

**THE INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER  
BEHAVIOR AMONGST THE MIDDLE CLASS RESIDENTS OF NAIROBI  
KENYA**

**BY:**

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## DECLARATION

I declare that this research project is my original work and has not been presented for a degree in any other university. All references made to works of other persons have been duly acknowledged.

SIGNED.....

DATE.....

GRACE MUTHONI NGANGA

D61/61589/2010

## SUPERVISOR' S DECLARATION

This research project has been submitted for examination with my approval as university supervisor

SIGNED.....

DATE.....

SIGNED.....

DATE.....

## **DEDICATION**

This research project is dedicated to my family who have stood by me through this period.

## **ACKNOWLEDGEMENT**

I thank God the Almighty, for giving me the means, courage, strength and perseverance to complete the project. I also thank my supervisor for being patient with me and my mistakes. I also thank my boss and colleagues of Scanad Kenya for giving me the space to pursue my MBA even when the job would not allow.

## **ABSTRACT**

Celebrity endorsements appear to be a very popular advertising tool in the modern day marketing. They help in making a product visible or any new brand a visible brand by affecting consumer's pre purchase attitude. The purchase attitude is influenced by the celebrity endorsement factors, product evaluation and brand recognition. The credibility, attractiveness and match up are the main criteria's for selecting the celebrities. This study therefore sought to determine the influence of celebrity endorsement on consumer behaviour amongst the middle class residence in Nairobi. It was guided by the following research question 'Does the use celebrity endorsement influence consumer behaviour amongst the middle class residence in Nairobi? The study found out that there is a positive relationship of different celebrity attributes and purchase intention of the consumers demonstrates the effectiveness of celebrities as successful endorsers. It was found out that people are more likely to buy, already buy and are happy with the purchases done under the influence of celebrities. Regarding negative publicity of the celebrity not many people think about it or are still unsure. The fact depicts that they actually follow their celebrities regardless of negative publicity while some are slightly considered about it. Overall, the results proved the effectiveness of celebrities as endorsers The overall results for purchase intention shows that celebrities can influence the purchase decision of the people by appearing with a product in an advertisement. The results show that most of the consumers are likely to buy or buy the products endorsed by celebrities. Moreover many of the customers are happy or satisfied with the purchases they have done under the influence of celebrity that is a positive sign. The level of after purchase satisfaction builds the trust on the part of the celebrity and the product and influences future purchase decisions. The results also show that there are low numbers of people who are actually not influenced or satisfied with their purchase decisions under celebrity influence. The study recommends that an exploration of how negative publicity can affect the purchase intention of consumer with reference to low and high involvement product and services. Negative publicity of the celebrity associated with the product can destroy the brand and it may take lot of time to recover the same image. Moreover, how easily people can accept a celebrity with a negative publicity to be a brand endorser is also of special interest in addition research on the psychological and practical aspects of consumer buying behavior can provide marketers with deeper understanding of the topic.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

Over recent years, the use of celebrities as part of marketing communication strategy is fairly common practice for major firms in supporting corporate or brand imagery. Companies invest large sums of money to align their brands and themselves with endorsers. Such endorsers are seen as dynamic with both attractive and likeable qualities and companies plan that these qualities are therefore transferred to products. The use of celebrities as means of communication has been commonly utilized in advertising and branding. This is done because it is assumed that celebrities have a powerful effect on the affluence of the brands they endorse. Celebrity endorsement has been defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good (McCracken, 1989)

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). As the celebrities traverse from a mere commercial presence to public welfare message endorsements, a whole new dimension is added to this process and helps us in achieving a holistic view of the impact which celebrities generate in every sphere and segment through their well-versed endorsements. A celebrity or brand ambassador would be involved in press releases; he/she would be actively participating in any sales promotion, sporting the Brand all the while. For example, David Rudisha is the brand ambassador for Kiwi and Safeguard Soap while he remains a top athlete in the 800 Meters; Susan Owiyo a local artist musician is the brand ambassador for Harpic toilet cleaner.

Consumers in Nairobi vary tremendously in age, education levels tastes and incomes. The majority can be classified under the middle to low income earners who basically are either employed or self-employed running their own businesses. However there are also those who are in the upper middle class and high class who enjoy the benefits of a few luxuries. Most of the consumers in Nairobi buy second hand clothes and a few from the boutiques just to break the norm for those who can afford it so as to maintain their class. For the other products like

the food stuffs they are normally sold on the roadsides or in the supermarkets. Kenyan companies need to move from simply sponsoring sports teams to building brand equity through these sports heroes.

### **1.1.1 The concept of Consumer Behaviour**

Consumer behaviour is the study of how individuals, groups and organizations select, buy and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Its main importance is that it seeks to understand the consumer buying decision process. Consumers make many buying decisions every day. Most companies are interested to know what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy.

Branding is assembling of various marketing mix medium into a whole so as to give you an identity. It is nothing but capturing your customers mind with your brand name. It gives an image of an experienced, huge and reliable business. The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities. The importance of a celebrity-brand match and the various roles played by them as brand associates show the momentum this strategy has gained in the last decade or so.

In today's dynamic and competitive environment, customers are continuously exposed to various different brands through different marketing strategies. Consumer behaviour is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al. (2005) that satisfaction of consumer needs is the ultimate goal for a business; thus the marketer's job is to accurately identify the customer needs and accordingly develop product that satisfies their wants. It is very critical for marketers to have a proper understanding of consumer buying behaviour. From a marketing perspective, marketers need to make sure that they use the effective differentiation strategies to stand out the product from other brands available. And also, try to educate the customers about the importance, application and features of the product offered.

### **1.1.2 The concept of Celebrity Endorsement**

The celebrity endorsement is today a frequently used approach in marketing for all brand building exercises. The star appeal however needs to be perfectly blended intelligently and strategically to reap the benefits and make brands. It serves as an aid to expedite recall and

influence purchase. This can also be a nightmare unless accompanied by a powerful idea, effective and impeccable positioning.

The use of celebrities in advertisements is not a new phenomenon (Kaikati, 1987). Celebrity endorsement, as a marketing practice, has a very distinguished history. In the eighteenth century, a famous potter Josiah Wedgwood pioneered in using celebrities to his advantage. Once when Queen Charlotte began to use his products, Wedgwood capitalized on his new status by referring himself as the Potter to Her Majesty (Dukceвич, 2004).

Consumers tend to form an attachment to any object that strengthens one's self identity or desired image, renders feelings of connectedness to a group or a personality and perhaps the most common example of this form are the celebrities (O'Mahony&Meenaghan, 1998). The power of the celebrities lies in their ability to influence the consumers, even though they are physically and socially far from a common consumer (Choi &Rifon, 2007).

