



Celebrity Brand Endorsements and Consumer Choice of Shopping Goods in Anambra State, Nigeria

Nwachukwu Blessing Chinemelum, PhD ¹, Oranye Ijeoma Helen, PhD ²,

^{1,2} Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus

Abstract:

The study investigated the relationship between celebrity brand endorsement and consumer choice of shopping goods in Anambra State. As more brands penetrate the market, competition to attract consumer attention and interest in a product intensifies. It becomes critical that marketers develop a better persuasive appeal to gain competitive advantage and induce consumer choice action of the company brand(s). The specific objectives of the study were to determine the relationship between celebrity credibility and consumer choice of shopping goods; to ascertain the relationship between celebrity attractiveness and consumer choice of shopping goods; to examine the relationship between celebrity expertise and consumer choice of shopping goods; to investigate the relationship between celebrity trustworthiness and consumer choice of shopping goods; and to evaluate the relationship between celebrity respectability and consumer choice of shopping goods in Anambra State. Related conceptual, theoretical and empirical literatures were reviewed. The study was anchored on source credibility theory and social influence theory. The study adopted survey research design. The population of the study constitutes all the consumers of shopping goods in Anambra State. A sample of three hundred and eighty four (384) consumers was selected using Cochran method of determining sample size. Simple percentage and frequency tables were employed in analyzing the research questions while the hypotheses were tested using Pearson Product Moment Correlation. The study found that celebrity credibility, celebrity attractiveness, celebrity trustworthiness, celebrity expertise and celebrity respectability have significant positive relationship with consumer choice of shopping goods in Anambra State. The study concluded that celebrity endorsement influences consumer choice for shopping goods in Anambra State. The study recommended amongst others that manufacturer of shopping goods should always endeavour to contract celebrity endorsers who are honest, dependable and have integrity in order to foster trust and believability to both the fans of the celebrity and their customers.

Key Words: Celebrity Brand Endorsements, Consumer Choice of Shopping Goods, celebrity credibility, celebrity attractiveness, celebrity expertise, celebrity trustworthiness, celebrity respectability.

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1. INTRODUCTION

Companies create and produce goods and services to satisfy consumer needs. As more brands penetrate the market, concomitant competition for consumer preference and patronage becomes inevitable. Similarly, as competition to attract consumer attention and interest in a product brand intensifies, it becomes critical that marketers develop a better persuasive appeal to gain competitive advantage and induce consumer choice action of the company brand(s). In the ever changing and escalating competitiveness in the marketing environment, creative survival strategies are a necessity. This is more so as consumer purchase decisions are increasingly becoming more complex and sophisticated with regard to their demand from a firm's offerings. To position the firm and its offerings in the psyche of the consumers ahead of its teeming competitors, marketers have diversified their promotional architecture progressively from the traditional persuasive channels to the seeming novel but effective tools including but not exclusive to celebrity endorsement (ZorBari-Nwitambu & Kalu, 2017; Akajiofor, Arinze & Ifechukwu-Jacobs, 2023; Atueyi, Nkechukwu & Jacobs, 2019). A celebrity here is engaged by way of contract to be the ambassador/spokesperson for the brand. A celebrity is a famous person in his/her chosen career. He/she has excelled in his/her field of endeavours. In the earlier time, celebrity status is attained especially in the entertainment industry including sports, music, films, and writing. This has extended in the present time to include professionals, politicians, spiritualists, etc. Syed, Mahima and Bilal (2018) noted that getting a celebrity to endorse one's brand is a form of branding strategy. Their view find support in Nzuva (2021) who disclosed that companies globally utilize various branding strategies to win and build strong brand loyalty nowadays noting that use of celebrity endorsement has become so popular since this 21st century.

The idea of a celebrity endorser is defined as a reputable, favourable, recognisable and well-known individual in the field of a brand's target audience (Choi & Rifon, 2017; Ezeokafor, Ifechukwu-Jacobs & Ekwere, 2021; Ifechukwu-Jacobs, 2022; Ifechukwu-Jacobs, Ezeokafor & Ekwere). Celebrity endorser's characteristics including trustworthiness, attractiveness and expertise are all sub-components of celebrity endorsers' credibility that play essential role in consumers' minds which could attract consumers to a brand (Baniya, 2017). Trustworthiness refers to the endorser's belief in honest communication with an audience. For a practical outcome in marketing, the trustworthiness of celebrity endorsers is hoped to make the target individual believe in the product information they provide to be incredible without falsehood and confusion (Mittal, 2021). Attractiveness is a value of celebrity endorsers within a society (Udovita & Hilal, 2018). The celebrity endorser's presentation is an attractive personality to the receiving audience. An excellent looking celebrity endorser could attract and change people's beliefs about a product he/she promotes (Udovita & Hilal, 2018), while expertise of a spokesperson or communicator is perceived to be a seed of a valid declaration (Martey, 2014). In general, this strategy is considered as a marketing campaign tool that uses popular people to promote their products or services and to generate awareness among the consumers, which means that celebrities need to influence the consumers for repurchasing and remain loyal to a particular brand. Celebrity endorsement enables consumers to avoid uncertainties about a particular brand by using the advice or recommendations from the celebrities, which also turn into a solution to stay loyal to the brand (ZorBari-Nwitambu & Kalu, 2017). As a result, most brands globally utilise this celebrity marketing strategy to promote the quality of their goods/services (Simplynotes, 2022).

To this end, it becomes imperative for firms to engage celebrities to endorse their brands in an attempt to stimulate customers to patronize their offerings (Abhishek & Sahay, 2013).

The use of celebrity endorsements has seemingly become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get

increasingly cluttered, the need to stand out becomes paramount and celebrity endorsement has proven to be the ideal way to ensure brand prominence (Ruchi, Nawal & Verma, 2015). This is not surprising given the assertion that celebrity endorsement effectively promotes products by influencing the effectiveness of an promotions (Hung 2014). Branchik and Chowdhury (2017) noted that celebrity endorsers influence the endorsed goods and services with their talent, attractiveness, trustworthiness and success. Celebrity endorser is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing on promotional communication. Effectively, celebrities are mostly used to endorse brands with the increased likelihood to draw audience attention and influence consumer attitudes and choice intentions (Zhou & Whitla, 2013). Consumers idolize celebrities and perceive the brands they endorsed to be of high quality. When the consumers use the endorsed brands, they consider themselves similar to the celebrities whom they have been idolizing. This explains the reason marketers use promo mode to create brand awareness and brand personality (Erdogan, Taggs & Baker, 2011).

