Celebrity Endorsement as a Strategic Business Tool for Enhancing Repeat Purchase Intention Among MTN Service Users

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ABSTRACT

This study examines the impact of celebrity endorsement as a business strategy on repeat purchase intention among MTN service consumers at the University of Benin (UNIBEN). Celebrity endorsements are widely used in marketing to enhance brand visibility, credibility, and consumer engagement. However, their effectiveness in driving repeat purchases remains a subject of debate. This research explores how different attributes of celebrity endorsers—reliability, perceived knowledge, attractiveness, and credibility—influence consumers' decisions to continue using MTN services.

A survey research design was adopted, and data were collected from 235 students, with 229 usable responses analyzed using descriptive and inferential statistics, including regression analysis. The findings indicate that celebrity reliability and perceived knowledge have a significant positive relationship with repeat purchase intention, suggesting that consumers value endorsers who are trustworthy and knowledgeable about the brand they promote. However, celebrity credibility did not exhibit a notable impact on repeat purchase intention, challenging the assumption that credibility alone is a key determinant of consumer loyalty.

Based on these findings, the study recommends that MTN should integrate celebrity endorsements into its broader business strategy by selecting endorsers who align with the values and expectations of their target audience. Marketing campaigns should emphasize trustworthiness, expertise, and the relevance of celebrity endorsers in telecommunications. Additionally, content-driven marketing strategies featuring celebrity expertise should be explored to maximize the impact of endorsements on customer retention and brand loyalty.

This study contributes to the body of knowledge on business strategy, celebrity endorsements, and consumer behavior, particularly in the telecommunications industry. It highlights the strategic role of reliability and perceived expertise over traditional measures of credibility in influencing repeat purchases. Future research should explore the long-term business implications of celebrity endorsements, assess their effectiveness across different consumer demographics and industries, and compare them with alternative branding strategies.

Keywords: *Business Strategy, Celebrity Endorsement, Repeat Purchase Intention, Consumer Behavior, Telecommunications, MTN, Brand Loyalty.*

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CHAPTER ONE
INTRODUCTION

A. Background of the Study

Businesses constantly seek to increase sales to maintain financial stability. To achieve this, various consumer marketing communication strategies are employed, one of which is advertising (Amaoteng & Poku, 2013; Frimpong, 2014). Over the years, marketers have leveraged different advertising techniques to remain competitive in the highly saturated market for both goods and services (Martey & Frempong, 2014). These strategies include newspaper ads, billboards, television commercials, and radio promotions. Advertising serves as a crucial tool for promoting and selling products, services, or ideas to target audiences by influencing consumer behavior and purchase decisions (Egbulefu & Nwaoboli, 2023). It utilizes various media channels such as print, web, outdoor, radio, and television (Choi & Rifon, 2012).

An effective advertisement not only convinces consumers to make an initial purchase but also encourages repeat purchases, thereby ensuring long-term financial growth (Owusu Mensah, Nimssah, & Mensah, 2013). In recent years, Nigeria's entertainment industry has gained significant popularity, especially among the youth (Okorie, Oyedepo, & Akhidenor, 2012). This has resulted in celebrities being viewed as role models, influencing fashion, behavior, and even speech patterns. Consequently, businesses, including MTN, leverage the popularity of celebrities across different entertainment sectors to market their products.

A celebrity is defined as any widely recognized individual who enjoys a high level of public awareness and uses this status to endorse consumer products (McCracken, 1989). Celebrity endorsement, therefore, involves leveraging a celebrity's reputation and popularity to promote a product or service (Nwaoboli, 2022). This marketing strategy has been widely employed across various advertising mediums, including social media, print, and television commercials.

Consumers tend to trust celebrity-endorsed products, assuming that celebrities would not associate with substandard goods that could harm their reputation (Amaoteng & Poku, 2013; Sassenberg, Verreyne, & Morgan, 2012). MTN frequently utilizes prominent and respected celebrities as brand ambassadors in its advertising campaigns, particularly those from the entertainment industry. Notable figures such as Iyanya, Falz, and Yemi Alade from the music industry, as well as actors like Nkem Owoh and Steve Onu, have been featured in MTN advertisements.

B. Statement of the Problem

Celebrity endorsement aims to differentiate brands, enhance brand recall, and facilitate instant recognition (Nwaoboli, 2022). It has become a highly competitive and effective advertising strategy that businesses utilize to distinguish their products, increase consumer awareness, and drive sales (Srivedi, 2012). This study seeks to assess whether celebrity endorsements influence customers' propensity to repurchase MTN services.

Several studies have explored the impact of celebrity endorsement on consumer behavior. For instance, Erdogan (1999) found a positive correlation between celebrity endorsements and consumer attitudes and purchase intentions. Till & Busler (1998) further demonstrated that celebrity endorsements enhance product credibility, subsequently influencing purchase behavior.

Repeat purchase intention is influenced by various factors, including product quality, brand loyalty, and customer satisfaction (Chan & Hu, 2017; Verma et al., 2020). However, the role of celebrity endorsement in influencing repeat purchases remains largely unexplored. Studies such as Kim & Park (2017) found that celebrity endorsements foster brand loyalty and repeat purchases in the cosmetics industry, while Yuang & Yang (2020) highlighted how celebrity endorsements enhance perceived product value, leading to repeat purchases.

Despite the numerous studies on celebrity endorsements and consumer behavior, gaps remain. For instance, Mahira (2012) noted that his study was limited by reliance on expert opinions and recommended further research involving diverse consumer groups such as students. Nasir and Khan (2016) also highlighted that their study only examined limited celebrity attributes, calling for broader investigations into celebrity-related factors influencing repeat purchase behavior.

Addressing these gaps, this study investigates the impact of celebrity endorsements on MTN service users' repeat purchase intentions, with a focus on attributes such as reliability, credibility, attractiveness, and perceived expertise. The research primarily targets students and young consumers.

C. Objectives of the Study

The primary objective of this research is to examine the influence of celebrity endorsements on repeat purchase intentions among MTN service users at the University of Benin (UNIBEN). The specific objectives include:

- To assess whether there is a significant relationship between the perceived reliability of MTN-endorsed celebrities and the repeat purchase intentions of UNIBEN students.

- To evaluate whether the perceived expertise of MTN-endorsed celebrities influences the repeat purchase decisions of UNIBEN students.
- To determine whether celebrity attractiveness significantly correlates with UNIBEN students' inclination to repurchase MTN services.
- To examine whether the credibility of MTN-endorsed celebrities influences repeat purchase intentions among UNIBEN students.

D. Research Questions

- Is there a significant relationship between the perceived reliability of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students?
- Does the perceived expertise of MTN-endorsed celebrities influence repeat purchase intentions among UNIBEN students?
- Is there a significant relationship between the attractiveness of celebrities and repeat purchase intentions among UNIBEN students?
- Does the credibility of MTN-endorsed celebrities impact repeat purchase intentions among UNIBEN students?

E. Research Hypotheses

➢ *Hypothesis 1*

- Ho: There is no significant relationship between the perceived reliability of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.
- Ha: There is a significant relationship between the perceived reliability of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.

➢ *Hypothesis 2*

- Ho: There is no significant relationship between the perceived expertise of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.
- Ha: There is a significant relationship between the perceived expertise of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.

➢ *Hypothesis 3*

- Ho: There is no significant relationship between the attractiveness of celebrities and repeat purchase intentions among UNIBEN students.
- Ha: There is a significant relationship between the attractiveness of celebrities and repeat purchase intentions among UNIBEN students.

➢ *Hypothesis 4*

- Ho: There is no significant relationship between the credibility of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.
- Ha: There is a significant relationship between the credibility of MTN-endorsed celebrities and repeat purchase intentions among UNIBEN students.

F. Significance of the Study

This study provides insights into the influence of celebrity endorsements on consumer behavior, specifically repeat purchase intention. Understanding the impact of celebrity endorsements can guide marketers and advertisers in refining their strategies. By exploring the relationship between celebrity endorsement and repeat purchase behavior, this research contributes to the existing body of knowledge in consumer behavior studies.

