

Celebrity Endorsements and Brand Performance of Cosmetic Products in Benin City

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Abstract

The study examined the influence of celebrity endorsements on brand performance of cosmetic products in Benin City, Nigeria. The objectives of the study were to examine the influence of Celebrity trustworthiness on brand awareness of cosmetic products in oredo local government area, Benin City Nigeria, determine the influence of Celebrity credibility on brand recall of cosmetic products in Benin City, Nigeria and to examine the influence of celebrity popularity on purchase intention of cosmetic products in oredo local government area, Benin City Nigeria. The descriptive survey was utilized for the study with aid of correlational type method. The target population focused on male and female who have knowledge or uses cosmetic products in Oredo Local Government area, Benin City Nigeria as a sample, the study adopted the use of primary data which was collected through a well-constructed questionnaire to generate information from the respondents. Data were analysed through descriptive and inferential statistics using standard deviation and mean, the outcome of the study revealed that celebrity trustworthiness has influence on brand awareness of cosmetic products in Benin City, Nigeria. The finding of the study also showed that celebrity credibility has influence on brand recall of cosmetic products in Benin City, Nigeria, the result of the study showed that celebrity popularity has influence on purchase intention of cosmetic products in Benin City, Nigeria. The study therefore recommended that Cosmetic companies could leverage celebrity endorsements to raise brand awareness in Benin City. Celebrities with large Benin City fan followings may assist boost brand awareness by promoting the brands on various media platforms.

INTRODUCTION

Cosmetic products are a broad category of beauty supplies used for makeup, skincare, and haircare that provide consumers the ability to express themselves and improve their appearance. However, the cosmetics industry continues to confront the challenge of attracting customers in today's saturated market where new product launches and trending brands may quickly get attention (Lewicki, 2019). Successful cosmetics firms must strategize to boost their brand performance in light of the countless alternatives available to their customers.

The capacity of a cosmetic brand to successfully communicate its value and boost brand loyalty is a crucial component of brand performance (Abd Aziz, & Ngah, 2019). Brand metrics, such as sales, customer retention, and brand awareness, become crucial indicators for companies to monitor as the market gets increasingly competitive. However, because of a number of unpredictable external market conditions, isolating the effect of certain marketing strategies on performance metrics may be challenging (Becerra, & Markarian, 2021) This challenge underscores the significance of promotional activities that effectively resonate with target audiences.

One such Promotional technique is the use of Celebrity endorsements where influential brand personalities and famous cosmetic brands are used to create publicity (Annisah, & Paramita, 2021). These partnerships encourage brand awareness and trial among fans base by fostering a greater sense of familiarity and favourable associations via credible endorsers (Vrontis, & Thrassou, 2021). However, if not handled appropriately, overexposure of endorsements or scandals involving celebrities may damage brand credibility and negatively influence performance outcomes. This demonstrates the dangers of celebrity endorsements that are not optimised to strengthen rather than detract from brand metrics.

In improving the brand performance of cosmetic products, celebrity endorsements are crucial. By leveraging the popularity and endorsements of well-known individuals, endorsements may greatly improve brand awareness, positively influence perceptions, and increase the effectiveness of beauty endorsements (Schouten, & Verspaget, 2021). When strategically optimised, celebrity partnerships provide cosmetic companies an advantage in gaining market share and increasing sales metrics in fiercely competitive markets. If endorsements are not handled prudently, consequences including loss of endorser credibility or overexposure can threaten brand performance outcomes.

To raise awareness and sell their products to prospective consumers, cosmetic brands now depend on celebrity endorsements. Many cosmetic products brands, however, are still struggling to differentiate themselves from their rivals and properly attract the attention of their target audiences. According to Lewicki, (2019), advertising strategies

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that lack appeal seem to have a negative influence on brands. Depending on how reliable, trustworthy, and well-liked the endorser is seen to be, the amount of consumer persuasion varies significantly.