The use of celebrity endorsement product promotions and its subsequent influence on choice of a company's brand is of great significance. Furthermore, companies hire celebrities from particular fields to feature in their promotional campaigns because these endorsers are seen as being dynamic with respect to attractive and likeable qualities. Companies in their activities seem to transfer this personality to their products, by matching the images of the products with the celebrity images which tend to persuade consumers to fix their choices from numerous and competing brands. Undoubtedly, huge sums of money are invested on celebrities by companies to enable them align themselves with the endorsers whose qualities are transferred onto product brands for huge profit. Furthermore, because of their fame, celebrities not only serve to create and maintain attention, but also help achieve high recall rate for these brands. No wonder, Aristotle (2019) stress that "beauty is a greater recommendation than any form of introduction. Every brand has an image and the consumer try to patronize brands that closely fit their personality image. The celebrity endorser fit in between these two interactions where he tries to bring the image of the product and corporate reputation closer to the expectation of the consumer by transferring some of the cultural meanings, residing in his image to the product, with the purpose of projecting these products that worked for him over to his fans.

Brand endorsement through celebrities is a conduit of brand communication, which empowers the celebrity to act as the brand's spokesperson in various forms, to convey the needed information to project the brand (Patra & Datta, 2019). Pertinently, celebrity endorsement influences promoting effectiveness, brand recognition, brand recall, choice intention and even consumer choice behaviour (Hollensen & Schimmelpfennig, 2013). This suggests that consumers easily associate themselves with products or service being advertised by celebrities. This helps them in remembering the message being communicated which eventually influence their choice intentions, either in the short or long run. In order to achieve a successful celebrity endorsement of it product(s) and maximize the effect a company needs to choose the most suitable celebrity for the brand or product that is being promoted, which is called match-up. This is because the celebrity will be representing the promoted product. Essentially, the celebrity's values have to match-up with the product or brand he/she is promoting (Byrne, Whitehead & Breen, 2018). Choi, Lee and Kim (2015) advocating the significance of the appropriateness of a celebrity clarifies that not only is it important to choose a suitable celebrity for the promoted product, but the chosen celebrity also needs to be the most appropriate for the target market. The significance of celebrity endorsement in brand communication lies in the idea that celebrities can add value not only to the product they are endorsing, but also to the brand (Okorie, Oyedepo & Akhidenor, 2012). This entails taking advantage of public

recognition: celebrities appear in promotions associated with different goods and services because they draw consumers' attention and aid product or brand recall. The literature shows that celebrity endorsement makes a given brand or product distinguishable from others and creates a positive brand image. The considerable impact that celebrities can have on people's minds - and thereby on consumer behaviour - makes such promos more persuasive and thus enhances customers' choice intentions toward that brand (Choi & Rifon, 2017). Observation of promotional activities of firms in the local environment has revealed a mutual trend/connect with the foregoing literature position about celebrity endorsement of goods and services. Almost all product in Nigeria now appear being promoted through celebrity endorsements, gaming/betting, drinks, confectionary, transportation, mechanical completely knocked down (CKD) parts and components digital personal assistants just to mention but a few. Consumers are overly bombarded with these promo almost every passing second of time through ubiquitous buzzy media channels as well as physical presentation and demonstration. The frenzy and frequency of these efforts suggesting and underlying attractions. Even in today's study, many researchers claim that celebrity endorsement is suitable for brand promos, and it is a common way in today's promoting of companies globally (Schimmelpfennig, 2018). Nzuva (2021) discovered in recent research that celebrity endorsement is a helpful marketing tool, and it is a crucial tool of business promotion for both medium and large businesses in the 21st century. Celebrity endorsement helps companies transfer the perfection and satisfaction from a celebrity presented to capture its target audience (Audi, Al Masri & Ghazzawi, 2015). Besides, celebrity endorsers and their various characteristics attributes are significant to brands that cannot be overlooked in the practical contribution (Shama, 2012). It helps to transfer the personality or status of such people, including their success and wealth to improve brand loyalty (Shama, 2015), that also benefit brands in the long term (Loei et al., 2016). Against this backdrop, the study therefore set out to investigate the extent celebrity brand endorsements drive consumer choice of shopping goods and services in Anambra State.

Statement of Problem

Extant marketing promotion literatures have shown that celebrity endorsement has become so prevalent in the products marketing campaigns that firms are optimistic that using the tool can accomplish their desired unique and relevant position in the minds of consumers (Wei & Lu, 2013). There is general consensus among marketers that celebrity endorsement engender more audience attention than non-celebrity borne promotional messages (Saaksjarvi, Hellén & Balabanis, 2016). Similarly, Biswas, Hussain and O'Donnell (2019) asserted that marketers invest significant amount of money to align their products with celebrities. In contemporary years, celebrity endorsement has become a very vital and strong competitive tool used by firms to publicize products and stimulates awareness in the minds of customers (Srivedi, 2012). Due to this development, many researchers have taken time to explore the issue of celebrity endorsement of goods and services (Vincent & Ernest, 2015; Wilson & Chosniel, 2013) thereby leading to the availability of various study on the subject matter. Though some empirical evidence exists on this subject, but most of these studies centred on the influence of celebrity endorsement on the brand image of firms. The outcome of studies between celebrity endorsement and consumer purchasing behaviour seemed inconclusive given the differences in empirical outcome and methodological approaches employed (Creswell, 2018). Also, none of the studies covered shopping goods in Anambra State.

Creswell (2018) has noted that 'nothing sells like a celebrity' through promoting. Taylor (2016) on the other hand emphasized that celebrity endorser in promoting is "not necessarily a recipe for success" as advertisement with celebrities have been found to underperform slightly. Also, the study of Tomkovik, Yelkur and Christians (2011) revealed that celebrities do not enhance advertisement likability. From this conflict of opinions

notwithstanding, there remains a sustained interest in celebrity endorsement in the shopping goods sub-sector (Whan & Parker, 2016), and among academics. Based on these controversies, there is the need to validate the findings on the nexus between celebrity brand endorsement and consumer choice of shopping goods.

