

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

Introduction

Manufacturers of consumables have always found a market for their products because man must satisfy his physiological need for food, besides higher levels of needs one may have. And while there are increasing demands, the number of brands in the market competing for patronage calls for uniqueness in every product. Branding is therefore the most basic means of differentiating one product from another, which could be through name, words, symbols or design that identifies the product and its source, to distinguishes it from other competitors (Arens, Weigold & Arens, 2011; Buckingham, 2009; King & Grace, 2008; Batey, 2008).

Brand is “the symbolism or personality of the brand”. Advertisers are at liberty to build individual brand that convey uniqueness among a class of products by the same manufacturer. For instance, Unilever has Close-Up, Pepsodent and Aim, which are toothpastes for different kind of consumers. Though consumers may not be aware that they all from the same company, what they care about is the satisfaction they derive from their choice. It is therefore imperative for the company to brand each toothpaste with its unique selling point. There could also be family branding. In this kind, a company focuses on how to identify variance in a brand that bears a common name but in their kinds. For instance, Reckitt Benckiser has a collection of Dettol soap such as *Dettol Cool*, *Dettol Original*, *Dettol Skincare*, *Dettol Re-energize*, and *Dettol Lasting Fresh*.

Branding plays important roles in a product life cycle. On the part of consumers, branding enhances instant recognition, identification, assurance of consistency, quality, taste, size and other satisfaction derived psychologically (Arens, Weigold & Arens, 2011). This earned satisfaction enables the brand to gain loyalty. It is believed that the behavioural intentions of consumers would improve towards the positive to galvanise brand loyalty (Khadka & Maharjan, 2017; Uddin, 2011).

Celebrities are individuals who have achieved wide public acceptance for one skill or ability with which can easily influence their fans. In most cases, they are television personalities who have impressive record one form of art or creativity. These personalities become brand ambassadors when they use their influence to project a product or service. Thus, the public recognition bestowed on them serves as a springboard for endorsing brands (van Krieken, 2012; Chakraborty & Agrawal, 2010). Popular figures like actors, musicians, athletes etc. have been seen as immense means of promoting products and services. It is for this reason many organisations and advertisers use them to sell their brands (Seema, 2013). Whenever celebrities endorse a product, it is believed that consumers increase their preference of such brand.

Consumer loyalty is a human feature that describes the willingness to continue with a product through repetitive purchase because of established relationship. It addresses how consumers become dependent on a brand of choice such that a

competing cheaper product may not be able to influence change. People could decide to eat Indomie instant noodles irrespective of the fact that it is costlier than other brands like *Chikki* and *Tummy Tummy*. Any commercial that is able to reinforce patronage and enhance consumer loyalty is more than a successful effort.

In the soft drink industry, there has been a growing competition among major producers. For instance, among the non-alcoholic drinks found in the Nigerian market, there are *Guinness Malt*, *Grand Malt*, *Beta Malt*, *Maltina*, *Hi-Malt*, *Amstel Malta*, *Maltex* etc. It becomes a matter of choice and what a consumer finds satisfactory that determines which is purchased. Most of the drinks have gone ahead to package them in bottles, cans, paper-cans like *Maltina Sip It*. This is because of the intense competition to brand and satisfy consumers need and taste.

Pepsi is one of the carbonated soft drink (CSD) brands in Nigeria by Pepsi Cola Company. It is a brand of cola soft drinks like Coke. In the 1980s, there was the *Cola War*, which was a battle for supremacy in the market from the introduction of “New Coke” by Coca-Cola Company. But it is believed that the Coke has retained its largest-selling spot over Pepsi. And the rivalry subsisted for about fifty years (Little, 2019; Oluwa, 2019). Few years before 2015, both companies packaged their competing brands from the Returnable Glass Bottle (RGB) to plastic PET (polyethylene terephthalate) bottle and this initiative increased patronage (Faleye, 2017). Thus, it behooves each of the companies to design modalities through which it can sell its brand.