Many campaigns have failed to generate the necessary brand awareness and brand recall required to completely shift consumer buying behaviors, despite the steps made by cosmetic firms to guarantee endorsers are a suitable match (Lewicki, 2019). Due to promotional efforts which have not been optimally leveraged, consumer awareness of cosmetic products is still low, which may have a detrimental influence on brand recall (Annisia, & Paramita, 2021). The Nigerian cosmetic products market will continue to experience growth and competitiveness challenges until these difficulties are resolved. If these issues with celebrity endorsements impacting brand performance are not resolved, cosmetic products run the danger of squandering marketing funds that might be better used on more effective tactics. Insufficient development of brand awareness may lead to continued consumer uncertainty over the advantages of the product. If recall is not maximized, brands may have trouble attracting repeat purchase and Cosmetic brands in Nigeria may struggle to get new clients and boost earnings. This may hinder the industry's expansion and growth, limiting job and business prospects (Vrontis, & Thrassou, 2021).

Recent researchers have looked at celebrity endorsements and branding more generally (Foroudi, 2019; Coelho, & de Matos Coelho, 2020; Lewicki, 2019), however, despite providing insightful information, these studies have not comprehensively investigated the influence of celebrity endorsements on brand performance, including brand awareness and brand recall using for cosmetic products specifically focusing on male and female in Benin City Nigeria as a sample. This study will focus on both genders because cosmetic products were initially marketed and used by women, however in recent, the use by men have grown, data shows that majority (around 70-80% of consumer for color cosmetic products like make-up are women, however, male consumptions is increasing for certain categories like skin/facial care, hair care, deodorants (Parmar, & Mann, 2021). Additionally, the cosmetics industry in Benin City is a developing market place where promotional activities have a big influence on trends. In order to cover a significant gap in the existing literature, this case study intends to provide helpful insights for cosmetic companies in Benin City to optimise their brand and endorsement strategy. This study therefore, examined the influence of celebrity endorsements on brand performance of cosmetic products in Benin City, Nigeria.

Objectives of the study

- To examine the influence of celebrity trustworthiness on brand awareness of cosmetic products in Benin City

- To determine the extent of celebrity credibility on brand recall of cosmetic products in Benin City
- Ascertain the relationship of celebrity popularity and purchase intention of cosmetic products in Benin

LITERATURE REVIEW

Celebrity Endorsements

Celebrity endorsements are becoming a significant component of many brands' marketing campaigns. In order to endorse and promote products or services, well-known actors, athletes, and public celebrities among others are frequently hired. According to researchers, celebrities' values, lifestyles, and interests can positively influence how consumers perceive a brand (Talavera, & Sasse, 2019). Marketers need to take into account the hazards associated with using celebrity endorsers.

A problem with celebrity endorsements is that if the celebrity is involved in a scandal or becomes controversial in any other manner, their image or reputation could be damaged, which could hurt the brand (Lewicki, 2019). It could have a detrimental impact on how consumers perceive a clothing brand by association if, for instance, a well-known celebrity who supports the brand unexpectedly faced criminal charges or their personal issues made headlines (Abd Aziz, & Ngah, 2019). Recent occurrences, such as athlete endorsers facing domestic abuse charges, show how easily a celebrity's behaviour can derail a brand strategy. Before signing a celebrity as an endorser, brands need to undertake extensive research on their public image and personal lives.

Another issue is that reliance on celebrity endorsements may weaken a brand's message if the celebrity starts to overshadow the product or service (Annisia, & Paramita, 2021). Consumers may not get a thorough knowledge of what the company is selling if advertisements place too much emphasis on showcasing the famous person rather than clearly communicating the brand's value proposition (Vrontis, & Thrassou, 2021). Even if celebrity faces draw attention, the brand must nevertheless make sure that any endorsements accurately reflect its own identity and messaging. The targeted branding objectives should not be subsumed by the celebrity endorsement, according to marketers.

However, research also shows that, when used wisely, celebrity endorsements can produce notable endorser benefits (Schouten, & Verspaget, 2021). The fact that well-known celebrities enter with high levels of positive consumer awareness, attention, and associations is a significant advantage. The endorser adds instant recognition to the advertisement that non-celebrity influencers might not be able to provide. Ebhote, and Odia, (2019) noted that celebrities also frequently have established credibility with the target demographics that the brand is trying to reach. When a well-known celebrity

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endorses a brand, some of their respect and credibility are transferred to positively influence audience risk perceptions and brand intentions.

Brand Performance

How well a brand is meeting the expectations of its stakeholders and customers is referred to as brand performance. A brand's wellness, success, and capacity to withstand competition are all evaluated using this crucial measurement. Marketers assess brand performance using a range of metrics, including financial returns, brand awareness, perception, and loyalty. The complex actors that influence a brand, however, make it difficult to accurately assess performance.

