USE OF MALE CELEBRITIES IN YOUTUBE ADVERTISEMENTS OF STAR AND BUDWEISER AND ITS INFLUENCE ON YOUTH PERCEPTIONS OF, AND ATTITUDE TO ALCOHOL CONSUMPTION

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CERTIFICATION

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DEDICATION

I dedicate this project to the Almighty God for giving me the grace and strength to complete it. Also, my parents and siblings for the full support, words of encouragement, and unending love they gave to me.

ACKNOWLEDGEMENT

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ABSTRACT

It is believed that the media is a contributor to the attitude, behavior, and lifestyles of an individual. This study discusses the influence of male celebrities used in the YouTube advertisement of Star and Budweiser alcoholic beer brands and the alcohol consumption of university students in Nigeria. The study sought to find out the extent to which male celebrities can influence the minds of consumers and also help increase the brand awareness and credibility of Star and Budweiser alcoholic beer brands The study design is a survey and questionnaire was used to collect data from 341 respondents who were purposively sampled. The collected data were analyzed and the results were presented through tables, frequencies, and percentages. The findings of the study revealed that male celebrities have a large influence on consumer perception and brand credibility. YouTube was the major tool used in this study The study recommended the use of male celebrities due to the findings that showed they have a positive influence on consumer purchasing behavior and their appreciation for the brand in general

KEYWORDS: *Youtube advertisement, celebrities influence, alcoholic beverage, alcohol consumption.*

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Alcohol marketing on social networking sites (SNS) is different from traditional media in the way that brands encourage SNS users to co-produce content and leverage users' identities and their social relationships as reflected in the content they post on their SNS profiles (Smith & Foxcroft, 2009). As per the algorithm predictions of SNS, alcohol marketing on SNS commences with brands instigating, interacting, and observing the communication processes between brands, users, and users' online peer network (Bulova & Bulova, 2012). This is followed by brands directing those conversations in real-time and embedding themselves within users' lifestyles, identity-making processes, and cultural practices; and developing an active and continuous conduit facilitating the flow of apparently enjoyable peer-to-peer transmissions of marketers' messages that are disseminated through users online networks (Gordon, Hastings & Moodie, 2010). Further, such online branded conversations could provide data on users and their online peer networks, which could facilitate future marketing to niche groups (e.g. young people). This new method of communicating with SNS users represents an enormous evolution from the use of traditional advertising media that can only communicate much more static representations of product meaning/symbolism.

Along with conventional marketing media such as television and print, alcohol marketers have adopted social media platforms as contemporary marketing tools. As well as influencing alcohol use (Gordon, Wilks & MacAskillm 2009), online conversations about alcohol are postulated to become central to identity construction processes, development, and maintenance of relationships and lifestyles (McGee and

Begg 2008). These intertwined processes of identity construction and influence make social media a powerful medium for alcohol marketers to create and effective strategies to target audiences, including young people (Mundt 2012).

For young people, social media are a source of exposure to two important factors that offline are associated with alcohol use: peer alcohol behavior (Ali and Dwyer 2010) and alcohol advertising (Jernigan, 2011). Alcohol researchers have begun to measure exposure to and impact of alcohol-related content and are moving toward developing intervention mechanisms using social media. However, how social media exposure may be similar to, different from, or reinforcing of offline counterparts are not yet fully understood.

The nature of the internet, with the multiplicity of websites available and the challenge of tracking the frequently varying content and viewership of these sites, makes it difficult to assess the scale of youth exposure to alcohol advertising through this medium. The leading providers have instituted policies on alcohol advertising; for example, Facebook stipulated that alcohol advertisements are to be targeted at specified age groups only, typically age 18 or older in most European countries, or 25 years and older in Sweden. Furthermore, alcohol advertisements, when placed, have to meet several requirements, for example, they must not include content that is 'intended to appeal to anyone younger than the permissible targeted age group or is otherwise associated with youth culture'. Google's advertising specifications prohibit the promotion of the sale of 'hard alcohol and liquor' including showing the branding of this type of product while allowing the promotion of the sale of beer, wine, and champagne. However, Google allows for exemptions from the general principle in selected regions, mostly European countries, provided the advertisement and website meet some criteria, including not targeting minors (age not defined), not using

'endorsements from athletes, cartoon characters, or any other icons/people appealing to minors', using an age verification system ('age gate'), which requires users to confirm their age before entering the website, and so on. Yahoo requires advertisements for alcoholic beverages to be appropriately age targeted and they may only appear in certain 'Yahoo properties'. As part of Yahoo's policies, alcohol advertisements will undergo additional policy review and approval.

Content posted by adolescents and young adults likely is seen by peers as well as younger users of these sites. Early studies on the effects of this exposure focused on MySpace; however, research efforts have kept pace with changes in the popular social media platforms to include Facebook and Twitter. Several studies have illustrated that adolescents' displays on social media (i.e., MySpace and Facebook) frequently include the portrayal of health-risk behaviors related to alcohol, other substances, and sexual behaviors (Hinduja & Patchin 2008). Alcohol-related displays may include texts (e.g., "Matt got drunk last night"), photographs depicting alcohol consumption, or links to alcohol-related groups or companies (Egan and Moreno 2011; Moreno et al. 2010*a*). The patterns of displaying such health-risk behaviors online commonly are consistent with offline reporting. For example, adolescents who display one health-risk behavior (e.g., sexual activity) on social media are more likely to also display other behaviors (e.g., alcohol use) (Moreno et al. 2009*a*). Also, risk behaviors may be displayed online within peer groups, just as offline peer groups commonly report engagement in similar behaviors. Thus, adolescents are more likely to display references to sexual behavior if a peer displayed similar references (Moreno et al. 2010*b*). Finally, displayed alcohol references have been linked to alcohol behaviors offline because older adolescents whose Facebook posts suggested problem drinking behaviors are more likely to score as "at-risk" on a problem-drinking screen (Moreno et al. 2011).

The development of digital media in the millennium era provides greater opportunities for companies to market their products. Youtube has become a wonderful alternative to WoM (Word of Mouth) features through sharing video links on other social media platforms as well as comments and various forms of interaction that can occur inside or outside this website (DeWitt, 2013). Youtube.com was established in 2005 and continues to function as a video-sharing website for free with content created and shared by users themselves (Biddinika, 2015). Currently, Youtube.com is the second most visited website in the world after Google.com, with one person visiting an average of 9 minutes per day, 5 videos per day, and linking links with 2.2 million other websites in the world (Alexa.com, 2017).

Advertising on Youtube takes shape ranging from just TV commercials that are converted into Youtube videos, special ads designed only to be aired on Youtube, a company-specific channel on Youtube devote to marketing the product, to people (Youtuber) hired by the company to market their products in the form of celebrity endorsing. The advertising alternative is broader than a 10-second, 30-second ad, to between 3 to 10 minutes viewed as the appropriate length for the human attention range (Green et al, 2017).

The use of Youtube in the field of education shows great promise such as increased student satisfaction, increased test scores, to a positive impetus on student behavior (Green, 2017). Meanwhile, a study comparing television, online (including Youtube), and print media, found that proton car sales were strongest influenced by advertisements in online media (Hadadi and Almsafir, 2015). However, Can and Kaya's (2016) study shows that ads on social networking sites (including Youtube) are not as effective as expected as many users say they are unhappy or concerned about existing ads. Many of them even skip ads when they appear before the end. Research by

Pikas and Sorrentino (2014) shows that 88% of 388 respondents always skip the Youtube advertisement if there is a chance.

Of course, many factors affecting chasing decisions beyond the media itself. Advertisement creativity (Hadadi and Almasfir, 2015), product characteristics (Rau et al, 2015), and attitudes (Can and Kaya, 2016) can play a major role in determining purchasing decisions. One of the concepts that can be raised to encourage advertising on Youtube is the brand.

1.2 Statement of the Problem

There are various alcohol advertisements in Nigeria in which the media uses to target the average consumer. A lot of funds are spent on adverts by advertising agencies in Nigeria. This paper intends to explore the effect of the use of Male Celebrities in the YouTube advertisement of alcoholic beverages and its influence on youth perception of, and attitude to alcohol consumption in Nigeria.

Alcohol is the most commonly used psychoactive substance among young people, and one of the leading causes of morbidity and mortality among this group. In 2010, alcohol accounted for 5.5% of the global burden of disease and injury and also caused 4.9 million deaths (Lim et al., 2013). In Nigeria's context, concerning the general population show that among other problems, alcohol consumption is a risk factor for cancer periodontal disease accidents, and injuries. Among Nigerian students, alcohol consumption also constitutes a serious health concern, because drinking games and other hazardous drinking patterns are prevalent. These consumption patterns exacerbate alcohol-induced anxiety violence, accidents, and self-inflicted injuries). Alcohol consumption among Nigerian students also contributes to risky sexual behavior and mental health disorders.

For young people, YouTube can be said to be a source of exposure due to the important fact that it has a large viewership and more important factors that offline is associated with alcohol use: peer alcohol behavior (Ali and Dwyer 2010; Mundt, 2012) and alcohol advertising (Jernigan 2006, 2011). Alcohol researchers have begun to measure exposure to and impact of alcohol-related content and are moving toward developing intervention mechanisms using social media. However, how social media exposure may be similar to, different from, or reinforcing of offline counterparts are not yet fully understood.

The findings from studies on the link between alcohol advertisement using male celebrities and its influence on youth's perception and attitude towards alcohol consumption are mostly inconclusive mixed and contradictory in both cross-sectional and longitudinal studies reviewed. To the knowledge of the researchers, no such empirical study exists in the study area and few empirical works also exist in literature in recent times. This paper intends to interrogate the use of male celebrities in YouTube advertisements of Star and Budweiser and how it influences the perception of the people and their attitude to alcoholic beverages.

