Celebrity Endorsement and Product Placement as Brand Strategies in Big Brother Naija Tv Show Among Lagos State University Undergraduates, Nigeria

Sahid, Kazeem Abiola, PhD, and Agbaje, Tolulope Faith

Lagos State University, Faculty of Communication and Media Studies, Ojo, Lagos, Nigeria

DOI: https://doi.org/10.47772/IJRISS.2026.1013COM0049

Received: 25 September 2026; Accepted: 30 September 2026; Published: 17 October 2026

ABSTRACT

Celebrity influence and brand integration have become central features of modern entertainment marketing, with reality television serving as a strategic platform for advertisers. This study investigated the impact of celebrity endorsements and product placements in the Nigerian reality TV show Big Brother Naija on brand perception, trust, and loyalty among undergraduate students of Lagos State University. **Methodology:** The study was anchored on the theory of planned behaviour. A descriptive survey design was employed, and 274 respondents were selected via a structured questionnaire administered in person. Data were analysed using frequency tables. **Results:** Findings revealed that product placement is highly effective in enhancing brand recall, brand awareness, and positive brand attitudes among viewers. Results also indicated that respondents perceived product placements embedded within the Big Brother Naija narrative as contributing positively to brand trust and loyalty. Furthermore, findings showed that celebrity endorsements positively influence viewer engagement and brand perception, though their impact on loyalty is stronger when combined with product placement. **Conclusion:** The study concluded that while both strategies are beneficial, product placement exerts a more substantial effect on brand trust and loyalty. The study recommends that advertisers should prioritise relatable celebrities, particularly former BBN contestants, and integrate brands naturally into program content to increase credibility, relatability, and long-term loyalty among young audiences.

Keywords: Celebrity endorsement; Product Placement; Brand Strategies; Big Brother Naija; Marketing Communication.

INTRODUCTION

Reality Television Shows such as Big Brother Naija, MTN Project Fame, Nigeria Idol, Housewives of Lagos, Gulder Ultimate Search, Matters Arising, etc., are a genre of Television programming that documents unscripted situations and real-life events, and often features an unknown cast. It often highlights personal drama and conflict to a much greater length (Laitto, 2015). Recently, reality television shows have been a favourite among youth, particularly those aged 18-25 (Chikafe & Mataveke, 2012).

Big Brother Naija, which is the focus of this study, was formerly known as Big Brother Nigeria. It is a reality show based on the TV series Big Brother, in which 12 or more contestants live in a separate house and compete for a $100,000 cash prize. They are continuously monitored by TV cameras installed at various corners of the Big Brother house (Ekwe et al., 2019). The previous 8th season of Big Brother Naija was aired on DStv channel 198 and GOtv Channel 29, and the show also lasted 70 days. It started on the 23rd of July 2023 and ended on the 1st of October 2023.

Celebrity endorsement on Big Brother Naija aligns with how things work in the Nigerian market. Looking at how celebrities on the reality TV show become powerful brand ambassadors after leaving the house has helped clarify how product promotion strategies are changing over time. At the same time, putting products on display is a quiet but powerful way to help more people learn about a brand. Studying how products are cleverly placed in the show helps explain how these placements make people recognise the brand and keep them

interested. According to Williams et al. (2011, p. 2), Product Placement is known as brand placement, program sponsorship, branded entertainment, or product integration. It is a marketing practice or strategy in advertising and promotion wherein a brand name, product, package, signage, or other trademark merchandise is inserted into and used contextually in a motion picture, television, or other media vehicle for commercial purposes.

This study aims to uncover the close connection among Big Brother Naija, Celebrity endorsement, and product placement on the show. It would be a useful addition to our understanding of how to manage brands effectively in Nigeria's lively, changing market. This study would also examine what young consumers of the show think about products endorsed by celebrities and brands strategically featured in the show.

Statement of the Problem

Since the inception of Big Brother Naija (BBN), it has consistently featured brand promotions through celebrity endorsements and product placement. As one of the most widely viewed reality television shows in Nigeria, particularly among young people, BBN provides a platform where housemates and associated celebrities actively endorse brands, while products are strategically integrated into episodes. These marketing strategies have become prominent tools for brand promotion within the Nigerian entertainment industry.

