

Celebrity Endorsement and Patronage of Skin Care Products by Female Lecturers in Federal Universities in South-East Nigeria: Age as a Base

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Abstract

Celebrity endorsement is a critical factor that most organisations are currently adopting as marketing strategy to boost their performance via customers' patronage. However, wrong choice of the right celebrities associated with low influence is being experienced by a number of firms resulting to poor patronage and consequently, poor performance. This study evaluated the influence of celebrity endorsement on the patronage of skin care products by female lecturers in Federal Universities in South-East Nigeria using age as a base. Descriptive survey research design was adopted for this study. The population for the study comprised of all the 1,897 female lecturers in all the Federal Universities in South-East Nigeria. The sample size for the study was 330 female lecturers obtained through Taro Yamane formula. Primary source of data was employed through a validated and reliable research instrument. The data collected was analysed using mean, standard deviation and ANOVA statistics. The mean and standard deviation were used to answer the research questions while ANOVA statistics was used to test the hypothesis at 0.05 level of significance. Findings revealed that celebrity endorsement influences patronage of skin care products by female lecturers in Federal Universities in South-East Nigeria. It also found that Age was not a source of significant ($p < 0.05$) difference in the mean ratings of female lecturers' responses on the influence of celebrity endorsement on their patronage of skin care products. The study recommends that Manufacturers/Marketers of cosmetics products targeting at female lecturers or similar learned women, should engage more of indigenous and attractive celebrities for their product endorsement. This is because the findings of this study revealed that they have much influence on patronage of skin care products by this class of women.

Background to the Study

The marketing strategies of Cosmetics industries across the world are often regarded as an important element of achieving institutional objectives. The achievements of institutional objective are driven by a strategic marketing orientation. Market orientation as an organizational culture is a corporate business philosophy that puts the customer's satisfaction first, taking into account the role played by the other market actors (Kabuoh, Ogodu and Anioke, 2022). Today, organisations hire chief marketing officers/ directors of marketing to help amplify their offerings in terms of product available to prospective customers, quality/features of products, prices of products, and ambience of their environments among many other strategic functions. Marketing efforts on products promotions is critical to organisational performance. According to Kabuoh, Magaji, Famutimi and Onyia-Babatope, 2021, marketing efforts of universities can help to increase brand awareness, attract potential students, and build loyalty among current students, their parents, academic and non-academic staff, as well as alumni of the universities. Marketing is that one function in the organization in which the entire business comes together. Being responsible for both making money for the company and delivering satisfaction to customers make marketing a great career.

Similarly, Abtin and Pouramiri (2016), stated that the retention of loyal customers is vital for the survival of the organisation in today's highly competitive markets. Thus, the authors emphasized that keeping the existing customers as well as attracting new ones become a more efficient strategy in marketing. Customer retention is a crucial factor for organisational success in business, (Refferalrock.com, 2021). Firms adopt creative strategies to survive and claim a significant share of the market, (Keller, 2016), by striving to attract consumers' attention to marketing communications, (Nichols & Schumann, 2012). To this end, celebrities are frequently engaged to endorse products, brands and campaigns (Knoll and Mathes 2017). Regardless, the right choice of celebrity endorsement is a highly effective strategy to gain customer interest and brand loyalty in a cluttered market place, (Hennayake, 2017). The power of celebrity endorsement is in its capacity to positively alter the buying behaviour of consumers. Researches have revealed that the use of celebrity endorsement has been confirmed to result in more favourable advertisement ratings, positive product evolutions, and it has become one of the most popular forms of retail advertising because of the financial gains it brings (Dean and Biswas, 2001; Choi and Rifon, 2007; Adam and Hussain, 2017; Farrell, 2000; Madhusanka,, 2017). Furthermore, celebrity endorsement, according to Nyarko, Asimah, Agbemava and Tsetse (2015), is now commonplace in the advertising world as they influence brand image through the transfer of meaning from the endorser to the brand.

