

Celebrity Characteristics and Customer Patronage of Betking Nigeria in Akwa Ibom State

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ABSTRACT

This paper examined the relationship between celebrity characteristics and customer patronage of Betkings Nigeria in Akwa Ibom State. The researchers employed the descriptive survey research design. The primary data were obtained through questionnaire administration. The researchers employed simple percentage method to analyse the demographic data of respondents. Simple regression was used to test the hypotheses. Furthermore, the findings of the study revealed that all the proxies of celebrity characteristics (celebrity fit, celebrity credibility, celebrity expertise, celebrity physical attractiveness, and celebrity trustworthiness) had significant relationships with customer patronage of Betkings in Akwa Ibom State. Based on the findings, it was concluded that there is positive and significant relationship between celebrity characteristics and customer patronage of Betkings in Akwa Ibom State. It was recommended among others that Betkings should scrutinize the credibility of the endorsed celebrity because credibility determines how the advertising information would impact the customers in terms of the communicated message.

Keywords: *celebrity characteristics, customer patronage, Betkings, Akwa Ibom State, Nigeria.*

1. INTRODUCTION

Betking Nigeria is a company that specializes in sports betting with headquarters at Plot 197, Adeleke Adedoyin Street, Lagos. Betking is owned by SV Gaming Limited with registration number RC 1419108. Betking offers wide selection of sports and services. Betking Nigeria branches in Akwa Ibom State embark on product promotions to create awareness for their service offerings, instigate trial purchase, possible brand adoption and retention. To achieve these promotional objectives, many Betking Nigeria branches in Akwa Ibom State are observed to be into the use of celebrity endorsers or the practice of celebrity characteristics- an advertising technique. Kerin et al. (2009), posited that companies are adopting in the belief that it positively affects customer patronage (Ding et al., 2011). Thus, celebrity characteristics are characterised as an effective way of transferring meaning to brands. The potential positive impact on product sales cannot be understated. According to Chan et al. (2013), as well as Olenski (2016), just one endorsement can spell an increase in sales by 4%, almost immediately and in turn stimulate marketing performance metrics. That's why Betkings hire celebrities to promote their brand. A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (Odili & Ukpai, 2021). It is a common practice that Betkings use celebrity characteristics to increase the exposure of products to consumers.

The ability of celebrity characteristics to affect consumer behavior has been suggested in both the academic literature and the popular/trade press. For example, Deshwal (2015) who investigated impact of celebrity characteristics on sales, found that there was a significant impact of celebrity characteristics on the buying behaviour and patronage of customers. Physical attractiveness, credibility and congruence of the celebrity with reference to the product in the endorsed advertisement had an impact on customers' perceptions about the endorsement product and the overall marketing performance indicators. In addition, Kumar & Patra (2017) suggests that celebrity product endorsements can become a natural fit in that we have a hard time envisioning the product without the celebrity next to it. Think of Michael Jordan and Nike or Brooke Shields and Calvin Klein. Likewise, several years ago, celebrity characteristics advertising was recognised as a universal, important feature of marketing (Anioke, 2022). Today, there are many successful examples that indicate that celebrity characteristics continues to be one of the most influential advertisements (Hun & Yazdanifard, 2014).

Annually, a huge amount of money is spent on sports bet advertisements across the world. According to a report by Regulus Partners, a respected gambling industry specialist based in the UK, as cited in Miller (2018), money spent by gambling companies on marketing was estimated to be £1.5 billion, an upshot by 56% from 2014 to 2017; with TV gambling advertising taking up £234 million, 15% of total marketing expenditure, therefore, shining a light into the huge amount of money spent promoting gambling in the media. Currently, sports betting is the most patronised form of gambling globally; one for which participation rate has increased during the last decade, particularly among youth (Daha et al., 2018). (Derevensky et al., 2010) opine that increasing participation in gambling is raising concerns among scholars across the world (Deloitte, 2012) who shared the view that media advertisements of gambling are disseminating messages of normalisation and prematurely exposing vulnerable people to engage in them, especially children, adolescents, young men and problem gamblers which in turn lead to serious problems to the individuals, their families and communities.