Despite the widespread use of celebrity endorsements and product placements on BBN, there remains uncertainty about how their combined use influences brand management outcomes among young viewers. While viewers are regularly exposed to endorsed and strategically placed products during the show, it is not clear how this exposure shapes their perceptions of the brands, their trust, and their loyalty to the advertised products.

There is also limited clarity on whether the presence of celebrities and popular housemates strengthens brand recognition and creates favourable brand associations among young audiences. Although these marketing strategies are visible and frequent, it is not clear whether they significantly influence young viewers' purchasing decisions or brand preferences.

Furthermore, it is unclear which aspects of BBN's marketing strategies are most effective in engaging young viewers, particularly undergraduates of Lagos State University. Questions remain as to whether celebrity endorsement or product placement exerts a stronger influence on audience attitudes, and how factors such as the show's entertainment value and peer influence shape viewers' responses to the advertised brands.

The lack of a clear understanding of these strategies' effectiveness poses a problem for brand management. Without empirical evidence on how celebrity endorsements and product placements operate together within the BBN context, brands may not fully understand the impact of their promotional efforts on young consumers. This study examines how the integration of celebrity endorsements and product placements on Big Brother Naija influences brand perception and loyalty among young viewers. This study therefore focuses on undergraduates of Lagos State University, Ojo Campus responses to celebrity endorsements and product placements featured in the Big Brother Naija television programme. This focus provides a defined population for examining audience responses within the context of the study. The study focused specifically on Big Brother Naija and did not compare its marketing practices with those of other reality television programmes. Differences in programme format, audience composition, celebrity involvement, and brand integration may yield different consumer responses. These limitations suggest that the findings should be interpreted in the context of the study population, research design, and analytical approach.

Research Objectives

The following are the study's objectives;

- To investigate how the combination of celebrity endorsements and product placements in BBN shapes the undergraduates of LASU's perceptions, trust, and loyalty towards the advertised brand.
- To determine how product placement in BBN influences brand recall and attitudes towards the advertised brand among undergraduate students in LASU.

- To examine respondents' perceptions of the relative influence of product placement and celebrity endorsement on purchasing-related responses among undergraduates of Lagos State University.

MATERIALS AND METHODS

Celebrity Endorsement

Celebrity endorsement, also referred to as Celebrity marketing, is now recognised by marketers because it influences the brand the company is trying to convey through someone consumers feel a sense of similarity with. Consumers tend to evaluate information from a celebrity with whom they share a similar goal, interest, or lifestyle more than from someone they do not share such a similarity with (Erdogan et al., 2001).

Celebrities can transfer their image to a specific product being advertised (Wheeler, 2003). Some companies have taken this opportunity into account and try to use it as an advertising tool to gain a high brand exposure, attention, interest, desire, and action (Belch & Belch, 2001). Celebrities are people who enjoy public recognition among a large segment of a certain group, and they have distinctive characteristics, such as attractiveness and trustworthiness (Silvera & Austad, 2004). Khatri (2006) studied that celebrity endorsement is a promotional strategy to attract customers to a particular brand. Celebrity endorsement (endorsement) is an advertising strategy whereby companies use people of public recognition as spokespersons for a product (Udo & Nwolu, 2003).

This approach gives a brand a competitive edge by creating a connection between the celebrity and the product, making customers feel a sense of association with the brand. According to Okorie et al. (2011), using celebrities in ads can increase sales and customer interest. Belch and Belch (2012) add that celebrities help shape a brand's image, aligning it with consumer expectations by projecting their positive qualities onto the product.

In today's world, celebrities are treated as idols and role models. Most people now change certain aspects of their lifestyle because they relate to their favourite celebrity, which significantly impacts their buying behaviour, attracting more customers to the brand and ultimately increasing the company's productivity. Celebrities generate significant interest and positive publicity for brands. For example, when Michael Jordan endorsed Nike, it boosted the brand's popularity and sales worldwide. One of the most successful and famous partnerships was between Nike and basketball star Michael Jordan, which led to the release of the Air Jordan in 1984. Twenty years later, Nike released a special-edition shoe called the Powder Blue, which sold $35 million on its first day (Badenhausen, 2014). Similarly, the Nigerian singer Tiwa Savage has helped brands like Pepsi and MTN attract more attention and positive press.

