

**Influence of Celebrity Endorsements on Young Consumers' Behaviour in
Kenya: A Case of Nairobi County**

M. Simon Peter Njuguna

**A research thesis submitted
in partial fulfillment of the requirements for the Degree of
Master of Commerce
International Business Management**

School of Management and Commerce

Strathmore University

Nairobi, Kenya

MAY, 2014

This thesis is available for Library use on the understanding that it is copyright material and that no quotation from the thesis may be published without proper acknowledgement.

DECLARATION

I declare that this thesis is my original work and has not been presented and approved for the award of any degree by this or any other University. To the best of my knowledge and belief, this thesis contains no material previously written or published by another author except where due reference is made in the thesis itself.



28th November 2014

M. Simon Peter Njuguna

Date:

Approval

This thesis of M. Simon Peter Njuguna was reviewed and approved by the following:

Dr. Hellen N. Otieno,

Research Director School of Management and Commerce,
Strathmore University

Dr. David Wang'ombe,

Dean, School of Management and Commerce,
Strathmore University

Prof. Ruth Kiraka,

Dean, School of Graduate studies,
Strathmore University

ABSTRACT

The purpose of this study was to establish the influence of celebrity endorsement on young consumers' behavior in Kenya. The following two specific objectives were addressed: examine the celebrity attributes that influence young consumers' brand choice in Nairobi and examine the celebrity attributes that influence young consumers' brand recall in Nairobi. The target population was consumers aged between the age of 18 and 34 who were drawn from Nairobi County. The data was collected using researcher-administered questionnaires adapted from previous studies and modified by the researcher. Twenty one elements of celebrity attributes were used to gather the respondents' responses under each of the two dimensions of consumer behaviour. Descriptive analysis, reliability and factor analysis were used to analyze data which was presented in tables and figures. This study found that celebrity endorsement do positively influence on young consumers' behaviour. When used as endorsers, celebrities were found to add an appeal to the endorsed brand and this makes it easier for consumers to correctly remember (recall) the brand as having been previously seen or heard in the crowded market and subsequently this gives them a compelling reason for choosing that particular brand among the competing alternatives. All the four models demonstrated fit with the practise of celebrity endorsement targeting young consumers.

The findings generated from the study should provide the marketing managers with an understanding of celebrity attributes that influence consumers' behavior among the youths in the Kenyan context. This should help them to understand consumers' perception of celebrities and enable them to align their brand with a celebrity that resonates with the target audience. Based on these conclusions, this study recommends that future research may be undertaken exploring alternative research design such as triangulation (utilization of more than one designs) to collect data from the respondents and targeting different age groups and in different geographic settings using more dimensions of consumer behaviour to provide a richer research base for researchers to compare the outcome with the results of this study. The study was conducted within a period of six months running from November 2013 to April 2014.

TABLE OF CONTENTS

DECLARATION	i
ABSTRACT.....	ii
LIST OF FIGURES	vi
LIST OF TABLES.....	vii
LIST OF ABBREVIATIONS.....	viii
ACKNOWLEDGEMENTS.....	ix
DEDICATION	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the study	1
1.1.1 Celebrity Endorsement.....	2
1.1.2CelebrityEndorsement in Kenya	4
1.2 Statement of the Problem.....	6
1.3 Objectives of the Study	7
1.4 Research Questions.....	7
1.5 Scope of the Study	7
1.6 Significance of the study.....	7
1.7 Definition of Terms.....	8
CHAPTER TWO	10
LITERATURE REVIEW	10
2.1 Introduction.....	10
2.2Theoretical framework.....	10
2.2.1Theoretical approaches to the study of consumer behavior	10

2.2.2 Theoretical Models on Celebrity Endorsement.....	13
2.3 Empirical Review.....	17
2.3.1Celebrity’s attributes that influence on consumers’ brand recall.....	17
2.3.2 Celebrity’s attributes that influence on consumers’ brand choice	19
2.4 Conceptual Framework.....	22
2.5Chapter Summary	24
CHAPTER THREE	26
RESEARCH METHODOLOGY.....	26
3.1 Introduction.....	26
3.2 Research Design.....	26
3.3 Population and Sampling	27
3.4 Data Collection Methods	28
3.4.1 Data Collection Instrument	28
3.4.2 Data Collection Procedures.....	29
3.4.3Research Quality	30
3.5 Data Analysis and Presentation.....	30
3.6 Ethical considerations	31
CHAPTER FOUR.....	33
DATA ANALYSIS AND PRESENTATION	33
4.1 Introduction.....	33
4.2 Response Rate.....	33
4.3Demographic Profile.....	33
4.4Celebrity’s attributes that influence young consumers’ brand recall	34
4.4.1 Descriptive Statistics of Celebrity’s attributes that influence young consumers’ brand recall.....	35
4.4.2 Factor Analysis and Reliability Analysis of Celebrity’s attributes that influence young consumers’ brand recall	36

4.5Celebrity’s attributes that influence young consumers’ brand choice	41
4.5.1 Descriptive Statistics of Celebrity’s attributes that influence young consumers’ brand choice	41
4.5.2 Exploratory Factor Analysis for the Celebrity Attributes of Celebrity’s attributes that influence young consumers’ brand choice.....	42
CHAPTER FIVE	47
DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS.....	47
5.1 Introduction.....	47
5.2Discussion of findings.....	47
5.2.1Influence of celebrity’s attributes on young consumers brand recall.....	47
5.2.2Influence of celebrity’s attributes on young consumers brand choice	49
5.3Summary and Conclusion	51
5.4Implications for managerial practice:	52
5.5 Recommendations for further research	53
5.6 Limitations of the study	54
REFERENCES	55
Appendix I: LETTER OF INTRODUCTION FROM STRATHMORE UNIVERSITY	65
Appendix II: LETTER OF INTRODUCTION.....	65
Appendix III: QUESTIONNAIRE	67
Appendix IV: WORK PROGRAM AND TIMELINE	71