For MTN, the findings will be valuable in optimizing marketing strategies and making informed decisions regarding celebrity partnerships. Additionally, this study will serve as a resource for students and researchers interested in marketing, business strategy, and consumer behavior.

G. Scope of the Study

This study is geographically limited to students at the University of Benin (UNIBEN) and focuses on the impact of celebrity endorsements on repeat purchase intentions among MTN service users.

CHAPTER TWO
LITERATURE REVIEW

A. Introduction

This chapter provides an in-depth review of relevant literature associated with the study's topic. It explores key concepts, theoretical foundations, and empirical evidence on the impact of celebrity endorsements on consumers' repeat purchase intentions. By analyzing past research, this chapter establishes a foundation for understanding how celebrity endorsements influence consumer behavior and decision-making.

B. Conceptual Review

➢ *Repeat Purchase Intention*

Repeat purchase intention refers to a customer's willingness to buy the same product or service again, indicating brand loyalty and consumer satisfaction. Moslehpour, Wong, Pham, and Aulia (2017) define repurchase intention as a consumer's decision to continuously buy a product they have previously purchased. Lin and Lekhawipat (2014) extend this definition, stating that repurchase intention involves returning to the same store or service provider for repeat transactions.

Adekunle and Ejechi (2018) describe repurchase intention as a consumer's tendency to remain committed to a brand, disregarding alternative options. Trivedi and Yadav (2018) argue that past purchasing experiences significantly influence consumers' willingness to continue purchasing from the same brand.

Hellier, Geursen, Carr, and Rickard (2013) emphasize that repurchase intention is shaped by consumers' evaluation of past experiences and expectations for future consumption. However, Rust, Zahorik, and Keiningham (2015) caution that purchase intentions do not always translate into actual purchasing behavior. Organizations commonly use repurchase intention as a key indicator of customer loyalty (Morgan & Rego, 2016), and marketing managers frequently rely on it to predict future sales (Pérez, Abad, Carrillo, & Sánchez, 2017).

According to Butcher (2015), repurchase intention is influenced by factors such as perceived product quality, brand equity, and customer satisfaction. Academics frequently use purchase intent as a proxy for actual buying behavior (Morwitz, Steckel & Gupta, 2017). Bojei and Hoo (2012) found that brand awareness and strong brand associations significantly contribute to repurchase intentions. Similarly, Zhou (2011) demonstrated that hotel brand equity positively affects customer revisit intentions, reinforcing the role of perceived quality, brand loyalty, and brand awareness in repurchase behavior.

Bagozzi, Baumgartner, and Yi (2019) highlight that personal motivation and attitudes toward a product are key drivers of repeat purchases. Meanwhile, Eagly and Chaiken (2013) distinguish between attitudes and intentions, asserting that attitudes reflect an evaluative summary of a product, whereas intentions translate into planned actions. Cobb-Walgren, Ruble, and Donthu (2015) establish that high brand equity enhances purchase intentions in both product and service categories.

Chen and Chang (2018) further illustrate that brand equity positively correlates with purchase intentions, particularly when switching costs are low. Repurchase intention signifies a consumer's commitment to a brand, extending to word-of-mouth recommendations and long-term brand loyalty (Khan, Naumann, & Williams, 2012).

In this study, repurchase intention serves as the dependent variable, as it captures the effect of celebrity endorsements on consumer purchasing behavior.

➢ *Endorsement*

Endorsement is a marketing technique where a well-known personality publicly supports a product, service, or brand. Russell and Rasolofoarison (2017) define endorsements as verbal or written statements appearing in social media posts, website content, and advertisements.

Historically, testimonial advertising—where endorsers promoted products without prescriptions—emerged in the 1880s (Segrave, 2015). Early endorsements included baking powder, soap, and tobacco products, but over time, fraudulent claims led to skepticism about their credibility. However, endorsements regained popularity in the post-World War I era as celebrities, experts, and ordinary citizens were featured in advertisements (Segrave, 2015).

By the 1920s, celebrity endorsements dominated marketing campaigns (Segrave, 2015). Print, television, and, more recently, digital platforms have expanded the reach of endorsement marketing (Grave & Bartsch, 2022). Endorsements can take various forms, including traditional celebrity endorsements, product placements, and real-world brand associations (Russell & Rasolofoarison, 2017).

Over time, different types of endorsers have emerged, including influencers, corporate executives, and animated mascots (Grave & Bartsch, 2022). This study focuses on celebrity and influencer endorsements, as they are among the most impactful strategies for increasing consumer engagement (Segrave, 2015). Research indicates that both celebrities and influencers significantly shape consumer purchasing decisions (Bergkvist & Zhou, 2016; Rosengren & Campbell, 2021).

➢ *Celebrity Endorsement*

McCracken (2012) defines a celebrity endorser as "any person who enjoys public recognition and uses this recognition to promote a product or service." While this definition initially applied to advertising, Bergkvist and Zhou (2016) argue that celebrity endorsements now extend to social media, co-branded products, and business-to-business endorsements.

Celebrity endorsements serve various marketing objectives, including increasing brand awareness, enhancing brand credibility, and shaping consumer perceptions (Erdogan, 2011). Research suggests that celebrity endorsements positively influence brand recall, brand preference, and purchase intentions (Till & Busler, 1998).

➢ *Attractiveness of Celebrity*

The attractiveness of a celebrity significantly impacts consumer perceptions and brand associations. Maio and Esses (2016) suggest that physical attractiveness plays a major role in shaping consumer attitudes. Media portrayals of celebrities often set beauty standards, influencing societal perceptions (Heflick & Goldenberg, 2014).

Eagly, Ashmore, Makhijani, and Longo (2021) propose the "matching hypothesis," which suggests that consumers are drawn to individuals of similar attractiveness levels. However, parasocial relationships—one-sided emotional connections with media figures—can amplify celebrity attractiveness (Giles, 2022).

Attractiveness influences purchasing decisions, as consumers tend to associate visually appealing celebrities with high-quality products (Kamins, 2016). However, effectiveness varies based on product relevance and consumer identification with the celebrity (Erdogan, 2011).

➢ *Perceived Reliability of Celebrity*

Consumers assess a celebrity's reliability based on credibility, authenticity, and consistency (Escalas & Bettman, 2019). A reliable celebrity enhances brand trust, making endorsements more persuasive (Chen, Le, & Spangler, 2019). Conversely, an unreliable celebrity can harm a brand's reputation (Patra & Datta, 2022).

➢ *Perceived Knowledge of Celebrity*

Perceived knowledge refers to how consumers judge a celebrity's expertise in a particular field (Spry, Pappu & Cornwell, 2011). If a celebrity is perceived as knowledgeable, their endorsement is more likely to influence consumer decisions (Kowalczyk & Pounders, 2016). However, misalignment between celebrity expertise and the endorsed product can damage credibility (Dwivedi et al., 2019).

➢ *Celebrity Credibility*

Credibility encompasses trustworthiness, expertise, and attractiveness (Amos, Holmes, & Strutton, 2018). A credible celebrity strengthens consumer-brand relationships, whereas a lack of credibility weakens endorsement effectiveness (Gupta & Jain, 2019).

