of meanings in people's minds. By connecting celebrities with brands, advertisers can transfer those meanings to products. To sum up, when a celebrity endorses a product in an ad, the audience forms associations, and thus the cultural meaning of the celebrity is transferred to the product. Eventually, in the consumption phase, the cultural meaning is transferred from the product to

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the consumers (Campbell & Warren, 2012). Advertising which uses celebrities (popular person or a group of people) to advertise and sell their products and services is known as Celebrity Advertising (Atkins & Block, 2003). The celebrity may or may not be using that product, but endorses it in the advertisement. For instance, a glamorous celebrity may sell a beauty product saying that her beauty is because she is using that product. Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). Celebrities are used as a tool to create attention into the advertising message in a mass media environment. Popular image with exact product image will increase the consumer attention result in greater brand recall; it will increase the reputation of the company, as well as the consumer awareness of ad and make it more memorable (Zafar & Rafique, 2004). According to Ogunsiji (2012) celebrity advertising is defined as the use of famous person's image to sell products or services by focusing on the person's money, popularity, or fame to promote the products or services.

Advertising with celebrity is more effective because consumers' associate brand with their favorite celebrity due to his attractive and likeable qualities (Atkins & Block, 2003; Doss, 2005). Patel (2009) argue that the impact of celebrity advertising on consumer's perception has an emblematic connection with inspirational reference group. It is observed that celebrity endorsement represent the products which are high profitable products and highly used by the customers (Kim & Na, 2007). In advertising the celebrity endorser has positive effect to transfer the positive brand image and determining the consumer response toward endorsed products (Hein, 2009). Gaied and Rached (2010) postulated that when the perception of commercial credibility is high than consumers purchase intention they are more likely to purchase a product.

### **Dimensions of Celebrity Advertising Strategies**

Celebrity advertising strategies has been utilized in many successful and unsuccessful campaigns. Michael Jordan, Tiger Woods, and Oprah are just a few celebrities that use their fame to promote brands for a cost. There is not much that separates a successful celebrity advertisement campaign from an unsuccessful one. A celebrity advertisement is associated with following factors; source of credibility, attractiveness, knowledge, trustworthiness, extraordinary lifestyle and appearance. When these factors are present in a celebrity the advertisement is an effective advertisement (Menon, 2009). There are three key dimensions to constructing a valuable celebrity advertising strategies: Celebrity Perceived Expertise, Celebrity Trustworthiness and Celebrity Attractiveness.

### **Celebrity Perceived Expertise**

Expertise is the knowledge, experience or skills possessed by an endorser as they relate to the endorsed brand (Shimp, 2010). Sometimes it does not matter whether an endorser is an expert; all that matters is how the target audience perceives the endorser (Erdogan, 1999). However, a source / celebrity possessing more expertise have been found to be more

persuasive and generate more intentions to buy a brand than non-experts. When a company hires someone to recommend their brand and product, it is assumed that the individual promoting the product actually knows what they are talking about (Till & Shimp, 1998). If there seems to be some disconnect between the celebrity's knowledge of the product they are talking about, all credibility goes down the drain. Erdogan (2001) defines celebrity expertise as the extent to which a communicator is perceived to be a source of valid assertions.

### **Celebrity Trustworthiness**

Trustworthiness refers to the fairness, honesty, integrity, credibility and believability of an endorser (Erdogan, 2001). An endorser's trustworthiness depends on the perception of the audience on the endorser's motive. According to Shimp (2010), if the audiences, who are the customers, perceive the endorser as driven by personal interests, they will tend to be less persuaded unlike the endorser perceived to have nothing to gain who is considered to be more persuasive. Consumers view untrustworthy celebrity endorsers regardless of their other qualities as questionable message sources (Erdogan, 2001). Endorsers need to embrace caution that they do not attempt to manipulate audience and that they are objective in their presentations. Also, an endorser has greater likelihood of being perceived as trustworthy if he/she matches the audience in terms of district characteristics such as gender and ethnicity which promotes more favorable attitudes towards the advertised brand (Shimp, 2010).