1.3 Objectives of the Study

The main aim of this study is to examine the audience perceptions on the use of male celebrities in Youtube advertisements of Star and Budweiser. Specific objectives are:

i. To determine the level of Unilag student's exposure to male celebrities in the Youtube advertisement of Star and Budweiser beer.

ii. To explore the perception of Unilag Students about using male celebrities in Youtube advertisements of Star and Budweiser beer.

iii.   To find out the extent to which Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser beer.

iv.   To find out the extent to which male celebrities in Youtube advertisements of Star and Budweiser beer influence Unilag students purchasing decisions.

1.4 Research Questions

Base on the stated objectives, the following research questions were raised to guide this study:

i.   What is the level of exposure of Unilag students to male celebrities in the Youtube advertisement of Star and Budweiser beer?

ii.   What is the perception of Unilag Students about using male celebrities in Youtube advertisements of Star and Budweiser beer?

iii.   To what extent do Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser beer?

iv.   To what extent did male celebrities in Youtube advertisements of Star and Budweiser beer influence Unilag students purchasing decision**s?**

1.5 Significance of the Study

Concerning the objectives, researching from the perspective of consumers would be a considerably suitable approach. The researcher realizes that there are many available reports and studies which rather aims to help audience to gain a better understanding in the perception of the use of male celebrities in YouTube Advertisement of alcoholic beverage but not to help audience to identify reasons that YouTube Advertisement has changed their buying patronage. Since the purpose of advertisement is, in sum, about consumers; therefore, by having the starting point from the perception of the consumer, and by collecting data from consumers' point of view, fresh insights can be gathered. The research also aims to serve as an indicator to

potential readers youths of how they can tap into the decision making on the use of Star and Budweiser on the advertisement of Alcoholic Beverage. The research focuses on the audience at the end and particularly on the drinking of alcohol among the youths through the message from the YouTube Advertisement of alcoholics.

1.6 Scope of the Study

This study focuses on the use of male celebrities in YouTube advertisements of Star and Budweiser alcoholic drinks with specific reference to University of Lagos (Unilag) students. It will consider data from students in two faculties of the selected higher institution namely; Faculty of Arts and Faculty of Social Science.

1.7 Operational Definition of Terms

Audience: This can be seen as a group of people who participate in a show or encounter a work of art, literature (in which they are called "readers"), theatre, music (in which they are called "listeners"), video games (in which they are called "players"), or academics in any medium.

YouTube: This is a free video-sharing website owned by Google. The name "YouTube" is said to be derived from "You" which means you (from the fact that the video came from you) and "Tube" means television (cathode ray tube).

Alcoholic beverages: This is a distilled drink. Liquors (or **spirits**) are alcoholic drinks produced by distilling (i.e., concentrating by distillation) ethanol produced utilizing fermenting grain, fruit, or vegetables.

Advertisement: This refers to an *announcement* online, or in a newspaper, on television, or a poster about something such as a product, event, or job.

Celebrity: A Celebrity is a personality that is well known in public either because of their credibility or their attractiveness or because of both of these Or they can also be said to be someone who is particularly famous in areas of entertainment such as movies, music, writing, or sports.

Influence: an action exerted by a person or thing with such power on another to cause change.

University of Lagos: a higher institution of higher learning in Lagos, Nigeria.

CHAPTER TWO

LITERATURE REVIEW

This chapter encompasses the conceptual review, the theoretical framework upon which the study is anchored and empirical review of past studies relating to the use of Male Celebrities in YouTube advertisements of Star and Budweiser and how advertisement help to increasing consumer purchase and promote the brands. It shall be based under the following subheadings; conceptual Review, theoretical Review, and empirical review of the study.

2.1 Conceptual Review

2.2.1   Concept of Advertisement

2.1.1   Concept of Advertising

The term 'Advertising is derived from the Latin word 'advert' means 'to turn, the attention. Advertising aims to turn the attention of onlooker towards a product, service or idea. Advertising is known as the activity of attracting public attention to a product or business as by paid announcement in the print, broadcast or electronic media. Today, advertisements are everywhere. On television, on the internet, radio, billboards and even on the empty coffee mug of our desk. Advertising has successfully transcended from one of the most interruptive commercial medium of modern times to something that everyone wants a piece of. It performs one of the most important functions in society that is to inform; it gives people the power of choice; the power of knowledge that helps them make important decisions everyday.

Advertisement has been defined variously by a number of people. According to Latif and Abideen (2011), Advertising is a subset of promotion mix which is one of the four-piece in the marketing mix, comprising product, price, place and promotion. Advertising is a promotional strategy used in creating product awareness in the minds of consumer to take purchasing decision. It is a communication tool used by

marketers. Advertising influences individual's attitudes, behaviour and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well known brand, they must invest in their promotional activities especially advertising (Hussein, et al, 2008). Latif and Abideen (2011) argued that advertising has the potential to contribute to brand choice among consumers. An advertisement is defined as paid non-personal communication form that informs the organization, product, service, or idea of the sponsor (Belch and Belch, 2013).

The Advertising Practitioners Council of Nigeria (APCON) defines advertising as a form of communication through media about products, services or ideas paid for by an identified sponsor (Okoro, 1998). However, advertising, when conceived for an online environment and given contextual differences in its capabilities, functions, and the medium's nuances, requires a new paradigm. The current definition of advertising states that advertising must be paid communications. Certainly, that is the model by which advertising has operated since its conception. But now, some of the most valuable advertising may be unpaid, or indirectly paid as in the case of CGM (consumer-generated media), some aspects of social media advertising, and the viral spread of brand messages (Tuten, 2008). Information is perceived by the customer as a positive aspect of advertising in situations where they learn about new products, such as product benefits, and comparative product information (Shavitt, Lowrey, & Haefner 2018). Furthermore, Lee and Choi stated that social media provides the right tools in the exchange and provision of information because of the format that displays more product information (Lee, E., Lee, and Yang 2017).

Advertising has traditionally been viewed as one-way communication, delivered from the advertiser through some media vehicle to a receiver, the target audience. Thinking of advertising as one-way communication limits what is possible, particularly online. Dominick (2009) explains that advertising is not only paid for in this era but word of mouth (viral advertising) is used to harness paid advertising. McQuail (2005) sees advertising as a paid publicity in media for goods or services directed at customers. It has various aims including the creation of awareness, making brand images, forming positive association and encouraging consumer behaviour. Ayanwale, Alimi and Ayanbimpe (2005) were of the view that, advertising is a subset of promotion mix that is, product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of potential consumers to take eventual purchase decision.

Moe (2006) presents a broad view of the concept of advertising: He believes that we cannot fully understand the concept of advertising without seeing it from the communication and marketing perspectives. He says further that advertising touches on almost all aspects of modern society and human existence, its basic functions and roles are basically communication and marketing oriented. Advertising is an expression of modern culture. A critical assessment of advertising trends gives us an insight into the captures and communicates the needs and wants of the modern man. It expresses how humans have evolved from agrarian, basic existence/basic survival reality to a more sophisticated or advanced status (Rojas-Méndez, et al., 2005).

Arens (2006) defines advertising as "the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature about products (goods, services and ideas) by identified sponsors through various media". Every mass medium is used to deliver these persuasive messages,

including radio, movies, magazine, newspapers, video games, the internet, billboards and, especially, the television, which is a unique medium of advertising, incorporating the elements of sound, picture and motion. Advertising expresses such aspects of modern culture which are hinged on lifestyles, fashion, attitudes, esteem, health, social acceptance, work, play, business, leisure, politics, and so on. Various authors have described advertising from both the communication and marketing perspectives, which reflect its dual roles or functions of communication with the key aim of selling goods, services, ideas, persons, institutions and anything that is marketable. The best of such definitions are those that clearly bring out this dual nature of advertising by emphasizing its communications and marketing dimensions. Essentially therefore advertising is a clear message (printed, spoken, graphical or pictorial) which is sent to a group of target consumers or audiences with the aim of turning/tuning their minds towards the purchase of a product, service or accepting an idea, individual or institution. Advertisement always moves along with technological changes, from television commercials, online banners, to advertisements in social media (Stephen & Galak, 2012). According to Aslan and Karjaluoto, the advertising paradigm is now shifting from traditional advertising media (TV, outdoor, direct marketing, etc.) to digital-centric approaches and advertisers are increasingly investing digitally at the expense of the traditional format. Zenith Optimedia predicts the value of advertising in online video is expected to touch US$ 35.4 Billion worldwide by 2019. According to Nielsen Indonesia in 2017, advertising spending in the digital sector in Indonesia was more than US$ 900 M, with the social media portion of up to US$ 600 M. The rapid penetration of smart phones, social media, and online video in Indonesia caused the tremendous growth of digital ad spending.

2.1.2   Youtube Advertisement

"Our mission is to give everyone a voice and show them the world ". -YouTube, 2017. Chad Hurley can be proud of what he has achieved in recent years. With his former Pay Pal colleagues, he founded YouTube thr has been acquired by Google to become the most vis by far. Time magazine did not get the wrong wh invention of 2006. (Anner & Jacques 2009.) Y businesses to promote their videos to people who r through YouTube Analytics is possible to get your target customers by demographics, topics or interests, etc. The system of payment works the same as Google AdWords Pay-Per-Click: Advertisers pay each time someone views their video. It is possible to choose where and which format your ad will appear. (YouTube 2017)

YouTube statistics show:

   i.   YouTube users – 1,300,000,000.

   ii.   300 hours of video are uploaded to YouTube every minute.

   iii. Almost 5 billion videos are watched on YouTube every single day.

   iv.   30 million visitors per day.   (YouTube 2017)

The additional magic of YouTube is its brand attributes: YouTube has built itself as the reference pioneer site for Internet video in many countries and is perceived by its users to be the most innovative site of its kind (Anner & Jacques 2009, 128). YouTube has enjoyed a very large network externalities momentum.

Coming out in mid - 2005, it already entered the list of the hundred-most-visited sites by early 2006, and became the fifth – most – popular site on the Web by July 2007. (Anner & Jacques 2009).

Freedom of Opportunity

We believe everyone should have a chance to be discovered, build a business and succeed on their own terms, and that people—not gatekeepers—decide what's popular.

Freedom to Belong

We believe everyone should be able to find communities of support, break down barriers, transcend borders and come together around shared interests and passions.