Wilson and Chosniel (2013) stated that most of the studies on celebrity endorsement are mostly concerned with the capabilities of celebrity endorser, thereby providing little direction regarding the impact those endorsements have on consumer choice of shopping goods. More so, discernments of brands and choice actions usually vary from one individual to another due to the influence of some other persons. Today, celebrity endorsement has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Since repeated pairings of a brand and a celebrity strengthen the associative link consumers establish between brand and celebrity, negative information about the celebrity may negatively impact the endorsed brand (Erdogan & Baker 2019). Till and Shimp (2018) noted that a strong associative link between celebrity and product must be present before negative celebrity information lowers brand evaluations. Regardless of the strength of association consumers perceive between the celebrity endorser and the product, negative information about celebrity endorsers can put a firm's products and image at risk (Ali & Masoud, 2015). The over popularity of the celebrity sometimes overshadows the brand. If the celebrity is involved in multiple endorsements, it tends to create confusion among consumers and hence negatively affects the perception of the promotions and the brand (Chinwe, Danjuma, Chinedu & Hannah, 2021). Hence, to say clearly whether the practice of celebrity endorsement impacts positively or negatively on the brand still remains a debate. A review of the literature revealed the following key predictors of celebrity brand endorsement: celebrity performance, negative information, celebrity credibility, celebrity expertise, celebrity trustworthiness, celebrity attractiveness, celebrity familiarity, celebrity likeability, and celebrity/product fit affects promoting effectiveness. Firms believe that celebrities will draw attention to the endorsed brands and also influence consumers positively. However, it has become a challenge for some companies to actually determine the meaning that consumers associate with these celebrity endorsers and how these affect their attitudes (Chinwe, Danjuma, Chinedu & Hannah, 2021; Ifechukwu, Ifechukwu-Jacobs & Okeke, 2023; Ifechukwu-Jacobs & Arinze, 2021; Ifechukwu-Jacobs, 2019).

Consumers always approach the market place with well-defined and established sets of taste and preferences (Udovita & Hilal, 2018). Consumers can be manipulated by positioning what they want to see, feel or hear, at the right time, in the right place and at the best manner, so as to create a positive impact in the minds of consumers. Brands with celebrity endorsement can only receive attention when such brand is perceived as having a good quality by consumers. There is the issue of doubts on the part of the customers on the quality of the consumer goods in the market. Most of the consumer goods in the market are of low quality making most of the consumers to lose trust in the products hence the need for celebrity endorsers to guarantee the customers on the quality of the products. However, many studies reveal that celebrity endorsers positively affect consumers' attention and brand recall (ZorBari-Nwitambu and Kalu, 2017). But in terms of celebrity endorsers and brand loyalty, many researchers are still unclear if a celebrity endorser could lead to brand loyalty because there is inconsistency in the research results (Udovita and Hilal, 2018; ZorBari-Nwitambu and Kalu, 2017). There are many research results that revealed that celebrity endorser characteristics have a positive effect on brand loyalty (Osei-Frimpong et al., 2019; ZorBari-Nwitambu & Kalu, 2017). The finding of Osei-Frimpong et al., (2019) showed that celebrity endorsers have a positive relationship with brand loyalty; that many people continuously choose and re-choose a product/service that a celebrity endorsed despite not needing it. In the same vein, celebrity endorsers have

information that creates awareness about a product/service to consumers, while emotions positively influence consumers regarding the correlation between celebrity endorsers and consumers. The positive emotions could persuade consumers and increase their engagement of behaviour and brand choice. However, there are also some research results that indicate that celebrity endorser characteristics have no impact on brand choice (ZorBari-Nwitambu & Kalu, 2017; Ifechukwu-Jacobs, 2022; Ifechukwu-Jacobs, 2022; Ifechukwu-Jacobs, Ezeokafor & Ekwere, 2021). This is because researchers believed that there is not enough evidence to prove the impact of celebrity on brand choice for their study (Yudha et al., 2021). This could be because of the undisclosed information of the promotions that used celebrity endorser support. And, most of the respondents in the research believe that celebrity endorsers have no effect on brand loyalty, because celebrities could increase their awareness and remembrance of a brand but it does not provide brand loyalty. The celebrity endorser is only essential in terms of increasing attention to a brand. This inconsistent results, may have ensued because the studies were conducted on different consumers and cultures. For instance, celebrity endorsement and brand choice research specifically in Nigeria (Oyeniya, 2014), and Nepal (Baniya, 2017) had different findings. It is based on these foregoing that the present study sought to establish the influence of celebrity brand endorsement on consumer choice of shopping goods, taking into consideration the various celebrity attributes including perfumes, travel bags, shoes, trendy clothes, phones, furniture, etc and the extent these attributes affect consumer choice of shopping goods/brands in Nigeria.

Objectives of the Study

The broad objective of the study is to examine the relationship between celebrity brand endorsement and consumer choice of shopping goods in Anambra State. The specific objectives are to:

1. Determine the relationship between celebrity credibility and consumer choice of shopping goods in Anambra State.
2. Ascertain the relationship between celebrity attractiveness and consumer choice of shopping goods in Anambra State.
3. Examine the relationship between celebrity expertise and consumer choice of shopping goods in Anambra State.
4. Investigate the relationship between celebrity trustworthiness and consumer choice of shopping goods in Anambra State.
5. Evaluate the relationship between celebrity respectability and consumer choice of shopping goods in Anambra State.

Research Hypotheses

The following hypotheses stated in null form guided this study.

- H₀₁** Celebrity credibility has no significant relationship with consumer choice of shopping goods in Anambra State.
- H₀₂** Celebrity attractiveness has no significant relationship with consumer choice of shopping goods in Anambra State.
- H₀₃** Celebrity expertise has no significant relationship with consumer choice of shopping goods in Anambra State.
- H₀₄** Celebrity trustworthiness has no significant relationship with consumer choice of shopping goods in Anambra State.
- H₀₅** Celebrity respectability has no significant relationship with consumer choice of shopping goods in Anambra State.

METHODOLOGY

Research Design

This study adopted survey research design. Survey research design sought to scientifically describe phenomena and their relationships in the actual environment after a given time. Survey depends on samples of respondents, drawn from the population and considered a representative of the population. This design was adopted because it interpreted and synthesized useful data for sound conclusion.