### **Celebrity Attractiveness**

Advertisement with physically attractive spokespersons is far better than advertisements with less attractive people (Shimp, 2010). This personality component helps viewers form emotional bonds with the spokesperson. If a spokesperson (celebrity) is seen as having a sour personality even if physically beautiful, consumers are less likely to develop an emotional bond with the individual and the product (Fleck *et al.*, 2012). Attractiveness hence is generally considered as a fundamental attribute to consider in choosing a celebrity endorser. Gaied and Rached (2010) stated that celebrity attractiveness not only emphasize on physical beauty, but also non-physical beauty, such as charm and intelligence. Marketers treat the physical attractiveness as one of the criteria of selecting endorses since it could impact customer's attitude towards the advert and the product itself. Some researchers believe that attractive celebrity endorses are the ingredients to create effective advertisements (Eisend & Langner, 2010). The attractiveness of a celebrity is a process of recognizable proof which is referred to once the endorser is acknowledged, such celebrities are sought to be distinguished. As a result, Ohanian (1990) asserted that attractiveness is an informational cue which involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects. Cosmetics products are always regarded as tools to upgrade one's attractiveness, thus by using celebrities customers may recognize the product as a component of the beauty formula (Seno & Lukas, 2007).

Physical attractiveness is a tool to change attitude (Menon *et al.*, 2001). Celebrity attractiveness tends to be physically based adjectives, such as attractive, classy, beautiful, elegant, sexy, etc. (Ohanian, 1990). There have been a number of studies that have demonstrated the effectiveness of the source attractiveness model. This model asserts that in order for the advertisement to send an effective message and to persuade the consumer, the

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source must be likeable, familiar, and similar to them (Till & Shimp, 1998). Physical appearance induces positive feelings from consumers. If the source matches these three traits, then the consumer will grasp the message and will be more likely to be cognitively engaged in the advertisement. Brad Pitt (Chanel) and Scarlett Johansson (Calvin Klein) are good examples of celebrities who successfully endorse brands with their good looks (Buhr, Simpson, & Pryor, 1987).

### **Concept of Customer Patronage**

According to the Concise Oxford English Dictionary (2008), the word customer or consumer patronage mean a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. People patronize organizations products/services at one time or the other. Patronage is born out of a desire to be committed to an organization either based on its service quality or perceived service qualities. Hence, the extent to which a customer will patronize the services of an organisation depends on how the customer perceives the organisations physical environment (servicescape) and how the customer also thinks and feels that the condition of the service environment is consistent with his / her personality.

Newman (2006) noted that dissatisfied consumers are less likely to repurchase the brand than satisfied consumers. One reported that from 30% to more than 90% of dissatisfied consumers did not intend to repurchase the brand. Oliver (1980) hypothesized customer patronage influences attitude, which in turn affects repurchase intention. Results supported this view in that customer patronage had a positive effect on attitude. These positive attitudes were found to increase patronage or purchase intention, which is consistent with the Fishbein model. Many have found that customer patronage influences post-purchase intention. This implies that customer patronage is likely to increase repeat purchase behavior and brand loyalty and reduce brand switching.

### **Measures of Customer Patronage**

#### **Sales Volume**

Sales volume is the number of sold units of sales in a certain period of time. Sales volume is also the quantity or number of goods sold or services sold in the normal operations of a company in a specified period (Drucker, 2003). Additionally, sales volume refers to the general lump sum of goods and services supplied during a given trade period at a given time (Marshall, 2010). More so, sales volume is the total revenue produced or the total number of units of products sold in a given period of time (Dan Bradmore, 2004). According to Jobber and Lancaster (2000) the selling process is complicated by the fact that there are often many alternative ways in which each objective can be achieved, for example, an increase in revenue of 10% can be achieved by increasing prices, increasing sales volume at the company level (market share) or increasing industry sales. This shows how an increase in sales volume at the end of the day is expected to increase the revenue flow into the company. Jobber (1997) sees sales volume as a type of sales quota and states its advantages as easy to calculate and administer and simple to understand.