### **1.1.3 The middle class consumer in Nairobi**

According to the Kenya National Bureau of Statistics, the Kenyan middle class can be defined as anyone spending between Kshs. 23, 670 and Kshs. 199,999 per month. According to Kenya Advertising Research foundation (KARF 2010), The Nairobi middle class lies between LSM (Living Standards Measurements) 6 to 12. They live in urban areas, the head of the family has a minimum of secondary school level of education. The head of the family (man) is the main income earner; however, the woman also has a job. They shop in modern trade (super markets and local self-help stores in the estate). Examples of super markets chain they shop in include Nakumatt, Uchumi, Tuskys and Naivas.

Consumers in Nairobi vary tremendously in age, education levels tastes and incomes. The majority can be classified under the middle to low income earners who basically are either employed or self-employed running their own businesses. However there are also those who are in the upper middle class and high class who enjoy the benefits of a few luxuries. Most of the consumers in Nairobi for instance when it comes to clothing's they buy mostly the second hand clothes and a few from the boutiques just to break the norm for those who can afford it so as to maintain their class. For the other products like the food stuffs they are normally sold on the roadsides or in the supermarkets. Kenyan companies need to move from simply sponsoring sports teams to building brand equity through these sports heroes.

They have a TV and a radio in their homes. The working members of the families read newspapers at work, and the woman reads a magazine when she visits the salon. Due to this exposure to media, they are aware of celebrities, both Kenyan and International. They are aware of different brands in different categories. They have some loyalty to some brands, however with some persuasion; they are willing to try other brands.

## **1.2 Statement of the Research Problem**

Consumers make many buying decisions every day. Most companies are interested to know what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. The general belief among advertisers is that brand communication messages delivered by celebrities and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrities. A product endorsement doesn't necessarily mean that a product is good. It just means that the company has managed to work its public relations connections to get a big name associated with it. Various scholars and researchers have studied and found out that the rational consumers, in order to know about the products, first seek information about the various features of the product before purchasing.

Celebrity endorsements appear to be a very popular advertising tool in the modern day marketing. They help in making a product visible or any new brand a visible brand by affecting consumer's pre purchase attitude. The purchase attitude is influenced by the celebrity endorsement factors, product evaluation and brand recognition. The credibility, attractiveness and match up are the main criteria's for selecting the celebrities. A closer look at the concept shows that every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is therefore to ensure they find a hook that will hold the subject's attention. Consumers therefore expect congruence between the perceived image and the type of the product which they endorse. Consumers have a tendency to form an attachment to any object that reinforces one's self identity or desired image that they tend to recall.

Researchers in academic journals have explored many new issues related to the celebrity endorsements for instance negative publicity of celebrity, effectiveness of endorsements. There are many empirical studies done internationally, for instance, Ankal Singh (2010) did a case study on Indian Telecom companies which focused on Brand Ambassador endorsement. India is very different from Kenya in that it is densely populated and the consumer dynamics may be different from Kenya. This study may therefore not be an accurate representation

of Kenya. In Kenya, Ndungu (2009) looked at consumer behaviour which is a very general area in marketing and Omondi (2010) focused on the broad study of branding without any special reference to celebrity endorsements. Looking at the studies conducted therefore, the area of celebrity endorsement which is a growing area of Marketing in Kenya.

This study therefore sought to determine the influence of celebrity endorsement on consumer behaviour amongst the middle class residence in Nairobi. It was guided by the following research question 'Does the use celebrity endorsement influence consumer behaviour amongst the middle class residence in Nairobi?'

### **1.3 Objective of the study**

- (i) To establish the level of awareness consumers have on celebrity endorsements.
- (ii) To determine the influence of celebrity endorsement on consumer behaviour amongst the middle class residents of Nairobi.

### **1.4 Value of the study**

The research project will benefit all the stakeholders in the Advertising industry especially the manufacturers of fast moving consumer goods more so the once that intended to use celebrity endorsement in the future through learning the influence of celebrity endorsement on consumer behaviour amongst the middle class consumers. The owners and marketers of these companies will also be able to determine the effectiveness of these communication strategies, if they indeed worked for their brands.

For the academicians also, this research project will be helpful in understanding the perception and attitude of the middle class consumers towards celebrity endorsements which revealed some interesting insights and directions for future research.

Thirdly this study will contribute to the body of knowledge which seems scanty by documenting the influence of celebrity endorsement on consumer behaviour since the final aim of every advertising strategy is to instigate the actual behaviour of the targeted audience, whether purchase intention or actual consumption.

Finally, conducting this research project will enhance the valuable personal knowledge about the subject and experience for future career applications more so on consumer buying behaviour since marketers normally take advantage of this opportunity to influence the customers emotionally and make them buy products.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter discusses the theoretical foundation of consumer behaviour and celebrity endorsement through understanding the subtle influences that persuade consumers to make the product choices consumers do, especially on products that have been endorsed by celebrities, this will be done through reviewing the existing literature in this study.

#### **2.2 Theoretical foundation of the study**

This study was guided by the theory of consumer behaviour which demonstrates how consumers react to different marketing stimuli. Perner (2009) defined consumer behaviour as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to him, the knowledge of consumer buying behaviour helps marketers in developing their marketing strategies by understanding the psychology of the consumers as how, they think, feel, differentiate, and select between different brands or products; how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); the behavior of consumers while shopping or making purchase decisions; how consumer motivation and decision strategies differ between products that differ in their level of importance; and finally how marketers can adapt and improve their marketing campaigns and strategies to reach the consumer more effectively. It is not only important to identify and satisfy the customers need, but it is also critical to know that as to why customer needs that? It gives marketers a better understanding of consumer behaviour which ultimately helps them in satisfying customer needs efficiently and increasing customer loyalty towards their products and services (Zeithami, 1985).

##### **2.2.1 Types of Consumer Buying Behaviour**

According to Assael (1981), there are four type of consumer buying behaviors that can affect the purchase decision making of a consumer based on the level of consumer-product involvement, interest in a product, situation and difference between the products available. The four types of models are

First there is Complex buying behaviour, it usually takes place when the customer is highly involved in the product purchase decision. The high product involvement occurs when product to be bought is expensive, infrequently bought, and highly expressive. Since, these types of products are not bought frequently the consumer doesn't know much about the products and observes substantial differences among the brands available for instance buying a luxury sedan. Consumers make this type of buying decisions very carefully after collecting a lot of information about the product features, quality and performance.

