

INFLUENCE OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING HABITS OF NIVEA PRODUCTS IN ADO-EKITI-NIGERIA

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Abstract

This study investigated the influence of celebrity endorsements on consumer buying habits of NIVEA products, how consumers perceive and respond to celebrity endorsements, the extent to which these endorsements shape consumer preferences and brand loyalty, and the impact of negative publicity about celebrity endorsers on purchasing decisions in Ado-Ekiti. The study used questionnaire to gain in-depth insight into consumer behavior. The research objectives focused on determining the direct influence of celebrity endorsements on buying habits; ascertaining consumer perceptions and responses; evaluating the impact on brand preferences and loyalty; and assessing the effects of negative publicity. Findings indicate that celebrity endorsements significantly influence consumer buying habits for NIVEA products, enhancing brand awareness, creating emotional connections, building trust, and driving purchase decisions. The research also revealed that while celebrity endorsements are generally beneficial, they carry potential risks, particularly in cases of negative publicity. Despite these risks, strong brand loyalty suggests that NIVEA has successfully built a brand identity that transcends individual endorsers. The study therefore recommends that the NIVEA brand should ensure transparency and authenticity in endorsements and that they should also develop crisis management strategies in case of negative publicity about celebrity endorsers.

Keywords: Brand; Endorsement; Loyalty; Perception; Response

Introduction

There is stiff competition among companies as they contend for their share of the market. Marketers try hard to capture a small portion of a person's time to let them know of the unique characteristics of their product or brand. According to Zaichkowsky (2020), when you get a celebrity to endorse your company or sign a licensing agreement, you benefit from customer awareness of the property. Whenever consumers watch television, listen to radio, browse the web or merely walk out their front door, they are met by commercials, banners, billboards and other kinds of advertising where someone is trying to sell them something (Weinpress, et al., 2018). As a result, media clutter has increased and consumers pay little or no attention to advertising messages, which has caused the traditional marketing format to lose some of its power of influence (Onayinka, et al. 2022a) This led to marketers coming up with the celebrity endorsement strategy to grab and maintain the attention of their consumers. In marketing communication, one of the most effective promotional tools is celebrity endorsement (Rocha, de Olivera & DeMoura Engracia Giraldi, 2020).

Celebrity endorsement is one of the most popular forms of marketing used to promote a range of consumer products and services (Halonen-Knight & Hurmerinta, 2010; Onayinka, et.al, 2022b). Marketers and advertisers have discovered that celebrities are knobs that can easily grab the attention of the audience. One of the popular strategies to creatively break through the clutter is to use celebrities to endorse your company's brand in advertising (Muda, et al. 2017). The use of advertising has changed over the past 150 years, from the classical to the modern school. In modern day advertising, there is always a person included, sometimes known and in most cases, a well-known person by the public is included. Consumers are more easily influenced by a message that comes from a person with whom they can relate with or feel close to (Belch & Belch 2012).

Celebrity endorsement is a common tool used by brands to market their products, build trust and credibility, and also influence and persuade audience to become consumers. A famous person tends to have a greater effect on consumer buying behaviour. This is especially if people more easily can identify themselves with this particular person (Erdogan, Baker, Tagg, 2021). When consumers believe that the endorser reflects their idealized self-concept and self-image, the evaluation of the advertisement is positive and increases product purchase intentions (Onayinka, 2022b). Celebrity endorsement is a type of campaign that involves the use of public figures like movie stars, musicians, athletes and entertainers to advertise a product. The role of celebrities being brand endorsers is really impressive and remarkable in creating positive consumer purchase intention towards the advertised brand (Calvo-Porrà, et al. 2021).

Endorsement strategy has officially been used by companies in the nineteenth century and developed as a means of promotion due to radio and television commercials making, then grew

rapidly in the 70's when celebrity endorsers appeared in 15% of all advertisements. A celebrity endorser has a flattering effect on consumer's perception of brand and brand attitude (Biswas, Hussain & O'Donnel, 2009). Brands use this tool as they have the perception that it can help them to build a good brand image, increase sales and gain strong brand loyalty. The popularity of celebrity endorsements has been attributed in achieving vital objectives of the firm such as brand recognition, brand awareness, brand attitude, purchase intentions and achieving financial goals such as increase in revenue (Mohan, 2025).

Celebrity endorsement started in Nigeria in the early 1990s (Erdogan, 1999). It was popularized by telecommunication companies. Now, it has been adopted by other sectors including financial services, brewery, automobile, consumer goods, etc. Among the numerous brands employing this strategy is Nivea, a German personal care brand that produces body and skincare products. The brand which is owned by Beiersdorf AG is one of the largest skin and body care brands in the world with over fifty products available in 173 countries around the world (John, 2018).

According to Adegoke (2017), NIVEA, a skin care brand experienced some criticisms internationally due to an advertisement that promotes a body lotion that gives users 'visibly lighter skin.' 'The advert sees former Most Beautiful Girl in Nigeria, Omowunmi Akinnifesi, become visibly lighter after applying the cream and happily professing how young she feels now that she has 'visibly fairer skin. 'Billboards showing a smiling Akinnifesi with the tagline 'for visibly fairer skin' are dotted across cities in West Africa. As it turns out, people weren't impressed.' The problem of colourism (Anyakoha, 2022) as in the case of the disputed NIVEA advertisement has some racial connotation that affect the fortune of a brand.

Statement of the problem

Celebrity endorsement is a reputable marketing communication strategy used worldwide which enables vendors to leverage a celebrity's fame in endorsing their products. In contrast, celebrity endorsement can be a double-edged promotional sword, in that the risk of negative information is associated with it. Celebrity misadventures, negative publicity could negatively impact a brand associated with such celebrity.

