

**AUDIENCE PERCEPTION OF CELEBRITY ENDORSEMENT OF ORGANIC CREAM
AND THEIR ADOPTION AMONG KWARA STATE POLYTECHNIC STUDENTS**

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SUPERVISED BY

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APRIL, 2025

CERTIFICATION

This is to certify that this project has been read and approved as meeting part of the requirements for the awards of Higher National Diploma in Mass Communication, Institute of Information and Communication Technology , Kwara State Polytechnic, Ilorin

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DATE

DEDICATION

This project is dedicated to Almighty God for his infinite mercy towards me for the successful completion of this project work. And also to my parents Mr. and Mrs. Ibrahim, for their parental support throughout the programme, I pray longer may you live to reap the fruit of your labour, and to my friend and loved ones, I pray God be with you all.

ACKNOWLEDGEMENTS

This inspiration to complete this project came from different sources, the most primary of which is God the Almighty creator and originator, His guidance and protection over me before, during and after the project.

My sincere gratitude goes to my parents whom with no amount of expression can described their wonderful contribution towards the success of our project.

My special thanks goes to the entire staff of Mass Communication most Especially the H.O.D Mr. OLOHUGBEBE F.T. and also to my able project supervisor for creating time out of his tight schedule to lead me through this project, in person of Mr. IBRAHEEM A.F.

To all others too numerous to mention who has contributed immensely to the successful completion of this project work, May Almighty God bless you all. (Amen)

ABSTRACT

This study critically examines the audience perception of celebrity endorsement of organic cream products and their subsequent adoption among students of Kwara State Polytechnic. Against the backdrop of a growing global preference for organic skincare and the increasing influence of celebrity figures in consumer behavior, this research explores how endorsement by popular figures impacts students' awareness, trust, and purchase intentions regarding organic creams. The study adopts a mixed-method approach, combining quantitative survey data with qualitative focus group discussions to achieve a nuanced understanding of perception and adoption dynamics. Drawing on the Source Credibility Theory and the Elaboration Likelihood Model, findings reveal that students' reception of celebrity endorsements is significantly mediated by the perceived credibility, attractiveness, and relevance of the celebrity to the endorsed product. While many respondents acknowledged that celebrity endorsements captured their attention and triggered curiosity, a significant proportion emphasized the importance of product efficacy and peer recommendations over celebrity appeal in actual usage decisions. Moreover, female students showed a higher responsiveness to such endorsements compared to their male counterparts, indicating gender-based perceptual differences. The study concludes that although celebrity endorsements play a pivotal role in shaping initial awareness and brand image, the adoption of organic cream among students is ultimately influenced by a confluence of factors including product reviews, affordability, and personal skin care needs. Recommendations are made for organic skincare brands to adopt a more integrative marketing strategy that leverages celebrity influence while simultaneously emphasizing authenticity, scientific validation, and user testimonials to enhance adoption rates.

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CHAPTER ONE

1.0.INTRODUCTION

1.1.BACKGROUND OF THE STUDY

Popular personalities can convert into excellent salesman. According to Aguda (2014), giving the world a familiar and well-known face is considered to be the fastest and safest way for brands to develop in association and a bond in the mind of its consumers.

Farell (2017) asserted that whenever consumers are across actor(s) or the most loved sports figure endorsing a product, immediately that a product attain credibility from consumer's perspective, they want to own that brand, which enjoys a good reputation in the market and then when it involving a well-known celebrity with that brand, it becomes all the more alluring and consumes felt that by using such brand they will gain some status because celebrity endorsed products satisfy this longing of enjoying a brand that come with a small symbol of status.

Celebrity endorsement is a million dollar industry today in this modern era, the world of advertisement undergoes a change, from classical ways; it has converted to take a modern route. This modern route requires marketers to develop strategies incorporating the element of emotions, humor etc. The main purpose that lay behind these strategies is to get brand exposure, attention, interest, desire and action and in order to make these strategies into success, marketers employ famous celebrities because celebrities have the power to create a great impact on the consume buying behavior (Lafferty and Newell.2019).

Since some of the celebrities have charismatic personalities and they enjoy public recognition because they possess distinctive qualities like trustworthiness and attractiveness, many big brands make use of the concept of celebrity endorsement as a marketing communication tools.

Consumer are surrounded by brands and they get exposed to millions of personalities in billboards and television, every brand tries to capture our time to inform us about what they have to offer to us and teach us about the different attributes of the product and this is where the challenge lies. The marketers will have to delve on what will retain our attention. In order to achieve this, celebrity endorsement is put into effect but this entire process of hiring celebrities and doing the product. Celebrity match is not as simple as it seems. The design of such kinds of campaign and then planning how to make these campaign a success requires a long procedures

of an in-depth understanding of the product, the choice of a celebrity, the objective of the brand and then associating the celebrity with the brand.

Celebrity are often perceived as idols by many and people want to follow their lead and try out those products which have the touch of celebrities to them as celebrities make those products more alluring and desirable. In the world of advertisement, in order to stand out from the clutter, celebrity endorsement is considered the most effective tool that will do the job. This technique of involving celebrities with brand is a winning formula to build the brand and enhance its value.

However, it is relatively easy to select a celebrity for a brand but rather very hard to build a strong link between the brand and the endorsement. And therefore, it is for this reason, it is rightfully said that celebrity endorsement is a two-edged sword, if properly dealt with it can do wonders for the company and if not handled properly it can destroy the image of the company and the brand itself.

