

Influence of Celebrity Endorsement on Women Fertility on Social Media

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Abstract

The study evaluates the influence of celebrity endorsement on women's fertility on social media. The study will illuminate the intricate interplay between celebrity influence and reproductive technologies in the digital age. The study examines audiences' perceptions of surrogacy and IVF to highlight what audiences feel about the acceptability of surrogacy and IVF in Nigeria. The theories adopted in this regard were Social Influence Theory, Diffusion of Innovations Theory and Celebrity Endorsement Theory. The study adopted the positivist approach of research design, which informed the choice of the survey as a means of data generation. A structured questionnaire was meticulously designed and administered to a sample of 150 respondents to gather insights into prevailing opinions, cultural acceptability, and the influence of celebrity endorsements on these reproductive technologies. Data collected from the respondents were presented and analyzed using tables, frequency and percentages. The findings revealed that celebrity endorsements wielded a significant influence on women's fertility choices regarding surrogacy and IVF in Nigeria, challenging prior assumptions.

Additionally, the study underscored the cultural nuances impacting the acceptability of assisted reproductive technologies in the Nigerian context.

The study concludes that celebrity endorsements on social media significantly influence women's fertility choices regarding surrogacy and IVF in Nigeria by destigmatizing infertility, increasing awareness, and providing inspirational narratives. Future research and interventions should continue to explore and support these influences while addressing broader societal factors to ensure equitable access and support for all individuals navigating fertility journeys in diverse cultural contexts.

Keywords

Celebrity, Endorsement; Fertility, Influence; Social Media and



I. Introduction

According to Fernando et al. (2024) in an article by the U.S News Report, Surrogacy is an agreement in which a gestational carrier carries a pregnancy on someone else's behalf if they are unable to get a pregnancy. Surrogacy is a somewhat uncommon practice. Surrogate pregnancies accounted for around 1 in 3,000 live births between 1999 and 2013, and there's a reason for that. Surrogacy can be an expensive, time-consuming, and complex

process. In vitro fertilization and other forms of fertility treatment and assisted reproductive technologies are far more widespread. Surrogacy is a safe technique that gives people another fertility choice. Hoffman and Tan (2015) observed that surrogates and intended parents undergo thorough screening to assess physical and emotional well-being. Psychological support is often provided, such as counselling services, educational resources, open communication, post-surgery support, etc. In Vitro Fertilization (IVF), according to research by Macnab and Mukisa (2019), is a complicated set of operations that can result in pregnancy. It's an infertility treatment, a disorder in which most couples can't get pregnant after at least a year of trying. IVF can also be used to protect a child from inheriting genetic abnormalities. In Vitro Fertilization is the most effective method of reproductive treatment in which eggs or embryos and sperm are handled. IVF is often used for various fertility issues, including tubal factor infertility, male factor infertility, unexplained infertility, and certain medical conditions.

According to Malhotra et al. (2023), social media refers to online platforms and technologies that enable users to create, share, and exchange content in virtual communities. Standard features include user profiles, text, images, and videos sharing, as well as interaction through comments and likes. Examples include Facebook, Twitter, Instagram, and LinkedIn. According to Hammarberg et al. (2017), social media encompasses many online platforms that facilitate social interaction and content sharing. These platforms have become integral to communication, information dissemination, and community building in the digital age. Since there are various social media platforms, this project will work in line with just one: Instagram, which is a famous photo and video-sharing social media platform. Launched in 2010, it has since gained widespread global use, particularly among younger demographics. Users can post photos and videos, apply filters, and share them on their profile or with their followers. Instagram also includes features like Stories, IGTV, and Reels, enhancing content diversity (Abba et al., 2021).

According to Singh et al. (2021), celebrity is a term used to describe fame and public recognition acquired through the mass media. An individual may become a celebrity by their wealth, participation in sports, or contributions to the entertainment industry. The term celebrity usually implies a positive public perception, unlike infamous and notorious. Ahmed and Msughter (2022) describes celebrity endorsement as a type of advertising campaign that entails a well-known person using their popularity, fame or affluence to promote a brand, product or service. It has become one of the most accepted and profit-worthy marketing communication tools. As an advertising campaign or marketing strategy, celebrity endorsement or celebrity campaign uses the celebrity's fame or social status to promote a product, brand or service or to raise awareness about a particular issue like surrogacy and IVF.