The presence of sports bet advertisements on TV and their appeal, particularly to young people to take to gambling has been documented by scholars (Deans et al., 2017). Deloitte, 2012; Derevensky *et al* 2010; Hing, 2014; Sambo, 2018; Deans & Biswas, 2001). These scholars have also raised concerns about the trend which they said is normalising gambling and prematurely exposing vulnerable people, particularly those with gambling problems. This is even more disturbing in Nigeria where roughly 60 million young people between the ages of 18 and 40 were reported to be actively involved in gambling (Odili & Ukpai, 2021; NOI Polls, 2019). These concerns, therefore, warranted the need to investigate celebrity characteristics of Betkings in Akwa Ibom State and its relationship with customer patronage.

Despite the huge cost of securing celebrity endorsers by Betking Nigeria in Akwa Ibom State, customers seemed not to pay much attention to the celebrity characteristics of the company, which has the determining factor for customer patronage. The importance of celebrity characteristics in Betking Nigeria in Akwa Ibom State seems to be underemphasized by its customers. Fundamentally, celebrity characteristics have become a common practice in marketing promotion and advertising campaigns (Choi & Rifon, 2012). Many empirical studies (For example, Choi & Rifon, 2012; Ibok, 2013; Koernigand & Boyd, 2009) focused especially in the sport betting sector. Nnamochaand Chukundah (2018) and ZorBari-Nwitambu and Kalu (2017) have also considered the effect of celebrity advertising and characteristics on consumer buying behaviour both in Nigeria and other countries. A problem therefore existed that these studies lack consistent findings and the inability to specifically investigate celebrity characteristics of Betkings in Akwa Ibom State and its relationship with customer patronage.

Objectives of the Study

The main objective of this study was to examine the relationship between celebrity characteristics and customer patronage of Betkings in Akwa Ibom State. The specific objectives of this study were to:

- i. Determine the relationship between celebrity fit and customer patronage of Betkings in Akwa Ibom State.
- ii. Examine the relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State.
- iii. Determine the influence of celebrity expertise on customer patronage of Betkings in Akwa Ibom State.
- iv. Investigate the relationship between celebrity physical attractiveness and customer patronage of Betkings in Akwa Ibom State.
- v. Ascertain the influence of celebrity trustworthiness on customer patronage of Betkings in Akwa Ibom State.

Hypotheses

- i. There is no significant relationship between celebrity fit and customer patronage of Betkings in Akwa Ibom State.
- ii. There is no significant relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State.
- iii. There is no significant relationship between celebrity expertise and customer patronage of Betkings in Akwa Ibom State.
- iv. There is no significant relationship between celebrity physical attractiveness and customer patronage of Betkings in Akwa Ibom State.
- v. There is no significant influence of celebrity trustworthiness on customer patronage of Betkings in Akwa Ibom State.

2. LITERATURE REVIEW

Celebrity Characteristics

Celebrities are influential media figures who are seen as part of social elites and engage in public relations (Hu et al., 2010). People often believe that objects that are owned or touched by celebrities are valuable and are willing to pay high amounts to possess them even when those objects are mere artifacts (Newman & Bloom, 2013). This is because, celebrities are often revered, respected and are seen as role models, especially by young adults who copy the personalities of such celebrities to enhance their self-worth (Boon & Lomore, 2001). Celebrity characteristics, according to Business Dictionary (2016), is a marketing strategy for advertising a product or brand, where the status or fame of a well-known person is used to promote a product, service or even to raise awareness on environmental and social matters. Similarly, (Udo et al., 2015), posited that celebrity characteristics is the technique of portraying a well-recognized sports star, entertainer and actor among others to be the brand ambassador or a spokesman for a company to promote a good or a service. Kotler and Armstrong (2000) also defined celebrity characteristics as the channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claims and position by extending his/her personality, popularity, status in the society or expertise in his/her field to the brand.

