

INFLUENCE OF HIGH PROFILE CELEBRITIES ON GLOBAL BRAND PRODUCTS

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Summary:Celebrities are beginning to play an important part in contemporary society and consumption habits around the world, functioning as arbiters of choice, design, and popular opinion. They may offer recognition, trustworthiness, and other intangible benefits to a product in a manner that no other sort of advertising can. This paper reviewdiscusses celebrities and their influence on global brand products citing the June 2021 cases of Cristiano Ronaldo and Paul Pogba. The main objective of the study is to investigate the influence of high-profile celebrities on global brand products. The qualitative research study involved an analysis of various scientificjournal publications and news journals in the discussions. The outcome of the studyindicated that to an extent, the actions of high profile celebrities do influence the perception of global brands by consumers which can in turn positively or negatively affect brand performance. Given the huge emotional effect they have over their enthusiasts, the study proposes that celebrities who serve as brand ambassadors be made aware of the consequences of their behaviour toward any product brand. If their actions are not monitored and managed, they may have unwarranted bad effects on the brand.

Keywords:Brand Ambassador, Global brands, Celebrities, Cristiano Ronaldo, PaulPogba.

JEL Codes: M00, M3, M31, M37

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1.0 Introduction

In this exceedingly fierce market, global and domestic brands wrestle to differentiate themselves from progressively indifferent consumers. Hence, emotional-marketing techniques are needed which can strike deeply at the consumer's individual experiences and feelings, molding their assessment of the brand. One such emotional-marketing technique is to utilize ambassadors or celebrities to enhance the image and perception of the brand itself and thereafter deepen brand loyalty. Rendering humanform to the brand will make the brand more credible and increase customer loyalty and in turn sales revenues. Customers start to trust the celebrity's encounter with the brand and the celebrity adapts their eyes. The celebrity as well establishes a personal attachment with the brand and as such becomes loyal to the brand being represented. In an aggressive consumer market, many consumers are ready to lineup and wait in queues for twenty-four hours to procure a classy pair of well-liked branded electronic gadgets or desired products usually endorsed by sports stars. Such consumer behavioral patterns affirm the advantages of celebrity-brand marketing (Ying, Lin and Hsu, 2014). Hung (2014) stated in his study that as consumers cherish celebrities, hence, celebrity-branded ambassadors (celebrity-endorsers) are important. In this century, which is the period of an ever image recognition society, enhancing product or service value to lure consumers entailstaking into cognizance both the evolution of the spiritual aspect of consumers and the functionality of products (Wu, 2015). It is very vital to develop profound relationships with the customers which can be attained via brand reliability using celebrities with large followership as brand ambassadors to reinforce the brand image (Saldana et al, 2019). Brands can obtain the personal attributes of human beings and clearly, all global and domestic brands have their personalities. Relevant characteristics of a brand coupled with a celebrity-linked association can inspire one to begin an intense relationship with it (Roustasekehravani et al, 2014; Sorayaei and Hasanzadeh, 2013).

According to Harvey (2018), a lot of consumers tend to make their purchase decisions on product brands based on how they feel about them rather than what they think of the brands. Some studies have shown that consumers firstly feel before thinking. Generally as regards the brand product decision-making process, the emotional feature is practically set into the brains of humans. As such, it is almost unfeasible for consumers to make decisions on purchases of products and services without bringing in emotions. According to Patel (2017), emotion plays a critical role in the daily lives of consumers; hence, their feelings and behaviours are thus influenced and converted. Nowadays, brand loyalty has a major role in strategic management especially to bolster sales and profitability. According to Roustasekehravani et al (2014), brand loyalty includes both behaviour and attitudinal aspects of a customer as such firms now consider building and managing loyalty for their brands through the use of celebrities as brand ambassadors. Many published articles and studies have supported the notion that brand loyalty through the use of celebrities as brand ambassadors contributes to increased profitability (Kha 2008). Presently, brand loyalty is regarded as the most ideal way that an organization can ensure it maintains long-run survival and profitability (Haghkhah et al, 2013; Roustasekehravani et al, 2014).

