

BRAND ENDORSEMENT AND SALES PERFORMANCE OF FASHION INDUSTRY IN PORT HARCOURT

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ABSTRACT

This study centered on brand endorsement and sales performance of fashion industry in Port Harcourt. The study was informed on negative impressions of some celebrity like scandals and need to have trustworthy celebrity. The population of the study consisted of seventy seven (77) registered fashion firms in Port Harcourt, involving census study. The study was guided by two research questions and two hypotheses. Questionnaire was the major instrument for data collection. Data collected were analyzed via descriptive and inferential statistics, and the hypotheses tested using Pearson Product Moment Correlation (PPMC) with the aid of statistical package for social sciences (SPSS) version 26. The study found and held that there is a significant relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt. There is a strong relationship between expertise and market share growth of fashion industry in Port Harcourt. Consequently it was recommended that organizations should pay attention to celebrities that are trustworthy to enhance their sales volume growth, particularly in fashion industry. Experts in given professions should be considered when selecting celebrity to provide full knowledge enhancing patronage and market share growth.

INTRODUCTION

Background of the Study

Brand endorsement has become an essential marketing strategy for companies seeking to enhance their sales performance and market share. The fashion industry, particularly in urban centers like Port Harcourt, the garden city of Nigeria, thrives on brand perception, consumer trust, and effective promotional strategies. In today's competitive business environment, companies in the fashion industry leverage brand endorsement to influence consumer purchasing decisions, build brand loyalty, and differentiate their products from competitors (Erdogan, 1999). Brand endorsement involves using celebrities, influencers, and well-known personalities to promote a brand or product. It capitalizes on the credibility, attractiveness, and expertise of the endorser to create a positive brand image in the minds of consumers (Nnamocha & Chukundah, 2018). Studies have shown that consumers tend to associate endorsed brands with the personality and lifestyle of the endorser, which significantly affects their purchasing decisions (Ohanian, 1990). This is particularly relevant in the fashion industry, where aesthetics, status, and trends play a crucial role in consumer preference and brand perception (Atkin & Block, 1983).

The Nigerian fashion industry has witnessed significant growth over the years, with increasing local and international recognition of Nigerian designers and brands. Port Harcourt, being one of Nigeria's major commercial cities, has a thriving fashion market that is influenced by urban lifestyle and consumer exposure to global trends. Fashion brands in the city face stiff competition, necessitating the adoption of strategic marketing practices, including brand endorsement, to remain relevant and competitive (Ayanwale, Alimi & Ayanbimipe, 2005). Empirical studies suggest that celebrity endorsements positively influence brand equity and consumer purchase intentions (Spry, Pappu & Bettina, 2011). Endorsers serve as opinion leaders whose perceived credibility, attractiveness, and expertise can shape brand perception and consumer attitudes (Amos, Holmes & Strutton, 2008). The effectiveness of brand endorsement in driving sales performance depends on factors such as the relevance of the endorser to the product, the authenticity of the endorsement, and the emotional connection between the endorser and target audience (Till & Busler, 2000). In the context of the Port Harcourt fashion industry, endorsement strategies range from collaborations with social media

influencers to the engagement of Nollywood actors, music artists, and sports figures to represent brands. The rise of digital marketing has helped the fashion industry showcase offerings, and firms are increasingly using social media platforms such as Instagram, TikTok, and Facebook to maximize the impact of brand endorsement (Djafarova & Rushworth, 2017). This approach has led to increased brand visibility, customer engagement, and ultimately, higher sales performance.

Despite the numerous benefits of brand endorsement, there are challenges associated with the strategy. Some studies indicate that celebrity scandals and negative publicity can adversely affect brand reputation and consumer trust (Tripp, Jensen & Carlson, 1994). Additionally, ineffective brand-endorser alignment can result in consumer skepticism, leading to reduced purchase intentions and brand credibility (Seno & Lukas, 2007). Fashion brands in Port Harcourt must therefore carefully select endorsers whose values align with their brand identity and target market expectations. Furthermore, scholars have explored the impact of brand endorsement on different aspects of consumer behavior. Studies have shown that endorsements create strong emotional associations, leading to higher brand recall and repeat purchases (Friedman & Friedman, 1979). However, the effectiveness of endorsements varies across different consumer segments, with younger demographics being more influenced by social media influencers, while older consumers may rely more on traditional celebrity endorsements (Schimmelpfennig & Hunt, 2020).

