
IMPACT OF CELEBRITY ATTRACTIVENESS ON QUALITY POSITIONING STRATEGY

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ABSTRACT

The role of a product or brand in consumers' mind is a very important factor in communicating the benefits the brand provides and differentiate it from those of its competitors. Studies on celebrity attractiveness have considered the impact of attractiveness on consumer buying behaviour but give little or no attention to its relationship with quality positioning and brand equity. The study adopted descriptive research design using the survey method. The study population consists of the selected students in the three tertiary institutions chosen in Lagos State. A total of 435 respondents were selected for the study using convenience-sampling technique. A standard questionnaire was used to collect primary data. Data collected was analyzed using both descriptive and inferential statistics. Hypotheses proffered was tested through multiple regression, mediation process (version 3). Results from a parallel mediation analysis indicated that celebrity attractiveness is indirectly related to brand loyalty through its relationship with quality positioning strategy. The data findings analyzed also showed that holding every other factor constant, a unit increase in celebrity attractiveness and quality positioning strategy would lead to 13.2% and 35.6% increase in brand loyalty. It can be inferred from the findings that the quality of the brand to be marketed produces a feeling of attractiveness and generates a positive attitude towards brand loyalty.

Key words: Celebrity Attractiveness, Quality positioning, Brand Loyalty

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1. INTRODUCTION

In today's market, the role of a company or brand in the consumers' mind is a very important factor in communicating the benefits the brand provides and differentiate it from those of its competitors. Furthermore, an organization product positioning focuses on either the consumer or the competitors and this is done by associating the product benefits from the customer point (Sanusi, Ajilore, Oloyede, 2014; Omotayo, Abiodun & Osibanjo, 2011). Brand positioning in the field of strategic brand management, is an important tool in marketing and brand strategy (Monmanyi, 2013; Okorie, Oyedepo & Akhidenor, 2012). Scholars such as Marion (2017) and Monmanyi (2013) agree that brand positioning is a tool of strategic marketing and brand management used to help the customer to decide on the product or services that satisfy their wants and needs and create brand associations in their minds to perceive the brand in a unique way.

Selecting celebrity endorsers have implications for the marketer and organization. Since there is a clutter of advertising messages, which leaves no space for differentiation in the market, an appropriate celebrity endorsement strategy such as source factors, match-up hypothesis, meaning transfer model can be an important competitive tool in saturated and matured markets such as the Nigerian telecommunication market (Okyere & Asamoah, 2015; Shoeb & Khalid, 2015; Zipporah & Mberia, 2014). Many studies on celebrity attractiveness have taken into account the effect of attractiveness on consumer purchasing behavior (Kaur & Grag, 2016; Poghosyan, 2015; Hassan & Jamila, 2014) but give little or no attention to its relationship with quality positioning and brand loyalty.

Today, the Nigerian telecommunication industry is one with a chequered history dating back to as far as the 1960s. The mode of operation was purely centered on the central government and as such, customers have little or no choice hence there was no need for branding let alone to effectively position the brand. The competition between the operators is serious and very fierce as these operators seek for the attention of these dynamic and informed subscribers or customers. There are four major mobile telecom operators currently operating in Nigeria, namely MTN, Globacom, Airtel and Etisalat (now 9mobile). Other operators are in the Code Division Multiple Access (CDMA). The CDMA are phones that do not require the use of SIM cards such as Visafone, Multilink and Starcomm. Visafone is the leader with over 26,437 customers in the CDMA product segment, followed by the Multi-links with 4,460 customers and Starcomm tagging along.

2. LITERATURE REVIEW

2.1. Celebrity Attractiveness

Martey and Frempong (2014) opined that, the celebrity endorser should be attractive to the target audience in areas such physical appearance, intellectual capabilities, athletic ability and lifestyle. They claim that it is the personal attributes of the celebrity that could affect the mindset of customers and result in their behavior change. Hassana and Jamil (2014) describe physical attraction as a powerful tool that influence the people looks and style and create significant influence on purchase intention. An example is Davido Nigerian singer, songwriter and record producer for MTN brand. Davido attracts the majority of people; they see him as a man standing for excellence, gait and success. Most men also want to be associated with the Nigerian actor in Nigeria's movie industry (popularly called Nollywood) and fashion man Jim Iyke endorsing GLO.