On the other hand, several concerns have been thrown up as regards the recent impulsive actions of celebrity brand ambassadors in which some negative impacts (drop and rise in share prices) were immediately felt by the firms that own the product brands rather than the expected positive impacts. It is therefore imperative to investigate the influence of high profile celebrity actions on global brand products citing the cases of Cristiano Ronaldo with Coca Cola product brand and that of Paul Pogba with the Heineken Product brand. Scientific publication studies and news journal reviews were utilized in the study to give credence to the investigation.

2.0 Literature Review

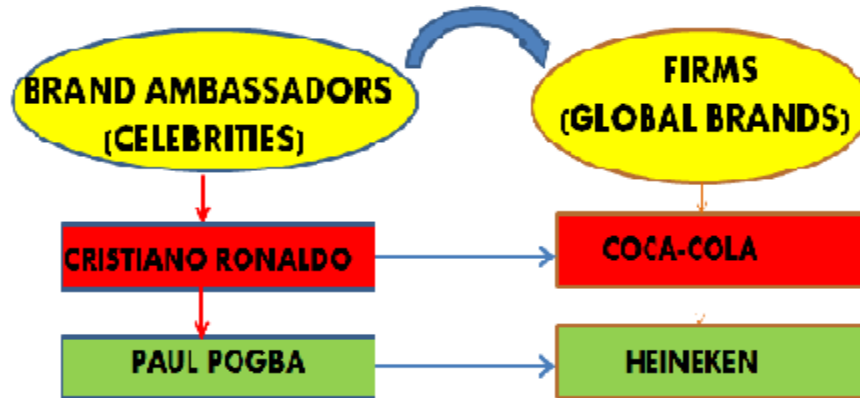


FIG 1

With the promotion of products by celebrities, brands can heighten awareness, familiarity, and trust, which are critical variables in the decision-making process for purchases by consumers. Consumers experience more sympathy towards a brand when their products are endorsed by celebrities they admire, applaud or relate to. It's a straightforward psychological effect as people subconsciously believe that procuring a product that is being endorsed by celebrities they admire, will enable them to imitate the celebrity's sought-after traits or allure like people into their existence as such tend to relate the celebrity's athletic skill, beauty, success, etc. with a particular product. Fig 1 shows the concept of the study where the influence of the actions of sports celebrities (C. Ronaldo and P. Pogba) on global brands are discussed below.

According to Forbes (2021), Cristiano Ronaldo is one of the richest athletes in the world with an estimated wealth of \$500 million in 2021 and remains one of the best players in football history. He has a social media (Facebook, Instagram and Twitter) follower base of around 500 million which makes him one of the most important celebrities on social media. Global product brands endorsed by Cristiano Ronaldo include Pestana, Coca-Cola, LiveScore, Free Fire, etc. Lauletta (2019) of the Business Insider reports that a lot of his earnings are from endorsement deals with big brands like Clear Haircare, Tag Heuer, and Nike. A lifetime deal was signed by Ronaldo with Nike that earns him US\$20 million annually. According to Forbes (2021), Ronaldo earns US\$105 million from brand endorsements and match fees. A recent video of Ronaldo had been circulated on social media platforms in which he removed Coca-Cola bottles kept in his front during a press conference of Euro 2020 and influenced the audience to drink water rather. Coca-Cola is a carbonated soft-drink company that was established in 1886 with origins in the United States and owns different types of drinks under its brand. Some of the drinks under its brand are Coca-Cola zero sugar, Diet Coke, Coca-Cola mango and Diet Coke Caffeine-free, etc (Joseph, 2021).

