
ENTERTAINMENT MARKETING STRATEGIES: A PANACEA TO CUSTOMER SATISFACTION IN THE ALCOHOLIC BITTERS INDUSTRY IN NIGERIA.

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Abstract

This study is a scientific investigation to uncover the reality that exists in entertainment marketing strategies and customer satisfaction in the alcoholic bitters industry in Nigeria. This study being an explanatory survey adopted the cross sectional design. The total population of study consists of 400 customers of 6 alcoholic bitters brands namely; Action bitters, D'General bitters, Odogwu bitters, Origin bitters, Kolaqalagbo bitters and Adonko bitters. We employed the Krejcie and Morgan table to determine our sample size, hence we arrived at 201 respondents as our sample size, and these respondents are customers of these selected brands. The spearman rank correlation and multiple regression was used to measure the affiliation between Entertainment Marketing strategies and customer satisfaction. Data was analyzed using the multiple regression and the spearman rank correlation to reveal the affiliation impact between variables. Findings reveal an affirmative affiliation between the independent variable (Entertainment Strategies) and the dependent variable (Customer Satisfaction). This study concludes as such and recommends alcoholic bitter brands to explore other entertainment strategies as well as how they enhance customer satisfaction.

Keywords: Entertainment Marketing, Alcoholic Bitters Industry, Customer Satisfaction, Marketing Strategies

Introduction

Over the years, Nigeria as a nation (the giant of Africa) has experienced growth in various sectors due to the establishment of various firms and their brands. However some brands face entropy immediately after being launched into the market due to their inability to attract customer patronage. Hence the need for entertainment marketing and its strategies (**celebrity endorsements and product placement**). The entertainment marketing strategy to a huge extent has proven to have an affirmative influence on consumer purchase decision while building brand equity, most especially consumers who are loyal fans of these celebrities. Entertainment marketing has enabled various brands in the past and present, position itself as fighting brand in the market place. This study is a scientific inquiry into the reality of how entertainment marketing strategy and its dimensions (celebrity endorsement and product placement) influences customer satisfaction (brand attachment).

Statement of Problem

Customer satisfaction is one of the cardinal points of marketing and as such it is simply meeting or exceeding customer expectation. Every organization strives to achieve satisfaction on the side of the customers because they are the life blood of every organization. The success or failure of any brand lies in customer satisfaction (acceptance, loyalty, attraction, etc.). However, due to the increasing cases of brand proliferation a most consumers are skeptical in patronizing new products (alcoholic bitters) in the market place, hereby giving weak brands little or no chance to survive immediately after introduction in the market place. Consumers tend to prefer patronizing brands that are highly recognized and have high equity in the market place. This poses a great challenge for new brands in the alcoholic bitters industry. Brands such as the Odogwu bitters have embraced entertainment marketing strategies (celebrity endorsements, and product placement) to transfer the equity of these celebs while introducing the new product. This in turn influences the customer acceptance, trial, and finally satisfaction. Previous research has been conducted in the past by Zafer, (1999) in areas of celebrity endorsement and how it influences customer patronage and perception of a brand. Spry et al, (2009) undertook an empirical research. To determine the effect of celebrity credibility on consumer-based equity of the endorsed brand in major Australian city at a mall utilizing a mall-intercept technique.

Kalu & Igwe, (2020) conducted a scientific inquiry into the reality on how entertainment marketing strategies influence target audience satisfaction: a study of the Nigerian music industry. In order to fill in the gap in literature, this study combines celebrity endorsement, and product placement as dimensions of our predictor variable (entertainment marketing) and brand attachment as a measure of our dependent variable (customer satisfaction) in a single study, and in a totally different industry and nation. None of these studies in contemporary times have conducted a scientific inquiry on how entertainment marketing strategies (celebrity endorsements and product placements) influences customer satisfaction in the alcoholic bitters industry in Nigeria.