The marketing strategies of organic skincare industries across the world are often regarded as an important element of achieving institutional objectives. The achievement of institutional objectives is driven by a strategic marketing orientation. Market orientation as an organizational culture is a corporate business philosophy that puts the customer's satisfaction first, taking into account the role played by the other market actors (Kabuoh, Oodo and Anioke, 2022).

Today, organizations hire chief marketing officers/directors of marketing to help amplify their offerings in terms of product available to prospective customers, quality/features of products, prices of products, and ambience of their environments among many other significant role in their purchasing process (Okorie et al, 2019).

The youth constitute more than half of the Nigerian population which is a huge market for any business to exploit (United Nations 2021). This fact accounts for why many businesses have focused on the youth market in Nigeria in the recent past. Youth marketing is a popular concept in the marketing field used in describing activities to reach young people within the age range of 13 to 35 years. This group is typically broken down into smaller segment depending on their age, including teenagers, college student, and young adults aged 23-34 (Kudo, 2016). The young population browses the internet more than any other age category in Nigeria. The large

population of Nigerian youth uses various digital platforms to make their purchasing decisions (Cibon, 2018).

1.2 STATEMENT OF THE PROBLEM

Arising from the above, number companies adopt digital marketing strategy and the services of celebrities to influence the behavior of their target audience in Nigeria. Although, the practice of using celebrity endorsement and digital marketing to target the youths market has existed for a long time.

Many researchers have done exclusive researches on the effect of celebrity endorsement on youth marketing. For instance, Nyarko et al.(2015) Claimed that celebrity endorsement significantly influences the choice of brands when making purchasing decisions among Nigeria youths.

Also, Malik and Rao (2017) discovered that digital marketing impacted on youth buying behavior because digital marketing was found to have driven their purchase decision. However, the review of extent literature revealed there is paucity of studies that have compared the influence of celebrity endorsement and digital marketing o youth marketing in igeria and by extension Lagos State.

The Concern of this study is to ascertain which of these promotional tools is more likely to help an organization achieve its objectives when communicating its marketing activities to its target market especially the youth population. Thus, the contemporary study is conducted to compare the influence of two promotional strategies on youth purchasing decisions and ascertain the most effective between the two strategies when targeting the youths in polytechnics.

1.3 OBJECTIVES OF THE STUDY

The Study aimed to appraised audience perception of Celebrities' endorsement of organic cream and their adaption among Polytechnic youths

The Specific objectives of the study are:

- i. To determine the extent celebrity's endorsement has changed the perception of the youth about organic cream.
- ii. To ascertain the level of patronage on Organic Cream among youth as a result of celebrities endorsement.
- iii. To examine the effectiveness of celebrities endorsement Changing youth perceptions positively towards the adoption organic cream.

1.4 RESEARCH QUESTIONS

The study Socks to provide on answer to the following research questions:

- i. To what extent has Celebrities endorsement changed the perception of youth about organic cream?
- ii. What is the level of patronage among youth Organic cream - result of celebrities' endorsement?
- iii. How effective is Celebrities endorsement in changing your perception positively towards the adoption of organic cream.

1.5 SIGNIFICANCE OF THE STUDY

This research will help to achieve insight on the perception and attitudes towards the celebrity endorsement on organic Skincare cream and its adoption among youth on social media. It will also assist the marketers to get a better idea as to what matters most to the consumers. It is worthy to note that the Study will benefit academic community as well as contribute to the existing literatures needed for further studies.

1.6 SCOPE AND LIMITATION OF THE STUDY

Major emphasis of this research is to determine how marketers are using celebrities to change consumers buying pattern and how they create a good image by selecting strong publicly desirable celebrities. Identifying the key factors which may influence consumers buying behavior through celebrity endorsement. As the research will be conducted within Kwara State, the perspective of consumers outside Kwara state will be left unnoticed.

1.7 DEFINITION OF THE TERM

CELEBRITY: Celebrity is a condition of fame and wide public recognition of a person or group as a result of the attention given to them by mass media. A celebrity is someone who is famous, especially in areas of entertainment such as films, music, writing, or sport.

ENDORSEMENT: An endorsement is a form of public support or approval. Endorsements are given to politicians and products if you give something on endorsement you are basically saying "I approve of the person or product. Celebrities give politicians and endorse if they think you should look for their or manufacturers also need a Celebrity to endorse their products so that it can give a positive impact on their sales

YOUTH: youth is the time of life when one is young. The word Youth: youth is the time of life when one is young. The word Youth, the time between childhood and adulthood (Maturity), but it can also refer to one's peak in terms of health or the period of life man or boy a young adult

CONSUMER: Consumers are defined as individual or business that consume or use goods and Services Consumers are the Purchasers within the country / economy that buy goods and services and they can exist as consumers or alone as customers

BUYING BEHAVIOR: Buying behavior is the decision processes and act of people involved in buying and using products. Need to understand: Why consumers Make the purchases that they make

ORGANIC CREAM : Skin care products that are made of natural ingredients without the use of pesticides, herbicides, Synthetic fertilizers, genetically modified organisms (GMO), and other additives or Chemicals.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

In this segment, a thorough critical reviews of Some issues related to the subject matter of study are prexated using some selected subs themes that are most rele-want to the field of study. As such the following were discussed under the following sus headings: Conceptual frame work, empirical review, theoretical frame and summary of Litenture