Freedom of Expression

We believe people should be able to speak freely, share opinions, foster open dialogue, and that creative freedom leads to new voices, formats and possibilities.

Freedom of

The development of digital media in the millennium era provides greater opportunities for companies to market their products. Youtube has become a wonderful alternative to WoM (Word of Mouth) features through sharing video links on other social media platforms as well as comments and various forms of interaction that can occur inside or outside this website (DeWitt et al, 2013). Youtube. cm was established in 2005 and continues to function as a video-sharing website for free with content created and shared by users themselves (Biddinika et al, 2015). Currently, Youtube.com is the second most visited website in the world after Google.com, with one person visiting an average o of 9 minutes per day, 5 videos per day, and linking links with 2.2 million other websites in the world (Alexa.com, 2017).

Advertising on Youtube takes shape ranging from just TV commercials that are converted into Youtube videos, special ads designed only to be aired on Youtube, a company-specific channel on Youtube devote to marketing the product, to people (Youtuber) hired by the company to market their products in the form of celebrity endorsing. The advertising alternative is broader than a 10-second, 30-second ad, to between 3 to 10 minutes viewed as the appropriate length for the human attention range (Green et al, 2017). Studies on the use of Youtube in the field of education show great promise such as increased student satisfaction, increased test scores, to a positive impetus on student behaviour (Green et al, 2017).

Meanwhile, a study comparing television, online (including Youtube), and print media, found that proton car sales were strongest influenced by advertisements in online media (Hadadi and Almsafir,2015). However, Can and Kaya's (2016) study shows that ads on social networking sites (including Youtube) are not as effective as expected as many users say they are unhappy or concerned about existing ads. Many of them even skip ads when they appear before the end. Research Pikas and Sorrentino (2014) shows that 88% of 388 respondents always skip the Youtube ad if there is a chance.

Therefore, the question arises as to how effective the ads are displayed on Youtube media in encouraging buying interest. Of course, many factors affect chasing decisions beyond the media itself. Ad creativity (Hadadi and Almasfir, 2015), product characteristics (Rau et al, 2015), and attitudes (Can and Kaya, 2016) can play a major role in determining purchasing decisions. One of the concepts that can be raised to encourage advertising on Youtube is the brand community. The study on social media. Youtube shows that the brand community is more able to give a positive effect on consumer confidence than advertising or information provided by the company itself (Schmidt and Iyer, 2015). This is due to the social influence of the brand community among members of the community, because of the feeling that they are both consumers of the product (Aspasia and Ourania, 2015).

Studies show that today's consumers rely heavily on information generated by other users in networks and social media to make online purchasing decisions (Bahtar and Muda, 2016). Studies in Turkey show that 49% of consumers make purchasing decisions based on information they get from social media (Kirtis and Karahan, 2011). On the other hand, the company's efforts to provide richer information through online media also have a role in purchasing decision making (Higgins et al, 2014).

This study examines the effectiveness of Youtube-based advertising in influencing the involvement of respondents in the brand community and purchasing decisions. In Toamine, this effectiveness, researchers will review several on Youtube in Bahasa Indonesia in advertisement categories specifically directed to this medium and see respondents' responses to advertising as a proxy decision to buy.

Types of advertising on YouTube

 Viewers typically come to YouTube to be entertained, learn, and join an interactive community. They also provide the eyeballs required to help creators, advertisers, and YouTube make money. (YouTube, 2017). YouTube offers different types of advertising implementation. Here you can see all types of advertising formats on YouTube for laptop. Types of video ads on YouTube:

- Advertising formats on YouTube for laptop

With AdWords for video, you can use YouTube-specific ad formats. These advertisement formats and interactive elements give you a variety of methods to encourage viewers to engage further with your content. YouTube works hard to show the right ad to the right viewer at the right time. Ads are matched to specific audiences.

When a video is matched to a viewer and the viewer watches the advertisement that counts as a monetized playback -that is, we show an ad and share the revenue with you. (YouTube, 2017).

Types of video advertising on YouTube for phone and tablet'

    i.   Non-skippable video ads

ii. Non-skippable video ads can be inserted before, during, or after the main video and must be watched before the video selected.

2.1.3   Factors Affecting YouTube Advertising Value

Although a few studies only have concentrated on YouTube advertising, for this study, Web advertising, social media advertising, and the few YouTube advertising studies were investigated in a literature review to determine this study variables.

Irritability:- Irritability can be described by viewers of YouTube ads as the YouTube advertising as boring and interrupting the people's job on YouTube. Some studies have found that irritability negatively affects the value of web advertising (Brackett & Carr, 2001; Ducoffe, 1995; Ducoffe, 1996) thevalue of mobile advertising (Haghirian, Madlberger, & Tanuskova, 2005; Tsang, Ho, & Liang, 2004), and social network advertising (Dao, Lee, Cheng, & Chen, 2014; Logan, Bright, & Gangadharbatka, 2012; Taylor, Lewin, & Strutton, 2011). Bevan-Dye (2013) who investigated black Generation Y students' attitudes toward the value of web advertising found that irritation negatively affected the value of web advertising. Hag (2009) also found that irritation negatively affected perceived advertising value and attitude toward e-mail marketing. Yang, Huang, Yang and Yang (2017) investigate consumer attitudes toward advertising via YouTube found that irritabilityhas a negative effect on purchase attitude. Finally, Dehghani, Niaki, Ramezani and Sali (2015)concluded that irritability has a negative effect on attitude toward YouTube advertisements.

*Informativeness:-*If YouTube advertising provides information about a business, product, service, or brand, that can be defined as informativeness. DuCoffee (1995, 1996) and Brackett and Carr (2001) found that informativeness had a positive effect on web ads, and other researchers found that it had a positive effect on the value of

mobile advertising (Haghirian et al., 2005; Tsang et al., 2004). Research investigating the effect of informativeness on product involvement and purchasing intention determined that it positively affected both (Kim, Kim, & Park, 2010). Taylor et al. (2011) found that informativeness had a positive effect on the attitude toward social network ads and that men gave Published by Scholar Commons, 2019more importance to informativeness than women did. Other studies found that informativeness had a positive effect on social network advertising value (Dao et al., 2014; Logan et al., 2012), on the value of web advertising (Bevan-Dye, 2013; Zha, Li, & Yan, 2015), on perceived advertising value

and attitude toward e-mail marketing (Hag, 2009), on attitude toward mobile advertising

(Chowdhury, Parvin, Weitenberger, & Becker, 2006) and on YouTube ad value (Dehghani et al., 2015). Yang et al. (2017) investigate consumer attitudes toward advertising via YouTube found that informativeness has a positive effect on purchase attitude. The study investigated thorough information on the impact of various factors on internet advertising found that informativeness influence attitudes toward internet advertising (Azeem & Hag, 2012).

Entertainment and Trendiness:- YouTube ads' entertainment and trendiness can be described as the fun and popularity of advertising   content for the audience. Studies have shown that entertainment has a positive effect on web advertising value (Brackett & Carr, 2001; Ducoffe, 1995; Ducoffe, 1996; Taylor et al., 2011) on mobile advertising value (Bevan-Dye, 2013; Haghirian et al., 2005; Tsang et al, 2004; Zha et al.,   2015). and on social network advertising value (Dao et al., 2014; Logan et al., 2012). Hag (2009)

found that entertainment had a positive effect on perceived advertising value and the attitude toward e-mail marketing. Chowdhury et al. (2006) found that entertainment had a positive effect on the attitude toward mobile advertising. Dehghani et al. (2015) determined that entertainment had a positive effect on the attitude toward YouTube advertisements. The study investigated thorough information on the impact of various factors on internet advertising found that entertainment influence attitudes toward internet advertising (Azeem & Hag, 2012). Yang et al. (2017) investigate consumer attitudes toward advertising via YouTube found that entertainment has a positive effect   on purchase attitude.

Purchasing Intention:- As Hsu and Tsou (2011) mentioned purchasing intention is consumers' intention to purchase products. So, it can be defined as purchasing intention is the tendency to purchase when the advertised product/service/brand is needed. Yuksel (2016) who investigated the effects of user generated content in YouTube videos on consumers' purchase intention found that perceived credibility, perceived usefulness and perceived video characteristics of information in the YouTube videos positively affect purchase intention. Lai, Lai and Chiang (2015) found that product placement and product involvement have positive effect on purchase intention in YouTube platform.

In their study, Dehghani and Tumer (2015) determined that Facebook ads influenced the purchasing intention by affecting brand value and brand image. Dehghani et al. (2015) found that the attitude toward YouTube ads influence positively purchasing intention.

2.1.4   Alcoholic beverages

Alcohol is a toxic and psychoactive substance with dependence producing properties. In many of today's societies, alcoholic beverages are a routine part of the social landscape for many in the population. This is particularly true for those in social environments with high visibility and societal influence, nationally and internationally, where alcohol frequently accompanies socializing. In this context, it is easy to overlook or discount the health and social damage caused or contributed to by drinking. (Collins, Martino, & Shaw, 2011).

Alcohol consumption contributes to 3 million deaths each year globally as well as to the disabilities and poor health of millions of people. Overall, harmful use of alcohol is responsible for 5.1% of the global burden of disease.

Harmful use of alcohol is accountable for 7.1% and 2.2% of the global burden of disease for males and females respectively. Alcohol is the leading risk factor for premature mortality and disability among those aged 15 to 49 years, accounting for 10 percent of all deaths in this age group. Disadvantaged and especially vulnerable populations have higher rates of alcohol-related death and hospitalization. Different alcoholic beverages have existed in human society for over ten thousand years (Smart, 2007) to the extent that brewing was part of Egyptian civilization and was present in many other African Empires (Obot, 2007). In what constitutes present-day Nigeria, locally-produced alcoholic beverages such as *burukutu, pito* (fermented beverages from maize or Sorghum) and *palm wine* (sap from palm tree) served different purposes before any contact with the European traders (Heap, 2005). Because alcohol had strong symbolic value, different communities used locally-produced alcoholic beverages for diverse purposes such as oath taking and the pouring of libations during ancestral worship and child naming celebrations. These locally-produced alcoholic beverages were also used during chieftaincy enthronements, celebrations of bountiful harvests

(Netting, 1964) and funeral occasions, as well as for the entertainment of guests and so forth (Heap, 2005; Korieh, 2003). Although alcohol was present in this traditional era, its consumption was culturally regulated (Umunna, 1967).

