THE INFLUENCE OF CELEBRITY ENDORSEMENT ON CUSTOMERS' PURCHASING DECISIONS OF FAST MOVING CONSUMER GOODS AMONG LOW AND MIDDLE SOCIAL CLASS IN NAIROBI COUNTY, KENYA

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DECLARATION

STUDENT'S DECLARATION

I hereby declare that this research proposal is my original work and has never been presented for a degree in any other University. All references made to works of other persons have been

duly acknowledged.

Signed……………………………   Date…………………………………

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SUPERVISOR' S DECLARATION

This research project has been submitted for examination with my approval as a University Supervisor;

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ACKNOWLEDGEMENT

DEDICATION

To my loving parents, whose words of encouragement and push for greater heights throughout my education years have pushed me to this level.

I also dedicate this work and give special thanks to my siblings for their devout support and prayers throughout the process. I will always appreciate their love.

ABSTRACT

Celebrity endorsements are new paradigm in the advertising in the recent marketing environment. These types of advertising make a product visible by affecting consumers' pre purchase attitude. The attitude from the consumers has been observed to be influenced by these new paradigms of marketing, brand recognition and product evaluation. The attractiveness, credibility and match up are the main criteria for selecting the celebrities in the marketing field. The study consequently sought to establish the influence of celebrity endorsement on customers' purchasing decisions of selected consumer goods among low and middle social class in Kenya with particular focus on Nairobi County. The study established there is a positive correlation by different celebrity attributes and purchase intention of the middle class consumers thus demonstrating the contributions of celebrities as effective endorsers in the purchase attitude. For low-income consumers, the study revealed that they are not very receptive to celebrity-endorsed products thus celebrity endorsements as a strategy is not very successful with them. The study recommends that an exploration of how purchase intention by the consumers will be affected by the negative publicity with reference to low and high involvement services and products. The extend of how the celebrity endorsement especially on the negative publicity can affect the brand image of a certain product which the organization can take quite some time o regain the same image in the market environment. The further studies should also be able to analyze on how easy people can accept a celebrity with the negative publicity to a brand endorser in consideration of the psychological and practical aspect of consumer buying behavior with a clear understanding of the marketing aspects.

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ABBREVIATIONS

AfDB   African Development Bank

FMGCs   Fast Moving Consumer Goods

KCB   Kenya Commercial Banks

SPSS   Statistical Package for Social Science

TV   Television

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FMGCs   Fast Moving Consumer Goods

SPSS   Statistical Package for Social Science

TV   Television

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Technological discoveries and advanced skills have resulted to introduction of sophisticated products and services. Consequently, this has resulted in stiff competition amongst companies as they compete for the share of the market. Some of the major marketing strategies adopted by companies is aggressive advertisements in magazines, billboards, radios, television, newspapers, and even the internet. In fact, consumers are constantly bombarded with adverts packaged in various forms and on various platforms. One of the strategies that has proved effective in the competitive marketing scene and which continues to be used is celebrity endorsements (Hung, 2014). According to Jolly (2014), the presence of a celebrity in an advert highly influences the chances of the product being purchased. With their allure and massive following both online and offline, celebrities have a strong persuasive ability especially to the admirers. This explains why big brands in the world such as Coca Cola, Samsung, Nike, and Adidas devote huge chunks of money to sign up celebrities; year in out to market their products. (Arora&Sahu, 2013).

Consumers are diverse and tend to exhibit different buying behavior every day and on each product. This makes it tricky for suppliers to develop long-term marketing strategies. With their allure and massive following, celebrities offer an effective way to advertise a product. This has greatly lead to the need for companies to engage celebrity endorsement in marketing their fast moving consumer goods Globally, huge companies such as Coca Cola, Adidas, Nike, Pepsi, McDonalds and Toyota have engaged celebrities in promoting their brands and products. In fact, there is literature on celebrity endorsements with big international companies, but little exists on local celebrity endorsements in Kenya. According to Roll (2001), the increase in celebrity endorsements in marketing is not only because of the intense competition in various industries, but a tactic to capitalize on the huge digital followers of celebrities, their fame, and persuasive power drawn from their public allure. This research therefore seeks to establish the impact of celebrity endorsements in the Kenyan market with specific focus on Nairobi County.

The study will be guided by the consumer buying behavior theory, associative learning theory, and co-activation of dominant support theory. The consumer buying behavior theory explains how consumers make decisions to purchase a product and service depending on their behavior and judgment of the brand (Howard, 1989). Associative learning theory explains relationships between concepts. In the case of celebrity endorsements, the theory explains that both the endorser and the endorsed products are part of connected units base on consumers' experience with the product and image of the endorser (Till, 1998). The co-activation theory of the dominant support argues that when a consumer sees a product alongside a celebrity reactions are impulsively activated from the nodes of both entities in array of dominance with most dominant units triggered first (Ang & Dubelaar, 2006).

Fast Moving Consumer Goods (FMCGs) represent one of the leading industries in the world in terms of sales volume and turnover. Also called the consumer packaged goods sector, it is characterized by companies that predominantly supply low-priced but highly in demand products. In Kenya, it is one of those thriving sectors that have significant ability to influence poverty levels and highly dominated by basic foodstuffs (Njambi & katuse, 2013).

1.1.1 Celebrity Endorsement

According to Roll (2011), celebrity endorsement is a form of brand communication whereby a celebrity acts as the brand's ambassador confirming the brand's claims and position by lending their personality, fame, and status in the society or knowledge in the field to the product. Celebrity endorsements according to Roll dates back to mid-19th century when Queen Victoria endorsed Cadbury's print adverts and when Pope Leo XII image was used in an advert of Mariani Wine.

According to McCracken (1989), celebrity endorsement is a marketing strategy that involves any influential prominent persons such as an entertainer, politician or philanthropist that is highly revered and much spoken about in the public domain. McCracken further elaborates the relationship between the celebrity and the product as one involving three stages of transfer. In the first stage, the audience or the public attach a variety of meaning to the celebrity such as truthful, credible, or classy. Secondly, the meaning affiliated with the celebrity are transferred from the celebrity to the product or brand being certified through endorsement process. Finally, the

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meaning of the product or brand is attained by consumers upon purchase of the product (Halonen-Knight &Hurmerinta, 2010). In a nutshell, celebrity endorsement is a marketing or advertising campaign that utilizes famous people who capitalize on their fame to help sell a product or service, and foster brand reputation.