A celebrity does not necessarily need to be an international superstar but should be extremely familiar to the audience as they are often seen in television displays, newspapers and magazines, as well as in social, and political events within the society, (Adam and Hussain 2017). Celebrities are also becoming more accessible and wield lots of influence through social media platforms such as Facebook, Instagram and YouTube. Celebrity endorsement is currently one of the most prevalent advertisement strategies employed by marketers for building brand image, increasing brand loyalty, sales volume and revenue.

One industry that uses celebrity endorsement strategy is the cosmetics industry. Euromonitor (2015) stated that beauty or cosmetics industry/ market has become over saturated by the large number of celebrity - endorsed products to choose from by the consumers. The plethora and popularity of celebrity endorsement in cosmetics industry is because consumers feel classy and glamorous with celebrity endorsed cosmetics, and also perceive such cosmetics as a symbol of social and economic status, (Adam and Hussain, 2017). Consumers often frame their purchase intention in favour of cosmetics endorsed by celebrities who have some expertise in that field and are considered trustworthy (Audi et al, 2015). One of such cosmetics products is:

Skin Care Products. According to Apoorva et al (2016), one of the most thriving markets in cosmetics industry is the skin care products. These are designed to improve the appearance and feel of the skin. Romanowski (2017), states that skin care products are cosmetics products that are applied and left behind on the skin. This category of cosmetics, according to the author, includes moisturizing products, anti-aging products, sunless tanners, cleansers and exfoliation products among others. The skin care products, according United States Food and Drug Administration (2017) also include cleansers, moisturizers, skin fresheners, depilatories, foot powder and sprays.

Similarly, Nigerian news sources have narrated situations where companies have engaged celebrities to campaign for patronage and they exhibited behavioural changes that do not align with the celebrity's real personality and lifestyle (see for example, Guardian, 2020 as Kenedy stated). When these celebrities exhibit behaviours contrary to the message they preach, it causes embarrassment to the companies and puts them through the difficulties of image recovery. In addition, reactions from target audience of such campaigns indicate mistrust for the company, the message and the messenger. Furthermore, Astor, (2020) extensively exposed five Nigerian celebrities who signed up endorsement deals as brand ambassadors for various companies. One of the celebrities was a brand ambassador for a product and publicly took his crew on a shopping spree to buy a brand that could serve as a substitute for the one he endorsed. Another was a popular Nigerian artiste who endorsed a product that has no similarity or a match to his personality. This obviously is a mismatch and counter-productive to the company considering the huge financial investment in signing up such deals. In addition, various opinions expressed in an article by Chijioke (2019), affirmed that customers cannot at this time and age, and with their level of exposure be influenced to buy a product just because of a celebrity, even when some of such products and their features are of low quality. Majority opinions were that the use of celebrity is not a determinant factor, but the value they get from the brand. Wrong focus of celebrity endorsement may cause customers' dissatisfaction and poor organizational performance. Adeoye, Egwakhe, and Adefulu (2019) stated that the major problem of achieving overall firm performance is attributed to pressures of top management to focus on short-term metrics at the expense of the future, thus reduced customer satisfaction and unable to meet up customer future demand. Sequel to the foregoing, businesses need to make the right choice of celebrity by considering celebrity qualities that can influence the target market to do what the business want them to do and that is what this study is about. To achieve the study objective, a hypothesis was formulated:

Hypothesis: Age is not a source of significant difference in the mean response of female lecturers on the influence of celebrity endorsement on their patronage of skin care cosmetics products

Conceptual Review

Celebrity Endorsement

A celebrity is a commonly recognised person for his/her achievements and success (Taleja, 2005). According to Adeyanju (2013), a celebrity is a person who enjoys public recognition among a large group of people and possesses distinctive qualities like attractiveness and trustworthiness. In the same vein, Kotler and Keller (2012) refer to celebrities as individuals who have high recognition, high positive effect and high appropriateness before the society. A celebrity is any famous and influential person that is admired and much spoken about by most people in the society, (Nyarko, Asimah, Agbemava and Tsetse, 2015). Therefore, a celebrity is a well-known individual who wields great fame, public recognition, trust, authority, attraction and influence because of his actions, behaviour and position in society. A celebrity can be a sports figure, a newscaster, an entertainer, a politician, community leaders or television/film actor, (Bhushan, 2007). Every celebrity through his/her activities creates an impression on his/her fans which could be positive or negative.