2.1.5 Celebrity influence on advertising

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). Celebrities act as spokespersons in advertising to promote products and services (Kambitsis et al, 2002, Tom et al, 1992). A celebrity who represents a brand or company over an extended period of time often in print and TV ads as well as in personal appearances is usually called a company's spokesperson (Schiffman and Kanuk, 1997). The reason for using celebrities as spokespersons goes back to their huge potential influences. Compared to other types of endorsers, famous people achieve a higher degree of attention and recall. They increase awareness of company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon, 2002). Using a celebrity in advertising is therefore likely to positively affect consumer's brand attitude and purchase intentions. Specifically, a consumer that observes messages for two different firms' products, one product's message containing a celebrity endorsed and the other not, believes the celebrity endorsed product will have more purchases and so be of higher value (Clark and Horstman, 2003).

According to McCracken (1989), a well-known person tends to have a greater effect on the customer buying behaviour. Today, use of celebrities as part of marketing communications strategy is fairly common practice for major firms in supporting corporate and brand imagery. This practice is not new to advertising. In fact, a survey conducted in the United States by Business Week way back in 1978 found that almost one in three television commercials used celebrity endorsement. The promoter of certain products requires coordination over multiple customer groups different age, income, education groups or groups in different locations. A common set of advertising messages communicated to all customer groups is a more effective and coordinated mechanism than messages targeted at separate customer groups with common messages. The challenge with common message is of significant audience reach in the various customer groups at low cost. Because the celebrity is recognisable globally, it is a low cost way to achieve cross group coordination (Clark and Horstman, 2003).

The marketer hires celebrities to endorse brands because they believe that consumers who are fans and followers of celebrities will consume brands associated with these celebrities. Also, celebrities create and maintain attention, and thus create high recall rates of the commercial (Croft et al, 1996). The reason behind the popularity of Celebrity advertising is the advertisers' belief that brand images built through celebrities achieve a higher degree of attention and recall for consumers, which will eventually lead to higher sales. There is strong evidence to suggest that celebrity advertising delivers a premium in terms of impact. In an analysis of 248 celebrity print advertisements studied by Gallup & Robinson, Inc., over the period 1982-93, celebrity advertisements show about a 34% higher level of awareness than non-celebrity advertisements. Awareness was measured in terms of recall of the

advertised brand the day after the advertising exposure. The advertisers hope that this awareness coupled with the attractive and likeable qualities of the celebrity endorser are transferred to the brand, which is being promoted, and they may develop and polish brand/brand image (Mooij, 1994; Dickenson, 1996). Many marketers who have used celebrities in their advertising campaign have certainly obtained good results, e.g., recall rates, sales impact (before and after advertisements). Selecting celebrity endorsers is one key to the success of brands. Celebrity endorsers are effective because they bring to the endorsed brand a host of characteristics that the consumers use in evaluating the brand. A large body of literature exists that has explored the nature of these characteristics. For instance, it is known that celebrity gender, physical attractiveness, trustworthiness, and a vast array of personality characteristics all have an effect on consumer response to a brand's advertisement (Caballero and Pride, 1984; Caballero and Solomon, 1984; Caballero et al., 1989; Debevec and Iyer, 1986; Friedman and Friedman, 1978; Joseph, 1982; Lynch and Shuler, 1994; Ohanian, 1990; 1991; Tripp et al, 1994). Today, around 20% of all commercials screened in United States (Bradley, 1996) and Great Britain (Erdogan et al, 2001) include some sort of celebrity endorsements and 10% of advertising expenditure goes towards celebrity endorsers (Bradley, 1996). In India, celebrity endorsement is worth more than Rs. 250 crore. Charges per advertisement for stars like Amitabh Bachchan and Shahrukh Khan range anywhere between Rs. 7.5 crore to Rs. 2.5 crore respectively (CNN-IBN, 2007). A lot of research has been conducted on the use of celebrities as an effective technique for marketing a firm's products and services. However, scant information is available on the effect of celebrity attributes on Nigeria consumer behaviour, leaving important unresolved issues.

2.1.6 The King of Football - Budweiser commercial

Budweiser released a short film created by Deutsch New York, titled Kings are not made overnight featuring the limited-edition Lionel Messi bottle custom designed to celebrate his journey to greatness. Budweiser has crowned Lionel Messi the undisputed King of football after he scored the most goals for as single club in the history of professional football - a historic feat that many experts believe will stand for generations. The commercial features Lionel Messi who made a brief comment along side his custom made bottle designed with all his qualities and at the background the excited voice of a commentator who was listing all his incredible achievement.

2.17 Come To Brighter Side - Star Larger Beer commercial

Star larger Beer features Burna Boy in its new commercial themed (come to the brighter side) after Burna Boy remarkable 12 months the Afro-pop star which had just released the critically acclaimed OUTSIDE album as well as headlined his own concert. The new commercial shows the life of Burna Boy as a music superstar, seeing him in various element; during a photo shoot and at a bar the ad is also accompanied by a jingle composed and performed by Burna Boy.

2.2 Theoretical Review

Knowledge does not exist in a vacuum. In every discipline, there is a body of theories that provide the explanation for observable phenomena in that field. This is the reason this research is anchored on the cognitive perspective theory, diffusion of innovation theory and the social learning theory which help in shedding light in understanding how consumers form positive or negative opinions of celebrities and the endorsed product.

2.2.1 Cognitive perspective theory

According to Black Jay et al, (1995) the psychologists study learning to consider how people interpret the events and stimuli around them, fashioning of their actions according to their individual understandings. These understandings, thoughts,expectations and perceptions are known as cognitions that is mental process. This involves decision -making and language. According to (Sullivan, 1953) persons interactions are strongly affected by the images a person forms in his mind and begin shaping self image, perception, responses and behaviour.Once the person finds a match to a significant other, this will determine how the person will respond to a celebrity endorsing a product (Baum & Andersen, 1994)According to this analogy the mind takes in information, process it in various ways and produce output in the form of codes, words and behaviors. (Black Jay et al 1995)This theory is in support of celebrity endorsement in advertisement on consumers because the more information is mentioned or displayed to audience the more they are influenced and perceive the information is true and suitable for them to guide in consumption of products.

2.2.2 Social Learning Theory

The social learning theory also called observational learning occurs as individuals learn by observing behavior of others (Wes ten, D.1999)Learning to produce behavior exhibited by a model is called modeling; vicarious conditions mean learning by observing the consequences of a behavior for someone else. The impact of observational learning is enormous, from learning how to give a speech, how to feel and act when someone tells an appropriate joke, learning what kind of clothes, haircuts, products or diets to take. Observational learning in which human or other animal learns to produce behavior exhibited by a model is called modeling.

The most well known modeling studies were done by (Bandura, 1967) and his colleagues on children aggressive behavior (1961, 1963). In these studies children observed an adult model interacting with a large inflatable doll named Bobo. One group of children watched the model behave in a subdued manner, while other groups observed the model verbally and physically attack the doll in real life on film or in cartoon. Children who observed the model acting aggressively displayed nearly twice as much aggressive as those who watched the no aggressive model or no model at all.

The likelihood that a person will imitate a model depends on a number of factors, such as the model's prestige, likeability and attractiveness. Whether individual actually performs modelled behaviour depends on the behaviours likely outcome. This outcome expectancy is, itself, often learned through an observational learning mechanism called vicarious conditioning meaning a person learns the consequences for someone else. This theory explains how use of celebrity endorsement in advertisement affects or influences audience consumption intentions because they watch, listen, observe and would want to consume what the celebrities endorse.

2.3 Empirical Studies

Mazzini, Rosidah, Rozita and Haznan (2011) assessed the influence of perceived celebrity endorser credibility on urban women's responses to skincare product advertisement. This study adopts a quantitative methodology via a cross -sectional survey. A self-administered questionnaire was prepared based on extant literature and focus group discussions. It was therefore concluded that the proposed model is significant. The study findings suggested that all three celebrity endorser

credibility factors play significant roles in influencing consumers' positive attitude toward the advertisement. It was therefore recommended that to ensure recruitment, celebrities must have a clean reputation and maintain it because consumers are persuaded by celebrities whom they can trust. The trust can easily be broken if celebrities were to be involved in negative publicities.

Eleanor, Sunil, Marc, Villalba, Saba, Theresa, and Ellen (2012) Conducted a study on the Assessment of young people's exposure to alcohol marketing in audiovisual and online media. A range of analyses used a range of methods. First, to assess young people's exposure to alcohol marketing in television, we used commercially available data on television audiences ('viewership') and on alcohol. It applied a descriptive statistics and regression analysis to estimate the exposure of young people to alcohol advertising compared with that of adults. It analysed alcohol advertising portrayals of a sample of alcohol adverts broadcast in each of the three countries to better understand the extent to which advertisements are using elements that have been identified as appealing to young people. examined data on online media channels accessed by young people, described the main types of social media marketing messages for alcoholic beverages, and assessed the use of age gates to restrict content to those over the legal drinking age.

Verhellen, Dens, and Pelsmacker (2013) examined consumer responses to brands placed in Youtube movies: the effect of prominence and endorser expertise. The study adopted a   full-factorial between-subjects experimental design. The study findings revealed that the prominent integration of one brand can benefit the recognition of other, complementary brands, but does not impact the recognition of non-complementary brands. It was recommended that marketers own a portfolio of different brands or products (e.g., line extensions), they should consider combining a

prominently integrated brand with the subtle integration of a complementary product as this produces favourable effects not only on the prominently integrated brand, but also on the complementary product.

