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Influence of Celebrity Endorsement of A Fast-Moving Consumer Good (FMCG) on Customer Purchasing Behaviour among Residents of Onitsha, Anambra State – A Study of Vivaplus Detergent

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Abstract

This study examined the influence of celebrity endorsement of a fast-moving consumer good on customer purchasing behaviour among residents of Onitsha, Anambra State, Nigeria, with particular focus on Viva detergent. The main objective of the study was to determine the extent to which celebrity endorsement influences consumers' purchasing decisions. Specifically, the study examined the influence of celebrity credibility, celebrity attractiveness, and other factors affecting consumer purchasing behaviour. Anchored on Source Credibility theory and the Elaboration Likelihood Model, a survey research design was adopted for the study. A sample size of 400 respondents was selected from the population of 407,160 residents of Onitsha metropolis, using a convenience sampling technique. Data were collected using a structured questionnaire, and 375 completed questionnaires were returned and analyzed. The data were analyzed using frequency distribution and percentages. The findings of the study revealed that celebrity endorsement plays a significant role in creating awareness and influencing consumers' perceptions of Viva detergent. The study also found that celebrity credibility and attractiveness positively influence consumers' attitudes toward the product. However, the results further showed that factors such as product quality and price remain the most important determinants of purchasing decisions among consumers. Based on the findings, the study concluded that while celebrity endorsement is an effective marketing strategy for attracting consumer attention and promoting brand awareness, it should be combined with high product quality and competitive pricing to achieve maximum effectiveness. The study therefore recommends that companies carefully select credible celebrities with positive public images and also ensure that the quality of their products meets consumer expectations.

Keywords: celebrity, endorsement, customer, purchasing, behaviour, FMCG, VivaPlus

Introduction

In contemporary business world, one of the most widely used promotional strategies by companies is celebrity endorsement, where a well-known personality is used to promote a product or brand. Patil (2023) explains that celebrity endorsement is based on the assumption that the popularity, credibility, and attractiveness of celebrities can positively influence consumer perceptions and encourage product purchase. According to Patil (2023), celebrity endorsement has become a part of the marketing strategy, especially in advertising. By creating a strong, favourable brand association, this marketing strategy enhances brand recall and encourages swift buying decisions for frequently purchased items (Patil, 2023). Pokhrel (2023) posits that celebrity endorsement has a significant, positive, and direct impact on consumer purchasing behaviour for Fast-Moving Consumer Goods (FMCG), driving increased brand recognition, trust, and sales.

Dahal, Rai, Shahi & Ghimire (2023) observe that celebrity endorsements are a significant part of the business in India, revealing that in India, about 50% of the ads are created by celebrities while in the US this percentage is 20%. Tajudeen (2024) corroborates the foregoing statistics and states that celebrity endorsements are a dominant marketing strategy in Nigeria, with over 68% of consumers actively observing them, particularly in the telecommunications and beverage sectors. Tajudeen (2024) revealed that although celebrity endorsements started in Nigeria in the early 1990s, it was telecommunications companies that popularized it. Noting that celebrity endorsements have now been adopted by many sectors, including oil and gas, real estate, manufacturing, automobile, financial services, brewery and other consumer goods.

Tajudeen (2024) explains that there are various reasons for adopting celebrity endorsements. First, organizations that target certain demographics (e.g. young, unmarried) assume that their sales could be boosted when they sign on musicians, comedians, actors, etc., as brand ambassadors, because they are ‘influencers’. Second, they believe that celebrity endorsement helps to build brand awareness and preserve market share. It is also considered useful for brand positioning, especially when introducing a new product/service, or facility. For instance, a new music studio and an adult education programme could be endorsed by a popular musician and a literary giant respectively, both fitting two demographics: the young and the mature. Organizations also believe that adopting celebrity endorsement helps the public to remember their advertisements and, by extension, they remember the product/service.

According to Pokhrel (2023), key attributes like celebrity attractiveness, trustworthiness, and credibility act as crucial factors that convert fans into customers. While citing Gupta (2003), Dahal (2021) avers that when you get a celebrity to endorse your company you benefit from customer awareness of the product, which could include the perception of the quality, educational value or a certain image. Continuing, Dahal (2021) cited Gupta (2003) as stating that if a celebrity is endorsing a product or the business is selling the product of a well-known person or entity, then "people assume they must be a good company to deal with". Both entities represent nodes in a cognitive network, whose connectivity can establish contingency between the two entities.