LIST OF FIGURES

Figure 2.1 Components of the source effects model.....	15
Figure. 2.2: Meanings Movement in Endorsement Process.....	16

LIST OF TABLES

Table 2.1 Operational Definition of Key Variables.....	23
Table 4. 1: Respondents' Information	34
Table 4. 2: Results of mean importance rating	35
Table 4. 3: Relative influence of celebrity's attributes on consumers' brand recall.....	41
Table 4. 4: KMO and Bartlett's Test	36
Table 4. 5: Total Variance Explained	37
Table 4. 6: Factor analysis for celebrity attributes scale that influence brand recall.....	39
Table 4. 7: Results of mean importance rating	41
Table 4. 8: Relative influence of celebrity's attributes on consumers' brand choice	46
Table 4. 9: KMO and Bartlett's Test	43
Table 4. 10: Total Variance Explained	43
Table 4. 11: Factor analysis for celebrity attributes scale that influence brand choice	45

LIST OF ABBREVIATIONS

AMA	American Marketing Association
EABL	East African Breweries Limited
EBM	Engel, Blackwell & Miniard Model
EFA	Exploratory Factor Analysis
GOK	Government of Kenya
KNBS	Kenya National Bureau of Statistics
KMO	Kaiser-Meyer-Olkin
MNCs	Multinational Companies
MTM	Meanings Transfer Model
MSK	Marketing Society of Kenya
PCA	Principal Component analysis
SLT	Social Learning Theory

ACKNOWLEDGEMENTS

My first gratitude is to the Almighty God for the gift of life, good health of mind and body and Strathmore University for giving this wonderful opportunity to undertake this study. To my family whose untiring devotion and crucial support has given me the energy to bring this work into the light of the day.

Secondly, I acknowledge all the invaluable guidance and the help accorded to me throughout the study period by my academic supervisor, Dr. Hellen N. Otieno. I am sincerely grateful for the many hours of her precious time and tireless effort she spent to guide me through without which this work would not have been accomplished.

Third, I would also like to express my sincere appreciation to Dr. Omwenga and Dr. Mboya who went to great lengths to critique my work. I am also very grateful to my friend and mentor, Rtd. Major Patrick Moses Musibi, for his immense contribution.

Finally, I am very grateful to the University library staff and all my colleagues in the 2012 Mcom class for their unending encouragement, understanding and support.

DEDICATION

To my wife, Caroline Yabesh, my dear mother Esther Njuguna, my brothers John Maina, Peter Ndirangu and my best friend Bryan James Ngugi who are my main source of inspiration in everything that I do.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

Consumer behavior is a complex, dynamic issue which cannot be defined easily and commonly (Engel, Blackwell & Miniard, 2006). Therefore, it has been defined in different ways by different researchers depending on the focus of the research. However, most contemporary definitions of consumer behaviour are similar in scope. Engel, Blackwell & Miniard (1990) defined consumer behavior as the mental and emotional processes and the observable actions that are exhibited by an individual during their searching for, purchasing and post consumption of a product or service. The current study defines consumer behavior as the process through which various inputs are processed by the response system (cognition-affect behavior) which then generates output consequences in terms of brand recall and brand choice which upon aggregation converges upon the intention to purchase that brand as opined by Howard (1977). Thus, in this research consumer behaviour was measured in terms of brand recall and brand choice.

Brand recall refers to a level of brand awareness (Holden, 1993; Laurent, Kapferer & Roussel, 1995; Mariotti, 1999) which relates to the consumer's ability to retrieve the brand from memory when provided with a relevant cue (Ross & Harradine, 2004). Brand choice is the behavior that involves goals requiring an action, imposing upon the buyer's intention and also the attitudes about the existing brand alternatives in the buyer's evoked set that results from an arrangement of a preferential order regarding that brand (Aaker, 1991). When given a cue, it is assumed that consumers are likely to correctly remember the brand as being previously seen or heard meaning that the brand holds a stronger brand position in the mind of the consumer which consequently gives then consumer a compelling reason for choosing that particular brand (Laurent et al., 1995; Mariotti, 1999; Aaker, 1991).

Consumers develop their general consumption behaviour by modeling the behaviour of others (Bandura, 1977). Accordingly, consumer-oriented behaviour has been found to differ among different consumer age groups such as children, adolescents, young and adults (Gregar-Paxton & Roedder, 1995). Young consumers have been found to easily

develop their consumer behaviour by modeling the behaviour of role models (Mitchell, Jones & Krumboltz, 1979; Martin & Bush, 2000). Human role models come from all segments of one's social life and include individuals such as parents, relatives, friends, teachers, and celebrities (Martin & Bush, 2000). In this study, young consumers are all individuals in the republic of Kenya who have attained the age of 18 years but have not attained the age of 35 (GOK, 2010).

Celebrities are individuals who enjoy public recognition and use this recognition on behalf of a consumer good by appearing with it in an advert (McCracken, 1989). These individuals include politicians, businessmen, sportsmen, and entertainers such as television and movie actors, persons from the military among others (*ibid*). Nevertheless, in the modern age of marketing, a celebrity can also be an animated character or an animal (Miciak & Shanklin, 1994). On the other hand, an endorser is any person who makes a written or a spoken statement that extols the desirable qualities of a product (Rodriguez, 2008). Accordingly, a celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, p.310). These definitions implies that, for a celebrity to endorse a product, the celebrity ought to possess some attributes that aid in having a level of relation to the way the product is perceived by the consumers. Celebrity endorsement is a marketing communication technique of using a person who is publicly known to appear in an ad with a product with the purpose of promoting the product (McDonald, Huang & Minghua, 2002).