1.1.2Consumer Purchasing Behavior

Consumer behavior is the sum total of consumer attitudes, tastes, plans and choices in the marketplace when buying a product or a service (Webster, 1975). Though consumers make different purchasing decisions, the consumer behavior is a standard structured process. Blackwell et al., (2006) argue that different researchers define consumer buying behavior differently as the process is dynamic and complex. Generally, consumer behavior can be defined as the cumulative behavior of consumers when selecting and purchasing products in a bid to satisfy their needs and wants.

According to Assael (1981), consumer purchasing behavior involves problem recognition where one realizes that they have unfulfilled wants or needs, then search for pertinent information about the need or want. The next stage involves evaluation of collected information against consumer needs, wants, financial resources, and tastes in a bid to narrow down the item of choice. The consumer makes the ultimate choice of buying a product and thereafter decides whether its value was worth its costs. The final stage is what determines consumer loyalty and attitude towards a brand (Solomon, 2014).

There are many factors that influence consumer's buying behavior such as situational, psychological, personal, and societal factors. Situational are temporary conditions that influence how consumers behave and include time factors, reasons for purchase, social situation of consumers, their mood, and physical factors like store's location, music, lighting and even scent. People also buy products to boost that feeling about themselves and age; gender and stage of life also affect what one buys and where they shop. On a psychological level, people's buying behavior is influence by perceptions drawn from adverts, motivations based on hierarchy of human needs, learning about a product from experience and checking out reviews, and attitudes based on their values and beliefs. Societal factors are more outward and have broad influence on one's

beliefs and way of doing things; it includes culture, sub cultures, reference groups, and family (Sheth et al., 1991).

There are four types of consumer behaviors: complex buying, variety seeking, dissonance buying and habitual buying. Complex is when a consumer actively takes part in buying products that have significant differences thus requiring in-depth information about product features and quality. In variety seeking behavior, the consumers' involvement is minimal despite the major differences between brands and products. The objective of purchase is not discontent from previous product but search for variety. In dissonance buying behavior, the consumer is highly involved in purchase of the product despite the availability of variety of brands and dismal differences between brands. Habitual buying behavior is where the consumer purchases the product regularly due to necessity and has a low involvement in selecting the product since there are few differences between brands (Solomon et al., 2012).

1.1.3 Fast Moving Consumer Products

Fast Moving Consumer Goods (FMCGs) are those products that sell fast at a relatively low cost. They are easily accessible and are available to even small scale consumers at produce stands, supermarkets, retail stores, grocery stores and warehouse outlets. They have limited shelf-life and include many non-durable goods such as soft drinks, alcohol, processed goods, toiletries, and over-the-counter-drugs amongst other consumables. FMCGs account for more than half of all consumers spending, as they tend to be low-involvement purchases, with dismal profit margins, but voluminous sales thus cumulative profits (Celen et al., 2005).

According to a report released by Infomineo in April 2017, Nairobi is now a leading destination for FMCGs from Fortune 500 companies. Thus residents of Nairobi whether middle or low class have easy access to a wide variety of local and internationals FMCGs brand such as Geisha soap, Colgate toothpaste, Ariel washing powder, Movit hair treatment, Afia juice, Guinness beer, etc.

1.1.4 Middle and Low Income Social Class

The common measures of what constitute middle class vary considerably thus no widely accepted definition of the term middle class. Some of the defining factors of middle class include education, lifestyle, income, wealth, manners and values amongst others. While describing the philosophy of capitalism, Karl Marx referred to the middle class as part of the bourgeoisies who had the capability and means to rival the nobles (Marx et al. 1895). According to Weberian Dictionary, middle class is a large group in the contemporary society that falls in between the working and upper class socio-economically. African Development Bank (AfDB) define Middle class as someone who spends between $2 and $20 a day. AfDB further argues that middle class live in more permanent dwellings equipped with modern amenities, with prevalent possession of major household resilient goods such as fridges, automobiles, telephones, smaller families and salaried jobs. Those who fall below the middle class rank constitute the low-class in the society (Mubila et al. 2011).

According to a 2016 IPSOS report the situation is Kenya is quite complex as the place of residence and education alone cannot be used to out rightly determine one's social class. There are some peculiar individuals or households residing in the slums but still run huge businesses in these slums that churn in huge money that places them in the middle class category. On the other hand, there are also low-income earners who strive to keep up with market trends this leading similar lives with middle income earners. It is against this backdrop, that this study will use the amount of daily income as the divide between the middle and low class in Nairobi.

1.2 Research Problem

Celebrity endorsement is a marketing strategy that involves influential persons in the promotion of a product or a brand. The stiff competitions in the marketing industry as well as respective industries where the products are manufactured have pushed companies to look for new marketing strategies. In the present market, there are so many fast moving goods, which exhibit similar physical characteristics and prices. This has contributed to the stiff competition in this industry amongst suppliers and manufacturers as they seek to develop unique marketing strategies to capture the attention and loyalty of their clients.

Besides, in order to enrich the body of knowledge on effectiveness of celebrity marketing, there is need to compare the responsiveness of low and middle-income earners in an urban setting with Nairobi County as the case study. The study also focuses on Fast Moving Consumer Goods, which in most cases are not heavily influenced by fluctuations on demand and supply but mainly sold due to their accessibility, need, and affordability thus used by all social classes.

Several studies on the impact of celebrity endorsement on consumer purchasing decision has been done on both internationally and locally studies. Internationally, shows celebrity on social media has a positive effect on brand image, brand awareness and purchase intention Jatto (2014), He further argued,consumers are likely to purchase a product endorsed by a celebrity whom they positively relate with. Saloni (2014) debated that celebrities are likely to establish a unique and pertinent position in the minds of the consumers through endorsements. Similarly, consumers tend to have an overall positive attitude towards celebrities hence using them to endorse a product or a brand, which leads to increased levels of brand awareness and creation of a lasting brand memory Pughazendi&Ravindran (2012). Singh (2012), confirms the effectiveness of celebrity endorsement by arguing that celebrity endorsement if used effectively will make the brand noticeable from the crowd, by transferring their distinctive characteristics to the product hence facilitate instant awareness

Locally, Nganga (2013) confirms that there are few people who are actually not influenced by celebrity endorsement when purchasing a product. Similarly, consumer's loyalty is influenced by their past experience with the product hence celebrity endorsement is significantly effective in increasing sales volume Onyancha (2016). It has also been established that consumers tend to make a decision to purchase a product if it possess the familiar and attractive characteristic of the celebrity endorser Njoroge (2013). Consumers watch and listen to the adverts before making a decision to purchase the product.

