

EFFECT OF CELEBRITY TRUSTWORTHINESS AND BRAND LOYALTY ON CONSUMER BUYING BEHAVIOUR AMONG KADUNA STATE UNIVERSITY STUDENTS

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ABSTRACT

In the dynamic retail environment characterized by intense market competition, economic fluctuations, and rising consumer empowerment through digital channels, businesses grapple with declining retention rates and inconsistent purchase patterns despite heavy investments in branding and celebrity endorsements. Therefore, this study aimed to determine the effect of celebrity trustworthiness and brand loyalty on consumer purchase behavior of Kaduna State University (KASU). The specific objectives of the study are to investigate the effect of celebrity trustworthiness on consumer purchase behaviour and to determine the effect of brand loyalty on consumer purchase behaviour. The study is underpinned by commitment trust theory as well as source trustworthiness theory. The study applied survey research design and data collected using questionnaire from the respondents who are 300 level students of business administration and entrepreneurship and marketing department of Kaduna State University. Data were collected from 67 respondents and PLS SEM was used to analyze the data using PLS 4. The findings suggest that celebrity trustworthiness and brand loyalty significantly affect consumer purchasing behaviour. Based on the findings, the study recommends that businesses should develop customized loyalty programs featuring rewards and personalized communications to cultivate affective commitment and drive repeat purchases and businesses should prioritize partnerships with locally resonant celebrities which are high on trustworthiness to boost endorsement credibility and purchase intentions.

Keywords: Brand Loyalty, Celebrity Trustworthiness, Consumer Purchasing Behaviour, Commitment Trust Theory, Source Trustworthiness Theory.

INTRODUCTION

Celebrity endorsements are now a potent tactic in contemporary marketing to sway consumer perception and purchase decisions. Celebrities are used by marketers because of their social impact, public familiarity, and ability to impart positive connotations to the brands they support. Trustworthiness is one of the most important characteristics of a successful endorser, and it is a significant predictor of both consumer behavior and the efficacy of advertising (Osei & Owusu, 2021). The degree to which consumers view a celebrity as truthful, trustworthy, and dependable while conveying brand messaging is known as celebrity trustworthiness. Customers are more likely to accept the message's legitimacy and, as a result, form favorable opinions

of the product when they have faith in a celebrity (Amos et al., 2021).

Globally, customers are demanding more ethical behavior and transparency from businesses and endorsers, which has led to a renewed focus on trustworthiness. Due to the widespread usage of social media and user-generated material in the post-2020 digital era, consumers are now more exposed to both authentic and fraudulent advertising. Research from mature markets like the US and the UK has demonstrated that customers' levels of buy intention, brand loyalty, and word of mouth recommendation increase when they believe a celebrity to be trustworthy (Huang et al., 2023). On the other hand, brands frequently experience financial and reputational costs when endorsers are seen as unreliable because of disputes, scandals, or perceived dishonesty (Bergkvist & Zhou, 2020). Additionally, recent studies emphasize how the Elaboration Likelihood Model (Petty & Cacioppo, 1986) and source credibility theory (Hovland & Weiss, 1951) contribute to the explanation of this dynamic. According to the Source Credibility Model, a communicator's perceived competence and reliability have a significant impact on how convincing a message is. According to the Elaboration Likelihood Model, consumers are more likely to be persuaded by reliable and trustworthy sources when there is a high level of participation since these sources boost the elaboration and acceptance of messages (Hani et al., 2021). Reputable celebrities have been leveraged by companies like Nike, Samsung, and Pepsi to bolster their brand credibility in the worldwide marketplace. Global marketing trends, however, have also demonstrated that once a celebrity's reliability is questioned through misinformation, unethical behaviour, or scandals their influence on consumer behaviour declines significantly (Meyers et al., 2022).

As African countries connect into the global digital economy, celebrity endorsement has grown in popularity as a marketing tactic. Through social media, music, movies, and sports, consumers in emerging nations are increasingly exposed to global commercial messaging and celebrity culture. According to research conducted in Kenya, Ghana, and South Africa, customer confidence and purchase intention are more strongly influenced by celebrity trustworthiness than by attractiveness or knowledge (Makhanya & Pillay, 2022). African consumers frequently consider a celebrity's perceived moral standing, honesty, and social duty in addition to their physical attractiveness. An unreliable celebrity can harm a brand's reputation in civilizations where moral reputation and group values are strongly valued (Nyaga & Maina, 2023). Genuine brand loyalty involves both a favourable attitude toward the brand and behavioural repurchases over time;

