

THE PLACE OF TESTIMONIAL APPEAL IN ADVERTISING: A STUDY OF KATE HENSHAW IN ONGA SEASONING ADVERTISEMENT

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Abstract

This study was carried out to examine the impact of testimonial appeal in advertising. Focusing on Kate Henshaw's *Onga Seasoning* advertisement, the study's major objective was to find out the various motivations by advertisers for using celebrity endorsers. Relevant literature was extensively reviewed in while the study adopted the cognitive dissonance theory as its theoretical framework to give theoretical backing to the discourse in the paper. Survey research design was adopted for the study and data were obtained using structured questionnaire, while simple percentage was employed to analyze the data generated for the study. Findings revealed that the rationale for the use of testimonial appeal by advertisers is to motivate existing and potential customers. Though this has been achieved by advertisers but customers have been so informed to realize that not all endorsements to be trusted. Rather, consumers would prefer a testimonial given to them by friends, relatives and neighbours than those given by celebrities in paid adverts. The study therefore recommended that advertisers should not only channel their resources into the advertisement of products for profit-making, but should also strive to improve product quality and packaging over time.

Keywords: *Celebrity, appeal, advertiser, consumers, testimonial*

Background of the study

Advertising is a form of mass communication that puts businesses in touch with consumers through paid, controlled, identifiable messages that try to persuade the receiver to make a specific decision towards buying a product. Arens (2006, p.7) defines advertising as "the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature about products (goods, services and idea) by identified sponsors through various media".

Television advertising is a segment of television programming produced and paid for by individuals and organizations and which conveys a message typically to market goods, idea, or services. It is usually between 15 and 60 seconds in length. Because of its audio-visual power, television advertising is generally considered the most effective mass marketing format with several advertising appeals deployed therein.

Advertising appeal seeks to influence the way consumers view themselves and how certain products can prove to be beneficial to them. The message conveyed through advertising appeal influences the purchasing decisions of consumers. Different types of appeals in advert can be seen in the media today. Every advertising appeal represent an attraction, which arouses consumers' desires. It was Kotler (2003) who divided advertising appeal into rational and emotional appeal. These two broad categorizations of advertising appeals form the umbrella upon which other individual appeals belong.

Testimonial appeal in advertising has to do with the use of celebrities and experts as a form of endorsement for products or services. Thus, testimonial appeal could either be spoken or written depending on the personality's choice (Bovee & Arens, 2002). Testimonial could be traced down to Thomas J. Barrat of A and F Pears who is known as the father of modern Advertising. Thomas J. Barrat was the chairman of the soap manufacture A and F pears and a pioneer of brand marketing. Barrat did some advert for pear Soap Company; the world's first legally registered brand and he was very successful. He made effective use of testimonials appeal by recruiting both scientist and glamorous high society figures. Barrat in one of his adverts, he contracted lilies Langtry, a British Mull Hall singer and stage actress with a famous ivory complexion to give a testimonial about pears, who received income as the first woman to endorse a commercial product. Thus, advertisers have turned to testimonials advertising by using celebrities and experts to create an image for their product and services (Hyperleap.com)

Several companies in Nigeria also use celebrities in their advertisements to attract more customers to patronize them. These celebrities are signed into a contract with these companies for a minimum of 12 months and maximum of 18 months. However, the contract could be renewed when the time elapses. Though other companies in Nigeria use celebrities in their adverts and campaigns, but Promasido Company is demanding for more as compared to other companies. These celebrities give testimonial appeal on radio, television and newspaper about the product and services they are being contracted for, with the aim of influencing existing and prospective buyers.

Testimonial appeal were only expected to be given by personalities who have used a particular product or service and are satisfied with it. More so, advertiser have turn to the use of one on one and television contract or campaign with their customers in order to make more impact in the mind of the customers. Testimonial appeal especially by celebrities are usually packaged with quality audio and visual contents with the hope of capturing and retaining the viewers' attention. One of the numerous television stations in Nigeria which is commonly contracted to air these testimonial appeal advertisements in Nigeria is Nigerian Television Authority (NTA), which was inaugurated in 1977 as the nation's television to reach out a large number of viewers. Simultaneously. This channel was used with the aim of attracting Kate Henshaw's fans all across the globe to patronize *Onga* seasoning products and services since she is a famous actress and would have a way of influencing her fans. This study seeks to establish the success of testimonial appeal through the examination of Kate Henshaw's role in *Onga Seasoning* TV advertisement.