Pepsi adopted the use of brand ambassadors in some of its commercials. One of the most popular ads was the use of Tiwa Savage, the popular co-host of *Nigerian Idol*, a TV reality show and Wizkid, the EME Records singer. Wizkid has albums to his credit but one of his popular release is “Holla at Your Boy”, a hit single that has won several awards among which is the Best International Act (Africa) of BET awards. According to Olufunmi (2012), the deal between the company and Wizkid, commenced in May, 2012, but both him and the Mavin Records star, Tiwa Savage, were unveiled on Wednesday July, 11, 2012 (Samade, 2012). The company used the names of these ambassadors as labels on their bottled CSD, which was seen as successful (Ngwu, 2016).

Statement of the Problem

Brand ambassadorial endorsement by celebrities is expected to influence consumers to the point of being loyal to the advertised. Yet, it is not a given that once a brand has been endorsed, patronage and consumption of such brand must occur. This is because there could be intervening variables to influence consumers’ response to the brand. In such a scenario, 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 brand ambassadors’ commercial of the drink has influenced customers’ loyalty. That is, in what way has Tiwa Savage-Wizkid

Pepsi brand ambassador commercial influenced consumer loyalty? This constitutes the problem of the study.

Research Questions

The following are among the questions the study is concerned with:

1. In what way did Pepsi Tiwa Savage-Wizkid ad attract consumers' attention to the brand?
2. How do consumers perceive Pepsi brand ambassadors?
3. In what way did the Pepsi ad influence consumers' purchasing decisions?
4. To what extent did the Tiwa Savage and Wizkid's endorsement of Pepsi influence consumers' loyalty to the brand?

Theoretical Framework

The issue of brand ambassador in commercials is one that hinges basically on the trust, believability and acceptance of the celebrity. And this can be appreciated through the *Source Credibility Theory*, which was propounded in 1951 by Carl Hovland and W. Weiss. The Theory explains how the perceived credibility of a personality could determine the response of a receiver to a given message. A message, under this theory, is believable depending on the credibility of the source in the eyes of the receivers (Umeogu, 2012). It is believed that the studies by Hovland, Janis & Kelly (1963); Hovland (1963) and Weiss (1974), were profound in strengthening the understanding of how receivers are persuaded to believe information that come from sources they judge as credible.

For instance, many viewers would believe a story once they confirm it came from CNN's Jim Acosta, as much listeners would attend to *NigeriaInfo* (92.3) FM's Kofi Bartels. They believe that these personalities have built a name and created an image about themselves such that they can be relied upon. Certain personalities bear an ambience of credibility by their popularity and such credibility seems to reflect on whatever brand they promote. To this end, the reaction to a message may be dependent on how the audience perceive the source of the message. This is because credibility does not reside in the source but is bestowed by the audience (Gass & Seiter, 2009; Mor, 2012), which has been very helpful in several corporate organisations (Goldsmith, Lafferty & Newell, 2000).

Although it is believed that source credibility is multifaceted and debated among scholars (Newell & Goldsmith, 2001; Alcaniz, Caceres & Perez, 2010), because of the perspectives perceived from, three models have been found to be associated to the theory viz factor, functional and constructivist models (Anaeto & Anaeto, 2010; Asemah, 2011).

The factor model determines the extent the receiver judges the source credibility (such as the hook line and sinker the ordinary man believes Mr. A's message). One of such elements could be the source attractiveness, which is judged by the personality, likeability and social values (Solomon, 2002); functional model examines the extent of

satisfaction of the receiver's need by the source. If, for instance, Tiwa Savage highlights that she drinks Pepsi because of its affordability, colour and branding, consumers of the mentioned interests would be more satisfied with the brand; and constructivist focuses on what the receiver does with the proposal from the source (Umeogu, 2012). This theory is very apt for this study considering the fact that Pepsi drink has been endorsed by its brand ambassadors, Tiwa Savage-Wizkid, who have gained popularity in the entertainment industry and the company expects a positive response on the part of its consumers.

Branding and Brand Ambassadors

The concept of brand denotes the mixture of several factors like structure, communication, strategy and culture in many respects, which are geared towards highlighting the benefits inherent in a product, organisation, and consumers or customers' perceptions about such. A brand can simply be described as a symbol or sign, design, term or name or the mixture the above in order to identify and differentiate a product or service by a producer among others competing with it in the market (Armstrong & Kotler, 2009). It then goes to say that a brand should be able to identify itself among others of similar kind or class because of specific features. In this regard, brand could be handy (tangible) or reflective (intangible) attributes identifying a product and its values that may not be obtainable in another (Hollis, 2008; Roux & du Plessis, 2014).