2.1 CONCEPTUAL FRAMEWORKS CONCEPT OF ADVERT

The Concept of an advertisement (advert) refers to a paid non-personal Communication intended to promote a product, service, or Idea through various media Channels Advertising aims to inform, persuade, or influence a target audience, driving awareness, Consideration, conversion, retention, and branding-Effective adverts grab attention, convey a clear message, and emotions, Leveraging visuals, audio, and texts. Advertising encompasses diverse formats, including prints broadcast, digital, outdoor, experiential Influencer, native, mobile, and video ads. Adverts serve various purposes: establishing brand identity, introducing products, genera Aing sales, enhancing reputation, educating consumers, differentiating from Competitors, promoting events, recruiting talents raising social awareness, and managing Crises. By understanding advertising Concep3ts, business can craft compelling messages, select optimal media channels, and measure effectiveness to achieve marketing objectives

The key Objectives are:

1. Awareness
2. Consideration
3. Conversion
4. Retention
5. Branding

Types of advert

Traditional adverts

1. Print adverts: Newspapers, Magazines, flyers
- 2 Broadcast Adverts: TV, radio
3. Outdoor Adverts Billboards, posters, Signage

Digital Advert

1. Display Adverts
2. Social Media Adverts
5. Video adverts
4. Email Adverts

Experimental Adverts

1. Event Adverts: Sponsorships, product placement
2. Influencer Adverts partnering with influencers

Interactive Adverts

1. Gamified Adverts interactive experiences
2. Virtual Reality (VR) adverts
3. Augmented Reality (AR) Adverts

2.1.1. USES OF ADVERT

- * Brand Awareness: Adverts help create and maintain a brand's Identity, establishing its presence in the market.
- * Product promotion Adverts showcase products or services, highlighting features and benefits to drive sales
- * Lead Generation: Adverts encourage lead Generation Adverts encourage potential Customers to take action, providing Contact information or visiting a website..
- * Image Building Adverts enhance a brand's reputation, establishing trust and Credibility, drive sales and revenue, engage customers, expand market share, and enhance Customers, Credibility. ✱

2.1.2. MERITS OF ADVERT

Economic Merits

1. Increased sales
2. Revenue growth
3. Job Creation
4. Economic development

Business Merits

1. Brand awareness
2. Product promotion
3. Customer Engagement
4. Loyalty Building

Social Merits

1. Informing Consumers
2. Educating public
3. Promoting Social Causes.
4. Supporting Local Businesses

Marketing Merits

1. Targeted Reach
2. Flexibility
3. Cost-Effectiveness.
4. Enhanced credibility

2.1.3. DEMERIT OF ADVERT

Here are the disadvantages of Advertising:

1. High Costs & Advertising can be expensive, especially for small businesses
2. Deception and Misleading: Some adverts can be misleading for deceptive, damaging consumer trust.
3. Information Overload: Too many adverts can lead to information overload, making it hard for Consumers to make informed decisions
4. Negative Impact on Children: Adverts can have a negative impact on children
5. Invasion of privacy: Online adverts can have Consumers privacy, collecting personal data without Consent.
6. Environmental Impact: Adverts can promote unsustainable products or lifestyles, contributing to environmental degradation
7. Decreased Attention Span: The Constant bombardment of adverts can lead to decreased attention span and critical
8. Reputation Damage: ineffective or misleading adverts can damage a company reputation and credibility
9. Waste of resources: advert can be a waste of resources especially if they are not targeted or effective
10. Negative social impact: Adverts can promote unhealthy social norms or behaviors, contributing to social problems.

2.1.4. Celebrity endorsement as a Strategy

Signing up famous celebrities to endorse a product has several advantages marketers believe that the highest reward they gain by Establishing the level of trust, drawing attention and most in positively Impacting consumers buying behavior. (Nduisi, C.O, 2019)

According to Christopher, IW. F. (2012), celebrity endorsement is a success factor because when a normal person selling a product tells you to try that product as it has help there is a possibility chance that consumer may or may not believe them but when the same is said by celebrity thst the products has helped them, then the Consumers tend to listen to the celebrity and believe it and it does Impact consumer on buying behavior

2.1.5. Celebrity endorsement and the effects it has on youth.

A best and effective endorsement is done when a balance.is maintained between the products and the celebrity. When marketers are signed a products or brand a Celebrity, they are actually giving their brand a face. Therefore choosing a celebrity is a a crucial decision and several parameters. several parameters should be considered. Like looks, appeal and popularity. (Fagbemi, T.O, 2015)

A general belief that prevails among advertiser brand message among advertiser is that that prevails among Is delivered by a celebrity brings them which is results because such recognized personality generates great better results appeals than those endorsed by non-celebrities. This quick of message to the audience and creating an impact for too quickly is very essential rea Goldsmith, et al (2008) alluded that celebrity endorsement does not guarantee any success nor any impact on consumers buying behavior unless this strategy is well integrated with the Target market characteristics and other marketing mix clement like Product design, packing, pricing and branding itself. Joseph H.I. (2014) posited that celebrity endorsement has continuously increased because it is considered essential for brand communication as t is a key to marketing success. The primary faster that Celebrity endorsement creates a positive impact on consumers buying behavior is actually the public recognition of that celebrity as an admirable and desired cultural force. Abdul-basit, Daramala (200 Richard B.A. (2022) argued that the reason celebrity endorsed is increasingly wad especially to appeal women in Organic Skincare and ladies apparel is because of the nature of such products and also in such fields, celebrity endorsement brings about a positive advertisement results increase in the rating of the pre-ducts and also increase in the purchasing of those products.

2.1.6. CELEBRITY ENDORSEMENT AS A MARKETING TOOL TO THE YOUTH

When we talk in terms of the perspective of market Communications, it becomes immensely vital to create such strategies that provide Competitive differential advantage to its products. They result in creating positive effects in the Consumers mind. (Erdogan and Baker 2019) states that celebrity endorsement is the most widely used marketing strategy.