Product Placement

The definition of product placement has evolved. Balasubramanian (1994) initially defined it as a paid message about a product subtly embedded in a movie or TV show. This technique can positively influence viewers' opinions and purchasing behaviour (Hudson & Hudson, 2006). According to the American Federal Trade Commission (cited in Sahid & Alao, 2018), product placement involves advertisers paying a certain fee or other consideration to have branded products featured in television programs (Powell et al., 2009).

In the literature, product placement is also referred to as brand placement, tie-in placement, or plug-in placement. According to Warsewicz & Kulykovets (2017), in their study on product placement as an effective tool for brand positioning, the authors identified several forms of product placement based on the level of emphasis.

Generic Placement: This attempts to draw the viewer's attention to the product while ignoring information about the brand and manufacturer.

Utility Placement: This demonstrates the product's potential. That is, showing how the products can be used.

Corporate Placement: here, the company name (like a neon sign or advertisement on the street) appears during transmission.

Organisation Placement: here, the promotion of the object or the product is mentioned by the name of the organisation or institution. The promotion of an object using the name of the company. For instance, instead of promoting Blue Band (a product), you promote Unilever, the company that produces it.

Product Placement in Reality Television Shows

In today's digital world, where consumers are bombarded with ads, marketers need to find creative ways to reach their audience. One increasingly popular method over the past few decades is product placement. This approach allows companies to integrate their marketing messages into non-advertising contexts, making it harder for viewers to skip over. Traditional ads are often ignored during commercial breaks. However, product placement in movies and TV shows embeds the ads into the storyline, ensuring that viewers see the brand's message without interrupting their viewing experience.

Product placement has become a significant marketing strategy, especially in reality TV shows. It involves integrating products into the show's content, making them a seamless part of the viewing experience. This approach ensures that viewers are exposed to the brand naturally and engagingly, rather than through traditional, easily skipped advertisements.

“American Idol” is a prime example of successful product placement in reality TV. Coca-Cola has been a prominent sponsor, with its products frequently seen on the judges’ table. This visibility has reinforced Coca-Cola’s brand presence among millions of viewers. The show also integrates Ford vehicles and other brands into various segments, making the products a natural part of the contestants’ journeys and stories.

Reality TV shows are ideal for product placement because they feature real-life scenarios and unscripted content, making product placements feel more authentic. Viewers are often deeply engaged with the show, following the lives and stories of the contestants, which makes them more likely to notice and remember the featured products. By integrating products into the fabric of the show, brands can ensure a captivated audience sees their message. Unlike traditional ads, which viewers can skip or ignore, product placement in the show is harder to miss and often enhances the realism and relatability of the content. Product placement in reality TV shows is a powerful tool for brands. It allows them to reach audiences in an engaging and less intrusive way. Shows like “American Idol” and “Big Brother Naija” and many others demonstrate how effectively this strategy can work, embedding brands into the viewer’s experience and ensuring high visibility and recall. In a world where traditional ads are often overlooked, product placement provides a valuable alternative for marketers.

THEORETICAL FRAMEWORK

Theory of Planned Behaviour

The theory of planned behaviour was propounded by the psychologist Icek Ajzen in 1991. This theory suggests that when people make decisions (such as which product to buy or whether to patronise a particular brand), their intention is crucial. This intention can be influenced by three factors: their attitude toward the behaviour (liking or disliking), what others think about it (subjective norms), and how much they can control the action (perceived behavioural control).

The Theory of Planned Behaviour (TPB) posits that an individual's behaviour is determined by their intention to perform the behaviour, which is influenced by their attitude toward the behaviour, subjective norms, and perceived behavioural control. This theory is an expansion of the Theory of Reasoned Action by adding the concept of perceived behavioural control. The Theory of Planned Behaviour (TPB) predicts a person's intention to engage in a behaviour at a specific time and place. It states that an individual's behaviour is driven by their intentions, which are a function of three determinants: an individual's attitude toward the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991).