Variation in images, meaning and association are critical in brand building process. This can be explored when the advertising effort builds on brand's positioning. It is branding that enables consumers to identify a product and affirm their confidence in it because of the promise in the brand.

One important factor in the life of a product is the strength that a brand has in consumers' thought, which is identified as brand awareness. While a relationship has been found to exist between brand awareness and marketing of services (Kotler & Keller, 2009; Papasolomou & Vrontis, 2006), it has been argued that internal branding, also described as employee branding, in external brand building or brand customer management (O'Callaghan, 2009). To determine a brand awareness level would be to measure how well consumers can recognise, recall and the domineering level of such brand in their minds (Chen, Chen & Huang, 2012). It is argued that an organisation team is an effective channel for greater brand awareness (Conradie, Roberts-Lombard & Klopper, 2014). Hazhbar, Jeavik, Behbahani and Khabiri (2016) found out that customers' visualisation and understanding of intangible got increased with strong brand name thereby enhancing their confidence to make purchase.

While companies can gain strategic advantage through it (Javanmard & Soltanzade, 2009), - on the part of advertisers, branding helps to galvanise brand equity, that is, the sum of what consumers, dealers, distributors and competitors perceive about the brand within a given period. It is the brand's capital which it develops in the market (Arens, Weigold & Arens, 2011). Brand development index

(BDI) highlight the potent of sales a brand offers itself in a given market. This is obtained by comparing the percentage of sales to the area's population. It is the objective of branding to increase the BDI so that there will be more consumer loyalty.

Brand ambassadors are popular figures who gained public acceptance such that they promote a given product as part of its team. They are celebrities who are engaged in a contract with a given organisation with the aim of promoting their brand and by that, the brand ambassador stands as the corporate image of the institution. It becomes an obligation on the part of the celebrity to keep the worldview of the company or brand positive within the period under review (Ugonna, 2014).

The key focus in engaging brand ambassadors is to help promote and sell the brand to consumers (King & So, 2013). Brand ambassadors are expected to possess the qualities of trustworthiness, likeability and acceptance by the public. For one to become a brand ambassador, it is expected that the individual must have been successful in a particular field or known for a given skill or accomplished a noble course. This is described as social and or cultural currency with which one can pull the interest of the people (van Krieken, 2012). A celebrity serving as a brand ambassador could perform such function through diverse means among which are spokesperson, testimonial, actor or endorsement. A celebrity who represents a brand over a given period of time in print or electronic commercials in person suffices as a brand's spokesperson. It is easy to think of Kanu Nwankwo and think of Peak Milk because of the long time the TV commercial lasted. Testimonial takes place when the celebrity projects that he or she has used the brand and wants the audience to try same. Here is where Chika Okpala attests to the value *Seaman Schnapps*. The actor endorsement style takes place when the celebrity presents the brand as part of a character testifying about it.

Prasad (2012) found out that when celebrities endorse a brand, consumers perceive such brand as of a superior quality, it equally attracts their attention and likeness of the brand (Okorie, Oyedepo & Akhidenor, 2012). Grimsley (2014) rightly noted that celebrities serve the major purpose of increasing the sale of a brand which has direct effect on the profit made at the end of the day. Nevertheless, it is not in all cases that celebrity endorsements are able to sell a product because it has been found out that in some instances, there were failures. Consumers were not influenced into purchasing the brands (Apejoye, 2013). And as clear support to the studies above, Abdurrahman, Owusu, Soladoye, and Kalimuthu (2018) found out that while the expertise of celebrities could not influence consumers' intention to purchase endorsed products, the attractiveness and trustworthiness of the brand ambassadors could influence patronage intention.