2.2. Quality Positioning

The product or service is positioned based on a particular blend of quality and price level, which is premised on the psychological belief that the more expensive a product is, the more

the quality of product. For example, MTN had positioned its brand as a high-quality and high-premium brand in relation to other mobile telecom providers. One argument against celebrity endorsement is consumer skepticism on quality positioning.

2.3. Brand Loyalty

In today's marketing world, the level of rivalry is very high and every company aims to satisfy its current customers and attract new customers to ensure their survival and business success. In recent times, scholars have paid significant attention on the nature of brand loyalty in the market space (Nawaz and Usman, 2010; Dirisu, Iyiola & Ibidunni, 2013). In addition, practitioners and social sciences believe that there is enough literature on the patterns and dimensions of brand loyalty in the market. Ahmed and Moosavi (2013) sees brand loyalty as the desire of the customer to stay with brand when competitors come knocking with deals that would be perceived as equally enticing had not the buyer shared a history with the company. According to Ahmed, Rizwan, Ahmad and Hag (2014), brand loyalty occurs when customers buy and use a product they trust in contrast to a brand that they do not trust. The authors conclude that brand loyalty can be measured by positive word of mouth, consumer satisfaction, brand trust and price sensitivity.

2.4. Theoretical Review

Celebrity endorsement in companies like the telecommunication firms cannot be overemphasized, because they all have bearings in theoretical foundations. The meaning transfer theory was used for this study. The meaning transfer theory was formulated by McCracken (1989). This theory explains that, consumers link meaning to the endorser and ultimately transfer to the brand. McCracken suggests a meaning transfer model with three subsequent stages: first, the meaning associated with the famous persons migrates from the endorser to the product or brand. Secondly, the consumer, in the consumption process, acquires the brand meaning and thirdly, the state of the model explicitly depicts the importance consumers' role in the process of endorsing brands with celebrities (Ikegwuru & Kalu, 2016). Thus, the meaning transfer theory is based on the premise that celebrity endorsers have associations that could be transferred to the product so endorsed. Relating this theory to the work under study, the companies must identify product characteristics that the celebrity either shares or attributes of the celebrity that the company wishes to connect with the product that customers may relate with. For example, Davido is seen as many as a man of excellence, character, success, and youth excitement. It is believed that, when Davido endorsed MTN, the meaning of excellence, success and youth excitement will be transferred to the MTN brand. Therefore, the model stimulates that the celebrity transfer the unique virtues of qualities it possess to the brand which consumers desires to possess.

3. METHODOLOGY

The study employed descriptive research design, using the survey method to obtain the opinion of customers of the selected mobile telecommunication companies. The research design is appropriate because it involves collecting data through asking people either in self-administered copies of the questionnaire or through interviews. The population comprises of undergraduate students of the selected tertiary institutions in Lagos State, Nigeria. For the purpose of this research, the multiple sampling techniques was used because this allows the sampling process to be broken down into various components for a more representative sample. This techniques include the purposive, stratified and convenience sampling techniques. The Purposive sampling technique was used to select Lagos state, the three

tertiary institutions, the four-telecommunication firms. The stratified sampling techniques was used in the distribution of questionnaires across the three institutions. The convenience sampling technique was used to select the respondents for the study Thus, the study population comprises of 31, 403 undergraduate students in University of Lagos, 19, 295 undergraduate students in Lagos State Polytechnic and 19, 355 undergraduate students in Lagos State University. Any MTN, Glo, Airtel and 9mobile subscribers who are customers of these mobile telecom brands within this population was eligible to be sampled. The sample size for this study was determined using Guilford and Fruchter (1973) to arrive at a sample of 400, which was increased by 25% to 500 as suggested by Israel (2013) to ensure sampling adequacy and reduce sampling errors. However, only 435 copies of the questionnaire was completed, returned, and valid for the study. The survey instrument was self-administered with 20 items measured on a Likert scale of 5-points ranging from strongly agree (5) to strongly disagree (1). Data collected through the questionnaire was processed through SPSS software version 22 and analyzed using both descriptive and inferential statistics. Descriptive statistics was used to present and describe the information in tables using frequency distribution and percentage counts. For hypothesis testing, inferential statistics such as Multiple Regression, mediation PROCESS model was used.

4. DATA ANALYSIS AND DISCUSSIONS

The study examined the influence of celebrity attractiveness on quality positioning strategy for brand loyalty.