Dumbili (2015) examined media, alcohol consumption and young people in an eastern Nigerian university campus a qualitative study. Qualitative interviews were conducted with 22 male and 9 female undergraduate students (aged 19-23 years) to explore the ways in which media consumption shapes their drinking behaviour. Alcohol advertising and promotion were found to be highly influential because they encourage brand preference and brand allegiance, actively facilitate change of brand, and lead to excessive consumption amongst male and female participants. It was recommended that to understand young people's drinking behaviour in contemporary Nigeria, there is a need to draw a big picture that will integrate inter alia: media consumption, personal motives, peer influences, and socio-cultural and familial factors.

Chapple (2015) investigated explored the credibility of lifestyle vloggers, viewers' attitudes towards paid-for endorsements and disclosure, and viewers' responses towards endorsements. The research employed a qualitative method. The research found the vloggers' disclosure enhanced the avid viewers' perception of trustworthiness and authenticity, whilst reducing the perception of opportunistic behaviour. The study recommended that Brands should therefore focus on those who not only have a mass audience, but also contain strong perceptions of trustworthiness and authenticity. Through having these key credibility drivers, the positive effects of disclosure can be harnessed and perceptions of opportunistic behaviour minimised.

Thamaraiselvan, Arasu, Inbaraj (2016) examined the role of celebrity in cause related marketing. A conceptual model was adopted in the in the study. survey of

literature showed that four antecedents   celebrity-cause fit, celebrity brand fit cause-brand fit   and brand credibility are important and were used in the study. Data were collected from 406 college students through a questionnaire-based survey. The results showed that celebrity credibility   significantly influences all the antecedents of cause-related marketing and in turn influences outcome variables such as attitude towards cause-related marketing and purchase intention. It was therefore concluded that   celebrity-cause fit and cause-brand fit did not have significant influence on attitude towards cause-related marketing. It is also recommended that various combinations of social causes and celebrities with positive and negative reputation be studied in order to better understand the role of celebrity in the success of celebrity related marketing campaigns.

Jonathan (2017) conducted a research study on the effect of Social Media Characteristics on Perceptions of Alcohol-Branded Social Media Content. The study adopted a mixed   adopted method research philosophy and triangulation approach, while the survey research was carried out   by the   use of a questionnaire with a second phase of data collection involving semi structured in-depth interviews with SMEs throughout business categories throughout the Northwest of Ireland. The study findings revealed that website, email and social media marketing are the most used throughout SMEs and that IM activity has a strong positive impact on the SMEs marketing performance. It was recommended that Marketers should identify with the research understand the findings in terms of their businesses and take the objectives and benefits identified in the literature into their daily operations.

Dumbili   and   Williams   (2017).   examined   the   awareness   of   alcohol advertisements and perceived influence on alcohol consumption: a qualitative study of Nigerian university students. The study adopted a secondary data from the literature

review of the study. The study findings revealed that regulating alcohol advertising with strict regulatory measures reduces hazardous consumption and alcohol-related problems . The study concluded that while effective monitoring of electronic and outdoor advertisements should be reinforced, policymakers may consider replacing self-regulation with evidence-based alcohol control regulatory measures in Nigeria.

Baniya (2017) investigated the direct effect of components of celebrity endorsement on brand loyalty. Multiple regression analyses were conducted to test hypotheses. 220 general customers of branded products participated in the study. The study found that physical attractiveness of celebrities has positive impact on both attitude toward brands and purchase intention. It also revealed that brand and celebrity matchup have significant and positive impact on attitudinal and behavioural loyalty. It was concluded that The insignificance of source credibility indicates that this component of celebrity endorsement may not be effective, thus may not be appropriate to be evoked. The study recommended that Marketing managers in organizations however needs to exploit both physical attractiveness and brand celebrity match up aspects of celebrity endorsement to generate loyalty.

Rodrigue (2017). Effectiveness of YouTube Advertising: A Study of Audience Effectiveness of YouTube Advertising: A Study of Audience Analysis. This study employed a cross-sectional survey method to collect the data. The data was collected by simple random sampling from both the Rochester area and the Dominican Republic. The study findings revealed that when it comes to advertising, consumers do not feel the need to give feedback. It was also revealed that that cues were considered important based on education, occupation, and race/ethnicity of the participants. Based on their education, the cues (music, physical appearance of the actors, body movements, and narration) were considered important to relate to an

advertisement on YouTube. It was recommended that further research should make use of new perspective that can be applied to other social media file.

Wahyu, Suliyanto and Sri Murni Setyawati (2018) investigated a study on the Effect of Youtube-Based Advertising Effectiveness and Brand Community on Purchase Decision. The analysis was performed using linear regression method on 59 video samples from major brands in Indonesia. The study results showed a significant correlation between the effectiveness of advertising and the brand community on purchase intentions. It also revealed that the moderator relationship of the brand community to the relationship between advertising effectiveness and buying intentions is negative while the brand community's direct relationship to buying intentions is positive. It was recommended that Subsequent research also needs to take into account the characteristics of advertising as a new free variable that can also explain the variant of consumer buying intentions.

Firat (2019)investigated the factors that affect the YouTube advertising value and its effects on purchase intention YouTube advertising value and its effects on purchase intention.. The data were gathered through a 52-item questionnaire administered to YouTube users. Multiple regression analysis and simple regression analysis were adopted in the study while ANOVA test was run to determine the differences of demographic groups via YouTube ads value. The findings indicated that informativeness and entertainment and trendiness had a positive effect on YouTube advertising value; however, irritation had a negative effect. It also reveals that YouTube advertising value had a positive effect on purchasing intention. The study concluded that researchers should replicate the study for various product categories to differentiate YouTube ads' usage.

Chen and Shupei (2019) studied the influencer marketing how message value and credibility affect consumer trust of branded content on social media. It proposes an integrated model the social media influencer value model—to account for the roles of advertising value and source credibility. To test this model, the research administered an online survey among social media users who followed at least one influencer. Partial least squares (PLS) path modeling results show that the informative value of influencer-generated content, influencer's trustworthiness, attractiveness, and similarity to the followers positively affect followers' trust in influencers' branded posts, which subsequently influence brand awareness and purchase intentions. Theoretical and practical implications are discussed. It was also found that influencers' expertise and attractiveness help boost followers brand awareness if they view influencer-generated branded posts. The study recommended that celebrities can opt for creating informative posts and signalling attractiveness and similarity to their followers, which can positively shape their followers' trust in their branded posts.

Chan and Zhang (2019) studied an exploratory study on perception of celebrity endorsement in public services advertising. The study employs an interpretivist approach (Neuman 2003) using a qualitative methodology. The sampling design was a quota sampling set on sex and employment status. Twenty-eight Chinese adults aged 18 to 24 were recruited through personal networks. Marshall and Rossman's (1999) comparison analysis method was used to link data by constantly comparing and contrasting statements. The study findings revealed that the advertisements memorable were attributed more to slogans, repetition, and personal relevance than to the performances of the celebrities. It was recommended that public services marketers should put emphasis on visual and verbal elements of PSA. Also Efforts should be made to recruit celebrities that are close to the public.

Ramzan (2019) studied the impact of media advertisements on consumer behaviour. The online survey method was utilized for the study. Data were collected from 529 respondents comprising students in India. Statistical tools such as Cronbach alpha, exploratory factor analysis (EFA) and Kruskal–Wallis (K–W) test were used to analyze the collected data. The study findings revealed that Marketers invest in various media platforms to influence consumer behaviour (CB). It was therefore concluded that radio advertisements did not affect any of the stages of CB. In contrast, newspapers are the only medium which affect all the stages of CB.

Deshbhag and. Mohan (2019) determine the influence of celebrity credibility on risk perception and buying intention of Indian fast moving consumer goods (FMCG) consumers. The present study adopted the survey method to know the influence of celebrity credibility dimensions on the perceived risk and purchase intentions of Indian FMCG consumers. The study findings revealed celebrity trust and celebrity expertise are the most important dimensions of celebrity to influence the risk perceptions of Indian FMCG consumers. It was recommended that future study should be performed using performance and financial risk associated with celebrity endorsed FMCG brands.

Tantawi & Sadek (2019) studied The impact of celebrity endorsement in cause related marketing campaigns on audiences behavioral intentions: Egypt case. The study relied on quantitative approach, which involves distributing, collecting, and analyzing a large-scale questionnaire survey. Questionnaires were electronically distributed. Data were collected from 390 respondents based on convenience sampling technique and were analyzed using Structural Equation Modelling (SEM). The findings showed that celebrity attractiveness has the most significant positive direct impact on audience's attitudes towards celebrity related marketing campaigns.

It was also found that audience's attitudes have a significant positive direct impact on their behavioral intentions to donate to the firms' causes. It was concluded that provides crucial directions to the marketing specialists about the required elements for an effective use of celebrity endorsement in celebrity related marketing campaigns, which helps build positive audience attitudes, which will lead to positive behavioral intentions to donate to the firms' causes.

Khuhro, Memon, and Aslam (2019) studied University selangor patterns of celebrity endorsement in fashion magazine. The researchers collected data by applying a quantitative content analysis approach of a total of 218 advertisements selected purposively from the last six months' publication of magazine in 2018. The findings showed that most of the ads do not portray celebrities. However, a significant quantity of celebrities portrayed in the advertisements were females. The study concluded that most of the celebrities portrayed in the advertisements are females, most of the celebrities have a national geographical location, and the majority of the celebrities are associated with the profession of acting and modeling. The study therefore recommended that the types of studies should be conducted in general category magazines and also in the advertisement for the newspaper advertisements in Pakistan.

Hou (2019) explored the industrial underpinning and the cultural logic of social media celebrity. The researcher apply digital ethnography as an approach to explore the entrepreneurial calculations that YouTube beauty vloggers conduct when managing their accounts and media representation. This study shows that social media celebrity is characterized by staged authenticity, managed connectedness with audience, the abundance of celebrity figures, and the cultural preoccupation with

self-sufficient uniqueness. The study concluded that social media celebrity is characterized by abundance rather than scarcity.

