ORIGINAL ARTICLE

Influence of using Celebrities in Product Promotion: A Study of Kellogg's Cornflakes

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Abstract

Many studies around the world have proven that celebrity endorsement of a brand influences the choice of consumers in buying products. In Nigeria, many fast moving consumer products are faced with rival brands from various manufacturers and all are fighting for the market share. Advertising agencies have always claimed they have special ways of attracting target audiences' attention to products/brands through eye-catching advertisements. These days, advertisers often adopt the celebrity appeal in their marketing messages to attract consumers to their sides. While celebrity endorsement may be a potent marketing appeal, there is need to ascertain the efficacy of this strategy. Hence, this study was initiated to find out the influence of using celebrities in product promotion by studying Kellogg's cornflakes endorsement by popular television star Funke Akindele. Part time students of Business Administration of the Lagos State Polytechnic were selected for the study and they were administered two hundred and forty copies of a 13-item questionnaire. The study was reviewed under the prism of Heider's Balance theory and the Stimulus Response theory. Results filed in frequency tables reveal that students were influenced by Funke Akindele's endorsement of Kellogg's cornflakes and a reasonable number of the respondents started eating the brand's cornflakes ever since. The study recommends that further studies must be launched to find out other areas in which celebrity endorsement of a brand affects patronage.

Keywords*:* advertising appeal, celebrity, endorsement, FCMG, product promotion

Introduction

Fast moving consumer goods like snacks, detergents, soaps, and soft drinks are facing high rate of competition in the market. Similar products of same category make it difficult for consumers to choose from. Though various forms of advertising and marketing mix are employed to gain attention of target audience, they seem to be using same methods. However, there is a form of advertising appeal which has become popular among advertisers in recent times. Celebrity advertisement and celebrity branding became common among media advertising agencies around the world and their Nigerian counterparts are employing this appeal to help position client's products in the hearts of the audience. Kenton (2021) defines fast-moving consumer goods as products that sell quickly at relatively low cost. These goods are also called consumer-packaged goods. The author adds that FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they are on the shelf at the store.

Fast moving consumer goods may be every day necessities amongst people, but there are certain groups of audience who buy more and tend to go for a particular product advertised in the media. Young audiences are known for their obsession with media. They tend to believe almost everything they see, hear or read on mass media.

When popular television star Funke Akindele was contracted to front for Kellogg's cornflakes brand in early 2021, many were not surprised, because celebrities endorsing products is a common market strategy in the media parlance. Kellogg produces a consumable product, which is not only essential but has many brands in the market competing for market share. The many brands

Kellogg's cornflakes faces in the Nigeria market include Nasco Cornflakes, Infinity Cornflakes, Golden Morn and many others (Adekanye, 2021). It will take a strong marketing mix to succeed amongst these super brands offering cornflakes in the country. Kellog management would have considered this before adopting the celebrity appeal and they would have frantically considered Fundele Akindele for the role of being their brand ambassador. According the country's Chief Marketing Officer Mr. Girish Sharma, Kellogg Tolaram first introduced its brand a cornflake into the Nigerian market in 2018 but the product was withdrawn immediately due to detected faults in its taste (the cable.ng, 2021). One key question this study attempts to answer is the influence of using celebrities in product promotion, using Kellogg's cornflakes as analysis reference point.

Statement of the Problem

The exploration of this research topic is motivated by several factors. It seeks to examine whether celebrity endorsement in advertisement works and how it works. It also aims to identify attributes of celebrity endorsers and attributes of celebrity endorsement advertisements that are most appealing to the target audience. This research work also seeks to examine audience's perceptions about how celebrity endorsements in advertisements work. Every advertisement aims to create awareness and arouse interest in the mind of customers. Celebrity endorsement is one of these power tools by which advertisers try to leverage the image and identification of the celebrity to promote a brand. This makes the advertisement not only lively, attractive, and interesting, but attention getting as well because audience takes to the brand endorsement from celebrities, who are not only attractive but credible as well. The problem of this research work is to ascertain how celebrity endorsement is particularly associated with behavior of consumers, brand image, consumer prescription through advertising.

Research Objectives

The objectives of the study are

1. To examine the impact of celebrity endorsement on choice of product.
2. To analyse the perception of students about the celebrity endorsement.
3. To find out the relationship between celebrity endorsement and customer choice of product.
4. To analyse that factor of celebrity which attracts the public more.