behavioural loyalty alone without attitudinal commitment is insufficient for true brand loyalty. Luo, Z. D., & Paulino, A. G. (2023) Celebrity endorsements are now a mainstay of brand marketing in Nigeria's consumer goods, banking, fashion, and telecoms sectors. In addition to being adored for their notoriety, Nigerian superstars like Davido, Tiwa Savage, and Funke Akindele are powerful role models who have the power to influence consumer impressions of brands and lifestyle choices. Research indicates that Nigerian consumers link trustworthiness to attributes including social responsibility, genuineness, and consistency (Adebayo & Ojo, 2022). Customers transfer their trust to the endorsed brand when a celebrity is seen as trustworthy and honest, which increases buy intention and loyalty (Ogunyemi, 2024).

However, there have also been a number of occasions in the Nigerian market where businesses have faced criticism as a result of celebrity scandals or alleged dishonesty in endorsements (Onuoha & Nwankwo, 2023). Although customer confidence is increased by reliability, Nigerian dynamics are complicated. Consumer perceptions of celebrity credibility have changed due to a number of factors, including socioeconomic status, religion, cultural norms, and the growth of influencer marketing. Customers in Nigeria are growing increasingly wary of celebrity endorsements that seem excessively commercial or at odds with their public image. Furthermore, it becomes more difficult to maintain perceived trustworthiness in a setting where social media magnifies both positive and negative exposure (Uzonwanne, 2024). Because of this, it is critical to comprehend how customer purchasing behavior in Nigeria's developing digital economy is influenced by celebrity credibility. Many studies limit our understanding of long-term behavioral effects by concentrating on buy intention rather than actual purchase behavior or post-purchase loyalty. First, there is little empirical data in Nigeria regarding how perceived celebrity trustworthiness affects actual buying behavior (as opposed to just attitudes or intentions).

Research

1. How much does brand loyalty influence consumers' purchasing decisions?
2. What is the impact of celebrity trustworthiness on consumer purchasing behavior?

Question

Objectives of the Study

1. To determine the effect of Brand Loyalty on Consumer Purchase Behavior.
2. To investigate the effect of Celebrity Trustworthiness on Consumer Purchase Behavior.

Research Hypothesis

H0₁: Brand loyalty has no significant effect on Consumer Purchase Behavior.

H0₂: Celebrity Trustworthiness has no significant effect on Consumer Purchase Behavior.

LITERATURE REVIEW AND CONCEPTUAL CLEARIFICATION

Concept of Consumer Buying Behavior

The actions consumers take (both online and offline) prior to purchasing a good or service are referred to as consumer buying behavior. Search engines, social media posts, and a number of other activities could be part of this process. Businesses can better match their marketing campaigns to those that have effectively persuaded customers to make purchases in the past by having a deeper understanding of this process. Gupta (2023). The term "consumer buying behavior" or "consumer purchase intention" describes the individual preferences and behaviors associated with the product. It can

also refer to a person's deliberate intention to try to purchase a product or their motivation in terms of their deliberate plan to put forth effort to perform a behavior (Hussain, 2020). Consumer purchasing behavior can be understood as an individual's motivation in the sense of their conscious plan to exert effort to carry out a behavior, or as their conscious plan to make an attempt to purchase a brand (Hussain, 2020).

Concept of Celebrity Trustworthiness

According to Griffin (1967), trust is the ability to rely on another person's communication behavior to accomplish a desired but unclear goal in a dangerous circumstance. Therefore, the message conveyed by the source will have a greater effect on the recipient the more reliable the source is thought to be. Because of the partial and temporal distance between buyers and sellers, trust can lower uncertainty or risk regarding the system, user-generated content, goods, sellers, or third-party organizations in a complex technical and social environment (Friedrich et al., 2019). Instead of asking strangers for advice, consumers typically ask people they can trust. Furthermore, trust in the online environment can reduce operational costs, including additional charges and browsing, comparison, and screening time (Liu & Guo, 2017).

Concept of Brand Loyalty

N. Agnihotri (2022) When a consumer consistently selects a company's product over that of its rivals, this is known as brand loyalty. Brand loyalty is produced by consumers' favorable attitudes toward the brand. Customers' commitment to stick with a business due of their impressions and experiences with it is known as brand loyalty. Rather, Raouf A. et al. (2022) Customers that consistently favor and make repeat purchases from one brand over another within the same product or service category are said to exhibit brand loyalty. It represents the deep emotional connection and trust that customers establish with a brand over time. Nyadzayo, M. W. Johnson, L. W., and Leckie, C. (2020) When examining relational drivers, brand loyalty is seen as a result of consumer brand engagement, trust, and identity; it represents a long-lasting behavioral intention to support and repurchase the brand.