1.1.1 Celebrity Endorsement

Across the globe, the ability of celebrities to affect consumer behaviour has been suggested in both academic literature and practitioners' literature. Erdogan (1999) argues that celebrities create impressions on the society through their performance and based on this, people associate them with different attributes such as trustworthiness, reliability, credibility, likeability, attractive etc. The scholar further argues that when a celebrity is used to endorse a product, the attributes associated with that celebrity are transferred to the product. Consequently, this strongly impacts on consumer's attitude towards the endorsed brand, their purchase intentions as well as follow-through and many other aspect of their consumer behaviour.

According to McCracken (1989) young consumers are more influenced by celebrities than any other segment of society. This assertion is related to the fact that it has been found that young people usually form secondary attachments to celebrities portrayed in the mass media which plays an important part in their transition to adulthood through the development of an adult identity (Boon & Lomore, 2001). According to Martin & Bush (2000) marketers have found celebrities to be a powerful asset to drive and respond to young consumers' behavior since they serve as a reference point to an individual in forming values and attitudes, or behavior. It is for this reason that most celebrity endorsed adverts, in whichever form, majorly targets the young generation as they tend to follow the footsteps of the celebrities (Taylor & Stern, 1997; Weiss, 2004).

Given the proposition that celebrity endorsers can positively impact on consumers' behavior, companies have been using celebrities to endorse their products since the late 19th century (Kaikati, 1987). One of the earliest examples is Queen Victoria's association with Cadbury Cocoa (Sherman, 1985). Over the years, this marketing strategy has become one of the most popular forms of advertising (Okorie, 2010; Okorie & Aderogba 2011). According to Erdogan (1999) about 20% of all television commercials being aired in United States features celebrities. Ten year later, White, Goddard & Wilbur (2009) found this figure to have doubled meaning that celebrity endorsement has become an important and integral aspect of modern-day advertising (Erdogan, Baker & Taggs, 2001). About 10% of the dollars spent on television advertising are used in celebrity endorsement contracts (Sherman, 1985). This is an indication that companies are spending billions of dollars on celebrity endorsement contracts as they align themselves and their brands with celebrity endorsers all in a bid to promote and sell their brands world all over (Ayuk & Nyaseda, 2008; Latif & Abideen, 2011).

Despite the widespread use of celebrity endorsers in advertising, there are number of perspectives on their effectiveness. Research work have suggested that when celebrities are used to endorse products in adverts, they are likely to positively influence the likeability, credibility and memorability of the adverts, create and maintain attention while enhancing brand recall and recognition as well as follow-through and purchase intentions (Spry, Pappn, & Cornwell, 2011; Pringle & Binet, 2005; Menon, 2001; Roy,

2006; Pornpitakpan, 2003). Further, it has been argued that the celebrities' high profile and reputation improve the communicative ability of adverts by helping 'cut through' today's high advertising clutter (Atkin & Block, 1983; Schroeter, 2002; Sherman, 1985).

Nevertheless, creating a marketing communications campaign on a celebrity endorser also comes with many potential risks. Till (1996), Pornpitakpan (2003), Cooper (1984) and Kaikati (1987) argue that negative information and publicity concerning the celebrity is the major risk of celebrity endorsement since the negative attributes can be transferred to the endorsed brand and it can also lead to corporate embarrassment. Consistently, Klebba & Unger (1982) and Till & Shimp (1995) argue that negative information and publicity concerning the celebrity does not only impact on the consumers' perception about the celebrity, but also the endorsed product and the brand reputation given that consumers often associate companies and their brands with celebrities who endorse them. Another inherent risk is over exposure of the celebrity as a result of multiple endorsements which has been found to lessen the impact and distinctiveness of each product relationship as well as consumers perceptions of the celebrity's credibility and likeability (James & Ryan, 2001). On their part, Erdogan & Kitchen (1998) and Khatri (2006) observed that increased attention of the celebrity results to "vampire effect", a situation where the audience tends to remember the celebrity and not the brand. Therefore, when a company signs on to celebrities to endorse their brands, it also signs on to the possibility that they may become involved in an event that has a damaging effect on their reputation and as endorsers this can be passed on to the product(s) they endorsed and the firm.

1.1.2 Celebrity Endorsement in Kenya

In Kenya, the concept of a celebrity endorsement is not new and can be traced back to the 1970s. Kipchoge Keino, a 1968 Mexico Olympic gold medalist, was among the first Kenyan endorsers when he was signed by the Coca-Cola Company to feature in Coca-Cola adverts (Karuku, 2010). Since then, this strategy has become a popular approach to communicate about brands in Kenya. Interestingly, celebrity endorsement in Kenya is not sector specific as it is being employed across industries be it in tele-communication, financial services, auto-mobile or consumables and regardless of product type. Examples of such local marketing effort include: the signing of a Sh10 million deal between

Telkom Kenya and Paul Julius Nunda, popularly known as Jua Cali, in its Orange 'Dunda' Campaign in 2009 (Karuku, 2010). East African Breweries Limited (EABL) has also featured celebrities such as well-known musicians David Mathenge popularly known Nameless and Esther Wahome; and sports legend Paul Tergat in their adverts in an attempt to promote their brands (Karuku, 2010). Similarly, Coca Cola Company picked on Charles Bukeko, who acts as Papa Shirandula in a popular Kenyan drama as the face of their Coca Cola "Brrr" campaign that was ran globally. On their part, Equity Bank featured well-known individuals such as the former Miss Kenya, Cecilia Mwangi, marathoner Paul Tergat and Afro-fusion musician Susan Owiyo in their "Karibu Member" advertising campaign (*ibid*). Towards the end of year 2012, Telkom Kenya unveiled an advert featuring Yego, a javelin medalist in 2012 London Olympic. The company's chief executive argued that, Yego was ideal to promote Orange's Internet services as he would appeal to online users, inspiring them to log on to the Orange internet for unlimited opportunities and this would drive up the numbers of their subscribers.