Saeed and Bhatia (2014) had found out that brand ambassadors succeed in creating positive image about a brand in the minds of consumers. This implies that there are peculiar factors in celebrities that actually influence patronage decisions. For instance, there are popular television personalities, sportsmen and women, actors and actresses, musicians and other famous professionals who endear the masses. In the

world, young men want to identify with footballers like Lionel Messi, Cristiano Ronaldo (C7), Sadio Mane, Mohammed Salah, and many others. They still cherish the likes of Kanu Nwankwo (Papilo), Austin Jay-Jay Okocha, and Mikel Obi and whatever the footballers do is usually approved. One could also imagine how a brand would sell if it has the endorsement of Chika Okpala (Zebrudaya), Bright Okpocha (BasketMouth), and John Ikechukwu Okafor (Mr. Ibu/Uncle Wayword) through their comic presentations. Some consumers could easily think of the celebrities whenever they consider the product and by that, increase their likeness of the promoted brand. This is why brand ambassadors are believed to be successful in creating unique identity and strength for a brand (Roll, 2014).

One thing about celebrities is that whatever they do is judged by the fans as the ideal except otherwise. They are perceived as a typical model of life, which everyone ought to live and in that sense, many admirers begin to speak, act, think and live like the celebrities. There is no doubt that whatever the brand ambassadors have accomplished is easily emulated by their fans and can be seen transmitted into the tastes of brand consumers (Mojekeh, Agbaiza, Mahmud & Momoh, 2019). Just as some young people begin to dress as their favourite celebrity does, so do they begin to adopt the various kinds of foods and drinks they append their signatures.

It must also be highlighted that it is not a given that every brand that receives the endorsement of celebrities would sell. Studies have proven that in some instances the brands failed to receive desired attention despite being endorsed (Apejoye, 2013). In their study, Abdurrahaman, Owusu, Soladoye, and Kalimuthu (2018) found out that while celebrities' expertise does not influence intention to purchase, the attractiveness and trustworthiness of the celebrities have influence on the patronage of a brand.

Consumer Satisfaction and Loyalty

In the business world, there is a thin line between customer satisfaction and customer loyalty, but the most defining feature of loyalty is that it is not a rational assessment rather an unconscious adoption of a brand based on given factors (Kiseleva, Nekrasova, Mayorova, Rudenko, & Kankhva, 2016). That is to say that in some of the decisions made by customers, they do not border about appropriateness or otherwise of a brand or product but simply patronise such because they have developed likeness for the name, product, or organisation behind such product. This is why it is easy for consumers to easily purchase *Indomie* noodle irrespective of the brand produced as long as it bears the family name, "Indomie". It is then said that "Satisfaction comes when the buyer is happy and does not regret the money spent. But the client will not necessarily be loyal" (Sysoev & Neiman, 2004).

A classical definition of customer satisfaction can be described with the end points of satisfaction or dissatisfaction based on the performance of the brand. Customer satisfaction is the degree to which a business's product or service performance matches up to the expectation of the customer. If the performance

matches or exceeds the expectations, then the customer is satisfied, if performance is below par then the customer is dissatisfied (Roberts-Lombard, 2009, p. 73).

Customer satisfaction is a phenomena that goes with an expectation height. It can be obtained when a product has been used by the customer over a period and in the course of the use, a comparison is made with the pre-existing expectations of what the product stands for, what and how it ought benefit the user (Donoghue & De Klerk, 2009; Wang, 2012). Hardly can consumers be satisfied in a product if they do not have a certain amount of expectation from the product being used or the service being enjoyed. It then follows that meeting this expectation is crucial in arousing satisfaction.

There is no doubt that customer satisfaction is a critical factor in the process of making a brand acceptable to the consumer in order to boost the chances of the brand being patronized by the largest number of potential and targeted consumers. It is equally an imperative that for a customer loyalty to be obtained, there must also be customer satisfaction. However, the fact that there is customer satisfaction, even if on a very high scale, does not guarantee patronage of the brand (Ndubisi, Malhotra & Chan, 2009; Seiders, Vos, Grewal & Godfrey, 2005).

The idea of loyalty comes with nature of being faithful and having positive attention to what one is associated with. It is observable in a consumer when other available products that may be more lucrative are ignored for a particular brand (Kiseleva, Nekrasova, Mayorova, Rudenko, & Kankhva, 2016). A loyal customer develops trust, attachment and commitment to the preferred brand. It is the degree at which a consumer is willing to purchase a brand over and over. Sabzei, Husseini and Bandar (2014), found out that it is more expensive to attract new consumers than to retain existing ones who are loyal to a brand.