The concept of celebrities is associated with individuals who have attained enviable positions in the public eye and typically have high profile in given career (s) such as sports, entertainment, music and drama among others (Zipporah and Mberia, 2014). Roll (2006) described a celebrity as a person who is widely known in society for his accomplishments in their respective fields, movies, sports, music or politics. These fans associate different celebrities with different attributes such as trustworthiness, reliability, credibility, attractiveness among others. When a celebrity endorses a product, all the attributes associated with the celebrity are transferred to the product. This has a strong influence on consumers' attitude towards the brand, their purchase intentions and actual purchase (Erdogan, 1999).

Celebrity endorsement, according to Business Dictionary (2016), is a marketing strategy for advertising a product or brand, where the status or fame of a well-known person is used to promote a product, service or even to raise awareness on environmental and social matters. Similarly, Udo, Nwulu and Stella (2015), posited that celebrity endorsement is the technique of portraying a well-recognized sports star, entertainer and actor among others to be the brand ambassador or a spokesman for a company to promote a good or a service. Kotler and Armstrong (2000) also defined celebrity endorsement as the channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claims and position by extending his/her personality, popularity, status in the society or expertise in his/her field to the brand. Celebrity endorsement therefore, is the engagement of a celebrity by a company or a marketer to create brand awareness, brand loyalty and to influence the purchase decisions of consumers in order to increase sales and extend market share of a company or the marketer.

Skin Care Products

The skin care products are designed to improve the appearance of the body and feel of skin. According to Surber and Kottner (2015), there are vast armamentarium of skin care products to clean, soothe, restore, reinforce, protect and to treat our skin and hence to keep it in “good condition.” The skin care cosmetics products are further classified by how they work and what they do. They include moisturizing products, anti – aging products, sunless tanners, over the counter drugs used to treat skin condition such as acne etc. Today, modern skincare includes cleansing, soothing, restoring, reinforcing and protecting and with increasing age, the emphasis on skin care is changing (*Dreno, Araviiskaia, Berardesca, Bieber, Hawk and Sanchez-Viera, 2014; Kottner, Litherfeld, Blume-Peytavi and Kuhlmeiy, 2015*).

The character of skin care has shifted from mere cosmetics smooth, healthy looking skin to more therapeutic and preventive objectives such as soothing, restoring, reinforcing and protecting stressed skin. Even though skin care and skin protection plays an important role throughout lifetime, the skin areas in primary need of care and protection also change (Surber and Kottner, 2015). In younger years, environmental noxes (e.g., UV radiation) are of primary importance whereas in advanced years, age-related noxes (e.g., prolonged exposure to various sources of moisture, including urine or feces, perspiration, wound exudate, and their contents) become more important. Subsequently as the skin areas is in need of care and protection also change and skin areas (e.g., face, arms, legs) initially exposed to the external environment and later enclosed skin areas (e.g., skin folds, perianal, peri genital skin, groin, feet) become the vulnerable zones (hot spots) (Licherfeld, Hauss, Surber, Peters, Blume-Peytavi and Kottner, 2015). Ageing per se changes the skin structure and function across the life course increasing its susceptibility to numerous clinical relevant skin problems (e.g. xerosis cutis) (Kottner, 2015). According to Surber and Kottner (2015), Skin care products can theoretically be assigned to three different regulatory classes: medicinal products, medical device and cosmetics. For medicinal products a health promise is allowed whereas for cosmetics a health promise is prohibited. The health promise refers to the preventive and/or therapeutic purpose of the medicinal product or the medical device. They achieve their principal intended action in or on the human body by pharmacological, immunological or metabolic means (medicinal products) or by non-pharmacological, non-immunological or non-metabolic means (medical device), respectively. Cosmetics are meant to clean, to perfume, to change appearance, to correct body odor, to protect and to keep in good condition (Regulation EC No. 1223, 2009). Currently the majority of skin care products are cosmetics. For medicinal products and medical devices, the indication is clearly labeled, e.g., xerosis cutis or pruritus. Claims in cosmetic products often describe their functionalities and may be as simple as “soothe signs of dry skin” but may also be more fanciful like “Multi-Ingredient Anti-Aging Moisturizer Designed to Improve the Appearance of Facial Skin” (Herndon, Jiang, Kononov and Fox, 2015). It is important to note, that while the boundaries of the three regulatory classes seem well defined, there are many examples to demonstrate that these boundaries are not as well defined as one may assume. For instance, identical products are marketed as cosmetics or