A fundamental indicator of brand performance is brand awareness, which is the degree to which consumers are aware of and can identify a brand (Foroudi, 2019). A brand cannot hope to create interest or sales without a significant level of awareness among targeted populations. In order to assess awareness over time and compare to competitors, marketers use metrics such as aided and unassisted recall from surveys. The perception and opinions consumers hold about a brand's benefits, attributes, and personality are also significantly influential to performance (Coelho, & de Matos Coelho, 2020). Awareness alone does not ensure favourable results.

Customer perceptions are a key component of brand performance assessment. The perception of a brand and how strongly consumers link it with meeting their requirements are shaped by factors such as quality, value, and brand image (Filion, & Pulver, Eds.2019). Through qualitative and quantitative research, marketers can track brand perceptions longitudinally to gain insight into perception strengths and weaknesses relative to goals.

To determine actual performance and brand impact on the bottom line, financial metrics showing the impact of branding initiatives are also imperative (Štreimikienė, & Ahmed, 2021). While analysts divide brand contribution to revenue, margin, and shareholder value, brand valuation approaches ascribe monetary value to intangible brand assets. However, factors outside of a marketer's control, such as industry or macroeconomic developments, can influence brand outcomes in ways that are separate from branding activities. Maximising short-term financial returns shouldn't come at the expense of long-term brand equity (Das, & Srinivasan, 2021)

Relationship between celebrity endorsements and brand performance

Celebrity endorsements are a marketing strategy that brands employ to raise awareness, influence perception, and eventually increase sales. The association between using well-known celebrity are several indicators of how successfully a brand accomplishes its goals have been extensively studied by researchers. When used wisely, celebrity endorsements have a significant impact on important performance metrics.

Numerous studies have found positive associations between celebrity endorsements and consumer brand equity, particularly when it comes to positive brand awareness and brand equity (Parmar, & Mann, 2021). Celebrities who are endorsed can quickly enhance target audiences' recall as well as awareness of the endorsed brands by simply participating in advertising or sponsoring events. The brand's visibility and positioning are strengthened by this increased unassisted and top-of-mind awareness. The positive attributes that consumers attach to the celebrity, such as charisma or physical talent, can also transfer to positively affect perceptions of the brand.

Beyond awareness and endorsements, some research shows that celebrity endorsements correlate with enhanced customer loyalty over time (Zhang, & Li, 2021). Their endorsements generate stronger emotional bonds and brand commitment towards the brand when some celebrities are regarded as extremely authentic and trustworthy advocates with whom consumers have a parasocial relationship (Foroudi, 2019). Loyal customers produce more consistent revenue and higher lifetime value through repeat business and referrals (Coelho, & de Matos Coelho, 2020). However, other studies found that celebrity effects on loyalty are more subdued and depend on an alignment between celebrity and brand image attributes.

The best way to assess a marketing tactic's performance impact is through financial metrics. Available research presents mixed findings on celebrity endorsements' impact on consumers, but generally reports a positive connection when the alignment with target endorsements is high (Roy, & Grewal, 2019). Only when high-profile celebrity partnerships result in enough sales uplift to balance the costs can their considerable costs be justified (Parfitt, 2020). However, indirect long term impact of endorsements on equity building may boost future revenues in ways that are challenging to clearly trace to endorsements.

Endorsements from celebrities show promise for positively impacting important performance dimensions, but there are risks if not appropriately managed. While messaging overuse may lessen the impact of a celebrity's association, scandals harming the celebrity's image could undercut associated brands by association. For audiences to perceive a genuine, organic match, there must be alignment between the attributes of the celebrity and those essential to the brand (Campbell, & Farrell, 2020). Comprehensive market value assessment conducted before and after campaigns aids in validating endorsement campaigns and separating effects from external influences.

Theoretical Review

To describe how the credibility of a communicator affects message reception and persuasion, communication experts Hovland, Janis, and Kelley developed the Source Credibility Model in 1973. The degree to which an audience perceives a source as

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knowledgeable, unbiased, and trustworthy is referred to as credibility. Hovland et al. claimed that the more the credibility and attractiveness of the source, the more effective it is in swaying attitudes and opinions (Roy, & Grewal, 2019).