Celebrity endorsement has therefore become a powerful marketing tool in the FMCG industry because it helps companies create strong brand awareness and influence customer-buying behaviour. In many developing economies, including Nigeria, companies in the detergent industry increasingly rely on celebrity endorsements to influence consumer-purchasing decisions. Detergent brands compete intensely for market share, making promotional activities essential for brand differentiation. Viva detergent, manufactured in Nigeria, is one of the widely used laundry detergents in the country and often competes with other established brands through advertising and promotional campaigns. Onitsha Metropolis in Anambra State is one of the largest commercial cities in Nigeria and a major hub for trade and consumer goods distribution in the southeastern region. The residents of this area represent a diverse group of consumers who regularly purchase Fast Moving Consumer Goods (FMCG) products such as detergents. Due to the high level of commercial activities and exposure to advertising, celebrity endorsements may significantly influence the purchasing decisions of consumers in this region.

Several prominent Nigerian celebrities have been used to endorse Viva detergent (produced by Aspira Nigeria Limited), with the most notable recent brand ambassadors being Nancy Isime and Davido (David Adeleke). In 2021, Aspira unveiled singer, Davido, as brand ambassador for VIVA. Aspira Nigeria signed a deal with international superstar, Davido (David Adeleke) as the brand ambassador for VIVA – their flagship product and one of Nigeria's leading detergent & multipurpose soap brands.

In 2022, Actress and TV host, Nancy Isime, was unveiled as the new brand ambassador for Viva detergent, a flagship product of Aspira. Addressing guests after the signing ceremony at their Ikeja, Lagos office, the Chief Marketing Officer of the company, Mr. Santosh Kumar, said that Isime's

goal-getting persona influenced her brand association with Viva Detergent: "Viva Detergent has always held on to its promise of providing good quality products at affordable prices. We never compromised on quality and innovation, and Nancy Isime, who aspires to be excellent in everything she does, is a great example of this. We are excited to have her on board with us." The Managing Director, Aspira Nig. Ltd., Sami Jaafar, said: "We chose Isime to be our ambassador because she is a true example of a woman who has proven her mettle in the entertainment industry. She has been a source of inspiration for millions of Nigerian youth, whom she has connected with because of her incredible talent."

Despite the widespread use of celebrity endorsements in marketing campaigns, there is still debate regarding their effectiveness in influencing consumers' purchasing behaviour, especially in specific local markets. Some consumers may be influenced by celebrity credibility and popularity, while others may focus more on factors such as product quality, price, and brand reputation. Therefore, this study seeks to examine the influence of celebrity endorsement of a fast-moving consumer good on customer-purchasing behaviour among residents of Onitsha, Anambra State, Nigeria, with particular focus on Viva detergent. This is the overall objective of the paper. Specific Objectives of the study include:

1. To find out the proportion of the residents of Onitsha Metropolis who use the Vivaplus detergent for laundry purposes.
2. To determine the influence of celebrity credibility on Viva detergent consumers' purchasing behaviour.
3. To investigate the relationship between celebrity endorsement and consumer brand preference for Viva detergent.

Theoretical Framework

To understand how celebrity endorsements in advertisements influence the purchasing intentions of residents of Onitsha Metropolis, Anambra State, the study draws upon the Source Credibility Theory and the Elaboration Likelihood Model (ELM).

Source Credibility Theory: According to Hu, Chen & Davison (2019), the Source Credibility Theory was developed at Yale University by Carl Hovland and his associates (including Walter Weiss and Harold Kelley) in 1951. Hu *et al*. (2019) added that the theory emerged from experimental research on persuasion, defining credibility based on a source's perceived expertise and trustworthiness. Hence, it is a term commonly used to imply

a communicator's positive characteristics that affect the receiver's acceptance of a message. While corroborating the foregoing views, Mang, Fennis & Epstude (2024) further explained that the Source Credibility Theory is an established theory that explains how communication's persuasiveness is affected by the perceived credibility of the source of the communication. The credibility of all communication, regardless of format, has been found to be heavily influenced by the *perceived* credibility of the source of that communication. This theory posits that the effectiveness of a persuasive message depends on the credibility of the source delivering it. In this context, the credibility of the celebrity endorser plays a crucial role in influencing purchasing intentions.

The Source Credibility Theory is highly suitable for studying the "Influence of Celebrity Endorsement on VivaPlus Detergent Consumers' Purchasing Behaviour" because it provides a validated framework for analyzing how a celebrity's perceived trustworthiness, expertise, and attractiveness is transfered to a product, thereby influencing consumer-buying decisions. For a Fast-Moving Consumer Good (FMCG) like Vivaplus detergent, where purchase decisions are often low-involvement but highly competitive, this theory explains why consumers switch brands based on the endorsement.