From the above illustration, it is evident that celebrity endorsement in Kenya has increasingly become a common feature of modern advertising. Today, many companies are now turning towards local actors, musicians, media personalities, and athletes to endorse their products and services. This is being done in an attempt to establish an associative link between their brands and the already known brand image or lifestyle of a celebrity. Consequently, this has led to increased demand for celebrity endorsers who in return demand huge amounts of money for them to endorse these products and companies are willing to pay millions of shillings to get celebrities to promote and sell their products and services as they are said to be more viable in product endorsement.

1.2 Statement of the Problem

Notwithstanding the widespread use of celebrity endorsers in advertising, there are number of perspectives on their effectiveness. Marketers believe that celebrity endorsement relationship contribute to larger marketing strategies and thus bring positive results (Spry et al., 2011; Pringle & Binet, 2005; Roy, 2006; Pornpitakpan, 2003; Solomon, 2002). Consequently, companies have increasingly recognized the value of using celebrities in advertisements and thus they have continued to pay huge sums of money in celebrity endorsement contracts (Katyal, 2007; Blonde & Roozen, 2007; Atkin & Block, 1983). However, the fact that an individual is considered a celebrity, might not necessarily mean that he or she is an effective endorser (Erdogan & Kitchen, 1998). The success of a brand through celebrity endorsement is a cumulative effect of the celebrity's attributes (McCracken, 1989; Atkin & Block, 1983). Celebrities endorser should be dynamic individuals who possess attractive and likeable qualities which are then transferred to products when celebrities endorse their products (Langmeyer & Walker, 1991; Atkin & Block, 1983; McCracken, 1989).

In Kenya, celebrity endorsement is rapidly expanding and now provides opportunities for companies to promote and better still position their products in the name of providing a better appeal to the different market segments (Karuku, 2010). Considering this trend, the main problem is therefore the apparent use of celebrities in advertisements campaigns without determining their influence on the target audience.

While noteworthy studies on the relative effects of celebrity endorsement on consumer behaviour exist, the resulting evidence is based on a wide range of indicators that differ across studies (Kokil, 1991). In addition, Ayuk & Nyaseda (2008) and Appiah (2011) observed that a large portion of the available empirical findings comes from the developed nations and that few studies on the influence of celebrities on young consumers consumer behaviour have been undertaken in the African context and the Kenya context in particular. Therefore, the available evidence of the influence of celebrity endorsement need not hold true when generalized in Kenya due to the differences in terms of geographical, societal and cultural contexts. Besides, different celebrity endorsement appeals differently to different consumer age groups and thus the available evidence may not be applicable to younger consumers particularly in Kenyan

context. In an attempt to fill this gap, the study sought to examine the influence of celebrity endorsement on young consumers' behaviour in Kenya.

1.3 Objectives of the Study

The overall objective of the study is to examine the influence of celebrity endorsement on young consumers' behaviour in Kenya. This study was guided by the following specific objectives:

- 1) To analyze the celebrity attributes that influence young consumers' brand choice in Nairobi.
- 2) To analyze the celebrity attributes that influence young consumers' brand recall in Nairobi.

1.4 Research Questions

- 1) What celebrity attributes influence young consumers' brand choice in Nairobi?
- 2) What celebrity attributes influence young consumers' brand recall in Nairobi?

1.5 Scope of the Study

This study sought to examine the influence of celebrity endorsement on young consumer's behavior in Kenya. Consumer behavior was defined in a limited sense only encompassing the interplay of buyer motives in terms of brand choice and brand recall which upon aggregation results to actual purchase. A young consumer was defined as any individual aged between 18 and 34. The target population of the study was drawn from six divisions out of eight administrative divisions that make up Nairobi County. Nairobi County was chosen as the target area of the study. Of particular relevance to the study is the fact that the study area has greater number of young people. Besides, Nairobi is the capital city of Kenya and the economic hub of the country; hence most of the young people from other different parts of the country move here in search of job opportunities after school.

1.6 Significance of the study

The research sought to determine the influence of celebrity endorsement on young consumers' behavior in Kenya. The research's findings are considered important in that they will provide insight into how celebrity endorsement shapes and influence consumer's behavior among young consumers in Kenya. This will offer directives to

marketing and advertising practitioners in regard to the use of celebrity endorsement: how to identify and engage those celebrities with the right kind of attributes for them to effectively align the right celebrities to the right brands. This understanding will also provide useful information, especially with the globalization of the world economy, to multinational companies (MNCs) when advertising products targeting the youths in the Kenyan market.

Companies will also benefit in that when they implement the recommendations of this study, using celebrities with the right attribute, the endorsements will be effective and in return they will get value for their money. In addition, when targeting young consumers they should use celebrities with attributes that appeal to them.

Finally, this study will be of importance to future researchers in two respects: First, it will provide a catalyst to further their understanding on the importance of celebrity endorsement to firms. Second, it will inspire researchers to define their future research agendas.

1.7 Definition of Terms

Celebrities are defined as individuals who enjoy public recognition and use this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). For this study therefore, a celebrity is that person who has excelled in his respective field of endeavor and therefore commands respect, acceptance, popularity and followership within his society.

An endorser is any person who makes a written or a spoken statement that extols the desirable qualities of a product (Rodriguez, 2008).

Celebrity endorsement: is a marketing communication technique of using a person who is publicly known to appear in an advertisement with a product with the purpose of promoting the product (McDonald, Huang & Minghua, 2002).

Consumer behavior is defined as the comprehension and the degree of confidence that the buyer has about a brand, choice criteria and buying intentions, converging upon the intention to purchase that brand (Howard, 1977).

Target audience: is defined as the group of prospective buyers towards which an advertising program is directed (Berkewitz, 1994).

Product congruence refers to the agreement between spokesperson image and the product (Kotler, 1997; Kamins & Gupta, 1994).

Brand is a name term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition (O'Malley, 1991). In realm of this study, a brand means a product/service.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the literature informing the current study. The literature investigated previous studies relating to the two most important constructs of this study: celebrity endorsement and consumer behavior. The chapter is broadly divided into theoretical and the empirical review and sub-divided into five sections.