Based on the previous findings, it is evident the studies were broad focusing on the impact of celebrity endorsement on consumer purchasing behavior. This study will therefore lay more focus on influence of celebrity endorsement on consumer purchasing behavior of selected first moving consumer goods among the middle and

low income social class. The study will also address the research question on: how does celebrity endorsement influences the consumer buying behavior of the FMCGs?

1.3 Objectives of the study

The main objective of this study is to examine the influence of celebrity endorsement on customers' purchasing decisions of selected consumer goods among low and middle social class in Kenyawith particular focus on Nairobi County.

1.4 Value of the Study

The focus on the impact of celebrity endorsements on purchasing decisions of both low and middle class in Kenya is certainly a new dimension and a preface for more comprehensive research on the topic by academicians in future. This will consequently provide pertinent information for academicians to draw comparisons between effectiveness of celebrity endorsements in Kenya and elsewhere across the globe. It will also confirm the argument by the Co-Activation Theory of Dominant Support that for the celebrity endorsement to succeed the nodes of the product have to be activate first or concurrently with that of the celebrity endorser to avoid the celebrity overshadowing the product on sale. Besides, the findings will enrich the theory of buying behavior by determining the type of buying behavior amongst consumers that influence adoption of celebrity endorsed fast moving products.

To practitioners, the findings of this study will be vital for policy making purposes. In particular, it will be beneficial to companies looking to diversify their marketing strategies and pondering whether to involve celebrities or not, and to those already using celebrities to sanction their products and brands on how to make the best out of the partnership.

The study will also give insight to government leaders and policy makers to devise strategies that can make use of Kenyan celebrities to market the Kenyan nation as a brand globally. Besides, some of the statistics availed in this study will also form a base for greater arguments by other scholars, leaders, and marketers.

CHAPTER TWO: LITERATRE REVIEW

2.1 Introduction

This chapter presents existing literature on the subject of celebrity endorsements. The specific areas covered include theoretical foundation of the study, concept of celebrity endorsement and customer purchasing decisions, factors considered in selection of a celebrity endorser, characteristics of middle and low social class in Kenya, and the position of celebrity endorsement in Kenya.

2.2 Theoretical Foundation of the Study

In seeking a logical and comprehensive understanding of the power of celebrity endorsement on consumer purchasing decisions, this study will be guided by two theories: Associative learning theory and co-activation theory of dominant Support theory. The two theories help in explaining the power of celebrity endorsement in marketing and how consumer purchasing decisions are swayed by the endorsements.

2.2.1 Associative Learning Theory

The key proponents of the associative learning theory are Till and Busler who argue that the human memory is structured in an associative manner with a set of coordinated processing units, actions, pattern of connectivity amongst units, and a learning rule that permits the designs of connectivity to be altered based on experience. In the context of Associative learning theory, products and celebrities are knobs in which through the endorsement, an associative relationship (pattern of connectivity) is established between the product and the endorser. Till further argues that through repetition, a strong associative link can be established between the various nodes, thus the importance of repeating adverts featuring celebrities over and over in mainstream media (Till &Busler, 2000). The associative learning theory thus provides an impeccable structure to understanding the match-up effects between the various concepts in a marketing relationship. Modern behauvioralists such as Martindale critic the theory arguing that the unresolved problem for associative learning theory is difficulty in distinguishing the formation of associations from their behavioral expression (1981).

The theory supports this study in that the feelings and meanings attached to a celebrity are transferred to an endorsed product or brand thus leading to a concurrent activation of memory nodes. Biswas and Das recommend that in order to boost a mutual relationship there is need to boost resemblance between the product and the backer (Biswas& Das, 2006). That a deeply associative link between the product and celebrity endorser is what drives the projected endorser effects. McCracken argued that celebrities are naturally accorded their own symbolic meanings and cultural positions which they transfer to the products and finally to the consumers during the endorsement process (McCracken,1989).

2.2.2 Co-activation Theory of Dominant Support

The other theory that attempts to explains the celebrity endorsement and product relationship is the co-activation theory of dominant support that was coined by Lawrence Ang and Chris Dubelaar from Australia. They propose that when consumers see a celebrity and a product put beside each other, various associations are impulsively triggered from the nodes of both entities in a co-activating manner. The co-activation process takes place in an order of dominance, whereby the associations of the dominant entity is stimulated first. Ang and Dubelaar refer to activations that are at par for both entities as supporting activations, and those that rival each other as opposing activations (2006).

The two proponents maintain that an association between the endorser and the product is established by the proportion of supporting to conflicting activations. That the more the support and less of the opposition, the greater the degree of fit. They also point out a caution that not all activations are similarly indispensable; some purchase intentions may override the existing relationship linking the endorser and the product. This theory explains why certain celebrities are preferred for certain endorsements and why their participation in the endorsement positively affects consumer purchase decisions and thus sales for companies (Ang &Dubelaar. 2006).

2.3 Celebrity Endorsements and Customers Purchasing decisions

The marketing industry is one of the most fluid and dynamic industries. Just as products keep changing, new entrants emerge in the competition field, and as the

market space diversifies, so does the pressure to adopt new modes of promotion of products keep mounting. Marketers are thus in constant search of distinctive means to obtain a whole new active and influential niche for their advertisements and promotions. Celebrity endorsements are one of these means to convince the consumer.

Though not entirely a new concept, celebrity endorsement has gradually evolved over the years just as the industries in which these celebrities operate and as complexities of competition between marketing companies continue to swell. In fact, more than ever in the marketing history, marketers today recognize the significant role played by celebrities in making advertisements more compelling and persuasive, be it in a digital space as in Face book, Twitter or Instagram or in the traditional electronic media like TV and Radio. (CHOI & Rifon, 2007). The key areas in celebrity endorsement that most firms focus on include qualities of the celebrity, popularity of the celebrity among the target market, and the controls carried out to ensure the celebrity communicate the intended massage to the target audience (Erdogan, 2001).

Evidence regarding the impacts of celebrity endorsements on consumer behavior is based on a variety of pointers that vary across studies concerning celebrity endorsements. According to Khatri (2006), the choice of the appropriate celebrity endorser can highly influence consumer behavior but when it comes to lasting loyalty and impression on the brand, the effect is yet rather arguable. He also argues that the product must be of good quality, worth the price, and satisfy consumer's needs; as if the product does not deliver then the consumer will not repeatedly purchase it. Sola (2012) agrees with this stating that over time celebrities can influence the faithfulness a product and make a person positively responsive to a brand.