Research Questions

1. What impact does celebrity endorsement have on choice of product?
2. What is the perception of students about celebrity endorsement?
3. What is the relationship between celebrity endorsement and customer choice of product?
4. What factor of celebrity attracts the public more?

5. Significance of the Study

This research work will help firms understanding the importance of celebrity endorsement in advertisement. It will also enable them structure their adverts and brands to make them appealing in order to influence costumers choice of product. The final aim of every advertising strategy is to instigate the actual behavior of the targeted audience, whether purchase intention or actual composition (Sharma et al. 2008) if an advertising strategy fails to achieve the same, the million naira spent are not worth it.

Academically, this research work will be helpful in understanding the perception and attitude of Nigerian consumers towards celebrity endorsements, which may reveal some interesting insights and directions for future research. It is also believes that conducting this research work will enhance the valuable personal knowledge of the researcher about the subject and experience for future career applications.

LITERATURE REVIEW

Here, attempts would be made to clarify and explain some key academic and professional terms commonly used in this field. While doing this, definitions of these terms are given with breakdown

of how they apply to this study. Some of the terms and concepts may have a general meaning and applications; however, they may imply something different herein.

Celebrity Endorsement and Celebrity Appeal

While many advertising students, and even some scholars, often focuses on the term celebrity endorsement, little attempt is made to expatiate on the concept. To the general public, it doesn't matter if there is any difference, so long as a popular figure (mostly in the entertainment industry) endorses a product, then, it is a celebrity endorsement. But from a scholarly viewpoint, there are differences in what celebrities endorse in the media. Curtis (2003), in his online post, wrote that just because a celebrity says a product is good doesn't mean the product is what the celeb says it is. He made this remark for many valid reasons. For instance, there are celebrities who use a particular product and could say a lot about the product. Whenever such celebrity endorses the product, then it is a true endorsement in its sense. For example, a popular tennis star like Serena Williams who has been using sportswear made by Nike could tell that their products are the best sportswear in the market. The same obtains if a popular Nigeria actor like Ramsey Noah who had lodged in many hotels across the country during the course of his film production endorses a particular hotel. These are celebrity endorsements in every sense of the term. However, whenever a celebrity who does not use a product or does not really fancy the firm endorses such product in the media, such endorsement is referred to as celebrity fallacy (Curtis, 2003). Many of the celebrity endorsements on Nigeria media may fall under the last category of celebrity endorsement. For instance, popular music producer and record label owner Don Jazzy may not be known for drinking Loyal Brand of milk until he was contracted to endorse the brand. There are many other examples across the country. Curtis (2018) further explains that the celebrity fallacy is faulted for many reasons. For instance, he argued that most products celebrities endorse are things outside their scope and purviews as professionals. For example, an actor who endorses health product is not an expert to tell the chemical contents and therefore, such endorsement is not plausible. In our immediate environment, we have seen famous comedian cum actor Helen Paul endorsing Harpic liquid cleaner which is supposedly potent in killing germs more than other related products in the same category. The fact check on Helen Paul reveals that she has a PhD in theatre arts and nothing close to medical or health related products. However, this point can be countered by saying that the product is a household cleaning agent whose potency can be attested to from mere usage. The question is, who is qualified to analyse Harpic's chemical contents?

Who Is a Celebrity?

A celebrity is defined as a widely known personality who is recognized by a certain group of people (Schlecht, 2003). As explained by an online page, a celebrity is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day media. The term is often synonymous with wealth, implied with great popular appeal, prominence in a particular field, and is easily recognized by the general public. Various careers within the fields of sports and entertainment are commonly associated with celebrity status. These fields have produced prominent figures within these two industries. While people may gain celebrity status as a result of a successful career in a particular field, in other cases, people become celebrities due to media attention for their extravagant lifestyle or wealth; for their connection to a famous person; or even for their misdeeds. Celebrities may be known around the world, within a specific country, or within a region (Definations.net, 2021). They have some characteristics, such as attractiveness, extraordinary lifestyle, or special skills, thus differing from common people and they enjoy a high degree of public awareness. Celebrities can fall into different groups based on their accomplishments, such as actors, television stars, models, athletes, musicians, and artists. Celebrities often enjoy their notoriety, and cause great influence on the endorsed product.