Celebrity fit is a key concept in the celebrity characteristics literature that has attracted considerable attention. According to Choi and Rifon (2012), celebrity fit, which is also known as congruency or relevance, is the degree of similarity between the endorser and the endorsed product or brand. Koernig and Boyd (2009) found that a well-known athlete is effective when endorsing a sport brand compared to a non-sport brand. Celebrity credibility is defined in ZorBari-Nwitambu and Kalu (2017) as the integrity, honesty and dependability of the celebrity regarding the subject matter. Credibility determines how the advertising information would impact the receiver in terms of the

communicated message (Serban, 2010). Celebrity expertise has been defined as the extent to which the celebrity is perceived to make valid assertions (Chekima et al., 2018). Erdogan, 1999; ZorBari-Nwitambu & Kalu, 2017). Thus, expertise relates to the skill, experience and knowledge of the celebrity to endorse or recommend the product to the public. Celebrity characteristics literature has indicated that attractiveness is an important indicator of effectiveness (Chao et al., 2005); however, the attractiveness construct is multi-dimensional in nature. Far from just encompassing aspects of physical attractiveness, which themselves are rather arbitrary, attractiveness also entails other characteristics such as personality and athletic ability (Erdogan, 1999). Trustworthiness is the degree of confidence consumers place in a communicator's intent to convey the assertions s/he considers most valid (Ohanian, 1990). Celebrity performance refers to the level of achievement a celebrity attains at any given time in their chosen profession. Performance could refer to the level of athletic performance, acting success, musical success, etc. of any given celebrity.

Customer Patronage

Customer patronage is conceptualized in different ways using both financial and non-financial dimensions. Etuk et al. (2024) measure customer patronage in terms of customers' preference. According to Adiele et al. (2015), customer patronage is the commitment of an individual to purchase a product because of its quality or perceived quality. They use two financial dimensions; namely, sales volume and profit margin, and one non-financial dimension; namely, customer retention, to measure customer patronage. Lam et al. (2004) mention that customer patronage is a component of customer loyalty that has to do with repeat purchase. Uford et al. (2022) measure customer patronage in terms of customer repeat purchases and referrals. In the context of green restaurant patronage, (Hu et al., 2010), measure customer patronage using three dimensions; namely, considerable chance to patronize, recommend others to patronize and predominantly patronize. According to Seock (2009), patronage behaviour is measured in Pan and Zinkhan (2006) using two dimensions: store choice and frequency of visit. While store choice is defined as a customer's preference for a particular store, frequency of visit denote show often the customer buys from that store. Similarly, Mfon and Uford (2022) use store choice behaviour, which represents a customer's preference for a particular mall, to measure patronage behaviour. Adeleke and Aminu (2012) and Pataka et al. (2014), described patronage as a deeply held commitment to re-patronise a preferred product/service consistently in the future.

Theoretical Framework

Source Credibility Theory, Reasoned Action (TRA) Theory and Source Attractiveness Theory guided this study. The source credibility theory was propounded by Carl Hovland & Walter Weiss in (1953). This theory explains how communication persuasiveness is affected by the perceived credibility of the source of communication. This theory explains how a particular source (media or individual gives credence to products or services of an organisation to persuade people to taking an action. The theory states two factors that underscore the concept of source credibility which is trustworthiness and expertise. For a message to be effective, it has to be perceived by the receiver with some level of trustworthiness and expertise; in essence, the source of the message (celebrity) has to be an expert in his field and the receiver of such messages must have a level of trust on the source.

The theory of reasoned action was propounded by Martin Fishbein and Icek Ajzen in 1975. The theory of reasoned action focuses on a person's intention to behave in a certain way and looks at the person's attitudes towards the behaviour as well as the subjective norms, which are influential people or groups that could induce those attitudes. The stipulations of the theory of reasoned action imply that the theory can produce good predictors of choices made by an individual when facing several alternatives under the influence of external stimuli, such as celebrity characteristics state that

celebrity characteristics are extension of that theory. The theory in dealing with an individual's basic motivation to perform an action implies that celebrity characteristics can influence a consumer's attitude, intention, beliefs and behaviour to patronise a product certified by a celebrity.