C. Theoretical Review

➢ *Two-Step Flow Theory*

The Two-Step Flow Theory (Lazarsfeld et al., 1968) posits that media messages influence opinion leaders, who then shape public perceptions. This model highlights how celebrities act as opinion leaders in advertising.
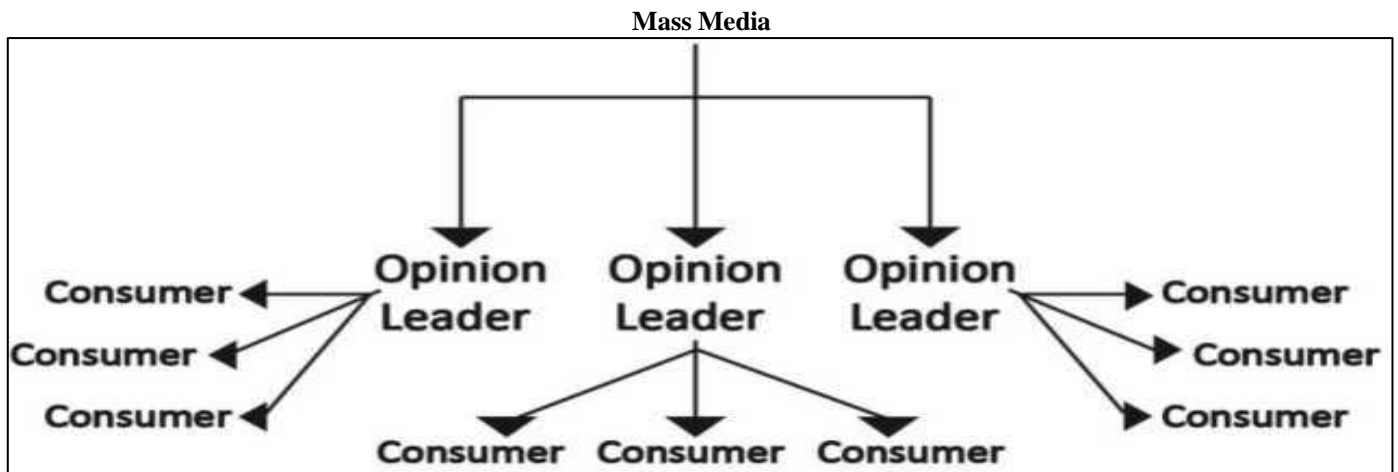
Fig 1: Two-Step Flow Model
Source: (Lazarsfeld, Berelson & Gaudet., 1968)

➢ *Multi-Step Flow Theory*

Weimann (1982) expanded on the Two-Step Flow Model by introducing additional layers of communication, recognizing the complex interplay between media, opinion leaders, and consumers.
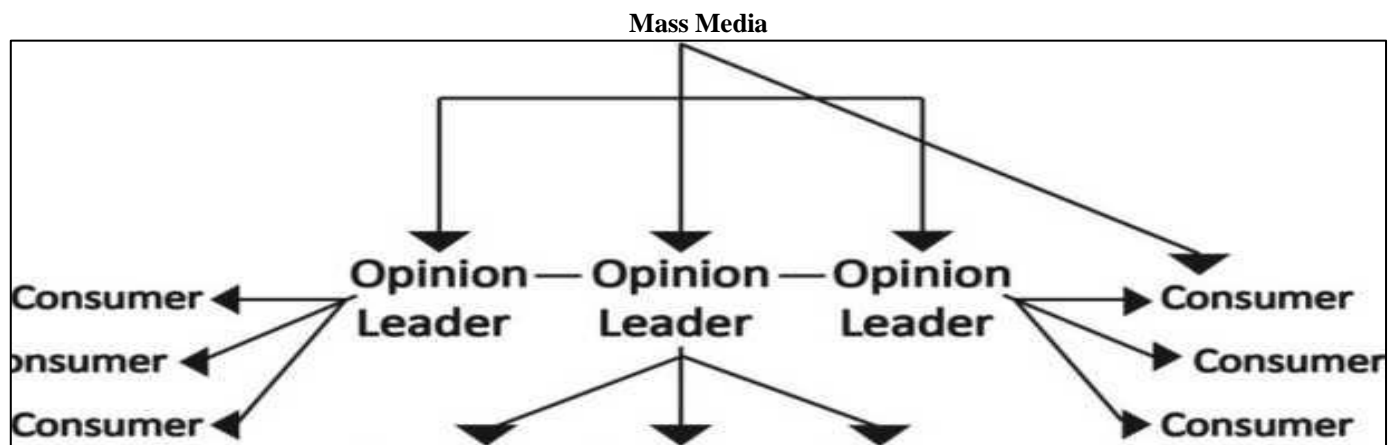
Fig 2: Multi-Step Flow Model
Source: (Weimann, 1982)

➢ *Theory of Reasoned Action*

Ajzen and Fishbein (1975) propose that consumer intentions are shaped by attitudes and subjective norms. This theory is relevant in examining how celebrity endorsements influence consumer decision-making.

Fig 3: Theory of Reasoned Action
Source: (Ajzen & Fishbein, 1975)

D. Empirical Review

Several studies have examined the impact of celebrity endorsements on consumer behavior. Research findings suggest that celebrity credibility, attractiveness, and expertise significantly influence purchasing decisions (A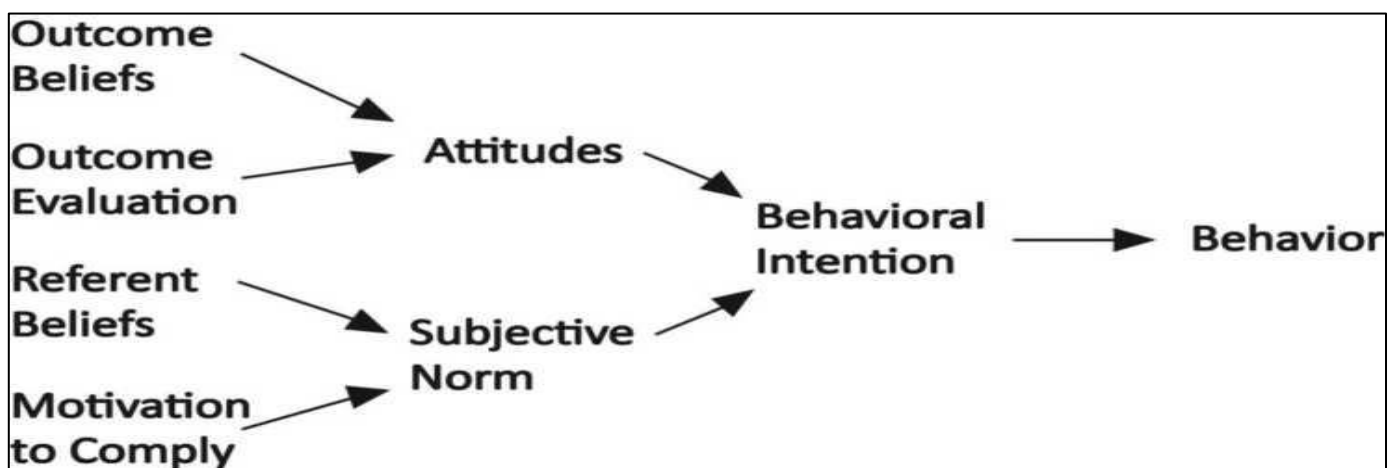urangzeb et al., 2017; Mateen, 2018). However, some studies indicate that the effectiveness of endorsements varies based on cultural factors and product relevance (Hou, 2012; Alekar, 2014).

Table 1: Summary of Empirical Literature

S/N	Author	Year	Topic	Methodology	Findings	Recommendation
1	Aurangzeb, Sami, Asrar, and Arz Bhutto	2017	Relationship between an endorsed celebrity in advertising and customer's purchase intention.	Regression	They discovered, using a questionnaire, that celebrity endorsement has a reasonable impact on customers' purchasing intentions.	That companies should continually adopt celebrity endorsement as a means of advertising their product as doing so ensures improved consumer buying behaviour.
2	Aurangzeb et al.	2017	Celebrity endorsement and Customer Purchase decision	Ordinary Least Square Regression	discovered that physical attractiveness, trustworthiness, and expertise of celebrities are positively correlated with customers' purchase decisions, and that celebrity endorsement does result in increased sales.	That factors such as attractiveness, trustworthiness, and expertise of celebrities should be considered while endorsing celebrities.
3	Mateen	2018	The effect of celebrity endorsement on consumer purchase intention-evidence from Qmobile Linq Advertisement	Regression and Descriptive Statistics	Found that all three dimensions of celebrity endorsement (physical attractiveness, trustworthiness, and expertise), including celebrity match-up, significantly predict consumer purchase intention	That Celebrity endorsement should be strengthened in terms of adoption by companies.
4	Hassan and Jamil	(2014)	'Influence of Celebrity Endorsement on Consumer Purchase Intention for Existing Products: A Comparative Study' to compare Indian and Pakistani celebrity endorsement effects on purchase intention in Pakistan	Descriptive and Structural Equation Model	Taking into account four celebrity characteristics: physical attractiveness, credibility, expertise, and celebrity congruence with the brand, the study discovered a comparative different between India and Pakistan buying behaviourr.	That india and Pakistani companies should ensure adequate exploitation of the benefit inherent in celebrity endorsements by ensuring optimum utilization of celebrity endorsements.
5	Ifeanyichukwu	2016	Effect of celebrity endorsement on consumers purchase decision in Nigeria	Regression	According to the study's findings, endorsing celebrities for advertisements has little or no effect.	Companies should use celebrity endorsement more effectively to ensure improved effect on consumer buying behaviour.
6	Majeed, Zanu, and Larty	2019	The impact of celebrity endorsement on the purchasing	Regression	According to the study's findings, buyers' purchase intentions in Ghana's clothing sectors are	That companies should effectively and efficiently adopt celebrity endorsement as

