

CELEBRITY ENDORSEMENT AND TELECOM BRAND CHOICE

BY

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CERTIFICATION

This is to certify that this research project titled "Celebrity Endorsement and Telecom Brand Choice" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined celebrity endorsement and telecom brand choice, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of celebrity; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with celebrity and endorsement. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 381 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 361 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.05). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.534$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.81, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.27$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on celebrity.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of celebrity endorsement and telecom brand choice is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Few subjects attract as much policy interest in contemporary Nigeria as the question of celebrity. The socio-cultural diversity of Nigeria implies that responses to celebrity must be differentiated rather than uniform. Longitudinal research by Nnamdi and Eze (2016) revealed that sustained attention to celebrity yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Osinachi and Salami (2023) extended earlier analyses by demonstrating that endorsement reinforces the effects of celebrity. The implications of these dynamics are far-reaching, touching questions of equity, efficiency, and accountability. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

The salience of celebrity in national discourse has grown steadily, driven by changing social conditions and technological penetration. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of celebrity. Nwosu and Olawale (2020), in a survey of relevant stakeholders, concluded that the benefits of celebrity are unevenly distributed across groups. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The aggregate picture emerging from Ogbeide and Umeh (2023) points to a modest but consistent association between celebrity and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Scholars have long recognised celebrity as a critical determinant of outcomes in mass communication. Within Lagos State, the country's most populous commercial hub, the dynamics of celebrity are observed in their starkest form. Findings reported by Ogbeide and Umeh (2018) observed that respondents with greater exposure to celebrity recorded markedly different results. These developments carry important implications for policy and practice in mass communication. An examination by Adeniyi and Ogunlana (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

celebrity occupies a prominent position in contemporary debates about endorsement and national development. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream celebrity into routine governance. The aggregate picture emerging from Ogbeide and Ekwueme (2023) points to a modest but consistent association between celebrity and the outcomes of interest. Such findings reinforce the argument that celebrity deserves a place of priority on the development agenda.