The Theory of Planned Behaviour (TPB) is well-suited to analysing crises in which attitudes, social influences, and perceived behavioural control play a crucial role in shaping consumer responses. The Theory of Planned Behaviour (TPB), which builds on the Theory of Multi-attribute Attitude (TMA) and the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1973), is a social-psychological theory that explains how people make decisions about their behaviour and aims to understand and predict these behaviours. According to TRA, a person's intention to perform a behaviour is determined by their attitude and subjective norm. Societal beliefs influence subjective norm, while attitude can be positive or negative. Ajzen (1985) argued that human behaviour is often influenced by external factors, not just individual will. To enhance TRA's predictive power, Ajzen (1985) added perceived behavioural control to the factors of subjective norm and attitude. The factors are as follows:

Attitude in TPB refers to an individual's positive or negative evaluation of performing a specific behaviour. The more specific the attitude or behaviour, the stronger the correlation between them (Ajzen & Fishbein, 1980). Attitude is typically the strongest predictor of behavioural intention (Ajzen, 1991; Lim & Dubinsky, 2005). Subjective norms refer to the social pressure individuals feel to perform certain actions, coming from important people or groups in their lives (Dubinsky & Loken, 1989). While subjective norm is often the weakest factor influencing behaviour, it significantly affects negative behaviours like illegal downloading, buying pirated goods, and risky sexual behaviour (Fishbein & Ajzen, 1975). Perceived behavioural control, derived from Bandura's Self-Efficacy concept, refers to the extent to which individuals feel they can control their behaviour. It depends on their capabilities, resources, and opportunities (Ajzen, 1985). The more resources and opportunities people believe they have, the fewer obstacles they expect to encounter, and the stronger their perceived behavioural control. Conversely, a lack of these factors or past experiences of difficulty can weaken their intention to act.

The Theory of Planned Behaviour provides a useful framework for interpreting the responses examined in this study. Positive perceptions of brands promoted through celebrity endorsement and product placement can be related to respondents' attitudes towards the advertised brands. The influence of popular BBN contestants and celebrities may also reflect the role of subjective norms, particularly where viewers perceive such personalities as influential or socially relevant. In addition, respondents' reported willingness to patronise or try advertised products can be considered in relation to behavioural intentions. However, the present study uses descriptive survey data and therefore does not statistically test the individual TPB constructs or their predictive relationships. The theory is consequently used primarily as a conceptual framework for interpreting the observed patterns in respondents' views. The research method for this study was the descriptive survey research design. For this research work, the selected institution is Lagos State University, Ojo (Main) Campus. The current population of undergraduates at Lagos State University, Ojo (Main) Campus, for the 2024/2025 academic session, according to the LASU Admission Office, is 29,991. From this population, the Taro Yamane Formula was used to derive a sample size of 274 students. The multi-stage sampling technique was used in this study: stratified sampling was first used to stratify Lagos State University into seven faculties, purposive sampling was used to select specific departments from those seven, and questionnaires were distributed through convenience sampling. The researcher used Google Forms to obtain 274 valid responses from a total sample of 274 respondents, representing a 100 per cent response rate.

RESULTS AND DISCUSSION

Table 1: Influence of Celebrity endorsement and product placement on brand perception, trust, and loyalty

Research Questions	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
Celebrity endorsement on BBN increases my overall trust in products/brands they promote	121 (44.2%)	51 (18.6%)	61 (22.3%)	37 (13.5%)	4 (1.5%)	274 (100%)

When I see a celebrity or housemate endorse a product on BBN, I am more confident in purchasing that product	115 (42.0%)	72 (26.3%)	44 (16.1%)	38 (13.9%)	5 (1.8%)	274 (100%)
Celebrity endorsement on BBN can influence my perception of the quality and reliability of the product	91 (33.2%)	68 (24.8%)	62 (22.6%)	34 (12.4%)	19 (7.0%)	274 (100%)
Product placement is very effective in increasing my loyalty to a brand or product	78 (28.5%)	81 (29.6%)	62 (22.6%)	33 (12.0%)	20 (7.3%)	274 (100%)
Product placements on BBN increase my interest in the featured product	127 (46.2%)	54 (19.6%)	52 (18.9%)	39 (14.2%)	3 (1.1%)	274 (100%)

Source: Field study, 2025.