Statement of the Problem

It is true that the use of testimonial appeal in advertising helps in increasing the sales of product and services of the company testified. Thus, companies go as far as paying people to give or write testimonial about their products and services and even create so many emails accounts to help write and have more testimonial appeal online in order to promote their product and services.

In these ways, celebrities who have never used a particular product or services in their lives can sometimes be paid to advertise or endorse such products and services therefore misleading prospective buyers to make wrong choices by patronizing inferior or products and services they may have no need for. Based on this,

it becomes pertinent to ask; did the use of Kate Henshaw in *Onga Seasoning* advert influence the buying pattern of consumers of the product?

Objectives of the Study

- i. To find out the reasons for the use of Testimonial Appeal by the advertiser of *Onga Seasoning*.
- ii. To ascertain the general perception of consumers towards *Onga Seasoning* advert.
- iii. To ascertain the impact of testimonial appeal in television advert.

Research Questions

- i. What is the rationale for the use of testimonial appeal by advertiser of *Onga Seasoning*?
- ii. What are the general perception of consumers towards *Onga Seasoning* advert?
- iii. What are the impact of testimonial appeals in television advert?

Historical Background of Onga Seasoning

Promasidor was founded in 1979 by Robert Rose, who left the United Kingdom in 1957 for Zimbabwe to pursue his Africa dream. As chairman of Allied Lyons Africa for over 20 years he traveled extensively across Africa and gained a unique and thorough knowledge of the food industry throughout the continent. In particular he noticed a lack of availability of the one highly nutrition product that the developed world takes for granted – milk.

He realized that with technology in the manufacture of milk powders advancing rapidly, there was an exciting opportunity to provide milk powder in small portion that could be packaged in flexible sachets. It was found that removing the animals' fat from the milk and replacing it with vegetable fat allowed for a longer shelf life. This meant that for the first time, milk powder could be distributed across the West African continent, providing access to affordable milk to everyone in Africa.

A passionate belief in this vision filled the pioneering concept of selling filled milk powder in small sachets and Promasidor began selling filled milk powder in small quantity (Sachets) and Promasidor began selling the cowbell brand in the democratic Republic of Congo then Zaire in 1979. Promasidor soon grew to include several more nutritional food-and-beverage brands which were distributed to many other Africa countries, including Nigeria.

Promasidor Nigeria has achieved tremendous growth since 1993 and presenting employees over 1350 people across the country. Today, Promasidor holds a leading position in the Nigerian powdered milk market with its cowbell brand which has found its way into the hearts and homes of thousands of consumer. The company also has the following additional successful international brands in its portfolio of quality food products, *Cowbell Chocolate Drink*, *Cowbell Infant Formula Milk*, *Powder Milk*, *Top Tea*, *Cowbell Sweet Milk*, *Onga Seasoning Powder*, *Drink Pop Powdered Soft Drink*. In response to an identified consumer need, *Onga* powdered seasoning was launched into Nigeria market in 2004, pioneering the powder segment of the seasoning market. *Onga* powdered seasoning was the first powdered seasoning produced in Nigeria and also in four variations of crayfish, chicken, stew and classic. 10 years later, in 2014 the brand extended its offering into the cube sub-category. *Onga* cube is available in classic and chicken variants (www.promasidor.ng).

In 2018 *Onga Seasoning* was now aired in different channels such as NTA Sunday 6-7 pm, AFMAG (DSTV & GOTV) Saturday 7pm and on Thursdays at 2 pm, TVC Lagos Saturday 8 – 9 pm, Star-Times Channel 137 Saturday 9pm and Sunday 7pm etc. Promasidor brand has developed a reputation of being community friendly over the years in line with the Promasidor group policy of adding to its operating environment event like the Cowbell JAMB awards, Cowbell National Secondary School Mathematics Competition (NASSMAC), Cowbell Chocolate Rewards for Excellency (CCRFE), Cowbell Chocolate Inter-house sports competitions, *Onga* cooking competitions and some of the many programme in order to give back to its operating environment.

Television Advertising

The idea for television advertising originally stemmed from radio advertising. Initially, radio campaigns were simply utilized as a means of selling radios and an assortment of other commonly used products. However, when advertisers began to realize that this could be an effective means of communicating with the audience throughout the day, they began to look for new and more innovative ways to gain public attention and aim it towards a given product. A radio broadcast by the station of WEAf in New York City on August 28, 1922, is generally recognized as a milestone point for radio advertising broadcasting. The 10-minute advert for apartment housing opened the door for marketing in a way that had never been done before. Towards the latter portion of the 1920s, radio advertising was beginning to dominate the airwaves (Grobberman, 2011).