Then there is dissonance-reducing buying behavior, which occurs when the buyer is highly involved with the product purchase and observes little difference among the options available. After buying the product, the consumer tends to gather the favourable information about the purchased product that assures and validates his product purchase decision. By doing this the customer tries to reduce the dissonance or losses involved in the purchase. This type of buying behaviour involves establishment of trust, belief and attitude towards a brand. However the customer may also end up with time loss, or more likely, psychological loss and social loss. It happens due to the difference between actual purchase performance and expected purchase performance of the product.

Thirdly habitual buying behavior which occurs when the consumer buy the same product on regular basis over a period of time. Under habitual buying behaviour consumer product involvement is low and there is little difference between the brands available, for instance buying salt, sugar etc. The consumers buy these products out of their habit or due to their trust or brand loyalty. According to Scott (2007) consumers don't go through the process of belief, attitude and purchase decision nor look for deep information and compare the available products. Consumer buy the brands they have used and aware of. However, It is interesting to see marketers constantly trying to move these type of product especially (FMCG products) from a low involvement to a higher involvement status by differentiating them on various bases like health, safety etc.

Finally, variety seeking behavior which originates if the customer is not happy with its earlier product purchase or out of the boredom. It specially happens with the consumers who like to shop around and try-out with different type of products. In this buying behaviour consumer-product involvement is low but the differences among the brands are significant. These types of consumers change their brand frequently, not due to dissatisfaction, but out of boredom. Variety seeking behaviour is identified as a key determinant factor for brand switching in consumer product category (Scott, 2007). According to Assael (1981) consumers having

variety seeking consumer behaviour purchase the brands which have higher degrees of perceived risk associated.

### **2.3 Consumer behavior and celebrity endorsement**

Consumer behavior is the study of how individuals, groups and organizations select, buy and dispose of goods, services, ideas or experiences to satisfy their needs and wants. Its main importance is that it seeks to understand the consumer buying decision process. Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness as stated by McCracken (1989).

The term celebrity refers to an individual who is known to the public, such as actors, sport figures, entertainers' and others for their achievements in their respective areas other than the product endorsed by them (Friedman & Friedman, 1979:63). Boorstin in 1961 specified the most important quality of being a celebrity i.e. not being forgotten and known by people for their well-known-ess. According to McCracken (1989), it can include people from movies, television, sports, politics, business, artists and persons from the military. Whereas, in this modern age of marketing, Celebrities may also be an animated character like Fred Flintstone, or an animal.

McCracken (1989) defined celebrity endorser as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Kamins (1989), defined celebrity endorser as an individual who is known to the public for his or her achievements in areas other than that of the product endorsed. While Stafford et al., (2003) gave a clear definition by defining celebrity endorser as, a famous person who uses public recognition to recommend or co-present with a product in an advertisement. Celebrities are often hired by advertisers to lend their personality to a product or brand (Kaikati, 1987). The use of celebrities has been widely used as it could provoke attitudinal.

Early Research has found that celebrities are more effective than other types of endorsers, such as the professional expert, the company manager, or the typical consumer (Friedman & Friedman, 1979). Using celebrity endorsers, companies may easily crack into consumer's symbolic association to an aspirational reference groups, as celebrity endorsers are perceived as dynamic, attractive and likable.



McCracken (1989) further conceptualized Endorsement process in different endorser roles and endorsement types. Celebrity Endorser can take the role as an expert, as a spokesperson associated with a product, or as an aspirational figure with no particular knowledge or relationship with, the product. There are four types of Endorsement; Explicit (I endorse this product), Implicit (I use this product), Imperative (You should use this product), or co-presentational mode (merely appearing with the product).

If one looks at the literature on celebrity endorsements in the last thirty odd years (one of the earliest paper on celebrity endorsements was by Friedman et al. 1976) two streams become evident. The first is the source credibility stream of research and the second is the congruence studies, popularly known as "match-up" studies. Both streams have been influenced heavily by Psychology literature. However majority of work has been done in the source studies compared to the congruence studies.

## **2.4 Celebrity Endorsement as a Marketing Communication tool**

From marketing communication perspective, it has become more important for firms to design strategies which provide competitive differential advantage to its products and services. It attempts to create positive effects in the mind of consumers. In order to achieve this, Celebrity endorsement is a commonly used marketing communication strategy (Erdogan, 1999). Companies spend large amount of money to endorse their brands through these celebrities. These celebrity endorsers are perceived and gifted with dynamic, attractive and likeable qualities (Atkin& Block 1983) and companies try to align these qualities to their products through marketing communication strategies. Many researchers believe that an advertisement featuring a celebrity delivers a higher degree of appeal, attention, recall rate and possibly purchase compared to the ads without celebrities (Cooper, 1984; Dean & Biswas, 2001) and thereby contributing substantial positive impact on financial returns for the companies.

Celebrities influence on consumers appears to be larger than ever before (Alperstein, 1991). When used effectively celebrity endorsers have the potential of serving a valuable role in enhancing a brand's competitive position and developing brand equity (Till, 1998). Schikel (1985) highlights the subtle yet intense impact of celebrities on everyday thinking and living. Defined as 'intimacy at a distance', it is seen that individuals have a tendency to form illusions of an interpersonal relationship with celebrities. A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf

of a consumer good by appearing with it in advertisements is known as a *celebrity* (McCracken, 1989). They are usually known to the public for their accomplishments in areas other than the product endorsed by them (Friedman & Friedman 1979).

Celebrity endorsement is seen more and more as an integral part in an integrated marketing communication strategy. Hamish and Pringle (2004) suggest 3 macro factors present in the market today that in principle justifies the validity of celebrity endorsement as a promotional strategy. Foremost, the increasing opportunity for interactivity between brands and their consumers. Secondly the “era of consent” situations present today where consumers have more control over the messages they receive. Finally the increasing media fragmentation and commercial communication clutter.