## Customer Retention

In today's deregulated world, organisations are continuously forced to seek new ways to gain on their competitors and to outdo one another in terms of effectively reaching customers' demands. Consumers are sophisticated choice makers that go for any alternative products or services in the market place while searching for satisfaction. It is therefore, not surprising that marketers invest fortune on research in order to know basic facts about the buying behaviours of consumers so as to design marketing strategies that would influence consumption decisions. More money, time and efforts are spent attracting new customers to their services/products rather than retaining customers after a purchase. As a result, there is a paradigm shift in the marketing environment to a more reasonable alternative i.e. customer retention through service quality (Hamilton-Ibama, 2020).

Customer retention has become the buzzword among both practitioners and academics due to its significant impact towards the improvement in firm performance. Customer retention has become the main agenda for the firms who emphasize on maintaining a productive relationship with customers, besides functioning as a key instrument to generate financial gains (Kumar *et al.*, 2010). Past literatures indicate that customer's price insensitivity is the key stimulus for satisfying firm's customers (Shiff-man, Kanuk & Kumar, 2010; Trasorras *et al.*, 2009). The retained customer would not mind paying slightly higher prices and look forward for discounts as compared to the new customers. This is because retained customers believe that slightly higher prices indicate higher quality besides indicating firms above average customer service. These customers normally shop all year round even after discount periods at their preferred shops and find it worthwhile to do so due to the value for money component (Ang & Buttle, 2006; Honts & Hanson, 2011; Ahmad & Buttle, 2002).

Customer retention implies that organisations strive to form and maintain good relationship with customers in an effort to continue doing business with them in the future (Murphy *et al* 2006). Customer retention involves a focus on existing customers with an intention to develop a long-term relationship with them which will lead to the generation of further business (Harrison & Ansell, 2002). According to Ang and Buttle (2006) focusing on customer retention can yield several economic benefits, that is, the longer customer stay with the firm, the repeated patronage results in increase in the volume purchased, customer referral will also increase as well. Customer retention strategy aims to keep a high proportion of valuable customers by reducing customer defections (churn) (Hoffman *et al*, 2005). Frederick (2006) is of the view that customer retention is the activity that a selling organisation undertakes in order to reduce customer switching behaviour. Successful customer retention starts with the first contact an organisation has with a customer and continues throughout the entire lifetime of a relationship. He argued that company's ability to attract and retain new customers is not only related to its products or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace.

Customer retention is a performance indicator that has the tendency of a customer to "stick with" a brand above and beyond the objective and subjective assessments (Sorce, 2002). Reichheld and Sasser (1990) have observed that a 5 percent improvement in customer retention can cause an increase in profitability of between 25 and 85 percent (Net Present

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Value). Customers that stay with a company tend to be satisfied with the relationship and are less likely to switch to competitors, making it difficult for competitors to enter the market or gain market share. Customer retention is more than giving the customer what they expect; it's about exceeding their expectations so that they can become loyal and advocate for your brand (Gupta and Zeithaml, 2006). Firms would not be able to uphold and increase their performance without customers as firms are believed to have no revenues, no profits and therefore no market value (Gupta & Zeithaml, 2006; Buttle, 2004). Hamilton-Ibama and Ihunwo (2022) stated that customer retention is the activity that a selling organization undertakes in order to reduce customer defections. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. Customer retention is more than giving the customer what they expect; it is about exceeding their expectations so that they become loyal advocates for the brand.

Pegler (2004) contribution stressed that customer retention should be one of the primary objectives of an organization during a tough economic times as experienced today. To succeed, customer retention must be top-down, companywide initiative where commitment, trust, and loyalty is generated through cooperation, brand loyalty and communication (Webster, 1992). Dawes and Swailes (1999) posits that successful customer retention circumvents the costs of seeking new and potentially risky customers, and allows organizations to focus more accurately on the needs of their existing customers by building relationships. The benefits of maintaining a base of long-term customers are widely recognized by marketers. Given that the cost of retaining an existing customer is less than prospecting for a new customer (Spreng, *et al*, 1995).