Appeal to Celebrity

Appeal to celebrity is a term common in the media and academic parlance. This concept depicts the act where organisations interest their audiences into buying their product, contribute to a charitable cause, or buy into a political campaign via a celebrity claim and appearance. This is done when organisation contracts celebrities, either by financial incentives or sponsorship, to act as their spokesperson for a product (Curtis, 2003). Hashaw (2019) believes that celebrity advertising is hard to ignore. Celebrities naturally command attention and that includes celebrity endorsement or celebrity branding. He states that featuring celebrities in advertising can grab attention immediately and enhance a brand, and for that reason it has always been a high-impact advertising tool. He noted that Celebrity branding involves engagement from celebrities with the product or service. These days, that often translates to generating buzz or engagement with their social networks. Celebrities promote everything from products to services and even social causes. A good example of celebrity branding is having a product promoted on social media by a celebrity. Endorsement is a marketing channel for communicating a brand through a celebrity spokesperson. A communication channel is any means through which a company communicates its offerings to consumers. It is a way of **e**nhancing credibility and gaining visibility for brands. Celebrities are well-known people and a celebrity endorsement can make a brand stand out. Many companies have successfully leveraged celebrity endorsements to achieve increased business.

Celebrity endorsement is a promotional tool that boosts brand awareness. Celebrity endorsements are powerful in part because of large celebrity networks. Celebrities are able to reach a lot of people through different mediums. Celebrities can reach people through television, traditional media and also social media. The other major reason they are so powerful is because of the celebrity effect.

Young People and Celebrity Endorsement

Celebrity endorsement are largely targeted at young people for obvious reasons. This category of media audience are frequent consumers of television programmes including urban music, foreign and local films, reality television shows, game shows, and entertaining talk show. Young people adore the faces and characters they see on television screen and long to be identified with them. Marketers and media strategists know the implication of this and they take advantage of the appeal these media stars have to sell products, services, causes, candidates, and ideas, to the teaming youths. Youngsters, who adore television stars and consider themselves fans, are emotionally connected to their idols. The millennials consider their idolized celebrity an ideal figure whom they aspire to be like or possess some of the celebrity's qualities. Any product or item the celebrities endorse would gain the fans' attention. The sight of their idol celebrity who is identified with a product often stirs fans emotions and it influences their brand choice and behaviours (Sami, 2006). According to Davis and Slater (2015), the celebrity typically conveys a convincing message to the target market. Brand communication messages delivered by celebrities and famous personalities create and maintain higher appeal, attention, and recall in highly cluttered environments than those delivered by non-celebrities.

Theoretical Underpinnings

Heider's Balance Theory

Like most mass communication related theories, the Balance theory was propounded by a social psychologist Fritz Heider in 1946. Balance theory states that when tensions arise between or inside people, they attempt to reduce these tensions through self-persuasion or trying to persuade others (Littlejohn, 1999). Balance theory describes the structure of people's opinions about other individuals and objects as well as the perceived relation between them. The central notion of balance theory is that certain structures between individuals and objects are balanced, whereas other structures are imbalanced, and that balanced structures are generally preferred over imbalanced structures (balanced, balancing and unbalanced). Heider explains that likes and dislikes are related to

balance and imbalance.

Specifically, balance theory claims that unbalanced structures are associated with an uncomfortable feeling of negative affect, and that this negative feeling leads people to strive for balanced structures and to avoid imbalanced structures. The theory is based on the balance that must exist between interpersonal relationships, or for something specific between two people or more so that a harmony exists between thoughts, emotions and social relationships so that the ideas shared by both subjects coexist without any tension and complication (Griffin, 1997).

Though balance theory was originally developed to explain patterns of interpersonal relations, it has also been applied to study attitudes and opinions about objects. For example. Balance theory may be summed up in this description a person would feel uncomfortable if he disagrees on a topic with someone he likes (Griffin, 2000). When applied to advertising, it becomes clearer to grasp the concept of balance theory. Smart advertiser, over the years, have always taken advantage of this knowledge to design adverts and publicity stunt for their clients. They know that target audiences have people they fancy and respect in the public domain. These admired public names are contracted to endorse a product, with the intention that their followers/fans/admirers would accept the product/service/ candidate/cause/ideology, even when they do not really like the promoted product. In this study, the researcher looks into how Nigeria celebrities are used in advertisement and the resultant effects in the marketing campaigns. The study focuses on Kelloggs Cornflakes and popular actress Funke Akindele's endorsement of the product.