Sales performance, which is the ultimate goal of marketing strategies, is often measured through various indicators, including revenue growth, market share, customer acquisition, and brand loyalty (Kotler & Keller, 2016). The effectiveness of brand endorsement in driving these performance metrics depends on multiple factors, including brand positioning, competitive landscape, and consumer perception (Erdogan & Drollinger, 2008). In Port Harcourt's fashion industry, local and international brands must navigate a dynamic market environment characterized by shifting consumer preferences, economic fluctuations, and digital transformation. The growing influence of social media and e-commerce platforms has made it easier for brands to reach their target audience, but it has also intensified competition, requiring innovative marketing approaches to sustain growth (Gurel-Atay & Kahle, 2010).

Given the increasing adoption of brand endorsement by fashion brands in Port Harcourt, it is essential to assess its impact on sales performance. While some brands have recorded remarkable success through endorsement strategies, others have experienced minimal or even negative effects, highlighting the need for a more structured approach to evaluating the effectiveness of endorsement campaigns (Chung, Derdenger & Srinivasan, 2013). This study aims to investigate the relationship between brand endorsement and sales performance in the Port Harcourt fashion industry.

Statement of Problem

The fashion industry in Port Harcourt is highly competitive, with numerous brands striving to capture consumer attention and increase market share. To gain an edge, many fashion brands employ brand endorsement strategies, leveraging the influence of celebrities, social media influencers, and public figures to promote their products. However, despite the growing reliance on brand endorsement, its actual impact on sales performance remains unclear. Some brands report significant sales growth after endorsement deals, while others see little or no improvement, raising concerns about the effectiveness and return on investment of such strategies. One of the major challenges facing fashion brands is the unpredictability of consumer response to endorsements. While some endorsements create strong brand connections and drive sales, others fail possibly due to poor endorser-brand fit, lack of credibility, or changing consumer preferences. Additionally, negative publicity surrounding an endorser can damage the reputation of the brand, leading to a decline in customer trust and sales.

More so, there is limited empirical research on the impact of brand endorsement on sales performance within the Port Harcourt fashion industry. While studies have explored brand endorsement in general, there is a lack of localized data examining how endorsement strategies influence sales performance in this specific market. Without clear insights, fashion brands may

struggle to make informed decisions on the selection of endorsers, marketing budgets, and overall promotional strategies. Given these challenges, this study seeks to examine the relationship between brand endorsement and sales performance of fashion brands in Port Harcourt.

Conceptual framework

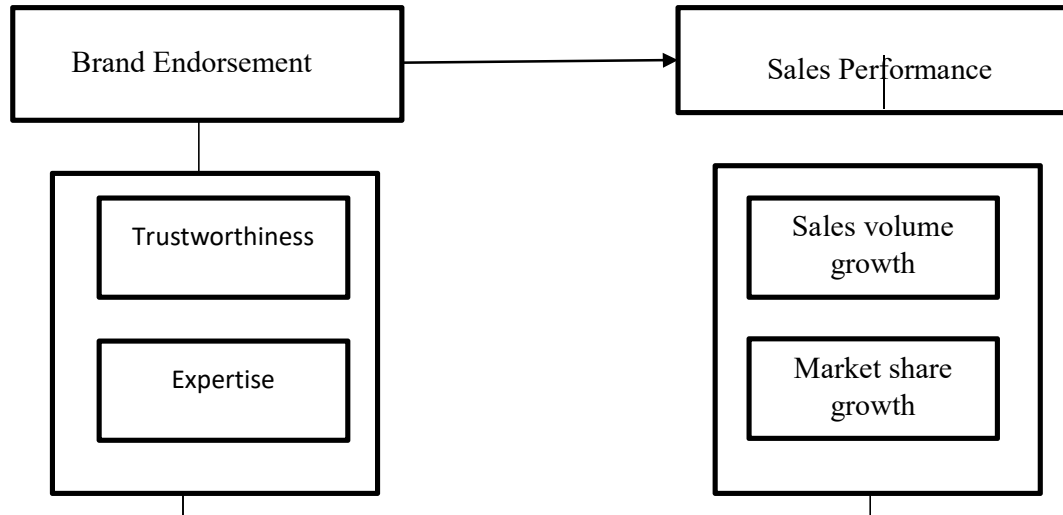


Fig 1: Conceptual frame work showing the relationship between brand endorsement and sales performance of fashion industry in Port Harcourt.