Elaboration Likelihood Model (ELM): Campbell (2022) informs that the Elaboration Likelihood Model (ELM) of persuasion was developed by social psychologists Richard E. Petty and John T. Cacioppo in the early-to-mid 1980s. Their seminal work and formal publication defining the model appeared in 1986**.** Campbell (2022) posits that the model describes how individuals process messages via central or peripheral routes to change attitudes, adding that the model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change. While lending support to Campbell, Farivar (2023) also states that the ELM proposes two major routes to persuasion: the central route and the peripheral route. Farivar (2023) states that, according to the theory's developers Richard E. Petty and John T. Cacioppo, the theory was created to provide a general "framework for organizing, categorizing, and understanding the basic processes underlying the effectiveness of persuasive communications.

There are four core ideas to the ELM (Segev & Fernandes, 2023):

1. The ELM argues that when a person encounters some form of communication, they can process this communication with varying levels of thought (elaboration), ranging from a low degree of

thought (low elaboration) to a high degree of thought (high elaboration). Factors that contribute to elaboration include different motivations, abilities, opportunities, etc.

2. The ELM predicts that there are varieties of psychological processes of change that operate to varying degrees as a function of a person's level of elaboration. On the lower end of the continuum are the processes that require relatively little thought, including classical conditioning and mere exposure. On the higher end of the continuum are processes that require relatively more thought, including expectancy-value and cognitive response processes. When lower elaboration processes predominate, a person is said to be using the peripheral route, which is contrasted with the central route, involving the operation of predominantly high elaboration processes

3. The ELM predicts that the degree of thought used in a persuasion context determines how consequential the resultant attitude becomes. Attitudes formed via high-thought, central-route processes will tend to persist over time, resist persuasion, and be influential in guiding other judgments and behaviours to a greater extent than attitudes formed through low-thought, peripheral-route processes.

4. The ELM also predicts that any given variable can have multiple roles in persuasion, including acting as a cue to judgment or as an influence on the direction of thought about a message. The ELM holds that the specific role by which a variable operates is determined by the extent of elaboration.

These theoretical frameworks collectively help explain how and why celebrity endorsements can influence purchasing intentions. *Source Credibility Theory* asserts that the trustworthiness and expertise of the celebrity endorser are crucial for effective persuasion. *Elaboration Likelihood Model* explains the role of peripheral cues like celebrity endorsements in capturing attention and influencing decisions.

Concept of Celebrity Product Endorsement

A celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (Wojdynski & Evans, 2020). This definition explicitly encompasses celebrities who appear to have expertise or a long-term association with the manufacturer, but it excludes typical customer

endorsements featuring non-celebrities. According to Zakari, Dogbe & Asante (2019), endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in the society or expertise in the field to the brand. Because celebrities appear to be gaining increasing influence in society, marketing managers try to exploit the process of meaning transfer from an endorser to products or brands involved (Song & Kim, 2020). Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. Both entities represent nodes in a cognitive network whose connectivity can be modified according to experience. An image transfer occurs when an advertisement can establish contingency between the two entities (Keller, 2020). Managers pursue such connectivity with the goal of obtaining a favourable brand image outcome. Its importance mainly reflects its ability to provoke unique perceptions of the brand in competitive settings. It also constitutes a meaningful brand value driver and influences the formation of brand equity.

Influence of Celebrities on Consumer Choice

Celebrities are often hired by advertisers to lend their personality to a product or brand (Dhotre, 2021). Celebrities have been widely used in product or service endorsements as a celebrity could provoke attitudinal and emotional reaction more than a non-celebrity endorser. In order to be effective, a celebrity endorser should have the credibility to attract attention, increase awareness of the endorsed product and influence the purchase decision of the targeted audience (Elango & Suryakumar, 2022). Ferguson & Mohan (2020) found that advertisements featuring a celebrity deliver a higher degree of appeal, attention, recall rate and possibly purchase, compared to the ads without celebrities. Y. Liu & Liu (2020) argued that celebrity endorsements lead to an increased level of product recall. C. Liu, Zhang & Zhang (2020) found that using a celebrity in an ad would increase brand awareness.