medicinal products in different European countries. Occasionally, you will find that regulatory bodies will question promotional claims and require commercial suppliers to provide additional substantiation or change the products' claim.

The ranges of products that are offered for the skin care market are much more diverse than the hair care market. Skin care makes up about 27% of the total cosmetic industry and includes skin moisturizers, cleansers, facial products, anti-acne, and anti-aging products (Apoorv et al, 2016). Of all the cosmetics, skin care products can be one of the most expensive products with 2 ounces of product routinely selling for >\$200, because women do not mind spending big bucks to keep their skin looking young (Corner, 2015). Skin Care Industry consists of products ranging from moisturizing, cleansing lotions to anti marks and anti-ageing products. The skin care market is highly contested, with more than 17 companies and 350 brands. The market size of the skin-care segment is estimated at N21 billion. Fairness creams, with a market of around N11.75 billion, accounts for around 56 per cent by value. The contribution of moisturizing lotions and creams was 17 per cent; antiseptic creams 14 per cent and cold creams 13 per cent of the total skin cream market by volume.

Patronage

Adeleke and Aminu (2012) and Pataka, Lostakovaa, Curdovaa and Vlckovaa (2014) describe patronage as a deeply held commitment to re-patronise a preferred product/service consistently in the future, thereby causing repetitive same-brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. When customers are satisfied with services offered by the organization, they will be patriotic and loyal. A satisfied customer is a customer that owes his loyalty to the vendor by displaying regular patronage in spite the situation. The need to customer satisfaction and patronage is a basic concept of any business success. This support the view of Prabhakaram and Satyal (2003) that the customer is the king in business and the basic purpose of any business is to satisfy the customer. In this competitive commercial world, customer value is becoming a control element for all business strategies, with every organization emphasizing on customer satisfaction. Individual perception largely determines how an individual acts towards some products/services or even to an organization and could change consumers' behavior towards other brands and also changes that of people close to them (Hun and Yazdanifard, 2014; Olotu and Ogidi, 2014).

Kotler and Armstrong (2012), preach that satisfaction is the post-purchase evaluation of products or services taking into consideration the expectations. When these expectations are met, customers stay firm with the organization, else they switch to other competitors. Patronage is the regular use of a certain company's product or service (Oxford Dictionary of Business and Management, 2009) that is often as a result of the satisfaction derived from such product or service. To secure continuous patronage of its existing customers, a firm sought for those attributes that its customers seek and look at making them available through its products/services offered (Ponnam, Sahoo and Balaji, 2011). Lu, Zhang and

Wang (2009) noted that if customers have good image towards the enterprise or their service providers, they may not mind as much peradventure they receive poor services due to their already overall service quality evaluations which may still remain positive due to the perceptions of a good corporate image among the customers.

In today's real market conditions, customers are not getting that positive attitude to bring them back after they have been attracted to some products/services; due to the reason that their expectations were not met (Malesević, Kojić and Savić, 2014). Satisfaction enhances patronage Customers' satisfaction on their purchase is a significant factor that leads business to success. Parker and Mathews (2001) submit that the satisfaction or dissatisfaction of the customer is the customer's response to the evaluation of the perceived discrepancy or disconfirmation of previous expectations and the actual performance of a product or service. Customer delight is the core of customer-oriented business practices across various companies operating in diverse industries (Ponnam, Sahoo and Balaji, 2011). The shift in focus on customer satisfaction is grounded on the assumption that satisfied customers are likely to increase the share of purchases, leading to greater customer loyalty, delightfulness and an increased consumers' willingness to pay a price premium for products / services (Ponnam, et al., 2011).