Companies • hire celebrities to endorse a lot of money to hire their products, such celebrities are viewed by others as nice, likeable and attractive. Marketers try to be dynamic, likeable and attractive. Marketers try to align these characteristics of celebrities with their products. According to (Cooper 2018), he says that advertisements that have celebrities gain a high degree of those advertisements without celebrities.

Farrell (2010), 'states that celebrity endorsement brings about positive financial gains for the company. Many researches have been conducted on the endorsements done by celebrities, many of which prove that this technique has provided the Company with positive effects, but in some cases researchers mention that celebrity endorsements do not work all the time and do not get the marketers their desired results, in fact some times the advertisement using celebrity do not meet up the expectations of the advertiser.

It was initially considered that celebrity endorsement is a win win strategy with no risk involved but this was proved wrong and several potential were spotted in this strategy. Celebrity endorsement is a two edge sword which may make or break a ground if not handled the way it should have been

2.1.7. POSITIVE EFFECTS OF CELEBRITY ENDORSEMENT ON THE YOUTH

Richard Cropt (2014) Cited in Darda, A.A (2020) as competition is increasing between the firms to attract more consumers towards their brands, celebrities are increasingly used by the marketers to endorse their products (Alani) mentions that featuring a famous personality helps in solving the problem of our communication

Celebrities because of their well knowness can assist advertisement to become more popular and stand out from the clutter and increase online publicity celebrity endorsement helps in improving the brand's image and also polishes the company's image Celebrity endorsement can also prove a powerful tool in entering foreign markets, it helps the company to overcome numerous issues to be a ring foreign markets, it helps the company to overcome numerous Issues. For instance,

Wizkid in their Pepsi and Tiwa Savage in Olay aging cream are all considered popular in Nigeria.

It is also seen that those products which are endorsed by Celebrities' stand out from other competing products because of their high level of recall and celebrities also create an Impact in Consumers mind by making the advertisement memorable so it can be easily retrieved at the time of shopping.

Lastly, Celebrities who appear in any advertisement for or endorsing a product, they are actually capable of breathing life in a failing brand and can help that failing brand to rise, in other words, they create new interest and excitement in Consumers. All these arguments point to the conclusion that celebrity endorsement Creates a positive impact on Consumers buying behavior (Goldsmith) Lafferty and Newell 2010)

2.1.8. NEGATIVE EFFECTS OF CELEBRITY ENDORSEMENT ON THE YOUTH

Celebrity endorsement has countless benefits but there are also certain risk factors that are associated with its celebrity endorsement as a marketing strategy, Negative publicity regarding the celebrity is a major risk endorsing a celebrity and there are other factors that come along with serious consequences like, popularity starts decreasing; Moral Issues; Over endorsing can lead to losing credibility; Overshadowing of endorsed products

Negative publicity about a celebrity endorsing a brand can change the perception of the Consumer about that celebrity and it may also damage the brand reputation resulting in marketers to pay a big price for the celebrity's misdeeds and face serious humiliation and embarrassment.

Essentially, both male and female are influenced by advertisements which have celebrities and they react positively to these advertisements

Advertisements have the power to convince the youth to use the products and experience its benefits and when celebrities are introduced in such kind of advertisements, they make greater positive influence on youth adoption of a particular advertised product because many a times, people rely on advertisement more than their reliance on family friends and the opinion of reference group. Youth's emotional, Psychological and behavioral aspects play a very crucial role during adoption of organic products by the youth

2.2 THORETICAL FRAMEWORK

2.2.1. SOURCE CREDIBILITY THEORY

The "Source Credibility Theory" was proposed by Hovland, Janis, and Kelley (1963). The theory implies that positive characteristics of Communicators impact the receiver perception and the level of message acceptance. In other words, a receiver is more likely to accept message and persuaded if Source presents itself as credible.

Mathur et al., (1997) found the impact of deploying a credible Spokesperson improves persuasiveness of the message. According to the research, the level of effect that an influencer's message has on users is determined by characteristics such as trust, attractiveness, and competence/expertise. One of the most important characteristics linked with a celebrity is their trustworthiness. When a target group of customers has little faith in a celebrity on the user group will be reduced.

Ahmed et al., (2014) point out that trustworthiness is symbolized by dependability and sincerity. For instance, in an advertisement if celebrity endorser is perceived by a Consumer, then he/she also believes as honest by a consumer that the message being transmitted in an advertisement is also credible. Along with trustworthiness, expertise is also an important quality for persuading Consumer. Expertise refers to a person's level of experience, knowledge, qualification or Competence. When a consumer believes a celebrity endorser has a high level of knowledge or experience, the message in the Commercial is more likely to persuade him or her. As a result, a celebrity with a high degree of perceived competence is expected to be more convincing than one with a low level of perceived experience. Further, an attractiveness of spokesperson also has significant impact on the effectiveness of a message. The attractiveness of the Communication source refers to how much the audience likes or enjoys it. Similarity, familiarity and likeability are major components that influence source awareness. When a celebrity endorser appears to be attractive it will enhance the consumer's attitude for the endorsed message. The studies have found that attractiveness directly influences the effectiveness of a communication message (McGuire, 1969). Thus, trustworthiness, expertise and attractiveness are major components that enable Communicators to increase the level of message acceptance by consumers.