As stated by Joseph (2021), Cristiano Ronaldo is a global celebrity superstar who has a lot of influence in the global environment. Whatever he does off the field and on the field leaves a huge impact on people's minds. Before addressing a Euro 2020 press conference, the football celebrity star moved the bottles of Coca-Cola that were placed in his front and switched to

bottled water instead. Ronaldo further added in Portuguese to the audience on a live broadcast to take water rather than carbonated drinks. The video went viral on various social media platforms catching the notice of lots of fans and people globally. This act of his was done in the full glare of the press conference in which he was supposed to comment on his match against Hungary in the Euro 2020 on June 14, 2020. The action of the football celebrity is presumed to have cost Coca-Cola lots of money as the action was linked to their losses in their market share the same day. Coca-Cola being a global brand has a majority of the aerated drinks market share and such an action from a celebrity player is not envisaged to impact the sales or market share of the global company. But this little incident presumably did affect the market share of Coca-Cola in which its market share witnessed a drop of about USD 4 billion. According to SkySports (2021), the market share price of the Coca-Cola brand was said to have fallen from USD 56.10 downward to USD 55.22 just immediately following Cristiano Ronaldo's action, representing a 1.6 percent loss. The Bottling Company's market value dropped from USD 242 billion to USD 238 billion as a result of this. This action showcases the extent of effects on product brands by influential celebrities with a large followership base which is supported by findings from Jean et al (2017). Coca-Cola is a key sponsor of Euro 2020, and Cristiano Ronaldo had no issue or problem in setting aside the Coca-Cola bottle during the press conference. However, after the initial drop in share price, Coca-Cola's share price re-bounced again reasonably quickly (SkySports, 2021). This could imply that the actions of Ronaldo may not be linked to the initial drop in the share price of the Coca-Cola brand.

Paul Pogba is a popular French ostentatious professional footballer and one of the most expensive players in the Premiership League and his performances on the pitch attract a high level of attention from football fans. Paul Labile Pogba was born March 15, 1993, and plays for the French National team and Manchester United (Premiership League club). Paul Pogba's outstanding conduct at Juventus paved the way in 2016 for his movement to Manchester United for a record transfer fee of £89.3 million earning him £290,000 per week. The transfer fee was the highest ever paid by an English club as at that time the transfer took place (The Guardian, 2016). Pogba has endorsements with global brands such as Adidas, PepsiCo, TCL, etc., and makes a total of £15,080,000 in a season.

As stated by Fordham (2021), the French-star football player Paul Pogba played out a similar stunt to that pulled-off by Cristiano Ronaldo with Coca-Cola bottles, after the celebrity-midfielder removed a Heineken bottle of beer from sight in the course of a Euro 2020 press briefing conference. The Euro player awards are usually sponsored by Heineken. Paul Pogba, who was a Muslim devotee, took off the bottle of alcohol-free Heineken from the table and placed it under the table during the press conference immediately he sat down. However, the celebrity Man-United star player never explained his action as Cristiano Ronaldo did, though it is possibly because alcohol is usually forbidden by his religion more so some news outlets have reported that Paul Pogba does not drink alcohol due to his Muslim faith (Matchett, 2021). Heineken owned by Dutch brewing company Heineken N.V is a popular global brand with a 12% market share of the global beer market that is valued at over \$600 billion and is the official beer partner of the Euro sports (Conway, 2020).

According to (Bright, 2021), it can be argued if the stock prices changes were influenced by the footballer's actions. Pogba simply put aside the 0% alcohol variety of Heineken; probably that's why lots of people started purchasing the 6% alcohol variety which is in line with the studies of Khan and Lodhi (2016); Saima and Khan (2020). Both celebrity players carried out the same act, and both had impacts on the viewers and fans but the influence of Cristiano Ronaldo is way above that of Paul Pogba as Ronaldo has much larger followership (over 300 million followers) on social media platforms. Paul Pogba is a Muslim and does not drink beer hence the likely reason he removed it. On the other hand, Ronaldo rebuffed coke because he desired to stay