EMPIRICAL REVIEW

Celebrity Trustworthiness and Consumer Buying Behaviour

Orina (2022), conducted a study on the effect of celebrity endorsement on consumer purchasing behavior in the telecommunication industry in Kenya. The study surveyed 384 Kenyan consumers using structural equation modeling and found celebrity trustworthiness significantly influences purchase intentions ($\beta=0.32$, $p<0.01$), mediating attitude formation and reducing perceived risks in telecom choices. While insightful for East Africa, it focuses solely on telecommunications without integrating brand loyalty effects or student-specific dynamics. The current study is on KASU student which fills this gap by empirically testing celebrity trustworthiness alongside loyalty in Nigeria's university.

Hossain et al. (2025), authors of examined the influence of celebrity credibility, attractiveness, and expertise on consumer purchase intention, analyzed 450 Bangladeshi respondents via SEM and confirmed celebrity trustworthiness as a key predictor of buying behavior (path coefficient=0.28, $p<0.001$), outperforming attractiveness through credibility transfer. The weaknesses of the study is that it is limited to South Asian digital campaigns and general consumers, it overlooks African student volatilities like limited budgets; this study addresses this by quantifying dual effects of trustworthiness and loyalty

among students in physical retail contexts, enhancing applicability to Nigerian youth.

Evan (2023), examined how celebrity endorsement influences consumer's purchase intention: The mediating role of consumer attitude. The study used 300 Indonesian fashion consumers on social media and reported trustworthiness exerting the strongest impact on purchase intent (standardized $\beta=0.364$, $p<0.001$) among endorsement dimensions, fostering confidence and repeat buys. The weakness of the study is that its social media and fashion niche neglects student buyers of everyday goods; this study that focused on students bridges this gap by linking celebrity trustworthiness to tangible buying behavior.

Pokhrel (2023), conducted a study on celebrity endorsement strategy and consumer purchasing behavior. The study applied path analysis to 384 Nepalese FMCG consumers and revealed celebrity trustworthiness positively affects buying behavior ($r=0.45$, $p<0.05$), alongside credibility, emphasizing persuasion and loyalty formation. However, the study is regionally confined without student or economic controls and misses Nigerian university specifics; this study rectifies this through significant statistical validation of trustworthiness's interplay with brand loyalty among students.

Till and Shimp (2023), conducted a study on the effect of celebrity physical attractiveness and trustworthiness on consumer purchase intention. The study used experimental designs on 400 U.S. participants to show trustworthiness drives purchases more than attractiveness ($\beta=0.52$, $p<0.001$) via source credibility models. The limitation of the study is that it is Western-centric and did experiment with general adults, it ignores emerging market student realities; this study fills these gaps by providing field-based evidence of celebrity trustworthiness enhancing loyalty-driven purchases.

Brand Loyalty and Consumer Purchasing Behaviour

Singh et al. (2025), studies the effect of brand loyalty on the buying behaviour of consumers in shopping malls: A study of urban and rural consumers in Lucknow, analyzed 300 Indian shoppers using chi-square ($\chi^2=7.89$, $p=0.005$) and correlation ($r=0.58$, $p=0.001$) tests, finding brand loyalty significantly drives purchase frequency and patterns, with urban consumers showing higher commitment than rural ones. The limitation of the study is that it targets general mall shoppers without student focus or celebrity integration. This study fills this gap by testing loyalty alongside celebrity trustworthiness in Nigeria's university context, capturing youth-specific budget and social media influences among KASU students.

Haris (2025), in Consumer behavior shifts in digital age: Impact on brand loyalty, conducted a qualitative review of e-commerce and social media trends, confirming loyalty enhances retention and purchase decisions through personalization amid choice overload. The limitation of the study is that it is digital-centric without empirical student data or offline elements, missing campus realities. This study fills this gap by quantifying loyalty's significant role in tangible buys via field surveys among KASU students.

Sang et al. (2024), in a study titled the mediating effect of brand association and brand trust on the relationship between brand experience and brand loyalty, used SEM on Vietnamese e-commerce users to show loyalty mediates experience-to-equity paths, leading to frequent purchases and reduced switching with high attachment. The limitation of the study is that it is e-commerce and Asian-focused without youth or celebrity analysis, neglecting Nigerian students. This study fills this gap through statistical validation of loyalty's direct purchasing impact among KASU students.