Wang and Sylvia (2020) assessed content marketing strategy of branded Youtube channels. Descriptive analysis, Mann-Whitney U test, Kruskal-Wallis H test, and Kendall's Tau-b correlation coefficient were utilized to analyse the data Using a consumer engagement conceptual framework, the study examined brands' strategies addressing the interactivity, attention, emotion, and cognition aspects of engagement and explored the role of YouTube capabilities, financial resources, and product category in strategy differentiation. Results indicated that engagement through social media content marketing is highly contextual and platform dependent. YouTube capabilities, financial resources, and product category play an important role in strategy differentiation.

Benito, Illera and Fernández (2020) analyses YouTube celebrity endorsement: audience evaluation of source attributes and response to sponsored content. A case study of influencer Verdeliss. The study data was gathered by means of a self-administered survey conducted during February 2018.A Google Forms survey questionnaire created for the study was previously tested on a group of twelve Verdeliss followers to ensure that questions posed were clear and understandable. Respondents were interviewed to assess the validity of the questionnaire and identify points requiring modification.The study findings revealed thatproduct endorsements and a perceived lack of connection between the vlogger and the products she promotes) coincide with those of previous studies on product–endorser matching. The study recommended for future research to examine the audiences of other YouTubers to ascertain whether key trends identified in this case are observable in other instances.

Duffett (2020) examined the Youtube marketing communication effect on cognitive, affective and behavioural attitudes among generation z consumers. A multi-stage sample technique was used and 3750 high school and college learners (aged 13–18 years old) were surveyed via self-administered questionnaires in South Africa. Structural equation modelling was utilised to consider the hypothesised attitudinal associations. The study findings revealed that young consumers' attitudes towards YMC are crucial to organisations in creating more sustainable MC campaigns, as well as provide an understanding of behavioural predispositions in the future. It was also found that young consumers who used YT for fewer years: logged on more frequently; spent shorter time periods on YT; viewed higher numbers of YT commercials; were aged 13–14 years old; and were from the White population group. The study concluded that these findings offer novel information that will improve organisations' prospect of taking advantage of digital marketing opportunities, via more sustainable MC strategies, by providing more exact estimates of Generation Z's notoriously volatile purchase decision process and consumer behaviour.

CHAPTER THREE

METHODOLOGY

This chapter gives a brief description of the method used in studying audience perception of the use of Male Celebrities in YouTube advertisements of Star and Budweiser and its influence on youth perception of, and attitude to alcohol consumption in Nigeria. These procedures include the research design, population of the study, sample and sampling technique, research instrument, validation of instrument, administration of instrument and the analysis of data generated.

3.1 Research Design

This study adopts descriptive research design to examine the use of Male Celebrities in YouTube advertisements of alcoholic beverages and its influence on youth perception of, and attitude to alcohol consumption in Nigeria. The result allows researchers to examine the interrelationships among variables and to develop explanatory inferences. Survey research is adopted because it enables realistic enquiries into media-audience relationships in terms of their disposition or attitude to research problems.

3.2 Area of the Study

The study will be carried out among the students in the University of Lagos. The choice of the study area is founded upon researcher's ease of access to the study location and also on the fact that the university is situated in a commercial city, Center of Excellence where most business corporations have their headquarters including telecommunication network service providers. Therefore having constant access to YouTube adverts will not be a problem to many of the students.

3.3 Population of the Study

Population refers to the group of people to whom the results of an investigation are to be generalized. So, for the purposes of this study, the aim is to develop the idea in which to extract the sample or subject in another to help la (Bryman and Bell 2011) The researcher's study population will be made up of students from Lagos University, Akoka, the two faculties were chosen because they are composed of students who have a basic understanding of advertising. The Faculty of Humanities and Social Sciences are five thousand two hundred sixteen (5,216) (Academic Planning Unit, University of Lagos, March 2021). The description of the population is given in the table below:

Table 1: Population of the Study

S/N	Colleges/Faculties	Department	Population
		Creative Art	370
		Linguistic Yoruba	250
		English language	400
		Linguistic Igbo	70
		History and strategic studies	400
		French	225
	Faculty of Arts	Russian	80
		Philosophy	312
		TOTAL	**2,107**
		Department	
		Sociology	320
		Psychology	220
		Political science	599
		Mass communication	1020
	Faculty of social science	Economics	500
		Geography	450
		TOTAL	**3,109**
		GRAND TOTAL	**5,216**

Source: Academic Planning Unit, University of Lagos, March, 2021

3.4 Sample and sampling Techniques

The sample size of respondents for this study is computed using the Taro Yamane (1967) formula. The Yamane formula was chosen because the population is more than a thousand and for its acceptable level of accuracy in generating a representative sample size at 5 percent level of confidence. In computing the sample size, a 5 percent margin of error (confidence interval), 95 percent confidence level and 50 percent response distribution were used. The equation is thus computed:

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

Where n is the sample size, N is the population size, and e is the level of precision (margin of error). Our computed sample size therefore using Yamane's formula is:

$$n = \frac{5,216}{1+5,216(0.05)^2}$$

n= 371.51

n= 371 students

Individual respondents would be selected through simple random sampling. This would be achieved by giving all students in the selected faculties of University of Lagos an equal chance of being selected. Simple random sampling is a subset of a statistical population in which each part of the subset has an equal probability of being selected.

3.5 Sources of Data and Research Instrument

This research work is quantitative in nature, and as such data will be sourced through primary source of data. The primary source will employ the use of structured questionnaire to elicit relevant information from the respondents. The self-designed questionnaire consists of two sections: A and B. The Section A elicit information on the personal characteristics of the respondents like: sex, Age group, religion,

academic level while Section B contains itemised questions on the use of Male Celebrities in YouTube advertisements of alcoholic beverages and its influence on youth perception of, and attitude to alcohol consumption. These itemised questions consist of close ended statements form on a five (5) likert scale. The respondents are asked to respond with strongly agreed (SA), Agreed (A), Strongly Disagreed (SD), and Disagree (D) provided as applicable to the questions. Hence, the questionnaire will administered via online distribution, using Google forms.

3.6 Validity and Reliability of Instruments

The instrument will be given to the supervisor and other experts in the field of mass communication for needed input and corrections to ensure that items in the questionnaire are capable of eliciting the needed information. The corrections are incorporated in the final draft of the questionnaire in order to ensure content validity. Reliability of this instrument sought to determine the dependability of this research instrument for accuracy and consistency.

3.7 Method of Data Analysis

Data collected are analyzed using the Statistical Package for Social Sciences (SPSS). Data are coded and entered into the SPSS computer package for analysis. The analysis of data uses descriptive statistics, which include frequency counts, tables and simple percentage.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND DISCUSSION

This chapter deals with analysis and interpretation of data collected from the field survey on audience perception on the use of male celebrities such as Damini ogulu popularly known as Burna Boy and Lionel Messi in Youtube advertisements of Star and Budweiser. The first part of the analysis takes care of the demographic characteristics of the respondents while the second part has to do with the analysis of questions that are meant to answer the research questions formulated for this study. Out of the 372 questionnaire copies administered, 341 copies were retrieved. This indicated that 341 questionnaire copies are valid for data analysis. The detailed findings and analyses were made with the aid of a statistical package for social science 'SPSS' and illustrated by using tables, frequency counts, simple percentages, and graphs.

4.1 Respondents Demographic Data
Table 4.1: Frequency rate of Respondents by Gender

Sex	Frequency	Percent	Cumulative Percent
Male	197	57.8	57.8
Female	144	42.2	100.0
Total	341	100.0	

Source: Researcher's field survey, 2021

Table 4.1 above presents the distribution of respondents by gender. According to the result of the analysis, 197 (57.8%) of the respondents were male while 144 (42.2%) were female. This shows that majority of the respondents were male.

Table 4.2: Frequency rate of Respondents by Age Group

Options	Frequency	Percent	Cumulative Percent
Under 20 years	96	28.2	28.2
21 – 25years	139	40.8	69.0
26 – 30years	84	24.6	93.6
Over 30years	22	6.4	100.0
Total	341	100.0	

Source: Researcher's field survey, 2021

Table 4.2 above presents the distribution of respondents by age group. According to the result of the analysis, 96 (28.2%) of the respondents were between under 20years of age, 139 (40.8%) respondents were between 21-25years of age, whereas, 84 (24.6%) respondents were between 26-30years of age and just 22 (6.4%) respondents were over 30years of age. This shows that majority of the respondents were between the age of 21-30years.

Table 4.3: Frequency rate of respondents by Occupational Status.

Options	Frequency	Percent	Cumulative Percent
100L	73	24.5	24.5
200L	80	23.5	48.0
300L	79	23.1	71.1
400L	109	31.9	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021.

Table 4.3 above presents the distribution of respondents by level. According to the result of the analysis, 73 (24.5%) of the respondents were in 100 level while 80 (23.5%) respondents were 200 level students whereas, 79 (23.1%) were 300 level students and the majority of the respondents 109 (31.9%) were 400 level students. This shows that majority of the respondents were 400 level students.

4.2 Data Analysis According to Research Questions

Research Question 1: What is the level of exposure of students to male celebrities' Youtube advertisements of Star beer and Budweiser?

Responses to items No 4, 5, and 6 of the questionnaire were analyzed to answer this research question.

Table 4.4: Have you seen the Youtube advertisement for Star beer and Budweiser**?**

Option	Frequency	Percent	Cumulative Percent
Yes	256	75.1	75.1
No	31	9.1	84.2
Not sure	54	15.8	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021

Table 4.4 above showed that 256 (75.1%) of the respondents claimed to have watched or seen the Youtube advertisement of Star beer and Budweiser while just 31(9.1%) of the respondent indicated that they have not watched the advert whereas 54 (15.8%) respondents were indifferent to this assertion. The analysis showed that the majority of the sample respondents have watched the Youtube advertisement of Star beer and Budweiser and it is a clear indication that they will have good insight into the research study.