fit and healthy. Several persons have argued that the Heineken circumstance had no link to Pogba's acts. Fluctuations in the stock market can arise from varying reasons. As maintained by Bright (2021), the rise in Heineken's share price could have been due to chauvinist drinkers that wanted to benefit from the commotion. Cristiano Ronaldo had the intention of removing Coca-Cola to encourage health; hence, he said to drink water in Portuguese and not coke during the press briefing. For all that are conversant with the stock market, it will be understood that most mutual funds and stocks fluctuate up to 2% plus or minus on daily basis and therefore pertinent to note that Coca-Cola's share price dropped over the weekend (close of Friday night from about \$56.10) and opened on Monday at \$55.33 before Ronaldo's press briefing. In line with Pleasance and Lewis (2021), the price was on a decline of about \$55.30 mid-morning in the New York stock exchange and by the close of the day had recovered to \$55.60. As news of Ronaldo's actions went viral on Tuesday, coincidentally, the Coca-Cola share price took a dip to \$55.20 but by the close of the day had risen to \$55.40. It meant the share price was thus higher than when Ronaldo did his media briefing. However, the possibility of the negative publicity contributing to a loss of about \$1billion that Coca-Cola suffered that Tuesday cannot be ruled out. On the other hand, stock markets in Amsterdam, where the Heineken stock was being traded had closed at the time of Pogba's press briefing which took place Monday night.

Several empirical research studies on celebrity endorsement effects on brand purchase intentions as reviewed (forty six in number) have shown and confirmed the powerful influence commanded by these high profile celebrities on brands performance.

Niloy, 2022; Casais and Camilleri, 2021; Newbert, 2020; Wielki, 2020; Rashid, Rizvi and Amir, 2020; Majeed, Tijani, and Yaquob, 2020; Casalo, Flavian, and Sanchez, 2020; Singh and Banerjee, 2019; Saima and Khan (2020) all explored the elements influencing the success of celebrity endorsement advertising. Their various study findings revealed the importance of choosing a celebrity with experience, trust, attractiveness, and general credibility. According to a summary of their findings, celebrity endorsement is an effective promotional tactic. Firms should provide celebrity endorsers with training before exploiting them for such purposes, according to the study which lends some support in the explanation of the behavioural actions of Ronaldo and Pogba.

Mahdavi et al. (2019) claim that celebrities provide clues on a product's sensory features that have been overlooked in previous research. According to the findings of the qualitative content analysis, the personality attributes and lifestyle of celebrity endorsers may be used to predict the type of aroma and in turn influence purchase decisions. The influence of celebrity endorsement and the moderating effect of bad publicity on customer purchase intention or attitudes in an emerging market were explored by Osei-Frimpong, Donkor, and Owusu-Frimpong (2019). According to the findings, a celebrity endorser with attractiveness, trustworthiness, and familiarity has a beneficial impact on consumers' perceptions of quality, buy intentions, and brand loyalty. Negative publicity from a celebrity endorsement, on the other hand, did not influence customer purchase intent.

Ahmed and Muneer, 2019; Deepmala and Deepanjali, 2019; Safi, Azouri, and Azouri, 2018; Aziz, Omar, and Ariffin, 2019; Kusi, Domfeh, and Kim, 2018; Owusu et al, 2018; Min et al. (2019) all independently investigated the publicity and influence of celebrity brand alignment on consumer perceptions of the brand and celebrity, as well as their buying intentions. Findings revealed that publicity and celebrity-brand alignment play a significant effect on customer behaviour towards the celebrity and product brand, including purchasing intentions. The researchers all advised brand managers to devote more time and resources to

celebrity endorsement which suits their brand image and can lead to beneficial long-term collaborations.