Empirical Review

According to Audi, Al Masri and Ghazzawi (2015), celebrity endorsement is highly used in cosmetics advertisements where the company intends to transfer to the customers the perfection, beauty and elegance the celebrity presents. Cosmetics products are always regarded as tools to upgrade one's attractiveness, thus by using attractive celebrities, customers may recognize the product as a component of the beauty formula (Kahle and Homer, 1985). Cosmetic companies have to polish the celebrity endorsement program to enhance the brand equity (Sivesan, 2013). According to Kodhai and Jayachandran (2016), different celebrities have been used to endorse beauty care products. Adam and Hussain (2017) found that the plethora and popularity of celebrity endorsement in cosmetic industry is because consumers feel classy and glamorous with celebrity endorsed cosmetics, and also perceive such cosmetics as a symbol of social and economic status. In addition, Amos, Holmes and Strutton (2008) conducted a study and found that negative information about the celebrity exercised the largest impact on celebrity endorsement effectiveness in advertising. In the study carried out by Shenje (2017), it was found that celebrity endorsement influences customer purchase intention. Parker and Mathews (2001) suggest that the customer's response to the evaluation of the perceived discrepancy or disconfirmation of previous expectations and the actual performance of a product or service leads to satisfaction or dissatisfaction.

Theoretical Review

Theory of Reasoned Action (TRA)

The theory of reasoned action was propounded by Martin Fishbein and Icek Ajzen in 1975. The theory explains the links between beliefs, attitudes, norms, intentions and behaviours of individuals. According to the theory, a person's action is determined by his behavioural intentions. The intention by itself is determined by the person's attitude and

his subjective norms toward the behaviour. The subjective norms are determined by normative beliefs of an individual and by his motivation to comply with the norms. The theory of reasoned action focuses on a person's intention to behave in a certain way and looks at the person's attitudes towards the behaviour as well as the subjective norms, which are influential people or groups that could induce those attitudes. The theory believes that if a person evaluates the intended behaviour as positive (attitude), and if they think that significant others want him to perform the behaviour (subjective norm), this results in higher intention (motivation) and they are more likely to do so.

The stipulations of the theory of reasoned action imply that the theory can produce good predictors of choices made by an individual when facing several alternatives under the influence of external stimuli, such as celebrity endorsement. The theory in dealing with an individual's basic motivation to perform an action implies that celebrity endorsement can influence a consumer's attitude, intention, beliefs and behaviour to patronise a product certified by a celebrity. In a similar vein, the theory of reasoned action is relevant to this study on the influence of celebrity endorsement on patronage of cosmetic products by female lecturers in universities in South-East Nigeria. This is because the female lecturers' beliefs, attitudes, intentions and subjective norms to patronise cosmetic products may invariably be determined by the celebrity endorsement of the product and the lecturers' perception of the celebrity endorser's credibility, trustworthiness, and attractiveness among other attributes of the celebrity.

Methodology

Descriptive survey research design was adopted for this study. The population for the study comprised of all the 1897 female lecturers in all the federal universities in South-East Nigeria. The population was made up as follows: 123 female lecturers from Alex Ekwueme University, Ndufu Alike, IKwo, 200 female lecturers from Federal University of Technology, Owerri (FUTO), 445 female lecturers from Michael Okpara University of Agriculture, Umudike, 491 female lecturers from Nnamdi Azikiwe University (NAU), Awka and 638 female lecturers from University of Nigeria, Nsukka (UNN). The population for the study was obtained from Nigerian University System Statistical Digest 2018 produced by National Universities Commission (NUC). The sample size for the study was 330 female lecturers obtained through Taro Yamane formula. Primary source of data was employed via a validated and reliable instrument on demographic data of the respondents and on the influence of celebrity endorsement on patronage of skin care products by female lecturers in Universities in South-East Nigeria, and it had 30 items. The data collected was analysed using mean, standard deviation and ANOVA statistic. The mean and standard deviation were used to answer the research questions while ANOVA statistic was used to test the hypotheses at 0.05 level of significance.