In section one; the researcher reviews the theories that underscore the concept of consumer behavior while those which constitute a core in celebrity endorsement process are reviewed in section two. Section three presents the empirical review. Here, previous works done by different scholars in relation to the influence of celebrity endorsement on consumer behavior is discussed. Section four illustrates the research gap while section five presents conceptual framework. The chapter concludes with a summary.

2.2 Theoretical framework

In this section the researcher reviews theories that relates to consumer behavior and those which constitute a core in celebrity endorsement process.

2.2.1 Theoretical approaches to the study of consumer behavior

Consumer behavior is a complex, dynamic issue which cannot be defined easily and commonly (Engel, Blackwell & Miniard, 2006). Therefore, it has been defined in different ways by different researchers depending on the focus of the research. However, most contemporary definitions of consumer behaviour are similar in scope. Engel, Blackwell & Miniard (1990) defined consumer behavior as the mental and emotional processes and the observable actions that are exhibited by an individual during their searching for, purchasing and post consumption of a product or service. In totality, it reflects on consumers' decisions with respect to their acquisition, consumption and disposition of goods, services, time and ideas (Schiffman & Kanuk, 2004) either as individuals, in the context of a group, or an organization (Neeraj & Kokil, 2008). The current study defines consumer behavior as the process through which various inputs are processed by the response system (cognition-affect behavior) which then generates output consequences in terms of brand recall and brand choice which upon aggregation

converges upon the intention to purchase that brand as opined by Howard (1977). Thus, in this research consumer behaviour was measured in terms of brand recall and brand choice. Brand recall refers to a level of brand awareness (Holden, 1993; Laurent, Kapferer & Roussel, 1995; Mariotti, 1999) which relates to the consumer's ability to retrieve the brand from memory when provided with a relevant cue (Ross & Harradine, 2004). Brand choice is the behavior that involves goals requiring an action, imposing upon the buyer's intention and also the attitudes about the existing brand alternatives in the buyer's evoked set that results from an arrangement of a preferential order regarding that brand (Aaker, 1991). When given a cue, it is assumed that consumers are likely to correctly remember the brand as being previously seen or heard meaning that the brand holds a stronger brand position in the mind of the consumer which consequently gives then consumer a compelling reason for choosing that particular brand (Laurent et al., 1995; Mariotti, 1999; Aaker, 1991).

In an attempt to understand how consumers respond to various marketing employed by companies and explain consumer behavior, Teo & Yeong (2003) and Foxall (2005) observes that many scholars have put forward different theories namely: normative decision theory (Schoemaker, 1982), Engel, Blackwell & Miniard (EBM) model, Behaviorist Approach (Simon, 1955), Psychological Theory (Stewart, 1994), Cognitive Approach (Rioux & Poppleton, 1978), The Elaborate Likelihood Model (Petty & Cacioppo, 1983), Self-reference Theory (Rosenberg, 1979) and the Social Learning Theory (SLT) (King & Multon, 1996).

Despite the numerous theories put forward, there still lacks a universally-acceptable theoretical model that can be adopted in the study of consumer behavior given that it is pretty difficult for any single model to claim to include all the factors and considerations that influence consumer behavior (Foxall, 2005). Each of the above proposed models has evidence to justify its inclusion in attempts to explain consumer behavior as they are all based on the basic law of consumption and each stresses on the need to examine quite different variables (Foxall, 1990). Therefore, in an attempt to provide a holistic view of the consumer behavior concerning how young consumers learn purchase behavioral tendencies this study adopted EMB model and SLT given that both have been extensively and widely used (Moschis & Churchill, 1978).

Engel, Blackwell & Miniard (EBM) model

The EMB model is the most commonly used model in any consumer buying behavior research that touches on consumer decision making process (Van der Heijden, 2003; Graham, 1981; Butler & Peppard, 1998; Teo & Yeong, 2003). This model holds that when making choices about which products or services to buy, consumers go through a decision making process which varies according to the innate attributes of an individual and the current environment (Kotler, 1997; Jobber, 2001).

The decision making process represents a roadmap of consumers' minds showing how different internal and external variables interact and affect consumers' thinking, evaluation process, and the resultant overt actions (Butler & Peppard, 1998). According to Blackwell, Miniard, & Engel (2006) external factors such as culture, social-class, family, personal factors, group association, role models (celebrities) and internal factors such as own attitudes, personality, perceptions, self-concepts, emotions, knowledge, value and lifestyle affect the consumer buying behavior. This model therefore is applicable in that it implies that consumers are social beings who are influenced by other social factors at play when making purchase decisions.

Social Learning Theory

The influence of advertising endorsement is largely driven by the social learning theory (SLT) which holds that relations between concepts are established in the process of learning (Klien, 1991; Martindale, 1991). In the context of consumer behavior, individual consumers develop consumption-related attitudes and behaviors by modeling the behavior of others and through learning experiences which occurs in a variety of contexts (King & Multon, 1996).

The SLT basically describes consumers as imitators who watch what others buy and adjust to get along or be inconspicuous. Martin & Bush (2000) argues that an individual's consumption related attitude and behavior is a direct outcome of his learning experience. The endorsement processes thus helps in connecting those nodes in the consumers' memory that represent the brand and endorser and as a result their feeling and meanings toward the endorser are transferred to the brand (Collins & Loftus, 1975).

The modeling behavior within the SLT argues that young people obtain relevant skills, knowledge, and attitudes which help them function as consumers in the marketplace through consumer socialization (Ward, 1974) which is a function of age, and agents of socialization among other factors (McGregor, 1999). Socialization agents are the sources of influence such as parents, mass media, school peers and celebrities who can transfer meanings, norms, attitudes, motivations and behaviors to young people (Moschis & Smith, 1985). Celebrities are the most influential of all (Mitchell, Jones & Krumboltz, 1979; Martin & Bush, 2000) and their attributes influence the receiver's action and behavior through a process known as internalization (Kelman, 1961) which ensues when receivers accept a source influence through their personal attitude and value structures (Erdogan, 1999). This model was therefore adopted for the current study as it offers a strong theoretical base for researching on socialization agents (Moschis & Smith, 1985).

