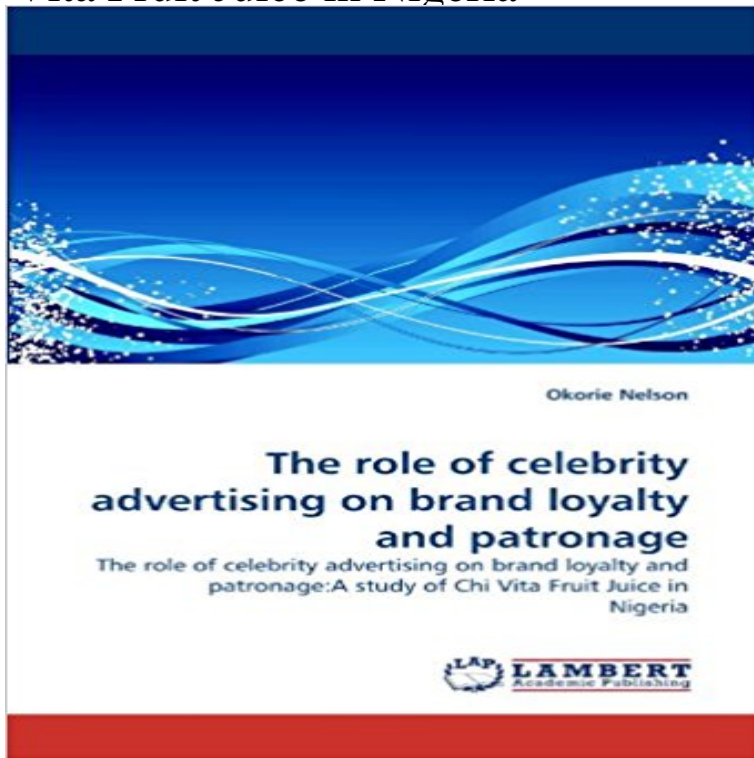


The role of celebrity advertising on brand loyalty and patronage: The role of celebrity advertising on brand loyalty and patronage: A study of Chi Vita Fruit Juice in Nigeria



This book expounds on the role celebrity advertising performs in promoting brand loyalty and Chi Vita juice was used as an example by the researcher. It reviewed relevant literature in the area of advertising, brand loyalty and consumer behavior. The method adopted in this study was survey and questionnaire was used as the instrument of data collection. The result revealed that the respondents were aware of Chi Vita commercials and such commercials were perceived to be effective in nature. Also, it confirmed that the level of the respondents income doesnt affect their product loyalty to a brand. The researcher suggested that there should be more emphasis in the usage of movie celebrities than musical celebrities in future commercials. In addition, it was pivotal for changes in the use of celebrity endorsement are properly managed and planned; this was because the proper usage of a celebrity can enhance the awareness and patronage of the brand.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, viraal reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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