



Celebrity Attachment and Brand Loyalty amongst Breweries Firms in Rivers States

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Abstract: *This study examined the influence of celebrity attachment and brand loyalty amongst breweries firms in Rivers States. This study employed a cross sectional research design to find out the influence of the independent variable on the dependent variable of the study. The three (3) firms selected from the Nigerian Brewery Industry that are traded on the Nigerian Stock Exchange are International Breweries Plc (IB), Nigerian Breweries Plc (NB) and Guinness Nigeria Plc (GN). Selected adult consumers of these brands within the Port Harcourt metropolis served as the population of the study. Four hundred (400) respondents formed the sample size of the study. This comprised of one hundred and twenty (120) consumers of each of the three brands, totalling three hundred and sixty (360) consumers and forty (40) retailers of brewery products in the Port Harcourt metropolis of Rivers State, Nigeria. Primary data were obtained from the target respondents via a well-structured questionnaire. Similarly, Spearman Rank Order Correlation was used to test the null hypotheses. These analyses were done with the aid of Statistical Package for Social Sciences (SPSS Version 23.0). From the analysis, it was evident that celebrity attachment positively and significantly influences brand loyalty amongst breweries firms in Rivers State. Therefore, the study recommends that management of breweries firms in Rivers State should reinforce celebrity attachment to boost their brand loyalty.*

Introduction

In this contemporary era of globalization and competition, every marketer needs to perform the rigorous task of getting quality services into the minds of the customers and to find innovative ways of making it. In a bid to produce and market these services successfully and attract the attention of their numerous customers; advertising operation managers have to distinguish themselves from others in order to achieve the objectives of the firm (Ike, 2015). Indisputably, the aim of any message is to achieve the purpose for which it was conceived (Ugwuanyi, Okeke&Emezue, 2018). The engagement of celebrities has become an essential marketing strategy for global organizations and a means of drawing customer's attention and creating brand awareness of products (Carroll, 2009). Notably, the use of celebrity

advertising seems to be a veritable tool and an effective strategy of gaining patronage. This is because consumers believe that celebrities are a trustworthy source of communicating information (Goldsmith, *et al.* 2000).

A celebrity is an individual who is known to the public. He or she is popularly referred to as brand ambassador because he/she portrays and represents the firm (Nelson, & Deborah, 2017). Celebrities are defined as popular personalities; rising film stars sports Heroes and trending TV actors, which can become a reference group for the viewers (Schiffman, Kanuk, & Hansen, 2008). Firms promote and endorse their products and services using celebrities who evoke closer consumer engagements with the brands in order to facilitate purchases. Endorsing product brands through a well-known personality has become very prominent in this contemporary time (Anchal, 2010). Consumers are becoming more discerning and more sophisticated in their buying behaviours, however, firms do not only communicate to their target market but also persuade their target audience to patronize their services (Anetoh, Nnabuko, Okolo & Anetoh, 2020). The use of celebrity advertising for advertisement and its subsequent influence on consumer brand loyalty is pertinent in this competitive world. Companies hire celebrities from different fields to feature in their advertisement campaigns because these endorsers are seen as being dynamic with credible, attractive, admiration, attachment and likeable qualities (Kim, Lee & Prideaux, 2014).

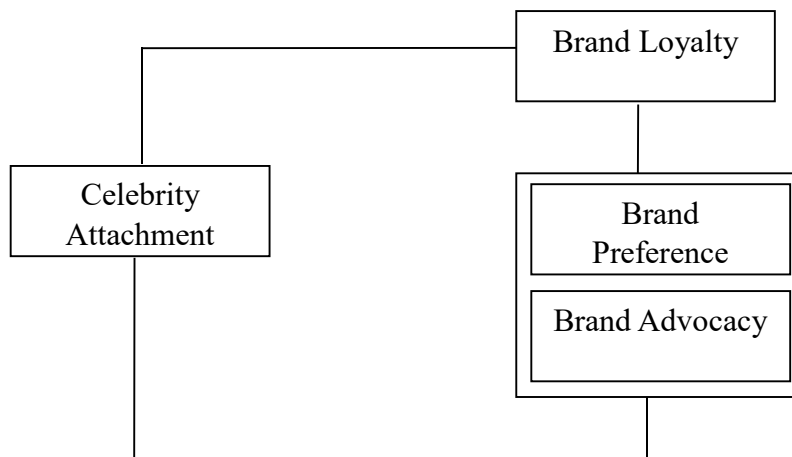
Celebrity attachment is a penetrating phenomenon which can be correlated with different aspects. When a person's attachment with a celebrity becomes the central focus of his or her life, dysfunction may ensue (Ang & Chan, 2018). Today's society has been captivated with celebrities, consequently, more brands are using celebrities to differentiate their brand and to create a competitive advantage (Ilicic, & Webster, 2015). According to Zsila, *et al.* (2020) celebrities that are strongly associated with a certain role are the most effective celebrity endorsers. Without that strong association, endorsers cannot bring clear and unambiguous meanings to the products they endorse. As consumers have more and more access to information, their role in the co-creation of brand value continues to increase. Consumers no longer rely on companies for brand information but rather on the opinions of others be they anonymous online product reviewers or the consumers' own offline social circles. Firms and brand managers should therefore, embrace advocacy as an important marketing tool to minimize the impact of negative information. They should maintain long-term, committed, fruitful relationships with customers; considering the fact that brand loyalty makes a valuable contribution to creating a competitive advantage for a company (Khan 2009), as loyal customers tend to spend more, thereby helping companies drive profitability over time.

The increase in the number of brewery firms has naturally led to strong competition among the firms involved. Also, for a firm in brewing industry to survive, grow or improve its market share, it must endeavor to concentrate on high quality products development, fair pricing and effective promotional activities. This has led most breweries marketing department to the policy of investing heavily on advertising as the surest means of reacting to increase their market share (Kara, Yu & Edwin, 2013). It is a natural feeling among consumers of various brands to use a particular product their favourite star identifies with. To them, it simply gives the confidence of quality. The feeling is that for a celebrity to be using a particular product, it must be of good quality. Consumers all over the world idolize their favourite stars, hence, the need for brand promoters to use stars to promote their brand. More business owners have

resorted to identifying with celebrities to position their brands, as celebrity endorsements of brands have always been a strong tool for positioning (Wong & Lai, 2015).

Brewery industries in Nigeria are facing stiff challenges occasioned by the alternative brand of products produced and customers are somewhat faced with making choice amongst existing alternative brands. Brewery companies should therefore collaborate with brand ambassadors and celebrities who usually tend to convert other non-users to the use of the brand through word of mouth or through their action (Henry & Quansah, 2013). Engaging the services of trustable personalities is a better option for organisations who seek brand loyalty. Whenever celebrities promote a specific brand, customers are usually attracted to such products, they want to get it and experience that brand because of their attachment to the celebrities. Certified celebrities are most preferable for developing a relationship between brands and their customers. They help to instill some significant mindset and behavior in the viewers. Endorsers who are considered by consumers more attractive will create a big influence on products which are endorsed. According to Kahle and Homer (1985), cited in Rizwan&Tehreem (2019), likeability and attractiveness of a celebrity can change the attitudes of consumers towards the advertisements in a positive way and also for the product. Organizations invest significant amounts of money to make their brands stand out and to align them with endorsers. Notwithstanding the high costs involved, companies benefit from using celebrities, because they have the ability to create an association between their qualities and the brand or product advertised, thereby attracting the attention of consumers (Leschnikowski, Schweizer&Drengner, 2006).

Understanding the concept of celebrity endorsement and attachment is vital in the current marketing climate. In an age when negative brand information is readily available, easily shareable and on a permanent, digital record, managers should focus on getting strong, positive and consumer-driven brand messages into the conversation to combat the attacks. Celebrity attachment plays an increasingly pivotal role in influencing consumers' opinions and behavior toward a particular brand. Hence, most firms in the brewery industry are striving to gain a foothold in the market by recruiting brand ambassadors who will come up with creative ways to increase brand recognition and rewards their efforts with both brand and non-brand incentives (Gresham 2012). However, review of extant literature revealed that there is shortness of knowledge of how celebrity attachment can influence brand loyalty. The researchers believe that this study will result in increased attention on celebrity attachment and brand loyalty and allows other researchers to create a stream of empirical research in this important and timely area. Hence, this study intends to streamline the influence of celebrity attachment on brand loyalty, particularly amongst brewery firms in Rivers state.



Conceptual framework on the influence of celebrity attachment on brand loyalty amongst breweries firms in Rivers State.
Source: Researcher Desk 2024.

Theoretical Foundation

This study is underpinned by the meaning transfer theory

Meaning Transfer Theory

Meaning Transfer Theory was developed by McCracken (1989). This theory states that after watching an advertisement, the consumers try to find the meaning of the advertisement and associate it with the endorser and also transfers it to the brand. The theory assumes that the attributes associated with the celebrity are transferred to the product, service or the brand. McCracken posits that meanings attributed to the celebrity are associated with the brand in the consumer's mind as well as in the consumption process. The theory highlights the importance of the consumer's role in the process of endorsing brands with famous persons. It also assumes that a celebrity adds value to the image transfer process by offering meanings of extra strength and power that is complemented by his/her life style and personalities. The assumption of this theory is that in order to transfer the correct meaning to the consumers, the company should use a celebrity in order to produce the most favorable response for customers. This theory maintains that a celebrity have appropriate set of characteristics which the customers can easily comprehend, visualize and acknowledge in return. The theory posited that a good firm or company should identify and consider consumers' needs and wants when developing products and services as well as communications strategies and also use an appropriate celebrity to transmit them. The implication of this theory is that celebrity adds value to the image transfer process by offering meanings that is complemented by their characteristics to many customers.

Concept of Celebrity Attachment

Celebrity attachment refers to the emotional bond between consumers and celebrities. It is the intensity of a person's target-specific emotional bond with a human brand (Loroz&Braig, 2015).Celebrity attachment, which is an essential element of consumer-brand relationships, refers to the strength of the cognitive and affective bond connecting the celebrity with the self (Malär et al. 2011).Celebrity attachment influences different behaviours, such as

defending a brand, willingness to pay a premium price, purchasing more, and resistance to brand switching (Park et al., 2010). For example, Cho and Hwang (2020), found that consumers' identification with a brand (i.e., seeing the brand as close to one's self-image) makes consumers more loyal to it.

Although celebrity attachment is a psychological and emotional structure, it has the potential to affect consumers' behavior and attitude (Wong & Lai, 2015). Indeed, this study confirms that celebrity attachment might create brand attachment. Consumers who are attached to celebrities tend to get emotionally attached to the brand that the celebrity promotes (Giles & Maltby, 2014). Celebrity attachment is essential for consumer-brand relationships and the celebrity endorsement process (Hung et al., 2011). Saldanha et al. (2020) argued that attachment model should be incorporated into the meaning transfer model to shed light on the celebrity worship process. The influence of celebrities on consumer behaviour occurs when they develop emotional ties with celebrities as role models and sources of inspiration (Hung et al., 2011).

Also, consumers who are attached to celebrities tend to get emotionally attached to the brand that the celebrity promotes (Malär, Krohmer, Hoyer & Nyffenegger, 2011). A celebrity and consumer gets stronger with the frequency and duration of the consumer-celebrity interaction, resulting in consumers' intimacy and identification (Aw & Labrecque, 2020). Parmar and Mann, (2020) asserted that attaching to a person, group, or organisation results in identifying and accepting the attitudes and values of that person or organization. Identification with a celebrity is a cognitive and emotional process through which the fans see themselves as one with the celebrity (Bui, 2017). Celebrities are often seen as role models, sources of inspiration and heroes over consumers' self-enhancement needs (Hung et al., 2011). Consequently, celebrities become reference points when consumers set personal goals (Choi & Rifon, 2012). When a brand is endorsed by a consumer's favorite celebrity, it reflects the type of person that they aspire to associate with. Consumers trust their favourite celebrity and the recommendation made by them. Hence, brands endorsed by a favourite celebrity becomes more credible and trustworthy (Spry et al., 2011).

Concept of Brand Loyalty

According to the American Marketing Association a brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Keller, 2018). Today a brand is also represented by a personality and a signature tune to capture the hearts of consumers and keep them loyal. Well-known brands are capable of developing favorable attitudes and perceptions more easily, leading to increase sales. The image and personality of the brand is easily carried over to the new products, giving it a head start (Pelsmacker et. al., 2001 cited in Faridah & Noor, 2016). In a competitive business environment, brands are not just symbols that serve as identifiers but have an economic function. The value of brands is its ability to form an exclusive, positive and prominent meaning in the minds of consumers. It can create a lasting impression on consumers and this may result in brand loyalty or attract loyal customers (Aaker, 2015).

Having loyal customers is something that every firm should prioritize, since those customers are a great source of possible income (Roy, 2011). The building of a strong and positive brand

generally leads to a preference of a particular brand among the customers, which over time might lead to brand loyalty. Loyalty consists of a high degree of bonding between customer and a brand. Loyal customers are unwilling to switch brands and prefer to stick with a brand that they feel comfortable and satisfied with (Rosenbaum-Elliott et al, 2011). They appear to have high willingness to pay for particular brands, even when the alternatives are objectively similar (Chevalier & Mayzlin, 2016).

As the market becomes more competitive with products and services which are substitutes, the study of Brand Loyalty has become more crucial. Creating brand loyalty is an essential indicator of the success of businesses in the market. To create brand loyalty, a firm's understanding of how consumers choose among alternative brands and what motivates them towards a particular brand is imperative (Naima, 2016). The concept of brand loyalty has a long history. Copeland (1923) brought up this concept for the first time in history and since that day over 200 definitions has been put forward in academic context. The number of definitions is an indicator of how important brand loyalty is in the marketing theory. (GarcíaGo'meza, et al. 2012).

In order to explain brand loyalty better, Kabiraj and Shanmugan (2011) have divided brand loyalty into two distinct categories: behavioural and attitudinal brand loyalty. Behavioural brand loyalty is based on consumer's behavior, while attitudinal brand loyalty focuses on how consumers feel and perceive the brand rather than how they behave towards it. Roy (2011) further divided attitudinal loyalty into cognitive and emotional loyalty; where cognitive loyalty represents what a consumer thinks about a brand and emotional loyalty represents how one feels about a brand. However, Thompson et al (2014), have identified satisfaction and trust as the two pillars for building brand loyalty.

American Marketing Association defines brand loyalty as the habit of constantly purchasing the goods of the same producer instead of visiting other brands, or the degree of acquiring a specific product, which belongs to the same producer (Gil, Kwon, Good, & Johnson, 2012). Brand loyalty is said to have occurred if customers repeatedly go to the same brand just because they have positive feelings and attitudes about that brand (Leong et al., 2015). Brand Loyalty is a biased behavioural response expressed over a period of time. It implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand (Mellens, DeKimpe & Steenkamp, 1996, cited in Faridah & Noor, 2016). It is a consumer's preference to buy a particular brand in a product category. It occurs when consumers perceive that the brand offers the right product features, images or level of quality at the right price. This perception may translate into repeat purchase resulting in loyalty (Aaker, 2015). Brand loyal consumers are willing to pay higher prices and are less price sensitive to price increases (Mellens, DeKimpe & Steenkamp, 1996, cited in Faridah & Noor, 2016). Brand Loyalty is therefore, the measure of preference and attachment that a consumer has towards a brand (Aaker, 2015).

Brand Preference

The modern marketing accepts consumer as the king because they have the purchasing power. Marketing aims at delivering rising standard of living and meeting customers' demand by offering right goods and services in the right quantity, at the right place as well as price and to the right customer. It aims at creating, capturing and maintaining demand

through appropriate marketing mix; as the success or failure of any new product in the market depends on consumer need satisfaction. In marketing, the concept of preference means the desirability or choice among alternatives (Oliver & Swan, 1989 cited in Reham, 2013). Preference is the degree to which a consumer feels more positive about a product or services relative to other offerings. Preference indicates a brand choice among various available options. It facilitates consumers' choice by enhancing their intentions towards the favoured brand. The preferred brand is the chosen brand among several brands of the same quality. However, consumers' preferences are represented through affective, cognitive, and behavioural responses (Grimm, 2015).