2.2.2 Theoretical Models on Celebrity Endorsement

A celebrity is defined as any individual who is known to the public for their achievements in their respective areas other than the product they endorse (Friedman & Friedman, 1979). On the other hand, an endorser is any person who makes a written or a spoken statement that extols the desirable qualities of a product (Rodriguez, 2008). A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, p.310). These definitions implies that, for a celebrity to endorse a product, the celebrity ought to possess some attributes that aid in having a level of relation to the way the product is perceived by the consumers.

According to Braunstein & Zhang (2005) several models and theories that were initially developed for communication study have been proposed as possible lens to study how endorsers might influence consumers and what attributes of the celebrity are more influential. Nevertheless, the theoretical background for this study is situated on four prominent models: the Source Credibility Model (Hovland, Janis, & Kelley, 1953; Hovland & Weiss, 1951), the Source Attractiveness Model (McGuire, 1968), the Product Match-Up Hypothesis (Kahle & Homer, 1985; Kamins, 1989, 1990), and the Meaning Transfer Model (McCracken, 1989).

Source Credibility Model

The term 'source' in the models refers to the originator or conveyer of a message and in the realm of this study the source refers to the celebrity endorser. Proposed by Hovland, Janis & Kelley (1953) the source credibility model holds that effectiveness of a message depends on perceived levels of expertise and trustworthiness of an endorser (Hovland & Weiss, 1951; Hovland et al., 1953). Thus, information acquired from a credible source will have a favorable impact on the opinions, beliefs, action and behavior of a recipient, in this case the consumer (Kelman, 1961; Erdogan, 1999).

Credibility refers to the listener's level of acceptance of, and degree of confidence in the endorser and the message (Ohanian, 1990) and it is made up of two components: expertise (knowledge) and trustworthiness (Baker & Churchill, 1977; Maddox & Rogers, 1980; Joseph, 1982; Kahle & Homer, 1985). Expertise is the perceived ability of an endorser to make or provide valid assertions about something based on their perceived level of knowledge, skills and experience in that field (Ohanian, 1991; Hovland et al., 1953).

Trustworthiness is the target audience's perceived level of integrity, honesty and believability of the endorser (Ohanian, 1991; Erdogan et al. 2001); and according Friedman & Friedman (1978) likeability of an endorser is also an attribute of trust. The credibility components are interconnected with other attributes of the celebrity such as their image dimension and positive perception of the celebrity in consumer minds (Choi & Rifon, 2007). Consistently, marketers tend to choose endorsers who are regarded to be honest, believable, likeable and dependable (Shimp, 1997).

Source Attractiveness Model

The source attractiveness model argues that attractiveness is one of the various characteristics of a perceived source that may have a favorable effect on the receptivity of the message (Meenaghan, 1995; Kelman, 1961). Source attractiveness is the endorser's physical approach personality, likeability, and similarity to the receiver (Solomon, 2002). Three interrelated dimensions makes up attractiveness: familiarity (degree to which the receiver has awareness/knowledge of the source resulting from exposure), similarity (the imaginary resemblance between the source of the message and its receiver) and

likeability (the degree to which the receiver holds affection/acceptance of the source based on its physical appearance, intellectual skills or behavior) (McCracken, 1989; McGuire, 1985).

When source dimensions of credibility and attractiveness are combined together as shown in Figure 2.1 below, the receiver finds the endorser attractive and the message becomes more persuasive (Erdogan, 1999; Premeaux, 2009; McCracken, 1989; Ohanian, 1990; Amos, Holmes & Strutton, 2008; Eisend, 2010; Pornpitakpan, 2004).

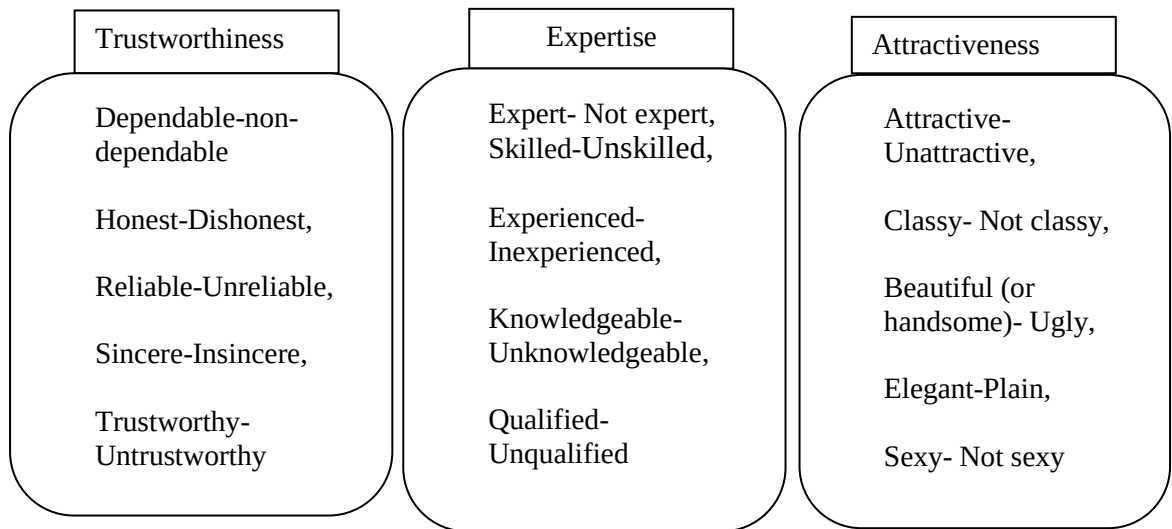


Figure 2.1 Components of the source effects model

Source: Ohanian (1990).