In 2012, popular singer Rihanna lost her endorsement deal with Nivea after Stefan Heidenreich became the CEO of the brand (Rantanen, 2017; Sheller, 2019) due to her contravening the Client's rule of engagement. Also in 2017, NIVEA received backlashes from the West Africa sub-Region over a skin care lotion advertisement that lightens users' skin.

This research explored the extent to which celebrity endorsements influence the purchasing decisions and contribute to the development of brand loyalty of consumers of Nivea products and find out if negative publicity about celebrities can affect consumers buying decisions.

Research Questions

The following research questions guided this study:

- (a) What is the influence of celebrity endorsements on consumer buying habits of Nivea products in Ado-Ekiti?
- (b) How do consumers perceive and respond to celebrity endorsements of Nivea products in Ado-Ekiti?
- (c) To what extent does a celebrity endorsement shape consumer preference for the Nivea products in Ado-Ekiti?
- (d) To what extent does negative publicity about a celebrity affect consumer buying decisions in the study area?

Research Objectives

The broad objective of this study was to find out the influence that celebrity endorsements of Nivea product has on the buying habits of its consumers. The specific objectives included:

- (a) To find out the influence of celebrity endorsements on consumer buying habits of Nivea products among consumers in Ado-Ekiti
- (b) To ascertain how consumers in Ado-Ekiti perceive and respond to celebrity endorsements of Nivea products in Ado-Ekiti.
- (c) To ascertain the extent to which celebrity endorsements shape consumer preferences for Nivea products in Ado-Ekiti.
- (d) To determine the extent to which negative publicity about a celebrity affects consumer buying decisions in the study area.

Literature Review

Archikey and Kumar (2023) conducted a study on the impact of celebrity endorsements in marketing campaigns on customers' purchasing habits. The purpose of the study was to study the scope of celebrity endorsement as a marketing tool. Interviews and surveys were used as a method of data collection. The findings of the result show that more than 40% of respondents believe that celebrity endorsements eventually heighten their exposure and improve their brand image, while 10% don't believe in this concept. Almost more than 27% of people believe that if a product is endorsed by

a celebrity, they will go for it because they have a belief that if a celebrity is using a product, and its marketing is done by him or her, it must be worth using and something that will benefit them rather than providing harm. The study concluded that brands or products promoted by celebrities bring positive brand awareness and thus increase product sales. It concluded that celebrities may be a great help to companies that want to raise their profile or enhance their profits. It then recommended that companies carefully select celebrities that appeal to the audience or target demographics.

Odionye et al., (2021) conducted a study on the influence of celebrity endorsement on consumers' buying decision of GLOBACOM telecommunication Nigeria Limited products. This study examined the impact of celebrity endorsement on consumer buying decisions, using Globacom Telecommunications as a case study. The research explored customer perceptions of celebrity endorsements, the extent to which such endorsements influence subscriber behavior, and whether endorsements by celebrities are more effective than those by non-celebrities. Grounded in the Meaning Transfer Model, the study adopted a mixed-methods approach involving surveys and in-depth interviews with a sample of Globacom subscribers across Nigeria. Findings revealed that consumers perceive celebrity-endorsed products as high-quality and are significantly influenced by the association of their favourite celebrities with the brand. The study concluded that celebrity endorsements enhance brand image and subscriber growth, recommending that Globacom continues to engage celebrities who authentically reflect the brand's values.

In another study, Dos Santos (2025; Ojo, 2022) investigated celebrity and non-celebrity effectiveness on consumer attitude towards advertising. The objective of the study was to investigate whether celebrities and non-celebrities have similar endorser impact on advertisements, especially for consumer goods, and to find out the effect of celebrity and non-celebrity endorser characteristics on consumer's attitude to advertisement. It used both primary and secondary information, and a questionnaire was used for the collection of primary data. The study discovered that the use of celebrities brings positive impact and effect to quickly attract the attention of consumers to a product. The study concluded that endorsements made by celebrities have a greater impact on consumers' perceptions towards advertising than non-celebrity advertisement.

Kainyu (2022) explored the impact of celebrity brand endorsements on the attitudes and purchase intentions of Generation Y consumers in Nigeria, using an adapted version of Ohanian's model and employing a quantitative approach and structural equation modeling via SmartPLS, data were gathered from 273 millennial students across selected federal institutions in the Northwest and Southwest regions of Nigeria. Findings revealed that while a celebrity's attractiveness and trustworthiness significantly influence purchase intention, expertise does not. Additionally, consumer attitude was found not to mediate the relationship between celebrity traits and purchase intention. The

study, which focused primarily on urban-based students, recommends alternative strategies to traditional celebrity endorsement and highlights areas for future research.

In summary, findings from the literature reviewed indicate that a correlation exists between celebrity endorsements and the buying habits of consumers.

Theoretical Framework

This study is anchored on source credibility study which posits that when a source presents itself as credible or believable, people are more likely to be persuaded. The theory, propounded by Houland and Walter in 1951, is a communication theory that looks at how a communicator's credibility influences the ability of a message to persuade and be accepted. This means that the attitude that the audience displays when they receive a message, to a great extent, is dependent on how they see the originator (the source) (Asogwa & Esimokha, 2015; Ojo, 2024). The perceived credibility of the originator determines how the receiver will react to the message (Asogwa & Esimokha, 2015).