Finally, after a lot of research and even more surveys of what the public sought from their television sets, marketers moved in. The first advertising angle revolved around making the titles examples of this include: Colgate comedy hour and Coke Time. Typically, these programmes were introduced by agencies whose central concern was marketing. Eventually, as a result of the increased popularity of television, companies realize that a more profitable alternative to the one product-per-show advertising method that they were employing had to exist.

Much of the early history of advertising in Nigeria largely centers on the activities of the offshoots of multinationals such as Unilever and its advertising agency, LINATS. (Ozoh, 2001). A more vigorous industry emerged much later with the first major impetus being provided by the Nigeria Enterprise Promotion Decree of 1972 otherwise known as the Indigenization decree. The decree made provision for advertising as an exclusive business for Nigeria. Thus, many Nigerians ventured into the business of advertising without the necessary skills and preparations.

Between Celebrity Advertising and Testimonial Advertising

Endorsement and testimonials are modes of advertising in which a business utilizes the statements and or support of outside individuals or organizations in order to increase consumer interest in the products and/or services it sells or renders. The term “endorsement” tends, to be more frequently associated with advertising messages featuring public figures (such as celebrities) and organization, while the term “testimonial” more frequently refers to advertising campaigns that utilize ordinary consumers and clients. These distinctions are somewhat artificial, however, often employed interchangeably.

Any advertising that features an actual expert, celebrity, and consumer or organization expressing support for a company’s product and/or services is considered an endorsement. The support can take the form of verbal statements, demonstrations, or depictions of the name signature, likeness, or other identifying personal

characteristics of an individual or the name or seal of the organization. Advertisements containing excerpts or reviews by unbiased third parties / such as film, theater, music, or book reviews) are also regarded as endorsements. An advertisement that clearly features actors playing the role of consumers or fictional celebrities or organization spokespeople, on the other hand, is not regarded as an endorsement (Williams, 2010).

Types of Testimonials

According to Reece (2000), testimonial advertising can be broken down into four primary types:

Celebrity Endorsements: These types of advertising campaigns feature individuals who have achieved a certain level of public recognition because of their achievements in the world of sport, entertainment or some other aspects of media. This type of advertising is most often employed by major companies engaged in multi-million-dollar marketing campaigns. But it can also be utilized by smaller companies engaged in local or regional business, but they do not have as high a profile as celebrities utilized in national advertising campaigns. The services of these “second-tier” celebrities—local athletes, media personalities, people in the news, etc. can be secured at a much lower expense than individuals that enjoy widespread national recognition.

Expert Endorsement: These forms of endorsement highlight the opinions of acknowledged experts. An expert endorser must have evaluated the process using appropriate techniques, and he/she must be qualified in the relevant area. The type of endorsement should provide supporting evidence in the form of tests, evaluations, and/or product comparisons.

Consumer Endorsement: These endorsements feature actual users of the product or services being sold. Advertising utilizing customer testimonials must reflect the typical experiences of customers and the genuine feeling and findings of the consumer being highlighted.

Organization Endorsements: Endorsement from an organization must reflect the consensus of the organization, and must comply with that organization’s standards of formal endorsement. In addition, the organization in question has to be an independent one (rather than one created wholly or partially for the purpose of promoting the advertising firm’s products or services),

The rationale for the use of Testimonial appeals by Advertisers

Whether it is a consumer trumpeting the remarkable results achieved by consuming a product or an expert giving his approval for a product, the use of testimonials is a compelling method for promoting products. By using such statements, companies hope to convince potential consumers that a particular product is truly effective. While the use of testimonials is by no means a new concept, the means of conveying them to the public have multiplied in recent years. Through the use of the internet and social media, as well as traditional media of television, radio, and print, companies have more avenues to reach consumers. In order to keep up with the growing use of testimonials, federal regulators have stepped up enforcement efforts and tightened their regulation over the use of such statements (Prochnow, n.d).