2. Literature Review

The alcoholic bitters industry over the years has gained a lot of customer patronage, which in turn has led to increased profitability and market share. There is scientific evidence that drinking alcoholic bitters is beneficial for your skin, blood vessels, liver, kidneys, and pancreas (intercontinentaldistillerslimited.com, 2023). It also encourages the formation of digestive enzymes, calms a queasy stomach, eases gas, and reduces bloating, among its many other benefits (intercontinental distillers limited.com, 2023). The Market size of bitter

beverages in Nigeria estimated at N32.2 billion and has potentials to grow more (Business Day, May 2, 2014). This industry has various players such as the Action Bitters, Odogwu bitters, Orijin bitters, Pasa bitters Yoyo bitters etc all offering similar products that make up an evoked set. In a bid to make a difference these brands adopt strategies in other to position itself as the leading brand in the minds of customers. The entertainment marketing and its strategies are however means adopted by the local alcohol bitters brands to ensure that customer satisfaction is achieved. Therefore brands in the Nollywood entertainment industries such as portable (Zazu) are endorsed by odogwu bitters, Brand ambassadors for the alcoholic herbal drink Adonko Bitters have been announced: Jim Iyke, Ini Edo, Uti Nwachukwu, Charles Okocha, Melvin Oduah, Victor AD, and Teddy A. This move by competing firms is for the purpose of building an affirmative image in the minds of citizens and expatriates. Entertainment marketing as a division of marketing that uses facets of the entertainment world to stimulate or sell a brand or product. It implies anything the platform uses to successfully drive and promote publicity for a brand (Phelps et'al, 2004).

Reporting on the Nigerian film business as of the year 2023, Over 2.3% (NGN239 billion) of Nigeria's GDP has come from the Arts, Entertainment, and Recreation Sector, which includes the Nollywood business. There is a lot of competition for consumers' attention in the entertainment business, with many different businesses trying to establish themselves in their minds. In a market where advertising plays a big part in organising consumer purchases, businesses must do everything in their power to persuade, inspire, and develop a desire to buy in the consumer through an effective advertising campaign. Many people take notice of advertisements when they include well-known people (Ohanian, 1991). Celebrity endorsing a product is a tried and true method of increasing both brand recognition and sales. People who are well-known among a sizable subset of the population are known as celebrities.

Empirical Review

Over the years there have been research done in the area of entertainment marketing by scholars. The truth of the impact of celebrity endorsement on customer behavior in the Lebanese jewelry business was investigated scientifically by Hani et al. (2018). In this study, a conclusive descriptive design was used to get the desired results. Ten renowned academics in marketing, luxury goods, jewelry, and social media took part in an early pre-test data. The survey was then given to 40 groups of women between the ages of 20 and 64 who wear jewelry and share comparable characteristics with the target audience. The data were gathered using a descriptive, cross-sectional study approach. In a Monkey Survey, 584 out of 1,000 female respondents said that they were more likely to purchase the marketed jewellery brand if the celebrity endorser was well-known and well regarded. The jewellery sector in Lebanon has taken to using celebrity endorsement as a form of advertising. Since the celebrity's star power is what makes the strategy work. Her good looks and solid reputation help people remember the ads she appears in. Celebrity endorsement is quite effective in increasing consumer interest because of the credibility of the endorser. The purchaser is attracted to the celebrity because she is pretty.

Empirical research was conducted by Spry et al. (2009) to ascertain the impact of celebrity credibility on consumer-based equity of the endorsed brand. The conceptual framework was assessed through a field experiment. Using a mall-intercept methodology, data were collected from a sample of mall-goers in a large Australian city. Structural equation modelling was employed to examine the information. The results show that the credibility of endorsers has a direct effect on brand equity when this link is mediated by the credibility of the brand itself. However, no matter what form of branding was employed, there was no change in the

connections between endorser credibility and brand credibility or endorser credibility and brand equity. The latest research backs up previous conclusions by showing that an endorsement celebrity should have credibility in the form of physical attractiveness, expert knowledge, and dependability. Additionally, it was discovered via this research that a brand may be developed with even a fairly low credibility endorser.

