Title of Article: Multiple uses of celebrities in brand promotion: An experimental investigation

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Abstract

This experiential study examines the multiple uses of celebrities in promoting brand purchase decisions and patronage in the Nigerian society. This study is premised on the transfer of meaning model and the match up hypothesis, which underpins the nature and practice of multiple uses of celebrities in brand promotion. The method adopted was survey and its instrument was the questionnaire. Two hypotheses was tested and analyzed in this study. From the result of the study, it revealed that the use of multiple celebrities influences brand patronage as well as purchase decisions. It was suggested that advertisers and brand experts place significance in celebrity research to understand the nature and principle of the use of celebrities in brand communication. In essence, the use of multiple celebrities must not be done on impulse but must be based on a research structure and proper planning.