Stimulus Response Theory

Basically, the S-O-R theory states that the stimulus triggers a response based on an internal evaluation of the organism/person. The theory purports that the external environment causes feelings and behaviors. It was observed that a response could be shaped by a person's feelings and emotions and, therefore, it further triggers an emotion that leads to a response. The resulting response can be internal, like an increased heart rate, or external, like crying/laughing, as the case may be. This internal evaluation can be conscious or unconscious (Shah, 2021; Harappa, 2021). Between the stimulus and response there is something that is happening in the mind.

Sanny (2019) gave a breakdown of the acronym forming the theory's name. He explains that S-O-R represents Stimulus, Organism, and Response. This theory based on psychology explains that stimulus is the impulse that contains statement. Organism in this case, means an individual, and responses the effects, reactions, responses, and answers. Stimulus operates as something that affects the action of individuals. While there are different forms of stimuli, in the media world, advertising industry especially, celebrities are potent stimuli to viewers. The presence of a celebrity in a place, on a programme or in an advertisement would automatically stimulate the audience to respond to the programme or advert. This stimulus inspired by celebrities usually has a favourable impact, as most of the audience will most likely accept the product/ programme.

RESEARCH METHOD

Survey is the preferred design for the study because it is the most suitable means of collating information about people's opinion on a given issues. One important instrument of survey method, the questionnaire, was scheduled and utilized for this research.

The population of this study is Business Administration students of Lagos State Polytechnic in the full time programme. The population of the full time Business Administration students as seen in the Head of Department's record by their levels are: ND1-; ND2 - ; HND1- 142 and HND2- 33 and HND3 are 34. Given the total number of 600 (six hundred Part-time students in the department), probability sampling was used to draw the sample size of 240. The Slovins Formula for sample size was used for this study.

For the study probability-sampling technique was undertaken. The researcher selected the

population of study due to the primary relevance of the selected population to the original purpose of the research using the Slovin's formula (Statistics, 2018). The formula is represented mathimatically thus, n = N/ [1+N (e)^ 2]

where n = Sample Size
N= Population (600)
e= Sampling error (usually 0.10 or 0.05)
^= Raised to the power of.

Therefore, the sample size of the study is as follows;

n = 600/ [1+ 600 (0.05) ^ 2]
n = 600/ [1 + 600 (0.0025)]
n = 600/ [1 + 1.5]
n = 600/ 2.5
n = 240.

DATA PRESENTATION AND ANALYSIS

Data Presentation

The data gathered from the research population are filed in frequency tables below:

Distributed copies	240	%
Returned copies	238	98%
Percentage	100%	100%

The response rate of the questionnaire filled and retrieved is very high. Making the mortality rate very low.

Table 1. Gender

Item	Frequency	Percentage
Male	98	41%
Female	140	59%
Total	238	100 %

As could be clearly seen, majority of the respondents are female while the other figure are males. Men seldom participate in survey like women who are willing to.

Table 2. Level of respondents:

Item	Frequency	Percentage
ND I	42	18%
NDII	38	16%
ND III	42	18%
HND I	40	17%
HND II	38	16%
HNDIII	38	16%
Total	238	101%

18% of the respondents are ND3 AND ND1, 17% in HND1, 16% are in HND3,2 and ND2, respectively.

Table 3. Age bracket. 40

Years	Frequency	Percentage
16-20	120	8%
21-25	100	42%
26-30	18	8%
31 above	Nil	Nil
Total	238	100 %

About 42% of the respondents fall between the 21-25-age brackets, 8% fall between 16-20 and 26-30 age brackets, respectively. A majority of them are mature in age and can understand the nature of the questions they are about answer.

Table 4: Funke Akindele's endorsement of Kelloggs cornflakes is very nice

Response	Frequency	Percentage
SA	108	45%
A	118	50%
D	2	1%
SD	2	1%
Don't know	8	3%
Total	238	100 %

About 50% of the respondents agree that Funke Akindele's endorsement of Kellogg's brand of cornflakes is good, 45% strongly agree, 3% wouldn't know, while 1% disagree and agree, respectively.