Source: Kamaljit K. Ohanian (1990)

Aim and Objectives

The aim of this study is to investigate the relationship between brand endorsement and sales performance of fashion industry in Port Harcourt, with the following specific objectives which are to:

1. Examine the relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.
2. Examine the relationship between expertise and market share growth of fashion industry in Port Harcourt.

Research Questions

1. What is the relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt?
2. What is the relationship between expertise and market share growth of fashion industry in Port Harcourt.

Research Hypotheses

1. There is no relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.
2. There is no relationship between expertise and market share growth of fashion industry in Port Harcourt.

REVIEW OF RELATED LITERATURE

The Concept of Brand Endorsement

Brand endorsement is a marketing strategy in which a well-known personality, organization, or entity publicly supports a brand, product, or service to influence consumer perception and

purchasing behavior. This approach leverages the reputation and influence of the endorser to enhance brand credibility, visibility, and consumer trust. According to Spry et al. (2011), brand endorsement strengthens brand equity by creating positive associations between the endorser and the endorsed product, which can influence consumer purchasing decisions.

In today's competitive marketplace, brand endorsement plays a crucial role in shaping consumer preferences. Marketers use endorsements to create a strong emotional and psychological connection between the brand and its target audience. Bergkvist and Zhou (2016) argue that brand endorsement influences brand attitude and purchase intentions by enhancing perceived brand quality and credibility. This process is particularly effective in industries where consumer identity and lifestyle alignment with a brand are key drivers of purchasing decisions.

The effectiveness of brand endorsement depends on various factors, including the credibility of the endorser, the nature of the brand, and the receptiveness of the target audience. Lee and Koo (2015) suggest that endorsements can enhance brand recall and recognition, making a product stand out in a saturated market. However, some scholars caution that endorsement deals are not always successful, as the reputation of an endorser can be unpredictable. For example, Chan et al. (2018) highlighted negative publicity surrounding an endorser can lead to brand dilution, ultimately affecting consumer trust and sales performance. Jin and Muqaddam (2020) noted that digital endorsements enable brands to engage with consumers more interactively and authentically. However, as influencer marketing grows, consumer skepticism about paid endorsements has also increased. Some consumers now question the authenticity of endorsements, particularly when they are overly commercialized or misaligned with the endorser's image (Lou & Yuan, 2019).

Despite these challenges, Nnamocha and Chukundah, (2018) agreed that brand endorsement remains a powerful marketing tool, enhancing customer patronage when strategically implemented. It can strengthen brand equity, influence purchasing decisions, and enhance competitive advantage. However, its success depends on a thorough understanding of consumer behavior, market trends, and the evolving media landscape. As the marketing environment continues to change, brands must adapt their endorsement strategies to maintain credibility and relevance in the eyes of consumers. According to Spry et al. (2011), a strong endorsement can enhance brand equity by creating a positive association between the endorser and the brand, leading to increased consumer confidence and loyalty. In today's competitive marketplace, endorsements have become an essential tool for brands to differentiate themselves and capture consumer attention. Nnamocha and Chukundah (2018) maintained that people tend to trust recommendations from individuals they admire, making endorsements a powerful driver of purchasing decisions. Bergkvist and Zhou (2016) suggest that a well-matched endorsement can influence brand perception, making consumers more likely to engage with the brand and make a purchase. This is particularly relevant in the fashion industry, where trends change rapidly, and consumer choices are heavily influenced by what celebrities, influencers, and fashion icons endorse. However, while brand endorsements can boost brand awareness and sales, they are not without risks. The personal reputation of an endorser plays a crucial role in how consumers perceive the brand. As Chan et al. (2018) point out, if an endorser is involved in a scandal, it can negatively impact the brand's image and lead to consumer distrust. This is why brands must carefully select endorsers whose values and personal brand align with their own identity.