Source credibility theory stipulates that credibility is made up of two things; the source's level of expertise and their level of trustworthiness. The theory stresses the significance of the perceived trustworthiness and expertise of the communicator in influencing receiver's attitude and behaviours. In the context of this study, the patronage for NIVEA products will be enhanced by the consumers' acceptance of the credulity of the celebrity endorsed to advertise NIVEA products.

Methods

The study adopted a descriptive survey research design to investigate the influence of celebrity endorsements on consumer buying habits of Nivea products among residents of Ado-Ekiti. This design was deemed appropriate because it allows for the collection of data from a specific population to describe and interpret their behaviors, opinions, and attitudes toward celebrity-endorsed consumer goods.

The target population comprised users of Nivea products residing in Ado-Ekiti, Ekiti State, Nigeria. Based on estimates obtained from local supermarkets, retail stores, and beauty outlets where Nivea products are sold, the accessible population was approximated at 10,000 individuals. These individuals formed the pool from which the sample was drawn.

A total of 430 respondents were selected using a combination of purposive and snowball sampling techniques. The purposive sampling technique enabled the researchers to target individuals who are known users of Nivea products, while the snowball technique helped identify additional participants through referrals. The sample size was determined using Krejcie and Morgan's (1970) sample size table, which recommends a minimum sample of 370 for a population of 10,000. To

enhance the reliability of the data and account for potential non-response, 430 questionnaire copies were distributed. Out of these, 397 properly completed questionnaires were retrieved and used for analysis.

The primary instrument for data collection was a structured, self-administered questionnaire. The questionnaire was divided into sections: the first section gathered demographic data, while subsequent sections addressed the study’s research questions and objectives. Items on the questionnaire were measured using a five-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1). The questionnaire was validated through expert review and pre-tested for clarity and reliability before full administration.

The data collected were analyzed using descriptive statistical tools, including frequency distributions, percentages, and mean scores. These tools were used to summarize the responses and interpret patterns regarding the influence of celebrity endorsements on consumer purchasing behavior. The results were presented in tables for clarity and ease of understanding.

Data Analysis

This section addressed the presentation and analysis of data generated in the field using survey research (online questionnaires) approaches. The study investigated ‘the influence of celebrity endorsements on consumer buying habits of nivea products’. The data presentation and analysis were carried out using tables, frequencies and simple percentages.

Table 1: Demographics Distribution of Respondents

Variable	Frequency	Percentage (%)
<i>Gender</i>		
Male	158	39.80%
Female	239	60.20%
Total	397	100%
<i>Religion</i>		
Christianity	235	59.20%
Islam	118	29.70%
Traditionalist	36	9.10%
Other	8	2.00%
Total	397	100%
<i>Age</i>		
18–24 years	159	40.00%
25–34 years	108	27.20%
35–44 years	83	20.90%
45–54 years	47	11.80%

Total	397	100%
<i>Marital Status</i>		
Single	168	42.30%
Married	162	40.80%
Divorced	51	12.90%
Other	16	4.00%
Total	397	100%
<i>Employment</i>		
Employed	110	27.70%
Unemployed	28	7.10%
Self-employed	131	33.00%
Student	113	28.50%
Other	15	3.70%
Total	397	100%
<i>Education</i>		
Undergraduate	141	35.50%
Postgraduate	53	13.40%
Others (e.g., Diploma)	143	36.00%
Total	397	100%

The demographic data of a sample of 397 respondents, reveal a diverse distribution across several key variables. Gender distribution shows a higher representation of females (60.20%) compared to males (39.80%), suggesting that women constituted the majority of Nivea product users who participated in the study. In terms of religious affiliation, the majority of respondents identified as Christians (59.20%), followed by Muslims (29.70%). A smaller proportion was made up of Traditionalists (9.10%), while a marginal 2.00% subscribed to other religions. This reflects the general religious composition of the study area. The age distribution indicates that the largest group of respondents fell within the 18–24 years age bracket (40.00%), highlighting a significant concentration of younger consumers. This was followed by those aged 25–34 years (27.20%), 35–44 years (20.90%), and 45–54 years (11.80%), showing a gradual decrease in representation as age increases.

Regarding marital status, a slightly higher proportion of respondents was single (42.30%), closely followed by those who were married (40.80%). Divorced individuals accounted for 12.90%, while 4.00% identified under other marital categories. This distribution indicates a fairly balanced mix of marital experiences within the sample. The employment status of respondents showed considerable variation. The largest group identified as self-employed (33.00%), followed by students (28.50%), and those employed in paid jobs (27.70%). Unemployed individuals accounted for 7.10%, while 3.70% fell under other unspecified employment categories. This suggests a strong presence of entrepreneurial and student populations among Nivea users. In terms of educational background, respondents were fairly evenly split between those with undergraduate education (35.50%) and those

with other forms of education such as diploma or NCE (36.00%). A smaller proportion, 13.40%, had attained postgraduate qualifications. This educational diversity implies varying levels of exposure and potential purchasing behavior among the sample.