However, each consumer market is diverse with its own peculiar characteristics as consumers differ in tastes, preferences, social class, and lifestyle thus affecting their perception of advertisement messages. Thus, this study seeks to examine celebrity endorsement in relations to consumer behavior in Kenya of Fast moving goods among low and middle class, since past studies have focused on international markets, middle class only, and other consumer products.

2.4 Factors Considered in Selection of a Celebrity Endorser

Celebrity endorsements act as channels of communication that provide companies with platforms for aggressive push of brands and in the process boosting sales and turnovers. Celebrity endorsements in isolation do not have the capacity to build a brand, but can be leveraged only to boost brand reputation. Thus before any company signs up a celebrity to endorse their product or brand, there are pre-requisites that must be considered: Attractiveness of the celebrity, credibility, and the meaning of transfer between the celebrity and the product being endorsed (Magnini et al., 2008).

The attractiveness of the celebrity is the first principle which posits that a good-looking endorser will have a constructive impact on the product being endorsed. The qualities in a celebrity that the target audience find attractive include physical appearance, athletic competence, intellectual capability, and lifestyle. A whole-round attractive celebrity endorser has a better chance of augmenting the memory of the product being endorsed in target consumers (Kahle& Homer 1985).

The credibility principle conditions that for any endorsement to be a success, individual credibility of the celebrity is fundamental. Credibility of the celebrity encompasses supposed skill and trustworthiness. Celebrities act as external nods that allow consumers to examine the remarkable product clutter in the market. The credibility factor highly influences acceptability aspect of a product amongst consumers (Goldsmith et al., 2000)

The principle of meaning of transfer between the celebrity and the endorsed product is centered on the argument that successful endorsement is dependent on the compatibility of the product and the celebrity endorser in terms of personality, identity, market position amongst other competitors, and lifestyle. Thus while signing up a celebrity to endorse a product the above factors are some of the key determinants on which celebrity to pick and for which product so as to maximize leverage from the collaboration (Halonen-Knight &Hurmerinta, 2010). However, adhering to the three principles might be cumbersome for the company and almost impossible to find a celebrity that fits all the three requirements. Therefore, depending on the product, and industry a company can selectively emphasize one principle over the other.

2.5 Characteristics of Middle and Low Social Classes in Kenya

The middle class can be defined in two levels: according to their behavioral tendencies and their spending patterns. According to the Kenya national bureau of statistics, the middle class is defined as anyone whose monthly expenditure lies between Kshs. 23,670 and 199,999. The middle class can also be identified by their professional qualifications, which reveals their literacy levels; their salaried jobs, and shopping places i.e. in malls and established supermarkets.

On the other hand, the low class reside in densely populated areas, with poor infrastructure, and lack of easy access to basic facilities such as hospitals and schools. In Kenya, most low class in Nairobi reside in the informal settlements which can either be permanent or temporary. They face die hardships in accessing basic services such as water and good sanitation. In a nutshell low class are characterized by poor social economic factors defined directly by low income and unemployment.

2.6 Celebrities and Product Endorsements in Kenya

Celebrities promote products through endorsements all the time in developed economies and the same can be said about Kenya where public figures from all facets of life such as art, music, movies, television, sports, culture, and religion are used by most companies in their adverts. The common celebrity endorsers originate from fields such as music, Radio, TV, acting and sports. Most small and blue chip companies hire celebrities to promote their products in exchange for huge sums of money. Some of the successful celebrity endorsements examples in Kenya include Jalang'o for Tuzo milk and Hanan Tissue, Eric Omondi for OLX, Nick Mutuma for Nivea for men, Papa Shirandula for Kenya Revenue Authority and the (Brr) Coca Cola advert, Willy Paul for Betin, and Janet Mbugua for lifebuoy.

In most cases, the celebrity must be affiliated or relevant to the association or group being targeted. An upcoming brand for instance, cannot use a high profile effective, as the celebrity will overshadow the product. But for established companies such as Coca Cola, Samsung, Safaricom and Kenya Commercial Bank they can pick any celebrity to market their product as their brand already has a dominant reputation in the industry. However, medium enterprises can pick on an A-list celebrity to match up to their competitors in the industry. This was the case with Hanan tissue endorsed by

Radio Presenter: Jalang'o. The Hanan tissue banked on high celebrity to rival its established competitors in the industries such as Rosy, Toilex, Tena, Sawasawa, Flora and Velvex.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter entailed the research design that was employed, population of the study, the sampling technique, data collection tools and data analysis employed in the study.

3.2 Research Design

The research design adopted was descriptive in nature as it looked to address the "what" question with regards to the influence of celebrity endorsements on customers' purchasing decisions of fast moving consumer goods among low and middle social class in Nairobi county. According to Mugenda (1999), descriptive research design is applicable when gathering data about people's attitudes, opinions and practices on a range of social issues.

3.3 Population

The study targeted Nairobi residents of South C and Kibera Estates. According to the 2009 Kenya Population and Housing Census reports there were 3,078,180 people in Nairobi County, 170,070 resided in Kibera and 46,997 in South C. Middle class respondents were sourced from South C Estate while Low class respondents were sourced from Kibera Estate.

3.4 Sample design and Procedure

The study targeted 98 respondents out of which half were women sourced equally from both estates. A sample of 0.1% was selected for South C and 0.03% for Kibera Estate. Te study used Stratified random sampling technique since the population of of the study was not uniform. and could be segmented into smaller groups to acquire representative sample. In South C Estate the study was carried out at the nearest Shopping Mall: Next Gen, and at Nakumatt supermarket targeting middle class respondents, while in Kibera the study was done at the nearest small kiosks in the estates targeting low class respondents.

3.5 Data collection Procedure

A form of a questionnaire through drop and pick later method to the respondent was used to collect data. The questionnaire contained both the open-ended and closed-

ended questions. The questionnaire was dived into three sections: Section A: General information, Section B: Questions on consumer perception and celebrity endorsements and Section C: Questions on celebrity attributes and purchase intentions.