## **2.5 Celebrities as a form of Aspirational Reference Group**

From a theoretical perspective, celebrities are considered to be effective endorsers as because of the presence of their symbolic desirable reference group alliance. Assael (1984) suggests that the effectiveness of the celebrity endorsement is present because of its ability to tap into the consumer’s symbolic union with its aspirational reference group. Reference groups among consumers are viewed as being a critical source of brand meanings as it helps them to evaluate their beliefs about the world particularly with others who share the same beliefs or are similar on relevant dimensions. Consumers form associations between reference groups and the brands they use and transfer this meaning from brand to self and one of the most reliable form of reference group is Celebrity Endorsers (Escalas & Bettman, 2005)

Celebrities are deemed to be referents by consumers, which refers to imaginary or actual individuals envisioned to have significant bearing on the consumer’s evaluations, aspirations and behaviour. The power of the celebrities lies in these influences that they exert on consumers, even though they themselves are physically and socially distant from an average consumer (Choi & Rifon, 2007). Consumers have a tendency to form an attachment to any object that reinforces one’s self identity or desired image, renders feelings of connectedness to a group or to any object that elicit nostalgia, and perhaps the most vivid example of this form of attachment maybe found in the consumers preoccupation with the celebrities (O’Mahony & Meenaghan, 1998).

## **2.6 Celebrity versus Non-celebrity endorsement effectiveness**

The prevalent utilization of celebrity endorsement in marketing program is not an accident. Research has found that as compared to the other genre of endorsers such as the company manager, typical consumer and the professional expert, by far the celebrities are the most effective. According to Tom et al., (1992) endorsers were more effective in creating a link to the product than celebrity endorsers based on the classical conditioning paradigm. This argument was based on the fact that companies had more controlling power over created endorsers and they build these characters in such a manner that they are fitting with the brand and target audience and also that these characters were not allowed to endorse more than one brand. The celebrity endorsers on the other hand had created a persona of their own over time and the company lacked control over them.

Differences were found in the cognitive responses, but there was no statistically significant difference in attitudes towards advertising and the intention to purchase the endorsed brand in the celebrity and non-celebrity endorsed situations (Mehta,1994). On the contrary Atkinand Block (1983) and Petty et al., (1983) found that as compared to the non-celebrity endorsers, the celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions.

McCracken (1989) found that the use of celebrity endorsers stand for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer. There lays a difference between celebrities and anonymous person as it is assumed by him that celebrities have the capability of delivering meanings of extra depth, power and subtlety and also offers a range of lifestyle and personality which cannot be matched by anonymous people. In the similar vein he continues to prove that most heavily stereotyped celebrity produces not just single meanings but also interconnected multiple meanings indicating that celebrity endorsers are far more effective than non-celebrity endorsers. In the light of company reports and academic writing it is safe to argue that celebrity endorsers are more effective than non-celebrity endorsers in generating desirable income (Erdogan 1999).

## **2.7 Multiple Celebrity Endorsements**

Hsu and McDonald (2002) defined multiple celebrity endorsement as the use of two or more celebrities in an advertising campaign. According to him, multiple celebrity endorsement can further be classified under two different parts based on how celebrities are featured in ads. First scenario is where two or more celebrities appear together in an advertisement to endorse a product. Secondly, different celebrities appear in a series of advertisement separately to endorse the same product. Multiple celebrity endorsement is not a new phenomenon for marketers in the advertising industry. Some of the big brands include Nike, Adidas and American Express. The milk mustache campaign is another major example featuring than 100 celebrities to promote milk consumption since 1995 (Hsu & McDonald, 2002). In context to India, For instance, Pepsi has been endorsed by Sachin Tendulkar, Aamir Khan, Amitabh Bachchan, Rahul Dravid, Shahid Kapoor, Kareena Kapoor, Ranbir Kapoor, Deepika Padukone etc (Khatri, 2006). According to Hsu and McDonald (2002) p.25, “Multiple celebrity endorsement advertising may help the advertiser to build a sense of consensus”

Erdogan and Baker (1999) in their research argued that it is useful for the marketers to use multiple celebrities for endorsing a particular brand because it can reach out and appeal to its entire target audience. However, the use of multiple celebrities might create a confusion about the brand's identity in the consumers mind and therefore it should be assured that each and every celebrity possesses compatible meanings that are sought for brands (Erdogan & Baker).

There is also a possibility that using so many different celebrities might overshadow the brand and lead to “Vampire effect”. People might just remember the celebrities but not the brand/product being endorsed/advertised (Hsu & McDonald, 2002).

## **2.8 Risks of Celebrity Endorsements**

More often talked about is the extreme usage of a celebrity called ‘lazy advertising’, that is inadequate content masked by usage of a celebrity (Kulkarni & Gaulkar, 2005). Despite the potential benefits celebrity advertising can provide, they also increase the marketer's financial risk. In fact, it is believed that using celebrities are an unnecessary risk unless they are very logically related to the product (Beverage Industry, 1989; USA Today, 1995). Many companies did not perform well in using celebrity endorsers, as a result of their careless

dealing with risks of celebrity endorsement such as overshadowing, overexposure, negative publicity, financial risk and so on ( Erdogan, 1999).

It is always a risk to use a celebrity when the companies cannot control their private life so it is necessary to be careful (Charbonneau & Garland, 2005). For example, Pepsi faced a problem when one of its celebrity endorsers, singer Michael Jackson was accused of child abuse with a 12-year old boy. However, negative publicity is no doubt a critical issue to be considered while selecting a celebrity. Belch and Belch (2003) put forward that companies should investigate the background of celebrities and their personal life before employing them.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter defines the basic plan which guides the data collection and analysis of the research project. The research design constitutes the blueprint for the collection, measurement, and analysis of data. The main purpose of any design is to answer some specific research question utilizing well-developed Principles of Scientific inquiry. Data analysis methods to be used will also be highlighted.

#### **3.2 Research Design**

The study adopted a descriptive cross-sectional study since it focused on learning: who, what where, when and how of the influence of celebrity endorsement on consumer behaviour amongst the middle class consumers within Nairobi. The study was cross sectional because it was conducted in one place and at the same time. The study looked at the Nairobi consumer, and how they responded to celebrity endorsements done on various brands.

#### **3.3 Population**

The study targeted Nairobi residents. According to the Kenya National Bureau of Statistics, the Kenyan middle class can be defined as anyone spending between Kshs. 23, 670 and Kshs. 199,999 per month. According to Kenya Advertising Research foundation (KARF 2010), The Nairobi middle class lies between LSM (Living Standards Measurements) 6 to 12. They live in urban areas, the head of the family has a minimum of secondary school level of education. The head of the family (man) is the main income earner; however, the woman also has a job. They shop in modern trade (super markets and local self-help stores in the estate). Examples of super markets chain they shop in include Nakumatt, Uchumi, Tuskys and Naivas. In Nairobi, they live in Kilimani, Lavington, Kilelesha, Lavington, Runda .

The total population in Nairobi was estimated at 3million residents (KARF data, 2010). 25% (750,000) of these residents belonged to the middle class.