This is clear evidence that a popular celebrity would attract positive attention to a brand.

Table 5: Funke Akindele's Kellogg's cornflakes advert attracts my attention to the brand

Response	Frequency	Percentage
SA	90	38%
A	118	50%
N	24	10%
D	4	2%
SD	2	1%
Total	238	101%

About 50% of the respondents agree that their attention was drawn to Kellog's cornflakes after Funke Akindele endorsed the brand. 38% strongly agree, 10% wouldn't say, 2% disagree while 1% strongly disagree. This shows that celebrities truly have the power to attract attention to a product/ brand.

Table 6: Since Funke Akindele's endorsed cornflakes, I began eating Kellogg's cornflake

Response	Frequency	Percentage
SA	56	24%
A	102	43%
N	42	18%
D	8	3%
SD	30	13%
Total	238	101%

43% of the respondents agree that they started eating Kellogg's cornflakes since Funke Akindele endorsed the brand, 24% strongly agree, 18% wouldn't comment, 13% strongly disagree while 3% disagree. This shows that celebrities have some level of positive influence on brands.

About 51% of the respondents stated that they eat Kellogg's cornflakes because of its quality, 18% said because of its affordability, 15% wouldn't comment, while 8% said for endorsement by celebrities and availability. This clarifies the myth that people would blindly eat certain food simply because a celebrity endorsed the food/brand.

Table 7: I eat Kellogg's cornflakes because of

Response	Frequency	Percentage
Celebrity endorsement	18	8%
Affordable price	44	18%
Quality of Kelloggs cornflakes	122	51%
Availability	18	8%
No comment	36	15%
Total	238	100%

Table 8: I will eat every other cornflakes endorsed by celebrities

Response	Frequency	Percentage
SA	26	11%
A	92	39%
N	60	25%
D	18	8%
SD	42	18%
Total	238	101%

39% of the respondents agree that they will eat other cornflakes endorsed by celebrities, 25% disagree, 18% strongly disagree, 11% strongly agree, while 8% disagree. By implication, any celebrity they love could easily influence them to buy another brand of cornflakes.

Table 9: So long as a celebrity endorses a product, I will buy it

Response	Frequency	Percentage
SA	30	13%
A	86	36%
D	84	35%
SD	14	6%
Don't know	24	10%
Total	238	100%

About 36% of the respondents agree that they will buy any product endorsed by a celebrity, 35% disagree, 13% strongly agree, 10% wouldn't know while 6% strongly disagree. The implication of these responses is that more than half the respondents

would buy any product endorsed by a celebrity.

On the other hand, 39% of the respondents disagree with the notion that product endorsed by celebrities are the best, 30% agree, 15% strongly agree while 7% strongly disagree and 9% wouldn't know. The implication is that about half the population of the study does not buy the idea that every product endorsed by celebrities are the best.

Table 10: Products endorsed by celebrities are the best

Response	Frequency	Percentage
SA	36	15%
A	72	30%
D	92	39%
SD	16	7%
Don't know	22	9%
Total	238	100%

Table 11. I pay more attention to a product endorsed by a celebrity

Response	Frequency	Percentage
SA	42	18%
A	114	48%
D	68	29%
SD	8	3%
No comment	6	3%
Total	238	101%

48% of the respondents agree that they pay more attention to a product endorsed by a celebrity, 29% disagree, 18% strongly agree while 3% strongly disagree and wouldn't comment, respectively.

Table 12: The quality of a celebrity, which attracts me to him/her, is

Response	Frequency	Percentage
Sex appeal	2	1%
Competence in delivery	50	21%
Sense of humor	116	49%
Beauty and elegance	38	16%
All of the aforementioned	32	13%
Total	238	100%

Sense of humour is the quality a majority of the respondents find attractive in a celebrity as 49% said, 21% said it's competence in how the celebrity delivers their roles, 16% look for beauty and elegance, 13% said all the listed qualities while 1% said it's sex appeal. This, by implication, means that most people are easily attracted to a celebrity with a sense of humour.