			intention of buyers in the clothing / fashion sector in Ghana		positively influenced by the celebrity's familiarity, likeability, and similarity, indicating that celebrity endorsement has a positive influence on consumers' purchase intentions.	a means of advertising their product as doing so ensures improved consumer buying behaviour.
7	Hou	2012	Celebrity ethnicity influence on consumer purchase intention	ANOVA, Regression	The study concluded that local celebrities were more effective than foreign celebrities because they were congruent with the consumers' ethnic background and shared common values with them, resulting in an effective advertisement.	That companies should consider the congruency of celebrities to product while adopting celebrity endorsements strategy.
8	Maroof	2017	The differential effects of Celebrity endorsement on the intention to purchase a product online	Regression Analysis	According to the study, Indian celebrities were more likely to produce positive attitudes and influence purchasing intentions of Indian consumers than Dutch celebrities, and vice versa.	That companies in India and Dutch should adequately consider the differential effect of celebrity endorsements on purchase intention while adopting celebrity endorsement
9	Alekar	2014	The relationship between the race of celebrity endorser and consumer purchase behaviour in multi-racial societies	Regression Analysis	celebrity endorsement was not found to positively influence respondent consumption behaviour.	That companies should consider ethnical dimension of celebrity influence on consumer buying behaviour while adopting celebrity endorsements.

Source: Author's Compilation (2023)

E. Conceptual Framework

The conceptual framework (Figure 4) illustrates the relationships between independent variables (perceived reliability, perceived knowledge, credibility, and attractiveness) and the dependent variable (consumer repurchase intention).
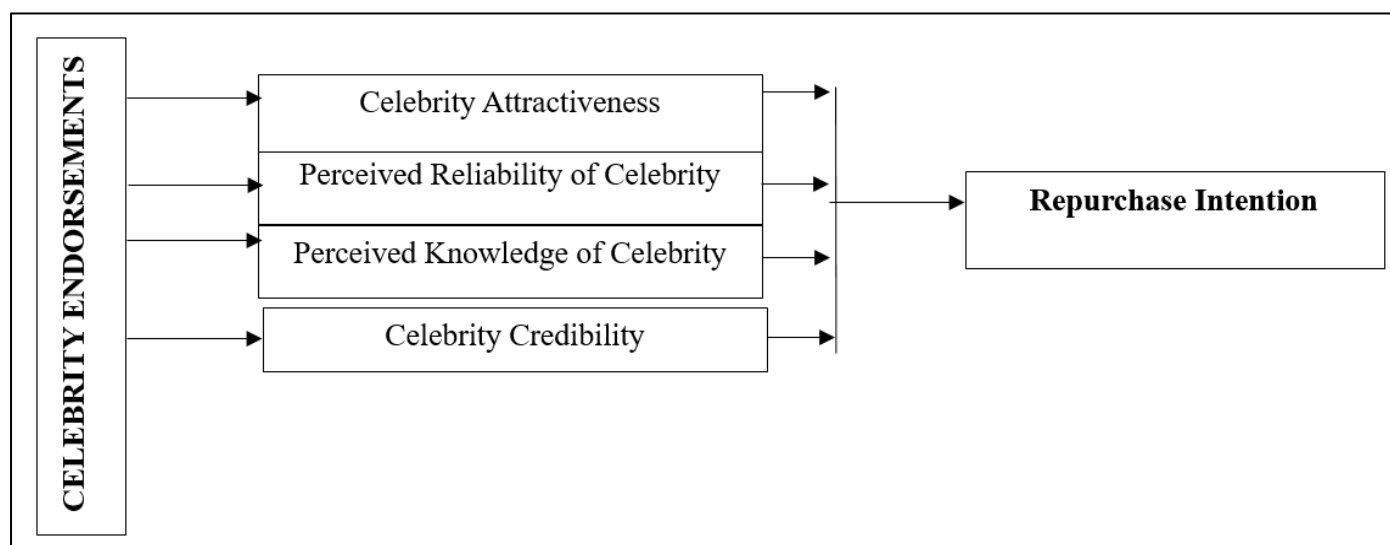

Fig 4: Conceptual Framework (Author's Computation, 2023).

CHAPTER THREE
RESEARCH METHODOLOGY

A. Introduction

This chapter outlines the research methodology adopted in this study, detailing the research design, population and sampling technique, operationalization of variables, research instruments, sources of data, methods of data analysis, and the validity and reliability of the research instruments. The methodology serves as the framework that guides data collection, analysis, and interpretation to achieve the research objectives stated in Chapter One.

B. Research Design

This study adopted a **survey research design**. A survey research design involves systematically collecting data from respondents to understand or predict certain characteristics of the target population's behavior. This design is particularly suitable for this study as it enables the researcher to gather responses from students of the Business Administration Department at the University of Benin (UNIBEN) who use MTN services.

The choice of survey research design is justified by its efficiency in data collection and its ability to generalize findings from a sample to a larger population. Moreover, surveys allow for a structured approach to analyzing relationships between variables such as celebrity endorsement and consumer behavior.

C. Population and Sampling

The population for this study comprises **all students of the Business Administration Department at UNIBEN who use MTN services**. However, since determining the exact number of MTN users among them is impractical, the study assumes the entire student population of **569** in the **2021/2022 academic session** (data obtained from class representatives) as the study population.

➢ *Sample Size Determination*

The sample size was determined using the **Yamane (1967) formula**, which is expressed as:

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

Where:
N = Population size (569 students)
n = Sample size
e = Level of significance (0.05)

➢ *Substituting the Values:*

$$n = \frac{569}{1 + 569(0.05)^2}$$

$$n = \frac{569}{1 + 569(0.0025)}$$

$$n = \frac{569}{1 + 1.4225} = \frac{569}{2.4225} = 234.8 \approx 235$$

Thus, the sample size for this study is **235 respondents**.

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A **convenience sampling technique** was used to select respondents from different academic levels in the department. This approach ensures that participants are readily available and willing to participate in the study.

D. Operationalization and Measurement of Variables

This study employs one **dependent variable** (Repeat Purchase Intention) and four **independent variables** (Celebrity Attractiveness, Perceived Knowledge, Celebrity Credibility, and Celebrity Reliability). These variables were adapted from existing literature to ensure validity.

Table 2: The Operationalization and Measurement of Variables are Summarized

S/N	Variable	Measuring Scale	Question No.
1	Sex of respondent	2-point nominal scale	Q1
2	Age range of respondent	3-point ordinal scale	Q2
3	Level of respondent	4-point ordinal scale	Q3
4	Consumption of MTN services	Dichotomous question	Q4
5	Familiarity with MTN celebrity endorsers	Dichotomous and open-ended question	Q5-Q6
6	MTN services used	Checklist	Q7
7	Repeat purchase intention	5-point Likert scale	Q8-Q11
8	Celebrity reliability	5-point Likert scale	Q12-Q16
9	Celebrity perceived knowledge	5-point Likert scale	Q17-Q21
10	Celebrity attractiveness	5-point Likert scale	Q22-Q26
11	Celebrity credibility	5-point Likert scale	Q27-Q31

E. Research Instrument

The primary data collection tool for this study was a **structured self-administered questionnaire**, which was distributed both physically and via **Google Forms**. The questionnaire was designed to gather standardized responses from participants, making it easier to analyze data effectively.