### **3.4 Sampling**

At a confidence level of 95%, confidence interval of 5 and a population of 750,000 the sample size will be 384 respondents. The sampling technique used for the study was convenience sampling. This involved selecting those cases/respondents that were easiest to obtain. For the sample size to be achieved, the sample selection process was to continue until their required sample size has been reached.

$$N = \frac{1.96 \times 1.96 \times 0.5 \times 0.5}{0.05 \times 0.05}$$

$$N = 384.16$$

Where N= the sample size

The respondents were selected on the basis of proximity, ease of access and willingness to participate. They were intercepted while shopping in super markets during the weekend. The method was good as it enabled the researcher to gather information from the targeted group of people easily and quickly.

### **3.5 Data Collection**

For the purposes of this research, primary data was used. The data was collected through the use of semi-structured questionnaires and structured interviews. The questionnaires were structured in a manner to cover issues on the influence of celebrity endorsements on consumer behavior. The questionnaires were administered to the respondents who consisted of Middle class people living in Nairobi areas- Westlands, Lavington, Kileleshwa and Kilimani. They consisted of both open ended and closed ended questions that sought to find out consumer awareness level on celebrity endorsements and the influence on consumer buying behaviour amongst the middle class residents of Nairobi. The questionnaires were structured in a manner to cover issues on the influence of celebrity endorsements on consumer behavior.

### **3.6 Data Reliability and Validity**

The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability. The extent to which the results of a study can be reproduced under similar methodology is considered to be reliable (Kirk and Miller, 1986).

Reliability and validity was done through piloting 20 consumers adjusted accordingly, a week before the actual data collection. The instrument was thoroughly scrutinized by the University supervisors before the researcher went to the field.

### **3.7 Data Analysis**

Data was analyzed using descriptive statistics .Proportion and frequencies were used to analyze categorical data. Percentage, mean, standard deviation correlation coefficient and distribution tables were done to obtain value where the correlation analysis technique was used to measure the relationship between different attributes of celebrities and purchase intention and testing the hypotheses. Correlation analysis helped to examine and understand how the value of consumer behaviour (dependent variable) changes when any one of the celebrity endorsement (independent variable) changes, while other variables are constant. For this research simple linear regression analysis was therefore used. SPSS was used for the quantitative data analysis.



## CHAPTER FOUR

### DATA ANALYSIS, RESULTS AND DISCUSSION

#### 4.1 Introduction

This chapter presents the interpretation and presentation of the findings obtained from the field. The chapter presents the background information of the respondents, findings of the analysis based on the objectives of the study. Descriptive and inferential statistics have been used to discuss the findings of the study.

The study targeted a sample size of 384 respondents from which 237 filled in and returned the questionnaires making a response rate of 61.7%. This response rate was satisfactory to make conclusions for the study. The response rate was representative. According to Mugenda and Mugenda (1999), a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. Based on the assertion, the response rate was considered to be good.

#### 4.2 Respondents Information

The study sought to determine the respondents area of residence. The results are shown in Table 4.1.

*Table 4. 1 Respondents Area of Residence*

	Frequency	Percent
Kilimani	42	17.7
Kileleshwa	50	21.1
Lavington	62	26.2
Westlands	49	20.7
Other	34	14.3
Total	237	100.0

The findings indicate that 26.2% of the respondents lived in Lavington, 21.1% lived in Kileleshwa, 20.7% lived in Westlands, 17.7% lived in Kilimani and 14.3% lived in other areas of residence. This indicates that the respondents were well representative of the sample size.

The study sought to find out the respondents employment status. The results are shown in Table 4.2.

**Table 4. 2 Respondents Employment Status**

	Frequency	Percent
Employed	119	50.2
Self-employed	95	40.1
Unemployed	23	9.7
Total	237	100.0

The findings indicate that most of the respondents (50.2%) were employed, 40.1% were self-employed while 9.7% were unemployed. This indicates that most of the respondents in the targeted areas were active income earners.

The study sought to find out the respondents education level. The results are shown in Table 4.3.

**Table 4. 3 Respondents Education Level**

	Frequency	Percent
Primary School (K.C.P.E)	46	19.4
Secondary school (K.C.S.E)	36	15.2
University (DEGREE)	67	28.3
Masters (POST GRADUATE)	88	37.1
Total	237	100.0

The findings indicate that 37.1% of the respondents had Masters (post graduate) education level, 28.3% of the respondents indicated they had university level of education, 19.4% of the

respondents had primary school level of education while 15.2% had secondary school level of education. This indicates that most of the respondents were well educated.

The study sought to find out the respondents age bracket. The results are shown in Table 4.4.

**Table 4. 4 Respondents Age Bracket**

	Frequency	Percent
18-25	30	12.7
26-32	33	13.9
32-39	92	38.8
More than 40	82	34.6
Total	237	100.0

The findings indicate that 38.8% of the respondents were 32-39 years old, 34.6% were more than 40 years old, 13.9% were 26-32 years old while 12.7% were 18-25 years old. This indicates that most of the respondents were above 26 years old.

### **4.3 Celebrity Endorsement Factors**

The study sought to find out the respondents their preferred medium of communication. The results are shown in Table 4.5.

**Table 4. 5 Respondents Preferred Medium of Communication**

	Frequency	Percent
Television	101	42.6
Radio	81	34.2
Magazines	1	.4
Newspapers	1	.4
Internet	53	22.4
Total	237	100.0

The findings indicate that most of the respondents (42.6%) preferred televisions as their mode of communication, 34.2% preferred radio, 22.4% preferred the internet, 0.4% preferred magazines and 0.4% preferred newspapers. This indicates that most of the respondents preferred the television and radio as their preferred medium of communication.

The study sought to find out the respondents on their opinion on the best medium of communication to convey celebrity endorsed advertisements. The results are shown in Table 4.6.

**Table 4. 6 Best Media To Convey Celebrity Endorsed Advertisements**

	Frequency	Percent
TV advertisements	120	50.6
Magazines	27	11.4
Internet	2	.8
Radio	1	.4
Newspapers	87	36.7
Total	237	100.0

The study found out that most of the respondents (50.6%) indicated the TV as the best medium of communication to convey celebrity endorsed advertisements, 36.7% indicated newspapers, 11.4% indicated magazines, 0.8% indicated the internet while 0.4% indicated radio.

The study sought to find out the respondents how frequently they come across advertisements using celebrity endorsements. The results are shown in Table 4.7.