In Nigeria, over the years, celebrities have explored the options of Surrogacy and IVF in childbearing, and they have been open about their successes and failures (Airaoje et al., 2023). Celebrities like Ini Edo, Ufuo McDermott, Nike Osinowo, Biola Adebayo, and Stephanie Cothers, have been celebrated on social media. These celebrities, due to their experiences, have become endorsers of Surrogacy and IVF. They have used their testimonies to preach about the good and the bad of surrogacy and IVF. There has been a noted increase in the acceptability and exploration of surrogacy and IVF as an option for childbearing now compared to previous years (Aliyu et al., 2023). This study aims to research this positive improvement and its linkage to the endorsements by these celebrities.

Nigeria is a multi-cultural African society that values marriage and procreation. As a result, having a child in marriage is considered a sign of security and is highly praised as a source of pride for women and a symbol of fertility (Aliyu et al., 2023). Infertility is frequent in Sub-Saharan Africa, according to research, due to a variety of causes. There are several options for coping with the psychological repercussions of infertility, such as reproductive medicine, adoption, surrogacy and IVF (Andover et al., 2023).

Singh et al., (2021) study delves into the realm of social media to analyze how celebrity endorsement shapes perceptions and decisions related to surrogacy and in vitro fertilization (IVF), the effects of celebrity endorsement on public perceptions and choices surrounding surrogacy and in vitro fertilization (IVF). Shedding light on the intricate interplay between celebrity influence and reproductive technologies in the digital age, Hammarberg et al., (2017) state that Nigeria has the highest rate of surrogacy and IVF, this is a huge development from the past years where surrogacy and IVF were not acceptable. The positive development of surrogacy and IVF can be linked to the influence of celebrities in Nigeria, who have gone through these processes and have been open about their journey to the public.

1.1 Objectives of the Study

The general objective of this study is to analyze the influence celebrity endorsement has on surrogacy and IVF. The specific objectives are:

1. To examine the perception of respondents on using surrogates and IVF to have babies.
2. To investigate the most common misconception or stigma about surrogacy and IVF in Nigerian society.
3. To interrogate media's portrayal of celebrity experiences with surrogacy and acceptance of these reproductive methods.

1.2 Empirical Reviews

Mahmoud (2023) adopted a qualitative research design, employing thematic analysis to explore the impact of legal and health regulatory frameworks on surrogates' autonomy, health, and wellbeing across the Atlantic. The findings revealed nuanced challenges faced by surrogates within varying regulatory contexts, shedding light on the complex interplay of legal and health factors in shaping their experiences. While celebrity endorsements were not the primary focus, the study emphasized the importance of considering broader societal contexts when examining the potential influence of celebrities on surrogacy. The implications underscored the need for a holistic understanding of surrogacy, incorporating legal and health dimensions, to inform discussions surrounding celebrity endorsements and their impact on societal perceptions.

Makinde et al. (2022) employed a qualitative research design to investigate the phenomenon of baby factories in Nigeria, utilizing thematic analysis for data interpretation. The findings underscored the negative aspects associated with surrogacy within the context of baby factories, revealing societal perceptions influenced by the broader discourse on assisted reproductive technologies. Although the study did not focus explicitly on celebrity endorsements, the implications suggest that positive and informative endorsements on social media could potentially counterbalance the prevalent negative perceptions surrounding surrogacy. This highlights the influential role celebrities might play in Reshaping public discourse and fostering a more balanced understanding of assisted reproductive technologies in the Nigerian context.

Marinelli et al. (2022) conducted a qualitative analysis, examining the risks of inter-country surrogacy amid the armed conflict in Ukraine. The thematic analysis revealed the

global dimensions of surrogacy, emphasizing the potential impacts of geopolitical events on assisted reproductive technologies. Although not directly addressing celebrity endorsements, the study suggested that social media endorsements by celebrities could serve as a bridge, connecting international audiences and fostering a more informed and empathetic global discourse on surrogacy. This implies that positive celebrity endorsements may contribute to transcending geopolitical boundaries, creating a platform for shared understanding and awareness of surrogacy-related challenges on a global scale.

McCarthy (2023) employed a qualitative approach to investigate surrogate cases in Kenya, highlighting the internationalization of surrogacy practices. The findings emphasized the global nature of assisted reproductive technologies, shedding light on the challenges and opportunities that transcend national boundaries. Although the study did not explicitly delve into celebrity endorsements, it underscored the significance of understanding the global context when assessing their potential impact. Celebrity endorsements, given their expansive reach beyond national borders, could play a crucial role in shaping a worldwide discourse on surrogacy. Recognizing the international dimensions of assisted reproductive technologies becomes imperative in evaluating how celebrities might influence public perceptions across diverse cultural and geographical contexts.