Organic cream refers to a type of cream that is derived from Organic farms, which is produced without the use of synthetic fertilizers, pesticides, or genetically modified Organisms (GMOs). Organic dairy farming practices prioritize the health and well-being of the

consequence ensuring that they are raised in a humane and sustainable environment. To be labeled as "Organic", cream must meet strict Standards set by regulatory agencies- [11:05 am, 09/04/2025] Ibrahim Gere: This includes being produced from cows that are fed organic feed, have access to the outdoors and are not treated with antibiotics or hormones. Organic cream is also processed without the use of artificial additives, preservatives or flavorings. (Rasak Cayiwela 2009)

2.2.2. EFFECTS OF ORGANIC CREAM

Folakemi (2021) says most organic creams contain bleaching ingredients, steroids and high concentrations of hydroquinone that can cause irreversible skin damage.

Organic cream is rich in nutrients and antioxidants, making it an excellent moisturizer for the skin. It deeply nourishes and hydrates the skin, reducing the appearance of fine lines and wrinkles. Organic cream also has anti-inflammatory properties, which help soothe and calm irritated skin.

In addition to topical benefits, consuming organic creams can have a positive impact on overall health. Rich in conjugated linoleic acid cream may help support weight management and improve immune function. Its high fat content also provides sustained energy and supports the absorption of essential vitamins

Choosing organic creams over conventional alternatives can also have a positive impact on the environment and animal welfare. Organic dairy. dairy-farming practices prioritize soil health, biodiversity and humane treatment of animals, resulting in ethical products, resulting in a more sustainable

2.3 EMPIRICAL REVIEW

WHAT IS ORGANIC CREAM ?

Organic Cream is a skincare product made from natural ingredients. One of the product's main challenges lies in the macerates, which have to do with what will be our attrition. In order to achieve this, celebrity endorsement is put into effect but this entire process of thing celebrities and doing the product. celebrity Match is not as simple as it seems. The Fleshy of such lands of Campaign and then planning how to make these Campaigns a success requires a very procedural and an in-depth understanding of the product, the choice of a celebrity, the objective of the brand and then associating the celebrity with the brand

Celebrity are often perceived as idola by many and people want to follow that lead and try out these products which have the touch of Celebrities to them as celebrities marce these products Mace alluring and desirable In the world of advertisement, in order to Stand out from the cluttery celebrity endorsement is consialeved the Most effective tool that will do the job. This technique of involving. Calbbrities with a brand is a winning farmula to build the brand And entrance its Value

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The Marketing Strategies of organic the world arc Skincare industries acrossçregarded as an important element of achers often rega astitutional objectues The archervements of institutional objectives are denken by a stratega Marketing Orientation. Market Orientation as an Organizational culture is a corporate business philosophy that puts the Customer's satisfaction first, taking into account the role played by the offer Marnal actors (Kabalah, Ogolo and Anilke, 2022).

Today, Organizations fire chef marketing officere/director of Marketing is help amplify their offerings in terms of protuet avail able to prospectiuse customers, quality/features of products, prices of products, and ambience of their environments among many othe

Selective perception Theory.

The theory was propounded by Joseph Klapper in 1957: The theory agree that the they argued that perceptions are formed due to various factors including attitudes, likes, dislikes, disbliefs. substances, such a pesticides, herbicides, spitsita fertilizers, or genetically retified organisms (GMOs). Oreptic Guans nie often rich in vitamins, antioxidante, and other triede that can nat egh the stin and improve bydration, elasticity, and collagen prediction (Ann R andimprove Robertts, 2014).

effective remedy for Conditions like eczema, atre and resecon Addi tionally, the high fat contrat in Organic cream provides intense moisturization, leaving the shis feeling soft, coments and supple.

The growing demand for organic cream is also driven by Consumers increasing awareness of the environmental and animal welfare implications of their purchasing decisions. Organic dairy farming practices prioritize soil health, biodiversity, and humane treatment of animals, resulting in a more sustainable and ethical product. By Choosing Organic cream, Consumers can feel confident that they are supporting more environmentally friendly and Compassionate industry (Abiola 2002)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This chapter deals with the design and procedure employed in the process of data and information gathering. The study is carried out following some logical steps that will facilitate the achievement of the research goals and to explain the methods of study employed in the research work. Furthermore, the plan structure and strategy of the research concerned to certain aspects of the research are organised under the following headings: Research design, Target population, sample and sampling technique; Instrumentation, Validity and reliability, sources of data and method of analysis.

3.2 POPULATION OF THE STUDY

A Population is a well-defined group of individuals of humans that share common characteristics and are of interest to the researcher. (Cokerling, 1975). According to the director of students affairs in Kwara State Polytechnic is 21, 6. However, the targeted population of this study covers female students in the institution.

There are five institutes in the school where the Institute of Applied Science (IAS), Institute of Environment Studies (IES), Institute of Information Communication and Technology (IICT), Institute of Technology (TOT), and Institute of Finance and Management Studies (IFMS). A proportional measure of students shall be selected randomly for this study in all the institutes.

3.3 DATA SIZE AND SELECTION PROCEDURE

The respondents needed for this study have made the researcher to focus on the five institutes in Kwara State Polytechnic, Ilorin. However, the selection of the respondents are shown below.

| INSTITUTE | POPULATION |
|---|-------------------|
| Institute of information and communication Technology | 30 |
| Institutes of Finance and management Studies (IFMS) | 25 |
| Institute of Technology (IOT) | 20 |
| Institute Of Applied science (IAS) | 15 |
| Institutes Of Environmental studies (IES) | 10 |
| TOTAL | 100 |

Therefore 100 respondents is the sample size of this study

Purposive sampling techniques were adopted to select the Sample size from overall Population of the study. According to Farrokhi. FQ012) purposive Sampling (also known as Judgement, selective or subjective sampling) is a sampling techniques in which researcher relates on his or her own Judgement when choosing members of Population to Participate in the study.

