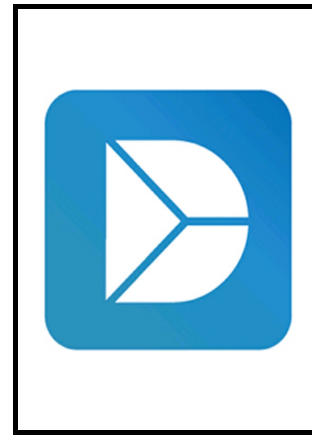


# Author's Accepted Manuscript

Data on Customer Perceptions on the role of  
Celebrity Endorsement on Brand Preference

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**Data on Customer Perceptions on the role of Celebrity Endorsement on Brand Preference**

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**Abstract**

*This research presents data on the effect of celebrity endorsement on consumers' brand preference. Copies of structured questionnaire were administered to 384 customers of telecommunication industry. Using descriptive, correlation and regression statistical analysis, the data revealed that celebrity image has an effect on consumer brand loyalty, celebrity trustworthiness has an influence on consumer brand association. More so, the relationship between celebrity expertise and perceived quality of the product was established.*

**Keywords:** Celebrity endorsement, Consumer brand preference, Brand association, Brand loyalty, Celebrity image

**Specifications Table**

Subject area	<i>Management, Marketing Management</i>
More specific subject area	<i>Celebrity Endorsement, Brand Preference</i>
Type of data	<i>Table, figure</i>
How data was acquired	<i>Researcher made questionnaire analysis</i>
Data format	<i>Raw, analyzed, descriptive and statistical data</i>
Experimental factors	<ul style="list-style-type: none"> <li>- <i>Samples consist of subscribers to mobile telecommunication services in Nigeria</i></li> <li>- <i>In this paper, data evidence on customer perceptions on the role of celebrity endorsement on brand preference was presented.</i></li> </ul>
Experimental features	<i>Celebrity endorsement is a critical factor for enhancing customers' brand preference</i>
Data source location	<i>Mobile telecommunication subscribers in Lagos State, Nigeria</i>
Data accessibility	<i>Data is included in this article</i>

**Value of the data**

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