Area of the Study

This investigation was restricted to three major cities in Anambra State of Nigeria. The major cities covered in this study were namely Onitsha (commercial hub of the state from Anambra central), Nnewi (industrial hub of the State from Anambra South) and Awka (the State Capital from Anambra North). The State, Anambra with Awka as the Capital Territory, was created alongside some states under military regime of the then military President, Major General Ibrahim Badamosi Babangida (IBB) by section 1(1) of the State (Creational and transitional Provisions) (No. 2) Decree No. 41 of 1991. Presently, it is one of the five States, including Abia, Ebonyi, Enugu and Imo that occupy and inhabit the South-East (SE) geo-political zone of the Federal Republic of Nigeria. The State is bounded to the East, West, North and South by Enugu, Delta, Kogi and Imo states respectively. Lying at Latitude 6° 20' North and Longitude 7° 00' East (National Geospatial-Intelligence Agency, 2012). Anambra state covers land area of 4,816.21 square kilometers (National Population Commission, Nigeria [NPC], 2010). The Nigeria Bureau of Statistics NBS (2010), using literacy index in any language spoken, indicated that the people are educationally very advanced and that literacy rate is statistically high with the youths and adults put at 92.9 and 74 percent, respectively. Igbo language is the native language of the people of Anambra State. Within the Igbo language are found varying dialects but, very little difference in tradition, socio-economic and behavioural characteristics.

Population of Study

The population of the study comprised of all the consumers of shopping goods in Anambra State. The researcher was not able to obtain the actual number of the target population, hence the population is infinite.

Sample Size Determination

Determining sample size is a very critical task towards collecting accurate data, in a survey study. Since the population of the study is infinite, the statistical formula for determining the sample size from such population, developed by Cochran (1963), was employed. The formula is stated below:

$$n = \frac{Z^2 Pq}{e^2}$$

Valid where,

n = sample size

Z = the value on the Z table at 95% confidence level =1.96

e = Sampling error at 5%

p = Probability of positive Response

q = Probability of Negative Response

A pilot study was carried out to determine the proportion of respondents in the area of interest. The breakdown of the study is shown in the table below:

Table 1 Proportion of Positive and Negative Responses

S/n	Senatorial Zones	Yes (P)	No (Q)
1	Awka	16	24
2	Onitsha	21	18
3	Nnewi	15	6
	Total	52	48

Source: Field Survey, 2024

The proportion of positive responses

$$P = \frac{52}{100} = 0.52$$

The proportion of negative responses

$$P = \frac{48}{100} = 0.48$$

$$e = 5\% \text{ or } 0.05$$

$$n = \frac{Z^2 Pq}{e^2}$$

$$n = \frac{(1.96)^2 0.5(0.5)}{0.05^2}$$

$$n = \frac{3.84116 \times 0.25}{0.0025}$$

$$n = \frac{0.96029}{0.0025}$$

$$n = 384.116$$

Therefore, the sample size is approximately 384

Sampling Technique

Purposive sampling technique was used as the sampling technique for the research. Purposive sampling technique relies on the personal judgment of the researcher, rather than chance, to select the respondents. The respondents involved in the purchase of shopping goods and have reasonable knowledge about the issues under investigation, were selected for the study.

Sources of Data

Primary data for the study was sourced from the target respondents with the aid of the questionnaire. In other words, the responses of the study sample constituted the primary data for the study.

Instrument of Data Collection

The structured questionnaire was used to collect the data needed for the study. The questions were structured on issue-based pattern following the sub-elements of the stated research questions, so as to ensure completeness. The instrument was scaled 4 (Strongly Agree), 3 (Agree), 2 (Disagree), and 1 (Strongly Disagree). The main advantage of scaled-responses is that it permits the measurement of intensity of respondents' answers compared to multiple choice responses (McDaniel & Gates, 2011). The questionnaire was structured into two sections with the first section dealing on the demography of the respondents, while the second section covered question items that were consistent with the objectives of the study. The questionnaire is attached as an appendix II.

Reliability of Instrument

The questionnaire was presented in a pilot study to assess how reliable it was to generate the desired data. A pretest was conducted in 3 major cities in Anambra State which (Awka 30, Onitsha 30 and Nnewi 30). The data collected for the study were analysed on Cronbach's Alpha (α) to test the internal consistency of the variables. Since Cronbach's Alpha (α) is the commonly used method to measure the reliability for a set of two or more constructs where alpha coefficient values range between 0 and 1; higher value indicates higher reliability among the indicators (Hair, Anderson, Tatham & Black, 1992). Hence, 1 is the highest value that can be achieved. The decision rule was based on the minimum acceptable level suggested by Nunnally (1978), which is 0.70.

Table 2 Reliability Statistics

s/n	Variables	Cronbach's Alpha
1	Celebrity Credibility	0.884
2	Celebrity Attractiveness	0.796
3	Celebrity Expertise	0.841
4	Celebrity Trustworthiness	0.882
5	Celebrity Respectability	0.901
6	Consumer Choice of Consumer Goods	0.761

Source: Field Survey, 2024

The table above shows that Cronbach's Alpha computation yielded reliability coefficients value of 0.884 for celebrity credibility, 0.796 for celebrity attractiveness, 0.841 for celebrity expertise, 0.882 for celebrity trustworthiness, 0.901 for celebrity respectability and 0.761 for consumer choice of consumer goods. These reliability coefficients was considered high because they fall within the high reliability indices as described by Creswell (2003), hence the instrument is reliable.

Method of Data Analysis

The data generated through the questionnaire were presented in frequency tables and analysed in simple percentages. Further, Pearson Product Moment Correlation Coefficient analyses were used to test the hypotheses formulated for this study. Pearson technique was applied to test the relative predictive power of the independent variables on the dependent variable. The analysis was facilitated with statistical package for social sciences (SPSS) version 25 of 2023.

Decision Rule: in interpreting the strength of relationship between the variables, the guideline given by Cohen, Manion and Morrison (2007) will be relied on:

From 0.0 to ± 0.2 = slight/no correlation

From 0.2 to ± 0.4 = low correlation

From 0.6-0.8 = strong correlation

From 0.9 to ± 1.0 = very strong/perfect correlation

PRESENTATION AND ANALYSIS OF DATA

Survey/Descriptive Data

Table 3: Questionnaire Response Rate

s/n	Anambra City	Questionnaire Copies Given (%)	Number Returned (%)	Number Not Returned (%)
1	Onitsha	128 (33.33)	119 (31)	9 (2)
2	Awka	128 (33.33)	117 (30)	11 (3)

3	Nnewi	128 (33.33)	114 (30)	14 (4)
	Total	384 (100)	350 (91)	34 (9)

Researcher's Compilation, 2024

A total of three hundred and eighty four (384) copies of the questionnaire were distributed to the respondents. A total of three hundred and fifty (350) copies were returned while thirty four (34) copies were not returned. Based on the foregoing outcome, the three hundred and fifty (350) properly filled copies of the questionnaire were used in the data analyses.