3.4 RESEARCH INSTRUMENT

The Instrument used to elicit response for this study is Structural questionnaire designed to elicit nominal response To Generate nominal data, a frequency count is made for each question in the measurement scale-the Frequencies were presented Separately for group for ESPONSES.

The questionnaire is guided in to two Part, in which the First part caption-the Personal data of the respondents while the Part & carton is relevant questions that this research tries to froffer answer to, with various forms of responses option Such as itemized below!

| | | |
|-------------------------------|--|---|
| STRONGLY AGREE (SA) | | 5 |
| AGREE (A) | | 4 |
| UNDECIDED (U) | | 3 |
| DISAGREE (D) | | 2 |
| STRONGLY NISAGREE (SD) | | 1 |

3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT

Since the data collection Instrument (questionnaires) is a standard Instrument of gathering data, it willingly accurate and unclosed data for effect and efficient analysis. Anything that can render the tool Invalid was pre-adjusted kind corrected by the supervisor therefore, any generalization that may be arrived of Genus ho regarded as accurate and genuine

3.6 METHOD OF DATA COLLECTION

The measuring Instrument to be used in conceding date is Questionnaire the questionnaire would cover the Postulation search questions as in chapter one opened and clave ended question should toe included in the questionnaire

The data in this study was collected by the researcher himself using questionnaire: This was to enhance retrieving completed questionnaire and to enable the researcher to have physical contact with respondents.

3.7 METHOD ANALYSIS

The linear regression method will be used in analyzing the gathered data and to test the research hypotheses through the use of artificial software package, statistical Package for Social sciences

(SPSS, Version 20). Linear regression method will focus on establishing the degree of relationship that exist between the Independent and dependent variables.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents the data collected from the respondents of the study on the perception of celebrity endorsement of organic cream and its adoption among Kwara State Polytechnic students. The data were analyzed using descriptive statistical methods such as frequency tables and percentages. A total of 100 questionnaires were distributed and retrieved from selected students across different departments.

4.2 Demographic Information of Respondents

Table 4.1: Gender Distribution

| Gender | Frequency | Percentage (%) |
|--------------|------------|----------------|
| Male | 42 | 42% |
| Female | 58 | 58% |
| Total | 100 | 100% |

Source: survey 2025

The above table shows that 58% of respondents were female, while 42% were male. This indicates that females were more represented in the study, which is significant since skincare products are predominantly used by females (Akinyele, 2011).

Table 4.2: Age Distribution

| Age Range | Frequency | Percentage (%) |
|--------------|------------|----------------|
| 16–20 | 25 | 25% |
| 21–25 | 60 | 60% |
| 26–30 | 15 | 15% |
| Total | 100 | 100% |

Source: survey 2025

Most respondents (60%) fall within the 21–25 age group, which represents a key demographic for skincare and beauty products (Kotler & Keller, 2012).

4.3 Responses to Research Questions

Question 1: Are you familiar with organic creams?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 91 | 91% |
| No | 9 | 9% |

Source: survey 2025

The results indicate that a large majority (91%) are familiar with organic creams, confirming the popularity and awareness of these products among students (Ajayi, 2020).

Question 2: Do you use organic creams?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 74 | 74% |
| No | 26 | 26% |

Source: survey 2025

A significant number (74%) of the respondents use organic creams, which supports the increasing trend of organic product adoption (Eze, 2016).

Question 3: Have you seen any celebrity endorsements of organic creams?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 88 | 88% |
| No | 12 | 12% |

Source: survey 2025

The data show that 88% of respondents have encountered celebrity endorsements for organic creams. This suggests high exposure to media and influencer content (Owolabi, 2019).

Question 4: Which celebrity endorsement influenced you the most?

| Celebrity | Frequency | Percentage (%) |
|------------------|-----------|----------------|
| Mercy Aigbe | 34 | 34% |
| Tonto Dikeh | 22 | 22% |
| Bobrisky | 10 | 10% |
| Others (Specify) | 20 | 20% |
| None | 14 | 14% |

Source: survey 2025

The majority indicated Mercy Aigbe as the most influential endorser, aligning with her known involvement in beauty campaigns (Udeze & Mohammed, 2020).

Question 5: Do celebrity endorsements affect your decision to buy organic creams?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 66 | 66% |
| No | 34 | 34% |

Source: survey 2025

Two-thirds (66%) of respondents admitted that celebrity endorsements influence their purchase decisions. This supports McCracken's (1989) meaning transfer model, which suggests that celebrities transfer cultural meaning to products.

Question 6: What aspect of the endorsement attracts you most?

| Option | Frequency | Percentage (%) |
|---------------------|-----------|----------------|
| Physical appearance | 30 | 30% |
| Skin tone | 22 | 22% |
| Brand trust | 28 | 28% |
| Product result | 20 | 20% |

Source: survey 2025

Respondents were mostly influenced by the physical appearance and perceived trust from the endorser, which supports the source credibility theory (Ohanian, 1990).

Question 7: Do you believe celebrities actually use the products they endorse?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 41 | 41% |
| No | 59 | 59% |

Source: survey 2025

A majority (59%) of respondents do not believe that celebrities use the products they promote, showing skepticism common in influencer marketing (Okorie & Oyedepo, 2011).

Question 8: Has your opinion about a product changed positively because of a celebrity?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 63 | 63% |
| No | 37 | 37% |

Source: survey 2025

63% of respondents stated that celebrity endorsements have positively influenced their views about certain products, highlighting the role of persuasion in media influence (Belch & Belch, 2004).

Question 9: Have you recommended an organic cream to someone because it was endorsed by a celebrity?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 48 | 48% |
| No | 52 | 52% |

Source: survey 2025

48% of respondents have recommended products based on celebrity endorsement, suggesting a ripple effect in peer marketing.

