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Utilizing the Use of Multiple Celebrities in promoting Brand Image and Preference

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Abstract

In the world of business, celebrity endorsement is essential for brand promotion in the market space. Beside the persuasive nature of advertising, celebrity endorsement exerts information that reinforces brand values as well as deliberately projecting a good or service to a particular target audience in an excellent light, in which consumers become favorably disposed to a product. This study examines the multiple uses of celebrities in promoting brand preference and image, using Globacom service as an example. This study is anchored on the transfer of meaning model and the source credibility model, which underpins the nature and practice of multiple celebrities in brand promotion. The method adopted was survey and its instrument was the questionnaire. Two hypotheses were tested and analyzed in this study. From the result of the study, it revealed that the use of multiple celebrities influences brand preference and image. It was suggested that advertisers and brand experts place significance in celebrity research to understand the nature and principle of the use of celebrities in brand communication.

Keywords: celebrities, advertising, brand promotion, image and preference

Introduction

In the global business scene, advertising has helped to sustain a defining consumer culture. Advertising has been regarded as a brand communication strategy that aids productivity of goods and services of firms or organization in any modern society. Hawkin et al., (2003) note that advertising is the means to build strong brands and create unshakeable consumer loyalty to the brand. The key function of advertising is indeed to seduce one brand's loyal user and to persuade them to become users of one's own brand. In essence, this is the primary advantage of advertising to a marketer or advertiser, which is to contribute to the success of marketing and the distribution of goods and services of a firm.

In the realm of advertising, celebrity endorsement has become a powerful strategy in the world of business. It also serves as a promotion tool to build, maintain and manage brands in a globalized world. Okorie (2013, p51) observed that "the intense usage of celebrity endorsement as a tool of advertising strategy has increased drastically in the past few years; celebrities have been used to promote various kinds of products and services". Okorie and Adeyemi (2011, p.27) believe that "companies or firms spend huge amount of money every year on advertising that is aimed at enhancing the productivity of the goods and services of the organization...the advertiser gets a lot of help from personalities that possess certain phenomenal characteristics to tell the product's story. All the popularity, glamour and charisma attached to a movie star, a sports hero, a TV personality, or even a politician are sold and purchased as the product's own". Thus, celebrity endorsement serves as a prime advertising strategy used in promoting brand development and management in any modern society.

The use of celebrity endorsement as a brand communication strategy is no longer a common trend among brand experts and managers in Nigerian society. Okorie (2010, p.71) observed that: