

## Celebrity Endorsement and Consumers' Perception of Brand Authenticity

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**Abstract:** *The impact of celebrity endorsement and consumers' perception on brand authenticity was examined on this paper, three measurement of celebrity endorsement which includes trustworthiness, expertise and attractiveness were tested, and likewise, selective retention, selective attention and selective distortion were variables used to measure consumers' perception with a moderating variable of brand authenticity. The objectives are; to investigate the effect of celebrity endorsement on brand authenticity; to evaluate the impact of consumers' perception on brand authenticity. The study uses a sample of 169 respondents selected from real estate industry. The structural equation model and confirmatory factor analysis were used to analyzed the data. The results revealed that expertise, trustworthiness and attractiveness of celebrity endorser have positive impact on brand authenticity. Also, consumers' perceptions have significant relationship with brand authenticity too. The moderating variable revealed that the impact of celebrity attractiveness, expertise, and trustworthiness on brand authenticity is counted when the celebrity and user are opposite gender. It is notably imperative that the practitioners and strategists in the real estate industry should pay special attention to consider celebrity endorser's gender with respect to that of the target market. Also, it is important that celebrities should be endorsed based on who is compatible and those who the consumers perceive as experts.*

**Keywords:** *Celebrity Endorsement, Brand Authenticity, Consumers' Perception, Structural Equation Model.*

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### INTRODUCTION

Advertisers choose the celebrity endorsement, because of its larger paybacks and high possible influence. There are many types of potential benefits for the endorsements, the main and basic gain, is to get the maximum number of attention and gathering in comparison to their Competitors, it also assists the marketing department to re-position their product in a more better way in the old or stable market, and helps the sales team to gain upper hand advantage in the new markets. Nevertheless, endorsement of celebrity is not only the essential player in the role of success. Negative information on endorsed celebrity may cause adverse effect on the new

business and its promotion techniques, danger is looming when new venture gets some harm due to the negative image of a celebrity (Zafar & Rafique, 2014). Celebrity endorsement or Celebrity Affiliation with the product now becomes one of the common uses in advertising in all sort of industries, either service based or product based. The concept of using celebrities to endorse various brands was at its increasing rate in many African and Asian countries such as Nigeria, because many companies are embracing it as a marketing strategy to promote their brands to be able to jockey for competitive advantages (Chung & Cho, 2017).

In this period where consumers are bombarded with targeted advertising messages, when even our Smart phones are thought to be eavesdropping on us, brands that convey authentic meaning gain the upper hand over their competitors. Brand authenticity positively influences trust and loyalty (Portal *et al.*, 2019), increases brand equity (Vredenburg *et al.*, 2020) and adds value to the consumer experience thus allowing brands to turn a cacophony of content into a symphony of sales (Adweek, 2019). Authenticity is features that reflecting a consumer desired perception of a brand being unique, genuine or original (Bruhn *et al.*, 2012), and also a yardstick marketers used to differentiate their brands from other brands. Brand authenticity is an outcome of a general air of consumer mistrust towards business (Adweek, 2019).

Ahmed *et al.*, (2015) say, it is now a vogue for real estate companies to use popular faces to market their products. In the past while real estate business used to be very strict and conventional. These day property companies are now using celebrities to promote their products, endorse them and also to make them popular. Odunlade Adekola, a popular actor, over a year ago, was signed on to be the face of revolution plus Property Company. The property company, the company has about 4 brand ambassadors. They are: Testimony Jega, Omoni Oboli, and recently it signed on Toyin Abraham. These four ambassadors have done every well in promoting the company's brand.

Other celebrity who are equally doing wonderful well include Saidi Balogun, Bolanle Ninalowo and many other who have been doing wonderful jobs for Adrom Homes and properties as ambassadors. Bolanle Ninalowo was signed few weeks ago and he has pulled a large crowd to benefit his principal. Due to international popularity earned by Celebrities, they were being signed by real estate firms as ambassadors. They are very popular people which could easily attract patronage for their brands so that makes it easier for people in the Diaspora to buy their land with confidence that they could not be defrauded.

Many real estate companies signed on a brand ambassador based on the popularity and fame it would to the company's brand authenticity. And it's believed that, once your brand is known, you could achieve much within the industry where you operate. The endorsement is where a popular individual speaks on a brand and assuring people of its authenticity reliability and dependability. One of the benefits for brand ambassador is because real estate firms want to dominate the market, ahead of others. (citypeopleonline.com/2020).

One of the best ways to get the consumer's attention in the marketplace is through celebrity endorsement. Comparing the two products, one product which is endorsed by a celebrity and another without the celebrity, the end results for the first product will be higher sales and so be of higher value (Bhatti, & Fiaz, 2016). The main purpose is to make their company or products a

brand that can only be achieved when a celebrity endorses it, but it not as simple as it seems to be. The Marketing manager must carry out the research so they can get the in-depth understanding of their services and products which match with the attributes of the celebrity who will be endorsing. They must take care of few things like the brand choice, objective of a celebrity, associating the celebrity with the brand and a framework for measuring the effectiveness.

Olenski, 2016 claimed that since the use of celebrity has a granger causality effect in increasing sales volume, which call for many business adopting the used of celebrity in promoting their brands. “It is an advert gimmick companies used endorsements of celebrity to increase the awareness of brand to consumers” (McCracken, 1989). Chung & Cho (2017) suggested in their work that behaviour of consumer is directly related to kind of personality used for celebrity endorsed.

Related work offers various definitions of authenticity and ways consumers perceive authenticity to objects, such as indexical cues (Grayson and Shulman, 2000), inherent connections with an object’s heritage, pedigree and craftsmanship (Beverland, 2006) or through existential and self-enhancing means (Leigh *et al.*, 2006). Assessment of product marketing communications by celebrity might have significant shaping brand authenticity perceptions directly and through clarifying a brand’s positioning. It has been conceptualized and shows the effects of consumer perception of brand marketing comm. on brand authenticity (Olenski, 2016).

## **LITERATURE REVIEW**

### ***Concepts***

“A celebrity is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). Celebrities are often hired by advertisers to lend their personality to a product or brand (Newman and Dhar 2014). “The use of celebrities has been widely used as it could provoke attitudinal and emotional reactions than a non-celebrity endorser” (Olenski, 2016).

Cooper (1984) and Dean and Biswas (2001) explained that using a celebrity on advertisement delivered a higher degree of attractive, attention, resonant rate and possibly repeat purchase, compared to the ads without celebrities. Bowman (2002) opined that endorsements of celebrity led to an increased level of product recall. Chan, Leung Ng, Luk (2013) said that adopting a celebrity in an advertisement would boost brand awareness.

### ***Celebrity endorsement and marketing tools***

It becomes a great significant to create a strategy that provides competitive differential advantage to its products that result in creating positive effects in the consumers mind. Erdogan and Baker (1999) states that celebrity endorsement is the most commonly adopted marketing strategy. It involved huge capital outlay to hire celebrities for the company’s products; such celebrities are seen by others as being dynamic, attractive and likeable. Marketers try to align these characteristics of celebrities with their products.

Endorsement of celebrity as defined by Carsten *et al*, (2014) is a technique used to persuade customers based on relationship to person used celebrity in an advert. Many companies used the

endorser's personality that is in line with the brand or product. According to Friedman and Friedman, "a celebrity endorser is a known personality by public for their area of achievement in relation to the product class"; most advertisers approve to the idea of utilisation of celebrity endorsement can as well as increase brand awareness and also make consumers to believe in authenticity of the brand.

It is a strategy used in advertising campaign to increase and give a brand an added competitive advantage to a brand therefore when celebrity endorsers appear in an advertisement; people tend to feel a sense of belonging to the brand in question. Also, advertising campaigns that make use of celebrity endorsers tend to have an increase in profit margin and patronage for the product or brand (Okorie *et al.*, 2011). Belch and Belch (2012) also, claim that every brand has a unique picture/object representation; the use of celebrity endorsement makes customers form some brand meaning some of the brand image of the brand closer to the expectations of the consumer, by transferring some of the brand meanings residing in his image to the product.

### *Consumer Perception Concept*

To get ideological clarity on consumer perception Newman and Dhar (2014) explained to know how consumer perceive, feel, see and react to different types of stimuli created by brand personalized commercials. Perception refers to the process by which reactions are interpreted, organized and selected. Solomon and Rabolt (2009) explained three separate categories of consumer perception, they are:

- *Object perception* – This involves object that consumers form about objects and products in the marketplace.
- *Person perception* – It involves consumers form of people from viewing there psychical appearance. These are the basis for forming an impression about person's characteristics and personality.
- *Physical perception* -In this case is mostly focused on senses such as vision. Meanings are communicated on the visual channel through product's color, size, styling and meaning behind the personalized message (Solomon and Rabolt, 2009). Consumers always perceive brand as a whole, looking at it, trying it out and making their own impression of it. They do not view it separately, but they look at it as a unity made from different elements that make the brand unique, consumer perception is selective and restricted to certain elements that interest the consumer.

### *The concept of brand authenticity*

Authenticity has been defined by the martinec (2004), Rose and wood (2005) as quality of genuineness, uniqueness, and truth. Authenticity is realness, honest and original in all ramifications. Though, Wang's (1999) had explained three of authenticity; objective, constructive and existential authenticity is among the most influential in authenticity literature. The objective authenticity concerns the traditional perspective of authenticity, thus determined based on the 'originality' of objects, while constructive authenticity argues that authenticity achieves when objects are constructed and perceived as 'real'. However, Wang (1999) criticizes the objective and constructive authenticity by explaining that they are not able to explain each individual's motivations and experiences. Consequently, Wang (1999) uses existential

authenticity, that is highly subjective and even more than constructive authenticity, because it is based on the subjective feeling of a person, and further determined by the postmodern individual's quest for authentic and 'genuine' experiences. As a result, there are many lapses concerning what is authentic", meaning that an absolute definition of authenticity is hard to specify as it is no longer perceived solely as an objectively measurable quality (Adweek, 2019).

#### *The Authenticity cues*

According to Wang (1999) seen authenticity into cue which is a source for the perceived authenticity. According to Peirce (1998) has explained the perception of human with a focus on how individuals recognise what is real from what is not (Grayson & Martinec, 2004). Furthermore, the authors of this thesis introduce and discuss the cues related to Wang's (1999) existential authenticity, i.e. 'existential cues'. The section below elaborates the different authenticity cues.

#### *Indexical Authenticity cues*

The term 'indexical' refers to peoples' experiences of physical or behavioural facts that provide a comparison to other brands (Grayson & Martinec, 2004). In other words, to determine whether an object is authentic, the object has to be verified through a certification or trustworthy context in order to perceive the object as authentic thus reflecting what it really is. The indexical authenticity draws certain similarities to objective authenticity which stems from a museum-linked definition, hence determining authenticity based on traceable sources and measurable standards (Yuan et al., 2014). The main argument brought by this view includes a dualist opinion on an object, where it can be seen as either authentic' or 'inauthentic'. Thus, within this line of thought, there is an absolute, universal and immutable standard that is traceable and can be applied to determine if the object is authentic or not. As a result, authenticity is derived from an object and is seen as an inherent quality (Morhart et al., 2015; Leigh et al., 2006), hence referring to an evidence-based perception of authenticity, based on verifiable information, i.e. age, origin, performance or ingredients (Morhart et al., 2015).

However, critics claim that objective authenticity has limitations. Firstly, Grayson and Martinec (2004) explained that the cognition of authenticity is far from simple in its dichotomy view. Secondly, Newman and Dhar (2014) and Cohen (1988) have argued that the historical information inevitably has inherent biases, fake genuineness or reproductions that can considerably influence the knowledge about the past (Yuan et al., 2014). This view challenges the essential theoretical foundations of objective authenticity; the reliability and traceability of objects' origin.

#### *Iconic Authenticity cues*

The term 'iconic' refers to objects which appears indexical authentic. In other words, iconic cues relate to the sensory experience, thus mirrors a schematic fit with a person's mental picture of how the authentic object should look like (Grayson & Martinec, 2004). The individuals' sensory experiences are the factor determining whether the object is iconically authentic, meaning the perceivers have prior knowledge and expectations about the object, which they compare to their sensed experiences, and thus assessing the similarities. Hence, iconic authenticity is determined based on a personal and subjective evaluation of the object, thus drawing links to constructive



authenticity. Constructive authenticity assumes that it is a personal view according to the personal profile (e.g. past experiences, life and emotion) and is a social constructive interpretation process rather than a notion that can be statically measured (Yuan et al., 2014). Wang (1999) argues that constructive authenticity is the social constructions, as “things look authentic do not mean they are inherently authentic but because they are constructed as such in terms of points of view, beliefs, perspectives, or powers”. Therefore, the iconic cues are further argued to basically constructed, meaning that reality is the result of different interpretations of what 'the real world' looks like (Grayson & Martinec, 2004). That reflects the iconic authenticity as being impression-based (Morhart *et al.*, 2015); thus, the fundamental aspect of iconic authenticity is that consumers perceive the authenticity cues as ‘real’, regardless of its potentially inherent fakeness (Beverland, 2005).

#### *Existential Authenticity cues*

‘Existential’ authenticity cues consider authenticity to be related to the notion of ‘self’, meaning that authenticity is determined based on whether or not an individual is true to oneself (Wang, 1999). The existential perspective is deeply rooted in philosophical existentialism (Grayson & Martinec, 2004), and is about individual authenticity rather than authenticity of an object. It advocates the notion that the authenticity functions as a resource for consumers to become true to one's self (Morhart *et al.*, 2015). Real self’ in public ‘role-playing (Grayson & Martinec, 2004) argue that “being in touch with one’s inner self, knowing one’s self, having a sense of one’s own identity and then living in accord with one’s sense of one’s self is being authentic”. Such authenticity is activity-driven, existing as both intrapersonal and interpersonal experiences. Hence, in the context of existential authenticity, individuals feel in touch with both a real world and with their real selves.

#### *Consumers’ perceptions and brand authenticity*

The consumers take initiatives to form brand communities if the brand is perceived as an authentic brand (Grayson & Martinec, 2004). Certainly, social network were being built while consumers’ needs are captured by authentic brands in such a way that they relate consumers’ connection to each other (Beverland & Farrelly, 2010). Focusing individual consumers for identity building is not possible without confirmation of others (Leigh *et al.*, 2006). The online community gives the impression that they are around the brand to resolve the diverse standards and passions that predict together the owner of authentic brands (Leigh *et al.*, 2006).

The consistency and perception can be described as encapsulating and sharpening both product quality and a particular brand image. The heritage of a brand is associated with its past history while also embracing current conditions (Jang *et al.*, 2011). A brand that has a historical implication and linkage with long-established customs, cultures, beliefs, and regions tends to have an identity that is distinct and a strong heritage, adding to its authenticity (Peterson, 2005). Consumers associate an authentic brand with a quality of sincerity related to the brand’s ability and willingness to convey and maintain its promise (Morhart *et al.*, 2015). It further conveys that an authentic brand delivers precisely what a brand promises to consumers’. Thus, consumers are more emotionally attached to a particular brand that preserves the certain feature of authenticity in a product category as their quest for authenticity becomes more strenuous (Grayson & Martinec, 2004).

***The objective dimension of brand authenticity***

Grayson and Martinec (2004) stated the dimension of objective in relating to brand authenticity could be seen as a strongly tied to its heritage related constructs. Indexical authenticity is an authentic when it is real, and not an imitation based on consumers' evaluation and assessment this type of authenticity by relying on objective cues that imply the non-alteration of well known value characteristics (Peterson, 2005; Leigh *et al.*, 2006). Based on reasoning, the objective dimension requires the preservation of brand heritage, including the maintenance of the passed brand's identity (Leigh *et al.*, 2006). In honest, the main dilemma that surrounds the objective dimension of authenticity is related to the tension between remaining true to the past and adapting to the ever-changing consumers' demand (Brown *et al.*, 2003; Beverland, 2005; Beverland and Wiedmann *et al.*, 2011). In fact, heritage could be a liability when consumers seek new products (Grayson & Martinec, 2004). Accordingly, Beverland (2005) suggested a slow process of adaptation of the intrinsic characteristics of an object and the strategic decoupling of internal practices and external communication.

***Brand authenticity and the subjective dimension***

This has to do with the socially constructed brand meanings in connection to every market offering, which can be evaluated by consumers (Brown *et al.*, 2003). In some cases, consumers may differ in investigating brand authenticity by thinking the meanings assigned to a brand (Brown *et al.*, 2003). This is true within brand communities that share and shape brand meanings (Grayson & Martinec, 2004). In another situation, authoritative performances derive from communities and help in achieving a collective sense of identity that fosters the consumers' quest for belongingness and iconic relations with brands (Beverland *et al.* 2010). A second cue that consumers used to assess originality has been called iconic, being "something whose physical manifestation resembles something that is indexically authentic" (Grayson and Martinec, 2004).

In this context, this subjective dimension requires a deeper relationship with consumers who socially construct brand authenticity within their brand communities (Charmley *et al.*, 2013). Also, in evaluating brand authenticity co-creation within a particular situation (Grayson & Martinec, (2004) say that consumers co-created brand authenticity meanings by drawing on social comparison (i.e., the inauthentic other). Similarly, the gay community and the MG community co-created the authenticity of two products' brands, namely jeans and cars (Leigh *et al.*, 2006).

***Brand authenticity and the self-referential dimension***

This is from Arnould and Price's notion of authenticating acts, which are "self-referential behaviors actors show the true self of brand. Holt (2002) who says, that brands use to assist consumers in forming the self and producing their identities. Thus, a brand is authentic only if it is a genuine expression of an inner personal truth. "I am like that because I like this" (Peterson, 2005). (Beverland *et al.* 2010) explain further by proposing three types of brand authenticity such as; moral, pure and approximate which are related to the self-referential dimensions subjective and objective of brand authenticity, respectively (Beverland *et al.*, 2008). Consumers seek moral authenticity when they want to feel virtuous by looking for a brand connection with personal moral (Farrelly, 2010). Freedom and excellence are two examples of self-authenticating cues (Beverland *et al.*, 2010). It is paramount to note that some authors call this last type of authenticity "existential" (Morhart *et al.*, 2014); it derives from the self and helps the consumer live fun and pleasurable experiences (Leigh, *et al.*, 2006).

### *THEORETICAL REVIEW*

This work anchored on following theories;

#### ***Attractive Source Model***

Erdogan (1999) says that customers look at physically attractive of endorser, form favorable perception. According to Deence and Kernan (1984) describe attractive source model as the attractiveness that doesn't mainly include physical pleasant appearance, but it includes the lifestyle and also personality dimension of the endorser.

#### ***The product matchup hypothesis***

This model explains that there has been match up feature between the celebrity characteristics of the personality and the brand peculiarity. Erdogan (1999) says that a successful matchup can be recorded by the extent of the fitness between the celebrity and the brand endorsed by that celebrity. Matchup product hypothesis concept is stated further by Michael (1989) who believes the same. Another study conducted by in 1991 by Ohannian reveals that "celebrity should be endorsing who is having direct relationship; compatible and knowledgeable with the brand and the consumers perceive them to possess expertise too".

#### ***The meaning transfer model***

The model explains that whenever customers encounter any kind of celebrity endorsed brand, they quickly associate some definite meaning with the endorser and ultimately transmit it to the brand; endorser transferred their individual quality meaning to the brand. These models revolve around meaning and their transfer. Every celeb has theirs distinctive set of meaning and lifestyle. (Mc Cracken 1986).

### *Empirical Review*

Anjum, et al (2018) did research on Impact of Celebrity Endorsed Advertisement on Consumers in India. They define the word "celebrity" refers to someone who is well known to the public, like an actor, sports personality, entertainer or any other person other than the business world. The study find out how the endorsers which are a celebrity or not, created an impact on the buying behavior of the consumers. The advertisers' belief is that publicizing or advertising messages through the superstars or celebrity bring a higher level of offer, consideration and conceivably message review than those conveyed by simple or common man. They have shown two videos (celebrity endorsed & non-celebrity endorsed) to 60 consumers. The result of the study clearly reveals that the general belief is correct and the consumers purchase those brands whose advertisements are celebrity endorsed.

Shukre and Dugre (2013) have carried out research on effect of celebrity endorsements on Consumers' Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products in India. The reason behind this research is to identify the perception of consumers about the advertisement which is celebrity endorsed of FMCG products. Also, they want to know that which celebrity is most preferred taking into consideration the product type, furthermore the factors which are most attractive to the consumers in an FMCG product advertisement. The research result says that the marketer must work hard to find a celebrity



which will match the value of the product. Image attitude, a line of work, social work or other factors should be considered before selecting a celebrity.

Khan and Lodhi (2016) have investigated on the influence of celebrity endorsement on consumer purchase decision: A case of Karachi. The study is based on Pakistan. They have put light on the factors that should be present in the mind of the marketer when they searching for the celebrity of a face care brand in Karachi.

Aziz et al (2013) conducted research on Impact of Celebrity Credibility on Advertising Effectiveness in Pakistan. The goal of the research is to find out whether the integrity of the celebrity has any impact on the consumer's mind if that celebrity is present in the advertisement. 145 students of different universities were experimented by showing each one of them with 5 different videos. Research shows that the main purpose of using the celebrity in the promotional technique is to gain advantage from the charismatic and towering personality of that celebrity. Utilization of an acclaimed individual in promoting gives grounds to influence the mind of viewers, alongside purchasing arrangement of clients in an idealistic way. We can predict from the results that the consumer's positive behavior for the advertisement depends upon the credibility of the celebrity.

Ahmed et al (2018) have conducted research on the effect of celebrity endorsement on customers' buying behavior: a perspective from Pakistan. The objective is to find out the impact of advertisement on the purchasing behavior of the consumer when the advertisement is endorsed via celebrity. The research shows that some consumer prefers to buy those products which are endorsed by the huge public figure or in other words they also have a brand name, even various other factors exist such as appearance, position in their respective industry and good career path.

#### *Research gap*

The overall conceptual framework and empirical literature on brand authenticity has steadily grown in the marketing research for the years. It is well filed that celebrity endorsement in relation with consumers' perception value brand authenticity. However, literature has not yet tapped two critical aspects. First, the importance of celebrity endorsement on brand authenticity had not been looking into rather the available papers were placing emphasis on brand recall, brand equity, love and brand association. It will be explained in the following, scarcity is one shaping factor of brand authenticity, which corresponds more on brand authenticity as a result of using celebrity endorsement to stimulate purchasing intention. Against this background, this paper will investigate on the effectiveness of celebrity endorsement on brand authenticity is contextualized by personality endorsing the brand. Second, the context of consumers' perception on brand authenticity has not yet been addressed judiciously by this stream of work. Given that, celebrity endorsement and consumers' perception as two independent variables to check the effect on brand authenticity and are inherently linked to a place and limited in reach, they may be seen to represent prototypes of authentic brands, which might assist them in competing with other brands. To better understand the role of brand authenticity in the competitive environment, the work will examine how consumers' choice impacts brand authenticity.

### *Hypotheses of the Proposed Study*

- H<sub>01</sub>: Celebrity endorsement does not have a significant impact on brand authenticity.  
H<sub>02</sub>: Attractiveness of celebrity does not have a significant impact on brand authenticity.  
H<sub>03</sub>: Trustworthiness of celebrity does not have a significant impact on brand authenticity.  
H<sub>04</sub>: Expertise of celebrity does not have a significant impact on brand authenticity.  
H<sub>05</sub>: Consumers perception does not have a significant impact on brand authenticity.

## **METHODOLOGY**

The concept of celebrity endorsement and consumers' perception on brand authenticity is the aims of the paper to offer valuable insights into. I used primary source of data to collect relevant data from the respondents through a questionnaire. Three measurements of celebrity endorsement were investigated such as: attractiveness, expertise and trustworthiness using a scale adapted from Ohanian (1990). Also consumer perceptions were being used as a moderating variable. In all, 15 items were used to gauge celebrity endorsement, with some items measuring the endorser's attractiveness, expertise and trustworthiness. Likewise consumers' perceptions were measured using selective retention, selective attention and selective distortion. All questions related to the study variables were tested, using a five-point Likert scale ranging from 1 for "strongly disagree" to 5 for "strongly agree".

A self-administered questionnaire was developed, pertaining to (i) celebrity endorsement, (ii) consumers' perception, (iii) brand authenticity, (iv) purchase intention and (v) demographics. The data was collected through online survey forms as well as the questionnaire distributed among a conveniently available sample. A total of 200 of hard copies were distributed at different offices in Ibadan metropolis of these, 125 useable questionnaires were returned. Another 44 online survey forms were filled by respondents through social media websites. A total of 169 useable questionnaires were received.

To retest the previous validated scale, to assess the reliability and validity of the significant effect of celebrity endorsement and consumers' perception on brand authenticity, the seminal paper used Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis and Structural Equation Modeling (SEM).

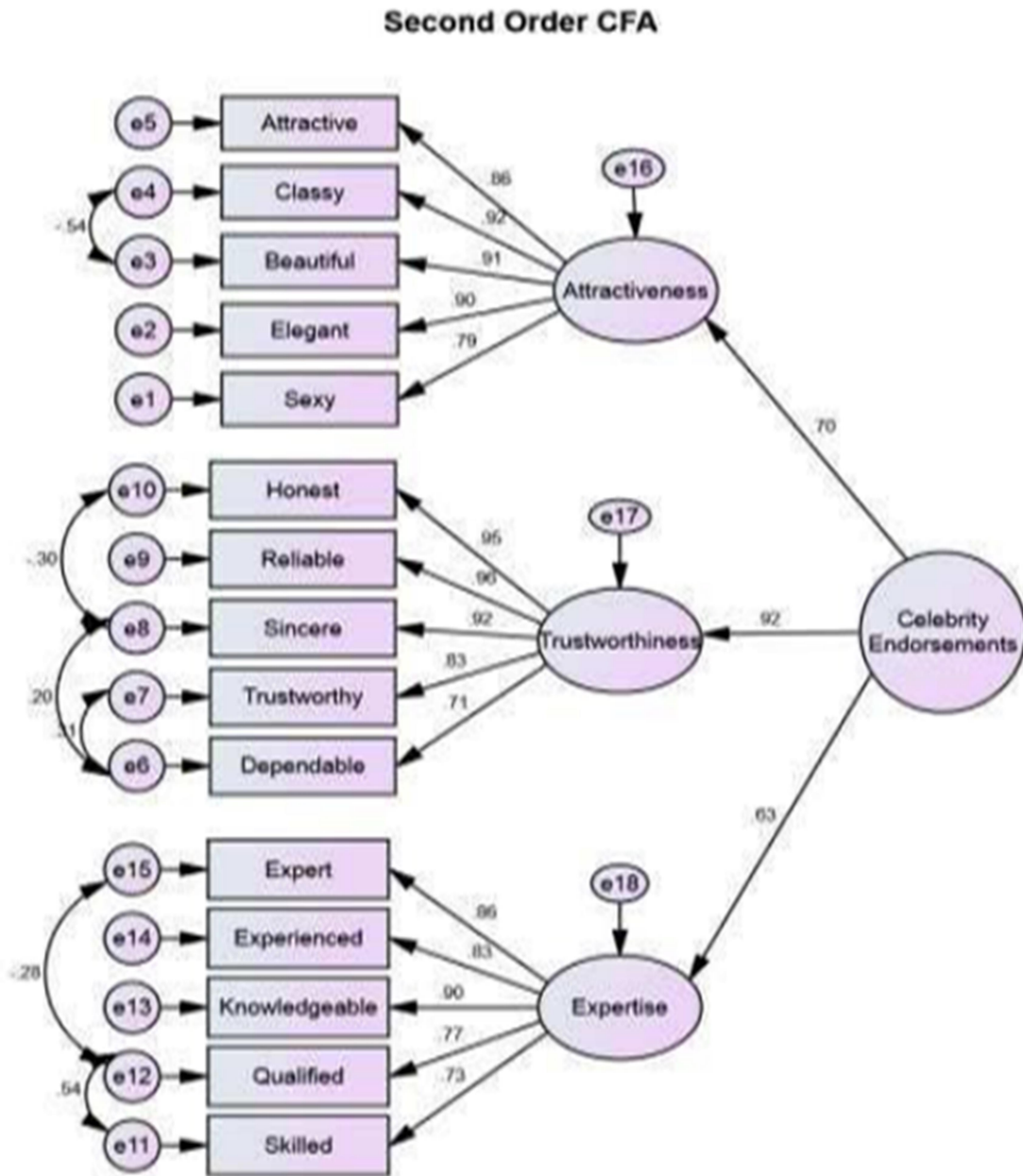


Figure 2: Second order CFA

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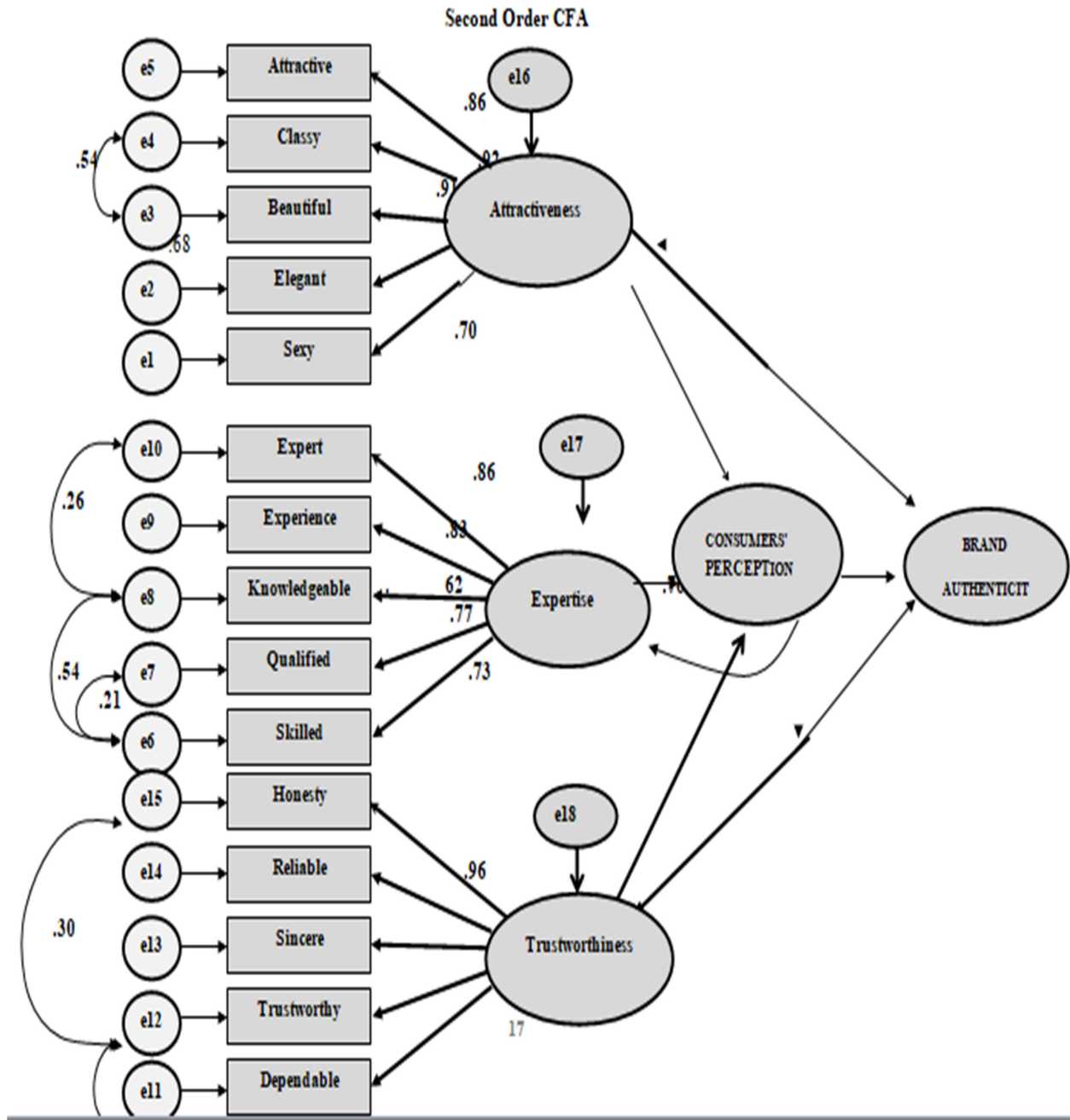


Figure 3: Second Order CFA

### *Data Analysis*

Data collected were analysed, a chronological step involved in the development of a measurement scale to assess the reliability of constructs. Cronbach alpha was calculated. I carried out exploratory factor analysis to reconfirm the factor structure as given by Ohanian (1990). Confirmatory factor analysis was used to validate convergent and discriminant validity. Also, Structural Equation Modeling was used to find out the impact of celebrity endorsements on consumers' advertisement perception. The results were being analysed are described in the following sub-sections.