On the presumption that people are more likely to buy products other people they know have already bought and liked marketers over the world have used testimonials to promote their products. This testimonial could either be given by a customer, celebrity, or an expert who would either give a spoken or written statement on the benefit of the product or service testified. These testimonials could either be given through a newspaper, magazine, radio, or television. But our focus would be on television, with the aid of both visual and audio

content to attract and retain the attention of existing and potential consumers. Advertisers use testimonial appeals to create confidence in the minds of potential consumers by making them believe in the products and services testified.

Theoretical Framework

In every research, there has to be one or more theories that would be used by the researcher to back up the work. Thus, the cognitive dissonance theory is adopted in this work to back up the research. This theory was propounded by Leon Festinger in 1957, the cognitive dissonance theory holds that if a person has cognitions (thought) about himself or his environment that are inconsistent with each other, that is ones cognitive (thought) implies the opposite of the other, a state of dissonance exists. Also, it stated that the state of dissonance is uncomfortable because it arouses psychological tension and therefore attempts are made to reduce it by changing either or both cognition or by adding new cognitions.

The cognitive dissonance theory is a social psychology theory which views individuals as more purposeful decision makers. In a competitive market, consumers usually have one or more choices when it comes to selecting products and services. A consumer may use a particular product because he or she believes the advertising for the product which claims that the product is the most effective of its kind in the job that it does. The consumer may see a competitor's advertisement that seem to prove that this competitive product is better. This creates dissonance. The consumer must now relieve the uncomfortable feelings that the dissonance brings about and will often do so by switching brands. The theory acts as a double-edged sword, though, because while advertiser want to create dissonance for non-users of their products, they do not want to create it for those who do use their product.

Testimonial advertising is a viable technique an advertiser can use to reduce cognitive dissonance in the minds of potential consumers and create balance. By using advertising messages that highlight other customers' satisfaction and positive experience with the product, an advertiser can reiterate that his product is a good choice. Also, the use of celebrity and expert who is liked and adjudged by the target market to be credible would help reduce dissonance and increase patronage and brand loyalty.

Methodology

This study used the survey design with questionnaire and observation, then subjecting the obtained data to statistical analysis for the purpose of drawing conclusion. The study area is Calabar metropolis. It is an ancient city, reportedly the first capital of Nigeria. It is made up of two local government areas namely: Calabar municipality and Calabar south. As a capital city, Calabar Metropolis accommodates people from all works of life. However, residents of this town are mostly civil servants, traders, political office holders and students. Apart from the English language that is considered as the Lingua franca, the native of this city speak "Efik" and "Ejagham" as their ancestral language. The town share boundary with Odukpani and Akpabuyo local Government Area as well as Oron local government area in Akwa Ibom State. Residents of this area are exposed to the mass media particularly television. Both private and government owned.

The population of this study covers residents residing in Calabar Metropolis in Cross River State. While the Unit in the population covers both male and female, young and old from the ages of 18-40 people who have also different educational background starting from those who have little or no formal education to

those who have attained higher educational degrees, as this determines and places them in different fields of works. According to the 2006 census figures by the national population commission (NPC, 2006), Calabar Municipality has a population of 179, 392 while that of Calabar South was estimated 191, 630 which amount to 371,022. It is however very impossible to have this large population as population of study therefore, a sample size 220 was drawn using the random sampling technique.

Data which were collected for this research consisted of responses obtained from the copies of questionnaire which were distributed and retrieved from respondents, these results were presented and interpreted using the frequency table and simple percentage (%) for the analysis. This is because the method can effectively analyze data that can enhance the authenticity of the data so generated.

Results and Discussions

Table 1: Respondents' response on whether they watch television advert

Alternative Option	Frequency	Percentage
Yes	190	95%
No	10	5%
Total	200	100

Source: Field Survey, 2021

The table above shows that 190 respondents which represent 95% said they watch television adverts while 10 respondents which represent 5% do not watch television adverts. This means a majority of the respondent said yes that there watch television adverts.

Table 2: Respondents' opinion whether they use Onga seasoning products

Alternative option	Frequency	Percentage
Yes	156	78%
No	44	22%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 156 respondents representing 75% said they use Onga seasoning products while 44 respondents representing 22% do not use Onga seasoning products.

Table 3: Respondents answer to if they are fans of Kate Henshaw

Alternative option	Frequency	Percentage
Yes	128	64%
No	72	36%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 128 respondents representing 64% said they are fans of Kate Henshaw while 72 respondents representing 36% said they are not a fan of Kate Henshaw.