Analysis and interpretation of findings

Hypothesis

- H₀. Age is not a source of significant difference in the mean response of female lecturers on the influence of celebrity endorsement on their patronage of skin care products.

Table 1: Analysis of variance (ANOVA) of the Mean Responses of female lecturers on the level of influence of celebrity endorsement on their patronage of skin care cosmetic products based on age.

S/N	ITEMS	Total sum of square	Mean square	F-cal.	P-Value	Rank
1	Indigenous celebrity	225.396	0.415	0.511	0.675	NS
2	Foreign Celebrity	230.968	1.351	1.643	0.180	NS
3	Actor	290.271	1.210	1.165	0.323	NS
4	Actress	181.711	0.519	0.795	0.498	NS
5	Comedian	260.443	1.218	1.309	0.272	NS
6	Television Presenter	238.571	0.730	0.853	0.466	NS
7	Musician	266.111	0.661	0.691	0.559	NS
8	Commentator	290.568	0.599	0.573	0.633	NS
9	Politician	351.911	0.422	0.332	0.802	NS
10	Sport star	247.568	2.696	3.107	0.027	S*
11	Entrepreneur	322.111	1.392	1.209	0.307	NS
12	The attractiveness of the celebrity endorser	159.996	0.764	1.337	0.262	NS
13	The credibility of the celebrity endorser	237.071	0.341	0.399	0.754	NS
14	The trustworthiness of the celebrity endorser	300.500	0.553	0.511	0.675	NS
15	The life style of the celebrity endorser	243.086	0.610	0.698	0.554	NS
16	The popularity of the celebrity endorser	261.300	0.037	0.039	0.990	NS
17	The competence of the celebrity endorser	256.111	0.56	0.061	0.980	NS
18	The familiarity of the celebrity endorser	267.196	0.219	0.227	0.878	NS
19	The experience of the celebrity endorser	262.968	0.012	0.013	0.998	NS
20	The dependability of the celebrity endorser	302.196	0.848	0.781	0.505	NS
21	The sincerity of the celebrity endorser	292.111	0.557	0.529	0.663	NS
22	The age of the celebrity endorser	245.196	0.722	0.820	0.484	NS
23	The gender of the celebrity endorser	260.968	0.418	0.444	0.722	NS
24	The proficiency of the celebrity endorser	255.568	0.226	0.245	0.865	NS
25	The appearance of the celebrity endorser	277.071	0.505	0.506	0.678	NS
26	The likeability of the celebrity endorser	259.643	0.182	0.194	0.900	NS
27	The congruent match of the celebrity's skin and the features of the skin care cosmetics	223.111	0.982	1.231	0.299	NS
28	The social class of the celebrity that endorser	232.568	0.147	0.175	0.913	NS
29	The self-esteem projected by the celebrity endorser	272.196	0.511	0.521	0.668	NS
30	The expertise of the celebrity in skin caring	267.610	0.774	0.803	0.493	NS
	Cluster summary	259.403	0.672	0.724	0.601	NS

Note: NS =No Significant difference: S* =Significant: Level of Sig. 0.05

From the analysis of variance (ANOVA) presented in table 1 above, it was revealed that 29 out of 30 celebrity attributes had their p-values ranged from 0.180 to 0.998 which were all greater than 0.05 level of significance. This indicated that there was no significant difference in the mean response of female lecturers on 29 celebrity attributes based on their age. Therefore, the hypothesis that age is not a source of significant difference in the mean response of female lecturers on the influence of celebrity endorsement on their patronage of skin care products was not rejected for the 29 celebrity attributes in the table.

However, the p-value on item 10 is less than 0.05 level of significance. This indicated that there was significant difference in the mean response of the female lecturers. Hence, the hypothesis that age is not a source of significant difference in the mean response of female lecturers on the influence of celebrity endorsement on their patronage of skin care products was rejected for item 10. The result of the Post-Hoc analysis revealed the direction of significant difference in the mean responses of female lecturers to be between the age, forty-one to fifty years and fifty-one years and above as the P-value (0.027) is less than 0.05 level of significance.