Oguh et al. (2024), in Influence of branding on customer loyalty in selected table water manufacturing companies in Benin City, surveyed Nigerian consumers and found strong loyalty predicts repeat purchases ($\beta=0.45$, $p<0.01$) via trust and satisfaction in FMCG. The limitation of the study is that it is limited to table water without students. This study fills this gap by providing evidence of loyalty enhancing student purchases when combined with celebrity trustworthiness among KASU students.

THEORETICAL FRAMEWORK

The investigation was supported by the Source Attractiveness Theory and Commitment Trust Theory. According to the Source Attractiveness Theory, which was first presented by McGuire in 1985, a celebrity's attractiveness which encompasses their physical attributes, likeability, familiarity, and similarity to the target audience determines how effective they are as an advocate. Endorsers who appeal to consumers are more likely to influence them, appealing to good brand sentiments and buying inclinations.

In the other hand Commitment-Trust Theory was proposed by Morgan and Hunt (1994). It posits that successful relationship marketing hinges on two key mediating variables: trust and commitment, which foster long-term relational exchanges between brands and consumers rather than transactional encounters (Morgan & Hunt, 1994). Trust reflects consumer confidence in the brand's reliability, integrity, and benevolence, built through consistent delivery of promises, fair practices, and positive experiences that reduce perceived risks. Commitment represents an enduring desire to maintain the valued relationship, manifesting as affective (emotional attachment) or calculative (perceived value) forms, prompting investments like repeat advocacy despite alternatives (Morgan & Hunt, 1994). The theory explains KASU student findings by modeling commitment and trust as mediators that transform positive antecedents (e.g., satisfaction, shared values) into outcomes like cooperation, reduced uncertainty, and loyalty-driven purchases. Specifically, brand loyalty emerges as heightened commitment, where trusting students exhibit resistance to competitors, higher repurchase intentions, and increased purchase frequency/volume.

RESEARCH METHODOLOGY

This study, which employed a survey research design, sought to ascertain how celebrity endorsements affected Kaduna State University (KASU) customers' purchasing decisions. The study's population consists of KASU students. All 300 level students from marketing, entrepreneurship, and business administration make up the student body. Using Krejcie and Morgan's (1970) sample size determination table, a sample size of 269 was obtained for the study. The study's sample was selected using a stratified sampling design. To prevent overrepresentation of students from a specific university department, stratified sampling was employed. Hence, each department stands as stratum and simple random sampling was employed to choose individuals from the strata. Two of the 68 questionnaires that were recovered were determined to be unengaged and were eliminated. As a result, 68 surveys were kept and examined.

MEASUREMENT OF VARIABLES

Consumer purchasing behaviour was measured using 9 item short validated scale of Compulsive Buying Scale developed by Faber and O'Guinn (1989/1992). The items are measured on a 5-point frequency scale (1=never to 5=very often). Celebrity Trustworthiness was measured using Ohanian's (1990) trustworthiness subscale consisting of exactly 5 items. It was also measured on a 5 point Likert Scale ranging from

1=Strongly Disagree to 5=Strongly Agree. Finally, Zeithaml et al.'s (1996) Behavioral Intentions Scale was used to measure Brand Loyalty on a 5-point Likert scale.

RESULT AND DISCUSSION

PLS-SEM Modelling

A PLS path model contains two (2) elements; first, the measurement model and second, the structural model. The measurement model specifies the relations between a construct and its observed indicators. In contrast, the structural model also known as the inner model specifies the relationships between the constructs.

Measurement Model

Assessment of a measurement model encompasses determination of individual item reliability, internal consistency reliability, content validity, convergent validity and discriminant validity (Hair et al., 2011).