Table 4: Respondent's view on the rationale for the use of testimonial appeal by advertisers of Onga seasoning

Alternative option	Frequency	Percentage
Give credit to Onga seasoning	90	45%
Increase the sales of Onga seasoning	62	31%
All of the above	45	23%
None of the above	3	1%
Total	200	100

Source: Field Survey, 2021

The table above shows that the majority of 90 respondents which represent 45% say that the rationale for the use of testimonial appeal by advertisers of Onga seasoning is to give credit to Onga seasoning while 62 respondents which represent 23% and 3 respondents which represent 1% do not agree.

Table 5: Respondent's opinion if they usually believe all that is said in adverts

Alternative option	Frequency	Percentage
Yes	80	40%
No	120	60%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 120 respondents representing 60% said they do not usually believe all that is being said in an advert while 80 respondents representing 40% said they believe all that is being said in the advert. This means that majority of 120 disagree.

Table 6: Respondent's answer to if they usually derive satisfaction from a product or service they patronize after watching its advert

Alternative option	Frequency	Percentage
Yes	108	54%
No	92	46%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 108 respondents representing 54% said they usually derive satisfaction from a product or service they patronize after watching its advert while 92 respondents which represent 46% do not usually derived satisfaction from a product or service they patronize after watching its advert.

Table 7: Respondents' view on if personalities featured on adverts are being paid to say all those good things about the product and services

Alternative option	Frequency	Percentage
Yes	152	76%
No	48	24%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 152 respondents representing 76% agree, that personalities featured on advert are being paid to say all those good things about the product and services while 48 respondent, representing 24% disagree that personalities featured in advert are being paid to say all those good things about the product and services. This mean that majority of the respondent agree that personalities feature in advert are paid to say all those good things about the product and services.

Table 8: Respondents' opinion on the general perception of the people towards Onga seasoning advert

Alternative option	Frequency	Percentage
Good and persuasive	86	43%
Unique and well presented	46	23%
Enjoyable	68	43%
None of the above	-	-
Total	200	100

Source: Field Survey, 2021

The table above shows that 86 respondents which represent 43% said that the general perception of the people towards Onga seasoning advert is good and persuasive while 68 respondents which represent 34%, 46 respondents which represent 23% do not agree.

Table 9: Respondents' opinion on if television adverts have a significant impact on consumers

Alternative option	Frequency	Percentage
Yes	132	66%
No	68	34%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 132 respondents which represent 66% agree that television advert have significant impact on consumers while 68 respondents which represent 34% disagree. This mean that majority of respondents agree that television advert have significant impact on (them) consumer.

Table 10: Respondents' opinion on if TV advert have more effect on consumer choice

Alternative option	Frequency	Percentage
Yes	108	54%
No	92	46%
TOTAL	200	100

Source: Field Survey, 2021

The table above shows that 108 respondents representing 54% agree that television advert have more effect on consumers' choice while 92 respondents which represent 46% disagree.

Table 11: Respondents' opinion on the impact of testimonial appeal in the advert

Alternative option	Frequency	Percentage
Motivate consumers	40	20%
promote product and services	79	40%
Encourage patronage	60	30%
All of the above	21	10%
Total	200	100

Source: Field Survey, 2021

The table above shows that 79 respondents which represent 40% said that the impact of testimonial appeal in TV advert is to promote products and services while 60 respondents which represent 30%, 40 respondents represent 20%, and 21 respondents which represent 10% do not agree.

Discussion of Findings

Discussion of findings is based on answers to research questions

Research Question 1: What is the rationale for the use of testimonial appeal by advertisers of Onga seasoning?

To answer this research question, items 5, 6, 7, and 8 of the questionnaire were used. Analysis of table 1 showed that majority of respondents watch television advert while minority of respondents do not watch television advert. Analysis of table 2 Shows that majority of respondents use Onga seasoning while minority do not use Onga seasoning product. Analysis of table 3 Shows that majority of respondents are fans of Kate Henshaw while minority are not fans of Kate Henshaw. Analysis of table 4 shows that majority of respondents say that rationale for the use of testimonial appeal by advertisers of Onga seasoning is mainly to give credit to Onga seasoning while minority refute.