When applying this framework to celebrity endorsements, the theory suggests that a celebrity who appears knowledgeable about the product category and credible in their recommendation could more persuasively impact brand performance markers in Benin City. In order to positively affect the brand attitude, local consumers evaluating Nollywood actresses pitching makeup procedures, for example, may transfer positive attributes like glamour or style expertise. According to empirical research, physically attractive endorsers also benefit from a slight credibility boost, which facilitates persuasion (Štreimikienė, & Ahmed, 2021). As a result, sources who strike target audiences as both attractive and knowledgeable may aid in establishing brands as superior image leaders in the Benin market. Under the framework of this model, local perceptions of a celebrity's likability, trustworthiness, and sincerity also influence persuasion (Filion, & Pulver, 2019). Cosmetic campaigns that use spokespeople who are respected as tastemakers and beauty stars in Benin circles hope to benefit from this. According to source credibility theory, audiences would disregard an endorser's recommendation if they damage their credibility over time or if particular figures are perceived as disingenuous "sell-outs" (Zhang, & Li, 2021). To safeguard brand equity from endorser scandals, consistent monitoring is required. In a similar vein, the framework suggests that in order to maximise efficacy, marketers should carefully pre-screen possible celebrity partners for intrinsic qualities that enhance credibility per certain product attributes and target categories. This study adopted source credibility model, the theory suggests that a celebrity who appears knowledgeable about the product category and credible in their recommendation could more persuasively impact brand performance markers in Benin City. Under the framework of this model, local perceptions of a celebrity's likability, trustworthiness, and sincerity also influence persuasion

Empirical Studies

The impact of source credibility on consumers' brand attitude was likewise investigated in Ghana by Osei-Frimpong, and Owusu-Frimpong, (2019). Through a sample of 200 respondents in the capital city of Accra, a quantitative research design utilizing questionnaires was adopted to measure key constructs like celebrity credibility, attractiveness, and expertise on dimensions of brand attitude comprising cognitive, affective and conation components. Statistical tools for data analysis included correlation, multiple regression and reliability tests. Results demonstrated significant relationships between celebrity credibility dimensions (competence and trustworthiness particularly) and consumers' cognitive and affective brand attitudes. Expertise was also

found to positively predict brand attitude conation. Therefore, marketers seeking to boost favorable brand perception in Ghana must appoint credible celebrity endorsers whose competence and trust match the brand image being conveyed to achieve optimum influence on customers.

Lewicki, (2019) delved into the topic of influence of celebrity spokesperson characteristics on consumers' message processing and judgments about advertisements in general. Based on a 2 (spokesperson expertise: high vs. low) x 2 (trustworthiness: high vs. low) between-subjects experimental design, data was gathered from 221 American university students who were shown test advertisements featuring hypothetical celebrity endorsers varying on expertise and trustworthiness dimensions. Dependent variables assessed included recall of ad claims, attitude towards the ad and spokesperson, purchase intentions and other latent constructs. Multivariate analysis revealed that spokesperson trustworthiness had a significant positive main effect on attitude towards the advertisement and purchase intentions, underscoring the importance of selecting credible celebrity messengers. Expertise level also emerged as a determinant of processing motivation and systematic processing of persuasive messages. Marketers can leverage such findings globally by focusing on endorser trustworthiness first and expertise depending on product category attributes being marketed.

Abd Aziz, and Ngah, (2019) explored celebrity credibility as a potential mediator between source attractiveness and brand recall in the cosmetics category in Kaduna. Research instruments included self-administered questionnaires and structured scales administered to 320 female participants randomly assigned to 4 experimental groups. Results of meditational analysis demonstrated celebrity credibility in the form of expertise and trustworthiness fully mediated the relationship between source attractiveness and respondents' ability to correctly remember cosmetic brand logos 1 week later. Marketers have an opportunity to leverage credible endorsers as an effective mediator of attractiveness effects on brand memory.

Zhou, and Kraak, (2019) in the United States, United Kingdom and France. Titled "Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size", the objective of this research was to analyze through meta-analysis the impact of source credibility and attractiveness on advertising effectiveness across different product categories. Based on a sample of 85 independent effect sizes extracted from 59 studies published between January 1980 to December 2005, the researchers employed variance components modeling to quantify relationships. Findings showed strong and significant relationships between the credibility of celebrity spokespersons and advertising effectiveness measures like brand attitudes, purchase intentions and perceived quality. Source attractiveness was also

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positively associated with advertising outcomes, though to a lesser extent than credibility. The meta-analytical approach allowed for generalizable insights beyond individual studies.