Table 4.5: How frequently do you see Youtube advertisements of Star beer and Budweiser**?**

	Frequency	Percent (%)	Cumulative Percent (%)
Daily	114	33.4	33.4
Once in a while	88	25.8	59.2
Weekly	91	26.7	85.9
Every Forth night	36	10.6	96.5
Monthly	12	3.5	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021

Table 4.5 presents how frequently respondents witness the Youtube advertisement of Star beer and Budweiser. a significant number of respondents 114 (33.4%) confirmed that they have watched or seen Youtube advertisements of Star beer and Budweiser daily, 88 (25.8%) respondents indicated that they watch Youtube advertisement of Star beer and Budweiser once in a while, 91 (26.7%) respondents indicated weekly, whereas, 36 (10.6%) respondents indicated every fourth night and just 12 (3.5%) watched Youtube advertisement of Star beer and Budweiser monthly. This result showed that the majority of consumers frequently watched Youtube advertisements of Star beer and Budweiser.

Table 4.6: showing the frequency rate of respondents' level of exposure to Youtube advertisement of Star and Budweiser

Options	Frequency	Percent	Cumulative Percent
Very high	137	40.2	40.2
High	103	30.2	70.4
Average	68	19.9	90.3
Low	33	9.7	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021

Table 4.6 above showed the respondent's level of exposure to Youtube advertisements of Star and Budweiser. according to the result, the majority of the respondents 137 (40.2%) have very high exposure to Youtube advertisements of Star and Budweiser, whereas, 103 (30.2%) respondents were exposed to Youtube advertisements of Star and Budweiser at a high level and 68 (19.9%) respondents were exposed to Youtube advertisement of Star and Budweiser at an average level while 33 (9.7%) respondents were to Youtube advertisement of Star and Budweiser. This means that Youtube advertisement of Star and Budweiser is frequently seen and well known to the respondents.

The findings of the study showed that students have a high-level exposure to the Youtube advertisement of Star and Budweiser because a majority of the students are exposed to the advertisement and frequently watch the advertisement on Youtube. This is incongruent with Ayanwale, et. al. (2005) finding that Cadbury Nigeria Plc uses different media in advertising their brand products but television is highly persuasive media influencing consumer decision for buying their product.

Research Question 2: What is the perception of Unilag Students about using male celebrities in YouTube advertisements of Star and Budweiser?

The responses of the respondents on the following questions were analyzed to answer research question two

Table 4.7. Respondents' perception about using male celebrities in YouTube advertisements of Star and Budweiser

S/N	STATEMENTS	SA	A	U	D	SD
8	Male celebrities {Burna Boy and Lionel Messi}in the YouTube advertisement of Star and Budweiser increased the brand's reach?	147 (43.1%)	118 (34.6%)	38 (11.1%)	27 (7.9%)	11 (3.2%)
9	Male celebrities in the Youtube advert of Star and Budweiser boosted the brand quality?	98 (28.7%)	145 (42.5%)	34 (10%)	41 (12%)	23 (6.7%)
10	Male celebrities used in the Youtube advert of Star and Budweiser are seen as strong and powerful	74 (21.7%)	217 (63.6%)	20 (5.9%)	14 (4.1%)	16 (4.7%)
11	Male celebrities made the brand more popular?	145 (42.5%)	106 (31.1%)	29 (8.5%)	26 (7.6%)	35 (10.3%)
12	Male celebrity-endorsed advertisement attracts more people than non-celebrity adverts?	187 (54.8%)	107 (31.4%)	12 (3.5%)	28 (8.2%)	7 (2.1%)

Source: Researcher's Field Survey, 2021.

Table 4.7 presented respondents' perceptions about using male celebrities in YouTube advertisements of Star and Budweiser. Respondents perception shows that using male celebrities in YouTube advertisements of Star and Budweiser increase the brand popularity and attract more people because a majority of the respondents 147 (43.1%) and 118 (34.6%) asserted strongly agree and agree respectively with the assertion that Male celebrities {Burna Boy and Lionel Messi}in the YouTube advertisement of Star and Budweiser increased the brands reach while few respondents 27 (7.9%) and 11 (3.2%) indicated disagree and strongly disagree to the assertion.

Also, the majority of the respondents 98 (28.7%) and 145 (42.5%) affirmed that Male celebrities in the Youtube advert of Star and Budweiser boosted the brand

quality while few respondents 41 (12%) and 23 (6.7%) indicated disagree and strongly disagree to the assertion.

Similarly, a large number of respondents 74 (21.7%) and 217 (63.6%) strongly agreed and agreed that Male celebrities used in the Youtube advert of Star and Budweiser are seen as strong and powerful while just 16 (4.7%) and 14 (4.1%) indicated a contrary opinion.

Further, the majority of the respondents 145 (42.5%) and 106 (31.1%) asserted that Male celebrities made the brand more popular while some of the respondents 26 (7.6%) and 35 (10.3%) have a contrary opinion by indicating disagree and strongly disagree to this assertion.

Lastly, a large number of respondents 187 (54.8%) and 107 (31.4%) indicated strongly agree and agree to the assertion that Male celebrity-endorsed advertisement attracts more people than non-celebrity adverts while few respondents 28 (8.2%) and 7 (2.1%) have a contrary opinion to this assertion.

This implies that respondents have a positive preference for the use of male celebrities in YouTube advertisements of Star and Budweiser which resultantly attract them and increase the popularity of the brand product

The finding also revealed that Students have a positive preference for the use of male celebrities in YouTube advertisements of Star and Budweiser which resultantly attract them and increase the popularity of the brand product. This result is consistent with the findings of Shimp (2008) who posited that celebrity endorsement is a persuasive element in advertising and has a significant influence on consumer perception of the brand.

Research Question 3: To what extent do Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser?

Item 13, 14, and 15 on the questionnaire were used to proffer answers to this research question. Respondents were asked to indicate whether the use of male celebrities in the Youtube advertisements of Star and Budweiser affected their alcohol intake and whether the male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing and whether they purchased Star and Budweiser Beer more due to the celebrity used in the advertisement. Their responses were analyzed below:

Table 4.8: Has the use of male celebrities in the Youtube advertisements of Star and Budweiser affected your alcohol intake

Options	Frequency	Percent	Cumulative percent
Yes	106	31.1	31.1
No	115	33.7	64.8
Indifferent	120	35.2	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021.

Table 4.8 shows the distribution of respondents on whether the use of male celebrities in the Youtube advertisements of Star and Budweiser affected their alcohol intake. According to the result, some of the respondents 106 (31.1%) affirmed that the use of male celebrities in the Youtube advertisements of Star and Budweiser affected their alcohol intake, while a majority of them 115 (33.7%) said no, whereas, 120 (35.2%) respondents were indifferent.

The researcher further investigates whether the male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing and these are their responses

Table 4.9: Has the male celebrities used in the Youtube advertisements of Star and Budweiser influenced your style of dressing?

Options	Frequency	Percent	Cumulative percent
Yes	216	63.3	63.3
No	76	22.3	85.6
Indifferent	49	14.4	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021.

Table 4.9 above presents the distribution of the respondents on whether the male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing. According to the result of the analysis, the majority of the respondents 216 (63.3%) affirmed that the male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing while 76 (22.3%) respondents disagreed, whereas, 49 (14.4%) were indifferent to this assertion.

The respondents were also asked to indicate whether they purchase Star and Budweiser Beer more due to the celebrity used in the advertisement and they came up with the following response:

Table 4.10: Do you purchase Star and Budweiser Beer more due to the celebrity used in the advertisement?

Options	Frequency	Percent	Cumulative percent
Strongly Agree	89	26.1	26.1
Agree	57	16.7	42.8
Disagree	101	29.6	72.4
Strongly Disagree	94	27.6	100.0
Total	378	100.0	

Source: Researcher's Field Survey, 2021.

Table 4.10 above presents the distribution of the respondents on whether they purchase Star and Budweiser Beer more due to the celebrity used in the advertisement. According to the result of the analysis, 89 (26.1%) respondents strongly agreed that they purchase Star and Budweiser Beer more due to the celebrity used in the advertisement and this perception is supported by 57 (16.7%) respondents who confirmed by indicating agree to this assertion while a large number of the

respondents 101 (29.6%) indicated disagree to this assertion and supported with 94 (27.6%) respondents who indicated strongly disagree.

This result is an indication that Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser to a certain extent.

The study showed that Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser to a large extent because a majority of them indicated that male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing and affected their alcohol intake. This research finding supports Jackson and Darrow (2011) who conducted research on celebrity endorsement effect in politics and discovered that celebrity has a great influence on voters' manner of voting.

Research Question 4: To what extent did male celebrities in Youtube advertisements of Star and Budweiser influence Unilag students purchasing decisions?

Item 16, 17, 18, and 19 on the questionnaire were used to proffer answers to this research question. Respondents were asked to indicate the extent to which male celebrities in Youtube advertisements of Star and Budweiser influence them and whether male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand. Their response is analyzed below:

Table 4.11: the extent to which male celebrities in Youtube advertisements of Star and Budweiser influenced respondents

Media	Frequency	Percent	Cumulative percent
Great extent	129	37.8	37.8
Some Great extent	123	36.1	73.9
No extent	89	26.1	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021.

Table 4.11 above depicts the extent to which male celebrities in Youtube advertisements of Star and Budweiser influenced respondents. according to the analysis, 129 (37.8%) affirmed that male celebrities in Youtube advertisements of Star and Budweiser influence them to a great extent,123 (36.1%) respondents were influenced to some extent and 89 (26.1%) respondents are influenced to no extent. This result is an indication that the influence of male celebrities in advertisements cannot be overemphasized.

Respondents were further asked whether male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand and these were their responses

Table 4.12: Would you agree that male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing you about the quality of the brand?

Responses	Frequency	Percent	Cumulative percent
Strongly Agree	134	39.3	39.3
Agree	78	22.9	62.2
Disagree	79	23.2	85.4
Strongly Disagree	50	14.6	100.0
Total	341	100.0	

Source: Researcher's Field Survey, 2021.

The result from the table indicates the response of the respondents whether male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand. According to the analysis, the majority of the respondents 134 (39.3%) and 78 (22.9%) strongly agree and agree respectively that male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand while 79 (23.2%) and 50 (14.6%) respondents indicated disagree and strongly disagree that male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand.