### *Regression Model*

One of the prime objectives of the study was to measure effect of celebrity endorsement and consumers' perception on brand authenticity. The model can be specified as:

$$P_i / [1-P_i] = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \mu$$

Where:

$P_i$  = that celebrity endorsement and consumers' perception have impact on brand authenticity.

$[1-P_i]$  = that does not bring impact.

$X_1$  = celebrity endorsement; attractiveness

$X_2$  = celebrity endorsement; expertise

$X_3$  = celebrity endorsement; trustworthiness

$X_4$  = consumer perception; selective retention

$\alpha$  = is the constant for the equation;

$\beta$  = coefficient of the independent variable; and

$\mu$  = is the error term for the equation.

### *Reliability Assessment*

This was evaluated by computing the coefficient alpha (Cronbach, 1951). Cronbach alpha measures the reliability of specified variables. For a measure to be acceptable, Cronbach alpha should be above 0.7 (Nunnally, 1978). Due to the multidimensionality of 'Celebrity Endorsements', separate Cronbach alpha was computed for all the constructs identified under the common construct 'celebrity endorsements'. In this study, all alpha coefficients calculated for the three proxy variables of a celebrity endorser were above 0.9, indicating good consistency among the items within each variable. These alpha coefficients are provided in Table 4. The Cronbach alpha calculated for the impact variable 'consumers' ad perception' was 0.838 (Table 4). Also, the Cronbach alpha calculated for all the Likert scale questions was 0.929 which indicated the reliability of the survey instrument.

### *Exploratory Factor Analysis*

This needs to determine whether it is appropriate to conduct factor analysis. This has to be done by examining the sampling adequacy through statistic gathered. I also test for measurement of sphericity by using Bartlett's test to measure the correlations in the data set if they are appropriate for factor analysis. Table 2 shows the output of SPSS for the statistic and Bartlett's test of sphericity.

In Table 2, I have analyzed the results from the regression. The dependent variable (celebrity endorsement) and moderating variable (consumers' perception) indicated positive effect on



brand authenticity. It is expected that these four explanatory variables on both celebrity endorsement had impact on brand authenticity. The results indicate on table two as shown below.

Table 2: Partial SPSS Regression Results: Variable Coefficients

Explanatory Variables	( $\beta$ )	SE	WALD	DF	SIG	Odd Ratio
X1	0.082	0.022	14.927	1	.003	4.566
X2	0.078	0.038	4.213	1	.041	8.043
X3	0.088	0.028	7.367	1	.021	0.786
X4	-0.099	0.031	10.198	1	.002	0.16

Sources: SPSS RESULT 2021

Pseudo R2: 0.6238

A regression was performed to ascertain the effect of explained variables effect of celebrity endorsement and consumers' perception. The wald test is conducted to examining statistical significant for each of the independent variables, the statistical significance of test found in the "sig" column from these result is that X1; (p=0.003), X2; (p=0.041), X3; (p=0.021), X4(p=0.002) added significantly to the model.

(a). *Exploratory Factor Analysis*

The Explanatory Factor Analysis was used to test for the validity of the factor structure and reconfirmation analysis test was conducted.

Table 3 shows the SPSS output for the statistic and Bartlett's test of sphericity.

**Table 3: Bartlett's Test Results**

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		0.922
Bartlett's Test of Sphericity	Approx. Chi-Square	4951.109
	Df	106
	Sig	.000

Sources: SPSS RESULT 2021

Notes: KMO = 0.90 is marvelous, in the 0.80's is meritorious, in the 0.70's is middling, in the 0.60's is mediocre, in the 0.50's is miserable, and below 0.50 is unacceptable (Kaiser, 1974) Bartlett's test of sphericity is used to test the hypothesis for the correlation matrix is an identity matrix; i.e. all diagonal elements are one and all off-diagonal elements are zero this implies that all of the variables are uncorrelated. If the significance value for this test is less than our alpha level, we reject the null hypothesis that the population matrix is an identity matrix. The significance value for this analysis leads us to reject the null hypothesis and conclude that there are correlations in the data set that are appropriate for factor analysis. This analysis meets this requirement.

In Table 3, it can be seen that value is acceptable. After conducting validity factor analysis, three variables factors (Attractiveness, Trustworthiness and Expertise) made up of fifteen items were used and the results are shown in Table 3 in order to assess the appropriateness of the data for factor analysis, the communalities derived from the factor analysis were investigated. These were all relatively large, greater than 0.6, suggesting that the data set is appropriate (Stewart, 1981).

