

**Title of Article:** Celebrity Advertising and brand loyalty: A study of Chivita Fruit Juice

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**Abstract**

The use of celebrity advertising as a means of marketing tactic in Nigeria's business setting has increased significantly in the past few years. Celebrity advertising is fast becoming a common marketing/communication strategy in Nigeria. In today's world, the use of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. This paper examined the use of celebrity for advertisement in promoting brand loyalty and purchase decision. Chivita juice (a Nigerian fruit juice manufacturing and marketing company) was used. A commercial and industrial locality, Agidingbi, in Ikeja Local Government, Lagos was studied. Survey method was adopted for the study. The data reveal that as high as 93.8% of the respondents are aware of the product. Many of the respondents are loyal to the consumption of Chivita. The result also reveals that usage of celebrity for Chivita advert has little effect on their buying decision. Taste and packaging also go a long way to influence their buying decision. The paper suggested that Companies must be cautious of the celebrities they select to help advertise their products and despite of the admirable qualities which the members of the public notice with the personality, advertisers should probe into the private life of the celebrity to ensure that the celebrity is actually qualified for use both physically and morally.

**Key words:** advertising, brand loyalty, celebrity advertising, endorsement