Kalu & Igwe, (2020) conducted a scientific inquiry into the reality on entertainment marketing and target audience satisfaction: a study of the Nigerian music industry the objective of this paper was to assess the affiliation between entertainment marketing and target audience satisfaction. Eighty-nine (89) students (youths) were used for the analysis and the Spearman rank correlation coefficient order was used for the hypotheses testing. At a noteworthy value of ($p < 0.05$), the findings showed a noteworthy affiliation between product development, online store accessibility, Shazam, monetized website development, Instagram ads and target audience satisfaction. It concluded that a key driver of target audience satisfaction is the use of entertainment marketing/ social media platforms. It recommended that entertainers should explore, target, segment and position the most cost-effective social media platform that best conveys their brand to the target audience which in turn makes the audience more satisfied and generate revenue.

Theoretical framework

Hovland and Weiss's (1952) source credibility model provides the theoretical foundation for this research. The source credibility model (Hovland & Weiss, 1952) is a communication paradigm used in the field of marketing research. The credibility of the endorsers is hypothesized to have an effect on the beliefs, attitudes, and behaviours of the receivers towards the endorsed products. This theory posits that the choice of the endorsed celebrity (perceived expertise, perceived trustworthiness, reputational incentives) to a great extent impacts affirmatively or negatively, the credibility of a brand and most importantly the purchase decision of consumers.

Conceptual framework:

There are various concepts in this study that informs our frame work they include: Celebrity Endorsement, Product Placement, and Brand Attachment.

Celebrity Endorsement: Endorsements from famous people are frequently used in modern commercials. Advertisements featuring well-known people are much more memorable and therefore more effective in getting their messages across to customers. The advertising becomes alive, appealing, intriguing, and attention grabbing thanks to celebrity endorsement. According to research, using celebrities in advertising can have a favorable impact on the ads' likeability, credibility, message recall, and recallability, which can all affect how likely consumers are to make a purchase. A popular commercial communication tactic is celebrity endorsement (Erdogan, 1999). According to the majority of studies (Dean & Biswas, 2001; Atkin & Block, 1983), celebrity endorsements work. The persuasiveness of the commercial message may increase due to the favorable perception that celebrities foster among customers (Choi & Rifon, 2007). The use of celebrities in advertising may help products stand out from the crowd and reduce distractions during conversations, both of which can improve a person's ability to communicate (Sherman, 1985). Brands that have celebrities behind them stand out more and are easier to remember (Bowman, 2002). Effective marketing communication relies heavily on consumers' ability to understand and remember the message being sent, and celebrity endorsements play a key role in this. Customers can easily retrieve previously acquired knowledge when the time comes to make a purchase or address a need (Schultz &

Barnes, 1995). Promoting a product or service with the help of well-known people is becoming increasingly common (Atkin & Block, 1983). Since many people look up to famous people, having them endorse a product or service makes commercials more intriguing and appealing to the target audience (Ohanian, 1991; Kamins, 1990). When compared to ads without celebrities, those with celebrity endorsements result in more favorable opinions about advertising and higher buy intentions (Atkin & Block, 1983).

Product Placement

"Product placement" is a form of advertising in which a product is subtly integrated into another form of media, such as a film, TV show, music video, a social networking site, or advertisement. Advertising professionals often use the term "embedded marketing" to describe this method. Product placement, as defined by Ginosar and LeviFaur (2010), is the strategic introduction of advertising messages into otherwise noncommercial settings. It's a form of advertising the product. Product placement is a form of advertising and promotion in which a brand name, product, package, signage, or other trademark merchandise is inserted into and used context-dependently in a film, television programme, or other form of media for commercial gain. Other terms for this strategy include programme sponsoring, branded entertainment, and product integration. The audience gets exposed to a brand or product when it is strategically integrated into a film, TV show, or other content. There are references to this in Panda (2004) and Cebrzynski (2006).

Brand Attachment

Brand attachment, as defined by Cheung and Thadani (2010), occurs when a person develops an emotional and intellectual investment in a brand to the point where they come to view it as an extension of themselves. Although the concept of attachment has been studied in a wide range of contexts (including romantic affiliations, kinship, and friendship, for example), and from a variety of perspectives (individual differences vs. affiliation perspectives), we approach attachment in this study from the perspective of an individual's affiliation with the brand as the attachment object. Attachment, here, refers to the depth of an individual's emotional and rational investment in a certain brand. The attachment viewpoint differs notably from the connection perspective since it treats attachment as an individual difference variable that characterises one's systematic manner of connecting across affiliations. In line with previous research, we define brand attachment as an intense emotional connection between the brand and the individual.