Celebrity Endorsement Awareness and Influence

Statements	SA	A	UN	D	SD	Mean	SD	Remark
I am aware of celebrity endorsements for Nivea products.	185 (46.6%)	195 (49.1%)	5 (1.3%)	2 (0.5%)	10 (2.5%)	4.94	0.38	Accepted
Celebrity endorsements strongly influence my decision to purchase Nivea.	185 (46.6%)	159 (40.0%)	33 (8.3%)	13 (3.3%)	7 (1.8%)	4.24	0.86	Accepted
I have purchased a Nivea product because it was endorsed by a celebrity.	194 (48.9%)	160 (40.3%)	15 (3.8%)	16 (4.0%)	12 (3.0%)	4.46	0.79	Accepted
I pay attention to which celebrities endorse Nivea products.	149 (37.5%)	187 (47.1%)	45 (11.3%)	13 (3.3%)	3 (0.8%)	4.13	0.80	Accepted
Criteria Mean = 3.00; Average Mean = 4.44								

The data analysis on celebrity endorsements for Nivea products reveals substantial awareness and influence among the 397 respondents. A remarkable 95.7% (46.6% *Strongly Agree* and 49.1% *Agree*) affirmed that they are aware of celebrity endorsements for Nivea products, indicating the high visibility and reach of such marketing campaigns. A strong influence on consumer purchasing behavior is also evident. About 86.6% (46.6% *Strongly Agree* and 40.0% *Agree*) reported that celebrity endorsements impact their decision to purchase Nivea products. This high percentage reflects the psychological and persuasive power of celebrity appeal in shaping buying intentions. Further supporting this trend, 89.2% (48.9% *Strongly Agree* and 40.3% *Agree*) of respondents stated that they had actually purchased a Nivea product due to celebrity endorsements. This indicates that the influence extends beyond perception into real consumer action, underscoring the effectiveness of celebrity-driven campaigns.

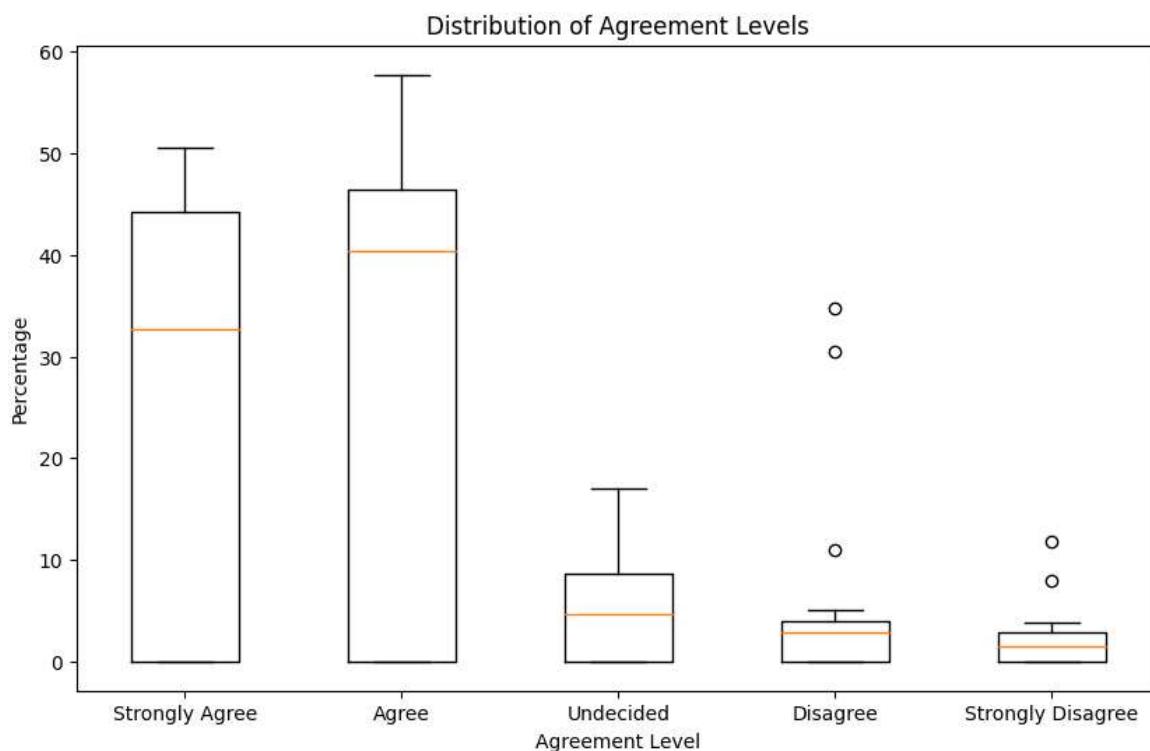
Additionally, 84.6% (37.5% *Strongly Agree* and 47.1% *Agree*) revealed they pay attention to which celebrities endorse Nivea products. This suggests that the choice of celebrity matters significantly, as it can enhance brand recall, emotional connection, and brand loyalty. The mean scores, which range from 4.13 to 4.94, all fall well above the benchmark mean of 3.00. These high mean values signify a strong level of agreement across all statements. Standard deviations (ranging from 0.38 to 0.86) indicate relatively low variability in responses, suggesting consistency in consumer perception and experience. These findings suggest that Nivea's investment in celebrity endorsements is well-justified and should continue to be a key element of their promotional efforts.