➢ *The Questionnaire Consisted of Three Sections:*

• **Cover Letter** – An introduction to the study, explaining its purpose and ensuring confidentiality.
• **Demographic Section** – Questions capturing respondent characteristics such as gender, age, and level of study.
• **Main Section** – Questions measuring key variables such as repeat purchase intention, celebrity credibility, attractiveness, perceived knowledge, and reliability.

➢ *The Measurement Scales were Adapted from Previous Studies to Ensure the Instrument's Reliability and Validity:*

• Repeat Purchase Intention was measured using items adapted from Mpinganjira (2014).
• Celebrity Attractiveness, Perceived Expertise, and Trustworthiness were measured using items from Ohanian (2013).
• Celebrity Credibility was assessed using items adapted from Furuoka (2007).

F. Sources of Data

➢ *Primary Data*
    The primary data used in this study was collected through questionnaires administered to Business Administration students at UNIBEN.

➢ *Secondary Data*
    Secondary data was used to determine the **population size**, obtained from class representatives in the Business Administration Department.

G. Methods of Data Analysis

➢ *The Collected Data was Analyzed using **Statistical Package for Social Sciences (SPSS)**. The Analysis Included:*

• **Descriptive Statistics** – Used to summarize data using frequency distribution, percentages, and mean scores.
• **Inferential Statistics** – Used to test relationships between variables and hypotheses, including:

✓ **Regression Analysis** – To examine the impact of celebrity endorsements on repeat purchase intention.
✓ **Correlation Analysis** – To determine the strength of relationships between independent and dependent variables.

    Results were presented in **tables and charts** for easy interpretation.

H. Validity of Research Instruments
    Validity refers to the extent to which a measurement tool accurately measures what it is intended to measure (Bolarinwa, 2015). To ensure **content validity**, the questionnaire was reviewed by the research supervisor. The supervisor provided feedback on:

• Clarity and relevance of the questions.
• Appropriateness of language and structure.
• Accuracy of instructions to respondents.

    The questionnaire was modified accordingly to enhance its validity and ensure that it effectively captured the study's constructs.

I. Reliability of Research Instruments
    Reliability refers to the consistency of a measurement tool in producing stable results over time. A **pilot study** was conducted among a small group of students to test the reliability of the questionnaire.

    Cronbach's Alpha was used to assess the internal consistency of the questionnaire. A reliability coefficient of **0.70 or above** was considered acceptable (Nunnally, 1978). The pilot study confirmed that the instrument was **reliable** and capable of producing consistent results.

CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

A. Introduction

In this chapter, the researcher into the empirical evaluation of data gathered from the field survey. Specifically, 235 questionnaires were randomly disseminated to selected respondents in the department of Business Administration, University of Benin, Benin City, Edo State. Out of the 235, 229 questionnaires were returned, processed, and utilized in our analysis, reflecting a 97.4% response rate.

B. Demographic Analysis

The demographic data of the respondents is presented in this section below.

Table 3: Demographic Distribution of Respondents

Categories	Frequency	Percentage (%)
GENDER:		
Male	104	45.4
Female	125	54.6
Total	**229**	**100.0**
AGE:		
15-24years	158	69.0
25-34years	68	29.7
35years and above	3	1.3
Total	**229**	**100.0**
LEVEL:		
100	68	29.7
200	34	14.8
300	41	17.9
400	86	37.6
Total	**229**	**100.0**
MTN LINE OWNERSHIP:		
Yes	201	87.8
No	28	12.2
Total	**229**	**100.0**
MTN CELEBRITIES AWARENESS:		
Yes	117	51.1
No	112	48.9
Total	**229**	**100.0**
MTN CELEBRITIES THEY KNOW:		
Tekno	33	28.2
Iyanya	43	36.8
Chidinma	41	35.0
Total	**117**	**100.0**
MTN SERVICES USAGE:		
Calls	229	37.5
Test	176	28.9
Browsing	205	33.6
Total Clicks	**610**	100.0

Source: Researcher's Fieldwork (2023)

➢ *Gender*

In terms of the gender of the respondents, the above table shows that majority of the respondents were female. This category of respondents accounted for 125(54.6%) of the total respondents while 104(45.4%) were males.

➢ *Age*

On the age range distribution of the respondents, table 3 indicates that most of the respondents were aged 15-24years, this category of respondents accounts for 158(69.0%) of the total respondents, while 68(29.7%) were aged 25-34 years, and 3(1.3%) were aged 35 years and above.

➢ *Level*

On the class level distribution of the respondents, 86(37.6%) indicates that most of the respondents were in 400 level, while 68(29.7%) were in 100 level, 34(14.8%) were in 200 level, and 41(17.9%) were in 300 level.

➢ *MTN Line Ownership*

In terms of MTN line ownership of the respondents, the above table shows that majority of the respondents owned MTN line. This category of respondents accounted for 201(87.8%) of the total respondents while 28(12.2%) did not own an MTN line.

➢ *MTN Celebrities Awareness*

In terms of MTN celebrities awareness of the respondents, the above table shows that majority of the respondents were aware of MTN celebrities. This category of respondents accounted for 117(51.1%) of the total respondents while 112(48.9%) were unaware of MTN celebrities.

➢ *MTN Celebrities They Know*

In terms of MTN celebrities they know distribution, the above table shows that majority of the respondents knew Iyanya. This category of respondents accounted for 43(36.8%) of the total respondents while 41(35.0%) knew Chidinma, and 33(28.2%) knew Tekno.

➢ *MTN Services Usage*

In terms of MTN services usage of the respondents, the above table shows that majority of the respondents used MTN services for calls. This category of respondents accounted for all sampled respondents (229) which makes up 37.5% of the total clicks, while 176(28.9%) used MTN for texts, and 205(33.6%) used MTN to browse.

C. Descriptive Analysis of Celebrity Endorsement and Repeat Purchase Intention Amongst MTN Service Consumers

This section presents descriptive analysis on the data retrieved from respondents using frequency count, percentage (%) and mean.

➢ *Data Presentation and Analysis for the Dependent Variable*

The table below presents the descriptive analysis on the dependent variable (Repurchase Intention) using frequency count, percentage and mean.

Table 4: Descriptive Analysis of Repurchase Intention

S/N	STATEMENT	Total Responses	%Response					Descriptive
			SA 5 f/(%)	A 4 f/(%)	U 3 f/(%)	D 2 f/(%)	SD 1 f/(%)	Mean (x)
1	I often purchase MTN services	229 (100)	50 (21.8)	136 (59.4)	30 (13.1)	2 (0.9)	11 (4.8)	3.9
2	I intend to purchase MTN services in the near future	229 (100)	52 (22.7)	136 (59.4)	20 (8.7)	2 (0.9)	19 (8.3)	3.9
3	I will likely purchase MTN services in the near future	229 (100)	40 (17.5)	144 (62.9)	24 (10.5)	6 (2.6)	15 (6.6)	3.8
4	I will definitely purchase MTN services in the near future	229 (100)	54 (23.6)	134 (58.5)	30 (13.1)	10 (4.4)	1 (0.4)	4.0
	Average		**49.0 (21.4)**	**137.5 (60.0)**	**26 (11.4)**	**5 (2.2)**	**11.5 (5.0)**	**3.9**

SPSS output, Version 20 – Field Survey (2023)

The average mean value of 3.9 out of a possible maximum of 5 in Table 4 above suggests that, in relation to repurchase intention, majority of the respondents agreed to the following statements: I often purchase MTN services ($\bar{x}$=3.9), I intend to purchase MTN services in the near future ($\bar{x}$=3.9), I will likely purchase MTN services in the near future ($\bar{x}$=3.8), and I will definitely purchase MTN services in the near future ($\bar{x}$=4.0). It also clearly demonstrates that a significant majority of respondents (81.4%), of which 21.4% expressed strong agreement and 60.0% stated agreement, on statements related to repurchase intention as stated in Table 4 above. In comparison, 7.2% disagreed (strongly disagree + disagree) and 11.4% were undecided.