Table 13: I will pay more to get any product endorsed by my favourite celebrity

Response	Frequency	Percentage
SA	62	26%
A	126	53%
D	36	15%
SD	8	3%
I don't care	6	3%
Total	238	100%

53% of the respondents agreed that they will pay more attention to any product endorsed by their favourite celebrity, 26% strongly agree, 15% disagree while 3 % strongly disagreed and wouldn't care, respectively. In all, consumers would pay more attention to any product endorsed by their favourite celebrity.

Discussion

Research Question 1: ***What is the current state of consumers' perception about celebrity endorsement?*** Table 10 shows how consumers perceive celebrity endorsement. When asked in the survey their response reads: 39% of the respondents disagree to the notion that product endorsed by celebrities are the best, 30% agree, 15% strongly agree while 7% strongly disagree and 9% wouldn't know. The implication is that about half the population of the study does not buy the idea that every product endorsed by celebrities is the best.

Research Question 2: ***What is the perception of students about celebrity endorsement***. Table 8 shows that students would patronize a product when endorsed by their favourite celebrity. The response therein reads: 39% of the respondents agree that

they will eat other cornflakes endorsed by celebrities, 25% disagree, 18% strongly disagree, 11% strongly agree, while 8% disagree. By implication, any celebrity they love could easily influence them to buy another brand of cornflakes.

Research Question 3: ***What impact does celebrity endorsement have on choice of product?*** Table 6 provides a vivid response to this question as 43% of the respondents agree that they started eating Kellogg's cornflakes since Funke Akindele endorsed the brand, 24% strongly agree, 18% wouldn't comment, 13% strongly disagree while 3% disagree. This shows that celebrities have some level of positive influence on brands.

Research Question 4: ***Is there any relationship between celebrity endorsement and customer choice of product?*** Table 9 provides an answer to this question as it reads that about 36% of the respondents agree that they will buy any product endorsed by a celebrity, 35% disagree, 13% strongly agree, 10% wouldn't know while 6% strongly disagree. The implication of these responses is that more than half the respondents would buy any product endorsed by a celebrity.

Research Question 5: ***What factor of celebrity attracts the public more?*** As could be seen in table 12, Sense of humour is the quality a majority of the respondents 49% find attractive in a celebrity, 21% said it's competence in how the celebrity delivers their roles, 16% look for beauty and elegance, 13% said all the listed qualities while 1% said it's sex appeal. This, by implication, means that most people are easily attracted to celebrity with sense of humour.

Summary

This study was birthed out of the curiosity to ascertain the popular belief that celebrity endorsement has a lot of impact on consumer perception of a product. Though there are many brands of product in our market today, getting customers to patronize and loyal to a brand is a daunting task. Therefore, this study was launched to find out consumer's perception of celebrity endorsement of a brand, using the Funke Akindele scenario as a study. Five objectives were set to be achieved in the end with equivalent research questions to be answered in the end.

Business Administration Students of the Lagos State Polytechnic were selected for the study and questionnaire was used as the preferred research instrument to use. Two relevant theories were reviewed after some few previous works were analysed. Two hundred and fifty copies of 13-items questionnaire were served to part time students of the Department of Business Administration, Lagos State Polytechnic and the results were filed in frequency tables.

Conclusion

The results corroborate previous studies and assumptions that celebrity endorsements have impact on consumer perception of a brand. For instance, it was proven herein that celebrity endowment of a product has impact on the brand. The population of study herein agrees that they became more aware of Kellogg's brand of cornflakes after they saw Funke Akindele's adverts of the product.

Recommendations

In the view of findings made in this study, the following recommendations are made.

1. Organisations should make efforts to know their target consumers' favourite celebrity before contracting them to endorse a product.
2. Marketing and research team of organisations should endeavour to conduct empirical studies on their target consumers' favourite celebrities before making any move in that direction. Sometimes, some make the mistake of assuming they know whom the audience want to see as a brand ambassador.
3. Management should not depend entirely on celebrity endorsement; they should consider other qualities of their products while designing marketing campaign. For instance, in this study it was gathered that what made the population buy Kellogg's cornflakes include quality of the

product, availability and affordable price.

4. Research students and academics should launch further studies in this area to help clarify other areas of celebrity endorsement. For instance, this study finds that respondents do not necessarily buy Kellogg's cornflakes because a celebrity endorses it. Again, the study shows that the personal quality of the celebrity is not enough to attract buyers.

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