The table below provides a summary of the percentage of return of questionnaire as well as participation level of the respondents.

Table 1 Response Rate

Copies of Questionnaire	No. of Respondents	Response Rate (%)
Returned and Valid	435	87
Not Returned	65	13
Total	500	100

Source: Field Survey, 2019

500 copies of the questionnaire were administered to the selected respondents. From the table above, only 435 copies of the questionnaire representing 87% was sufficiently filled, returned and valid for the study.13% of the questionnaire was not returned. The rate of return indicates that majority of the respondent were willing to co-operate with the researcher in the process of data collection.

Table 2 shows the responses from the respondents when they were asked questions regarding celebrity attractiveness; 306(70.4%)of the respondents agreed that the attractiveness of a celebrity influences their decision to purchase the endorsed brand; 9%of the respondents were undecided and only 90 (20.7%) of the disagreed with the statement. The mean score was 3.71 with standard deviation of 1.222 suggests on the average that attractiveness of a celebrity influences their decision to purchase the endorsed brand. Further, 337(77.5%) of the respondents agreed that they considered their preferred celebrity to be physically attractive; while 57(13.1%) of the respondents disagreed and only 41 (9.4%) of the respondents were undecided. The mean score was 3.90 with a standard deviation of 1.064, implies that celebrity attractiveness is one of the main factors that influences their choice of the mobile telecom brand.

Table 2 Descriptive Statistics of Celebrity Attractiveness

S/N	Items	SA	A	U	D	SD	Total	Mean	SD
Celebrity Attractiveness									
1	The attractiveness of a celebrity influences my decision to purchase the endorsed brand.	126 (29.0)	180 (41.4)	39 (9.0)	58 (13.3)	32 (7.4)	435 (100%)	3.71	1.222
2	I consider my preferred celebrity to be physically attractive	133 (30.6)	204 (46.9)	41 (9.4)	39 (9.0)	18 (4.1)	435 (100%)	3.90	1.064
3	The beauty of the celebrity endorser influences my loyalty to the brand.	88 (20.2)	201 (46.2)	44 (10.1)	79 (18.2)	23 (5.3)	435 (100%)	3.57	1.154
4	I remember a brand that is being endorsed by attractive celebrity more.	93 (21.4)	185 (42.5)	50 (11.5)	76 (17.5)	31 (7.1)	435 (100%)	3.53	1.206
5	I consider the attractiveness of the celebrity endorser rather than how much experience they have in the telecom industry.	101 (23.2)	197 (45.3)	41 (9.4)	63 (14.5)	33 (7.6)	435 (100%)	3.62	1.203
6	I think that attractiveness is an important characteristic for a celebrity endorser.	128 (29.4)	186 (42.8)	34 (7.8)	52 (12.0)	35 (8.0)	435 (100%)	3.73	1.228
Average Mean								3.67	1.179

Source: Field Survey, 2019

In the same way, 289 (66.4%) respondents agreed that the beauty of the celebrity endorser influences their loyalty to the brand; while 102(23.5%) respondents disagreed and only 44(10.1%) respondents were undecided. The mean score was 3.57 with standard deviation of 1.154, which signifies that the beauty of the celebrity endorser influences their loyalty to the brand. Furthermore, 278(63.9%) respondents agreed that they remembered a brand that is being endorsed by attractive celebrity more; while 107(24.6%) respondents disagreed and only 50(11.5%) respondents were undecided. The mean score was 3.53 with standard deviation of 1.206, which indicates that they often remember a brand that is being endorsed by attractive celebrity.

In addition, 298(68.5%) respondents agreed that they considered the attractiveness of the celebrity endorser rather than how much experience they have in the telecom industry; while 96(22.1%) of the respondents disagreed and only 41(9.4%) of the respondents were undecided. The mean score was 3.62 with standard deviation of 1.203, which connotes on the average that the customers considered the attractiveness of the celebrity endorser rather than the experience they have in the telecom industry. Finally, 314(72.2%) respondents agreed that attractiveness is an important characteristic for a celebrity endorser; while 87(20%) respondents disagreed and only 34(7.8%) respondents were undecided. The mean score was 3.73 with standard deviation of 1.228. With the standard deviation of 1.179, the average mean for celebrity attractiveness is 3.67, which shows that the selected telecom networks invest substantially in their marketing budget for their participation in publicity campaigns to pay celebrities.