Table 1 reveals that the majority (41.2%) of respondents strongly agree that celebrity endorsement increases their trust in products on BBN, and most respondents either agree (26.3%) or strongly agree (42.0%) that celebrity endorsement on BBN increases their confidence in purchasing a product. Results also showed that most respondents (32.2%) strongly agreed that celebrity endorsement influences their perception of product quality and reliability. Also, the majority of respondents agreed that product placement increases their loyalty to a brand/product, and strongly agreed that it increases their interest in the featured products. These findings align with those of Folayan et al. (2020), who emphasised that non-conventional strategies, such as product placements, are effective in fostering positive audience perceptions and trust in brands. Similarly, Rafique (2010) found that product placements boost credibility and trust, which is supported by the present findings. However, Ibok (2013) highlighted that while celebrity endorsement can be effective, its success depends heavily on the celebrity's credibility and attractiveness. This finding resonates with the current study, in which endorsements were shown to have limited influence on trust unless reinforced by effective product placements. When brands are subtly integrated into the show, they tend to be memorable and relatable, encouraging viewers to connect with the brand. Furthermore, endorsement by favourite housemates or contestants will increase interest in and loyalty to products associated with the individuals they admire.

Table 2: How product placement in BBN influences brand recall and attitude towards the advertised brands among undergraduates in LASU

Research Questions	**Strongly Agree**	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**	**Total**
I remember brands better when they appear often on BBN	68 (24.8%)	115 (42.0%)	38 (13.9%)	37 (13.5%)	16 (5.8%)	274 (100%)
How a brand is shown on BBN affects how well I recall it	54 (19.7%)	172 (62.8%)	24 (8.8%)	23 (8.4%)	1 (0.4%)	274 (100%)
I remember brands more when they are clearly featured on BBN	44 (16.1%)	147 (53.6%)	32 (11.7%)	32 (11.7%)	17 (6.9%)	274 (100%)

I am more likely to patronise a brand I see in a good setting on BBN	65 (23.7%)	109 (39.8%)	46 (16.8%)	43 (15.7%)	11 (4.0%)	274 (100%)
I am more likely to recommend a product or brand to others if a celebrity on BBN endorses it	95 (34.7%)	82 (29.9%)	43 (15.7%)	31 (11.3%)	23 (8.4%)	274 (100%)

Source: Field study, 2025.

Table 2 shows that most respondents (42.0%) agree they remember the brand better when it is frequently shown on BBN. A smaller portion (5.8%) strongly disagreed. This suggests that frequent product visibility strongly improves brand recall for the majority of the respondents. It also reveals that the majority of respondents (62.8%) agree that how a brand is shown on BBN affects their ability to recall it. Data also showed that a significant portion of respondents (53.6%) agree that they remember brands better when they are clearly featured on BBN. The data also indicated that most respondents (39.8% and 23.7%) either agree or strongly agree that they are more likely to patronise brands shown in a good setting on BBN. It also revealed that a large proportion of respondents (34.7%) strongly agree that they are likely to recommend a product or brand if a celebrity on BBN endorses it. This finding is in line with Raza and James (2016), who found that product placement has a stronger influence on recall or immediate purchase intentions. Saqif and Razi (2018) similarly noted that while product placement can affect brand loyalty, it also impacts recall and attitudes, which depend on how well the placement is integrated into the narrative. In contrast, Folayan et al. (2020) highlighted the potential of product placements to create positive brand perceptions, and current data suggest this was highly impactful among LASU undergraduates.

Table 3: Most influential marketing strategy of BBN between Product placement and Celebrity endorsement

Research Questions	**Strongly Agree**	**Agree**	**Undecided**	**Disagree**	**Strongly Disagree**	**Total**
Seeing products on BBN makes me want to buy them	142 (51.8%)	58 (21.2%)	34 (12.4%)	24 (8.8%)	16 (5.8%)	274 (100%)
I am more interested in brands linked to popular BBN contestants	150 (54.7%)	58 (21.2%)	50 (18.2%)	15 (5.5%)	1 (0.4%)	274 (100%)
I feel more loyal to brands promoted by my favourite BBN stars	90 (32.8%)	98 (35.8%)	49 (17.9%)	21 (7.7%)	16 (5.8%)	274 (100%)
I am likely to try a new product because a BBN contestant endorses it	70 (25.5%)	114 (41.6%)	53 (19.3%)	21 (7.7%)	16 (5.8%)	274 (100%)

Source: Field study, 2025.