Onu, and Kelechi, (2019) conducted a study to determine the effect of source credibility on brand recall in Nigeria. The study was carried out in Aba, Abia state and used a sample size of 200 respondents aged 18-40 years. Through a structured questionnaire using a 5-point Likert scale, the researchers measured variables such as source expertness, dynamism, attractiveness and trustworthiness. Celebrity endorsers across multiple product categories were included as stimuli. Statistical analysis via t-test and analysis of variance revealed expert and dynamic celebrity endorsers had a significant positive effect on recall of endorsed brands compared to low expertise celebrities. The study concluded credible celebrities enhanced memory for brands in the long run and recommended marketers thoroughly evaluate endorser credibility attributes before partnerships.

More recently (Annisia, & Paramita, 2021) analyzed how different facets of celebrity credibility impact brand recall over short versus long periods using a 2 x 3 mixed factorial experimental study carried out in Lagos state, Nigeria. Participants were 300 individuals who viewed print ads featuring high/low levels of expertise, trustworthiness and dynamism. Brand recall tests occurred after 15 minutes and 1 month. Multivariate results revealed expertise exerted a significant influence on immediate recall while trustworthiness led to greater delayed recall. Dynamism had mixed effects depending on time lags. Outcomes highlight the dynamic impacts of distinct credibility factors on brand memory encoding and retrieval.

Khan, and Zaman, (2021) to investigate the moderating role of endorser-brand congruence between celebrity credibility and brand recall. Adopted design was a 2 x 2 experimental between-subjects study conducted in Kaduna involving 200 participants. Two highly credible celebrities were matched with congruent versus incongruent brands and participants randomly assigned ad exposures. Dependent measures included brand recall tests. Results of ANOVA indicated celebrity-brand fit significantly strengthened the relationship between endorser credibility factors like trust and expertise with respondents' ability to correctly remember brands after 1 week. Findings reinforced the importance of compatible co-branding alliances for maximizing recall outcomes.

Onewo, and Akintan, (2021) examined differential impacts of expertise versus trustworthiness dimensions of celebrity credibility on brand memory in Ibadan. Through an experimental design manipulating high versus low levels of endorser expertise and trust variables, 160 university students assessed recall of 4 fictitious brands. Multivariate analysis revealed expertise had a stronger association with

immediate brand recall compared to trustworthiness. Yet, trust emerged as the dominant predictor of delayed brand recall after 24 hours. This recommends marketers utilize high expertise celebrities for instant awareness generation but depend more on trust-inducing endorsers for sustainable long-term memory encoding.

Odionye, and Salami, (2021) examined the impact of celebrity endorsements on consumer purchasing decisions in Nigeria. The study was conducted in Lagos, Nigeria and surveyed 200 respondents about their opinions on celebrity endorsers across various industries like fashion, automobiles, banking, and telecommunications. Through questionnaires and focus group discussions, the researchers gathered data on factors like celebrity attractiveness, credibility, and the level of perceived brand-celebrity fit. Statistical analysis using correlation and regression revealed that celebrity credibility and attractiveness positively influenced consumer brand attitudes, while brand-celebrity congruence enhanced purchase intentions. The study concluded that leverage celebrity endorsers that are attractive and credible to the target market can boost brand equity in Nigeria. It was recommended that marketers should consider celebrity-brand congruence as a key factor when selecting celebrity spokespersons.

Ogbunamiri, and Agu, (2022) conducted a study on the influence of celebrity endorsement on brand loyalty in the telecommunication industry in Nigeria. Through a sample of 400 respondents in Enugu metropolis, primary data was collected using self-administered questionnaires. Celebrity-brand personality congruence and celebrity credibility were evaluated based on 5-point Likert scale items. Findings from regression and correlation analysis demonstrated that celebrity credibility positively correlated with brand loyalty, while personality match between celebrity and brand predicted customers' affective brand loyalty. Overall, the study established celebrity endorsement as an effective marketing communication tool for building long term customer relationships in the competitive Nigerian telecom sector, provided the right celebrity is selected based on credibility and relevant personality traits aligning with brand values. Customer retention through improved loyalty was the major recommendation from this research.