### **Celebrity Advertising Strategies and Customer Patronage**

When an individual see's a familiar figure on television promoting a product, there is an instinctive thought in the consumer's mind regarding the use of the product. The implication of Use Principle says that when someone watches an individual endorse a product, they assume that the individual promoting it is in fact a user of the product (Biswas, Hussain & O'Donnell, 2009). This principle plays a major role in celebrity advertising. If a consumer see's a celebrity endorsing a product, it is essential that there is absolutely zero gap between the celebrity and the brand. Whether it is the celebrity's occupation, values, ethnicity, or another characteristic, the consumer never wonder why this celebrity is endorsing the product (Fleck, Korchia & Le, 2012).

### **Celebrity Perceived Expertise and Customer Patronage**

Expertise is defined as the term to which a reporter is noticed to be a source of authentic prediction (Hovland *et al.*, 1953). In order to influence conferrer of information endorser's expertise has advocating effect on creditor (Ohanian, 1990). Celebrity expertise is one of the reasons in order to find out its influence on conferrer of information (Amos, Holmes & Strutton, 2008).

Glantier (2000) stresses that, sales volume measures the sales units in volume generated by each sales person on an average. Success factors of sales volume productivity include the tenure of sales person, the quality of training, quality of leads, operations support,



and maximizing the seasonality or a campaign. Some of the indicators of sales volume vary from one company to another but the common ones include; quality of sales people, selling environment, price of the commodity, after sales service, expertise in selling, knowledge on the behaviours of customers, nature of assets and market share (Gohary, 2007). According to Ohanian (1990) celebrity perceived expertise has a strong positive effect on sales volume. Ohanian (1990) found that perceived expertise of celebrities was a significant factor explaining the respondents' intention to purchase. Research of Ulaga *et al.* (2006) showed a significant and positive relationship between celebrity perceived expertise and sales volume. In affirmation of this study, O'Mahoney *et al.* (1997) revealed that source characteristics with the greatest impact on consumers' intention to purchase were those of credibility and expertise.

### **Celebrity Trustworthiness and Customer Patronage**

A customer generally has a consideration that celebrities are a trustworthy source of communicating information (Goldsmith *et al.*, 2000). It is a general principle that a person you trust can easily convince you to believe in something you do not see. Sales volume explains important product development concepts since it provides the stakeholders with the figures on which analysis can be based to project further development (Cavusgil, 1996). Similarly, celebrity trustworthiness was shown as an antecedent to sales volume by Goldsmith *et al.* (2000).

Numerous studies support the effect of trustworthiness on customer retention. For example, in the context of fear-arousing communications, some researchers like Ang and Buttle (2006) and Kumar (2010) investigated the impact of celebrity trustworthiness and customer retention. The result indicated positive relationship between celebrity trustworthiness and customer retention. Customer retention has become the buzzword among both practitioners and academics due to its significant impact towards the improvement in firm performance. It is discovered that satisfied customers are less likely to complain regarding firms and their offerings (Ang & Buttle, 2006; Trasorras *et al.*, 2009; Avci *et al.*, 2010).

### **Celebrity Attractiveness and Customer Patronage**

Ohanian (1990) is of the opinion that beauty is a greater recommendation than any letter of introduction. Physical attractiveness of a celebrity endorser has a great social appraisal and acceptability. It is a source to capture attention of audience both in print and electronic media. Physical attractiveness has positive effect on consumer behavior towards a product and service while making comparison of product with the person who is unattractive. A study finding about razor shaving blades revealed that the attractiveness of a celebrity produces significant results of retaining them as people are themselves conscious about their own attractive looks (Ohanian, 1990). Likewise, those entire products which are linked with a person's physical attractiveness, for instance, facial creams, beauty soaps, dresses, hair colors, among others, are much influenced by physical attractiveness of celebrity. Physically attractive celebrities are also useful for the principle of match up theory at the time of selecting a celebrity where attractiveness is more influential (Kamins, 1990). The study by Langmeyer and Shank (1994) states that such constituents as values, habits, personality, and behavior are the "soul" of beauty. Even though there is evidence to support the stand, there is a relationship between celebrity attractiveness and sales volume and that a person's beauty is able to change attitudes towards products.