**Table 4. 7 Frequency of Celebrity Endorsed Advertisements in Respondents Life**

How frequently do you come across advertisements using celebrity endorsements

	Frequency	Percent
Very often	120	50.6
Often	48	20.3
Occasionally	1	.4
Never	68	28.7
Total	237	100.0

The findings indicate that most of the respondents (50.6%) come across advertisements using celebrity endorsements very often, 28.7% indicated they never came across advertisements using celebrity endorsements, 20.3% indicated they across advertisements using celebrity endorsements often while 0.4% came across advertisements using celebrity endorsements occasionally.

The study sought to find out the respondents what attracts them more: celebrity endorsed advertisements or non-celebrity advertisements. The results are shown in Table 4.8.

**Table 4.8 Most Attractive Advertisement; Celebrity Endorsed Advertisements Or Non-Celebrity Advertisements**

	Frequency	Percent
Celebrity endorsed advertisements	180	75.9
Non celebrity advertisements	56	23.6
Please specify the reason	1	.4
Total	237	100.0

The findings indicate that the majority of the respondents (75.9%) were attracted more by Celebrity endorsed advertisements, 23.6% indicated they were more attracted to Non celebrity advertisements while a partly 0.4% indicated they had no specific reason.

The study sought to find out the respondents whattype of celebrities do you think is more influential as endorsers. The results are shown in Table 4.9.

**Table 4. 9Type of Celebrities Who Are More Influential as Endorsers**

	Frequency	Percent
Actors or Actresses from movies	193	81.4
Sport stars including athletes	2	.8
Politicians	40	16.9
Music stars	1	.4
Others	1	.4
Total	237	100.0

The findings indicate that the majority of the respondents (81.4%) found Actors or Actresses from movies to be more influential as endorsers, 16.9% indicated politicians, 0.8% indicated sports stars including athletes, 0.4% indicated music stars while 0.4% indicated others.

The study sought to find out the respondents if the presence of celebrities in the advertisements help's me recall the specific product. The results are shown in Table 4.10.

**Table 4. 10 Recall of Specific Product Due to Celebrity in Advertisements**

	Frequency	Percent
Strongly agree	180	75.9
Agree	14	5.9
Not Sure	1	.4
Disagree	41	17.3
Strongly Disagree	1	.4
Total	237	100.0

The findings indicate that the majority of the respondents (75.9%) strongly agreed that the presence of celebrities in the advertisements help's me recall the specific product, 17.3% disagreed, 5.9% agreed, 0.4% were not sure while 0.4% strongly disagreed.

The study sought to find from the respondents if Celebrities really use the product endorsed by them in real life. The results are shown in Table 4.11.

**Table 4. 1Use Of Product Endorsed By Celebrity In Real Life**

	Frequency	Percent
Strongly agree	35	14.8
Agree	144	60.8
Not Sure	57	24.1
Disagree	1	.4
Total	237	100.0

The findings indicate that most of the respondents (60.8%) agreed that Celebrities really use the product endorsed by them in real life, 24.1% were not sure, 14.8% strongly agreed while 0.4% disagreed.

The study sought to find from the respondents the effectiveness of celebrity endorsements. The results are shown in Table 4.12.

**Table 4. 12 Effectiveness of Celebrity Endorsements**

	Frequency	Percent
Strongly agree	2	.8
Agree	157	66.2
Not Sure	38	16.0
Disagree	40	16.9
Total	237	100.0

The findings indicate that most of the respondents (66.2%) agreed that celebrity endorsements were effective, 16.9% disagreed, 16% were not sure while 0.8% strongly agreed.

The study sought to find from the respondents if celebrity endorsements are very influential in making purchase decisions. The results are shown in Table 4.13.

**Table 4. 13 Influence of Celebrity Endorsements in Making Purchase Decisions**

	Frequency	Percent
Strongly agree	121	51.1
Agree	14	5.9
Not Sure	34	14.3
Disagree	48	20.3
Strongly Disagree	20	8.4
Total	237	100.0

The findings indicate that most of the respondents (51.1%) strongly agreed that celebrity endorsements are very influential in making purchase decisions, 20.3% disagreed, 14.3% were not sure, 8.4% strongly disagreed while 5.9% agreed that celebrity endorsements are very influential in making purchase decisions.

The study sought to find from the respondents if the Celebrities used provide - expertise (level of knowledge, experience) of the celebrity as an attribute that can influence their purchase decision. The results are shown in Table 4.14.

**Table 4. 14 Influence of Celebrity Expertise on Purchase Decision**

	Frequency	Percent
Strongly agree	180	75.9
Agree	37	15.6
Not Sure	1	.4
Disagree	19	8.0
Total	237	100.0

The findings indicate that the majority of the respondents (75.9%) strongly agreed that celebrities used provide - expertise (level of knowledge, experience) of the celebrity as an attribute that can influence their purchase decision, 15.6% agreed, 8% disagreed while 0.4% were not sure if Celebrities used provide - expertise (level of knowledge, experience) of the celebrity as an attribute that can influence their purchase decision.



The study sought to find from the respondents if Trustworthiness/honesty of the celebrity is an attribute that can influence their purchase decision. The results are shown in Table 4.15.

**Table 4.15 Influence of the Trustworthiness/Honesty of the Celebrity on Purchase Decision**

	Frequency	Percent
Strongly agree	48	20.3
Agree	132	55.7
Not Sure	56	23.6
Disagree	1	.4
Total	237	100.0

The findings indicate that most of the respondents (55.7%) agreed that the trustworthiness/honesty of the celebrity is an attribute that can influence their purchase decision, 23.6% were not sure, 20.3% strongly agreed while 0.4% disagreed that Trustworthiness/honesty of the celebrity is an attribute that can influence their purchase decision

The study sought to find from the respondents if Familiarity of the celebrity is an attribute that can influence their purchase decision. The results are shown in Table 4.16.

**Table 4.16 Influence of the Familiarity of the Celebrity on Purchase Decision**

	Frequency	Percent
Strongly agree	49	20.7
Agree	130	54.9
Not Sure	57	24.1
Disagree	1	.4
Total	237	100.0

The findings indicate that most of the respondents (54.9%) agreed that familiarity of the celebrity is an attribute that can influence their purchase decision, 24.1% were not sure, 20.7% strongly agreed while 0.4% disagreed.

The study sought to find from the respondents if likeability of the celebrity is an attribute that can influence their purchase decision. The results are shown in Table 4.17.

**Table 4. 17 Influence of the Likeability of the Celebrity on Purchase Decision**

	Frequency	Percent
Strongly agree	38	16.0
Agree	71	30.0
Not Sure	106	44.7
Disagree	2	.8
Strongly Disagree	20	8.4
Total	237	100.0

The findings indicate that most of the respondents (44.7%) indicated they were not sure, 30% agreed, 16% strongly agreed, 8.4% strongly disagreed while 0.8% disagreed that likeability of the celebrity is an attribute that can influence their purchase decision.