In the words of Lazarevic (2011), brand loyalty is “the positive feelings a consumer experiences towards a brand and the intense commitment to repurchase products of the same brand regardless of competitors’ actions or changes in the environment” (p. 48). Consumers who are loyal to a brand have a favourable feeling towards such and are well tied to using the brand to the point of dependence not minding if the offerings from rival products offer something better or not.

When a consumer is loyal, the concern about a particular brand of choice is not affected by price but on perceived satisfaction. Loyal consumers are bound to be promoters of the brand even through word of mouth and they feel no risk about the brand. This is why in the survival of ventures, loyal customers are seen as the cornerstone for success (Glinskiene, Kvedaraite & Kvedaras, 2010; Bose & Rao, 2011; Bobalca, 2013; Rizan, Warokka & Listyawati, 2014). They are there to keep the inflow of profit and income at a stable rate because of the fervent patronage.

The loyalty by consumers to a brand can be attitudinal or behavioural. When a consumer is prone to purchase a brand irrespective of its higher price and any other obstacle in the process, there is attitudinal loyalty. It is evaluative and psychological could lead to behavioural loyalty, which is the real re-purchase action (Lazarevic,

2011). If the minds of the consumers are positively influenced, it is easier to have them respond expectedly to the brand being promoted. Loyalty to brand is gotten after the messages have been communicated to the consumers about the brand, they become aware, develop an impression and expectation from it, purchase, get satisfied and are re-purchase even of other kinds of the brand (Gunelius, 2014). It can be simply said that consumer loyalty amounts to complete dependence on a particular brand.

Van Vuuren, Roberts-Lombard and van Tonder (2012) identify consumer satisfaction, trust and commitment as key factors influencing consumer loyalty. And having reiterated that consumer satisfaction as the product of service quality (Kalia, Arora & Kumalo, 2016), trust relates to the expectation of positives from another's expected activity (Thomas, 2009). Commitment is that wheel that keeps a relationship going with the belief on success. It is commitment that enables consumers to hold a complete favourable impression about a brand not minding the ups and downs in the course of using the brand (Du Plessis, 2010). No matter what may be taught about caffeine being used in kola in Pepsi, consumers committed to the drink care less about such.

One of the understanding guiding producers and organisations seeking for how to increase customers for their brand or product is the varying cost between gaining new customers and retaining customers. Economics believe that it pays more to gain new customers for a brand than to retain existing ones. This is why Thomas and Tobe (2013) would say submit: "loyalty is more profitable". A loyal Pepsi consumer is also an ambassador of the soft drink because consciously or unconsciously, the person would begin to say positive things about Pepsi in order to convince others who might not have subscribed to the same drink or think otherwise. While there are factors that do influence dependence on a brand (Gajjar, 2013), consumer loyalty is built over time through various shades of brands that must have appealed to the consumer.

Method

The study adopted descriptive survey research design because of the need to collate data on opinions, attitudes, behaviour and describe reality. The population of the study (615,845) was derived from consumers in Obio/Akpor LGA of Rivers State, which is a projection from the 464,789 given in the last Census (NPC, 2006). With convenience and quota sampling technique, four (4) clusters were formed, comprising Choba, Alakahia, Rumuokoro, and Rumuodara. The sample size was 384 following Keyton's (2001) recommendation for a population that is 100,000 and above, which gives 95% confidence level and 5% sample error. And of the 384-sample size, only 324 (85%) were used, which came from four (4) streets, four (4) compounds and five (5) respondents from each compound and one randomly selected respondent from each cluster. The questionnaire served as instrument for data collection and it was designed in multiple choice and four-point Likert-scale format of fifteen (15) items. The study adopted tables in presenting the data while simple percentages were used to analyse them.

Results and Discussion

While 384 samples were involved, only 324 respondents were available for the final study. Most of them were males, 216 (67%) while the balance, 108 (33%), were females. The respondents were mostly aged 21-30 years, that is 194 (60%); and while 44 (13.5%) and 22 (6.7%) were employee and self-employed, majority of them were students, 258 (79.6%).

Research Question 1: In what way did Pepsi Tiwa Savage-Wizkid commercial attract consumers' attention to the brand?

