**Title of Article:** Celebrity advertising and its effect on brand loyalty

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**Abstract**

The use of celebrity advertising is a common marketing communication strategy in corporate business and management in the Nigerian society. The use of celebrity endorsers is not limited to a specific sector of the economy, companies using celebrity advertising cut across all industry categories – including packaged goods, telecommunication, financial services and automobile industries (Thompson, 1998). This paper examined the perception of individuals to determine the role of celebrity advertising performs in promoting brand loyalty and Chi Vita juice was used as an example by the researcher. The method adopted in this study was survey and questionnaire was used as the instrument of data collection. From the results of the study, three hypotheses were presented and analyzed. The hypotheses which had both null and alternative hypotheses were tested using Chi square analysis. The researcher made use of Somers’ directional measure in the cross tabulations. A Somers’ directional measure was carried out to indicates the significance, strength and direction of the relationship between the row and column variables of a cross tabulation. In addition, the paper suggested that the usage of celebrity endorsement should be properly managed and planned; this was because the proper selection of a celebrity determines the overall effectiveness of the advertising.