Consumer Perception and Response

Statements	SA	A	UN	D	SD	Mean	SD	Remark
Nivea products endorsed by celebrities are more trustworthy than those that are not.	202 (50.9%)	163 (41.1%)	14 (3.5%)	16 (4.0%)	2 (0.5%)	4.73	0.63	Accepted
Celebrity endorsements make Nivea products more memorable.	194 (48.9%)	173 (43.6%)	18 (4.5%)	5 (1.3%)	7 (1.8%)	4.74	0.6	Accepted
I feel more connected to the Nivea brand when they use celebrity endorsers.	191 (48.1%)	171 (43.1%)	19 (4.8%)	6 (1.5%)	10 (2.5%)	4.62	0.71	Accepted
Celebrity endorsements increase my likelihood of trying new Nivea products.	129 (32.5%)	231 (58.2%)	21 (5.3%)	10 (2.5%)	6 (1.5%)	4.91	0.54	Accepted
Criteria Mean = 3.00; Average Mean = 4.75								

The data analysis on consumer perception and response to Nivea products endorsed by celebrities shows a strongly positive influence. A significant 92% of respondents (50.9% *Strongly Agree* and 41.1% *Agree*) believe that celebrity-endorsed Nivea products are more trustworthy than those that are not, indicating a robust link between celebrity endorsement and brand credibility. In terms of memorability, 92.5% of the participants (48.9% *SA* and 43.6% *A*) agree that celebrity endorsements make Nivea products more memorable. This reinforces the notion that celebrities play a critical role in enhancing brand recognition and recall in a competitive market. Moreover, 91.2% of the respondents (48.1% *SA* and 43.1% *A*) reported that they feel more connected to the Nivea brand when celebrities are used as endorsers. This emotional connection can strengthen brand loyalty, fostering long-term engagement with consumers.

Importantly, 90.7% (32.5% *SA* and 58.2% *A*) indicated that they are more likely to try new Nivea products when they are promoted by celebrities. This underscores the persuasive power of celebrity endorsements in encouraging consumers to explore new offerings and diversify their product use within the brand. The mean scores, ranging from 4.62 to 4.91, reflect a strong agreement across all items, while the standard deviations (0.54–0.71) show a high level of response consistency. These values emphasize that celebrity endorsements are not only impactful in terms of perception but are also statistically significant in shaping positive consumer behavior. In conclusion, the findings affirm that celebrity endorsements are a highly effective marketing strategy for Nivea. They not only enhance trust and recall but also deepen emotional connections and encourage product trial. This evidence strongly supports the continued use of celebrities as brand ambassadors, positioning Nivea to maximize consumer engagement and sustain competitive advantage.



The box plot shows the distribution of agreement levels on a statement. Most respondents fall into the "Agree" and "Strongly Agree" categories, indicating a generally positive response, with medians around 40%. The "Undecided" category has fewer respondents, with a median around 7%. "Disagree" and "Strongly Disagree" categories have very few respondents, with medians around 2%. Outliers in these categories indicate some variability. Overall, the data suggests strong positive agreement with the statement.

Brand Loyalty and Consumer Preferences

Statements	SA	A	UN	D	SD	Mean	SD	Remark
A celebrity endorsement has encouraged me to switch from another brand to Nivea	35.80% 143	49.40% 196	7.30% 29	5.00% 20	3.00% 12	4.20	0.87	Accepted
Social media influencers are the most effective celebrities for endorsing Nivea products	33.20% 132	53.90% 214	8.80% 35	4.00% 16	0.80% 3	4.52	0.72	Accepted
My loyalty to Nivea has increased due to their use of celebrity endorsement	38.50% 153	45.80% 182	11.60% 46	3.80% 15	1.00% 4	4.09	0.84	Accepted
I consider myself loyal to the Nivea brand	38.50% 153	50.10% 199	6.50% 26	4.00% 16	1.50% 6	4.47	0.77	Accepted
Criteria Mean = 3.00; Average Mean = 4.32								

The data analysis on brand loyalty and consumer preferences reveals that celebrity endorsements have a notable impact on consumer behavior towards Nivea products. A significant

85.2% (35.8% SA and 49.4% A) of respondents indicated that a celebrity endorsement encouraged them to switch from another brand to Nivea, demonstrating the persuasive influence of endorsements in altering brand preferences and drawing consumers away from competitors. Social media influencers stand out as the most impactful celebrity endorsers, with 87.1% (33.2% SA and 53.9% A) of participants affirming their effectiveness in promoting Nivea products. This finding highlights the strategic importance of digital influencers in modern marketing, particularly in reaching younger, digitally active demographics.

Furthermore, 84.3% (38.5% SA and 45.8% A) of respondents acknowledged that their loyalty to Nivea has increased due to the use of celebrity endorsements, indicating that such strategies not only attract attention but also foster emotional and brand attachment. In alignment with this, 88.6% (38.5% SA and 50.1% A) of the sample population consider themselves loyal to the Nivea brand, suggesting strong consumer retention and sustained interest in the brand. The mean scores, ranging from 4.09 to 4.52, confirm a high level of agreement across all statements. These consistently high mean values, coupled with relatively low standard deviations (ranging from 0.72 to 0.87), indicate a strong consensus among respondents. In conclusion, the findings affirm that celebrity endorsement, particularly those involving social media influencers are a powerful marketing tool for Nivea. They not only drive new consumer acquisition but also deepen brand loyalty and preference, making endorsements a key component in Nivea's continued market success.