Dimensions of Brand Endorsement

Trustworthiness

Trustworthiness is a critical factor in brand endorsement, influencing how consumers perceive the credibility of both the endorser and the brand. It refers to the perceived honesty, integrity, and reliability of the endorser, which directly impacts consumer trust and purchasing decisions. According to Sweeney and Swait (2008), trustworthiness in marketing communications helps reduce consumer uncertainty and strengthens brand loyalty by assuring customers that they are making a sound purchase decision. In the context of brand endorsement, trustworthiness is essential because

consumers are more likely to believe and be influenced by endorsers they perceive as honest and genuine. Ohanian (2013) argues that trustworthiness is one of the three key dimensions of source credibility, alongside expertise and attractiveness. When an endorser is viewed as trustworthy, their endorsement appears more sincere, making consumers more inclined to follow their recommendations. This is particularly relevant in industries like fashion, where consumer perception is heavily influenced by emotional and psychological factors.

One of the major drivers of trustworthiness in endorsement is the endorser's personal reputation. Celebrities and influencers who have consistently demonstrated ethical behavior, authenticity, and transparency tend to be more trusted by consumers. A study by Erdogan (2017) found that consumers respond more positively to endorsements from individuals who align with their values and beliefs, as opposed to endorsers who are merely famous. This suggests that selecting an endorser with a strong moral standing and a genuine connection to the brand is crucial for building long-term consumer trust. According to Lou and Yuan (2019), influencer trustworthiness is largely based on their perceived authenticity, consistency, and honesty in product recommendations. Consumers are more likely to trust influencers who share personal experiences with a brand rather than those who simply post promotional content.

Expertise

Expertise is a fundamental component of credibility in brand endorsement, referring to the perceived knowledge, skill, or experience of an endorser in a particular field. When consumers view an endorser as an expert, they are more likely to trust their recommendations, making expertise a key factor in influencing purchasing decisions. According to Ohanian (2013), expertise is one of the three primary dimensions of source credibility, alongside trustworthiness and attractiveness, and it plays a crucial role in determining the effectiveness of an endorsement. In brand endorsement, expertise is often associated with an endorser's background, professional achievements, or proven track record in a relevant industry. For instance, a renowned fashion designer endorsing a clothing line or a dermatologist recommending a skincare brand is likely to be perceived as more credible than a general celebrity with no relevant expertise. Hovland et al. (2015) argue that consumers are more persuaded by endorsers who demonstrate subject-matter expertise because their opinions are seen as informed and reliable.

The degree of expertise required in an endorsement varies depending on the type of product or industry. In technical and specialized industries, such as healthcare, finance, or technology, expertise is often non-negotiable. For example, Kotler et al. (2017) noted that consumers are more likely to trust a medical professional endorsing a pharmaceutical product than a movie star with no medical background. However, in lifestyle and fashion-related endorsements, expertise can be more subjective, as influence is often driven by social status, style, and personal branding rather than formal qualifications. According to Jin and Muqaddam (2020), many social media influencers establish expertise by consistently reviewing, using, and engaging with specific brands over time. This form of "experiential expertise" resonates strongly with younger consumers, who prioritize relatedness and authenticity in endorsements. However, expertise alone does not always guarantee a successful endorsement. If an endorser is perceived as overly technical or disconnected from everyday consumer needs, their message may fail to resonate with the target audience. Erdogan (2017) noted that the most effective endorsements strike a balance between expertise and relatedness, ensuring that the message is both credible and accessible. For example, a fashion influencer who combines industry knowledge with personal styling tips is likely to have a more significant impact than a technical expert who speaks in jargon that the average consumer does not understand.