Empirical Review

Ibok (2013) examined the effect of perceived expertise, trustworthiness, attractiveness and credibility of the celebrity endorser on celebrity effectiveness in product advertising in the Nigerian telecommunications industry using the classical regression analysis. Their sample comprises 150 randomly selected customers of five major telecommunications companies: namely, MTN, GLO, AIRTEL, ETISALAT and VODACOM. The study found that the effectiveness of celebrity endorsers depends mostly on perceived expertise and credibility of the celebrity endorser. ZorBari-Nwitambu and Kalu (2017) examined the link between celebrity characteristics and customer loyalty in the telecommunications industry in Port Harcourt using both Pearson correlation and regression analysis. Specifically, they examine the effect of perceived celebrity expertise, trustworthiness, credibility and belief on customer trust, customer commitment and customer satisfaction using a sample comprising of 50 top managers/contact staff of five big telecommunication companies in Port Harcourt: MTN, Airtel, Glo, 9mobile and Starcomms. They found that credibility and expertise both consistently show a positive relationship with all the dimensions of customer loyalty.

3. METHODOLOGY

The researcher adopted a descriptive survey research design in which primary data were obtained through questionnaire administration. The research design permits the collection of data from primary sources, using the questionnaire. This research design is necessary when the collection of data is from firsthand information. Also, this method does not allow the easy manipulation of data by respondents. Thus, the study area is Betkings outlets in Akwa Ibom State. The population of this study is the estimated number of Betkings users in Akwa Ibom State. It is estimated that the number of Betkings users in Akwa Ibom is approximately 6 million users. Taro Yamane formula was used to determine a sample size of 399 participants. The stratified sampling technique was used to select the 399 Betking users. Data for this study was obtained from both primary and secondary sources. Primary data was obtained through a structured questionnaire. The questionnaire used captures all the variables of study and to provide relevant answers to the research questions. The instrument comprises of sections A, which covers personal information about the respondent and section B covered research questions. The five-point Likert type of rating scale was adopted as follows: strongly agree = 5, agree = 4; disagree = 3; strongly disagree = 2; undecided= 1. Secondary sources were information from existing literatures such as relevant textbooks, Journals and periodicals, and library source.

The validity of the instrument is based on the evident that the questions are related to the research topic and measures what it ought to measure. On the other hand, the reliability of the instrument is based on the premise that the measuring instrument would produce similar result when repeated over and again. The internal consistency of the instrument was determined by Cronbach's Alpha. The Cronbach Alpha values for all the variables were above 0.7 threshold, as recommended by (Uford, 2017), and were considered to be appropriate to adjudge the variables as being reliable. Consequently, based on the above cited past studies, the variables have high reliability and acceptable indicating that the variables used for this study is declared reliable for used for further statistical analysis, the result of which is considered valid and reliable. The researcher employed simple ordinary least squares regression technique was used to test hypotheses in order to show the strength and direction of the relationship between the variables of study. To test the significance of the individual explanatory variables and coefficients to determine whether there is a linear relationship

between the independent and dependent variables, we use the p-value to perform the test. If the reported calculated p-value from SPSS regression outputs is less than the benchmark p-value of 0.05 at a scaled 5 percent level of significance, the independent variable is considered to have a linear and positive relationship with the dependent variable, and hence the null hypothesis is rejected.

Results

The results of all the hypotheses tested using multiple regression are presented in Table 1.

Table 1: Summary of the relationship between celebrity characteristics and customer patronage of Betkings in Akwa Ibom State

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson		
1	.901 ^a	.811	.808	.26401	1.682		

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	116.987	7	16.712	239.765	.000 ^b
	Residual	27.184	390	.070		
	Total	144.171	397			

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.491	.104		4.731	.000		
CELEFIT	2.269	.155	2.135	14.653	.000	.023	4.923
CELECRE	1.516	.100	1.725	15.163	.000	.037	6.767
CELEXPT	1.659	.074	1.684	22.568	.000	.087	1.512
CELPHAT	-.926	.116	-.894	-8.000	.000	.039	5.812
CELTRUS	-1.245	.086	-1.703	-14.426	.000	.035	8.821

a. Dependent Variable: customer patronage of Betkings

b. Predictors: (Constant), celebrity fit, celebrity credibility, celebrity expertise, celebrity physical attractiveness, celebrity trustworthiness

Hypothesis I

There is no significant relationship between celebrity fit and customer patronage of Betkings in Akwa Ibom State.