Impact of Negative Publicity

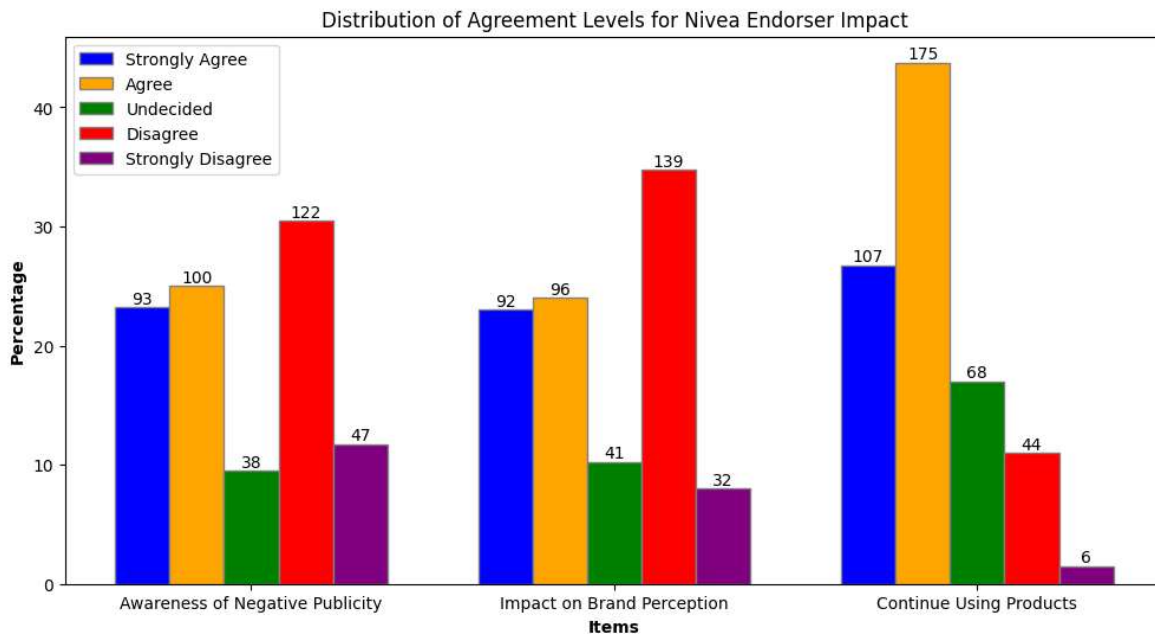
Statements	SA	A	UN	D	SD	Mean	SD	Remark
I am aware of negative publicity involving a Nivea celebrity endorser.	93 (23.4%)	100 (25.2%)	38 (9.6%)	122 (30.7%)	44 (11.1%)	1.8	1.32	Not Accepted
Negative publicity about a celebrity endorser would significantly affect my overall perception of the Nivea brand.	92 (23.2%)	96 (24.2%)	41 (10.3%)	139 (35.0%)	29 (7.3%)	2.19	1.35	Not Accepted
I would continue to use Nivea products even if their celebrity endorser was involved in a scandal.	107 (26.9%)	175 (44.1%)	68 (17.1%)	44 (11.1%)	3 (0.8%)	3.22	1.06	Accepted

Criteria Mean = 3.00; Average Mean = 2.40

The data analysis on the impact of negative publicity involving celebrity endorsers for Nivea products reveals mixed consumer sentiments and responses. Approximately 48.6% of respondents

(23.4% Strongly Agree and 25.2% Agree) report awareness of negative publicity involving a Nivea celebrity endorser. This reflects moderate consumer exposure to unfavorable information about endorsers, suggesting that such publicity does reach a portion of the audience, but not the majority. In assessing how negative publicity may influence brand perception, 47.4% of respondents (23.2% SA and 24.2% A) admit that it would significantly affect their perception of the Nivea brand. However, a slightly larger share (42.3%) either disagree or strongly disagree, suggesting that consumer opinions are divided, and the influence of celebrity controversies on brand image is not uniform across the customer base.

Interestingly, a majority of 71% (26.9% SA and 44.1% A) affirm that they would continue using Nivea products even if a celebrity endorser were involved in a scandal. This indicates that despite potential reputational damage, brand loyalty and trust in product quality can prevail over negative associations. It highlights the resilience of the Nivea brand among a substantial portion of its consumers. The mean scores, which range from 1.80 to 3.22, reinforce this variability in responses. The low mean values for awareness and influence of negative publicity (1.80 and 2.19, respectively) suggest general neutrality or disagreement, while the higher mean of 3.22 for continued usage despite scandals indicates moderate agreement. The standard deviations, ranging from 1.06 to 1.35, reflect the diversity of opinions and confirm that consumer responses to negative publicity are complex and context-dependent. In conclusion, while negative publicity concerning celebrity endorsers may affect a segment of Nivea's customers, the overall brand strength and consumer loyalty appear resilient. These insights imply that while caution is needed in selecting endorsers, Nivea's core value proposition still retains consumer trust even in the face of adverse publicity.