Respondent Demographic Profile

Table 4: Distribution of Respondents by Gender

Gender	Frequency	Percent	Valid Percent
Male	200	57	57
Female	150	43	43
Total	350	100	100

Source: Field Survey, 2024

Table above show the number and percentage distribution of the genders of the respondents involved in the survey. The results indicate that more females (57%) participated in the study than males (43%).

Table 5: Distribution of Respondents by Age

Age bracket	Frequency	Percentage	Valid Percentage
20-30 years old	50	14	14
31-40 years old	80	23	23
41-50 years old	100	29	29
51 years and above	120	34	34
Total	350	100	100

Source: Field Survey 2024

Results contained in the table above show that 34% of the respondents are within the age range of 51 years and above, while 29% falls within 41-50 years. This is closely followed by 31-40 years bracket that accounted for 23%. Respondents of 20-30 age range accounted for the least percentage value (14%). This indicates that more matured adults (those within the combined age range/percentage of 41-51 and above (63%) participated in the study.

Table 6: Respondents' Educational Qualification

Education	Frequency	Percentage	Valid Percentage
No Formal Education	20	5.7	5.7
Primary Education	40	11	11
Post Primary Education	60	17	17
Tertiary Education	230	65	65
Total	350	100	100

Source: Field Survey 2024

Results contained in the table above show that 5.7% of the respondents have no formal education, 11% of the respondents have primary education, 17% of the respondents have post primary education as their educational qualification while, 65% of the respondents have tertiary education. This indicates that majority of the respondents are enlightened.

Table 7: Presentation and Analysis of Items Related to Celebrity Credibility

S/n	Items	SA	A	D	SD
1	The celebrity has confidence	101 28.9%	126 36.0%	105 21.4%	18 5.1%
2	The celebrity is honest	129 36.9%	130 37.1%	94 26.5%	8 2.3%
3	The celebrity is sincere	134 38.3%	147 40.9%	52 14.8%	17 4.9%
4	The celebrity is courageous	120 34.3%	143 48.3%	54 15.4%	33 9.4%
5	The celebrity has strength	127 36.3%	149 42.6%	63 18%	11 3.1%

Source: Researcher's Field Survey, 2024

The table above presented data on the extent celebrity credibility relate with consumer choice for selected consumer goods in Anambra State. The results indicate that 29.9% of the respondents strongly agreed that the celebrity has confidence, 36% of the respondents agreed, 21.4% of the respondents disagreed while 5.1% of the respondents strongly agreed. This indicates that majority of the respondents agreed that the celebrity has confidence. The table also indicates that 129 respondents representing 36.9% strongly agreed that the celebrity is honest; 130 respondents representing 37.1% agreed, 95 respondents representing 26.5% disagreed while 2 respondents representing 2.3% did not believe in celebrity's brand choice. This implies that the celebrity is honest. Furthermore, 38.3% of the respondents strongly agreed that the celebrity is sincere, 40.9% of the respondents agreed, 14.8% of the respondents disagreed while 4.9% of the respondents strongly disagreed. This implies that majority of the respondents agreed that the celebrity is sincere. The table also indicated that 120 respondents representing 34.3% strongly agreed that the celebrity is courageous; 143 respondents representing 48.3% agreed, 54 respondents representing 15.4% disagreed while 33 respondents representing 9.4% strongly disagreed. This implies that majority of the respondents agreed that the celebrity is courageous.

The table further indicates that 127 respondents representing 36.3% strongly agreed that the celebrity has strength; 149 respondents representing 42.6% agreed, 63 respondents representing 18% disagreed while 11 respondents representing 3.1% strongly disagreed. This implies that the celebrity has strength.

Table 8: Presentation and Analysis of Items Related to Celebrity Attractiveness

S/n	Items	SA	A	D	SD
1	The celebrity is respected	127 36.3%	149 42.6%	63 18%	11 3.1%
2	The celebrity is very classy.	122 34.9%	104 46.3%	100 28.6%	24 6.9%
3	The celebrity has a very nice outlook	99 28.3%	162 53.0%	71 20.3%	18 5.1%
4	The celebrity has a very elegant fashion style.	92 26.3%	126 36.0%	94 26.9%	38 10.9%
5	The celebrity has a very attractive appearance.	85 24.3%	158 45.1%	96 27.4%	11 3.1%

Source: Researcher's Field Survey, 2024

The results in the table above measured the extent celebrity attractiveness relate with consumer choice for selected consumer goods in Anambra State. The results indicate that 36.3% of the respondents strongly agreed that the celebrity is respected, 42.6% of the

respondents agreed, 18% of the respondents disagreed while 3.1% of the respondents strongly agreed. This indicates that majority of the respondents agreed that the celebrity is respected. The table also indicates that 122 respondents representing 34.9% strongly agreed that the celebrity is very classy; 104 respondents representing 46.3% agreed, 100 respondents representing 28.6% disagreed while 23 respondents representing 6.9% strongly disagreed. This implies that the celebrity is very classy

Furthermore, 28.3% of the respondents strongly agreed that the celebrity has a very nice outlook, 53% of the respondents agreed, 20.3% of the respondents disagreed while 5.1% of the respondents' strongly disagreed. This implies that majority of the respondents agreed that the celebrity has a very nice outlook. The table also indicated that 92 respondents representing 26.3% strongly agreed that the celebrity has a very elegant fashion style; 126 respondents representing 36% agreed, 94 respondents representing 26.9% disagreed while 38 respondents representing 10.9% strongly disagreed. This implies that majority of the respondents agreed that the celebrity has a very elegant fashion style. The table further indicates that 85 respondents representing 24.3% strongly agreed that the celebrity has a very attractive appearance; 158 respondents representing 45.1% agreed, 96 respondents representing 27.4% disagreed while 11 respondents representing 3.1% strongly disagreed. This implies that the celebrity has a very attractive appearance.