Table 3 reveals that a large number of respondents (51.8%) strongly agree, and 21.2% agrees that seeing products on BBN makes them want to buy them. This data suggests that product visibility on BBN drives purchase intent among the majority of respondents. The data also revealed that most respondents (54.7%) strongly agree and 21.2% agree that they are more interested in brands linked to popular BBN contestants, whilst also stating that they feel more loyal to brands promoted by their favourite BBN stars. Also, the results indicated that a significant number of respondents (41.6%) agreed and 25.65% strongly agreed that they were more likely to try products endorsed by BBN contestants than products with product placement. This outcome aligns with Nelson and Deborah (2017), who found that celebrity endorsements are highly effective in capturing consumer attention and enhancing engagement. Rafique (2010) similarly emphasised the emotional connection that consumers often feel with celebrities, making celebrity endorsements more engaging than other forms of advertising. However, Omowale and Sanusi (2015) argued that sponsorship and endorsements do not always translate into brand patronage, suggesting that while endorsements increase engagement, their influence on purchase behaviour may be limited.

CONCLUSION

This study examined the perceived influence of celebrity endorsement and product placement on brand perception, trust, loyalty, brand recall, attitudes, and purchase-related responses among undergraduate students at Lagos State University, with particular attention to brands featured on the Big Brother Naija reality television programme. The findings indicate that both celebrity endorsement and product placement are perceived by respondents as useful brand management strategies. Respondents reported favourable perceptions of celebrity-endorsed brands, while product placement was associated with brand recall, interest, loyalty, and purchase-related responses. The responses also suggest that the integration of celebrities, housemates, and branded products within BBN content can contribute to audience engagement with advertised brands. Within the limits of the descriptive research design, product placement received substantial positive responses in relation to brand recall, interest, and loyalty, while celebrity endorsement was also associated with favourable perceptions and willingness to try or recommend products. However, the study does not provide statistical evidence that one strategy causes greater consumer loyalty or purchase behaviour than the other. The study therefore recommends that brand managers consider the complementary use of celebrity endorsement and product placement when developing brand communication strategies for reality television audiences. Brands should select credible and relatable endorsers and integrate products naturally into programme content in ways that maintain audience attention and relevance. The findings should be interpreted within the context of the undergraduate population studied and the descriptive nature of the analysis. Future studies involving broader populations and inferential statistical techniques are recommended to establish the strength and significance of relationships between these marketing strategies and consumer behaviour.

Ethical Consideration

Participation in the study was voluntary. Respondents were informed of the purpose of the study and were allowed to provide their responses freely. The questionnaire did not require respondents to provide information that directly identified or harmed them. The responses were handled confidentially and used solely for the study.

SUGGESTIONS FOR FUTURE RESEARCH

Future studies can expand the population beyond a single university by including undergraduates from multiple universities and consumers from different demographic and socioeconomic backgrounds. Such an approach would provide a broader basis for assessing the influence of celebrity endorsement and product placement among Nigerian consumers.

Comparative studies could examine product placement and celebrity endorsement across different Nigerian reality television programmes to determine whether programme type, audience characteristics, or placement style influences consumer responses.

Funding

The authors funded this study. The writing of the manuscript and the decision to submit it for publication were the authors' sole responsibility.