The respondents were further asked to indicate their level of agreement to the following itemized statement and they came up with the following responses.

Table 4.12: Respondents affirmation of the itemized statements

S/N	STATEMENTS	SA	A	D	SD	U
18	Do you agree with Burna boy claim to shine brighter	41(12%)	45 (13.2%)	43 (12.6%)	160 (46.9%)	52 (15.2%)
19	Do you agree with Burna boy claims that are Star is one of a kind	85 (24.9%)	123 (36.1%)	96 (28.2%)	23 (6.7%)	14 (4.1%)
20	Do you agree with Messi claims that's Budweiser is a drink for kings.	105 (30.8%)	120 (35.2%)	44 (12.9%)	28 (8.2%)	44 (12.9%)
21	Do you agree with Messi claims that's Budweiser is one of a kind	168 (49.3%)	42 (12.3%)	54 (15.8%)	41 (12%)	36 (10.6%)

Source: Researcher's Field Survey, 2021

Table 4.12 above revealed the responses of the respondents on Burna boy's claim to shine brighter. The table shows that 41 (12%) and 45 (13.2%) of the respondents indicated strongly agree and agree respectively to itemize statement that Burna boy claims to shine brighter while 43 (12.6%) and 160 (46.9%) respondents indicated disagree and strongly disagree that Burna boy claim to shine brighter whereas, 52 (15.2%) respondents were undecided to this statement.

Also, the table revealed the responses of the respondents on whether Burna boy claims that's Star is one of a kind. The table shows that 85 (24.9%) and 123 (36.1%) respondents indicated strongly agree and agree respectively to itemize statement that Burna boy claims that's Star is one of a kind while 96 (28.2%) and 23 (6.7%) respondents indicated disagree and strongly disagree to the itemize statement whereas, 14 (4.1%) respondents indicated undecided.

From the table, it can be seen that 105 (30.8%) and 120 (35.2%) of the respondents agreed and strongly agreed that Messi claims that's Budweiser is a drink for kings while 44 (12.9%) and 28 (8.2%) of the respondents disagreed with the assertion whereas 44 (12.9%) of the respondents were undecided.

According to the analysis, the majority of the respondents 168 (49.3%) and 42 (12.3%) strongly agree and agree respectively that Messi claims that's Budweiser is one of a kind while 54 (15.8%) and 41 (12%) respondents indicated disagree and strongly disagree that Messi claims that's Budweiser is one of a kind whereas, 36 (10.6%) respondents indicated undecided.

The above table simple states that the respondent have various opinions about the following questions and the male celebrities have a very bold presence and impact with their claims of the brands they endorse

The finding revealed that male celebrities in Youtube advertisements of Star and Budweiser influence Unilag students purchasing decision to some great extent because a majority of the respondents affirmed that male celebrities in Youtube advertisements of Star and Budweiser was effective in convincing them about the quality of the brand and they believe the claims of the celebrities about the products. This finding is congruent with Erdogan, et. al. (2011) who found that celebrity is chosen to build a lasting impression, so strong that persuade the consumer to make a purchase.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter summarizes the information obtained from the study, concludes whether celebrities do influence consumers' decision to purchase, and makes recommendations based on the findings of the study.

5.1 Summary

The summary of the findings is as follows:

1. Students have a high level of exposure to the Youtube advertisement of Star and Budweiser because the majority of the students are exposed to the advertisement and frequently watch the advertisement on Youtube.

2. Students have a positive preference for the use of male celebrities in YouTube advertisements of Star and Budweiser which resultantly attract them and increase the popularity of the brand product.

3. Students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser to a large extent because the majority of them indicated that male celebrities used in the Youtube advertisements of Star and Budweiser influenced their style of dressing and affected their alcohol intake.

4. Male celebrities in Youtube advertisements of Star and Budweiser influence students purchasing decisions to a great extent because the majority of the respondents affirmed that male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing them about the quality of the brand and they believe the claims of the celebrities about the products.

5.2 Conclusion

In a nutshell, the study concludes that the audience has a positive perception of the use of male celebrities in Youtube advertisements of Stars and Budweiser.

Celebrity endorsement plays a major role in influencing the purchase decision of consumers. It appears from the research findings that the acceptability of a product as a result of its commercial is due to celebrity's endorsement of the product combine with various intermingling factors such as music and graphics playing complementary roles. This study indicates that celebrity endorsement was good at helping consumers to get to know products better and choose brands to purchase. Consumers associate celebrities with the products they endorse and that celebrity endorsement, when well utilized, can yield favorable results in influencing consumers' purchase decisions.

On the other hand, this study concluded that those products endorsed by celebrities have more market share more than those without celebrities' endorsements because most respondents/consumers have a positive perception of the use of male celebrities in Youtube advertisements of Star and Budweiser. Consumers believed that advertisements by celebrities are reliable. So in the end, one can say celebrities endorsement has a positive impact on customers purchasing decisions as well as the company brand.

5.3 Recommendations

Since the findings of the research suggested that the audience has a positive perception of the use of male celebrities in Youtube advertisements of Stars and Budweiser and celebrity-endorsed advertisement has a significant influence on consumers purchase decisions; the study, therefore, recommends that:

1. Care must be taken to scrutinize a celebrity's lifestyle and his present social acceptance before endorsement to avoid any negative image or scandals that could have a negative effect on the product.

2. Advertisers should also ensure before using a celebrity to endorse their product that there is a level of congruence between an endorser and the product to be endorsed. This is to avoid a situation where the public image and acceptance of an endorser overshadows the product endorsed or what is termed the vampire effect.

3. Management should not overlook other important strategies even as they work to get the best out of celebrity endorsement.

5.4 Suggestions for Further Studies

This research studied the audience has positive perception of the use of male celebrities in Youtube advertisements of star and Budweiser beer using Unilag students as a case study. Since celebrity endorsement is a broad subject and affects many factors in marketing, such researches can be done on the impact of celebrity endorsement. Other researchers can also delve into celebrity endorsements on consumable products by monitoring endorsements and campaigns on television, radio, the press, and the internet. The use of female celebrities in advertisements can also be studied to compare with the outcome of this study.

Further studies into the social and psychological effects of celebrity endorsement on the consumer can also be delved into.

It is recommended that other researchers widen the scope of research to include what has been elaborated above.

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APPENDIX
QUESTIONNAIRE
Department of Mass Communication,
Mountain Top University,
Ibafo, Ogun State.
July, 2021.

Dear Respondent,
I am graduating student of the Department of Mass Communication, Mountain Top University. I am currently researching **audience perception on the use of male celebrities such as Damini ogulu popularly known as Burna Boy and Lionel Messi in Youtube advertisement of Star and Budweiser: as part of the academic requirement for the award of a bachelors degree.**

I will be very grateful if you could kindly answer accurately, to the best of your knowledge, the questions contained in the questionnaire. All responses will be treated with the utmost confidentiality and will be strictly used for academic purposes only. Thank you very much.

SECTION: A
DEMOGRAPHIC DATA OF THE RESPONDENTS
Instructions: Please answer all questions to the best of your knowledge by placing

(√) on the option provided. **Thank You!**

PERSONAL DATA

(1) Gender: (a) Male   (b) Female

(2) Age: (a). under 20years (b). 21years-25years (c). 26years-30years (d) Over 30years

(3) Academic Level: (a) 100 Level   (b) 200 Level
                                        (c) 300 Level   (d) 400 Level

Research Question 1: What is the level of exposure of students to male celebrities' Youtube advertisements of Star beer and Budweiser?

4. Have you seen the Youtube advertisement for Star beer and Budweiser? (a) Yes (b) No (c) Not sure

5. How frequently do you see Youtube advertisements of Star beer and Budweiser? (a) Daily (b) Once in a while (c) Weekly (d) Every Fourth night (e) Monthly

6. Rate your level of exposure to Youtube advertisement of Star and Budweiser   (a) Very high (b) high (c) average (d) low

7. How often do you use the Youtube application?   (a) Often (b) Very Often (c) Not Sure

Research Question 2: What is the perception of Unilag Students about using male celebrities in YouTube advertisements of Star and Budweiser?

S/N	STATEMENTS	SA	A	U	D	SD
8	Male celebrities {Burna Boy and Lionel Messi}in the YouTube advertisement of Star and Budweiser increased the brand's reach?					
9	Male celebrities in the Youtube advert of Star and Budweiser boosted the brand quality?					
10	Male celebrities used in the Youtube advert of Star and Budweiser are seen as strong and powerful					
11	Male celebrities made the brand more popular?					
12	Male celebrity-endorsed advertisement attracts more people than non-celebrity adverts?					

Research Question 3:To what extent do Unilag students copy the lifestyle of the male celebrities in Youtube advertisements of Star and Budweiser?

13. Has the use of male celebrities in the Youtube advertisements of Star and Budweiser affected your alcohol intake
(a) Yes   (b) No   (c) Indifferent

14. Has the male celebrities used in the Youtube advertisements of Star and Budweiser influenced your style of dressing ? (a) Yes (b) No (c) Indifferent

15. Do you purchase Star and Budweiser Beer more due to the celebrity used in the advertisement?
(a) Strongly Agree (b) Agree (c) Strongly Disagree (d) Disagree

Research Question 4: To what extent did male celebrities in Youtube advertisements of Star and Budweiser influence Unilag students purchasing decisions?

16. Indicate the extent to male celebrities in Youtube advertisements of Star and Budweiser influenced you? (a) Great Extent (b) Some extent (c) No extent

17.Would you agree that male celebrities in Youtube advertisements of Star and Budweiser were effective in convincing you about the quality of the brand? (a) Strongly agree (b) Agree (c) indifferent (d) disagree

S/N	STATEMENTS	SA	A	D	SD	U
18	Do you agree with Burna boy claim to shine brighter					
19	Do you agree with Burna boy claims that's Star is one of a kind					
20	Do you agree with Messi claims that's Budweiser is a drink for kings?					
21	Do you agree with Messi claims that's Budweiser is one of a kind?					