3.6 Data Analysis

Before the collected data was processed, the researcher to ensure consistency and wholeness edited it. The numerical data gathered was analyzed using descriptive analytical tools such as frequencies distribution, and percentages. The Likert scale was also used to analyze varied opinions from respondents through mean and standard deviations, thus, helping in determining the relationship between celebrity endorsement and consumer behavior. Finally, the data was presented using frequency tables, and column charts. Additionally, researcher conducted multiple regression analysis. The regression equation was:

The regression equation was in the following form;

$Y = \beta_o + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$

Where Y = Purchase decision-in

XI = celebrity endorsement

X2 = level of income

B1– β2 Coefficient of the regression

ε error term

One way ANOVA was used to test the level of the significance between the independent and dependent variable at 95% significance level which enabled the generation of the quantitative reports and also enabled generalization of the findings on the relationship between celebrity endorsement on consumer purchasing behavior of middle and low income earners.

CHAPTER FOUR: DATA ANALYSIS, INTERPRETATION AND PRESENTATION

4.1 Introduction

This chapter presents the research findings on the influence of celebrity endorsement on customers' purchasing decisions of fast moving consumer goods among low and middle social class in Nairobi County. The chapter presents the analysis and presentation of the findings obtained from the respondents in accordance with the objectives of the study.

4.2 Response rate

The study targeted a total sample size of 98 respondents out of which 88 questionnaires were filled correctly and returned, thus, making the response at 89.8%. According to Mugenda (2003) a 50% is adequate; a 60% is good while a 70% response rate is very well. In this regard, the commendable response rate was achieved by the researcher administering the questionnaires personally and even helping to clarify some of the questions to the respondents. Descriptive statistics and inferential statistics were used to analyze the data. Data was presented using table and charts.

4.3 General Information

4.3.1 Residential Estate of the respondents

The respondents were asked to indicate their residential estate. The findings are as shown in table below

Table 4.3.1: Respondents' Area of Residence

Estate	Frequency	Percentage
South C	40	45.5%
Kibera	48	54.5%
Total	88	100%

The findings indicate that 45.5% of the total respondents in the study reside in South C which is a middle income estate while 54.5% live in Kibera, which is one of Nairobi's low income Estates.

4.3.2 Employment status of the residents

Based on the study findings, the following data was obtained on employment status of the residents in the two estates of the study area. Table 4.3.2 shows the employment distribution of the respondents;

Table 4.3. 2: Respondents' employment status

Employment status	South C	Percentage	Kibera	Percentage
Employed	24	60%	13	27.1%
Unemployed	11	27.5%	15	31.3%
Self employed	5	12.5%	20	41.7%
Total	40	100%	48	100%

The results showed that 60% of the respondents in south c were employed, 27.5% were unemployed while 12.5% were self-employed. On the other hand, 27.1% of the residents in Kibera employed, 31.3% are unemployed and 41.7% are self-employed. These findings serve as a pre-cursor to the different lifestyles, tastes and preferences of the respondents in the study as well as their ability to make independent purchasing decisions.

4.3.3 Household income of respondents

The respondents were asked to indicate their total household income. This is represented in table below:

Table 4.3.3: Household income

Household Income Group	Frequency South C	Percentage	Frequency Kibera	Percentage
0-10,000	0	0%	12	25%
10,000-30,000	0	0%	22	45.8%
30,000-100,000	12	30%	13	27.1%
Above 100,000	28	70%	1	2.1%

The findings confirmed that the middle class resided in South C as represented by the 70% and 30% income levels, compared to the low income earners who live in Kibera represented by the 45.8% and 27.1% respectively. However, the study also revealed that there are middle income earners represented by the 2.1% income definition who reside in Kibera. This therefore exposes the complexities of defining social classes by merely income and not considering other factors.

4.3.4 Level of Education

The respondents were asked to indicate their levels of education. This is indicated in table below:

Table 4.3.4: Respondents' Education level

Level of Education	Frequency South C	Percentage	Frequency Kibera	Percentage
Masters	10	25%	0	0%
Degree	28	70%	4	8.3%
Secondary education	2	5%	26	54.2%
Primary	0	0%	18	37.5%

The study sought to establish the educational level of the respondents and results revealed that in South C 70% has undergraduate degree, 25% have masters and 5% have secondary education. Compared to Kibera, 54.2% have secondary education, 37.5% primary and 8.3% have undergraduate degree. Despite the striking differences between the two estates, the results generally implied that a majority of the respondents has secondary education and degrees thus were able to read and understand the information being sought in the study.

4.3.5 Age of the respondents
The respondents were asked to indicate their age brackets. This is shown in table 4.3.5.

Table 4.3.5: Age of the respondents

Age bracket	South C	Kibera	Percentage
18-25	18	20	43.2
26-32	12	15	30.7
32-39	7	8	17
Above 40 years	3	5	9.1

From the findings, majority of the respondents as represented by the 43.2% were aged between 18-25, 30.7% aged between 26-32, 17% aged between 32-39 and only 9.1% aged more than 40 years. This then shows that majorities were youths and this affirms the argument that they are the most updated in terms of celebrity trends and news compared to other age groups.

4.3.6 Gender of the respondents
The respondents were asked to indicate their Gender. This is shown in table below:

Table 4.3.6: Gender of the respondents

Gender	South C	Kibera	Percentage
Male	18	23	46.6 %
Female	22	25	53.4%

The study established that 53.4% of the respondents were female while 46.6% were male. Thus both genders were averagely represented, but the high female figure insinuates their indulgence in market trends due to frequent shopping as well as recognition of celebrities.

4.4 Media where consumers mostly come across celebrity endorsed advertisements.

The respondents were asked to indicate which media of communication they mostly encounter celebrity endorsed products. This is represented in table below:

Table 4.4.1: Best media to convey celebrity endorsed advertisements

	South C	Percentage	Kibera	Percentages
TV	16	40%	20	41.7%
Radio	5	12.5%	13	27.1%
Magazines	1	2.5%	0	0%
Newspapers	4	10%	3	6.3%
Internet	14	35%	12	25%

The responses revealed that most respondents in South C mostly come across celebrity-endorsed advertisements in TV represented by 40%, followed by internet at 35%, radio at 12.5%, newspapers and magazines at 10% and 2.5% respectively. In Kibera, majority of the respondents commonly encounter celebrity endorsed adverts through TV represented by 41.7%, radio at 27.1%, internet at 25% and newspapers at

6.3%. This therefore indicate that celebrity endorsement is a growing trend and that most consumers are able to relate to these adverts.