Table 2: Post- Hoc Test Multiple Comparisons

Dependent Variable Age of respondents	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
				Lower Bound	Upper Bound
Sports star Forty-one to Fifty years old Twenty-three to Thirty years old Thirty-one to Forty years old Fifty-one years and above					
	-.208	.215	.334	-.63	.22
	.192	.166	.247	-.13	.52
	-.288*	.129	.027	-.54	-.03

Findings of the Study

The following findings emerged from the study:

- i. The study found that celebrity endorsement influences patronage of skin care products by female lecturers in federal universities in South-East Nigeria. It was found that indigenous and foreign celebrities have much influence on patronage. The study also revealed that the use of celebrities who are actors, actresses, comedians, TV presenters, musicians, politicians and entrepreneurs had much influence on patronage while the use of commentators and sports stars had only small influence. Personality attributes including attractiveness, credibility, trustworthiness, life style, popularity, competence, familiarity, experience, sincerity, age, gender, proficiency, likeability, social class, self-esteem, expertise and match between endorsers skin and features of the skin care product were found to have much influence on female lecturers' patronage of skin care products while attributes such as dependability of the celebrity endorser had only small influence.
- ii. The study found that age was not a source of significant ($p < 0.05$) difference in the mean ratings of female lecturers' responses on the influence of celebrity endorsement on their patronage of skin care products. Specifically, findings revealed that there was no significant difference in the mean ratings for 29 out of 30 celebrity attributes. Nevertheless, there was a significant ($p < 0.05$) difference in the mean ratings of female lecturers on a type of celebrity (Sport Stars) among respondents between the ages of 23-30 and 41-50 years.

Discursion of Findings

The findings on the level of influence of celebrity endorsement on the patronage of skin care cosmetics products by female lecturers in five Federal Universities in South-East Nigeria, revealed that the female lecturers agreed that celebrity endorsements influence them much to patronise skin care cosmetics products. All the categories of the celebrity attributes (nationality, type and personality traits) identified in the research work were discovered to be determinant factors that influence their patronage of skin care cosmetics products. For instance, celebrity attribute like likeability was found to have small influence on the female lecturers' patronage of skin care cosmetics products. Also, celebrity type and the personality traits of celebrity such as actresses, actors, sport stars, commentators, comedians, television presenters, entrepreneurs, the dependability of the celebrity endorser, the attractiveness of the celebrity endorser, credibility, trustworthiness, life style, popularity, competence, familiarity, experience of celebrity in skin caring, sincerity, appearance, proficiency, congruent match of celebrity's skin with features of the endorsed skin care cosmetics products, and the self-esteem projected by the celebrity endorser have much influence on the female lecturers' patronage of skin care cosmetics products. The findings of this study agreed with that of Audi, Al Masiri and Ghazzawi (2015) who conducted a study on the effect of celebrity endorsement on creating brand loyalty.

The result of the study revealed that attractiveness, celebrity multiplicity and the celebrity activation were factors that influence buying of brand loyalty products. The finding of the study also conformed to that of Shenje (2017), who found that celebrity endorsement influences customer purchase intention. The theory (TRA) in alignment of the study: in dealing with an individual's basic motivation to perform an action implies that celebrity endorsement can influence a consumer's attitude, intention, beliefs and behaviour to patronise a product certified by a celebrity.

Conclusion and Recommendations

This study has identified some attributes and personality traits of celebrities that influence female lecturers' patronage of cosmetic products. The conclusion made from this finding is that cosmetic products with the right endorser would attract higher patronage than non-celebrity endorsed products.

Manufacturers and marketers of cosmetic products therefore, should endeavour to engage celebrities with the right attributes to endorse their products for improved patronage and revenue.

Companies should also consider engaging celebrities who are musicians, comedians and entrepreneurs for effective patronage of their products. This is because the findings of this study revealed that they have much influence on patronage of skin care products by this class of women.

Cosmetics companies could also participate in building and developing the traits of celebrities who are congruent with their brand values. They can participate through

partnerships and sponsorships since celebrity personality traits have much influence on consumers' patronage of endorsed products.

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