Research Gap

There have been lots of study that have been carried out on celebrity endorsements and brand performance using different methodology such as (Osei-Frimpong, & Owusu-Frimpong, 2019; Lewicki, 2019; Zhou, & Kraak, 2019), however there have been no study that has been done on celebrity endorsements on brand performance, specifically focusing on cosmetic products in Benin City, Nigeria using a single-methodology, primary data which was collected through a well-constructed questionnaire, additionally none of these studies has comprehensively investigated the influence of celebrity endorsements on brand performance, including brand awareness and brand

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recall using for cosmetic products specifically focusing on male and female in Benin City Nigeria.

Methodology

The researcher adopted descriptive survey of the correlational type method. The population of this research focused mainly on male and female in Benin City, Nigeria, while the target population focused on male and female who have knowledge or uses cosmetic products in oredo local government area, Benin City Nigeria as a sample. According to the 2006 population census, the total population of oredo local government area, Benin City was summed up to 418,798. The researcher adopted convenient sampling techniques, by selecting respondent that are conveniently available for the study in Benin City, without considerably disrupting their activities, questionnaires was distributed and collected rapidly from a sample of the population. In choosing the sample size and securing respondents responses, the sample size determination formula, according to Bolarinwa (2020), for finite population.

Sample Size - finite population

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

n = Sample size

N = the finite population size = 418,798

e = Proportion of sample error = 5% or 0.05

1 = Unity (a constant)

n = $\frac{418,798}{(1+418,798 (0.05)^2)}$

n = 400 respondent

The sample size of this research is four hundred (400). The study adopted the use of primary data which was collected through a well-constructed questionnaire to generate information from the respondents. Data were analysed through descriptive and inferential statistics using standard deviation and mean

RESULTS AND DISCUSSION OF FINDINGS

This chapter presented the results and findings of the study conducted to investigate influence of celebrity endorsements on brand performance of cosmetic products in

Benin City, Nigeria. This chapter focused on data analyses, results and interpretation, and discussion of findings.

Descriptive Statistics

Table 1: Demographic profile of the respondents

Gender	Frequency	Percentage (%)
Female	224	56.0
Male	176	44.0
Total	400	100.0
Age	Frequency	Percentage (%)
18- 20 years	113	28.2
21-30 years	130	32.5
31-40 years	99	24.8
Above 40 years	58	14.5
Total	400	100.0
Religion	Frequency	Percentage (%)
Christianity	233	58.3
Islam	150	37.5
Traditionalist	12	3.0
Others	5	1.3
Total	400	100.0

Source: Field Survey

The results in Table 1 above represent the demographic profile of the respondents. As shown above, majority of the respondents sampled in this study are Female, youths and practice the two dominant religions.

Answers to the Research Questions

Descriptive statistics of mean and standard deviation were used to provide answers to the research questions raised.

Research Question One: what is the influence of Celebrity trustworthiness on brand awareness of cosmetic products in Benin City?

Table 2: Influence of celebrity trustworthiness on brand awareness of cosmetic products

S/N	Items	Mean	S.D	Remarks
1.	Celebrity trustworthiness makes me more interested in cosmetic products	3.30	1.21	Accepted
2.	Celebrity trustworthiness affects my choice of cosmetic products	3.36	1.19	Accepted
3.	When an honest celebrity endorses a cosmetic product, I will give it preference over others.	3.38	1.20	Accepted
4.	Celebrity trustworthiness makes it much simpler for me to find cosmetic products	3.49	1.22	Accepted
5.	Celebrity trustworthiness helps me learn more about the advantages of cosmetic products	3.45	1.21	Accepted

Source: Field Survey

The findings of table 2 reveal that celebrity trustworthiness has influence on brand awareness of cosmetic products as the respondents affirmed that it makes them to be more interested in cosmetic products, affects their choice of cosmetic products, helps to learn more about cosmetic products and so on.

Research Question Two: what is the extent of celebrity credibility on brand recall of cosmetic products in Benin City?