4.4.1 Interaction frequency with celebrity endorsed advertisements

The respondents were asked to indicate their frequency levels when in terms of their interactions to the celebrity endorsed adverts. This is shown in table 4.4.1

Table 4.4.2: Interaction frequency with Celebrity endorsed products

	South C	Percentage	Kibera	Percentage
Very Often	22	55%	26	54.2%
Often	16	40%	15	31.3%
Occasionally	2	5%	5	10.4%
Rarely	0	0%	2	4.2%
Never	0	0%	0	0%

The study indicated that most of the respondents in South C very often come across celebrity endorsed adverts at 55%, 40% often come across the adverts while 5% occasionally come across these adverts. Compared to Kibera, 54.2 % of the respondents very often come across these adverts, 31.3% often come across the adverts, while those who occasionally come across the adverts stands at 10.4%. This therefore implied that this type of advertising is not a new concept to the consumers as it continues to be used in the marketing field.

4.4.2 The level of attractiveness between celebrity verses non celebrity advertisements

The respondents were asked to indicate their most attractive advertisement. This is represented in table below:

Table 4.4.2: Most attractive advert: Celebrity endorsed adverts or Non-Celebrity adverts

	South C	Percentage	Kibera	Percentage
Celebrity endorsed	21	52.5%	15	31.3%
Non celebrity endorsed	19	47.5%	33	68.8%

The study results indicated that a majority of the respondents in South C were attracted to celebrity endorsed products as represented by the 52.5% while 47.5% were attracted to the non-celebrity endorsed products. Compared to Kibera Estate where the respondents representing 68.8% were attracted to non-celebrity endorsed products, while 31.3% were attracted to celebrity endorsed products. In South C, those who expressed attraction to celebrity endorsed products explained that they are good brands and of quality, and that ownership of such products affirms their social economic status. Those who do not like celebrity-endorsed products explained that they simply go for what satisfies their wants.

Most respondents in Kibera who stated that they are attracted to non-celebrity endorsed products gave reasons such as high prices for celebrity endorsed products, overrated since they are actually of poor quality, and their inaccessibility in local shops. Those who stated that they are attracted to celebrity endorsed products expressed such products being a measure of certain social classes in the society and generally wanting to support the celebrity endorsing the product.

4.4.3 Types of celebrities used to endorse products

Table 4.4.3: Influential celebrity endorsers

	South C	Percentage	Kibera	Percentage
Movie Stars	12	30%	13	27.1%
Musicians	12	30%	16	33.3%
Sports stars	12	30%	15	31.3%
Politicians	0	0%	3	6.3%
Others	4	10%	1	2.1%

The respondents in South C indicated that both the movie stars, musicians and sport stars are the most influential celebrity endorsers at 30% followed by other humanitarian groups at 10%. On the other hand, respondents in Kibera indicated that musicians and sport stars are the most influential at 33.3 % and 31.3% respectively. This is followed by movie stars at 27.1%, politicians at 6.3% and lastly the humanitarian groups at 2.1%. This implies that not all celebrities can be used as endorsers as there are those who are more attractive to consumers than other groups.

4.5 Relationship between celebrity and consumer behavior

The respondents were asked some questions to find out the relationship between celebrity and consumer behavior. The findings are represented in table below:

Table 4.5.1: Influence of celebrity endorsement on consumer behavior

	N	Mean
The presence of celebrities in the advertisements help's me remember the specific product	88	2.5
Celebrities really use the product endorsed by them in real life.	88	3.1
Celebrity endorsements are very effective.	88	2.2
Celebrity endorsements are very influential in making your purchase decision	88	3.1
Negative Publicity about a celebrity endorser can influence your purchase decision	88	2.0
Average Score		2.58

1 =Strongly Agree, 2= Agree, 3 = Not Sure, 4 = Disagree and 5= Strongly Disagree)

On the issue of whether the presence of a celebrity in an advert helps a consumer recall the specific product, the mean is 2.5 thus suggesting that a considerable number of the respondents do concur that celebrity endorsements help them recall the product, an average of 3.1 were not sure whether celebrities do use the products they endorse in real life, good number with a mean of 2.2 also coincided that celebrity endorsements are effective.It was noted that consumers' perception on whether celebrity endorsements are very influential in making purchasing decisions weighed more on the neutral side with a mean score of 3.1. This takes into account the several respondents from low class estate that indicated that the determining factors for their purchasing decisions is mainly prices, package quantities of the product, and their accessibility at the local kiosks. With a mean of 2.0 most of the respondents also agreed that negative publicity about him or her can influence consumer's purchase decisions. The average weighted score of 2.58 also indicates that the relationship between the celebrity and consumer behavior in general whether from middle or low class is positive

4.6 Celebrity attributes and purchase intention

The findings of celebrity attributes and purchase intentions by consumers from South C and Kibera represented below:

Table 4.6.1: Influence of Celebrity Expertise on Purchase Decision

	N	Mean
Celebrities used provide ─Expertise (level of knowledge, experience) of the celebrity as an attribute that can influence my purchase decision	88	2.3
Trustworthiness/honesty is an attribute that can influence my purchase decision	88	1.1
Familiarity of the celebrity as an attribute that can influence my purchase decision for a certain product or service	88	2.6
The Likeability of the celebrity as an attribute that can influence my purchase decision for a certain product or service	88	1.3
Average Score		1.83

1 =Strongly Agree, 2= Agree, 3 = Not Sure, 4 = Disagree and 5= Strongly Disagree)

The findings indicated that majority with a weighted score of 2.3of the respondents in the middle income estate and low income state agreed that celebrities used to provide expertise, which is a level of knowledge or experience of use of the endorsed product does influence the purchasing decision of the consumer. The findings also indicated that many respondents strongly agreed that the trustworthiness or honesty of the celebrity is an attribute that can influence their purchase decision with a mean score of 1.1, that familiarity of the celebrity as an attribute that can also influence consumer's purchase decision for a certain product or service with a mean of 2.6, and majority also strongly agreed that the likeability of the celebrity as an attribute that can influence their purchase decision for a certain product or service with a mean of 1.3.