Table 3 shows the response gotten from respondents when they were asked questions regarding Quality Positioning Strategy; 305(70.1%) respondents agreed that the quality of services is worth more than the price the company charges; 43(9.9%) respondents were undecided and only 87(20%) disagreed. The mean score was 3.68 with standard deviation of 1.200. 319(82.3%) respondents agreed that the services provided by the company create superiority feelings in them; while 62(14.2%) respondents disagreed and only 54 (12.4%) respondents were undecided. The mean score was 3.81 with standard deviation of 1.061. This suggests that on average, the extent at which the telecom networks create superiority feelings for brands is high.

Table 3 Descriptive statistics of Quality Positioning Strategy

S/N	Items	SA	A	U	D	SD	Total	Mean	SD
Quality Positioning Strategy									
1	The quality of services is worth more than the price the company charges	113 (26.0)	192 (44.1)	43 (9.9)	54 (12.4)	33 (7.6)	435 (100%)	3.68	1.200
2	Services provided by the company create superiority feelings in me.	116 (26.7)	203 (46.7)	54 (12.4)	45 (10.3)	17 (3.9)	435 (100%)	3.81	1.061
3	The Telecom networks always keeps improving the quality of services	123 (28.3)	212 (48.7)	42 (9.7)	36 (8.3)	22 (5.1)	435 (100%)	3.86	1.072
4	The company never compromise on the quality of service provided.	77 (17.7)	229 (52.6)	64 (14.7)	43 (9.9)	22 (5.1)	435 (100%)	3.68	1.036
5	I can rate the company products and services as superior to competing brands.	115 (26.4)	207 (47.6)	51 (11.7)	45 (10.3)	17 (3.9)	435 (100%)	3.82	1.057
Average Mean								3.77	1.085

Source: Field Survey, 2019

In the same way, 335 (77%) respondents agreed that the company keeps improving the quality of services; while 58 (13.4%) respondents disagreed and only 42 (9.7%) respondents were undecided. The mean score was 3.86 with standard deviation of 1.072. This suggests that on average, the extent at which the telecom networks have kept improving the quality of services is high. Furthermore, 306 (70.3%) respondents agreed that the company never compromise on the quality of service provided; while 65 (15%) respondents disagreed and only 64 (9.9%) respondents were undecided. The mean score was 3.68 with standard deviation of 1.036. This suggests that on average, the extent at which the telecom networks have been consistent with the quality of service provided is high.

Besides, 322 (74%) respondents agreed that they can rate the company products and services as superior to competing brands; while 62 (14.2%) respondents disagreed and only 51 (11.7%) respondents were undecided. The mean score was 3.82 with standard deviation of 1.057. This suggests that on average, the rate at which the telecom networks' products and services is superior to competing brands is high. With the standard deviation of 1.085, the average mean for Quality Positioning Strategy is 3.77, implying that positioning strategy for quality helps in ensuring that values are created for the brands and can facilitate greater customer awareness.

Table 4 Descriptive statistics of Brand Loyalty

S/N	Items	SA	A	U	D	SD	Total	Mean	SD
Brand Loyalty									
(i) Attitudinal Loyalty									
1	I will like to recommend the products of this company to my friends and relatives	141 (32.4)	210 (48.3)	32 (7.4)	34 (7.8)	18 (4.1)	435 (100%)	3.97	1.041
2	I feel happy and good when dealing with the provider I subscribe to	109 (25.1)	223 (51.3)	41 (9.4)	44 (10.1)	18 (4.1)	435 (100%)	3.82	1.046
3	I am loyal to this brand	111 (25.5)	215 (49.4)	41 (9.4)	55 (12.6)	13 (3.0)	435 (100%)	3.81	1.045
4	This brand would be my first choice	102 (23.4)	215 (49.4)	36 (8.3)	57 (13.1)	25 (5.7)	435 (100%)	3.71	1.132
5	Over the past year, my loyalty to the brand has grown stronger.	109 (25.1)	207 (47.6)	52 (12.0)	47 (10.8)	20 (4.6)	435 (100%)	3.77	1.081
Average Mean								3.81	1.069
(ii) Behavioural Loyalty									
6	I will not buy other brands, when this brand is available.	128 (29.4)	192 (44.1)	44 (10.1)	51 (11.7)	20 (4.6)	435 (100%)	3.82	1.117