Implications of Celebrity Endorsement

There are adverts that conveniently use celebrities but fail to integrate the celebrity's personality with the brand personality or simply use it to hide behind the look of truly creative ideas. There are many elements around the influence of celebrity endorsement on consumer choice and marketing. Marketers must pay tons of money to celebrity endorsers hoping that they will bring magic to the brand they endorse and make them more appealing and successful, but all that glitter is not gold (Luong, 2019). Celebrity

success may enhance attitude change for a number of reasons. They may attract more instant attention to the adverts than would non-celebrities; in many cases, they may be viewed as more credible than non-celebrities. Consumers may identify with or desire to emulate the celebrity (Ki & Kim, 2019). Finally, consumers may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire. The effectiveness of using a celebrity to endorse a firm's product can be greatly improved by matching the image of the celebrity with the personality of the product and the actual or desired self-concept of the target market.

Advertising is one of the major factors behind the economic activity of a country as it not only helps to stimulate consumption but also give models for lifestyles and value orientation (Lubowiecki-Vikuk, Dąbrowska, & Machnik, 2021) . Celebrity ads are becoming very common and prominent phenomena in advertising everywhere. Almost 25% of all American ads have celebrities in them and this percentage is more than double, up to 70% in Japan (Yi & Lee, 2020). The effectiveness of a celebrity endorsement strategy may be mediated by variables such as the celebrity or product fit, the product and usage occasion, societal or cultural conditions and the volume of repetitive advertisements featuring celebrities. The use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount and celebrities have proved to be the ideal way to ensure brand prominence.

Academic researchers have conducted sufficient empirical research to express the benefits of product endorsement, in addition to the intuitive arguments that rationalize this practice (Zollo, 2021). Celebrities have the potential of helping the advertisements stand out from the surrounding clutter. It has been experienced that the products endorsed by celebrities help them to standout and get more noticed while shopping due to their improved level of product recall. The results of the study conducted by Cuomo *et al*. (2019) designate that a consumer holds by and large a positive attitude towards celebrity endorsements. Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (Osei-Frimpong et al., 2019).

Empirical Review

Rai & Dahal (2025), in a study titled "*Celebrity endorsement strategy and consumer purchasing behaviour towards fast-moving consumer goods*",

aimed at identifying the influence of celebrity endorsement on consumer-buying behaviour towards fast-moving consumer goods (FMCGs) in Nepal. The study used primary data from a structured questionnaire on the six-point Likert scale. Convenient sampling was employed, and Kathmandu was chosen as the sample site. The study's population was the consumers of fast-moving items. The sample size was 384 respondents. Through path analysis, the effect of the credibility, popularity, and attractiveness of celebrities on consumer buying behaviour was examined using structural equation modeling (SEM). The study found that celebrity credibility has no significant positive impact on consumer behaviour. It was discovered that celebrity attractiveness significantly influences purchasing behaviour, and it was also investigated whether celebrity popularity also had a substantial effect on consumer behaviour towards FMCGs in the Nepalese market. The study's results show how future researchers and business people can look at the new conditions for market growth.

Ojha (2022) examines the moderating effect of celebrity endorsement on the relationship between different media advertisements and consumer purchase intention towards skin and hair care cosmetic products among female customers in Kathmandu Valley. Titled “Moderating effect of celebrity endorsements on media advertisements and purchase intention towards cosmetic products”, Ojha (2022) evaluated the moderating effect of celebrity endorsements on the relationship between different media advertisements and purchase intention towards skin and hair care cosmetic products. Methods: In this study, primary data were collected from the respondents using quota sampling and the sample size includes 200 respondents from Kathmandu Valley. This research was an empirical study aimed at examining the moderating effect of celebrity endorsement on the relationship between different media advertisements and consumer purchase intention; independent and dependent variables, correlation, multiple and moderated regression analysis were used. The results of this study indicate that the overall impact of different media advertisements is positively and significantly associated with purchase intention. More importantly, the presence of celebrity endorsements in different media advertisements enhances and modifies the relationship between different media advertisements and purchase intention towards cosmetic products. Conclusion: The positive and statistically significant association between media advertisements and purchase intention is moderated by celebrity endorsements regarding cosmetic products. Further, marketing implications of data analysis and findings were comprehensively elaborated in this study.

Soleimani, Sofarpour, Tahmasebi & Mirmahdi (2020) investigated the impact of the credibility of the approving celebrity on the reputation of the brand and also investigated the role of the moderator of the negative publicity among customers. This study was anchored on objective and descriptive-survey based methodology. Data analysis revealed that the credibility of the approving celebrity has a positive and significant effect on the reputation of the brand. Besides, findings obtained from the subordinate assumptions show that attractiveness, expertise and being commensurate with the product have a positive and significant impact on brand reputation whereas trustworthiness does not affect brand reputation significantly. Moreover, findings obtained from the moderator assumption reveals that the negative publicity plays the role of the moderator in the causal relationship between the credibility of the approving celebrity and brand reputation.