Table 3: Factor extraction results for various proxy variables of celebrity endorsers

S/NO	Factors dimension/Name	Factor Loadings	Cronbach Alpha $\alpha$ (%)
FD1	Attractiveness		0.930
1.	Classy	0.86	
2.	Beautiful	0.91	
3.	Elegant	0.78	
4.	Sexy	0.70	
5.	Attractive	0.86	
FD2	Expert		0.915
6	Experience	0.83	
7	Knowledgeable	0.89	
8	Qualified	0.77	
9	Skilled	0.73	
10	Expertise	0.86	
FD3	Trustworthiness		0.943
11	Honesty	0.96	
12	Reliable	0.90	
13	Sincere	0.92	
14	Trustworthy	0.83	
15	Dependable	0.71	

Source: CFA Result loading 2021

Notes:

1 Factor Loadings greater than 50% are acceptable.

2 Alpha Values of 70% or higher are considered acceptable.

The zero-order, first order and second order model were computed for convergent validity in this paper. The results of zero order Confirmatory Factor Analysis given in Table 4 show that all three conditions of convergent validity are met. Therefore, convergent validity is established for the zero-order Confirmatory Factor Analysis for all the constructs. Table 5 which provide results for first-order Confirmatory Factor Analysis also show that these three conditions are satisfied. Thus, convergent validity is established for the first-order Confirmatory Factor Analysis also. Also, for the second-order Confirmatory Factor Analysis,  $\alpha = 0.928$  and AVE = 0.702. Thus, convergent validity is established for the second-order Confirmatory Factor Analysis.

**Table 4: Zero-order CFA results**

Constructs	Cronbach Alpha ( $\alpha$ ) <sub>1</sub>	AVE	Is $\alpha > AVE$	CFI <sub>2</sub>	GFI <sub>3</sub>
Attractiveness	0.934	0.764	Yes	0.998	0.992
Trustworthiness	0.953	0.756	Yes	1.000	0.997
Expertise	0.912	0.666	Yes	0.996	0.991

Sources: Field survey 2021

Note: 1. Alpha Values of 70% or higher are considered acceptable.

2. CFI value of 0.9 and above testifies strong uni-dimensionality.

3. GFI value of more than 0.9 shows best fit of model.

*(b) Discriminant Validity*

To establish discriminant validity, one needs to show that measures that should not be related are in reality not related. Discriminant validity is ensured if a measure does not correlate very highly with other measures from which it is supposed to differ (O'Leary-Kelly and Vokurka, 1998). In this study, discriminant validity was calculated only for the first-order model. It cannot be calculated for the zero-order and second-order model. The discriminant validity of a construct is established when the following two conditions are met (Hair, Black, Babin and Anderson, 2010).

□  $MSV < AVE$

□  $ASV < AVE$

It is clear from Table 5 which provides the first order Confirmatory Factor Analysis results that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

Table 5: Discriminant validity

Construct	Cronbach Alpha ( $\alpha$ ) <sub>1</sub>	AVE	MSV	ASV
Attractiveness	0.942	.771	.418	.246
Trustworthiness	0.942	.767	.418	.265
Expertise	0.911	.674	.338	.188
Consumer perception	0.869	.841	.120	.064

*Sources: Field survey 2021*

*Relative Importance of Factors in Choosing Celebrity Endorsers*

Table 6 shows the beta ( $\beta$ ) values of the four constructs - attractiveness, trustworthiness, expertise and consumers perception variables (obtained from second order Confirmatory Factor Analysis), showing their order of importance in making a choice of a celebrity endorser. Thus, trustworthiness of the celebrity is the most important factor in making a choice of a celebrity endorser. This is followed by attractiveness, expertise and consumers perception in that order, in deciding who should be the celebrity endorser for the brand authenticity.

**Table 6: Coefficients Ranking**

Construct	Beta ( $\beta$ ) values	Order of Priority
Trustworthiness	.88	1
Attractiveness	.82	2
Expertise	.78	3
Consumer perception	.66	4

*Sources: SPSS RESULT 2021*

**DISCUSSION AND FINDINGS**

This paper used three constructs such as: exploratory factor analysis, confirmatory factor analysis and structural equation modeling to examine the impact of celebrity endorsements and consumers' perception on brand authenticity. For assessing the impact of celebrity endorsements

on the said dimension, a three proxy variables of celebrity endorsement scale proposed by Ohanian (1990) was used. The results of the study confirmed that celebrity endorsements have a significant impact on brand authenticity. However, as revealed by the beta coefficient ( $r$ ), there exists a low degree of correlation between the two. Further, it is proved that attractiveness; trustworthiness and expertise of a celebrity endorser, all have a significant impact on authenticity of brand. These results are the same with the results gathered by various earlier researchers like Cooper (1984), Dean and Biswas (2010), Bowman (2002) and Chang, Leung Ng, Luk (2020). Thus, the findings of this study reveal that celebrity endorsements can be an effective marketing tool necessary to the marketers as it is expected to have a significant positive impact on brand authenticity.

This study is limited in term of time constraint as it does not include all the dimensions of authenticity highlighted in the marketing literatures and instead focuses on consumer perceptions and the celebrity endorsement as true to oneself. Future research should also incorporate other dimensions of authenticity identified in the marketing literatures such as heritage, tradition and quality production. Future research should be applied to the various brand authenticity constructs to a celebrity brand context. A dimension, such as heritage, should only be applicable to celebrity brands that have longevity and is not directly related to consumer perceptions of the behavior of the celebrity being true to oneself. Additional research is needed to identify the percentage and/or the degree of relationship of celebrity endorsement and consumers perception on variables of brand authenticity by using structural Equation Model (SEM). Future research should also be conducted using a number of different celebrities within different specializations such politicians and academicians. Here, the focus was on globally well-known actors. There are, however, interesting examples of celebrities that would appear to be inauthentic, in particular, politicians.

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