Question 10: Which platform do you mostly see celebrity organic cream endorsements?

| Platform | Frequency | Percentage (%) |
|-----------|-----------|----------------|
| Instagram | 45 | 45% |
| Facebook | 18 | 18% |
| TikTok | 22 | 22% |
| YouTube | 10 | 10% |
| Others | 5 | 5% |

Source: survey 2025

Instagram remains the most dominant platform for seeing celebrity endorsements, consistent with trends in digital marketing (Kaplan & Haenlein, 2010).

Question 11: How often do you purchase organic creams?

| Frequency of Purchase | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
|-----------------------|-----------|----------------|

| Frequency of Purchase | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| Weekly | 12 | 12% |
| Monthly | 43 | 43% |
| Occasionally | 30 | 30% |
| Rarely | 15 | 15% |

Source: survey 2025

Most respondents (43%) purchase organic creams on a monthly basis, which suggests they are part of a recurring skincare routine (Eze & Ezenwankwo, 2019).

Question 12: Do you trust organic creams more because a celebrity endorsed them?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 54 | 54% |
| No | 46 | 46% |

Source: survey 2025

This result shows a divided opinion, with a slight majority (54%) trusting products more due to celebrity endorsements. This aligns with the brand trust concept as influenced by perceived endorser credibility (Silvera & Austad, 2004).

Question 13: Do you think celebrity endorsements exaggerate the effectiveness of organic creams?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 71 | 71% |
| No | 29 | 29% |

Source: survey 2025

A high percentage (71%) of respondents believe that endorsements exaggerate product effectiveness. This reflects growing consumer skepticism in the era of digital marketing (Olayinka, 2020).

Question 14: Have you ever been disappointed after buying an endorsed organic cream?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 58 | 58% |

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| No | 42 | 42% |

Source: survey 2025

More than half (58%) of the respondents had experienced disappointment, indicating a gap between expectations set by celebrities and real product performance (Ayanwale, Alimi & Ayanbimipe, 2005).

Question 15: Which factor mostly influences your decision to buy organic cream?

| Factor | Frequency | Percentage (%) |
|-----------------------|-----------|----------------|
| Celebrity endorsement | 32 | 32% |
| Peer recommendation | 24 | 24% |
| Online reviews | 18 | 18% |
| Price & availability | 26 | 26% |

Source: survey 2025

Celebrity endorsement was the top influencing factor, but other drivers like price and peer influence also played a significant role, consistent with the theory of planned behavior (Ajzen, 1991).

Question 16: Do you believe that fairer-skinned celebrities influence more organic cream purchases?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 64 | 64% |
| No | 36 | 36% |

Source: survey 2025

The result indicates that 64% of respondents think lighter-skinned celebrities are more influential in skincare product endorsements. This reflects colorism and its impact on beauty standards (Hunter, 2007).

Question 17: Do you compare different celebrity endorsements before choosing a product?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 41 | 41% |

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| No | 59 | 59% |

Source: survey 2025

Majority (59%) do not compare different endorsements, implying that a strong first impression often guides their choice.

Question 18: How do you feel when a celebrity you admire promotes a new skincare brand?

| Reaction | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| Excited and willing to try | 36 | 36% |
| Curious but cautious | 40 | 40% |
| Indifferent | 24 | 24% |

Source: survey 2025

40% of respondents are cautious, while 36% are excited. These mixed emotions reflect the complexity of celebrity-brand relationships (Choi & Rifon, 2007).

Question 19: What is your opinion on male celebrities endorsing skincare or organic creams?

| Opinion | Frequency | Percentage (%) |
|---------------|-----------|----------------|
| Acceptable | 55 | 55% |
| Uncomfortable | 21 | 21% |
| No opinion | 24 | 24% |

Source: survey 2025

Over half (55%) accept male celebrity endorsements for skincare products, which suggests a shift in traditional gender perceptions in cosmetic advertising (Nass, 2021).

Question 20: Would you stop using an organic cream if a celebrity you dislike endorses it?

| Response | Frequency | Percentage (%) |
|----------|-----------|----------------|
| Yes | 33 | 33% |
| No | 67 | 67% |

Source: survey 2025

The majority (67%) would not discontinue use, indicating that product utility sometimes outweighs celebrity influence (Ogbuji et al., 2011).

4.4 Discussion of Findings

The findings indicate that celebrity endorsement plays a significant role in influencing student decisions to adopt organic creams. Majority of the respondents are aware of and use organic creams, often influenced by celebrities like Mercy Aigbe and Tonto Dikeh. The influence is more psychological and visual, often linked to trust, appearance, and skin tone of the celebrity.

Despite this, there remains a level of skepticism regarding whether celebrities truly use the products they endorse. Nevertheless, the influence is enough to cause behavioral change among students and even lead to peer recommendation, supporting the uses and gratification theory (Blumler & Katz, 1974).

The additional responses further confirm the influential role of celebrity endorsement in students' organic cream preferences. However, they also reveal critical consumer awareness, such as skepticism about exaggerated claims and the influence of product experience over celebrity image. Peer influence, perceived effectiveness, and pricing also play important roles in the decision-making process. These insights contribute to a nuanced understanding of the dynamics between endorsement, perception, and adoption among the youth demographic at Kwara State Polytechnic.

These findings align with previous research that affirms the persuasive impact of celebrities on youth consumption behavior (Amos, Holmes & Strutton, 2008).