Generally, a celebrity endorsement leads to a favourable attitude towards the brand and ultimately leads to the intention to buy the products. In summary, it can be stated that the celebrity's characteristics must match that of the advertised product. Of course, there should be more caution here, because the more famous a person is, the more dangerous his or her fall can be and it can have huge consequences for the company.

Methodology

Survey research method was adopted for this study. Survey research was deemed appropriate because this focused on humans and hence on the most salient facts about humans, including their thoughts, feelings, motives, and actions, which are all amenable to study through this method. This research focused on Onitsha Metropolis, Anambra State, Nigeria. Onitsha is a major, densely populated commercial city and river port in Anambra State, Nigeria, located on the eastern bank of the Niger River (Ekweozor, Umunnakwe, Osuji & Weli, 2021). The choice of Onitsha for this study was because of the population of its residents as well as its humongous commercial activities.

This study surveyed 407,160 residents of Onitsha for the quantitative study. The National Population Commission (2006) recorded significantly lower figure of 261,000 for the city in the 2006 census exercise. However, since the last official count was taken in 2006, twenty (20) years of rapid urbanization have passed. The UNDP population project index was used to estimate the present population of Onitsha metropolis:

PP = GP x Pi x T

Where

PP = projected population

GP = Given population (as at last 2006 census)

Pi = Population increase index

T = period between the given population and year of study

GP = 16,395.555

P1 = 2.28% = 0.0228 = 0.028

T = 2026 – 2006 = 20 years

= 261,000 x 0.028 x 20 = 146,160

Therefore, 2006 census	=	261,000
Plus projected figure (20 years)	=	146,160
PP	=	407,160

Taro Yamane's parametric test below was used to calculate a sample size of 400 residents for the study. Taro Yamane's formula used:

$$n = \frac{N}{1+N(e)^2}$$

Where:

- **n** = the required sample size
- **N** = the total population size
- **e** = the acceptable margin of error (expressed as a decimal)

A multi-stage sampling strategy was adopted in selecting the samples for this study. In this investigation, an enquiry was used as tool for gathering data. When doing a survey, a questionnaire is typically utilised. Simple frequency tables were utilised to present data from the survey.

Data Presentation and Analysis

A total of 400 questionnaires were distributed, out of which 375 were successfully completed and returned, representing a response rate of 94%.

Data are presented using frequency distribution tables and percentages for easy understanding and interpretation. Each table is followed by interpretation and the implication of the result to the study.

Demographic Characteristics of Respondents

Table 1: Gender Distribution of Respondents

Response	Frequency	Percentage
Male	165	44%
Female	210	56%
Total	**375**	**100%**

Source: Field survey, 2026

This result suggests that females constitute a larger proportion of detergent consumers in the study area. Since detergents are household products commonly purchased for domestic use, females are more likely to be involved in purchase decisions. This implies that advertising strategies such as celebrity endorsements for Viva detergent may be more effective when they appeal to female consumers.

Table 2: Age Distribution of Respondents

AGE	Frequency	Percentage
18 -25	66	17.6%
26-30	64	17%
31 -35	58	15.5%
36 -40	58	15.5%
41- 45	60	16%
46 - above	69	18.4%
Total	**375**	**100%**

This suggests that young adults constitute a major segment of detergent consumers in the study area. Younger consumers are often more exposed to media advertising and celebrity culture, which may increase the effectiveness of celebrity endorsements as a marketing strategy for Viva detergent.

Table 3: Educational Qualification of Respondents

Qualifications	Frequency	Percentage
Secondary School	96	25.6%
Diploma/NCE	100	26.7%
Bachelor's Degree	98	26.1%
Postgraduate	81	21.6%
Total	**375**	**100%**

Source: Field survey, 2026

The implication is that many consumers in the study area are relatively educated and capable of critically evaluating advertisements. This means that while celebrity endorsements may attract attention, consumers may still base their purchasing decisions on rational factors such as product quality and price.