Table 1: Consumers Acquaintance with Current Pepsi Ambassadors

Item	Freq	(%)
Tiwa Savage & Wizkid	216	67
Kanu Nwankwo & PSquare	86	27
Others	22	7
Zebrudaya & Pet Edoche	0	0
Aki & Paw-Paw	0	0
Total	324	100

The data in Table 1 highlights that 67% of the respondents identified Tiwa Savage and Wizkid as the current Pepsi ambassadors. Some of them listed other Pepsi ambassadors who were not listed, such as Tekno, Alex Iwobi, and Ahmed Musa.

Table 2: Most Source of Attraction in Pepsi Commercial

Item	Freq	(%)
Celebrities	216	67
Slogan	64	20
Song	22	7
Performance	20	6
Voicing	0	0
Others	0	0
Total	324	100

Table 2 indicates that the respondents were mostly attracted to Pepsi commercial by the presence of the celebrities (67%) and the other distant factor is the slogan (20%). And in response to Research Question No. 1, it can be seen that the mere presence of the celebrities, attracted their attention, given that they could identify Tiwa Savage and Wizkid as the current brand ambassadors of Pepsi drink.

Research Question 2: How do consumers perceive Pepsi brand ambassadors?

Table 3: Consumers Description of Pepsi Brand Ambassadors

S/ N	Subject	Personality	SA 4	A 3	D 2	SD 1	Total	WM S	Remark
a.	Friendliness (nice & pleasant)	Tiwa Savage	432	516	0	44	992	3.06	Accepted
		Wizkid	432	516	0	44	992	3.06	Accepted
b.	Elegance (sophisticated & style)	Tiwa Savage	776	324	40	2	1,142	3.52	Accepted
		Wizkid	512	516	44	2	1,074	3.31	Accepted
c.	Conscientiousness (strict & serious)	Tiwa Savage	88	258	256	86	688	2.12	Rejected
		Wizkid	88	384	128	108	708	2.18	Rejected
d.	Misleading (deceitful & hypocritical)	Tiwa Savage	0	132	216	172	520	1.60	Rejected
		Wizkid	0	192	216	152	560	1.72	Rejected
e.	Trendy (modern & progressive)	Tiwa Savage	432	648	0	0	1,080	3.33	Accepted
		Wizkid	512	582	0	0	1,094	3.37	Accepted
f.	Proud (arrogant & pretentious)	Tiwa Savage	0	192	344	86	622	1.91	Rejected
		Wizkid	176	192	172	128	668	2.06	Rejected
g.	Creative (imaginative & inventive)	Tiwa Savage	688	384	44	0	1,116	3.44	Accepted
		Wizkid	512	582	0	0	1,094	3.37	Accepted
h.	Charming (attractive & seductive)	Tiwa Savage	776	582	0	0	1,358	4.19	Accepted
		Wizkid	512	516	40	4	1,072	3.30	Accepted
i.	Introvert (shy & reserved)	Tiwa Savage	0	66	344	128	538	1.66	Rejected
		Wizkid	0	126	304	128	558	1.72	Rejected
Average weighted mean score							15,876	2.71	Accepted

Table 3 expresses consumers' perception of the brand ambassadors in Pepsi commercial. On the average, the responses were positive and *accepted*, given the average weighted mean score (AWMS) of 2.71, which is above the 2.5 criterion. They acknowledged the Pepsi brand ambassadors to be friendly, elegant, trendy, creative, and charming but *rejected* them being conscientious, misleading, proud, and introverts. Thus, in response to Research Question No. 2, the respondents have a positive perception of Pepsi brand ambassadors.

Question 3: In what way did the Pepsi commercial influence consumers' purchasing decisions?

Table 4: Pepsi brand ambassador commercial influencing purchase

Item	Freq	(%)
True	172	53
False	152	47
Total	324	100

Table 4 indicates the influence of purchase decision arising from the brand ambassadors' endorsement. Respondents accepted (53%) that they have bought Pepsi drink before because of its endorsement by celebrities.

Table 5: Consumers purchase of Pepsi drink because of Tiwa Savage & Wizkid's endorsement

Item	Freq	(%)
True	86	27
False	238	73
Total	324	100

Table 5 specifically sought to find out if Tiwa Savage and Wizkid have influenced them into purchasing the brand of CSD. Majority of the respondents (73%) objected being influenced by the two celebrities over their choice of the drink. And in response to the Research Question No. 3, it is obvious that while respondents have been influenced by Pepsi brand ambassadors into purchasing the brand, they were not influenced by the duo of Tiwa Savage and Wizkid, but others must have.