Product Match-up hypothesis

The match-up hypothesis holds that for an endorsement to be effectiveness there should exist a lucid ‘fit’ between the brand being endorsed and the image of the celebrity endorsing it (Till & Buster, 1998). The model specifically stresses that the physical attractiveness of a celebrity endorser will enhance a product’s evaluations only if the celebrity’s image ‘match-up’ with the product’s characteristics. Thus, for any endorsement to be perceived credible enough to enhance the image of the product and influence on consumers’ behavior, the celebrity and product features should be seen to complement each other (Kamins, 1990). According to Misra & Beatty (1990) there should be a ‘fit’ between the celebrity’s characteristics, personality, image and the

brand's attributes. This model will help assess the celebrity-product congruence influence on brand choice and brand recall.

Meanings Transfer Model

The MTM holds that celebrity endorsers encompass a variety of meanings such as demographic (gender, age) social-status, class, personality, lifestyle types, and cultural meanings which are passed on to the products during the endorsement process (McCracken, 1989; Brierley, 1995). This implies that when used in endorsement, celebrities bring their representative meanings and pass them on to the product during the endorsement process.

McCracken (1989) opines that the celebrity endorser is said to be effective based on what meanings the consumers associate with the endorser and their eventual transfer to the brand. Mccracken (1986) argues that the meaning transfer process follows a systematic path that involves three stages as depicted in Figure 2.2 below.

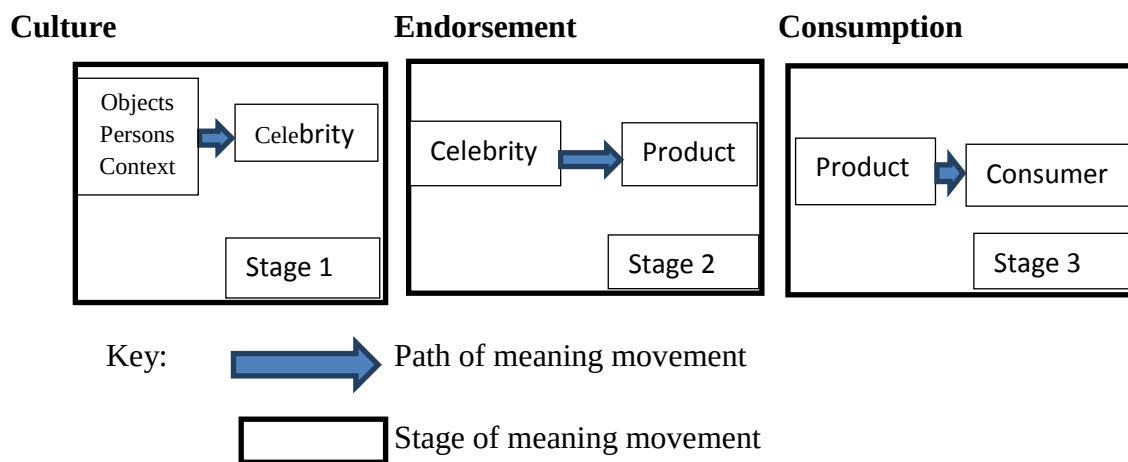


Figure.2.2: Meanings Movement in Endorsement Process

Source: McCracken (1989).

To begin with, celebrities encode a set of meanings such as gender, age, personality, race, lifestyle or values. These meanings are their public person and they reside in celebrities themselves. Next, these meanings are transferred to the product being endorsed thereby creating a product personality depending on the symbolic properties conveyed by the endorser. This means that clarity must be achieved in evaluating the meanings that consumers associate with the endorsers which are finally transferred to the brand.

Lastly, when a consumer buys the product, these meanings are transferred to the consumer (McCracken, 1989). He further argues that an association should exist between the cultural meanings of the celebrity's world and the endorsed product given that consumers purchase the endorsed product with the aim of gaining some of the desirable meanings which celebrities have passed on to the product.

In order for the endorsement process to influence consumers' behavior, the advert must be designed in a way that it depicts the necessary links between the celebrity and the product as this enables the product to transfer meanings to the consumers. This model will be of importance to the current study as the various tenets inherent in the meaning transfer theory will help shed light into the various cultural meanings embodied by celebrities and how they influence consumers' behavior among the youths in Kenya. In summation, the source models, the match-up hypothesis, and the meaning transfer model have provided a theoretical backbone for explaining the effectiveness of celebrity so far and have played a pivotal role in developing our understanding about the effectiveness of celebrity endorsement.

2.3 Empirical Review

The empirical review focused on the influence of celebrity attributes on the consumer behavior in terms of brand choice and brand recall. It offers an extensive collection of evidence on how consumers' behavior is molded and influenced by celebrity endorsement. The principles of credibility of source and attractiveness, the match-up hypothesis, the EBM model and the SLT are taken into account to understand the endorsement impact on consumers.

2.3.1 Celebrity's attributes that influence on consumers' brand recall

Various scholars have found that celebrity endorsement can enhance consumer assessment of the products and brand recall (Petty, Cacioppo & Schumann, 1983; Menon, 2001; Clark & Horstman, 2003). Singer (1983) and McCracken (1989) argues that for celebrity advertisers to create effective messages they have to choose celebrity endorsers based on their attractiveness as this will help them to gain from the dual effects of celebrity status and physical appeal. This view is echoed by Knott & James (2003) who pointed out that the attractiveness of endorsers influences the effectiveness of a message.

Similarly, Kahle & Homer (1985) noted that the attractiveness of a celebrity can enhance the attractiveness of a brand which consequently increases brand remembrance.