From Table 1, since the calculated p-value of 0.000 is less than the p-value of 0.05, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that there is a significant relationship between celebrity fit and customer patronage of Betkings in Akwa Ibom State. A coefficient of 2.269 implies that celebrity fit has a positive relationship with customer patronage. It was found, on average that for every 1% change in celebrity fit, customer patronage will increase by about 2.27%, and this change is significant at 5% level ($p=0.000 < 0.005$). In quantitative perspective, as indicated by the t-value of 14.653, this would mean that celebrity fit has about 14.7% statistical influence on customer patronage. The marketing implication of the result is that improvement in customer patronage of Betkings in Akwa Ibom State can be achieved if the celebrity fit is sustained.

Hypothesis II

There is no significant relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State.

From Table 1, since the calculated p-value of 0.000 is less than the p-value of 0.05, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that there is a significant relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State. A coefficient of 1.516 implies that celebrity credibility has a positive relationship with customer patronage. It was found, on average that for every 1% change in celebrity credibility, customer patronage will increase by about 1.52%, and this change is significant at 5% level ($p=0.000<0.05$). In quantitative perspective, as indicated by the t-value of 15.163, this would mean that celebrity credibility has about 15.2% statistical influence on customer patronage. The marketing implication of the result is that improvement in customer patronage can be achieved if the celebrity credibility is sustained in Betkings in Akwa Ibom State.

Hypothesis III

There is no significant relationship between celebrity expertise and customer patronage of Betkings in Akwa Ibom State.

From Table 1, since the calculated p-value of 0.000 is less than the p-value of 0.05, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that there is a significant relationship between celebrity expertise and customer patronage of Betkings in Akwa Ibom State. A coefficient of 1.659 implies that celebrity expertise has a positive relationship with customer patronage. It was found, on average that for every 1% change in celebrity expertise, customer patronage will increase by about 1.66%, and this change is significant at 5% level ($p=0.000<0.05$). In quantitative perspective, as indicated by the t-value of 22.568, this would mean that celebrity expertise has about 22.57% statistical influence on customer patronage. The marketing implication of the result is that improvement in customer patronage can be achieved if the celebrity expertise is sustained in Betkings in Akwa Ibom State.

Hypothesis IV

There is no significant relationship between celebrity physical attractiveness and customer patronage of Betkings in Akwa Ibom State.

From Table 1, since the calculated p-value of 0.000 is less than the p-value of 0.05, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that there is a significant relationship between celebrity physical attractiveness and customer patronage of Betkings in Akwa Ibom State. A coefficient of -0.926 implies that celebrity physical attractiveness has a negative relationship with customer patronage. It was found, on average that for every 1% change in celebrity physical attractiveness, customer patronage will decrease by about 0.93%, and this change is significant at 5% level ($p=0.000<0.05$). In quantitative perspective, as indicated by the t-value of -8.000, this would mean that celebrity physical attractiveness has about -8% statistical influence on customer patronage. The marketing implication of the result is that improvement in customer patronage can be achieved if there is an increase in celebrity physical attractiveness in Betkings in Akwa Ibom State.

Hypothesis V

There is no significant influence of celebrity trustworthiness on customer patronage of Betkings in Akwa Ibom State

From Table 1, since the calculated p-value of 0.000 is less than the p-value of 0.05, the researcher rejected the null hypothesis and accepted the alternative hypothesis, which states that there is a

significant influence of celebrity trustworthiness on customer patronage of Betkings in Akwa Ibom State. A coefficient of -1.245 implies that celebrity trustworthiness has a negative relationship with customer patronage. It was found, on average that for every 1% change in celebrity trustworthiness, customer patronage will decrease by about 1.25%, and this change is significant at 5% level ($p=0.000<0.05$). In quantitative perspective, as indicated by the t-value of -14.426, this would mean that celebrity trustworthiness has about -14.43% statistical influence on customer patronage. The marketing implication of the result is that improvement in customer patronage can be achieved if there is an increase in celebrity trustworthiness.