Brand preferences represent consumer dispositions to favour a particular brand (Overby & Lee, 2016). It refers to the behavioural tendencies reflecting the extent to which consumers favour one brand over another (Hellier et al. cited in Reham, 2013). Brand preference involves those activities, which help to maximize the image of brand and help to make the consumer's desire more effective. Brand preference is a measure of brand loyalty in which a consumer chooses a particular brand in the presence of competing brands, but accepts substitutes if that brand is not available. Consumer preference is the outcome of consumer decision making process which starts from need identification, information search, evaluation of alternatives and eventual purchase and usage decisions. Brand preference precedes consumer loyalty (Kim et al., 2011). It is a stronger predictor of consumer intentions and future purchase decision. Consumer brand preference is linked with brand loyalty, which means repurchase again and again for a long period of time (Ghose & Lowengart, 2013). Heilman et al. cited in Reham (2013), postulate that consumers are likely to be loyal to their preferred brands.

Understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers (Alamro & Rowley, 2011). Preferences can be triggered by the features related to the material substance of the goods (shape, size, print, taste, colour, consistency, package, etc.); elements referring to label name, use instructions that accompany the product or the statute granted to the person owning and using that particular product. It is worthy of note that consumers' preference is centered on a particular brand that satisfies their needs. Brand preference can be viewed as a motivator of brand choice. Reham, (2013) asserted that consumer choices are based on well-defined preferences through which consumers determine the set of alternatives from which they make their choices. Brand preference gives marketers protection from competition and greater control in planning marketing mix. However, consumer preference is manifested when a consumer selects, uses or purchases a particular brand based on the levels of utility or endorsement by a celebrity.

Brand Advocacy

In this information age where opinions on all subjects are passed from person to person around the globe at lightening speeds, brands are careful not to have any negative information shared about them. Nowadays, consumers prefer to learn about brands from experienced consumers, as this helps them make informed decisions (Wilk, Soutar & Harrigan, 2021). This is precisely why brand managers are more concerned about loyal customers as they are vital to long-term brand success. The effectiveness of peer referrals cannot be overemphasized as it centers on the fact that customers view one another

as more trustworthy than firms. However, in situations of firm-sponsored advocacy, that trustworthiness is diminished because the advocate is receiving rewards from the firm, (Schmitt, 2011).

The influence of advocacy on a company's long-term success is not a novel concept. Peer-to-peer brand communication is potentially the most important brand information that consumers receive (Arndt 1967 cited in Wilder, 2015). Peer recommendation is one of the most effective forms of new customer acquisition (Edelman 2010). These peer-to-peer recommendations are often initiated by consumers who are fiercely loyal to a brand as they actively support and recommend the brand to others, (Wilder, 2015).). They also create a devoted fan base then further encourage and entice a new customer base; which in turn brings about a long-term stability of the firm (Wilder, 2015). Therefore, market-oriented firms must create a healthy cadre of brand advocates for sustained market performance (Wuring 2008).

Brand advocacy is a multi-dimensional set of behaviors that centers on defending the brand's reputation in the face of negative information by detractors and proactively recruiting new customers. Advocacy is more than just the relaying of positive brand experiences. Advocates are not merely willing to share brand information, they desire to. (Fuggetta 2012). Advocacy is built on trust through real, authentic experiences. It is only done by those who are fully contented with specific product brand, and it involves recommending a favorite brand to others without any cost (Katz, 1994 cited in Zia & Sohail, 2016). It occurs when passionate consumers spend time and effort to recommend, promote or support a brand (Stokburger-Sauer, Ratneshwar & Sen, 2012). Advocates are active, vocal, frequent, and positive communicators on behalf of their preferred supplier (Lowenstein, 2011). Brand advocates tend to have an emotional connection with the brand they love, they defend the brand and could overlook dissatisfaction (Cant, Machado & Seaborne, 2014).

Brand advocacy is an active engagement that involves expending more effort in promoting a brand (Jillapalli & Wilcox, 2010). Smith (2011) defined advocacy as the specific behaviors of pleading for, defending, championing, recommending and supporting some cause or proposal. According to Lacey and Morgan (2009) cited in Wilder (2015), brand advocacy is a combination of marketing resources that contribute to a more efficient and effective marketing enterprise, including voluntarily sharing customer-specific information, engaging in firm-sponsored marketing research activities, word-of-mouth referrals, and increasing levels and proportions of current purchasing activities). To Wilder (2015), brand advocacy is a combination of customer-motivated behaviors, including proactively recommending the brand and defending the brand against detractors, intended to maintain the customer's relationship with the brand and promote it to others. Wilder (2015) proposed that brand advocacy is a combination of customer-motivated behaviors, including proactively recommending the brand and defending the brand against detractors, intended to maintain the customer's relationship with the brand and promote it to others. Chevalier and Mayzlin (2016), asserted that advocacy is the ultimate test of a firm's customer relationships. Thus, brand advocacy is considered to be the action of particularly loyal and committed customers.