➤ *Data Presentation and Analysis for the Independent Variable*

The table below presents the descriptive analysis on the independent variables (Reliability, perceived knowledge, attractiveness, and credibility) using frequency count, percentage and mean

To what extent do the variables in the table below (as they relate to the reliability of MTN celebrities) influence your decision to repurchase MTN services?

Table 5: Descriptive Analysis of Perceived Reliability

S/N	STATEMENT	Total Responses	%Response					Descriptive
			VLE 5 f/(%)	LE 4 f/(%)	ME 3 f/(%)	LWE 2 f/(%)	VLWE 1 f/(%)	Mean (x)
6	Trustworthiness of MTN celebrity endorsers	229 (100)	66 (28.8)	122 (53.3)	32 (14.0)	6 (2.6)	3 (1.3)	4.1
7	Sincerity of MTN celebrity endorsers	229 (100)	84 (36.7)	118 (51.5)	14 (6.1)	10 (4.4)	3 (1.3)	4.2
8	Dependability of MTN celebrity endorsers	229 (100)	68 (29.7)	112 (48.9)	28 (12.2)	10 (4.4)	11 (4.8)	3.9
9	Honesty of MTN celebrity endorsers	229 (100)	72 (31.4)	120 (52.4)	26 (11.4)	2 (0.9)	9 (3.9)	4.1
10	Credibility of MTN celebrity endorsers	229 (100)	68 (29.7)	126 (55.0)	16 (7.0)	12 (5.2)	7 (3.1)	4.0
	Average		**71.6 (31.3)**	**119.6 (52.2)**	**23.2 (10.1)**	**8 (3.5)**	**6.6 (2.9)**	**4.1**

SPSS output, Version 20 – Field Survey (2023)

The average mean value of 4.1 of a possible maximum of 5 in Table 5 above suggests that, in relation to perceived reliability, majority of the respondents agreed to an extent to the following statements: Trustworthiness of MTN celebrity endorsers ($\bar{x}$=4.1), Sincerity of MTN celebrity endorsers ($\bar{x}$=4.2), Dependability of MTN celebrity endorsers ($\bar{x}$=3.9), Honesty of MTN celebrity endorsers ($\bar{x}$=4.1); and Credibility of MTN celebrity endorsers ($\bar{x}$=4.0). It also clearly demonstrates that a significant majority of respondents (83.5%), of which 31.3% expressed to a very large extent agreement and 52.2% stated to a large extent agreement, on statements related to perceived reliability as stated in Table 5 above. In comparison, 6.4% agreed to a low and very low extent, and 10.1% were moderate.

To what extent do the variables in the table below (as they relate to the perceived knowledge of MTN celebrities) influence your decision to repurchase MTN services?

Table 6: Descriptive Analysis of Perceived Knowledge

S/N	STATEMENT	Total Responses	%Response					Descriptive
			VLE 5 f/(%)	LE 4 f/(%)	ME 3 f/(%)	LWE 2 f/(%)	VLWE 1 f/(%)	Mean (x)
11	Experience of MTN endorsers	229 (100)	36 (15.7)	138 (60.3)	38 (16.6)	12 (5.2)	5 (2.2)	3.8
12	Qualification of MTN endorsers	229 (100)	48 (21.0)	144 (62.9)	20 (8.7)	10 (4.4)	7 (3.1)	3.9
13	Skills of MTN endorsers	229 (100)	32 (14.0)	114 (49.8)	50 (21.8)	20 (8.7)	13 (5.7)	3.6
14	Knowledge of MTN endorsers	229 (100)	54 (23.6)	128 (55.9)	34 (14.8)	4 (1.7)	9 (3.9)	3.9
15	Expertise of MTN endorsers	229 (100)	42 (18.3)	146 (63.8)	36 (15.7)	4 (1.7)	1 (0.4)	4.0
	Average		42.4 (18.5)	134 (58.5)	35.6 (15.5)	10 (4.4)	7 (3.1)	3.8

SPSS output, Version 20 – Field Survey (2023)

The average mean value of 3.8 of a possible maximum of 5 in Table 6 above suggests that, in relation to perceived knowledge, majority of the respondents agreed to an extent to the following statements: Experience of MTN endorsers ($\bar{x}$=3.8), Qualification of MTN endorsers ($\bar{x}$=3.9), Skills of MTN endorsers ($\bar{x}$=3.6), Knowledge of MTN endorsers ($\bar{x}$=3.9); and Expertise of MTN

endorsers ($\bar{x}$=4.0). It also clearly demonstrates that a significant majority of respondents (77.0%), of which 18.5% expressed to a very large extent agreement and 58.5% stated to a large extent agreement, on statements related to perceived knowledge as stated in Table 6 above. In comparison, 7.5% agreed to a low and very low extent, and 15.5% were moderate.

To what extent do the variables in the table below (as they relate to the attractiveness of MTN celebrities) influence your decision to repurchase MTN services?

Table 7: Descriptive Analysis of Attractiveness

S/N	STATEMENT	Total Responses	%Response					Descriptive
			VLE 5 f/(%)	LE 4 f/(%)	ME 3 f/(%)	LWE 2 f/(%)	VLWE 1 f/(%)	Mean (x)
16	Handsomeness/Beauty of MTN celebrity endorsers	229 (100)	64 (27.9)	100 (43.7)	42 (18.3)	16 (7.0)	7 (3.1)	3.9
17	Elegance of MTN celebrity endorsers	229 (100)	60 (26.2)	120 (52.4)	32 (14.0)	14 (6.1)	3 (1.3)	4.0
18	Sexiness of MTN celebrity endorsers	229 (100)	46 (20.1)	134 (58.5)	32 (14.0)	10 (4.4)	7 (3.1)	3.9
19	Stylishness of MTN celebrity endorsers	229 (100)	46 (20.1)	120 (52.4)	42 (18.3)	14 (4.8)	7 (3.1)	3.8
20	Classiness of MTN celebrity endorsers	229 (100)	40 (17.5)	134 (58.5)	20 (8.7)	18 (7.9)	17 (7.4)	3.7
	Average		51.2 (22.4)	121.6 (53.1)	33.6 (14.7)	14.4 (6.3)	8.2 (3.6)	3.9

SPSS Output, Version 20 – Field Survey (2023)

The average mean value of 3.9 of a possible maximum of 5 in Table 7 above suggests that, in relation to attractiveness, majority of the respondents agreed to an extent to the following statements: Handsomeness/Beauty of MTN celebrity endorsers ($\bar{x}$=3.9), Elegance of MTN celebrity endorsers ($\bar{x}$=4.0), Sexiness of MTN celebrity endorsers ($\bar{x}$=3.9), Stylishness of MTN celebrity endorsers ($\bar{x}$=3.8); and Classiness of MTN celebrity endorsers ($\bar{x}$=3.7). It also clearly demonstrates that a significant majority of respondents (75.5%), of which 22.4% expressed to a very large extent agreement and 53.1% stated to a large extent agreement, on statements related to attractiveness as stated in Table 7 above. In comparison, 9.9% agreed to a low and very low extent, and 14.7% were moderate.

To what extent do the variables in the table below (as they relate to the credibility of MTN celebrities) influence your decision to repurchase MTN services?