7	I will definitely buy this brand again	111 (25.5)	212 (48.7)	47 (10.8)	49 (11.3)	16 (3.7)	435 (100%)	3.81	1.054
8	If this brand raised their prices, I would continue to buy their products	79 (18.2)	187 (43.0)	72 (16.6)	67 (15.4)	30 (6.9)	435 (100%)	3.50	1.156
9	The brand name influences my intention to purchase	91 (20.9)	194 (44.6)	54 (12.4)	64 (14.7)	32 (7.4)	435 (100%)	3.57	1.184
Average Mean								3.67	1.127

Source: Field Survey, 2019

The frequency table above shows the response gotten from respondents when they were asked questions regarding attitudinal loyalty; 351 (80.7%) respondents agreed that they would like to recommend the products of this company to their friends and relatives; 32 (7.4%) respondents were undecided and only 52 (11.9%) disagreed with the statement. The mean score was 3.97 with standard deviation of 1.041. Likewise, 332 (76.4%) respondents agreed that they feel happy and good when dealing with the provider I subscribe to; while 62 (14.2%) respondents disagreed and only 41 (9.4%) respondents were undecided. The mean score was 3.81 with standard deviation of 1.069.

The frequency distribution above shows the response gotten from respondents when they were asked questions regarding behavioural loyalty; 320 (73.5%) respondents agreed that they will not buy other brands, when this brand is available; 44 (10.1%) respondents were undecided and only 71 (16.3%) disagreed with the statement. The mean score was 3.82 with standard deviation of 1.117. Besides, 323 (74.2%) respondents agreed that they will definitely buy this brand again; while 65 (15%) respondents disagreed and only 47 (10.8%) respondents were undecided. The mean score was 3.81 with standard deviation of 1.054.

Similarly, 266 (61.2%) respondents agreed that if this brand raised their prices, they would continue to buy their products; while 97 (22.3%) respondents disagreed and only 72 (16.6%) respondents were undecided. The mean score was 3.50 with standard deviation of 1.156. Finally, 285 (65.5%) respondents agreed that the brand name influences my intention to purchase; while 96 (22.1%) respondents disagreed and only 54 (12.4%) respondents were undecided. The mean score was 3.57 with standard deviation of 1.184.

4.1. Test of Research Hypothesis

H₀: Celebrity attractiveness has no significant impact on quality positioning strategy for brand loyalty.

To test hypothesis, PROCESS mediation modelling tool for regression path analysis as developed by Andrew Hayes (2017) was used. The results of the analysis are presented in Table 5.

The table presents the results that revealed the degree to which the variance in brand loyalty is explained by celebrity attractiveness and quality positioning strategy. The first model shows the variance between celebrity attractiveness and quality positioning strategy. This is represented by R square which equals .0943 and expressed in percentage as 9.4%. This shows that celebrity attractiveness only accounts for 9.4% of the quality positioning strategy; leaving 90.6% percent unexplained. Therefore, further studies can examine other factors (90.6%) affecting the quality positioning strategy of the selected telecom networks in Lagos State, Nigeria. The correlation coefficient of 27.1 explains that the joint effect of the independent variable (celebrity attractiveness) has positive and moderate relationship ($\beta = 0.3070$, $p < 0.05$) with quality positioning strategy. The F value of 45.0720 and p-value of 0.000 which is statistically significant at 5%. This therefore implies that celebrity attractiveness has significant effect on quality positioning strategy.

Table 5 Model Summary of Celebrity Attractiveness, quality positioning strategy and brand loyalty.