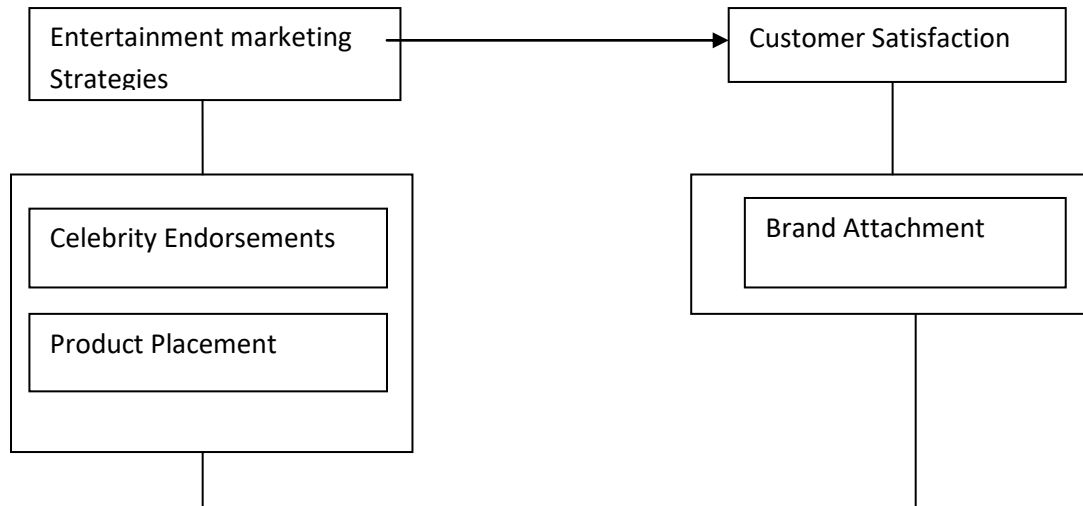


Fig 1.1 Conceptual framework for Entertainment Marketing and Customer satisfaction. Source: Research Desk (2023)

Hence we state our null hypothesis thus:

Ho₁: There is no noteworthy affiliation between Celebrity Endorsement and Brand attachment

Ho₂: There is no noteworthy affiliation between Product Placement and Brand Attachment

3. Methodology: This study is an explanatory survey in which we will adopt the cross sectional design in order to collect relevant data at a single point in time, However the total population of study consists of 400 customers of 6 alcoholic bitters brands namely; Action bitters, D’General bitters, Odogwu bitters, Origin bitters, Kolaqalagbo bitters and Adonko bitters. We employed the Krejcie and Morgan table to determine our sample size, hence we arrived at 201 respondents as our sample size, and these respondents are Customers of these selected brands based on the fact that they are the lifeblood of any organization, and determine what brand stays alive and valid in the market. The spearman rank correlation and multiple regression will be used to measure the affiliation between the independent (Entertainment Marketing strategies) and dependent variable (customer satisfaction). Data will be analyzed using the multiple regression and the spearman rank correlation to reveal the affiliation impact between variables.

4. Results and Discussion

Due to the quantitative nature of the study, a structured questionnaire was used to collect information from a sample of 201 customers of alcoholic bitter companies within a specified time frame. Customers were contacted through preexisting affiliations and given a copy of the questionnaire to fill out and return. Ninety-five percent of the original copies that were supposed to be used for the study were recovered, and those that were checked for mistakes, missing data, and blank sections.

Table 1: Properties of the Measurement Instruments.