This is in line with the view of Prochnow, (2012) who said that whether it is a consumer trumpeting the remarkable result achieved by consuming a product or an expert giving his approval for a product, the use of testimonials is a compelling method for promoting products. By using such statements, companies hope to convince potential consumers that a particular product is truly effective. While the use of testimonials is by no means a new concept, the means of conveying them to the public have multiplied in recent years. Through the use of the internet and social media, as well as traditional media of television, radio and print, companies have more avenues to reach consumers. In order to keep up with the growing use of testimonials federal regulators have stepped up enforcement effort tightened their regulation over the use of such statements.

Research question 2: What are the general perceptions of the people towards Onga seasoning advert?

To answer research question, item 9, 10, 11 and 12 of the questionnaire were used. Analysis of table 5 shows that majority of respondents do not usually believe all that are been said on advert while minority believe all that are been said on advert. Analysis of table 6 shows that majority of respondents say they usually derive satisfaction from a product or services they patronize after watching its advert. While minority of respondents do not derive satisfaction from a product or service they patronize after watching its advert. Analysis of table 7 shows majority of respondents believes that personalities features on advert are being paid to say all those good things about the product or services while minority do not believe that personalities featured in advert are being paid to say all those good things about the product or services. Analysis of table 8 shows that majority of respondents believes that the general perception of the people towards Onga seasoning advert is good and persuasive while minority do not believe that the general perception of the people towards Onga seasoning advert is enjoyable, unique and well presented.

This aligns with the view of Alliede, (2002) “Advertising has a way of influencing consumer, thereby making them to think and act the way they have been heard and seen to patronize several products and services through the adverts they hear see and read every day. This effect would increase when a celebrity is used to advertise such products and services as they would be signed to appear in adverts and in one-on-one campaign organized by the advertisers in order to meet and influence their potential consumers”.

Research question 3: What are the impacts of testimonial appeal in television advert?

To answer research question, item 13, 14 and 15 of the questionnaire were used. Analysis of table 9 shows that majority of respondents agrees that television adverts has significant impact on consumer, while minority says that television adverts do not have significant impact on consumers. Analysis of table 10 shows that majority of respondent believes that television advert has more effect on consumers’ choice while minority do not believe that television advert has effect on consumers’ choice. Analysis of table 11 shows that majority of respondents believes that the impact of testimonial appeal in T.V advert is to promote product and services while minority does not.

According to Kotler, (2003) “every advertiser’s intention or aim is to be able to create and package adverts that would be able to attract and retain the attention of potential consumers. Thus, they contract ordinary citizens, celebrities and experts to give testimonial about their products and services in order to make their potential consumer believe in their products and services even without them making use of these product or services before. These TV stations could either be private or government owned station”. This is because TV

has a wide range of audience at every time of the day. And using a government owned station like Nigeria Television Authority; the advertisers would be able to reach a large number of audience simultaneously since the station has affiliate station in every state across the country.

Furthermore, testimonials were to be given after a person has derived satisfaction from what he/she has used and would want to share his/her experience in order to make other people benefits from such product and services too. But this aim has really failed, as advertiser do not even have the time to find out, if such a person that has been contracted has ever used such product before, or if the promises they are about to make are true or false. All they are after is to increase their sales at the expense of innocent consumers.

This study was carried out to examine the impact of testimonial appeal on advertising efficacy using Kate Henshaw in Onga seasoning advert. The major objective of the study was to find out the reasons for the use of testimonial appeal by advertisers of Onga seasoning.

The major findings of the study are that; the rationale for the use of testimonial by advertisers is to motivate existing and potential customers. Though this has been achieved by advertisers but customers have learnt not to trust testimonials from celebrity endorsers because most of the celebrities do not patronize the products they give testimonials on. Rather, consumers prefer testimonials from friends, relatives and neighbours who may have patronized the products than those given by personalities in paid adverts.

Conclusion

Based on the findings of the study it is concluded that testimonial appeal in television advertising can motivate customers to patronize the advertised products and services even when they never had the intention to. It is further concluded that testimonials in television advertising do not directly influence the consumption of Onga seasoning products but to a large extent aid the consumers to recall the products so advertised and make them to develop a favourable attitude towards the products.

Recommendations

The following recommendations are made based on the findings of this study:

1. Advertisers should put in their time, energy and resources into improving their products and services rather than spending money on extravagant adverts.
2. Advertisers should choose the right marketing channel, media and personalities to use so as to make the communication effective.
3. Advertisers should explore the possibilities of using testimonials from those who have patronized their products as part of their strategy.
4. Advertisers should try as much as they can, not to create false hope in the minds of their prospective consumers.

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