Furthermore, brand advocates increase brand awareness in the market (Walter, 2013 cited in Jeroen & Edwin, 2018). They willingly share their love for the brand with others without

any incentive from the brand. They are emotionally attached to the brand and possess a sense of ownership in the brand. They support, recommend and actively promote the brand via different channels (Rhoden, 2011). In view of the above assertions, firms can actually leverage their relationship marketing skills by creating and encouraging consumer brand advocates who will do some of the brand's marketing selflessly and without prejudice. Brand advocates are not just loyal to the firm, they also feel connected to and represented by the brand and often reward the brand by actively sharing their positive experiences with the firm to others and in most cases significantly ignore or combat any negative brand information they encounter. However, research has proven that advocacy and loyalty are closely related behaviors, thus it is expected that brand advocates will engage in loyalty behaviors such as repurchase intentions, willingness to pay price premiums, positive word of mouth and resistance to negative information (Jeroen & Edwin, 2018). It is therefore pertinent for firms to create a large cohort of these customers so as to enjoy the protective benefits of customer loyalty and customer-driven marketing that is of little to no cost to the firm.

Empirical Review

Although previous studies have investigated the influence of celebrity attachment on variables such as attitudes towards advertisement-brand, research on celebrity attachment is still in its infancy, and its influence on brand loyalty is not completely clear. Mehmet, Alper and Akin (2020) examined celebrity attachment, which to date has been explained only by self-determination theory, from a different point of view (self-congruence theory) and to investigate its effect on brand attachment. Furthermore, researching the relationships between brand attachment, brand loyalty, and brand addiction is the second aim of this study. Data from 377 surveys collected from the UK were analyzed using SEM. Findings show that actual and ideal self-congruence have positive effects on celebrity attachment, which is consistent with self-congruence theory. Moreover, celebrity attachment also affects brand attachment, while brand attachment positively affects brand loyalty and brand addiction.

Similarly, Poh-Ming, (2014) examined the impact of attachment on customer e-loyalty and customer e-satisfaction in Malaysia context. In the study, commitment-trust theory was used as the theoretical base to explain the impact of attachment on customer e-loyalty and customer e-satisfaction among Malaysian Internet users. The researcher used smart PLS 2.0 (M3) as the main analytical tool to test the proposed hypotheses. Three hundred ninety-five respondents participated in the study. Empirical results indicated that trustworthiness is positively related to customer e-loyalty and e-satisfaction. Several implications of the findings, limitations of the study and directions for future research were discussed in further study

H01: There is significant influence of celebrity attachment on brand preference amongst breweries firms in Rivers State.

H02: There is significant influence of celebrity attachment on brand advocacy amongst breweries firms in Rivers State.

Methodology

This study employed a cross sectional research design to find out the *influence* of the independent variable on the dependent variable of the study. The three (3) firms selected

from the Nigerian Brewery Industry that are traded on the Nigerian Stock Exchange are International Breweries Plc (IB), Nigerian Breweries Plc (NB) and Guinness Nigeria Plc (GN). Selected adult consumers of these brands within the Port Harcourt metropolis served as the population of the study. Four hundred (400) respondents formed the sample size of the study. This comprised of one hundred and twenty (120) consumers of each of the three brands, totalling three hundred and sixty (360) consumers and forty (40) retailers of brewery products in the Port Harcourt metropolis of Rivers State, Nigeria. Primary data were obtained from the target respondents via a well-structured questionnaire. Descriptive statistics such as frequency tables, percentages and charts were used to describe each variable of the study. Inferential statistics of regression analysis was used to test the impact and association between conjectural variables of the study. However, only questionnaire retrieved from four hundred (400) respondents was utilized in the final analysis of the study. The study adopted a structured questionnaire designed in the Likert 5-point scale of strongly disagree to strongly agree to collect primary data from the respondents. The instrument was subjected to academic scrutiny to determine its validity. A pilot study was conducted to ascertain the reliability of the research instrument in which data from respondents were subjected to Cronbach's alpha Reliability test of 0.70 correlation served as the test statistic in the study. All computations were performed with aid of Statistical Package for Social Sciences (SPSS) version 23.0