Moll et al. (2022) conducted a scoping review on reproductive travel within sub-Saharan Africa, employing a qualitative approach to explore cultural and regional variations in the acceptance of assisted reproductive technologies. The findings illuminated the diverse cultural contexts influencing the reception of these technologies across the region. Although not explicitly addressing celebrity endorsements, the study suggested that such endorsements might have varying impacts depending on the cultural nuances highlighted in the research. This underscores the importance of considering cultural diversity when examining the potential influence of celebrities on social media in shaping attitudes and perceptions towards surrogacy and IVF. Celebrity endorsements, when contextualized within cultural frameworks, could play a pivotal role in navigating and addressing diverse societal perspectives on assisted reproductive technologies.

Motluk (2023) undertook comprehensive research covering the international implications of surrogacy during COVID-19 and the challenges faced by Ukraine's surrogacy industry. Employing a qualitative approach, the studies highlighted the dynamic nature of surrogacy, emphasizing the evolving landscape that necessitates updated and informed discussions. Although the specific focus was not on celebrity endorsements, these studies underscored the multifaceted dimensions of surrogacy, creating a foundation for considering the potential role of celebrities in shaping discourse. Celebrities, through social media endorsements, can contribute to keeping discussions abreast of the latest developments and challenges, thereby playing a crucial role in fostering informed public conversations on the evolving nature of surrogacy practices.

Mulligan (2018) conducted a study focusing on identity rights and ethical questions related to surrogacy, utilizing a qualitative research design to explore legal and ethical dimensions. While not directly investigating celebrity endorsements, the study highlighted the importance of considering ethical considerations in surrogacy. Celebrity endorsements, by their influence, could potentially contribute to shaping public perceptions regarding these ethical dimensions. This suggests that the ongoing discourse on surrogacy may benefit from an additional layer introduced by celebrities on social media, offering insights and perspectives that influence societal understanding and opinions on the ethical aspects surrounding surrogacy and in vitro fertilization (IVF).

Newson (2022) advocates for a comprehensive review of compensated transnational surrogacy in Australia, contributing to the discourse on regulatory scrutiny. The study emphasizes the importance of understanding the regulatory landscape surrounding assisted reproductive technologies. While not directly addressing celebrity endorsements, the findings underscore the necessity of comprehending the legal framework when assessing potential influences on societal attitudes. Celebrity endorsements on social media, if supportive of regulatory measures, could play a crucial role in shaping public perceptions and fostering informed discussions. Recognizing the regulatory context becomes imperative in evaluating how celebrities might contribute to or challenge existing norms and policies related to surrogacy and in vitro fertilization (IVF).

Oladunjoye (2023) investigated the murky waters of surrogacy and the rise of baby factories in Nigeria, utilizing qualitative research methods to highlight the challenges and negative perceptions associated with surrogacy. While the study did not explicitly address celebrity endorsements, its findings suggest that positive endorsements by celebrities on social media could potentially contribute to reshaping the prevalent negative perceptions surrounding surrogacy. By offering positive perspectives and insights, celebrities may play a role in fostering a more balanced and nuanced understanding of surrogacy, countering the negative narratives that may be prevalent within societal discourse.

Oliver (2023) delves into the exploration of surrogacy as a commercial industry worth billions, focusing on its economic dimensions. While not directly examining celebrity endorsements, the study suggests that such endorsements could potentially impact the economic aspects of surrogacy. Celebrities, through their influence on social media, may shape public perceptions and participation in these assisted reproductive technologies, thereby influencing the economic landscape. This implies that discussions surrounding the economic dimensions of surrogacy and in vitro fertilization (IVF) may be influenced by celebrity endorsements, adding a layer to the broader societal discourse on the commercialization of reproductive technologies.

Page (2023) covers the introduction of new surrogacy laws in the Australian Capital Territory, offering insights into evolving legal frameworks. Although not explicitly addressing celebrity endorsements, the study indicates that endorsements by celebrities on social media may align with or challenge these legal developments. Celebrities, through their influence, can play a significant role in shaping public discourse surrounding legal frameworks related to surrogacy and in vitro fertilization (IVF). Considering the potential impact of celebrity endorsements on public perceptions of legal changes becomes essential for understanding the broader societal implications and discussions regarding assisted reproductive technologies.