Schouten et al. (2020) warn that when consumers perceive an endorsement as inauthentic or misaligned with the endorser's expertise, it can damage both the brand's credibility and the endorser's reputation. This is why regulatory bodies in many countries now require endorsers to disclose paid partnerships and ensure that their claims are backed by factual evidence. Ultimately,

expertise is a vital element in successful brand endorsements, as it enhances consumer trust, reduces perceived risk, and increases the likelihood of purchase. Whether through professional qualifications, industry experience, or consistent engagement with a product category, endorsers who demonstrate expertise are more effective in shaping consumer attitudes and driving brand success. As the endorsement landscape continues to evolve, brands must ensure that their endorsers are not only influential but also knowledgeable and credible in their respective domains.

The concept of Sales Performance

Concept of Sales Performance

Sales performance is a comprehensive measure of an organization's effectiveness in achieving its sales objectives and goals. It encompasses a range of metrics and indicators that evaluate the success and efficiency of a company's sales efforts. According to Ingram et al. (2015), sales performance is a critical aspect of overall business success, as it directly influences revenue generation and profitability. One fundamental component of sales performance is sales revenue, which represents the total income generated from the sales of products or services. This financial metric provides a clear and tangible indication of a company's ability to convert leads into paying customers. However, sales performance goes beyond just revenue and extends to various key performance indicators (KPIs) that offer a more nuanced understanding of the sales process.

Sales performance also incorporates the analysis of sales pipelines and forecasting accuracy. A well-managed sales pipeline provides visibility into the stages of the sales process, allowing organizations to identify potential bottlenecks or areas for improvement. Additionally, accurate sales forecasting helps companies make informed decisions regarding resource allocation, inventory management, and overall business planning. Continuous performance evaluation and feedback mechanisms are crucial for enhancing sales performance. Regular performance reviews, coaching sessions, and training programs contribute to the ongoing development and improvement of the sales team. This aligns with the principles of adaptive selling, where sales strategies are adjusted based on customer feedback and market dynamics, as outlined by Spiro et al. (2003). Sales performance extends beyond revenue figures to encompass various KPIs, customer-related metrics, and the efficiency of the sales process. Effective sales performance management involves a continuous cycle of analysis, adaptation, and improvement to align sales strategies with organizational goals and customer expectations. It serves as a cornerstone for achieving sustained business growth and competitiveness in the marketplace.

Measures of Sales Performance

Sales Volume Growth

Sales volume equals the quantity of items a business sells during a given period such as a year or fiscal quarter (Codjia, 2015). The Cambridge English Dictionary defines sales volume as the quantity or number of products sold or services provided by a company in a particular period of time. Sales are the driving force of business (Stefan, 2016). Dahlia and Bernadin (2013) defined Sales Growth as the ratio showing the increase percentage of the sales during the current year compared to the previous year. The Sales Growth is stated in decimal unit with the ratio scale. It is the amount by which the average sales volume of a company's products or services has grown, typically from year to year. Sales growth is growth that comes from firms existing businesses as opposed to growth that comes from buying new businesses.

Market Share Growth

Market share is a company's percentage of sales in a particular industry. Market share refers to the percentage of sales a company has in a specific market within a specific time period. Higher market share translates into higher profits. Gaining or building market share is an offensive or attack strategy to improve the company's standing in the market (Sarkissian, 2010). Market share is a measure of the consumers' preference for a product over other similar products. A higher market

share usually means greater sales, lesser effort to sell more and a strong barrier to entry for other competitors. There are many different ways to increase market share; companies usually use a combination of strategies. Sometimes something as basic as increasing advertising can have huge effects, as can adjusting pricing. Breaking products into groups and targeting them at specific demographics can also increase this percentage, as can making of complementary products. Another strategy is improving the product or service itself, which can attract customers from competitors, though this can be difficult, so many companies try to grow along with a growing market rather than trying to take business from the competition (Sliden, 2014).

Market share is a key indicator of market competitiveness; how well a firm is doing against its competitors. This metric, supplemented by changes in sales revenue, helps managers evaluate both primary and selective demand in their market. It enables them to judge not only total market growth or decline but also trends in customers' selections among competitors. Generally, sales growth resulting from primary demand (total market growth) is less costly and more profitable than that achieved by capturing share from competitors. Conversely, losses in market share can signal serious long-term problems that require strategic adjustments. Firms with market shares below a certain level may not be viable. Similarly, within a firm's product line, market share trends for individual products are considered early indicators of future opportunities or problems (Armstrong & Greene, 2007).