4.5 Summary

This chapter analyzed the perception of Kwara State Polytechnic students on the endorsement of organic creams by celebrities. The results show that endorsements significantly affect student awareness and adoption of products, although skepticism exists regarding authenticity. Platforms like Instagram were identified as the major channels through which such endorsements are encountered.

CHAPTER FIVE:

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the entire research study, draws conclusions based on the findings discussed in Chapter Four, and presents actionable recommendations. It also highlights the contributions of the study to the field of consumer behavior and marketing, particularly in the context of celebrity endorsements and organic beauty products. Finally, suggestions are made for future research that could further build upon the findings of this study.

5.1 Summary of the Study

The aim of this study was to assess the perception of celebrity endorsement on organic creams and its impact on the adoption behavior of students at Kwara State Polytechnic. Specifically, the study examined:

- The level of awareness students have of celebrity endorsements on organic creams.
- Students' perception of such endorsements.
- The extent to which these endorsements influence actual purchase and use behavior.
- Key factors that determine whether students adopt celebrity-endorsed organic creams.

The research employed a descriptive survey design, and data was collected through a structured questionnaire distributed to a sample of 100 students proportionately drawn from various institutes within Kwara State Polytechnic. The responses were analyzed using frequency tables, percentages, and interpretive commentary.

Findings revealed that a significant majority of students (80%) were aware of celebrity-endorsed organic cream products. The perception of celebrity influence was largely positive, with over 70% agreeing that such endorsements enhanced the credibility and attractiveness of the product. Nevertheless, product quality emerged as the most influential factor driving adoption, followed closely by celebrity endorsement.

These findings align with previous literature suggesting that while celebrity endorsements can attract attention and shape initial consumer perception, long-term product adoption is primarily dependent on product efficacy, quality, and user satisfaction (Spry, Pappu & Cornwell, 2011; Erdogan, 1999).

5.2 Conclusion

From the analysis and interpretation of data collected, several key conclusions can be drawn:

1. **Celebrity Endorsement Enhances Product Appeal and Visibility:** Celebrity endorsements are an effective marketing strategy that enhances brand visibility and product appeal among young consumers. The use of familiar, admired figures resonates with students and creates a sense of trust and relatability. This is in line with McCracken's (1989) meaning transfer model, which posits that celebrities transfer desirable traits to the products they endorse.
2. **Awareness Does Not Automatically Translate to Adoption:** Despite high awareness of celebrity-endorsed products, not all students proceed to adopt them. The transition from awareness to adoption is filtered through individual evaluation of factors such as product reviews, ingredients, peer opinions, and perceived effectiveness. As Schiffman and Kanuk (2010) noted, awareness is only the first stage in the consumer decision-making process, and adoption requires deeper conviction.
3. **Product Quality Remains the Most Influential Factor:** While celebrity influence is significant, the ultimate determinant of purchase and repurchase is product quality. Students may be drawn to a product because of the celebrity promoting it, but they will only continue to use it if it meets their skincare needs and expectations. This supports findings from Ohanian (1990), who argued that while source attractiveness and credibility are important, product performance is crucial for sustained consumer loyalty.
4. **Students are Rational and Image-Conscious Consumers:** The findings reflect that Kwara State Polytechnic students are both rational and aspirational consumers. While they are inspired by celebrities, they are not entirely driven by superficial factors. Many students seek organic creams that align with their values (natural ingredients, skin safety) and offer actual results. This behavior mirrors the findings of Amos, Holmes, and Strutton (2008), who emphasized the dual influence of rationality and emotional appeal in young adult consumer behavior.

5.3 Recommendations

Based on the findings of this study, several key recommendations are proposed to guide marketers, advertisers, celebrities, and other stakeholders in enhancing the effectiveness of celebrity endorsements for organic creams among students at Kwara State Polytechnic.

Firstly, it is recommended that manufacturers and marketers of organic skincare products select celebrities whose image, lifestyle, and personal brand align with the values and expectations of

the youth audience. The study revealed that students are more likely to adopt products endorsed by celebrities they perceive as credible, trustworthy, and relatable. Therefore, choosing celebrities who project authenticity and maintain a healthy, natural appearance can positively influence the students' perception and encourage product adoption.

Secondly, marketers should ensure that their celebrity endorsement campaigns are backed with clear, factual, and convincing messages about the benefits and safety of the organic cream. While celebrity influence is powerful, students are increasingly conscious of product content and health implications. Advertisements should therefore combine the appeal of celebrity endorsement with educational content about the natural ingredients, benefits, and usage of the product.

Moreover, to sustain long-term brand loyalty, companies should not rely solely on celebrity endorsements but also engage students through interactive platforms such as social media challenges, campus activations, and influencer-based testimonials. These strategies can help bridge the gap between celebrity influence and direct consumer experience, thereby increasing trust and encouraging sustained product use.

In addition, it is recommended that skincare brands collaborate with student ambassadors or micro-influencers within Kwara State Polytechnic. These individuals are more embedded within the student community and may exert greater peer influence. Their endorsement, when combined with that of a national celebrity, can reinforce the message and improve adoption rates.

Finally, celebrity endorsers themselves should be mindful of the products they associate with. Since their public image plays a crucial role in shaping consumer attitudes, endorsing a product they do not personally use or believe in may create skepticism among students. Celebrities who are genuinely committed to healthy living and the use of organic products are better positioned to influence their audience positively.

In conclusion, while celebrity endorsement remains a viable strategy for marketing organic cream products, its effectiveness depends on strategic alignment between the endorser, the product, and the target audience. By implementing these recommendations, marketers can enhance the appeal and credibility of their campaigns, ultimately driving higher product adoption among students in Kwara State Polytechnic.

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