Research Question 4: To what extent did the Tiwa Savage and Wizkid's endorsement of Pepsi influence consumers' loyalty to the brand?

Table 6: Consumers' loyalty to Pepsi drink

S/N	Subject	SA	A	D	SD	Total	WM	Remark
		4	3	2	1		S	
7	I always watch out for Pepsi commercial to see the celebrities.	176	384	378	22	960	2.96	Accepted
8	Because of the celebrity endorsement, I will not purchase another soft drink if Pepsi is not available.	88	132	388	64	672	2.07	Rejected
9.	I will always buy Pepsi drink as long as the brand ambassadors promote it.	256	192	388	0	836	2.58	Accepted
10	I believe Pepsi has more quality when the name of its brand ambassadors are attached to it.	268	516	128	22	934	2.88	Accepted
Average weighted mean score						3,402	2.62	Accepted

The data in Table 6 indicates that the respondents would be more loyal to Pepsi brand with the endorsement by the celebrities. The AWMS of 2.62 is above the criterion and is *accepted*. However, the respondents *rejected* that they will not buy another brand of soft drink because of the celebrity endorsement where Pepsi is unavailable.

Discussion of Findings

Pepsi Tiwa Savage-Wizkid ad attraction of consumers' attention to the brand

The findings affirm the relevance of brand ambassadors in promoting brands and the consumers attested to the need for greater use of celebrities in commercials. But the problem is, in what way did Pepsi Tiwa Savage-Wizkid commercial attracted consumers' attention to the brand? The findings show that most of the consumers (67%) were attracted to the Pepsi commercial because of the celebrities and the same percentage of respondents were able to identify Tiwa Savage and Wizkid as the CSD brand ambassadors. There was a connection between the consumers' admiration of the celebrities and their likeness of the Pepsi drink they promoted. The attractiveness of the brand ambassadors flowed into the brand. The respondents agreed with Abdurrahaman, Owusu, Soladoye, and Kalimuthu (2018) who found out that the attractiveness of celebrities influenced consumers' patronage of brands. Furthermore, Okorie, Oyedepo and Akhidenor (2012) also found that celebrities attract consumers' attention and acceptance of a brand by their endorsement of such.

This finding highlights the Source Credibility Theory giving that the credibility that consumers have on Tiwa and Wizkid is a potent for Pepsi brand, which they endorse. The implication of this result is that with more commercials on the brand ambassadors, more consumption can be gained thereby increasing sales of the brand. Pepsi Company need to take great cognisance of this fact. This finding has implications for not only Pepsi Company but other advertisers who seek to promote and project their brands to potential customers.

Consumers' Perception of Pepsi Brand Ambassadors

The findings of the study indicate that consumers have a positive perception about the Pepsi brand ambassadors, judging from the 2.71 average weighted mean. Using the nine-point personality trait, they accepted all the positives like friendliness, elegance, trendy, creativity, and charming but rejected that the celebrities are in any way affected by the negatives of conscientiousness, misleading, proud, and introvert. But it must be highlighted too that the greatest positive perception was on Tiwa Savage than Wizkid, who had more negatives and less positives compared to co-brand ambassador.

Abdurrahaman, Owusu, Soladoye, and Kalimuthu (2018) found out that the attractiveness and trustworthiness of the brand ambassadors influences patronage intention. This finding expands the frontiers of the Hovland and Weiss (1951) Source Credibility Theory. The Theory rightly places the point of credibility on the receivers as highlighted by Gass and Seiter (2009) and Mor (2012) in the Source Credibility Theory. It

is then obvious that from the findings, the study supports the theory because it is the consumers that bestow credibility on the brand ambassadors. This is a plus for the Pepsi brand. The positive impression about celebrities can translate into brand patronage.

Influence of Pepsi Brand Ambassadors' Commercial on Consumers' Purchasing Decision

On a general note, the respondents admitted being influenced to purchase Pepsi drink at one time or the other by its brand ambassadors, which may not be the present celebrities, but they rejected being influenced into purchasing Pepsi drink because of the endorsement by Tiwa Savage and Wizkid. The fact then is that consumers could be influenced by celebrity endorsement.