Model Summary of Celebrity Attractiveness and Quality Positioning Strategy (a- path)						
R	R-sq	MSE	F	df1	df2	p
.3070	.0943	.5040	45.0720	1.0000	433.0000	.0000
Co-efficient for Quality Positioning Strategy (a- path)						
Model	Coeff	Std. Dev.	t	p	LLCI	ULCI
Constant	2.7183	.1611	16.8767	.0000	2.4017	3.0348
C. Attractiveness	.2870	.0428	6.7136	.0000	.2030	.3711
Model Summary of Brand Loyalty (b*c path)						
R	R-sq	MSE	F	df1	df2	p
.4883	.2385	.3192	67.6344	2.0000	432.0000	.0000
Co-efficient for Brand Loyalty (b*c path)						
Model	Coeff	Std. Dev.	T	P	LLCI	ULCI
Constant	1.9080	.1650	11.5615	.0000	1.5837	2.2324
C. Attractiveness	.1350	.0358	3.7752	.0002	.0647	.2052
Quality Posit	.3561	.0382	9.3102	.0000	.2809	.4312
Total, Direct and Indirect Effects Model						
	Effects	Std. Dev.	t	P	LLCI	ULCI
Total effect of X on Y	.2372	.0372	6.3689	.0000	.1640	.3104
Direct effect of X on Y	.1350	.0358	3.7752	.0002	.0647	.2052
Indirect effect(s)			Effect	BootSE	BootLLCI	BootULCI
Indirect effect(s) of X on Y:						
Quality Positioning Strategy (M)			.1022	.0230	.0599	.1511
Partially standardized indirect effect(s) of X on Y:						
Quality Positioning Strategy (M)			.1582	.0333	.0960	.2278
Completely standardized indirect effect(s) of X on Y						
Quality Positioning Strategy (M)			.1261	.0269	.0757	.1832

The second model shows the mediation PROCESS of celebrity attractiveness, quality positioning strategy and brand loyalty. The variance between the predictors (celebrity attractiveness and quality positioning strategy) and brand loyalty is also represented by R^2 which equals .2385 and expressed in percentage as 23.9%. This shows that celebrity attractiveness and quality positioning strategy only accounts for 23.9% of the quality positioning strategy; leaving 72.1% unexplained. The correlation coefficient of .4883 explains that the variables (celebrity attractiveness and quality positioning strategy) have positive and moderate relationship with brand loyalty. The F value of 67.6344 and low p-value (.000 and .000 respectively) is statistically significant at 5%. The findings showed further that attractiveness of the celebrities ($\beta = .1315$, $t = 3.7752$, $p < 0.05$) and the quality positioning strategy ($\beta = .3561$, $t = 9.3102$, $p < 0.05$) is statistically significant at the 5% and t values higher than 1.96. The data findings analyzed also showed that holding every other factor constant, a unit increase in celebrity attractiveness and quality positioning strategy will lead to 13.2% and 35.6% increase in brand loyalty. This therefore implies that celebrity attractiveness has significant effect on quality positioning strategy for brand loyalty.

Results from a parallel mediation analysis indicated that celebrity attractiveness is indirectly related to brand loyalty through its relationship with quality positioning strategy. All presented effects are unstandardized with the p-value which connotes that * $p < .05$, ** $p < .01$, # $p < .001$; a- path is the direct effect of celebrity attractiveness on quality positioning strategy; b-path is direct effect of quality positioning strategy on brand loyalty; while c' is the direct effect of celebrity attractiveness on brand loyalty and finally, 'c' is the total effect of celebrity attractiveness on brand loyalty as presented in Figure 1.