4. DISCUSSION OF THE FINDINGS

The empirical results obtained from the test of the five hypotheses revealed consistent significant results. The results showed that there is a significant relationship between celebrity fit and customer patronage of Betkings in Akwa Ibom State. Also, there is no significant relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State. This implies that consumers tend to increase their patronage of a product or brand whose features matches with the physical appearance or features of the endorser. This is consistent with the Match-Up theory, which suggests that when the attributes of the celebrity endorser match with the features of the endorsed products or brand, consumers tend to increase their patronage. This also agrees with results of many empirical studies including Koernig and Boyd (2009) who find that a well-known athlete is effective When endorsing a sport brand compared to a non-sport brand. Further results showed that there is a significant relationship between celebrity credibility and customer patronage of Betkings in Akwa Ibom State. This is consistent with the source credibility theory of Hovland et al. (1951), which states that people tend to be persuaded if the information is perceived to come from a credible source. In other words, celebrities who are perceived to be highly credible generate more behavioural compliance than less credible sources. This finding agrees with findings of Ibok (2013) and ZorBari-Nwitambu and Kalu (2017) that effectiveness of celebrity endorsers depend mostly on perceived expertise and credibility of the celebrity endorser.

It was found that there is a significant relationship between celebrity expertise and customer patronage of Betkings in Akwa Ibom State. This finding is backed up by the source credibility theory, which suggests that the efficacy of the message communicated by an endorser depends on consumers' perception of the brand endorser's expertise among other qualities. The endorser's expertise is akin to the source's qualification, which directly influences the level of conviction in order to persuade consumers to purchase that which is endorsed. This finding is consistent with the finding of Ibok (2013) that the effectiveness of celebrity endorsers depends mostly on perceived expertise and credibility of the celebrity endorser. The findings of this study agreed with that of Audi et al. (2015), who conducted a study on the effect of celebrity endorsement on creating brand loyalty. Expertise has a positive influence on both new customers that are acquired and the timeliness of sales, as we have seen in this study. When a consumer perceives that a celebrity endorser has a high level of expertise, he or she is more likely to be persuaded by the message. Therefore, a celebrity with high expertise is assumed to be more persuasive than a celebrity with low levels of perceived expertise.

There is a significant relationship between celebrity physical attractiveness and customer patronage of Betkings in Akwa Ibom State. Other discovery revealed that there is a significant influence of celebrity trustworthiness on customer patronage of Betkings in Akwa Ibom State. These findings are consistent with the findings of Omoregbe & Osifo (2019) that revealed that the purchase decisions of consumers are related to the endorsement of celebrities and these endorsement attributes have a positive and significant link with buying behaviour of consumers. This finding is consistent with the finding of Adam & Hussain (2017) that the element of credibility (which is composed of expertise and trustworthiness) of the celebrity positively affected consumers' intention to purchase

cosmetics. The finding of the study also conformed to that of Shenje (2017), who found that celebrity endorsement influences customer purchase intention. The theory (TRA) in alignment of the study: in dealing with an individual's basic motivation to perform an action implies that celebrity endorsement can influence a consumer's attitude, intention, beliefs and behaviour to patronise a product certified by a celebrity.

5. CONCLUDING REMARK

Conclusion

This study examined the relationship between celebrity characteristics and customer patronage of Betkings in Akwa Ibom State. It was found that all the independent variables significantly influenced the dependent variable. By implications, every celebrity through his/her activities creates an impression on his/her fans which could be positive or negative. In Betkings, the impression created by celebrity characteristics is positive thereby sustaining customer patronage and marketing performance. Based on the findings, it is concluded that there is positive and significant relationship between celebrity characteristics and customer patronage of Betkings in Akwa Ibom State.

Recommendations

- i. Betkings should scrutinize the credibility of the endorsed celebrity because credibility determines how the advertising information would impact the customers in terms of the communicated message.
- ii. There is need to checkmate celebrity fit because when the attributes of the celebrity endorser match with the product features, consumers tend to increase their patronage.
- iii. Betkings should examine the skill, experience and knowledge of the celebrity to endorse or recommend the product to the public because customers' actions in response to such recommendations seem to vary directly with the celebrity's perceived level of expertise and the target customers' level of agreement with those recommendations.
- iv. A celebrity with physical attractiveness should be endorsed to sustain customer patronage of Betkings in Akwa Ibom State.
- v. Celebrity should be endorsed based on trustworthiness in Betkings in Akwa Ibom State.

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