There is currently a growing concern with disruptive and violent pupils within primary classroom. In fact, classroom discipline continued to be one of the most difficult problems confronting primary school teachers in Libya (Gadour, 2009).

Pande (2022) researched transnational commercial surrogacy in India, revealing insights into the global dimensions of surrogacy. While not specifically addressing celebrity endorsements, the study suggests that such endorsements could potentially bridge international conversations. Celebrities, through their influence on social media, may contribute to fostering cross-cultural understanding and acceptance of surrogacy practices globally. This aligns with the idea that celebrity endorsements have the potential to transcend geographical boundaries, creating a more interconnected and informed global discourse on the various aspects of assisted reproductive technologies.

II. Theoretical Framework

This study adopted the theoretical postulation of Social Influence Theory, Diffusion of Innovations Theory and Celebrity Endorsement Theory. Applying Social Influence Theory provides a valuable framework for understanding how celebrities, as influential figures, shape public opinion regarding surrogacy and in vitro fertilization (IVF) (Msughter, 2023). Social Influence Theory posits that individuals are susceptible to the opinions and behaviours of those they perceive as influential or authoritative. In the context of surrogacy and IVF, celebrities wield significant influence, and their endorsements can serve as powerful sources of social influence (Hile et al., 2023).

The theory identifies three main processes through which social influence occurs: compliance, identification, and internalization (Kurfi et al., 2021). Celebrities endorsing surrogacy and IVF may elicit compliance, wherein individuals conform to the endorsed viewpoint due to the desire for approval or reward. The influence of celebrities can also lead to identification, where individuals align their attitudes with those of influential figures, perceiving them as role models. Lastly, internalization occurs when individuals adopt the endorsed viewpoint as their own, integrating it into their belief system (Hile et al., 2022).

Celebrities, by sharing their personal experiences with surrogacy and IVF on social media, create a sense of intimacy with their audience. This personal connection enhances the processes of identification and internalization, as individuals may perceive celebrities as credible and trustworthy sources of information on this complex and often stigmatized reproductive technologies (Maikaba & Msughter, 2019).

Additionally, Social Influence Theory highlights the role of normative and informational influence. Normative influence occurs when individuals conform to gain social approval or avoid social disapproval. Celebrities endorsing surrogacy and IVF may set new norms by normalizing these reproductive options, influencing public perceptions and reducing the stigma associated with them (Obada et al., 2021). Informational influence, on the other hand, involves accepting the information provided by others as evidence of reality. Celebrities, by sharing their journeys, contribute valuable information that can shape public understanding of the surrogacy and IVF processes (Maradun et al., 2021).

The application of Social Influence Theory to celebrity endorsements of surrogacy and IVF illuminates the complex mechanisms through which public opinion is shaped. By examining the compliance, identification, internalization, normative influence, and informational influence processes, this theoretical framework provides a nuanced understanding of how celebrities influence societal attitudes toward assisted reproductive technologies.

Similarly, the Diffusion of Innovations Theory offers valuable insights into understanding the spread and acceptance of assisted reproductive technologies, including surrogacy and in vitro fertilization (IVF) (Rogers, 1962). This theory posits that innovations, in this case, alternative family-building methods, spread through society in a predictable pattern, with distinct categories of adopters influencing the overall acceptance of the innovation (Vitalis et al., 2021).

The theory categorizes individuals into five groups based on their readiness to adopt an innovation: innovators, early adopters, early majority, late majority, and laggards (Rogers, 1962). Innovators are the first to embrace new ideas, while early adopters follow suit. The early and late majorities represent the majority of the population, and laggards are the last to adopt innovations (Andover et al., 2022).

Celebrities endorsing surrogacy and IVF can be considered influential innovators or early adopters, depending on their timing in adopting and publicly endorsing these reproductive technologies. The diffusion process begins with innovators and early adopters, who play a pivotal role in introducing and normalizing the innovation (Msughter et al., 2022). The visibility of celebrities adopting these technologies can lead to increased awareness and curiosity within the general population.

The early and late majorities, representing the broader societal population, observe the experiences of celebrities and may be more inclined to consider these alternatives due to the endorsement by influential figures. The diffusion process involves a continuous cycle of communication and influence, with early adopters acting as bridges between innovators and the wider population.

Furthermore, the Diffusion of Innovations Theory identifies several factors influencing the rate of adoption, including the perceived attributes of the innovation, communication channels, social systems, and the extent of change required for adoption (Rogers, 1962). Celebrities, by sharing their surrogacy and IVF experiences on social media, contribute to the positive perception of these innovations. Direct communication through social platforms serves as an efficient and influential channel for disseminating information and shaping public attitudes.