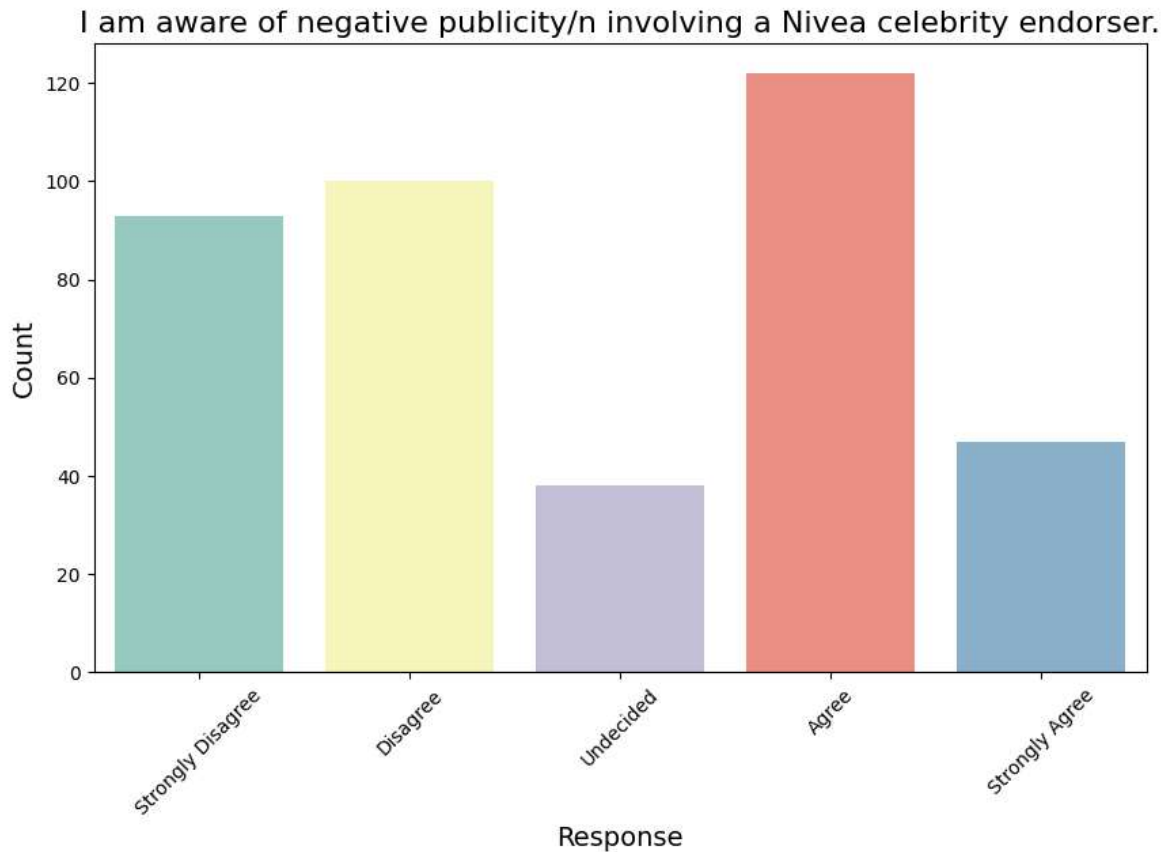


Distribution of Agreement Levels for Nivea Endorser Impact

The above table shows how people responded to a survey about the impact of a Nivea endorser. The survey measured agreement with four statements: awareness of negative publicity, impact on brand perception, and continued using products.

- **Awareness of negative publicity:** 175 people strongly agreed, with agreement dropping off steadily to 6 at the other end of the scale (strongly disagree).
- **Impact on brand perception:** The distribution of responses is similar to awareness of negative publicity, with 139 people strongly disagreeing.
- **Continue using products:** Here, the distribution is centered around neutral (undecided), with 122 people picking that option. There are more people who agree (107) than disagree (92) with continuing to use Nivea products.

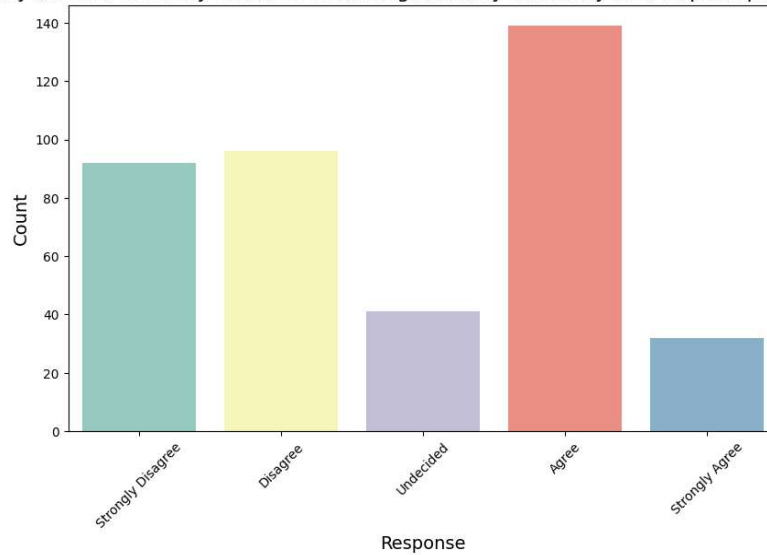
Overall, the survey suggests that the negative publicity has not significantly affected people's perception of the Nivea brand and their willingness to continue using their products. In conclusion, while negative publicity involving celebrity endorsers can potentially influence consumer perceptions of the Nivea brand, a substantial portion of consumers exhibit loyalty that transcends such incidents. Nivea's continued focus on product quality, brand integrity, and maintaining strong consumer relationships remains crucial in navigating and mitigating the impacts of negative publicity.



I am aware of negative publicity involving a Nivea celebrity endorsers

The chart illustrates the awareness of negative publicity involving a Nivea celebrity endorser. Respondents' opinions are distributed across five categories. 'Agree' is the most common response, with about 120 individuals acknowledging awareness. 'Disagree' follows closely with around 100 respondents, while 'Strongly Disagree' accounts for approximately 90 responses. 'Strongly Agree' has around 50 participants, and 'Undecided' is the least common with roughly 40 individuals. This distribution indicates that a significant portion of the respondents are aware of the negative publicity, though there is still a substantial number who either disagree or are undecided about their awareness.

Negative publicity about a celebrity endorser would significantly affect my overall perception of the Nivea brand.



Negative publicity about a celebrity endorser would affect my overall perception of the Nivea brand

The chart shows responses to how negative publicity about a celebrity endorser would affect the overall perception of the Nivea brand. The majority 'Agree' (around 135), indicating significant impact. 'Disagree' and 'Strongly Disagree' are also notable, with counts around 95 and 90, respectively. 'Strongly Agree' has about 30 respondents, and 'Undecided' has the lowest count at around 40. This indicates that while a large number of respondents believe negative publicity would affect their perception of the brand, there is still a significant portion who do not think it would have a major impact.