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Attractiveness of the endorser may be central in line with change in attitude of the consumer (Ohanian, 1990). Celebrity endorsements based on the attractiveness of the endorser most of the time produce positive effects on consumers. In general attractive endorsers are more effective promoters than those seen as unattractive (Till & Shimp, 1998). The target audience is then more familiar with the attractive celebrities and these celebrities are more likable (Miciak & Shanklin, 1994). There is also a strong effect of celebrity attractiveness as well as interaction of likeability, involvement, and sex on the recall of the product. Hence the traditional concept that good appearance makes sense in people to purchase something (Reingen & Kernan, 1993). The visual elements of an ad create a sense of attractiveness and develop a positive attitude towards purchase attention (Clow, *et al.* 2006). The works of many researchers prove that the outlook and physical attractiveness is a special element through which the effectiveness of celebrity is checked (Ohanian, 1990; Kamins, 1990; Sliburyte, 2009). But according to Bower and Landreth (2001) the highly attractive models are not so much effective in advertising often.

Customer retention has become the main agenda for the firms who emphasize on maintaining a productive relationship with customers, besides functioning as a key instrument to generate financial gains (Kumar, 2010; Coviello *et al.*, 2002). Ang and Buttle (2006), Woo and Fock (2004) and Eggert and Ulaga (2002) study revealed that there is positive relationship between celebrity attractiveness and customer retention.

Celebrity endorsement literature has indicated that attractiveness is an important indicator of effectiveness (Choi & Berger, 2010). However, the attractiveness construct is multi-dimensional in nature. Far from just encompassing aspects of physical attractiveness, which themselves are rather arbitrary, attractiveness also entails other characteristics such as personality and athletic ability (Erdogan, 2001). Some authors suggest that physically attractive celebrities are a predictor of advertising effectiveness (Till & Busler, 2000). Certainly, physically attractive celebrities are generally viewed more favourably on various personality traits than their less attractive counterparts (Ohanian, 1990). Joseph (1982) studied endorser's attractiveness beyond the level of personality traits. Specifically, he examined the impact of endorser attractiveness on opinion change, product evaluation, and other measures of effectiveness. The study concluded that attractive endorsers have a more positive impact on the products they endorse than less attractive endorsers. Baker and Churchill (1977), however, found that while attractiveness was effective in increasing positive advertisement evaluations, it was not effective in producing stronger purchase intentions. Similarly, Caballero *et al.* (1989) observed that endorser attractiveness had no effect on advertising effectiveness. Within the broader context of celebrity endorsement, endorser attractiveness is certainly a relevant construct.

### **Methodology**

This study adopted a survey research design which examined the relationship between Celebrity Advertising Strategies (celebrity's perceived expertise, celebrity's trustworthiness and celebrity's attractiveness) and Customer Patronage (sales volume and customer retention) of selected detergent firms in Port Harcourt, Rivers State, Nigeria. The population of this study consists of 491 staff of four detergent companies in Port Harcourt. The simple random sampling technique was used and the sample size was determined using the Taro Yamane's formula

(1964) giving 221 staff from four detergent companies in Port Harcourt, Rivers State. 221 copies of questionnaire were distributed to workers of detergent firms in Port Harcourt. Out of which 192 of the questionnaire were duly completed, retrieved and used for the data analysis. The hypotheses were analysed and tested using Spearman Rank Order Correlation Coefficient and also aided using the Statistical Package for Social Science version 21.0.

## Analysis and Results

### Test of Hypothesis One

There is no significant relationship between Celebrity Perceived Expertise and Sales Volume.