The study sought to find from the respondents which factors influence them the most to buy a product or service endorsed by a celebrity. The results are shown in Table 4.18.

**Table 4.18 Factors Influencing Purchase Decision Product or Service Endorsed By a Celebrity**

	Frequency	Percent
Expertise of the celebrity in the given field/ product endorsed	196	82.7
Trustworthiness of the celebrity	1	.4
Similarity between the celebrity endorser and yourself	1	.4
Likeability of the celebrity	19	8.0
Match between the Product and the celebrity	20	8.4
Total	237	100.0

The findings indicate that the majority of the respondents (82.7%) indicated that the expertise of the celebrity in the given field/ product endorsed as the factor that influencesthem the most to buy a product or service endorsed by a celebrity, 8.4% indicated the Match between the Product and the celebrity, 8% indicated the Likeability of the celebrity, 0.4% indicated the Trustworthiness of the celebrity while 0.4% indicated the Similarity between the celebrity endorser and yourself as the factor that influencesthem the most to buy a product or service endorsed by a celebrity.

The study sought to find from the respondents if Negative Publicity about a celebrity endorser can influence their purchase decision. The results are shown in Table 4.19.

**Table 4. 19 Effect of Negative Publicity about a Celebrity Endorser on Purchase Decision**

	Frequency	Percent
Strongly Agree	183	77.2
Agree	32	13.5
Not sure	1	.4
Disagree	1	.4

Strongly Disagree	20	8.4
Total	237	100.0

The findings indicate that most of the respondents (77.2%) strongly agreed that Negative Publicity about a celebrity endorser can influence their purchase decision, 13.5% agreed, 8.4% strongly disagreed, 0.4% disagreed while 0.4% were not sure.

The study sought to find from the respondents if they are likely to purchase products or services that have been endorsed by celebrities. The results are shown in Table 4.20.

**Table 4. 20 Likelihood to Purchase Celebrity Endorsed Products or Services**

	Frequency	Percent
Agree	222	93.7
Slightly Agree	2	.8
Not Sure	1	.4
Slightly disagree	12	5.1
Total	237	100.0

The findings indicate that the majority of the respondents (93.7%) agreed that they are likely to purchase products or services that have been endorsed by celebrities, 5.1% slightly agreed, 0.8% slightly agreed while 0.4% were not sure.

The study sought to find out if the respondents purchase products and services endorsed by celebrities. The results are shown in Table 4.21

**Table 4.21 Purchase Products and Services Endorsed By Celebrities**

	Frequency	Percent
Agree	22	9.3
Slightly Agree	202	85.2
Not Sure	1	.4
Slightly disagree	12	5.1
Total	237	100.0

The findings indicate that the majority of the respondents (85.2%) slightly agreed that they purchase products and services endorsed by celebrities, 9.3% agreed, 5.1% slightly disagreed while 0.4% were not sure.

The study sought to find out if the respondents are happiness with purchasing products and services endorsed by celebrities. The results are shown in Table 4.22

**Table 4.22 Happiness with Purchasing Products and Services Endorsed By Celebrities**

	Frequency	Percent
Agree	70	29.5
Slightly Agree	112	47.3
Not Sure	54	22.8
Slightly disagree	1	.4
Total	237	100.0

The findings indicate that most of the respondents (47.3%) slightly agreed that they were happy with purchasing products and services endorsed by celebrities, 29.5% agreed, 22.8% were not sure while 0.8% slightly disagreed.

#### **4.4 Discussions**

The discussion carried out presented appealing results from the participants. Many people consider celebrity endorsements to bring about awareness and recognition in the market and

some say it is an active source of entertainment. Some of the discussions carried out by certain respondents clearly suggest that celebrity endorsed commercials generate a higher level of responsiveness towards the product over non celebrity endorsements. Thus it can be said that employing a celebrity in an advertisement can influence the customers to buy the product or service endorsed by him. The findings support the fact that the power of the celebrities lies in their ability to influence the consumers, even if they are physically and socially far from a common consumer (Choi & Rifon, 2007).

The discussion outcomes reveal extremely high degree of familiarity across all age groups. Results reveal that people find celebrity endorsements more attractive, particularly young people and between the age 26-32 years. Further, on the basis of attractiveness people find sports stars from Kenya more influential as endorsers.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This Chapter presents a summary of findings of the study, conclusion and recommended areas of further research. Section 5.2 provides a summary of the study, section 5.3 provides the conclusion. Section 5.4 provides the limitations to the study and section 5.5 provides recommendations for further research.

#### **5.2 Summary of the Study**

The objective of this study was to establish the level of awareness consumers have on celebrity endorsements. In addition the study sought to determine the influence of celebrity endorsement on consumer behaviour amongst the middle class consumers within Kilimani area, Nairobi. To achieve these objectives questionnaires were distributed among the various respondents.

These participants felt that a suitable connection is vital between the celebrity and the product they are endorsing which can be supported with literature given by Katyal (2007) which says, "Celebrities manifest a certain persona for the audience. It is of paramount importance that there is an egalitarian congruency between the persona of the celebrity and the image of the brand."

#### **5.3 Conclusion**

The discussion carried out presented appealing results from the participants. Many people consider celebrity endorsements to bring about awareness and recognition in the market and some say it is an active source of entertainment. Some of the discussions carried out by certain respondents clearly suggest that celebrity endorsed commercials generate a higher level of responsiveness towards the product over non celebrity endorsements. Celebrity endorsed advertisement have the potential to influence the cognitive processes of consumers (Wilkes and Valencia 1989). Interestingly the findings state that 67% of respondents said that they find celebrity endorsed advertisements more influential as compared to non-celebrity advertisements. Thus it can be said that employing a celebrity in an advertisement can

influence the customers to buy the product or service endorsed by him. The findings support the fact that the power of the celebrities lies in their ability to influence the consumers, even if they are physically and socially far from a common consumer (Choi & Rifon, 2007).

Celebrity endorsements has changed the way advertising used to be few decades ago. It is been accepted to be a *dominant feature of modern day marketing* (McCracken 1989). Celebrity endorsements business has become a multi-million dollar industry in Kenya. As a result, a greater understanding of consumers' reactions towards celebrity endorsements can help the marketers to use it more effectively. This research project explored the current state of Indian consumers' perception about celebrity endorsements. Empirically identified and tested the celebrity attributes specific to influence purchase intention and finally examined the impact of celebrity endorsements on purchase intention of consumers. In accordance with the study objectives, the following conclusions are drawn.