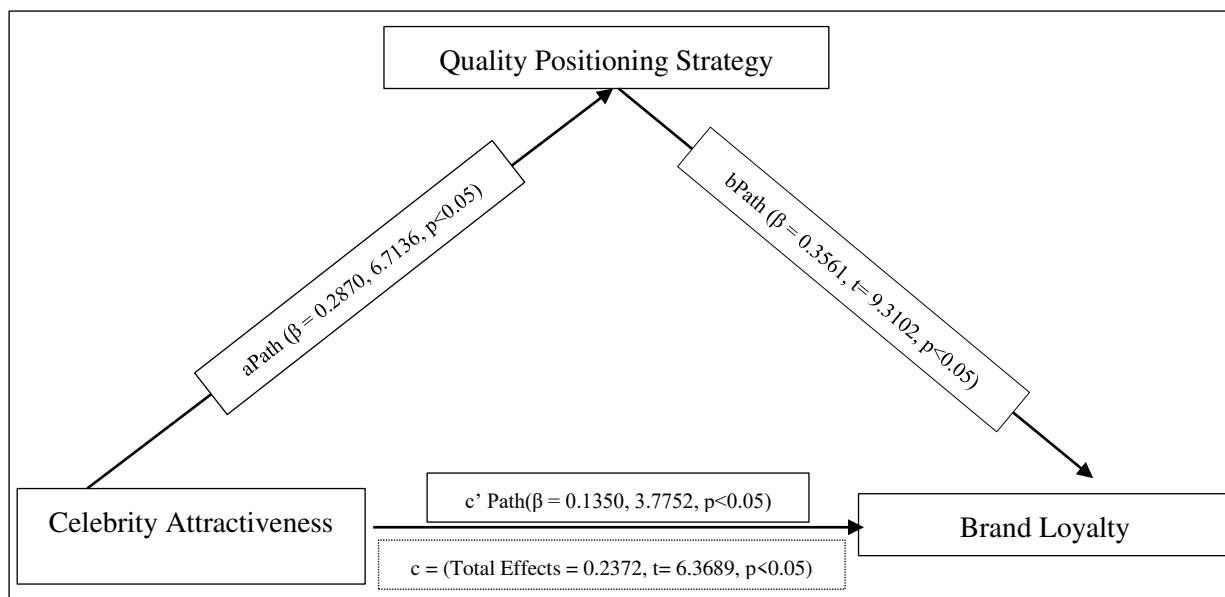


Figure 1 Path diagram analysis

Figure 1 presents the path diagram analysis to confirm that quality positioning strategy mediates the effect of celebrity attractiveness on brand loyalty. The results pointed that celebrity attractiveness is a significant predictor of quality positioning strategy $\beta = .132$, $SE = .0358$, $p < .05$, and that quality positioning strategy is an important predictor of brand loyalty, $\beta = .356$, $SE = .0382$, $p < .05$. These findings corroborate the mediational hypothesis that celebrity attractiveness is a significant predictor of brand loyalty after controlling for the quality positioning strategy (total effect $\beta = .2372$, $SE = .0372$). About 23.9% of the variance in brand loyalty was accounted for by the predictors ($R^2 = .2385$). The indirect impact was evaluated by the PROCESS macro Version 3 (Hayes, 2017) using a percentile bootstrap assessment strategy of 10000 samples. The indirect coefficient stated that these findings were significant, $\beta = .1022$, $SE = .0230$, 95% CI = .0599, .1511 respectively. Achieving celebrity attractiveness was associated with brand loyalty scores that were .10 points higher as mediated by quality positioning strategy.

5. CONCLUSION

The study discovered that the MTN, Globacom, Airtel and Etisalat (now 9mobile) subscribers at tertiary institutions had a positive perception about celebrity attractiveness. This was in consonance with Shimp's (2003), position which stated that celebrity attractiveness included some characteristics such as intellectual skills; personality properties; lifestyle features and athletic prowess were perceived by customers. Also, the study found out that quality positioning had a positive significant influence on celebrity attractiveness and brand loyalty. With the volume of competition that telecommunication industry faces, it's never been more important to stand out and develop a unique identity and value proposition through strategic branding. While it's obviously important to offer a quality product or service, quality positioning strategy is often at the heart of the companies that thrive. Hence, celebrities should not only allowed themselves to be used to create brand loyalty, but also ensure that the brand is of good quality as this will also help in increasing their credibility and trustworthiness.

These results supported existing studies. Clow et. al. (2006) opined that the quality of the brand to be advertised creates a sense of attractiveness and develop a positive attitude towards brand loyalty. The works of many researchers, Reingen and Kernan (1993); Sliburyte, (2009); Jeyapalan (2015) and Ahmed, et. al., (2014), proved that the quality of the brand

advertised is a special element through which the effectiveness of celebrity is checked, while Kamins, (1990); Bower and Landreth (2001), and Sliburyte (2009); believed that brand quality with attractive faces are the best indication for influencing social judgments. The empirical evidences in the works of Shimp (2003); Till and Busler (1998), and Kamins (1990), have established relationships between quality positioning strategy and evaluations, opinion, brand promises recall, experience and likeability of a brand. Consequently, Oyeyemi (2014) argued that brand loyalty is positively affected by the attractiveness of the celebrity and other factors which include audience knowledge, uniqueness, passion, consistency, exposure, leadership, quality and competitiveness. According to the findings, “the more people are exposed to the mass media especially television, the more they will come to believe that the real world is like the one they observe”. Kahle and Homer (1985), Till and Busler (1998), Ohanian (1991) gave support to an intuitive expectation that endorsers of quality brands generally produce more favourable evaluations of advertisements, changing beliefs and the brands which subsequently lead to the loyalty of the consumers.

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