Acknowledgements

Not applicable

Conflicts of Interest Statement

None declared

REFERENCES

1. Ajzen, I. (1991). The theory of planned behaviour. Organisational Behaviour and Human Decision Processes, 50(2), 179–211.
2. Badenhausen, K. (2014, February 27). How Michael Jordan made $90 million in 2013. Forbes. https://www.forbes.com/sites/kurtbadenhausen/2014/02/27/how-michael-jordan-made-90-million-in-2013/
3. Balasubramanian, S. K. (1994). Beyond advertising and publicity: Hybrid messages and public policy issues. Journal of Advertising, 23(4), 29–46. https://doi.org/10.1080/00913367.1943.10673457
4. Belch, G. E., & Belch, M. A. (2001). Advertising and promotion: An integrated marketing communication perspective (5th ed.). Irwin/McGraw-Hill.
5. Belch, G. E., & Belch, M. A. (2012). Advertising and promotion: An integrated marketing communications perspective (6th ed.). McGraw-Hill Irwin.
6. Chikafa, R., & Mateveke, H. (2012). Africa in Big Brother Africa: Reality TV and African identity. [Conference paper]. https://www.academia.edu/2103540/The_Africa_in_Big_Brother_Africa_Reality_TV_and_African_identity_by_Rosemary_Chikafa_and_Pauline_Mateveke
7. Dubinsky, A. J., & Loken, B. (1989). Analysing ethical decision-making in marketing. Journal of Business Research, 19(2), 83–107.
8. Ekwe, O., Amannah, P., & Ogbemi, R. (2019). Perceptual influence of sexual narrative in Big Brother Naija TV show on youths in Warri, Delta State. SAU Journal of Management and Social Sciences, 4(1/2), 84–95.
9. Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. Journal of Advertising Research, 41(1), 39–48.
10. Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behaviour: An introduction to theory and research. Addison-Wesley.
11. Folayan, B. J., Babalola, A. O., & Abati, M. O. (2020). Gratifications, national identity as strategic marketing variables and other promotional strategies in Big Brother Naija TV Programme. Babcock Journal of Mass Communication, 5(1), 1–15.
12. Hudson, S., & Hudson, D. (2006). Branded entertainment: A new advertising technique or product placement in disguise? Journal of Marketing Management, 22(5–6), 489–504. https://doi.org/10.1362/026725706777978703
13. Ibok, I. N. (2013). Factors determining the effectiveness of celebrity-endorsed advertisements: The case of the Nigerian telecommunication industry. American Journal of Businesses and Management, 2(3), 152–161. https://doi.org/10.11634/216796061302394
14. Khatri, P. (2006). Celebrity endorsement: A strategic promotion perspective. Indian Media Studies Journal, 1(1), 25–37.
15. Laitto, L. (2015). Investigated the influence of MTN Project Fame reality TV shows on the brand image of MTN [Blog post]. https://www.laittosproject.wordpress.com/2015/02/26/influence-of-reality-tv-show-on-brand-image-a-case-study-of-mtn-project-fame

16. Lim, H., & Dubinsky, A. J. (2005). The theory of planned behaviour in e-commerce: Making a case for interdependencies between salient beliefs. Psychology & Marketing, 22(10), 833–855. https://doi.org/10.1002/mar.20086
17. Nelson, O., & Deborah, A. (2017). Celebrity endorsement influence on brand credibility: A critical review of previous studies. Online Journal of Communication and Media Technologies, 7(1), 15–32. https://doi.org/10.29333/ojcmt/2577
18. Okorie, N., Oyedepo, T., & Akhidenor, G. (2012). The dysfunctional and functional effects of celebrity endorsement on brand patronage. Online Journal of Communication and Media Technologies, 2(2), 9–18.
19. Omowale, A., & Sanusi, B. (2015). The youth, reality TV show sponsorship and brand patronage: Any nexus? New Media and Mass Communication, 38, 33–41.
20. Powell, H., Hardy, J., Hawkin, S., & Macrury, I. (2009). The advertising handbook. Routledge.
21. Raza, A., & James, T. (2016). Measuring the effect of product placement strategy on attitudinal aspects. Pakistan Business Review, 18(3), 774–789.
22. Sahid, K. A., & Alao, A. (2018). Brand, brand positioning and product placement. In A. Shukla (Ed.), *Strategize* (pp.66-74). India: Eureka Publications. ISBN: 978-81-938863-8-0.
23. Saqif, Z., & Razi, S. (2018). Brand placements in films and television: An effective marketing communication strategy to influence customers. International Journal of Management Excellence, 10(3), 1423–1433.
24. Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. European Journal of Marketing, 38(11/12), 1509–1526. https://doi.org/10.1108/03090560410560218
25. Udo, M. I., & Nwulu, C. S. (2015). A theoretical reflection of celebrity endorsement in Nigeria. International Journal of Business and Economic Development, 3(2), 102–111.
26. Warsewicz, H., & Kulkovets, L. (2017). Product placement as an effective tool for the brand positioning. In Product Lifecycle Management and the Industry of the Future. IntechOpen. http://dx.doi.org/10.5772/intechopen.69989
27. Wheeler, R. T. (2003). Choosing celebrity endorsers: Tips and traps. Nonprofit World, 21(4), 17–20.
28. Williams, K., Petrosky, A., Hernandez, E., & Page, R. J. (2011). Product placement effectiveness: Revisited and renewed. Journal of Management and Marketing Research, 7(1), 1–24.