Constructs/indicators	Factors loading(λ)	λ^2	AVE	α	CR
Celebrity Endorsement (CE)					
CE1	0.912	0.832	0.79	0.88	0.92
CE2	0.882	0.778			
CE3	0.878	0.771			
Product Placement (PP)					
PP1	0.916	0.839	0.76	0.83	0.90
PP2	0.872	0.760			
PP3	0.819	0.671			
Brand Attachment (BA)					
BA1	0.909	0.826	0.81	0.89	0.93
BA2	0.891	0.794			
BA3	0.899	0.808			

Table 1 displays the outcomes of the measuring model. All of the results reveal that the outside loadings are substantial and more than 0.7. Avkiran and Ringle (2018) state that an outside loading threshold of 0.7 should be used. Additionally, Cronbach Alpha and composite reliability have been used to establish reliability; these methods indicate that a value of 0.6 is the bare minimum for reliability, although values above 0.7 are preferable. When the cutoff is taken into account, it is observed that all latent constructs are credible, with Cronbach Alpha and composite reliability scores all exceeding 0.7. Moreover, AVE has been employed since it illustrates the interconnectedness of the latent variables, which is necessary for establishing the convergent validity of the latent constructs. According to Latan and Noonan (2017), the AVE threshold is set at 0.5, hence any value in Table 1 for a latent construct in this study more than 0.5 is considered legitimate.

4.2 Statistical Analyses using Spearman Rank Order Correlation Coefficient

Table 2: Celebrity Endorsement and Brand Attachment

		Celebrity Endorsement	Brand Attachment
	Correlation Coefficient	1.000	.901**
Celebrity Endorsement	Sig. (2-tailed)	.	.000
	N	195	195
Spearman's rho	Correlation Coefficient	.901**	1.000
	Brand Attachment	Sig. (2-tailed)	.000
	N	195	195

Confirmation on the nexus between celebrity endorsement and brand attachment of alcoholic bitter industry in Nigeria are experiential to be noteworthy at a $P_v < 0.05$ in hypothesis one.

At $\rho = 0.901$ and $P_v = 0.000$, the correlation between celebrity endorsement and loyalty to a brand is extremely high and statistically noteworthy. The findings show that celebrity endorsement has a sizeable, affirmative effect on customer satisfaction and helps the alcoholic beverage business keep its clientele. The study concluded that the alternative hypothesis, which involved celebrity endorsement and brand attachment in Nigeria's alcoholic bitter industry, was more likely to be true than the null hypothesis, at the $P_v (0.000)$ 0.05 level of significance.

Table 3: Product Placement and Brand Attachment

		Product Placement	Brand Attachment
Product Placement	Correlation Coefficient	1.000	.825**
	Sig. (2-tailed)	.	.000
	N	195	195
Spearman's rho	Correlation Coefficient	.825**	1.000
	Sig. (2-tailed)	.000	.
	N	195	195

Confirmation on the nexus between product placement and brand attachment of alcoholic bitter industry in Nigeria are experiential to be noteworthy at a $P_v < 0.05$ in hypothesis two. The result shows that product placement has a solid noteworthy affiliation and affirmatively correlates with brand attachment at a $\rho = 0.825$ and a $P_v = 0.000$. The result reveal product placement to noteworthyly and affirmatively influence customer satisfaction and as such contributes noteworthyly towards attaining brand attachment. Therefore, the study rejected the null hypothesis and accept the alternate hypothesis relating to product placement and brand attachment of alcoholic bitters industry in Nigeria, because the $P_v (0.000) < 0.05$ level of significance.

4.3. Regression Analysis

Multicollinearity: When several independent variables are correlated with one another, we say that there is multicollinearity. The ability to draw conclusions regarding the relative contribution of each predictor variable to the effectiveness of the model may be hampered if there is solid correlation between two or more predictor variables. The VIF and tolerance values (see table 4) were used to examine multicollinearity in this investigation. Since the VIF value is less than 10, we know that the independent variables in the regression model do not exhibit multicollinearity.

Table 4: Multicollinearity of Entertainment Marketing Strategies Elements

Dependent Variable: Entertainment Marketing Strategies		
Model	Collinearity Statistics	
	Tolerance	VIF
Celebrity Endorsement	.569	1.772
Product Placement	.742	1.339

Source: Survey Data (2023)