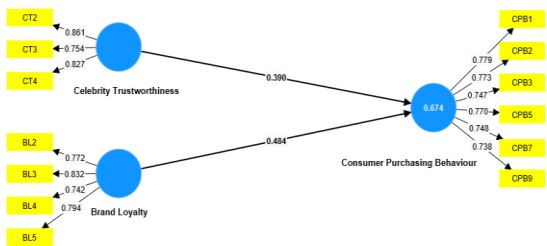


Figure 1: Measurement Model

Individual Item Reliability

The individual item or factor reliability of reflective constructs was determined using the outer loadings of each construct's indicators (Hair et al., 2017). Based on Hair's et al. (2014) rule of thumb, an indicator with a loading must be between 0.40 and 0.70, and thus the deletion is subject to the increment of the AVE and CR. Hence, following Hair's et al. (2014) rule of thumb, out of 19 items measuring 3 reflective constructs of this study, only 6 items (i.e., CT1, CT5, BL1, CBB4, CBB6, and CBB8) were deleted. Therefore, based on the criterion given by Hair et al. (2017), all the remaining items are reliable to measure their respective reflective latent constructs. Therefore, based on the criterion given by Hair et al. (2017), all the remaining items are reliable to measure their respective reflective latent constructs.

Table 1: Item Loading, Internal Consistency, and Average Variance Extracted

Constructs	Items	Loadings	CR	AVE
Brand Loyalty			0.865	0.617
	BL2	0.772		
	BL3	0.832		
	BL4	0.742		
	BL5	0.794		
Consumer Purchasing Behaviour			0.855	0.664
	CPB1	0.779		
	CPB2	0.773		
	CPB3	0.747		
	CPB5	0.770		
	CPB9	0.738		
Celebrity Trustworthiness	CT2	0.861	0.891	0.576

	CT3	0.754		
	CT4	0.827		

Internal Consistency Reliability

The present study used composite reliability (CR) to determine the internal consistency reliability of the constructs. It has been suggested that a reflective latent construct is said to be reliable when it has at least 0.70 value (Hair et al., 2014). As shown in Table 1, Brand Loyalty has a CR value of 0.865, Consumer Purchasing Behaviour has 0.855, and Celebrity Trustworthiness has 0.891. Thus, going by the aforementioned rule of thumb of 0.70 and above for the acceptable values of CR, the researcher has concluded that all of these constructs are reliable as all their respective composite reliability's values are above the threshold (Hair et al., 2017).

Convergent Validity of Reflective Models

The primary approach to confirm convergent validity in reflective constructs is through the Average Variance Extracted (AVE). Typically, an AVE of 0.50 or greater is recommended to establish convergent validity (Hair et al., 2017), as this level implies the latent construct accounts for at least half of the variance in its indicators (see Hair et al., 2017). Adhering to the 0.50 threshold for AVE, all reflective constructs demonstrate convergent validity, with each surpassing this benchmark. In particular, drawing from the PLS-SEM algorithm outputs displayed in Table 1, Brand Loyalty has an AVE of 0.617, Consumer Purchasing Behaviour has 0.664, and Celebrity Trustworthiness has 0.576, respectively.

Discriminant Validity

This study employs the Fornell-Larcker criterion to assess discriminant validity. According to this method, a construct achieves discriminant validity if the square root of its Average Variance Extracted (AVE) exceeds its correlations with all other reflective constructs in the model (Fornell & Larcker, 1981). Based on the provided data, all reflective latent constructs meet this criterion, as shown in Table 2. The square roots of the AVEs for each construct, that is, Brand Loyalty (0.785), Celebrity Trustworthiness (0.815), and Consumer Buying Behaviour (0.759), are higher than their respective correlations with other constructs.

Table 2 Discriminant Validity: Fornell and Larcker

Construct	Brand Loyalty	Celebrity Trustworthiness	Consumer Purchasing Behaviour
Brand Loyalty	0.785		
Celebrity Trustworthiness	0.760	0.815	
Consumer Purchasing Behaviour	0.741	0.751	0.759

As can be seen in Table 2, each reflective construct in this study is distinct, and captures unique phenomena not represented by other constructs.

Structural Model Result

Under the structural model, the study tested the hypothesis of the study, and determined the coefficient of determination (R²).

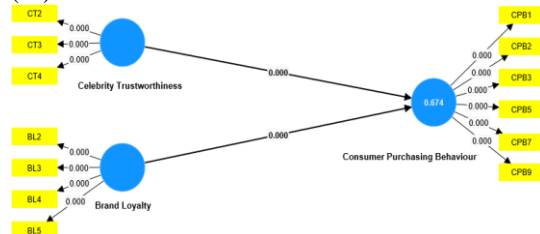


Figure 2: PLS Algorithm (Direct and Indirect Relationship)

Coefficient of Determination

The R² value reflects the combined influence of exogenous variables on the endogenous variable. The R² value for consumer purchasing behaviour is 0.674. This indicates that 67.4% of the variance in consumer purchasing behaviour is explained by the exogenous latent variables in the model. This R² value suggests strong predictive accuracy of the model, demonstrating that the exogenous constructs (celebrity trustworthiness and brand loyalty) collectively account for a significant portion of the variation in consumer purchasing behaviour (Hair et al., 2017). Hence, the remaining 32.6% is explained by other variables not captured in the model.