Table 9: Presentation and Analysis of Items Related to Celebrity Expertise

S/n	Items	SA	A	D	SD
1	The celebrity endorser is an expert in the field that he/she represents.	95 27.1%	161 46.0%	32 9.2%	12 3.4%
2	Celebrity has experience in using the brand.	111 37.7%	166 47.4%	71 20.5%	2 0.6%
3	Celebrity is knowledgeable	113 32.3%	133 38.0%	95 33.1%	9 2.6%
4	Celebrity has got high professional qualification concerning the promoted consumer goods	85 24.3%	163 46.6%	96 27.4%	6 1.7%
5	The celebrity endorser is an expert in the field that he/she represents.	101 28.9%	176 50.3%	71 20.5%	2 0.6%

Source: Researcher's Field Survey, 2024

The results in the table above indicate that 27.1% of the respondents strongly agreed that the celebrity endorser is an expert in the field that he/she represents, 46% of the respondents agreed, 9.2% of the respondents disagreed while 3.4% of the respondents strongly agreed. This indicates that majority of the respondents agreed that the celebrity endorser is an expert in the field that he/she represents. The table also indicates that 111 respondents representing 37.7% strongly agreed that celebrity has experience in using the brand; 166 respondents representing 47.4% agreed, 71 respondents representing 20.5% disagreed while 2 respondents representing 0.6% strongly disagreed. This implies that celebrity has experience in using the brand. Furthermore, 32.3% of the respondents strongly agreed that celebrity is knowledgeable, 38% of the respondents agreed, 33.1% of the respondents disagreed while 2.6% of the respondents strongly disagreed. This implies that majority of the respondents agreed that celebrity is knowledgeable.

The table also indicated that 85 respondents representing 24.3% strongly agreed that celebrity has got high professional qualification concerning the promoted consumer goods; 163 respondents representing 46.6% agreed, 96 respondents representing 27.4% disagreed while 6 respondents representing 1.7% strongly disagreed. This implies that majority of the respondents agreed that celebrity has got high professional qualification concerning the promoted consumer goods. The table further indicates that 101 respondents representing 28.9% strongly agreed that the celebrity endorser is an expert in the field that he/she represents; 176 respondents representing 50.3% agreed, 71 respondents

representing 20.5% disagreed while 2 respondents representing 0.6% strongly disagreed. This implies that the celebrity endorser is an expert in the field that he/she represents.

Table 10: Presentation and Analysis of Items Related to Celebrity Trustworthiness

S/n	Items	SA	A	D	SD
1	Celebrity provides reliable source of information.	114 32.6%	145 41.4%	76 21.7%	15 4.3%
2	I believe in celebrity's brand choice.	125 35.7%	149 47.3%	63 19.1%	13 3.7%
3	Celebrity is an honest person.	173 49.4%	122 34.9%	47 13.5%	8 2.3%
4	Celebrity is a person with integrity.	85 24.3%	138 39.4%	116 33.0%	11 3.1%
5	Celebrity dependability enhances advertising effectiveness	86 24.5%	151 43.1%	96 27.4%	17 4.9%

Source: Researcher's Field Survey, 2024

The results in the table above indicate that 32.6% of the respondents strongly agreed that celebrity provides reliable source of information, 41.4% of the respondents agreed, 21.7% of the respondents disagreed while 4.3% of the respondents strongly agreed. This indicates that majority of the respondents agreed that celebrity provides reliable source of information. The table also indicates that 125 respondents representing 35.7% strongly agreed that they believe in celebrity's brand choice; 149 respondents representing 47.3% agreed, 63 respondents representing 19.1% disagreed while 13 respondents representing 3.7% strongly disagreed. This implies that the respondents believe in celebrity's brand choice. Furthermore, 49.4% of the respondents strongly agreed that celebrity is an honest person, 34.9% of the respondents agreed, 13.5% of the respondents disagreed while 2.3% of the respondents strongly disagreed. This implies that majority of the respondents agreed that celebrity is an honest person. The table also indicated that 85 respondents representing 24.3% strongly agreed that celebrity is a person with integrity; 138 respondents representing 39.4% agreed, 116 respondents representing 33% disagreed while 11 respondents representing 3.1% strongly disagreed. This implies that majority of the respondents agreed that celebrity is a person with integrity. The table further indicates that 86 respondents representing 24.5% strongly agreed that celebrity dependability enhances advertising effectiveness; 151 respondents representing 43.1% agreed, 96 respondents representing 27.4% disagreed while 17 respondents representing 4.9% strongly disagreed. This implies that celebrity dependability enhances advertising effectiveness.

Table 11: Presentation and Analysis of Items Related to Celebrity Respectability

S/n	Items	SA	A	D	SD
1	The celebrity consent to the usage of the product	101 28.9%	126 36.0%	105 21.4%	18 5.1%
2	The celebrity approves that the consumer goods is of high quality	129 36.9%	130 37.1%	93 26.5%	8 2.3%
3	The celebrity demonstrate on how to use the product	134 38.3%	147 40.9%	52 14.8%	17 4.9%
4	Celebrity endorsement enhances my trust in the product	120 34.3%	143 48.3%	54 15.4%	33 9.4%
5	The celebrity gives assurance on the quality of the product	127 36.3%	149 42.6%	63 18.0%	11 3.1%

Source: Researcher's Field Survey, 2024

The results in the table above indicate that 28.9% of the respondents strongly agreed that the celebrity consent to the usage of the product, 36% of the respondents agreed, 21.4% of the respondents disagreed while 5.1% of the respondents strongly agreed. This indicates that majority of the respondents agreed that the celebrity consent to the usage of the product.

The table also indicates that 129 respondents representing 36.9% strongly agreed that the celebrity approves that the consumer goods is of high quality; 130 respondents representing 37.1% agreed, 93 respondents representing 26.5% disagreed while 8 respondents representing 2.3% strongly disagreed. This implies that the celebrity approves that the consumer goods is of high quality. Furthermore, 38.3% of the respondents strongly agreed that the celebrity demonstrate on how to use the product, 40.9% of the respondents agreed, 14.8% of the respondents disagreed while 4.9% of the respondents strongly disagreed. This implies that majority of the respondents agreed that the celebrity demonstrate on how to use the product.

The table also indicated that 120 respondents representing 34.3% strongly agreed that celebrity endorsement enhances my trust in the product; 143 respondents representing 48.3% agreed, 54 respondents representing 15.4% disagreed while 33 respondents representing 9.4% strongly disagreed. This implies that majority of the respondents agreed that celebrity endorsement enhances my trust in the product. The table further indicates that 127 respondents representing 36.3% strongly agreed that the celebrity gives assurance on the quality of the product; 149 respondents representing 42.6% agreed, 63 respondents representing 18% disagreed while 11 respondents representing 3.1% strongly disagreed. This implies that the celebrity gives assurance on the quality of the product.