Kooli, Al Habsi, and Abadli (2018) used 32 interviews with celebrities from the Sultanate of Oman and the United Arab Emirates to study the impact of celebrity endorsement on purchasing behavior. The findings revealed that celebrities in Arab countries have a low degree of awareness about celebrity endorsement, which has to be updated or increased. However, even after being updated, celebrities believe that traditional advertising is still more effective than a celebrity endorsement. This demonstrates the dangers of celebrity endorsement in Arab countries. Because of the culture and beliefs of Arab people, as well as their lack of faith in celebrities, the authors concluded that celebrities find that such a strategy of product promotion is not just utilized in Arab countries.

With a sample size of 312 respondents, Nam and Dan (2018) evaluated the influence of social media influencer marketing on consumers in Ho Chi Minh City, Vietnam. The results suggest that influencer trust is an important component of influencers marketing. Furthermore, the research results show that international firms, marketing and communication firms should seize valuable insights and the impact of influencers on consumer purchase decisions to develop a marketing strategy that is consistent with consumer preferences while also effectively utilizing influencers' marketing. They claim that creating influencer marketing can help save money on promotion and advertising compared to traditional or traditional marketing activities, allowing the company to maximize earnings. Kadekova and Holiencinova (2018) in their study offered thorough reflections on influencer marketing possibilities and determined the influencer's impact on Generations Y and Z consumer behaviour. They wanted to see if influencers who advocate brands might attract prospective consumers and push them to buy, as well as see if there were any disparities between different generations of consumers. The findings of the study indicated that there are significant disparities in the impact of influencers on consumer behaviour among consumers (generation Y and Z), which might lead to a variety of promotional opportunities.

The empirical studies of covering celebrity endorsements on customer purchasing behaviours were independently investigated at various times by Naseema, 2016; Adam and Hussain, 2017; Gaied and Rached, 2017; Okorie and Agbaleke, 2017; Priyankara et al., 2017; Jean et al., 2017; Aurangzeb et al, 2017; Khan and Lodhi, 2016; Malik and Quresh, 2016;. The summary of the findings of their studies suggest that celebrity endorsement is the most important element affecting a customer's purchasing decision. Their findings further showed that celebrities impart meanings to products, which has a beneficial impact on the consumer's desire to make purchases and in turn affects brand performance. This outcome can be likened to the actions of Ronaldo on the coca-cola brand where he wrongly transferred the brand meaning by the removal of the Coca-cola bottle and rather projected water to the public as a better consumption item. Identifying the appropriate celebrity for the right product is a crucial marketing decision for the advertising campaign's success.

Ndlela and Chuchu (2016) investigated whether South African marketers can effectively use celebrity endorsements to promote businesses to young customers. Major findings demonstrated that celebrity endorsement positively influenced purchase behaviour by increasing brand loyalty and brand memory. Ifeanyichukwu (2016) investigated the effect of celebrity endorsements on consumers' purchase decisions in Nigeria in which 200 students were selected as respondents of the study. The study's findings revealed that celebrities had an impact on young adults' purchasing habits. According to the report, celebrity endorsement is an advertising approach that, when properly coupled in terms of combining the brand assets with the celebrity, may go a long way in establishing a brand in the eyes of buyers. Khan, Rukhsar, and Shoaib (2016) researched the use of Indian and Pakistani celebrities' endorsements to influence

purchasing decisions. The findings revealed that celebrity endorsement by indigenous and Indian celebrities is identical, but does not have a significant impact on buy intent in Pakistan, with little difference in celebrity influence by country. Results of the study sort of vary with existing pieces of literature but are more practical in the Pakistani context as people are more brand loyal, their choice and taste options are not due to characteristics of the celebrities but based on their experience with service or product. The researchers however recommended that brand managers should focus more on the quality of the product compared to the cost put on the celebrities hired for the product promotion. They also advised that making the right choice of celebrity for the right product advert is highly profitable for the company.