The theory also recognizes the importance of interpersonal relationships and social networks in the diffusion process. Celebrities, as prominent figures within social networks, can leverage their influence to create a ripple effect. Their endorsements may lead to conversations and discussions within social circles, further contributing to the acceptance of assisted reproductive technologies.

Celebrity Endorsement Theory serves as a pertinent framework for comprehending the mechanisms through which celebrities influence public attitudes, especially within the context of surrogacy and in vitro fertilization (IVF). This theory elucidates the persuasive power of celebrities as endorsers, exploring how their credibility, attractiveness, and trustworthiness impact consumer perceptions.

In the realm of assisted reproductive technologies, celebrities endorsing surrogacy and IVF become pivotal figures in shaping public attitudes. Celebrity Endorsement Theory posits that the effectiveness of celebrity endorsements hinges on the match between the celebrity endorser and the endorsed product or idea (Mojaye & Aondover, 2022). In the case of surrogacy and IVF, the personal narratives shared by celebrities aligning with these reproductive technologies contribute to a congruent endorsement.

The credibility of celebrities plays a crucial role in the endorsement process. Celebrities are often perceived as credible sources of information due to their public visibility and accomplishments. When celebrities openly discuss their surrogacy and IVF journeys on social media, they lend credibility to these reproductive options, potentially mitigating the scepticism or reservations that the general public may harbour. Moreover, the attractiveness of celebrities contributes to the persuasiveness of their endorsements.

Celebrity Endorsement Theory recognizes that individuals are more likely to be influenced by endorsements from attractive figures. Celebrities endorsing surrogacy and IVF often portray these methods as positive and life-affirming experiences, adding a layer of attractiveness to the endorsements and fostering a more favourable public perception. Trustworthiness is another critical factor in the effectiveness of celebrity endorsements (Usman et al., 2022). Celebrities who share authentic and transparent narratives about their surrogacy and IVF journeys on social media contribute to building trust with their audience. This trust can translate into greater acceptance and understanding of these assisted reproductive technologies among the general public.

Celebrity Endorsement Theory also emphasizes the importance of the celebrity's relevance to the target audience. When celebrities endorsing surrogacy and IVF share relatable stories, their relevance increases, creating a stronger emotional connection with individuals facing fertility challenges. This emotional resonance can significantly impact public attitudes by reducing stigma and fostering empathy. Celebrity Endorsement Theory offers valuable insights into the dynamics of how celebrities influence public attitudes, particularly in the context of surrogacy and IVF. By examining the alignment between the celebrity endorser and the endorsed idea, as well as considering credibility, attractiveness, and trustworthiness, this theory provides a comprehensive understanding of the mechanisms at play in shaping societal perceptions of assisted reproductive technologies.

III. Research Methods

The positivist research design which involves the use of quantitative method research to develop a comprehensive understanding of phenomena was adopted. The positivist approach of research design beliefs in the quantitative method of data generation, which informed the choice of survey method, and structured questionnaire, was developed, drawing on established survey instruments and validated scales. The questionnaire provides a standardized means of gathering responses, allowing for systematic and comparable data. This was done by distributing the questionnaire to couples with the age range of 25-40 years. The population of the study consist of 200 respondents from which a sample size of 150 respondents was realistically drawn based on the principles of random sampling technique. Data analysis was conducted using tables, frequency and percentages.

IV. Results and Discussions

Table 1: Perception of Respondents on Using Surrogates and IVF to Have Babies

Response	Frequency	Percentage
I think it is a good thing	37	24.7%
I think it is bad	67	44.7%
I think it's complicated	24	16%
It's good but very expensive	22	14.7%
Total	150	100

Source: Field Research, 2024

The above table shows that 37 respondents with 24.7% think it is a good thing and support the use of surrogates and IVF to have babies, 67 respondents disagree and think differently with 44.7% while 24 respondents think it's complicated with 14.7% and 22 respondents with 14.7% think It is good but very expensive and thus cover the 100% of respondents in the study. Therefore, this study can draw empirical support from the study of Makinde et al. (2022). The study underscored the negative aspects associated with surrogacy within the context of baby factories, revealing societal perceptions influenced by the broader discourse on assisted reproductive technologies.