Theoretical Framework

Goal-Setting Theory (Locke & Latham, 1990) was adopted. The theory emphasizes that when employees have well-defined objectives, they are more motivated to put in effort, persist in their tasks, and develop strategies to achieve their targets. In the context of sales performance, this theory is relevant because organizations that establish concrete sales targets—such as revenue benchmarks, conversion rates, or market share growth—tend to see higher productivity among their sales teams. The theory highlights the importance of SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) goals in driving sales efficiency.

Empirical Review

Ingram et al. (2015) - examined how well-defined sales strategies contribute to revenue growth in multinational corporations, and found that organizations with structured sales processes, including lead management and customer relationship management (CRM) tools, experienced significant improvements in their revenue streams. The research highlighted the role of technology in enhancing sales forecasting and decision-making. Firms that adopted data-driven sales strategies saw increased efficiency in identifying and converting prospects. The study also underscored the importance of training sales teams in negotiation and persuasion techniques. Companies with proactive sales planning outperformed competitors in market expansion. The findings suggested that a long-term focus on customer engagement leads to sustainable sales performance. The research further emphasized that firms prioritizing continuous sales performance evaluation enjoy higher profit margins.

Codjia (2015) focused on the relationship between sales volume growth and business performance, and concluded that increasing sales volumes indicate rising consumer demand and business success. Companies experiencing high sales volume growth typically had strong brand recognition and effective distribution networks. The research identified pricing strategies, promotional campaigns, and seasonal demand as critical factors influencing sales volume. Firms that actively monitored market trends and adjusted supply chains accordingly achieved consistent sales growth. Sales volume variance analysis was found to be an essential tool for identifying operational inefficiencies. Businesses that ignored fluctuations in sales volume often faced inventory challenges and revenue inconsistencies. The study also emphasized that a well-planned production strategy aligns sales volume with organizational profitability.

Dahlia & Bernadin (2013) explored different sales growth strategies and their impact on sustainable business expansion. They found that internal growth strategies, such as expanding product lines and entering new markets, were more effective than inorganic methods like mergers. Companies that prioritized internal sales growth experienced fewer integration challenges and maintained stronger brand identity. The research revealed that businesses with clear sales growth plans attracted more investors and retained market competitiveness. Pricing strategies and promotional activities played a crucial role in accelerating sales growth. The study also indicated that firms investing in market research achieved better alignment with consumer preferences. Businesses that neglected growth strategies faced challenges in scaling operations and adapting to market shifts. Victor (2009) examined how market share growth influences a company's competitive position, and found that firms with increasing market share experienced greater bargaining power with suppliers and customers. Businesses with dominant market positions attracted more investments and enjoyed customer trust. The study identified brand differentiation, competitive pricing, and customer experience as key drivers of market share expansion. Companies that consistently invested in research and development (R&D) to innovate new products secured larger market portions. The research revealed that firms focusing on aggressive marketing campaigns outperformed competitors in customer acquisition. A direct correlation was established between market share growth and improved profit margins. The study also indicated that market leaders faced challenges in maintaining their position due to evolving industry trends and competition.

METHODOLOGY

Research Design

This study adopted the correlational research design. The correlation survey design was appropriate for this study as the researcher determined the relationship between brand endorsement and sales performance of fashion industry in Port Harcourt.

Population of the Study

The population size refers to the total number of individuals or elements within a defined group that is the focus of a study or research. The population of this study comprised of seventy seven (77) registered fashion firms in Port Harcourt. The information was obtained from <https://www.businesslist.com.ng>.

Sample Size and Sampling Technique

The study adopted a census approach. The census approach enabled the researcher to study the entire population with a focus on sales rep, customers, inventory managers, general managers, and suppliers. To generate data for the study, questionnaire was distributed in the frame of five (5) copies per firm. A total of one hundred and thirty (380) respondents was covered and non-probability convenience sampling technique adopted.

Presentation and Analysis of Data

Research question 1: What is the relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt?