At various times, Jamil (2014);Nyarko et al., 2015; Waqas et al, 2015;Muda, 2014; Pradhan, Duraipandian, and Sethi, 2014;Oyenyi 2014; in their respective studies researched the relationship between consumer's buying decisions and celebrity endorsements in adverts as well as the celebrity endorsement impact on consumer purchase decisions. Their independent findings confirmed that endorsement of brands by celebrities does motivate consumers to actualize the purchase of endorsed products.

In their study of the Lithuanian mineral water category, Seimiene and Jankovi (2014) looked at the connection between the advertised brand's purchase intention (dependent variable) and independent variables like brand personality,sports celebrity, consumer attitude toward the celebrity, and celebrity similarity to the consumer. The researchers discovered that a congruence of the celebrity's personality and the brand's personality had a beneficial impact on the advertised brand's purchase intent. The most significant influence on purchase intent was brand personality. The study also found that the more individuals find having similarities with the celebrity, the more likely they are to buy the product. Those concerned with body fitness and health concerns will likely be inclined towards the attitude or actions of Ronaldo by a rejection of the coca-cola brand.Suki (2014) used Muslim and non-Muslim consumers to study views regarding brands, purchasing intentions, and their capacity to predict consumers' religion. The findings revealed that celebrity expertise and brand sentiments greatly predict allocations to Muslim consumers over non-Muslim consumers. According to the findings, Muslim customers' faith or trust in celebrities may be linked to their view that the items and services they advocate conform to Sharia norms, which are consistent with Islamic standards.

The impact of celebrity endorsement in advertising on brand image among Chinese adolescents was investigated by Chan, Yu Leung, and Luk (2013). Interviewees were most able to recall celebrity endorsers who they thought were handsome, witty, and expressive, according to the findings. Popularity, a positive image, and image congruence between the celebrity and the brand were highlighted as essential characteristics for marketers to consider when choosing celebrity endorsers. A majority of the interviewees perceived that using a celebrity in an ad would increase brand awareness, encourage trial, attract the celebrity's fans, and boost purchase confidence.Radha and Jija (2013) in a quantitative method of the study analyzed the impact of celebrity endorsement on a customer's purchasing decision. The findings indicate that the use of celebrity endorsement leads to easy product brand recognition and purchase but did not specify if it leads to brand performance. The influence of celebrity endorsements on consumer purchase intentions was investigated by Wang, Cheng, and Chu (2012). Consumer purchase intentions are considerably and positively influenced by celebrity endorsements, advertising attractiveness, and advertising effect, according to the findings. Entrepreneurs employ celebrity endorsement to improve consumer purchase intent, according to the study's findings. They go on to say that celebrity endorsements can not only entice customers to buy things but that the appeal of celebrity remarks can also influence consumer perceptions of products. As witnessed in the

situations of Ronaldo and Pogba, their remarks and actions resulted in varying advertising outcomes.

In their study on the value of celebrity endorsements, Ding, Molchanov, and Stork (2011) looked at whether celebrity endorsements were viable advertising investments. Their findings supported the theory that the increased benefits from celebrity endorsements substantially equaled the incremental expenditures associated with such agreements. In a study, Louis and Lombart (2010) suggested a framework that included the direct and indirect consequences of a brand's perceived personality on three primary relational implications to the brand (attachment, trust, and commitment). All nine personality qualities tested for the Coca-Cola brand had a direct impact on a minimum of one of the three relational implications (commitment, trust and attachment) to the brand, according to the findings. Furthermore, they indirectly influenced commitment through trust and connection to the brand (except for the Ascendant and Charming personality traits). The results of their research showed that brand product personality has an impact on the strength and type of relationship that customers have with brands.