From the weighted score of 1.83, it is clear that there is a close link between celebrity attributes and the purchase intentions of consumers

4.7 Happiness Purchasing Products and Services Endorsed by Celebrities

The respondents also reported their level of happiness on purchasing celebrity endorsement products, and the findings are illustrated in the table below:

Table 4.7.1: Happiness with Purchasing Products and Services Endorsed by Celebrities

	N	Mean
I 'm likely to purchase products or services that have been endorsed by celebrities.	88	2,2
I do purchase products and services endorsed by celebrities	88	3.3
Generally, I 'm happy with purchasing products or services advertised by celebrities.	88	3.6
Average Score		3.03

With a mean score of 2.2, the findings illustrate that a high number of the respondents agreed that they are likely to purchase products or services that have been endorsed by celebrities, and with a weighted mean of 3.3, many respondents were not sure whether they actually purchase celebrity endorsed products. This figure takes into account the low class priority for satisfying their most basic needs and the middle class constant need to purchase celebrity endorsed products to satisfy the need of wanting to affirm their social status and simply because they have the money to purchase such products. The weighted average score of 3.6 also brings the disparity between the two classes regarding their overall happiness with purchasing celebrity endorsed products. While the middle class are mainly contented, the low class' concern is affordability and satisfaction of their basic needs. The average total score is 3.03, which is a neutral figure thus suggesting that the happiness with purchasing products and services endorsed by celebrities varies from one individual to another depending on their socio-economic status.

4.8 Statistical modeling Multiple Regression Analysis

Table 4.8.1: Regression Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.300[a]	.150	.137	3.93080

Source: Researcher

a) Predictors: Celebrity endorsement and Level of income
b) Dependent Variable: Consumer purchasing decisions

From the findings in the above table the value of adjusted R-Squared (co-efficient of determination was 0.137, which is an indication that there was 13.7% of the purchasing decisions of consumers. This shows that 13.7% changes in consumer purchasing behavior could be accounted by changes in level of income and celebrity endorsement. Thus the remaining 86.3% is influenced by other factors such as prices and brand loyalty by the middle class and accessibility of the product in nearest shops, and the package quantities of the product amongst others mentioned by mainly the low class during the study. The study also established that there is strong positive relationship between purchasing decisions of consumers, level of income and celebrity endorsement as shown by the 0.3 correlation co-efficient.

Table 4.8.2: Anova Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	521.330	2	310.665	0.002
	Residual	2265.721	135	24.371	
	Total	2787.051	137		

Source: Researcher

a) Predictors: Celebrity endorsement and Level of income

b) Dependent Variable: Consumer purchasing decisions

ANOVA was used to determine the significance of the regression model from which an f-significance value of p less than 0.05 was established ($p = 0.002$). The model is statistically significant whereby consumer purchasing decisions were predicted by the level of income and celebrity endorsement. Thus the results are attribute to the positive relationship between the dependent and the independent variables.

Table 4.8.3: Co-efficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error	B		
(Constant)	7.347	2.105		2.817	.006
Celebrity endorsement	.203	.108	-.075	-.950	.234
Level of income	.475	.094	.399	5.022	.000

Source: Researcher

The regression model is presented as

Y= 7.347+ 0.203(celebrity endorsement) + 0.475(level of income) + ε

The above regression equation revealed that the level of income and celebrity endorsement to a constant zero affects consumer purchasing decisions at 7.347. A unit increase in celebrity endorsement increases consumer purchasing behaviors by factors of 0.203, and a unit increase in level of income would lead to an increase in consumer purchasing behaviors by 0.475 factors. This clearly shows that there is a positive relationship between consumer purchasing behaviors, the level of income and celebrity endorsement. . All variables were found to be significance since their p-value were less than 0.05 indicating that the entire variables were statistically significant.

4.9 Discussion of the findings

The research findings indicated that majority of the respondents prefer celebrity endorsed products over the non celebrity endorsed products, as they consider celebrity endorsement as a great form of creating awareness and knowledge of the products endorsed. This creates a high level of responsiveness towards a product hence influencing the consumers purchase decision. Therefore, it can be argued that celebrity endorsement increases the level of influence on the consumers to purchase a product. The findings support the fact that a celebrity has the ability and power to influence the consumers purchase intentions regardless of the fact that sometimes they are socially and physically far from the consumers (Choi & Rifon,2007).

The study also indicated that familiarity of the celebrity as an attribute greatly influences the consumers purchase intentions. The respondents argued that the more familiar a consumer is to the celebrity, the higher the degree of influence to purchase a product. This was notable across all the age groups with the youth being the most influenced who fall between 18-25 years.

It was noted that compared to the middle social class, the low social class are not heavily influenced by the celebrity endorsed products, as they tend to purchase goods based on their affordability and availability in the local shops. However, they still purchase some of the products due to the celebrity likeability and their need to belong to a certain social class and to support the celebrity endorser.

Celebrity endorsement is therefore a great way of advertisement as it influences the consumers purchasing decisions. However, the study revealed that not all celebrities could be product endorsers. There are several celebrities' attributes such as, level of expertise; trustworthiness, familiarity and likeability to the consumers, which should be considered in order to make them more appealing to the consumers.

It was also noted that the area of resident is not a sure way of defining ones social class as it was established that there are some consumers who reside in middle class for social satisfaction yet their income level is below the middle class threshold. On the other hand, there are the middle social groups as per their household income who resides in the low social estates due to various factors. Therefore, the clear way to define the two social classes was based on their household income and not area of residence.

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the findings of the study, conclusions, and recommendations.

5.2 Summary of the Findings

The responses from the study were based on the main objective of the study which is was to examine the influence of celebrity endorsement on customers' purchasing decisions of selected consumer goods among low and middle social class in Kenya with particular focus on Nairobi County. To accomplish this goal, it was necessary to look into the following concepts: concept of celebrity endorsement both globally and within Kenya, the concept of consumer purchasing behavior, fast moving consumer goods and their examples, and the definition of middle class and low class both globally, regionally in Africa and nationally in Kenya.

To gain a deeper understanding of the topic it was also necessary to review some of the existing literature on how celebrity endorsement impacts on consumer behavior. Two theories were established as the pillars of the study: The Associative learning theory and the co-activation dominance theory which affirmed the fact that celebrities possess the power and meanings which in the event of endorsements are transferred to the product thus changing a consumers' look of the product. The study also delved into the factors to consider in the selection of a celebrity endorser thus affirming the fact that celebrity endorsement is a process and not just any celebrity can be engaged in endorsing a product and expect the positive results of a swell in the sales and change of attitude towards the product by the consumers. The study also examined the peculiar characteristics of middle and low class groups in Kenya whom does not conform to the set standards of what define either sets of the social and economic groups. From the investigation, it was clear that not a single indicator as place of residence or household goods could be used in defining middle or social class. Other factors such as level of education, and household income have to also be considered.