Table 8: Descriptive Analysis of Credibility

S/N	STATEMENT	Total Responses	%Response					Descriptive
			VLE 5 f/(%)	LE 4 f/(%)	ME 3 f/(%)	LWE 2 f/(%)	VLWE 1 f/(%)	Mean (x)
21	Dependability of MTN celebrity endorsers	229 (100)	42 (18.3)	110 (48.0)	46 (20.1)	24 (10.5)	7 (3.1)	3.7
22	Trustworthiness of MTN celebrity endorsers	229 (100)	52 (22.7)	108 (47.2)	56 (24.5)	10 (4.4)	3 (1.3)	3.9
23	Expertise of MTN celebrity endorsers	229 (100)	36 (15.7)	108 (47.2)	64 (27.9)	18 (7.9)	3 (1.3)	3.7
24	Reliability of MTN celebrity endorsers	229 (100)	66 (28.8)	130 (56.8)	24 (10.5)	6 (2.6)	3 (1.3)	4.1
25	Experience of MTN celebrity endorsers	229 (100)	54 (23.6)	122 (53.3)	38 (16.6)	8 (3.5)	7 (3.1)	3.9
	Average		50 (21.8)	115.6 (50.5)	45.6 (19.9)	13.2 (5.8)	4.6 (2.0)	3.9

SPSS Output, Version 20 – Field Survey (2023)

The average mean value of 3.9 of a possible maximum of 5 in Table 8 above suggests that, in relation to credibility, majority of the respondents agreed to an extent to the following statements: Dependability of MTN celebrity endorsers ($\bar{x}$=3.7), Trustworthiness of MTN celebrity endorsers ($\bar{x}$=3.9), Expertise of MTN celebrity endorsers ($\bar{x}$=3.7), Reliability of MTN celebrity endorsers ($\bar{x}$=4.1); and Experience of MTN celebrity endorsers ($\bar{x}$=3.9). It also clearly demonstrates that a significant majority of respondents (72.3%), of which 21.8% expressed to a very large extent agreement and 50.5% stated to a large extent agreement, on statements related to attractiveness as stated in Table 8 above. In comparison, 7.8% agreed to a low and very low extent, and 19.9% were moderate.

D. Correlation Analysis

The results from the correlation analysis provide insights into the character and orientation of the connection between the dependent and independent variables. While the correlation coefficient doesn't denote a direct functional dependence, it serves as a preliminary indicator of the strength and trend of this relationship. The details of these findings will be elaborated upon in the subsequent discussion.

Table 9: Correlation Results

		REPI	PREL	PKNW	ATTR	CRED
REPI	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	229				
PREL	Pearson Correlation	.677**	1			
	Sig. (2-tailed)	.000				
	N	229	229			
PKNW	Pearson Correlation	.651**	.611**	1		
	Sig. (2-tailed)	.000	.000			
	N	229	229	229		
ATTR	Pearson Correlation	.654**	.714**	.772**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	229	229	229	229	
CRED	Pearson Correlation	.564**	.609**	.689**	.739**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	229	229	229	229	229
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Author's Estimation from SPSS 22, 2023.

The analysis reveals a consistent positive correlation between repurchase intention and various celebrity endorsements related factors. Specifically, a notable relationship was found between repurchase intention and perceived reliability (r= 0.677, p=0.000), suggesting that improvements in the perception of reliability of brand celebrities lead to enhanced repurchase intention. This was significant at a 5% level. A similar positive correlation was identified between repurchase intention and perceived knowledge (r= 0.651, p=0.000), attractiveness (r= 0.654, p=0.000), and credibility (r=0.564, p=0.0000), with each of these relationships also being statistically significant at the 5% level. This underscores the association of heightened brand metrics with improved sales results. Furthermore, no variable exhibited a coefficient value exceeding 0.80, highlighting the absence of multicollinearity. Such multicollinearity represents a scenario where some explanatory variables within a model intersect, potentially compromising the integrity and accuracy of regression outcomes.

E. Regression Analysis and Test of Hypotheses

The research hypotheses were tested utilising regression analysis in order to achieve the current study's objectives. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: computed level of significance <0.05, reject null hypothesis; computed level of significance >0.05, accept null hypothesis).

- **H$_o$: Null Hypothesis**
- **H$_1$: Alternative Hypothesis**

Table 10(a): Model Summary of Celebrity Endorsement and Repeat Purchase Intention Amongst MTN Service Consumers

					Change Statistics					Durbin-Watson
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
1	.745ᵃ	.554	.539	.45981	.554	35.446	4	224	.000	2.330
a. Predictors: (Constant), PREL, PKNW, ATTR, CRED										

b. Dependent Variable: REPI

Source: Statistical Package for social Sciences v.22

The model summary result from the regression output is shown in the table above. The Rsquare measures how well the independent variables (Reliability, perceived knowledge, attractiveness, and credibility) explain changes (variations) in the dependent variable (repurchase intention). The Rsquare value of.554 shows that the explanatory variables account for about 55.4% of the variance in the dependent variable. This is a relatively strong explanatory strength, implying that the model was deliberately and correctly formulated, and that the model's output may be relied on for policy formation. The Durbin Watson value indicates whether the model has an autocorrelation problem. According to its criterion, the value 2.330 is approximately equal to two (2), showing that the model has no autocorrelation problems. This suggests that the model's efficiency property is ensured.

Table 10(b): Analysis of Variance (ANOVA) of Celebrity Endorsement and Repeat Purchase Intention Amongst MTN Service Consumers

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.976	4	7.494	35.446	.000b
	Residual	24.102	224	.211		
	Total	54.079	228			
a. Dependent Variable: REPI						
b. Predictors: (Constant), PREL, PKNW, ATTR, CRED						

Source: Statistical Package for Social Sciences v.22

The table above displays the analysis of variance (ANOVA) result on the effect of celebrity endorsement on repeat purchase intention. The F statistics value of 35.446 is significant at 0.000 (5% significance level). As a result, the explanatory factors (Reliability, perceived knowledge, attractiveness, and credibility) are significant drivers of the dependent variable (Repurchase intention).

Table 10(c): Multiple Regression Output of Celebrity Endorsement and Repeat Purchase Intention Amongst MTN Service Consumers

Coefficientsa										
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.603	.279		2.158	.033	.050	1.156		
	PREL	.359	.084	.388	4.257	.000	.192	.527	.471	2.122
	PKNW	.309	.108	.294	2.862	.005	.095	.523	.370	2.702
	ATTR	.125	.120	.125	1.046	.298	-.112	.363	.272	3.683
	CRED	.032	.096	.033	.335	.738	-.157	.222	.411	2.435
a. Dependent Variable: REPI										

Source: Statistical Package for social Sciences v.22

➢ *Hypothesis One*

- H_o: There is no notable relationship between reliability of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.
- H_i: There is a notable relationship between reliability of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.

The result from Table 10(c) above showed that there is a notable relationship between reliability of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. The researcher therefore concludes that we fail to accept the null hypothesis and accept the alternative hypothesis because the p value of .000 was less than 0.05 (p.value = .000 < 0.05 & T-stat = 4.257 > 2).

➢ *Hypothesis Two*

- H_o: There is no significant relationship between perceived knowledge of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.
- H_i: There is a significant relationship between perceived knowledge of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.

The result from Table 10(c) above showed that there is a significant relationship between perceived knowledge of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. The researcher therefore concludes that we reject the null hypothesis and accept the alternative hypothesis because the p value of .005 was less than 0.05 (p.value = .005 < 0.05 & T-stat = 2.862 > 2).

➢ *Hypothesis Three*

- H_o: There is no significant relationship between attractiveness of the celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.
- H_i: There is no significant relationship between attractiveness of the celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.

The result from Table 10(c) above showed that there is no significant relationship between attractiveness of the celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. The researcher therefore concludes that we accept the null hypothesis and reject the alternative hypothesis because the p value of .298 was greater than 0.05 (p.value = .298 > 0.05 & T-stat = 1.046 < 2).

➢ *Hypothesis Four*

- H_o: There is no notable relationship between credibility of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.
- H_i: There is a notable relationship between credibility of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students.

The result from Table 10(c) above showed that there is no notable relationship between credibility of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. The researcher therefore concludes that we accept the null hypothesis and reject the alternative hypothesis because the p value of .738 was greater than 0.05 (p.value = .738 > 0.05 & T-stat = .335 < 2).

F. Discussion of Findings

The study found that there is a notable relationship between reliability of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. This discovery aligns with the findings of Oyedokun and Omojola (2019), who noted a strong correlation between celebrity credibility and consumer purchase intentions in Nigeria's telecommunication sector. This parallels the study by Adelaja (2020) highlighting that trustworthy celebrity endorsements play a crucial role in influencing the purchasing decisions of Nigerian university students. However, it contrasts with Akinola et al. (2018), who found that while celebrity endorsements increased brand awareness, it did not necessarily lead to purchase decisions among Nigerian youths.