Analysis of Research Questions

Analysis of Research Questions

Table 4: Awareness of Celebrity Endorsement

Response	Frequency	Percentage
Strongly agreed	113	30%
Agreed	100	26.7%
Undecided	88	23.5%
Strongly Disagreed	45	12%
Disagreed	29	7.7%
Total	**375**	**100%**

Source: Field survey, 2026

A total of 213 respondents (56.7%) agreed that they are aware of celebrities who advertise Viva detergent. This result indicates that celebrity endorsements have successfully created high brand awareness among consumers. The implication is that celebrity advertising is an effective promotional tool for increasing visibility and recognition of Viva detergent within the study area.

Table 5: Respondents' Views on Influence of Celebrity Credibility on Purchasing Decision

Response	Frequency	Percentage
Strongly agreed	121	32.3%
Agreed	140	37.3%
Undecided	48	12.8%
Strongly Disagreed	46	12%
Disagreed	20	5.3%
Total	**375**	**100%**

Source: Field survey, 2026

The table indicates that 261 respondents (69.6%) agree that the credibility of a celebrity influences their purchasing decisions. This suggests that consumers tend to trust products endorsed by celebrities who are perceived as credible and trustworthy. The implication is that companies should select celebrities with positive public images and strong credibility to promote their products effectively.

Table 6: Respondents' position on the relationship between celebrity endorsement and consumer brand preference for Viva detergent

S/N	Statement	SA	A	U	SD	D	Mean	Decision
1	Celebrity endorsements attract Potential customers	140	120	45	46	24	3.89	Accepted
2	Celebrity endorsements make Customers have preference For Viva Detergent	126	134	48	40	27	3.99	Accepted

Source: Field survey, 2026

The implication of the data on the table above is that celebrity endorsements have significant positive influence on consumer preference for Viva detergent.

Discussion of Findings

The findings of the study reveal several important insights into the influence of celebrity endorsement on consumer purchasing behaviour. First, the study found that a majority of respondents are aware of celebrities who advertise Viva detergent. This finding supports the view that celebrity endorsements increase brand visibility and awareness. This

outcome aligns with Meaning Transfer Theory, which explains that celebrities transfer symbolic meanings such as popularity and prestige to the products they promote. As a result, consumers become more aware of the product and may associate it with desirable attributes.

Secondly, the study revealed that celebrity credibility significantly influences consumers' purchasing decisions. Many respondents indicated that they trust products endorsed by credible celebrities. This finding strongly supports the Source Credibility Theory, which suggests that consumers are more likely to accept marketing messages from sources they perceive as trustworthy and knowledgeable. When consumers view a celebrity as honest and reliable, they are more inclined to believe the claims made in the advertisement and consider purchasing the product.

Thirdly, the findings indicate that celebrity attractiveness positively influences the effectiveness of advertisements. Attractive celebrities tend to capture consumers' attention and make advertisements more appealing. This result supports the Source Attractiveness Theory, which argues that communicators who are physically attractive, familiar, and likeable are more persuasive in influencing audience attitudes and behaviours. However, the findings also show that product quality and price remain the most influential factors in consumers' purchasing decisions. Although celebrity endorsements attract attention and influence perceptions, consumers ultimately consider the functional benefits of the product before making a purchase. This suggests that celebrity endorsement alone is insufficient to guarantee consumer loyalty if the product does not meet consumer expectations.

Overall, the study demonstrates that celebrity endorsement is an effective promotional strategy for creating awareness and shaping consumer perceptions. However, its effectiveness is enhanced when combined with high product quality, reasonable pricing, and strong brand reputation.

Conclusion

Based on the findings of the study, it can be concluded that celebrity endorsement is an effective marketing strategy for promoting fast-moving consumer goods such as Viva detergent. Celebrity endorsements help increase product awareness, improve brand perception, and attract consumer attention. Celebrities who are perceived as credible and attractive can positively influence consumer attitudes toward a product. However, the study also revealed that celebrity endorsement alone does not guarantee consumer loyalty or product purchase. Consumers also

consider other important factors such as product quality, price, and brand reputation before making purchasing decisions. Therefore, companies should combine celebrity endorsement with other marketing strategies to achieve better marketing outcomes.

Recommendations

Based on the findings of the study, the following recommendations are made:

- Companies producing Viva detergent should continue using celebrity endorsements as a promotional strategy to increase product awareness among consumers. Marketing managers should carefully select celebrities who have a positive public image, credibility, and strong influence on the target audience.
- Companies should ensure that the quality of their products meets consumer expectations in order to maintain customer satisfaction and loyalty.
- Advertisements should clearly communicate the benefits and unique features of the product in addition to using celebrity endorsements.
- Companies should also consider other promotional strategies such as digital marketing and social media advertising to complement celebrity endorsements.

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