**Table 1: Celebrity Perceived Expertise and Sales Volume**

			Celebrity Perceived Expertise	Sales Volume
Spearman's rho	Celebrity Perceived Expertise	Correlation Coefficient	1.000	.571**
		Sig. (2-tailed)	.	.000
	Sales Volume	N	192	192
		Correlation Coefficient	.571**	1.000
		Sig. (2-tailed)	.000	.
		N	192	192

**Source: Research Data 2022, (SPSS output version 21.0)**

From the result in Table 1, it is shown that there is a positive relationship between Celebrity Perceived Expertise and Sales Volume. The  $\rho$  coefficient 0.571 indicates that the relationship is a moderate one and it is significant at  $p\ 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Perceived Expertise and Sales Volume of Detergent firms in Port Harcourt, Rivers State, Nigeria.

### Test of Hypothesis Two

There is no significant relationship between Celebrity Perceived Expertise and Customer Retention.

**Table 2: Celebrity Perceived Expertise and Customer Retention**

			Celebrity Perceived Expertise	Customer Retention
Spearman's rho	Celebrity Perceived Expertise	Correlation Coefficient	1.000	.571**
		Sig. (2-tailed)	.	.000
	Customer Retention	N	192	192
		Correlation Coefficient	.571**	1.000
		Sig. (2-tailed)	.000	.
		N	192	192

**Source: Research Data 2022, (SPSS output version 21.0)**

From the result in Table 2, it is shown that there is a positive relationship between Celebrity Perceived Expertise and Customer Retention. The  $\rho$  coefficient 0.571 indicates that the relationship is a moderate one and it is significant at  $p\ 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Perceived Expertise and Customer Retention of Detergent firms in Port Harcourt, Rivers State, Nigeria.

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**Test of Hypothesis Three**

There is no significant relationship between Celebrity Trustworthiness and Sales Volume.

**Table 3: Celebrity Trustworthiness and Sales Volume**

			Celebrity Trustworthiness	Sales Volume
Spearman's rho	Celebrity Trustworthiness	Correlation Coefficient	1.000	.666**
		Sig. (2-tailed)		.00
		N	192	192
	Sales Volume	Correlation Coefficient	.666**	1.000
		Sig. (2-tailed)	.000	.
		N	192	192

**Source: Research Data, 2022, (SPSS output version 21.0)**

From the result in Table 3, it is shown that there is a positive relationship between Celebrity Trustworthiness and Sales Volume of selected detergent firms in Port Harcourt. The *rho* coefficient 0.666 indicates that the relationship is strong and it is significant at  $p < 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Trustworthiness and Sales Volume of selected detergent firms in Port Harcourt, Rivers State, Nigeria.

**Test of Hypothesis Four**

There is no significant relationship between Celebrity Trustworthiness and Customer Retention.

**Table 4: Celebrity Trustworthiness and Customer Retention**

			Celebrity Trustworthiness	Customer Retention
Spearman's rho	Celebrity Trustworthiness	Correlation Coefficient	1.000	.738**
		Sig. (2-tailed)		.000
		N	192	192
	Customer Retention	Correlation Coefficient	.738**	1.000
		Sig. (2-tailed)	.000	.
		N	192	192

**Source: Research Data, 2022, (SPSS output version 21.0)**

From the result in Table 4, it is shown that there is a positive relationship between Celebrity Trustworthiness and Customer Retention of selected detergent firms in Port Harcourt. The *rho* coefficient 0.738 indicates that the relationship is strong and it is significant at  $p < 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Trustworthiness and Customer Retention of detergent firms in Port Harcourt, Rivers State, Nigeria.

**Test of Hypothesis Five**

There is no significant relationship between Celebrity Attractiveness and Sales Volume.

**Table 5: Celebrity Attractiveness and Sales Volume**

Control Variables			Celebrity Attractiveness	Sales Volume
Spearman's rho	Celebrity Attractiveness	Correlation Coefficient	1.000	.767**
		Sig. (2-tailed)		.000
		N	192	192
	Sales Volume	Correlation Coefficient	.767**	1.000
		Sig. (2-tailed)	.000	
		N	192	192

**Source: Research Data, 2022, (SPSS output version 21.0)**

From the result in Table 5, it is obvious that there is a positive relationship between Celebrity Attractiveness and Sales Volume of selected detergent firms in Port Harcourt. The *rho* coefficient 0.767 indicates that the relationship is a strong one and it is significant at  $p < 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Attractiveness and Sales Volume of Detergent firms in Port Harcourt, Rivers State, Nigeria.