The study found that there is a significant relationship between attractiveness of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. This finding mirrors several other studies in Nigeria. Ojo and Ajiboye (2018) also found that celebrity endorsements positively influence brand loyalty among university students in the southwest region. Similarly, Uche I.O., Okoro, E., & Dada, S. (2019) noticed an uptick in consumer purchase intentions when local celebrities were involved in endorsements. Conversely, Adebiyi and Abidemi (2020) argued that celebrity endorsements only yield short-term purchase intentions, suggesting it's not always effective for prolonged loyalty. Furthermore, Ikpefan and Akpan (2021) emphasized the role of celebrity credibility in influencing purchase intentions, suggesting that merely having a celebrity endorsement is not enough.

Furthermore, the regression analysis revealed that there is a significant relationship between perceived knowledge of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. This finding resonates with prior research. For instance, Olajide (2017) revealed that celebrity attractiveness in the telecommunications sector in Nigeria positively influences consumer purchase intention, particularly among university students. Similarly, Afolabi and Oyewole (2018) found a substantial link between celebrity credibility and consumer loyalty within the Nigerian telecom sector. However, in contrast, Umaru et al. (2019) found that while celebrity endorsements influenced brand awareness, they didn't significantly impact repurchase intentions in Northern Nigeria. Moreover, Okoye and Eze (2020) argued that Nigerian consumers, especially millennials, are becoming increasingly skeptical of celebrity endorsements due to perceived inauthenticity. Yet, Okafor (2021) suggested that the effectiveness of celebrity endorsements in Nigeria is largely contingent on the celebrity's perceived authenticity and alignment with the brand.

Finally, the result indicates that there is no notable relationship between credibility of MTN celebrities and repeat purchase intention of MTN service consumers amongst UNIBEN students. This contrasts with the findings of Okoye et al. (2019) who found that celebrity endorsement credibility had a significant impact on repeat purchase intentions among university students. Similarly,

Umar and Hassan (2020) highlighted that celebrity credibility played a pivotal role in influencing repeat purchase behaviors in the telecom sector. On the other hand, two studies aligned more closely with the recent findings: Ibe and Chukwu (2021) found mixed results, noting that other factors like price and service quality often superseded celebrity credibility, while Oladele & Afolabi (2022) discovered no direct correlation between celebrity endorsement and purchase intention, emphasizing the complexity of consumer decision processes.

CHAPTER FIVE
SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

A. Introduction

This chapter presents a summary of the study's findings, conclusions, and recommendations based on the analysis conducted. The study examined the relationship between celebrity endorsement and repeat purchase intention among MTN service consumers, specifically students of the University of Benin. The chapter also discusses the contributions of the study to knowledge and suggests areas for further research.

B. Summary of Findings

The study investigated the impact of celebrity endorsement on repeat purchase intention among MTN service consumers at the University of Benin. Data were collected from **235 respondents**, with **229 usable responses** analyzed using **descriptive and inferential statistics**, including regression analysis.

➢ *The Key Findings from the Study are as Follows:*

- **Reliability of MTN Celebrities and Repeat Purchase Intention:** The study found a **notable relationship** between the reliability of MTN celebrities and the repeat purchase intention of MTN service consumers among University of Benin students. This indicates that consumers are more likely to continue using MTN services when they perceive their endorsed celebrities as reliable.
- **Perceived Knowledge of MTN Celebrities and Repeat Purchase Intention:** There is a **significant relationship** between the perceived knowledge of MTN celebrities and repeat purchase intention. This suggests that consumers place value on how knowledgeable or relevant an endorser is in relation to the product or service being promoted.
- **Repeated Significance of Perceived Knowledge:** The study further reaffirmed the significant impact of perceived knowledge on repeat purchase intention. This highlights the importance of an endorser's expertise or familiarity with the endorsed product.
- **Credibility of MTN Celebrities and Repeat Purchase Intention:** The study **did not find a notable relationship** between the credibility of MTN celebrities and repeat purchase intention. This indicates that while credibility is generally important in endorsements, it may not directly drive repeat purchases for MTN services among University of Benin students.

C. Recommendations

➢ *Based on the Study's Findings, the Following Recommendations are Proposed:*

- *Enhance Celebrity Reliability:*

✓ Since reliability is a key driver of repeat purchase intention, MTN should carefully select celebrities who have **a strong and consistent public image**.
✓ The company should ensure that **endorsed celebrities embody trustworthiness and authenticity** to strengthen consumer confidence in their services.

- *Promote Celebrity Knowledge:*

✓ Given the significant influence of perceived knowledge, MTN should focus on celebrities who have **expertise or a strong association with telecommunications and technology**.
✓ Marketing campaigns should showcase **the celebrities' understanding of MTN services**, possibly through **behind-the-scenes content, interviews, or educational endorsements**.

- *Leverage Perceived Knowledge in Marketing Strategies:*

✓ MTN should integrate the perceived expertise of celebrities into branding and advertising strategies to create a stronger connection with consumers.
✓ Endorsers should engage in interactive campaigns, such as live Q&A sessions, social media discussions, and influencer collaborations, to enhance their credibility in the eyes of consumers.

- *Monitor and Manage Celebrity Credibility:*

✓ Although credibility was not found to have a significant relationship with repeat purchase intention, MTN should still **monitor public perceptions of their endorsed celebrities**.
✓ If a celebrity's credibility declines due to **scandals or negative publicity**, MTN should be prepared to **adjust its endorsement strategy accordingly**.

D. Contribution to Knowledge

This study contributes to the understanding of **celebrity endorsements and consumer behavior** in the telecommunications sector by:

- **Highlighting the importance of reliability** as a critical factor influencing repeat purchase intention. Unlike previous studies that focus on general consumer engagement, this research emphasizes the role of trust in the endorsement process.
- **Emphasizing perceived knowledge over credibility**, suggesting that consumers may be more influenced by a celebrity's **relevance and expertise** than by their overall trustworthiness.
- **Providing a unique demographic perspective** by focusing on **university students**, an important consumer segment for MTN services.
- **Challenging the assumption that credibility is the strongest predictor of consumer behavior**, indicating that other attributes such as **reliability and perceived knowledge** may play more influential roles in specific industries.

The study's findings are beneficial for **marketers, advertisers, and businesses**, offering insights into how celebrity endorsements can be optimized to enhance consumer loyalty and repeat purchases.

E. Proposal for Further Study

➢ *Future Research Should Explore the Following Areas to Build on the Findings of this Study:*

- *Expanding Demographic Coverage:*

✓ Investigate the impact of celebrity endorsements across **different consumer groups** (e.g., working professionals, rural consumers, or older demographics) to see if findings are consistent across diverse audiences.

- *Exploring Industry-Specific Endorsements:*

✓ Compare the effectiveness of celebrity endorsements in the **telecommunications sector versus other industries** (e.g., banking, fashion, or food and beverages) to understand how industry differences affect consumer behavior.

- *Investigating Alternative Marketing Strategies:*

✓ Examine the effectiveness of **non-celebrity marketing strategies**, such as social media influencers, micro-influencers, or customer testimonials, in driving repeat purchase intention.

- *Assessing Long-Term Impact of Endorsements:*

✓ Conduct a **longitudinal study** to determine how long the influence of a celebrity endorsement lasts and whether it leads to sustained brand loyalty over time.

- *Exploring the Role of Celebrity Scandals:*

✓ Investigate how **negative publicity or scandals involving endorsed celebrities** impact consumer trust and brand perception in the telecommunications industry.

F. Conclusion

This study provides a comprehensive analysis of the relationship between **celebrity endorsement** and **repeat purchase intention** among MTN service consumers in **University of Benin**. Key findings reveal that **celebrity reliability and perceived knowledge significantly influence repeat purchase intention**, while **credibility does not play a notable role in this demographic**.

The study's insights can help businesses **refine their celebrity endorsement strategies**, ensuring that endorsements are **authentic, relevant, and aligned with consumer expectations**. Furthermore, the research paves the way for **future studies to explore additional dimensions of celebrity influence** on consumer behavior across different industries and demographics.

By leveraging these findings, MTN and similar brands can **enhance their marketing strategies, drive customer engagement, and strengthen brand loyalty** in an increasingly competitive marketplace.

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