Table 12: Presentation and Analysis of Items Related to Celebrity Trustworthiness

S/n	Items	SA	A	D	SD
1	I choose shopping goods because of the credibility of the celebrity on promoted product	106 30.3%	131 37.2%	90 25.7%	23 6.8%
2	I choose shopping goods because of the attraction I have on promoted product by the celebrity	114 32.6%	135 38.6%	88 25.1%	13 3.7%
3	The expertise of the celebrity on advertised products influence my choice	119 34.0%	152 43.4%	57 16.3%	22 6.3%
4	The trust people have on a product promoted by a celebrity influence consumer choice	115 32.9%	138 39.4%	59 16.9%	38 10.8%
5	My choice of consumer goods is influence by the respect I have for the celebrity	97 27.7%	159 45.4%	73 20.9%	21 6.0%

Source: Researcher's Field Survey, 2024

The results in the table above indicate that 30.3% of the respondents strongly agreed that they choose shopping goods because of the credibility of the celebrity on promoted product, 37.2% of the respondents agreed, 25.7% of the respondents disagreed while 6.8% of the respondents strongly agreed. This indicates that majority of the respondents agreed that the consumer choose shopping goods because of the credibility of the celebrity on promoted product. The table also indicates that 114 respondents representing 32.6% strongly agreed that they choose shopping goods because of the attraction they have on promoted product by the celebrity; 135 respondents representing 38.6% agreed, 88 respondents representing 25.1% disagreed while 13 respondents representing 3.7% strongly disagreed. This implies that consumer choose shopping goods because of the attraction they have on promoted product by the celebrity. Furthermore, 34% of the respondents strongly agreed that the expertise of the celebrity on advertised products influence their choice, 43.4% of the respondents agreed, 16.3% of the respondents disagreed while 6.3% of the respondents strongly disagreed. This implies that majority of

the respondents agreed that the expertise of the celebrity on advertised products influence consumers choice.

The table also indicated that 115 respondents representing 32.9% strongly agreed that the trust people have on a product promoted by a celebrity influence consumer choice; 138 respondents representing 39.4% agreed, 59 respondents representing 16.9% disagreed while 38 respondents representing 10.8% strongly disagreed. This implies that majority of the respondents agreed that the trust people have on a product promoted by a celebrity influence consumer choice. The table further indicates that 97 respondents representing 27.7% strongly agreed that their choice of consumer goods is influence by the respect they have for the celebrity; 159 respondents representing 45.4% agreed, 73 respondents representing 20.9% disagreed while 21 respondents representing 6% strongly disagreed. This implies that consumers' choice of consumer goods are influenced by the respect they have for the celebrity.

Testing of Hypotheses

Hypotheses' testing is necessary in order to ascertain the authenticity (negativity or negativity of the assumption or claims made by the researcher before the actual investigation was carried out. As earlier stated in chapter three, the statistical tool adopted for testing the hypothesis formulated for the study is the Pearson Product Correlation Method.

Decision Rule: in interpreting the strength of relationship between the variables, the guideline given by Cohen, Manion and Morrison (2007) will be relied on:

From 0.0 to ± 0.2 = slight/no correlation

From 0.2 to ± 0.4 = low correlation

From 0.6-0.8 = strong correlation

From 0.9 to ± 1.0 = very strong/perfect correlation

Below are the analyses and results of the study's five hypotheses:

Hypothesis One

H₀: Celebrity credibility has no significant relationship with consumer choice for consumer goods in Anambra State.

H₁: Celebrity credibility has a significant relationship with consumer choice for consumer goods in Anambra State.

Table 13: Result of Pearson Product-Moment Correlation Analysis Between Celebrity Credibility and Consumer Choice for Consumer Goods

Correlations			
		Celebrity Credibility	Consumer Choice For Consumer Goods
Celebrity Credibility	Pearson Correlation	1	.769**
	Sig. (2-tailed)		.000
	N	350	350
Consumer Choice For Consumer Goods	Pearson Correlation	.769**	1
	Sig. (2-tailed)	.000	
	N	350	350
**Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2024

Table presents results of Pearson Product Moment Correlation (PPMC) test on the relationship between brand's celebrity credibility and consumer choice for consumer

goods. The correlation table revealed that there is a strong and significant positive relationship between celebrity credibility and consumer choice for consumer goods in Anambra State, Nigeria ($r = 0.769$, $p0.000 < 0.05$). This implies that celebrity credibility helps to increase consumer choice for shopping goods in Anambra State. Therefore, the finding indicates that celebrity credibility has a significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria. Based on this results, the null hypothesis one (H_0) which states that Celebrity brand credibility has no significant relationship with consumer choice for consumer goods in Anambra State, Nigeria is hereby rejected. Therefore we can state that celebrity credibility had a significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria.

Hypothesis Two

H_0 : Celebrity attractiveness has no significant relationship with consumer choice for consumer goods in Anambra State.

H_1 : Celebrity attractiveness has significant relationship with consumer choice for consumer goods in Anambra State.

Table 14: Result of Pearson Product-Moment Correlation Analysis Between Celebrity Attractiveness and Consumer Choice for Consumer Goods

Correlations			
		Celebrity Attractiveness	Consumer Choice For Consumer Goods
Celebrity Attractiveness	Pearson Correlation	1	790**
	Sig. (2-tailed)		.000
	N	350	350
Consumer Choice For Consumer Goods	Pearson Correlation	790**	1
	Sig. (2-tailed)	.000	
	N	350	350

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2024

The correlation in Table shows that there is a significant relationship between celebrity brand attractiveness and consumer choice for consumer goods. The Pearson's product moment correlation coefficient values reveal a positive significant correlation between celebrity brand attractiveness and consumer choice for consumer goods ($r = 790$, at $p=0.000 < 0.05$). This implies that an increase in celebrity brand attractiveness will increase consumer choice for consumer goods. Based on the findings, the study therefore rejects the null hypothesis two (H_0) which states that there is no significant positive relationship between celebrity brand attractiveness and consumer choice for consumer goods in Anambra State, Nigeria was rejected. Therefore, we can accept that celebrity brand attractiveness has a significant positive relationship with consumer choice for consumer goods in Anambra State,, Nigeria.