5.3 Conclusion

From the findings, the study affirmed that the middle and low income class do reside in different estates in Kenya as evidenced by the responses regarding their employment, level of education, household income and the place of residence. However, the study found out that there are typical middle class with advanced tertiary education, over Kshs. 100,000 household income who reside in the area populated by low income earners. The same is true for middle class, with some having secondary education and little income but residing in middle income residences.

The study also revealed that unlike the middle class, low-income earners are not swayed by the marketing techniques employed by companies such as celebrity endorsements. Many acknowledged frequently interacting with celebrity endorsed products, but not being persuaded by the celebrity image and meaning to purchase the product. In most instances, their consumption was informed by quantity of the product, the price of the product and the accessibility of the product in the local kiosks. However, some expressed interest in purchasing celebrity endorsed products in support of the endorser or as a luxury to fulfill the desire of wanting to belong to another economic group.

From the findings, it was clear that the middle income class are at the center of all the marketing theatrics employed by companies. They are the class that responds positively to celebrity endorsed products because majority have background information about the product and the celebrity and thus always strive to establish a match, have the money, and have access to these products whether in the malls that they frequent or the supermarkets located within their area of residence. Besides, most of the products endorsed by celebrities are part of the market trends, and purchasing these commodities not only help the middle affirm their social status but also to advance their tastes and preferences in line with their changing lifestyles.

5.4 Recommendations

From the research findings, the middle class are the most responsive group to celebrity endorsements. This thus is a baseline for companies when structuring their celebrity endorsements to reach out to the middle class since they are their main target. Besides, the study also informs companies on the type of celebrities suitable for an advert as their expertise, honesty, match with the product, public allure, and

familiarity with the target audience. When targeting a mixed audience, of both middle and low income, their allure with the public stands out as the most persuading factor on consumer behavior.

5.5 Limitations of the Study

The research study was constrained by both time and money which prompted the limiting of study scope to just Nairobi County rather than the entire country. The characteristics of middle class in Nairobi may differ from the consumption and thus purchasing behaviors of the middle class in the rural areas, this can could be true for the low class as well. As a result of such differences, the findings may not be generalized.

5.6 Areas of Further Research

Previous studies have all focused on the impact of celebrity endorsements on certain brands, products, specific social groups or like the middle class and the low class. Future studies on the topic of celebrity endorsement need to look at its impact on the consumer behavior of the middle class, and a comparison of the impact of the use of the different celebrities such as movie stars and musicians on consumer behavior, and a deeper analysis of the consumer physiological aspects that inform their general consumer behavior.

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Dear Respondents,

I, Rosemary Jackinda Akinyi, student of MBA at University of Nairobi, am conducting a survey on "The influence of celebrity endorsement on customers' purchasing decisions of fast moving consumer goods among low and middle social class in Nairobi county, Kenya". For this purpose, I need your cooperation in filling in this questionnaire. It will take few minutes of your precious time. Please note that the information obtained is for general purpose only and this study alone.

SECTION A: GENERAL INFORMATION

1. Which part of Nairobi do you live?

2. What is your employment status?

      a) Employed ( )

      b) Self-employed ( )

      c) Unemployed ( )

3. How much is your household income per month?

      a) 0-Kshs. 10,000 ( )

      b) Kshs. 10,000-Kshs. 30,000 ( )

      c) Kshs. 30,000-Kshs. 100,000 ( )

      d) Kshs. 100,000 and Above ( )

4. What is your education level and background?

      a) Primary School (K.C.P.E) ( )

      b) Secondary school (K.C.S.E) ( )

      c) University (DEGREE) ( )

      c) Masters (POST GRADUATE) ( )

5. What is your age bracket?

      a)18-25 ( )

      b)26-32 ( )

      c)32-39 ( )

      d) More than 40 ( )

6. What is your gender?

      a) Male ( )

      b) Female ( )

SECTION B: Consumer Perception and Celebrity Endorsements

(Please Tick as appropriate)

7. Which of the following media do you commonly come across celebrity endorsed
Advertisements?

a) TV advertisements ( )

b) Magazines ( )

c) Internet ( )

d) Radio ( )

e) Newspapers ( )

8. How often do you come across advertisements using celebrity endorsements?

a) Very often ( )

b) Often ( )

c) Occasionally ( )

d) Rarely ( )

e) Never ( )

9. What attracts you more: celebrity endorsed advertisements or non-celebrity
advertisements?

a) Celebrity endorsed advertisements ( )

b) Non-celebrity advertisements ( )

c) Please specify the reason(s)...

……………………………………………………………………………………

10. Types of celebrities commonly used to endorse products in advertisements.

a) Actors or Actresses from movies ( )

b) Sport stars including athletes ( )

c) Politicians ( )

d) Music stars ( )

e) Others (Please specify) ( )

11. Please indicate what you think of the statements below;

	Strongly agree	Agree	Not Sure	Disagree	Strongly Disagree
The presence of celebrities in the advertisements help's me recall the specific product					
Celebrities really use the product endorsed by them in real life.					
Celebrity endorsements are very effective.					
Celebrity endorsements are very influential in making your purchase decision					
Negative Publicity about a celebrity endorser can influence your purchase decision					

SECTION C: CELEBRITY ATTRIBUTES AND PURCHASE INTENTION

12. Please tick the most appropriate box according to the extent you either agree or disagree as appropriate given the below attributes that may influence your purchase decision.

	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
Celebrities used provide ―Expertise (level of knowledge, experience) of the celebrity as an attribute that can influence					

my purchase decision					
Trustworthiness/honesty of the celebrity is an attribute that can influence my purchase decision					
Familiarity of the celebrity as an attribute that can influence my purchase decision for a certain product or service					
The Likeability of the celebrity as an attribute that can influence my purchase decision for a certain product or service					

13. Please indicate to what extent the following attributes affect the celebrity endorsement on consumer behavior amongst the middleclass residents

Factors of Influence	Agree	Slightly agree	Not Sure	Disagree
I 'm likely to purchase products or services that have been endorsed by celebrities.				
I do purchase products and services endorsed by celebrities				
Overall, I 'm happy with purchasing products or services advertised by celebrities.				

(where 1 =Strongly Agree, 2= Agree, 3 = Not Sure, 4 = Disagree and 5= Strongly Disagree)

"Thank you for your valuable Contribution"