Table 3.1 Reliability Coefficients of variable

S/No	Study variable	Number of items	Number of cases	Cronbach's Alpha
1	Celebrity Attachment	3	400	0.728
2.	Brand Preference	3	400	0.753
3	Brand Advocacy	3	400	0.867

Source: Research data output, 2024

From table 1 above, it can be seen that all the variables have coefficients higher than the 0.70. This means that the instrument was sufficiently reliable to measure the variables in the study. All analysis was done using the Statistical Package for Social Sciences (SPSS), version 23.0.

Results

Table 2 Correlation for celebrity attachment and brand preference

			Celebrity Attachment	Brand Preference
Spearman's rho	Celebrity attachment	Correlation Coefficient	1	.869**
		Sig. (2-tailed)		.000
		N	250	250
	Brand preference	Correlation Coefficient	.869**	1
		Sig. (2-tailed)	.000	
		N	250	250

** Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows the result of correlation matrix obtained for between celebrity attachment and brand preference. Similarly displayed in the table is the statistical test of significance (p - value), which makes possible the generalization of our findings to the study population. From the result obtained in table 2 above, the correlation coefficient (rho) showed that there is a significant influence of celebrity attachment on brand preference. The correlation coefficient of 0.869 confirms the extent and strong correlation coefficient between the

variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Table 3. Correlation forcelebrity attachment and brand advocacy

		Celebrity Attachment	Brand Advocacy
Spearman's rho	Celebrity Attachment	Correlation Coefficient	1
		Sig. (2-tailed)	.930**
		N	250
	Brand Advocacy	Correlation Coefficient	.930**
		Sig. (2-tailed)	.000
		N	250

** Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows the result of correlation coefficient matrix obtained for between celebrity attachment and brand advocacy. Similarly displayed in the table is the statistical test of significance (p - value), which makes possible the generalization of our findings to the study population. From the result obtained in table 3 above, the correlation coefficient (rho) showed that there is a significant influence of celebrity attachment on brand advocacy. The correlation coefficient of 0.930 confirms the extent and strong correlation coefficient between the variables. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld.

Discussion of Findings

The tests of hypotheses revealed that there is a significant positive influence of celebrity attachment on all the measures of brand loyalty amongst breweries firms in Rivers State. This finding confirms the arguments of Poh-Ming, (2014) on the impact of attachment on customer e-loyalty and customer e-satisfaction in Malaysia context. In the study, commitment-trust theory was used as the theoretical base to explain the impact of attachment on customer e-loyalty and customer e-satisfaction among Malaysian Internet users. The researcher used smart PLS 2.0 (M3) as the main analytical tool to test the proposed hypotheses. Three hundred ninety-five respondents participated in the study. Empirical results indicated that attachment is positively related to customer e-loyalty and e-satisfaction. Again, Mehmet, Alper and Akin (2020) on celebrity attachment, which to date has been explained only by self-determination theory, from a different point of view (self-congruence theory) and to investigate its effect on brand attachment. Furthermore, researching the relationships between brand attachment, brand loyalty, and brand addiction is the second aim of this study. Data from 377 surveys collected from the UK were analyzed using SEM. Findings show that actual and ideal self-congruence have positive effects on celebrity attachment, which is consistent with self-congruence theory. Moreover, celebrity attachment also affects brand attachment, while brand attachment positively affects brand loyalty and brand addiction.

Conclusion and Recommendation

The study findings revealed that to a very high extent, celebrity attachment has a positive and significant influence on brand loyalty amongst breweries firms in Rivers State. This finding is in line with the findings of previous studies conducted by scholars. On the basis of these findings, the study concluded that celebrity attachment is a creditable factor for

achieving all measures of brand loyalty, such as preference and advocacy. Thus, the researchers recommend that brewery firms in Rivers State should reinforce celebrity attachment to boost their brand loyalty.

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