3.0 Generalization of the Main Statement

With each passing year, the global market has become more competitive, with different companies providing services to the same general public. Companies are currently employing a variety of marketing communication tactics to steal market share from their competitors, including the employment of celebrities to attract attention and patronage. According to research studies, celebrity endorsements are successful at attracting attention, and associating a brand with a particular personality can lure customers as affirmed by Niloy, 2022; Marques, Casais and Camilleri, 2021; Saima and Khan, 2020; Newbert, 2020; Singh and Banerjee, 2019; Deepmala and Deepanjali, 2019; Ahmed and Muneer, 2019; Safi, Azouri, and Azouri, 2018; Owusu et al, 2018; Nam and Dan, 2018; Kadekova and Holiencinova, 2018. etc.

The study aimed to ascertain that the actions of high profile celebrities towards global brands influence customers' perceptions and demand of the brand. In general, it can be affirmed that high profile celebrities does indeed influence the performance of global brands. According to the findings of this study, over 90% of the scientific articles examined in this study support the general assertion that celebrity endorsement of product brands and the effectiveness of the brand in the marketplace are linked. In other words, a brand's market power reflects high-profile brand market acceptability as a cumulative function of the effectiveness of the entire celebrity endorsement process. As a result, the appropriate celebrity was discovered to boost the brand's marketability among its competitors because customers perceive that the brand is good enough for consumption since it is approved by the celebrities. Also several literatures (e.g. Min et al., 2019; Kusi, Domfeh, and Kim, 2018; Adam and Hussain, 2017, Gaied and Rached, 2017; Okorie and Agbaleke, 2017), have shown that approval of a brand or product by the celebrities who customers perceive as their best celebrity will lead to increase in customers' acceptance of such brand.

4.0 Discussions

Celebrity endorsement is normally regarded as a practicable option for brands to grow awareness, strengthen credibility, and advance products (Saraswat, 2021). The research revealed that a brand ambassador, also known as a spokesperson, delivers a positive assessment to a brand or product, and so expresses to consumers the brand's or product's superiority. In other words, by extending his or her individuality or reputation to the brand, the high-profile celebrity verifies the brand's claims. 92% of the reviewed empirical publications revealed the positive influence celebrities have on the performance of a product brand. The studies indicate that the effectiveness of a product is increased when a celebrity and the brand to be endorsed are

matched. According to the authors of the reviewed articles, celebrities who appear in commercials endorsing a brand or product can only improve the product to a limited extent. This means that before a brand is endorsed by a powerful celebrity, the brand or product must have its own distinct attribute or identity; companies use celebrities whose personalities can influence their brand or product, but for this to be successful, there must be a relationship or similarity between the celebrity and the brand. This is seen in the case of Ronaldo who is into fitness and sports and is conscious of his overall health being as such cannot be matched to the carbonated Coca-Cola product due to its sugar content which he feels is unhealthy. In Pogba's case, his Muslim faith is not in alignment with the consumption alcoholic beverages as seen in the Heineken case. Ronaldo's action with the Coca-Cola bottles was greatly considered a determinant for a 1.6% drop in Coca-Cola's stock price, with the firm's market value dripping off by \$4 billion on Friday at market closure. Paul Pogba as well caused a similar public stir the following Tuesday by moving away a bottle of Heineken from his seat probably not knowing that the Heineken bottle was its zero non-alcoholic variety which the firm had greatly promoted. Seemingly, on Wednesday the next day after Pogba's action, Italian midfielder, Manuel Locatelli moved Coca-Cola bottles away before addressing a news conference making the football governing body (UEFA) to react.

Thirty five percent (35%) of the empirical literature studies reviewed suggest that a symbolic fit between the endorser's image and the brand is effective in advertising efforts. The studied literatures focused on the interaction between the celebrity endorser and the product in order to bring the product's image closer to the expectations of consumers, consequently increasing sales and brand awareness. By attempting to bring the product's image closer to the customer, the consumer develops a sense of resemblance to the celebrity endorser, which might encourage target consumer consumption of the brand. According to the reviewed articles, the best endorsement is accomplished when the brand or product is balanced with the celebrity. In order to strike a balance between the celebrity, the brand, and the product, companies should choose their celebrity based on factors such as the celebrity's appeal, likeability, attractiveness, popularity, and similarity as seen in Casalo, Flavian, and Sanchez (2020), Mahdavi et al. (2019), Aziz, Omar, and Ariffin (2019), Min et al. (2019), Kusi, Domfeh, and Kim (2018), Adam and Hussain (2017). A consumer searches for connections between a brand and a celebrity, as well as how they relate to him or her as a consumer.