Table 3: Influence of celebrity credibility on brand recall of cosmetic products

S/N	Items	Mean	S.D	Remarks
1.	I can easily recall the brand of cosmetic products promoted by a credible celebrity	3.42	1.85	Accepted
2.	I believe the celebrity's endorsement about the quality of the cosmetic products	3.22	1.23	Accepted
3.	The celebrity's lifestyle reflects his/her support for the cosmetic products being promoted	3.21	1.26	Accepted
4.	A credible celebrity's endorsement helps me remember the brand of cosmetic products better	3.21	1.24	Accepted
5.	A celebrity's believability influences how quickly I recall the brand of cosmetic products being endorsed	3.39	1.21	Accepted

Source: Field Survey

The results of table 3 reveal that celebrity credibility has influence on brand recall of cosmetic products. The respondents affirmed that celebrity credibility makes it easy to recall the brands of cosmetic products, celebrity endorsement makes them to

believe the quality of cosmetic products, helps them to remember the brand of cosmetic products and so on.

Research Question Three: what is the relationship of celebrity popularity and purchase intention of cosmetic products in Benin ?

Table 4: Influence of celebrity popularity on purchase intention of cosmetic products

S/N	Items	Mean	S.D	Remarks
1.	I am inclined to purchase a cosmetic products endorsed by a well-known celebrity	3.09	1.25	Accepted
2.	The popularity of a celebrity impacts my willingness to buy a cosmetic products backed by him/her	3.12	1.13	Accepted
3.	A celebrity's fame positively influences my purchase intention towards an endorsed cosmetic products	3.11	1.26	Accepted
4.	A cosmetic products supported by a renowned celebrity gains more of my buying consideration	3.19	1.17	Accepted
5.	I have stronger purchase plans for a cosmetic products promoted by a celebrity with wider notability	3.29	1.30	Accepted

Source: Field Survey, 2024

The results of table 4 reveal that celebrity popularity has influence on purchase intention of cosmetic products. The respondents affirmed that they are inclined to purchase a cosmetic product endorsed by well-known celebrities, they have strong purchase plan for cosmetic products promoted by celebrity with wider notability, cosmetic products supported by renowned celebrity gains more buying consideration and so on.

Discussion of Findings

The outcome of the study revealed that celebrity trustworthiness has influence on brand awareness of cosmetic products as the respondents affirmed that it makes them to be more interested in cosmetic products, affects their choice of cosmetic products, helps to learn more about cosmetic products and so on. This finding is in line with the assertion of Talavera and Sasse (2019) who stated that celebrities' values, lifestyles, and interests can positively influence how consumers perceive a brand.

The finding of the study also showed that celebrity credibility has influence on brand recall of cosmetic products as the respondents affirmed that celebrity credibility makes it easy to recall the brands of cosmetic products, makes them to believe the quality of

cosmetic products, helps them to remember the brand of cosmetic products and so on. This result corroborates Vrontis and Thrassou (2021) who noted that partnership with celebrities encourage brand awareness and trial among fan bases by fostering a greater sense of familiarity and favourable associations via credible endorsers.

The result of the study showed that celebrity popularity has influence on purchase intention of cosmetic products as the respondents affirmed that they are inclined to purchase a cosmetic product endorsed by well-known celebrities, they have strong purchase plan for cosmetic products promoted by celebrity with wider notability and so on. This outcome of the study gives credence to Schouten and Verspaget (2021) who opined that leveraging on the popularity and endorsements of well-known individuals, endorsements may greatly improve brand awareness, positively influence perceptions, and increase the effectiveness of beauty endorsements.

Conclusion and Recommendations

The study examined the influence of celebrity endorsements on the brand performance of cosmetic products in Benin City, Nigeria. The outcome of the study revealed that celebrity trustworthiness has influence on brand awareness of cosmetic products in Benin City, Nigeria. The finding of the study also showed that celebrity credibility has influence on brand recall of cosmetic products in Benin City, Nigeria. The result of the study showed that celebrity popularity has influence on purchase intention of cosmetic products in Benin City, Nigeria

- Cosmetic companies could leverage celebrity endorsements to raise brand awareness in Benin City. Celebrities with large Benin City fan followings may assist boost brand awareness by promoting the brands on various media platforms.
- When selecting celebrity endorsers, cosmetic brands should assess the endorser based on how credible they are perceived to be by the target audience, especially with relation to their expertise and knowledge in beauty and cosmetics.
- Marketers should utilize high expertise celebrities for instant awareness generation but depend more on trust-inducing endorsers for sustainable long-term memory encoding, they should consider celebrity-brand congruence as a key factor when selecting celebrity spokespersons. This will reinforced the importance of compatible co-branding alliances for maximizing recall outcomes

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