Table 5: Regression Analysis showing the effect of Celebrity Endorsement (CE), and Product Placement (PP) on Brand Attachment (BA).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919 ^a	.845	.828	.18794	1.641

a. Predictors: (Constant), Celebrity Endorsement, Product Placement

b. Dependent Variable: Brand Attachment

Using a regression model, we can see how much variation in consumer loyalty can be attributed to underlying differences in entertainment marketing approaches. $R^2 = .845$ therefore most of the variation in the success of the entertainment marketing techniques can be attributed to the model. After controlling for all other correlations, the independent variables have a correlation of $R = .919^a$ with the dependent variable. According to the table's explanation of the data, the Adjusted R^2 for the variables of celebrity endorsement and product placement explains 82.8% of the variance in brand attachment, while the remaining 17.2% is attributable to other factors. If the Durbin-Watson statistic is close to 2, the residuals are independent (not correlated); a range of around 1.50 to 2.50 is considered appropriate. The Durbin-Watson value of 1.641 in this study is extremely near to the value of 2, confirming that the condition of independent error has been met with high confidence. Serial multi-collinearity of the first order does not exist, as demonstrated by the Durbin-Watson theorem (1.641). Non-linearity variables were included in this study.

Table 6: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.470	3	34.780	41.603	.000 ^b
	Residual	4.474	92	.836		
	Total	73.944	95			

a. Dependent Variable: Brand Attachment

b. Predictors: (Constant), Celebrity Endorsement, Product Placement

To find out if the model is able to reliably predict the outcome variable, we can do an analysis of variance (ANOVA). Given that the regression analysis showed a noteworthy degree of prediction ($p < 0.05$ on the ANOVA table), the results are conclusive. The multiple regression coefficient table that follows elucidates the relative importance of each parameter.

Table 7: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.357	.086		4.164	.000
	Celebrity Endorsement	.529	.062	.553	8.461	.000
	Product Placement	.445	.232	.277	5.372	.000

a. Dependent Variable: Brand Attachment

Regression Model: Celebrity Endorsement = 0.357+(0.529CE + 0.445PP)

Standardised coefficient beta and P-value are used to determine if a hypothesis should be rejected or accepted. The celebrity endorsement of the alcoholic bitter industry has an affirmative beta value of .529, as indicated in Table 4.7 above, and a P value of less than .05. As a result, the findings corroborated the working hypothesis and inferred that endorsements from famous people have a favourable and substantial impact on consumer loyalty to

alcoholic bitters. $P < 0.05$ indicates statistical significance, and $\beta = 0.445$ indicates an affirmative affiliation between product placement and sales. Thus, the findings corroborated the working hypothesis and suggest that product placement has a substantial and beneficial effect on consumer loyalty to alcoholic bitter brands.

4.3 Discussion of Findings

The purpose of this study was to examine the affiliation between entertainment marketing methods and consumer happiness in Nigeria's alcoholic bitter industry. Statistical methods were used to achieve the desired result.

Affirmative Correlation between Celebrity Endorsement and Customer Satisfaction

The research finding shows that there is an affirmative affiliation between celebrity endorsement and customer satisfaction measure (brand attachment) many researchers studied the effect of celebrity endorsement and how it relates to customer satisfaction. Therefore our findings has proven the theory of source credibility to be true. This creates room for emphasis on the adoption of entertainment marketing strategies as our findings reveal an affirmative affiliation to exist between celebrity endorsement and customer satisfaction (brand attachment).

Affirmative Correlation between Product Placement and Customer Satisfaction

Product placement has an affirmative affiliation with customer satisfaction in the alcoholic bitter industry in Nigeria. The study asserts that brands employ these strategies because unconsciously these products (alcoholic bitters) attract customer attention and retention when featured on a commercial, Tv show or music video. Customers get to know about the existence of a brand via this strategy even without their knowing it

5. Conclusion/Recommendations

Our results show that all of the research questions were answered by the study. However, the research shows that celebrity endorsement is the single most important factor in determining customers' pleasures. Therefore we conclude that celebrity endorsement and product placement have affirmative impact on customer satisfaction as well as influence consumer purchase behavior. Conclusively, it can be asserted that entertainment marketing strategies is found to have a noteworthy effect on customer satisfaction of alcoholic bitter industry in Nigeria. Hence this study recommends the deployment of this strategy to foster affirmative customer purchase intention as much as behavior as it has proven to be valid overtime. Furthermore this study recommends the exploration of other entertainment marketing strategies that could be adopted by organizations which have a great ability to foster business growth.

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