Based on the analysis of the demographic data and consumer perceptions regarding celebrity endorsements for Nivea products, several key insights emerge. First, the demographic breakdown reveals a diverse sample across gender, age, religion, marital status, employment status, and education level, providing a rich understanding of the consumer landscape.

Regarding celebrity endorsements, the data underscores their significant impact on consumer behavior and brand perception. There is widespread awareness of these endorsements, with a majority indicating that they influence purchasing decisions and enhance brand trustworthiness and memorability. Moreover, celebrity endorsements foster stronger emotional connections with the Nivea brand and increase consumers' likelihood of trying new products. Social media influencers are particularly effective in this role, highlighting the evolving landscape of influencer marketing.

However, the analysis also reveals consumer sensitivity to negative publicity involving celebrity endorsers. While a substantial segment acknowledges awareness of such incidents, there is a mixed response regarding their potential impact on brand perception. Despite this, a significant

proportion of consumers demonstrate loyalty to Nivea, indicating that brand trust built on product quality and positive experiences can mitigate the effects of negative publicity.

In conclusion, celebrity endorsements are a potent tool for Nivea, driving brand engagement, loyalty, and consumer preference. Strategic management of celebrity partnerships is crucial to navigating potential risks and maintaining brand integrity in the face of negative publicity.

Discussion of Findings

The data analysis reveals significant insights into the influence of celebrity endorsements on consumer behavior and brand perception of Nivea in the study area. The findings underscore the critical role that celebrity endorsements play in shaping consumer trust, brand loyalty, and overall brand perception.

Trustworthiness and Memorability

A majority of respondents (88.57%) agreed that Nivea products endorsed by celebrities are more trustworthy. This aligns with previous research which suggests that celebrity endorsements can enhance perceived product quality and trustworthiness (Silvera & Austad, 2004). Additionally, 92.021% of respondents found that celebrity endorsements make Nivea products more memorable. This finding is consistent with the notion that celebrities, due to their public visibility and recognition, can create stronger brand recall (Atkin & Block, 1983).

Brand Connection and Loyalty

The emotional connection consumers feel towards Nivea is significantly enhanced by celebrity endorsements, with 90% of respondents reporting increased brand connection. This phenomenon is supported by McCracken's (1989) Meaning Transfer Model, which suggests that celebrities transfer their desirable qualities to the products they endorse, thereby fostering a deeper connection with consumers. Furthermore, 90.544% of respondents indicated that their loyalty to Nivea has increased due to celebrity endorsements. This reinforces the idea that celebrities can serve as a catalyst for strengthening brand loyalty by making the brand more appealing and relatable (Spry, Pappu, & Cornwell, 2011).

Influence on Consumer Behavior

Celebrity endorsements have also been shown to influence consumer behavior directly. A significant 85.964% of respondents reported being encouraged to switch to Nivea from another brand due to celebrity endorsements. This finding supports the persuasive power of celebrities in shaping consumer choices and driving brand switching (Erdogan, 1999). Additionally, social media influencers emerged as the most effective endorsers, with 91.844% of respondents acknowledging their impact. This reflects the growing importance of social media influencers in modern marketing

strategies, as they often have highly engaged followers and can generate more authentic connections with consumers (Freberg et al., 2011).

Implications for Marketing Strategy

The data suggest that Nivea's use of celebrity endorsements, particularly through social media influencers, is highly effective in enhancing brand perception and loyalty. This is further evidenced by 92.4% of respondents indicating an increased likelihood of trying new Nivea products due to celebrity endorsements. The high mean scores and low standard deviations across various metrics confirm the consistent positive impact of celebrity endorsements on Nivea's brand image.

Conclusion

In summary, the study dwells on whether Celebrity endorsements influence the consumer purchasing decisions on NIVEA products among consumers of the product in Ado-Ekiti. A significant finding of this study is that personal experience of the consumer about a brand influences the sampled consumers purchasing decisions rather than the scandals or criticisms of a celebrity endorser of a brand. The findings provide strong evidence that celebrity endorsements significantly benefit Nivea by enhancing product trustworthiness, memorability, emotional connection, and brand loyalty. Social media influencers, in particular, have emerged as powerful endorsers, highlighting the shift towards digital marketing channels. These insights can inform Nivea's future marketing strategies, emphasizing the importance of leveraging celebrity endorsements to maintain and grow consumer engagement and loyalty. The alignment with existing literature underscores the reliability of these findings and their applicability to broader marketing contexts.

Recommendations

From the findings of this study, the following recommendations are made:

- (i) Marketing campaigns and celebrity endorsements should resonate.
- (ii) Ensure transparency in celebrity endorsements by ensuring that the personal values of the choice Endorsers align closely with those of the brand. Also, authenticity in endorsements can boost consumers' trust and deflate negative perceptions associated with Celebrity scandals and criticisms.
- (iii) Recognize and engage strategically with the younger generations and other demographics.
- (iv) Develop robust crisis management strategies to promptly address Any negative publicity involving celebrity endorsers should be proactively dealt with.

- (v) Focus on long-term brand building efforts that prioritize product quality, customer satisfaction, and consistent messaging, because Celebrity endorsements can only provide short-term visibility,
- (vi) Continuously conduct market research and gather consumer feedback to monitor evolving attitudes towards celebrity endorsements and brand perception. Adapt marketing strategies accordingly to stay responsive to consumer preferences and market dynamics.

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