

INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR IN THE NIGERIAN FASHION INDUSTRY

BY

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DEGREE IN MASS COMMUNICATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Celebrity Endorsement on Consumer Buying Behaviour in the Nigerian Fashion Industry" 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 influence of celebrity endorsement on consumer buying behaviour in the nigerian fashion industry, 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 influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and celebrity. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 410 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 386 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 = 3.04). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.547$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.32, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.11$, $p > 0.05$). 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 influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of celebrity endorsement on consumer buying behaviour in the Nigerian fashion industry 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.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. Longitudinal research by Adeniyi and Ogunlana (2016) revealed that sustained attention to influence yields appreciable dividends over time. These observations collectively invite a reconsideration of standard assumptions regarding celebrity. Studies conducted within the West African subregion by Bakare and Umeh (2018) reached conclusions broadly consistent with the Nigerian evidence. 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.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of celebrity. The socio-cultural diversity of Nigeria implies that responses to influence must be differentiated rather than uniform. The work of Famuyide and Nnamdi (2023) extended earlier analyses by demonstrating that celebrity reinforces the effects of influence. Such findings reinforce the argument that influence deserves a place of priority on the development agenda. An examination by Aderemi and Umeh (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Accordingly, there is a growing consensus that deliberate policy action is required. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

The phenomenon of influence, while not new, has acquired fresh analytical urgency in Nigeria. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Aderemi and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of influence are unevenly distributed across groups. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with celebrity. The aggregate picture emerging from Osinachi and Adeniyi (2023) points to a modest but consistent association between influence and the outcomes of interest. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with celebrity. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Over the past two decades, influence has become increasingly significant within the Nigerian landscape and beyond. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Evidence assembled by Osinachi and Ibrahim (2015) across twelve states