Apejoye (2013) found out that there are celebrity endorsements that did not influence consumers' purchase of a brand while it was also empirically proven that a positive image about a brand can be created by brand ambassadors (Saeed & Bhatia, 2014). This is perhaps an expectation by advertisers. It is very possible, therefore, to have consumers who admire and follow the endorsement of celebrities, such as the Pepsi CSD but they may not necessarily purchase it because of them.

Rightly so, this finding highlights the stand of Newell and Goldsmith (2001), Alcaniz, Caceres and Perez (2010) that the Source Credibility Theory is multifaceted. The present likeness of Pepsi could be from the previous celebrities that had endorsed the brand. More so, the perception of people about celebrities is dynamic, influenced chiefly by developments around them. It then implies that much attention need to be given by advertisers to adopt celebrities who can deliver the expected objectives. Here again lies the wisdom in understanding the application of the Source Credibility Theory.

Extent of Pepsi Commercial on Consumers' Loyalty

The findings also reveal that the celebrity endorsement of Pepsi influences consumers to be loyal to the brand. The average weighted mean of 2.62 is in the positive and *accepted*. A further illustration of the fact is that apart from rejection of the statement that celebrity endorsement would not make them to stay without drinking when Pepsi is unavailable, the other statements about expecting to see the brand ambassadors in its commercial, patronise the brand as long as its brand ambassadors endorse it and the perception of greater quality bestowed on the drink by its brand endorsement, were all accepted.

This finding agrees with Prasad (2012); and Okorie, Oyedepo and Akhidenor (2012) who found out that consumers believe a brand has higher quality when celebrities endorse it. Again, the Source Credibility Theory by Carl Hovaland and W. Weiss finds its

demonstration in this fact. It is one thing for a consumer to believe Tiwa and Wizkid that Pepsi drink can quench taste, especially, when hungry; it is another thing to buy Pepsi when that feeling comes where there are variants of Coke and RC Cola. The conviction that the brand is comparatively better because of the endorsement become critical. Because the brand is promoted by a trusted source, consumers perceive it to be of good quality.

Conclusion

This study examined brand ambassador and consumer loyalty in Tiwa Savage and Wizkid Pepsi commercial. It is expected that celebrity endorsement should promote brands to the point of influencing consumers' purchasing decisions. With four objectives and research question, the study adopted the Source Credibility Theory to give a proper framework. It was found out that 67% of the consumers were attracted to Pepsi because of its brand ambassadors; consumers have a positive perception about Pepsi brand ambassadors, given the 2.71 average weighted mean on a four-point scale; consumers were at one time or the other influenced into purchasing Pepsi drink because of its celebrity endorsement; and with the 2.62 AWMS, Pepsi brand ambassadors can influence consumers' loyalty to the brand. Thus, the adoption of brand ambassadors in a creative commercial effort by Pepsi Company.

Recommendations

Drawing from the findings of the study, there are a number of concerted efforts that need to be taken by Pepsi Company in order to meet its objective for adopting brand ambassadors for its Pepsi drink commercial. No doubt, there is strong competition in the cola soft drink market, but Pepsi can survive. The following recommendations are imperative:

1. While Pepsi need to explore on more commercials with its brand ambassadors, there is the need for other companies to seek out for other celebrities who can promote their products or services. The Pepsi commercial could expand on the various endorsing styles like testimonial, actor, spokesperson, and endorsement.
2. It behooves brand ambassadors to maintain a positive image in other not to lose their credibility, which could affect their endorsement potentials on brands. But Wizkid need to work more on his personality because more of the positive came from Tiwa Savage. And it is almost interesting to know that both celebrities have stories going around them, although they seem to take advantage of such to gain more popularity.
3. Pepsi need to be constant in its adoption of celebrity endorsement because while there may not be immediate purchase, evidence shows that it influences purchase

decisions. If the celebrities maintain sound public attention over time, it would be nice for the company to also maintain the partnership because with time their names and faces becomes synonymous with the brand.

4. Given that brand endorsement can influence consumers' loyalty, it would pay off if more influential celebrities are adopted by Pepsi. There are celebrities that have greater fans than Tiwa Savage and Wizkid. Peradventure there be the need for change of brand ambassadors, it is recommended that Pepsi step up to more popular celebrities than the present.

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