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This book expounds on the role celebrity advertising performs in promoting brand loyalty and Chi Vita juice was used as an example by the researcher. It reviewed relevant literature in the area of advertising, brand loyalty and consumer behavior. The method adopted in this study was survey and questionnaire was used as the instrument of data collection. The result revealed that the respondents were aware of Chi Vita commercials and such commercials were perceived to be effective in nature. Also, it confirmed that the level of the respondents' income doesn't affect their product loyalty to a brand. The researcher suggested that there should be more emphasis in the usage of movie celebrities than musical celebrities in future commercials. In addition, it was pivotal for changes in the use of celebrity endorsement are properly managed and planned; this was because the proper usage of a celebrity can enhance the awareness and patronage of the brand.



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Okorie Nelson

The role of celebrity advertising on brand loyalty and patronage

The role of celebrity advertising on brand loyalty and patronage: A study of Chi Vita Fruit Juice in Nigeria



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