Hypothesis Three

H_0 : Celebrity expertise has no significant relationship with consumer choice for consumer goods in Anambra State.

H_1 : Celebrity expertise has a significant relationship with consumer choice for consumer goods in Anambra State.

Table 15: Result of Pearson Product-Moment Correlation Analysis Between Celebrity Expertise and Consumer Choice for Consumer Goods

Correlations			
		Celebrity Expertise	Consumer Choice for Consumer Goods
Celebrity Expertise	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	350	350
Consumer Choice For Consumer Goods	Pearson Correlation	.813 **	1
	Sig. (2-tailed)	.000	
	N	350	350
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2024

The correlation in Table shows that there is a significant relationship between celebrity brand expertise and consumer choice for consumer goods in Anambra State. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between celebrity brand expertise and consumer choice for consumer goods ($r = 0.813$, at $p=0.000<0.05$). This implies that an increase in celebrity brand expertise will increase consumer choice for consumer goods in Anambra State. Based on the findings, the study therefore rejects the null hypothesis three (H_0), which states that celebrity brand expertise has no significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria. Therefore we can state that celebrity brand expertise has a significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria.

Hypothesis Four

H_0 : Celebrity trustworthiness has no significant relationship with consumer choice for consumer goods in Anambra State.

H_1 : Celebrity trustworthiness has significant relationship with consumer choice for consumer goods in Anambra State.

Table 16: Result of Pearson Product-Moment Correlation Analysis Between Celebrity Trustworthiness and Consumer Choice for Consumer Goods

Correlations			
		Celebrity Trustworthiness	Consumer Choice for Consumer Goods
Celebrity Trustworthiness	Pearson Correlation	1	.813**
	Sig. (2-tailed)		.000
	N	350	350
Consumer Choice for Consumer Goods	Pearson Correlation	.835 **	1
	Sig. (2-tailed)	.000	
	N	350	350
**. Correlation is significant at the 0.05 level (2-tailed).			

Source: Field Survey, 2024

The correlation in Table shows that there is a significant relationship between Celebrity brand trustworthiness and consumer choice for consumer goods in Anambra State. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between celebrity brand trustworthiness and consumer choice for consumer goods ($r = 0.835$, at $p=0.000<0.05$). This implies that an increase in celebrity brand trustworthiness will increase consumer choice for consumer goods in Anambra State.

Based on the findings, the study therefore rejects the null hypothesis four (H_0) which states that celebrity brand trustworthiness has no significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria. Therefore we can state that celebrity brand trustworthiness has a significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria

Hypothesis Five

H_0 : Celebrity respectability has no significant relationship with consumer choice for consumer goods in Anambra State.

H_1 : Celebrity respectability has a significant relationship with consumer choice for consumer goods in Anambra State.

Table 17: Result of Pearson Product-Moment Correlation Analysis Between Celebrity Respectability and Consumer Choice for Consumer Goods

Correlations			
		Celebrity respectability	Consumer Choice for Consumer Goods
Respect for a Celebrity	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	350	350
Consumer Choice for Consumer Goods	Pearson Correlation	.847 **	1
	Sig. (2-tailed)	.000	
	N	350	350

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey, 2024

The correlation in Table shows that there is a significant relationship between political behavior and consumer choice for consumer goods. The Pearson's product moment correlation coefficient values reveal a strong positive and significant correlation between respect of a celebrity brand and consumer choice for consumer goods ($r = 0.847$, at $p < 0.05$). This implies that an increase in respect of a celebrity brand will increase consumer choice for consumer goods in Anambra State. Based on this result, the null hypothesis five (H_0) which states that respect of a celebrity brand has no significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria is hereby rejected. Therefore we can state that celebrity respectability has a significant positive relationship with consumer choice for consumer goods in Anambra State, Nigeria.

CONCLUSION AND RECOMMENDATIONS

The study evaluated the relationship between celebrity endorsements and consumer choice for shopping goods in Anambra State. The study found that celebrity credibility, celebrity attractiveness, celebrity trustworthiness, celebrity expertise and celebrity respectability have significant positive relationship with consumer choice for shopping goods in Anambra State. Therefore, the study concluded that celebrity endorsement influences consumer choice for shopping goods in Anambra State. In summary, the study made the following findings:

1. Celebrity credibility has a positive significant relationship with consumer choice of shopping goods in Anambra State. This implies that the credibility of the celebrity endorser influences consumer choice of shopping goods in Anambra State.
2. Celebrity brand attractiveness has a positive significant relationship with consumer choice of shopping goods in Anambra State. This implies that the attractiveness of celebrity endorsers influences consumers' choice of shopping goods.

3. Celebrity brand expertise has a positive significant relationship with consumer choice of shopping goods in Anambra State. This implies that the expertise and competence of the celebrity endorser can influence consumer choice of shopping goods.

4. Celebrity brand trustworthiness has a positive significant relationship with consumer choice of shopping goods in Anambra State. This implies that the trustworthiness of the celebrity endorser can influence consumer choice of shopping products.

5. Celebrity respectability has a positive significant relationship with consumer choice of shopping goods in Anambra State. This implies that the respect the consumer have for the celebrity endorser influences their choice of shopping goods.

Based on the findings the following recommendations are made:

1. Since celebrity credibility was found to have significant influence on consumer choice of shopping goods, manufacturers should always endeavour to contract celebrity endorsers who are honest, dependable and have integrity in order to foster trust and believability to both the fans of the celebrity and their customers.

2. The attractiveness of the celebrity should be matched with the right product and customers. This way, the company's products would have been projected effectively and the return on investment boasted through increased consumer choice of consumer goods.

3. Celebrity who have expertise knowledge on the product being advertised should be contracted by the manufacturers of shopping goods. Hence, the endorser display of expertise knowledge about the product will convince customers to choose the product. The level of expertise and competence displayed by a celebrity in getting the message across to the public is more likely to attract more customers.

4. Manufacturers of consumer goods should contract endorsers who are trusted by the potential customers as they are more likely to purchase products advertised by the celebrity they trust. This will engender trustworthiness in order to enhance consumer choice of consumer goods.

5. Celebrity endorsers who are respected by the public should be engaged by as they are more likely to attract customers' attention and make them to choose company's product. The more the degree of respectability the more the customer are likely to choose the brand.

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