### Test of Hypothesis Six

There is no significant relationship between Celebrity Attractiveness and Customer Retention.

**Table 6: Celebrity Attractiveness and Customer Retention**

Control Variables			Celebrity Attractiveness	Customer Retention
Spearman's rho	Celebrity Attractiveness	Correlation Coefficient	1.000	.868**
		Sig. (2-tailed)		.000
		N	192	192
	Customer Retention	Correlation Coefficient	.868**	1.000
		Sig. (2-tailed)	.000	
		N	192	192

**Source: Research Data, 2022, (SPSS output version 21.0)**

From the result in Table 6, it is shown that there is a positive relationship between Celebrity Attractiveness and Customer Retention of selected detergent firms in Port Harcourt. The *rho* coefficient 0.868 indicates that the relationship is very strong and it is significant at  $p < 0.000 < 0.05$ . Thus, there is a significant relationship between Celebrity Attractiveness Strategies and Customer Retention of Detergent firms in Port Harcourt, Rivers State, Nigeria.

### Discussion of Findings

The study finds that Celebrity Advertising Strategies is significantly associated with Customer Patronage at a 95% confidence interval. This finding indicates that celebrity advertising can be considered as an antecedent to quality output and timely service delivery within the selected detergent firms, in Port Harcourt, Rivers State, Nigeria.

### Celebrity Perceived Expertise and Customer Patronage

The relationship between Celebrity Perceived Expertise and Customer Patronage is revealed to be significant at a 95% confidence interval. The result indicates that celebrity perceived expertise, a dimension of celebrity advertising is critical to enhancing the productivity

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of the employees within the selected organizations. Consequently this study finds that celebrity perceived expertise significantly contributes to enhance customer patronage in detergent companies in Port Harcourt. The evidence reiterates the observations of Armstrong (2006) and those of Bloisi (2003) that processes are important and highly significant when it comes to issues of efficiency and system integration.

This study finding is also in line with the study of Ohanian (1990). According to Ohanian (1990) celebrity perceived expertise has a strong positive effect on sales volume. Ohanian (1990) found that perceived expertise of celebrities was a significant factor explaining the respondents' intention to purchase. Research of Ulaga *et al.* (2006) showed a significant and positive relationship between celebrity perceived expertise and sales volume. In affirmation of this study, O'Mahoney *et al.* (1997) revealed that source characteristics with the greatest impact on consumers' intention to purchase were those of credibility and expertise. In a similar position, Brown (2005) and Burnstein and Fisk (2003) noted that the process of strategy is relative and to a significant extent impacts on the behaviour and attitude towards work by respondents, especially when such processes are overly exaggerated and unnecessarily prolonged as a result of undue protocols and rigid systems. As such the findings of this study affirm that celebrity advertising contributes significantly towards the enhancement of customer patronage.

This corroborates Kamanda (2006) position on the role of celebrity perceived expertise in uniting and ensuring cooperation and the collaboration of stakeholders. It also reiterates Robbins and David (2006) view that the goal of celebrity perceived expertise should also emphasize on the identification of its various stakeholders through well-structured content which provides for the interest and well-being of the organization, through the identification and due reference to the various stakeholders of the organization in such a way that allows for inclusivity and participation in decision making.

### **Celebrity Trustworthiness and Customer Patronage**

The study finds that Celebrity Trustworthiness is significantly associated with Customer Patronage at a 95% confidence interval. The evidence from the analysis offers support for the position that the celebrity trustworthiness of the organization enhances the productivity of the workers within the organization. The finding of this study substantiates Kamanda (2006) opinion that strategy relationships are fundamental to the outcome of organizational goals and objectives. The evidence also lends credit to the assertions of Brown (2005) that organizations achieve and are able to sustain their performance as a result of context-bound interactions, between management and employees, between stakeholders and the organization and also between co-workers in the organization. Similarly, celebrity trustworthiness was shown as an antecedent to sales volume by Goldsmith *et al.* (2000).