Research outcomes reveal extremely high degree of familiarity across all age groups. Results reveal that people find celebrity endorsements more attractive, particularly young people and between the age 26-32 years. Further, on the basis of attractiveness people find sports stars from Kenya more influential as endorsers.

Secondly, the positive relationship of different celebrity attributes and purchase intention of the consumers demonstrates the effectiveness of celebrities as successful endorsers. Although some attributes are very effective at influencing purchase intention of consumers some are relatively low or moderate. For instance, expertise of the celebrity has the highest impact on purchase intention followed by matchup, trustworthiness expertise and likeability.

It was found out that people are more likely to buy, already buy and are happy with the purchases done under the influence of celebrities. Regarding negative publicity of the celebrity not many people think about it or are still unsure. The fact depicts that they actually follow their celebrities regardless of negative publicity while some are slightly considered about it. Overall, the results proved the effectiveness of celebrities as endorsers

It is also crucial to keep in mind that selection of a celebrity endorser should not only be done over the two most important attributes but also consider the remaining as a priority, since these may strengthen the impact of a celebrity over purchase intention. Overall it can be said that the different attributes of the celebrities positively affect consumers purchase intention.

The overall results for purchase intention shows that celebrities can influence the purchase decision of the people by appearing with a product in an advertisement. The results show that



most of the consumers are likely to buy or buy the products endorsed by celebrities. Moreover many of the customers are happy or satisfied with the purchases they have done under the influence of celebrity that is a positive sign. The level of after purchase satisfaction builds the trust on the part of the celebrity and the product and influences future purchase decisions. The results also show that there are low numbers of people who are actually not influenced or satisfied with their purchase decisions under celebrity influence.

## **5.4 Limitations of the Study**

The author faced constraints while conducting the study.

First, the sample size is relatively small to represent the larger population of Nairobi. Hence the results of this study may not be sufficient enough to make concrete recommendations. Another limitation to the research is that majority of the respondents were young consumers under the age of 18-25. The author didn't get any samples from the people above the age of 60 (senior citizens) who may have a different opinion regarding celebrity endorsements.

Considering the financial obligation required to carry out this research, it was not possible for the researcher to carry out this research with a very detailed coverage. There was also limited time to engage with the technocrats who were identified to be in the fieldwork formost of the time.

## **5.5 Recommendations**

### **5.5.1 Recommendations with Policy Implications:**

An important aspect to be explored can be how marketing practioners can use this study to implement all future celebrity endorsed consumer product campaigns to ensure that they maximize on the results. This study can help in enabling the marketers to foresee the possible problem or strength areas.

### **5.5.1 Recommendation for further research**

This study focused on the consumer and did not use emphasis on marketing managers who normally make decisions on whether to use celebrities or not. It is therefore recommended

that others should research on what brand work best with celebrity endorsements and why marketing managers choose to use this direction.

A lot of study has been conducted on the negative aspects of multiple celebrity endorsements. Researches should also focus on the positive effects of multiple celebrity endorsements and give a reason on why advertisers use this technique in order to endorse their products.

Research on the psychological and practical aspects of consumer buying behavior can provide marketers with deeper understanding of the topic.

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## APPENDICES

### Appendix I. Questionnaire

Dear Respondents,

I, Grace Nganga, student of MBA at University of Nairobi, am conducting a survey on “The influence of celebrity endorsement on consumer behavior amongst the middle class residence within Nairobi”. 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

1. Which part of Nairobi do you live .....
2. What is your employment status?
  - a) Employed ( )
  - b) Self-employed ( )
  - c) Unemployed ( )
3. What is your education level and background?
  - a) Primary School (K.C.P.E) ( )
  - a) Secondary school (K.C.S.E) ( )
  - b) University (DEGREE) ( )
  - c) Masters (POST GRADUATE) ( )
4. What is your age bracket?
  - a) 18-25 ( )
  - b) 26-32 ( )
  - c) 32-39 ( )
  - d) More than 40 ( )
5. What is your gender?
  - a) Male ( )
  - b) Female ( )

#### SECTION B: Consumer Perception and Celebrity Endorsements (Please Tick as appropriate)

6. Which medium of communication do you prefer to either watch /read?

- a) Television ( )
- b) Radio ( )
- c) Magazines ( )
- d) Newspapers ( )
- e) Internet ( )

7. Which of the following media do you think is more likely to convey celebrity endorsed advertisements?

- a) TV advertisements ( )
- b) Magazines ( )
- c) Internet ( )
- d) Radio ( )
- e) Newspapers ( )

8. How frequently 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. What type of celebrities do you think is more influential as endorsers?

- 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;**

	<b>Strongly agree</b>	<b>Agree</b>	<b>Not Sure</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
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					

**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.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Not sure</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Celebrities used provide — <b>Expertise</b> (level of knowledge, experience) of the celebrity as an attribute that can influence my purchase decision					
<b>Trustworthiness/honesty</b> of the celebrity is an attribute that can influence my purchase decision					
<b>Familiarity</b> of the celebrity as an attribute that can influence my purchase decision for a certain product or service					
The <b>Likeability</b> of the celebrity as an attribute that can influence my purchase decision for a certain product or service					

13. Which of the below given factors influence you the most to buy a product or service endorsed by a celebrity?

- a) Expertise of the celebrity in the given field/ product endorsed. ( )
- b) Trustworthiness of the celebrity ( )
- c) Similarity between the celebrity endorser and yourself. ( )
- d) Likeability of the celebrity ( )
- e) Match between the Product and the celebrity. ( )

14. Negative Publicity about a celebrity endorser can influence your purchase decision. Do you.....

- a) Strongly Agree ( )
- b) Agree ( )
- c) Not sure ( )

- d) Disagree ( )
- e) Strongly Disagree ( )

15. Please indicate to what extent the following attributes affect the celebrity endorsement on consumer behavior amongst the middleclass residents (where 1 =Strongly Agree, 2= Agree,

<b>Factors of influence</b>	<b>Agree</b>	<b>Slightly Agree</b>	<b>Not Sure</b>	<b>Slightly disagree</b>	<b>Disagree</b>
I'm likely to purchase products or services that have been endorsed by celebrities.					
I do purchase products and services endorsed by celebrities					
In overall, I'm happy with purchasing products or services advertised by celebrities.					

3 = Not Sure, 4 = Disagree and 5= Strongly Disagree)

“Thank you for your valuable Contribution”