

Brand Ambassador and Consumer Loyalty in Tiwa Savage-Wizkid Pepsi Commercial

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Abstract

Brand ambassadorial endorsement by celebrities is expected to influence consumers to the point of being loyal to the advertised product or service. Yet, it is not a given that once a brand has been endorsed, patronage and consumption of such brand must occur because there could be intervening variables. In odd cases, the celebrity endorsement is futile and defeats the objective of the commercial. Granted that Pepsi has the celebrity endorsement of Tiwa Savage and Wizkid; it becomes imperative to find out if the two brand ambassadors influenced customers' loyalty through the commercial featuring them. Four research questions were employed while the Source Credibility Theory was used for the study. The study was conducted through the descriptive survey research design. With 615,845 as the study population of Obio/Akpor LGA, Rivers State, a sample of 324 was drawn from the areas. The LGA was broken into clusters as the question was administered to the people. We found out that consumers were attracted to the Pepsi brand because of the celebrities in the commercial; the consumers have a positive perception about the brand ambassadors; but most of the consumers were not influenced into purchasing the brand because of Tiwa Savage and Wizkid; but the customers acknowledged that they can be more loyal because of the celebrity ad. It was therefore recommended among other things that brand ambassadors should personally maintain a positive image in the public to remain influential and that should continue to explore getting more ambassadorial endorsement for its products and services.

Keywords: Brand Mmbassador, Branding, Consumer Loyalty, Consumer Satisfaction, Commercial, Advertisement, Patronage