Numerous studies support the effect of trustworthiness on customer retention. For example, in the context of fear-arousing communications, some researchers investigated the impact of celebrity trustworthiness and customer retention. The result indicated positive relationship between celebrity trustworthiness and customer retention. Customer retention has become the buzzword among both practitioners and academics due to its significant impact towards the improvement in firm performance (Ang & Buttle, 2006; Kumar, 2010; Trasorras *et al.*, 2009; Avci *et al.*, 2010).

### **Celebrity Attractiveness and Customer Patronage**

The study finds that Celebrity's Attractiveness is significantly associated with Customer Patronage at a 95% confidence interval. The finding of this study is in line with Shimp (2010) opined that celebrity attractiveness emphasizes on physical beauty, and also non-physical beauty, such as charm and intelligence. Advertisements with physically attractive spokespersons fare better than advertisements with less attractive people. Langmeyer and Shank (1994) stated marketers treat the physical attractiveness as one of the criteria of selecting endorses since it could impact customer's attitude towards the ad and the product itself.

The study by Langmeyer and Shank (1994) states that there is a relationship between celebrity attractiveness and sales volume and that a person's beauty is able to change attitudes towards products. Hence the traditional concept that good appearance makes sense in people to purchase something (Reingen & Kernan, 1993). The visual elements of an ad create a sense of attractiveness and develop a positive attitude towards purchase intention (Clow, *et al.* 2006). The works of many researchers prove that the outlook and physical attractiveness is a special element through which the effectiveness of celebrity is checked (Ohanian, 1990; Kamins, 1990; Sliburyte, 2009). But according to Bower and Landreth (2001) the highly attractive models are not so much effective in advertising often. Ang and Buttle (2006), Woo and Fock (2004) and Eggert and Ulaga (2002) study revealed that there is positive relationship between celebrity attractiveness and customer retention.

Celebrity endorsement literature has indicated that attractiveness is an important indicator of effectiveness (Choi & Berger, 2010). Some authors suggest that physically attractive celebrities are a predictor of advertising effectiveness (Till & Busler, 2000). Certainly, physically attractive celebrities are generally viewed more favourably on various personality traits than their less attractive counterparts (Ohanian, 1990). Joseph (1982) examined the impact of endorser attractiveness on opinion change, product evaluation, and other measures of effectiveness. The study concluded that attractive endorsers have a more positive impact on the products they endorse than less attractive endorsers. Baker and Churchill (1977), however, found that while attractiveness was effective in increasing positive advertisement evaluations, it was not effective in producing stronger purchase intentions. Similarly, Caballero *et al.* (1989) observed that endorser attractiveness had no effect on advertising effectiveness.

### **Conclusion and Recommendations**

Based on the findings, it was concluded that Celebrity Advertising Strategies has great impact on Customer Patronage. All the hypotheses were supported by findings and the results indicate all variables have positive correlation. Given the findings and conclusion, the study recommends that:

1. Celebrities are image representatives of their firms and there should be adequate monitoring to ensure that cooperate image they represent are boasted. Management should seriously factor the credibility, product-match and physical attractiveness of a celebrity before hiring him/her to patronize a product or brand.
2. Firms using celebrities as endorsers should always endeavor to produce quality products that will foster trust and believability to both the fans of these celebrities and their

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customers and it is only trust that generates good image and subsequent growth, which will result in large turnover and profit. Consumers are becoming more discerning than ever and firms with wrong quality products or services lose their customers to their competitors, despite the use of the best and most expensive celebrities.

3. Management should encourage dissatisfied consumers to voice their complaints rather than switching to other brands. The act of giving consumers opportunities to complain seems to be important for a firm's positive image and sales because it was found that those dissatisfied consumers who made a complaint about their dissatisfaction reported higher repurchase intention than those who did not complain.

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