About eight percent (8%) of the literature reviewed argued that celebrities' actions have significant negative effect on product brands. This assertion and argument clearly show the insignificant effect of these celebrities' actions on the product brand consumption mostly due to religious and cultural beliefs as seen in the works of Wielki (2020), Kooli, Al Habsi, and Abadli (2018), Jean et al. (2017), and Suki (2014). However, this statement assertion cannot be generalized due to the low percentage outcome of studies conducted.

Customer direct association with unendorsed brand resulted to an 8% outcome of the reviewed literatures. This indicates that brand performance may not necessarily be related with celebrity endorsed brands. In other words, a brand's strength is not based on the total influence of a celebrity endorser; rather, it is based on its customers' perceptions, thoughts, and feelings towards the brand. The findings indicate that firms should not rely exclusively on celebrity endorsers to improve their brand's credibility; celebrity endorsements are more effective when they contribute to the credibility of the brand as affirmed in the studies of Rashid, Rizvi and Amir (2020), Singh and Banerjee (2019), Khan, Rukhsar, and Shoaib (2016), Jamil (2014). According to TheGuardian (2021), and Pleasance and Lewis (2021), Coca-Cola stock price had already experienced a fall which accounted for a predominance of the share price drop before the

press conference, and other elements could also have accounted for the drop and not the actions of Ronaldo. The Australian Associated Press agency later withdrew the public article from its service after their inability to affirm the actual cause, and TheGuardian as well deleted the piece from their publication inclusive of AP News.

5.0 Conclusion

According to the findings of the study, a brand's market power grows as a function of the success of the endorsement process, which boosts the brand's growth among competitors. The impact a celebrity can have on a leading brand or product's success is determined by the celebrity's characteristics and traits, as well as the brand's or product's image. A brand that is ineffective, unsuccessful, or lacks an effective or unique identity cannot be allotted tangible benefits by a celebrity, regardless of the celebrity's effective quality. In other words, a celebrity can only help or influence a brand or product to a certain amount, and if the brand or product does not match the celebrity's image, the effect or consequence is weak and ineffective. On the flip side, the brand image can be marred if the features or behavioural traits of the celebrity conflict with the qualities of the brand. Therefore a celebrity who does not take sugary drinks cannot be used to advertise drinks that have sugary content neither can a celebrity who does not take alcohol be used to advertise alcoholic beverages.

In conclusion, the lessons or takeaways from this study suggest that consumers with favourable attitudes towards high profile celebrity influencers (brand ambassadors) would in general foster intent to purchase a product endorsed by the celebrities or possibly disregard any product not supported by them which can in turn positively or negatively impact on the brand performance. Celebrities who have no effective link between the message to be passed across and the brand cannot make the advert or advertising campaign successful any more than the brand is. As such, firms must ensure they match similar features or attributes of their brands with those of the celebrities when making decisions on celebrity endorsements to prevent negative actions or perceptions about the product which can, in turn, affect brand performance.

It is thus advised for brands to importantly arm consumers with necessary tools to assist substantiate the discrete fit of a service or product for their sole situation. Hence, a brand must allow consumers to be acquainted with their products and not the celebrity especially as they are the ones that ought to render advice, convince and assist shoppers to decide and not the celebrity. Furthermore, celebrity actions should be monitored and controlled to ensure no negativities are experienced during the endorsement process as seen in Majeed, Tijani, and Yaquob (2020), and Jean et al. (2017).

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