Test of Hypotheses

The result of the test of hypotheses is presented in Table 3.

Table 3 Hypotheses Testing

Relationship	Beta	Standard deviation	T statistics	P values	Decision
BL -> CPB	0.484	0.019	25.532	0.000	Reject
CT -> CPB	0.390	0.019	20.446	0.000	Reject

As shown in the Table 3, brand loyalty has a positive significant effect on consumer purchase behaviour ($\beta = 0.484$, T-value = 25.532, P-value = 0.000). This indicates that a unit increase in brand loyalty leads to a 48.8% increase in consumer purchase intention. Thus, H₀₁ is rejected at 5% level of significance. Similarly, celebrity trustworthiness shows a significant positive effect on consumer purchasing behaviour ($\beta = 0.390$, T-value = 20.446, P-value = 0.000). The beta value suggests that a unit increase in celebrity trustworthiness results in a 39% increase in consumer purchasing behaviour. Consequently, H₀₂ is rejected at 5% level of significance.

Discussion of Findings

The study investigated the effect of brand loyalty and celebrity trustworthiness on consumer purchasing behavior among consumers in KASU due to growing market competition and endorsement strategies. Firstly, the objective of the study is to determine the effect of brand loyalty on consumer purchasing behaviour among the students of Kaduna State University (KASU). The result revealed that brand loyalty has a positive significant effect on consumer purchasing behaviour in KASU. This implies that brand loyalty acts as a powerful driver of consumer commitment, which leads to repeat purchases, reduced price sensitivity, and resistance to competitive alternatives among KASU consumers (Oliver, 1999). This finding is explained by the Commitment-Trust Theory which sees brand loyalty as a multifaceted construct where trust (confidence in the brand's reliability) and commitment (willingness to maintain the relationship) mediate the path to behavioral outcomes like repeat buying and resistance to competitors (Morgan & Hunt, 1994). This signifies that KASU consumers develop affective commitment through positive brand experiences, which foster emotional attachment that translates into higher purchase frequency and volume, even in a competitive market. This highlights the theory's emphasis on relational exchange, where loyalty reduces switching costs and increases purchase intentions via perceived benevolence and reliability (Chaudhuri & Holbrook, 2001). The finding is in line with previous studies such as Singh et al (2025), Haris (2025), Sang et al (2024) among others who also found that brand loyalty significantly affects consumer purchasing behaviour.

The second objective of the study is to determine the effect of celebrity trustworthiness on consumer purchasing behaviour among KASU students. The finding revealed that celebrity

trustworthiness has a positive significant effect on consumer purchasing behaviour in KASU. This finding is in line with the Source Attractiveness Theory which posits that endorsers' physical appeal, familiarity, likability, and similarity enhance message credibility and consumer persuasion, with trustworthiness serving as a pivotal dimension that transfers positive associations to the endorsed brand (McGuire, 1985). In this study, the significant effect of celebrity trustworthiness aligns seamlessly with the theory, as trustworthy endorsers evoke greater affinity and compliance, thereby influencing KASU consumers' buying behavior through affective pathways (Ohanian, 1990). Hence, celebrity trustworthiness increases endorsement efficacy by signaling reliability which ultimately channels consumer attitudes into tangible purchases (Kamins, 1989). This finding is in line with previous findings such as Orina (2022), Hossain et al (2025), Evan (2023), and Pkhrel (2023) who also established a positive significant effect of celebrity trustworthiness on consumer purchasing behaviour.

Conclusion and Recommendation

Conclusively, this study established that brand loyalty and celebrity trustworthiness significantly and positively influence consumer buying behavior in KASU which aligns with Commitment-Trust Theory and Source Attractiveness Theory. These findings demonstrate the relational and persuasive mechanisms that drive purchases in emerging markets where marketers can enhance retention and sales amid competitive pressures. Based on the findings and conclusion, the study recommends the following:

- i. Businesses should develop customized loyalty programs featuring rewards and personalized communications to cultivate affective commitment and drive repeat purchases.
- ii. Prioritize partnerships with locally resonant celebrities which are high on trustworthiness to boost endorsement credibility and purchase intentions.

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