Table 2: The most common misconception or stigma about surrogacy and IVF in Nigerian society

Response	Frequency	Percentage
Cultural taboos	50	33.3%
Moral and religious opposition	48	32%
Misunderstanding about parentage	27	18%
Financial inaccessibility	18	12%
Lack of education and awareness	7	4.7%
Total	150	100

Source: Field Research, 2024

Table 2 shows the most common misconception or stigma about surrogacy and IVF in Nigerian society with 50 respondents with 33.3% think that cultural taboos is the most common misconception or stigma about surrogacy and IVF in Nigerian society, 48 respondents with 32% think moral and religious opposition is the most common misconception or stigma about surrogacy and IVF in Nigerian society, 27 respondents with 18% think misunderstanding about parentage is the most common misconception or stigma about surrogacy and IVF in Nigerian society, while 18 respondents with 12% think financial inaccessibility is the most common misconception or stigma about surrogacy and IVF in Nigerian society and the remaining 7 respondents with 4.7% think the Lack of education and awareness is the reason for the most common misconception or stigma about surrogacy and IVF in Nigerian society.

Similarly, the findings of the study support the position of Moll et al. (2022). The study scholars conducted a scoping review on reproductive travel within sub-Saharan Africa, employing a qualitative approach to explore cultural and regional variations in the acceptance of assisted reproductive technologies. The findings illuminated the diverse religious and cultural contexts influencing the reception of these technologies across the region.

Table 3: Media’s portrayal of celebrity experiences with surrogacy and acceptance of these reproductive methods

Response	Frequency	Percentage
Certainly	83	55.3%
Possibly	46	30.7%
Equitable	21	14%
Total	150	100

Source: Field Research, 2024

Table 3 shows the perception of respondents on if media’s portrayal of celebrity experiences with surrogacy or IVF has impacted public perceptions and acceptance of these reproductive methods. 83 respondents with 55.3% responded certainly, 46 respondents with 30.7% responded possibly and the remaining 21 respondents with 14% responded equitable to the above statement and thus cover the 100% of respondents in the study.

Therefore, this study draws empirical support from the study of Mulligan (2018). The study highlighted the importance of considering ethical considerations in surrogacy. Celebrity endorsements, by their influence, could potentially contribute to shaping public perceptions regarding these ethical dimensions. This suggests that the ongoing discourse on surrogacy may benefit from an additional layer introduced by celebrities on social

media, offering insights and perspectives that influence societal understanding and opinions on the ethical aspects surrounding surrogacy and in vitro fertilization (IVF). The study findings reveal that the influence of celebrities in sharpened public opinion on surrogacy and IVF has witness a significant impact. With many not only educated as a result of their influence and shared experiences and stories through social platforms such as Instagram, YouTube which connect people. Thus, changing the negative perception or stigma they have about surrogacy and IVF, leading to the openness of some couples in the same predicament as revealed by the study.

V. Conclusion

The influence of celebrity endorsements on women's fertility decisions regarding surrogacy and IVF in Nigeria represents a multifaceted phenomenon with significant implications. Celebrities wield substantial influence through their social media platforms, where personal narratives and endorsements reach wide audiences, shaping public discourse and individual perceptions. Firstly, celebrity endorsements contribute to the destigmatization of infertility treatments by normalizing discussions about reproductive challenges. By publicly sharing their experiences with surrogacy and IVF, celebrities challenge societal taboos and misconceptions, encouraging open dialogue and reducing shame associated with fertility issues.

Secondly, these endorsements enhance awareness and education about surrogacy and IVF options among Nigerian women. Celebrities often provide insights into the process, success rates, and emotional aspects involved, thereby empowering individuals with knowledge to make informed decisions about their reproductive health. Moreover, celebrity endorsements serve as inspirational narratives that offer hope to women facing fertility struggles. Seeing well-known figures successfully navigate surrogacy or IVF can instill optimism and resilience, motivating others to explore similar paths to parenthood despite societal pressures or personal challenges.

However, it's essential to acknowledge the contextual nuances in Nigeria, where cultural, religious, and socioeconomic factors influence fertility decisions. While celebrity endorsements can catalyze positive change, their impact should be complemented by culturally sensitive approaches that respect local norms and values surrounding family and reproduction. In conclusion, celebrity endorsements on social media significantly influence women's fertility choices regarding surrogacy and IVF in Nigeria by destigmatizing infertility, increasing awareness, and providing inspirational narratives. Future research and interventions should continue to explore and support these influences while addressing broader societal factors to ensure equitable access and support for all individuals navigating fertility journeys in diverse cultural contexts.

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