Table 1: Mean and standard deviation of extent of relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt

S/N	Trustworthiness	Responses					Mean	Standard deviation	Decision
	Items	SA	A	UD	D	SD			
1	The sales representatives in this company always provide honest and transparent information about their products.	261	20	35	19	45	4.14	1.41	agree

2	I feel confident that this company prioritizes customer satisfaction over short-term profits.	219	71	32	15	43	4.07	1.35	Undecided
3	This company's marketing messages accurately reflect the quality of its products or services.	213	81	34	21	31	4.10	1.27	agree
4	I believe that this company is committed to ethical business practices in its sales process.	211	81	33	20	35	4.08	1.29	agree
5	The company consistently delivers on its promises regarding product quality and service reliability.	199	85	33	19	44	3.98	1.36	Undecided
Grand mean							4.07	1.33	agree

Source: Survey Data, 2024.

Table 1: shows that items (1 to 5) have means which were greater than the criterion mean (3.0). Moreover, the grand mean (**4.07**) was also greater than the criterion means. This established that there was a strong relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.

Research Question 2: What is the relationship between expertise and market share growth of fashion industry in Port Harcourt?

Table 2: Mean and standard deviation of extent of relationship between expertise and market share growth of fashion industry in Port Harcourt

S/N	Sales Volume Growth	Responses					Mean	Standard deviation	Decision
	Items	SA	A	UD	D	SD			
1	Our sales volume has increased significantly.	199	85	33	19	44	3.98	1.36	Undecided
2	Our sales volume is increasing on a weekly basis.	261	20	35	19	45	4.14	1.41	
3	Our sales volume is increasing on a monthly basis.	219	71	32	15	43	4.07	1.35	agree
4	Our sales volume is increasing on a quarterly basis.	213	81	34	21	31	4.10	1.27	agree
5	Our sales volume is increasing on a yearly basis.	211	81	33	20	35	4.08	1.29	strongly agree
Grand mean							4.08	1.33	agree

Source: Survey Data, 2024.

Table 2: shows that items (1 to 5) have means which were greater than the criterion mean (3.0). Moreover, the grand mean (**4.08**) was also greater than the criterion means. This means that there was a strong relationship between expertise and market share growth of fashion industry in Port Harcourt.

Test of Hypotheses

H₀₁: There is no relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.

Table 3: Correlations Analysis between trustworthiness and sales volume growth of fashion industry in Port Harcourt.

		trustworthiness	sales volume growth
trustworthiness	Pearson Correlation	1	.963**
	Sig.(2-tailed)		0.000
	N	380	380
sales volume growth	Pearson Correlation	.963**	1
	Sig.(2-tailed)	0.000	
	N	380	380

Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows a correlation coefficient of .963 and probability value of 0.000 which is less than 0.00 significant level. Therefore, the obtained significant value of 0.000 which is less than 0.01 significant level which warrant the rejection of the null hypothesis and the alternate hypothesis accepted. Meaning, there is a significant relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.

H₀₂: There is no relationship between expertise and market share growth of fashion industry in Port Harcourt.

Table 4: Correlations Analysis between expertise and market share growth of fashion industry in Port Harcourt

		Expertise	market share growth
expertise	Pearson Correlation	1	.961**
	Sig.(2-tailed)		0.000
	N	380	380
market share growth	Pearson Correlation	.961**	1
	Sig.(2-tailed)	0.000	
	N	380	380

Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows a correlation coefficient of .961 and probability value of 0.000 which is less than 0.00 significant level. The hypothesis test result obtained significant value of 0.000 which is less than 0.01 significant level warrants the rejection of the null hypothesis and the alternate hypothesis accepted. Meaning, there is a strong relationship between expertise and market share growth of fashion industry in Port Harcourt.

CONCLUSIONS

Based on the findings of the study and test results of the stated hypotheses, it was held that:

1. There is a significant relationship between trustworthiness and sales volume growth of fashion industry in Port Harcourt.
2. There is a strong relationship between expertise and market share growth of fashion industry in Port Harcourt

RECOMMENDATIONS

Based on findings and recommendations thereof, are the following recommendations:

1. Organizations should pay attention to celebrities that are trustworthy to enhance their sales volume growth, particularly in fashion industry.
2. Experts in given professions should be considered when selecting celebrity to provide full knowledge enhancing patronage and market share growth.

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