Burroughs & Feinberg (1987) have argued that the presence of a celebrity endorser in an advert aids in the identification of brands that are associated with such an endorser. Further, the duo argued that if a proper association is established between a product name and the endorser, the presentation of an endorser's name tend to significantly increase the likelihood that the product name will also be recalled to mind. While investigating the effectiveness of matching endorsers with a brand, Misra & Beatty (1990) found out that the attitudes toward adverts and the recall of products in such adverts improves when there is congruence between the endorser and the brand name. Buttressing the same proposition, Aaker & Day (2010) pointed that if the consumers establish a link between the endorser and the brand, the consumers ends up having a positive belief and disposition toward the brand. Similarly, while studying the impact of celebrity match on consumers in China, Ogunsiji (2008; 2012) found out that celebrity match with the target audience increases the marketability of a brand due to the increased attention and the resultant brand recall. Hsu & McDonald (2002) also noted that it is easy to recall a product or brand that is very often associated with a particular endorser over a long period of time in advertising. Ohanian (1991) acknowledges that a celebrity has the ability to create awareness and initial interest for an advert. Consequently, he recommends that only those celebrities who are congruent and perceived by the customers to have expertise should endorse products for them to change consumer's attitude towards the endorsed brands. Okorie & Aderogba (2011) on their part argues that celebrity's endorsement helps maintain consumers' brand attention and recall which is likely to influence them to choose goods and services endorsed by celebrities compared to those without such endorsements.

Nevertheless, evidence has also shown that celebrity endorsement does not always project the thoughts that are linked to the brand in a consumer's memory. In their respective studies, Petty (1983) and Friedman & Friedman (1979) argued that celebrity endorsers enhanced brand recall and increased brand recognition but only under low involvement conditions. Supporting their argument, Kokil (1991) while investigating the effect of celebrity endorsement on brand building in India, also argued that the correct

choice of a celebrity can influence consumer behavior but its effects on the long term brand recall and loyalty was yet somewhat arguable. Further still, while studying the effects of endorsers on purchase intentions among Philippine consumers, Rodriguez (2008) found that there are other variables apart from the physical attractiveness of the celebrity which affects the effectiveness of the message and brand recall.

From the above discussion, it is clear that literature has contradictory evidence about the impact of the credibility dimensions on consumers' brand recall. While some studies found out that celebrity endorsements were likely to persuade and induce a high level of brand recall in consumers, others found that this was dependent on other factors apart from the celebrity attributes such as the type of buying, levels of involvement etc. and thus the influence of celebrity endorsement is still highly debatable and subject to investigation.

2.3.2 Celebrity's attributes that influence on consumers' brand choice

Hovland et al.'s (1953) source credibility model proposed that the effectiveness of the message depends on the similarity, familiarity and likeability between the endorser and the receiver; and extant literatures have been found to support this proposition (Baker & Churchill, 1977; Ohanian, 1990; Till & Busler, 1998; 2000). When used to endorse a brand, celebrities are expected to contribute to the brand dimensions (Aaker, 1991) and induce favorable attitudes towards the brand and ultimately increase consumers' preference for the brand (Nam-Hyun, 2008).

According to Atkin & Block (1983) celebrity's likeability, attractiveness and fame helps attract attention to products and service. Kamins (1990) argued that attractive celebrities are more persuasive more so when they are endorsing beauty products since customers assume that the product will enhance their beauty just like they have enhanced the beauty of the endorser(s). Similarly, while investigating the effects of celebrity attractiveness on consumers Kamins & Gupta (1994) found that celebrity's attractiveness have the power that helps intensify the appeal of adverts given that consumers generally have a more positive attitude towards attractive people. Liu (2007) observed that if an endorser possesses the key dimensions of credibility (expertise, trustworthiness and attractiveness), then they are likely to influence consumers' purchase intentions. On their

part, Miciak & Shanklin (1994) argued that the more familiar consumers are with the endorser, the more they are likely to choose the endorsed product. Supporting this argument, Ayuk & Nyaseda (2008) noted that the use of a well-known and well-liked personality within the society was found to create an image towards a product or and services that evoke a likeness.

Kamin (1990) argues that the celebrity attributes and the product features should complement each other for any endorsement to be effective. This is supported in extant studies which have shown that when making perceived image about products, customers look for compatibleness between the endorsed product and the celebrity by comparing the qualities of the product with those of the celebrity (Ohanian, 1991; Callcoat & Phillips, 1996; O'Mahony & Meenaghan, 1997). Kahle & Homer (1985) argues that the existence of a proper match-up between the product and the celebrity improves celebrity's attractiveness which in turn improves the attractiveness of a brand and this enhances consumers' attitude towards the brand. McCracken (1989) and Erdogan (1999) argue that the extent of successful match-up in an endorsement process depends on the degree of fitness between the brand and the celebrity. The duo pointed out that if there is a mismatch between an endorser and a product being endorsed, the product may ends up not appealing to its target audience. Reliably, while conducting a study on product personality congruence and user image congruence Govers & Schoomans (2005) found that consumers prefer those products that are endorsed by celebrities whose appearance matches their self-image.

In an attempt to evaluate what meanings consumers associate with the endorser and how they are eventually transferred to the brand, McCracken (1989) found that endorsers have meanings that begin as something resident in their physical, social and culturally constituted world as spelt out by the categories and principles of the prevailing culture. Consistently, Langmeyer & Walker (1991) observed that each celebrity endorser embodies a set of unique symbolic meanings such as status, class, gender, age and personality, lifestyle types, and the cultural meanings. Brierley (1995) also found that celebrities have meaning embodied in them and these meanings go beyond the person as they are passed on to the products when they are used as endorsers. While testing the meaning transfer model, Erdogan et al. (2001) found that the symbolic meanings

possessed by celebrities are usually transferred to the endorsed brands. They argued that these meanings help account for the characteristics of the celebrity and how they interact with those of the product. Validating this argument, White et al. (2009) observed that when exposed to negative celebrity information, consumers instantly transferred the same negative meanings into their perception of the product. This is because the negative meaning becomes a part of the celebrity's bundle of meanings. Therefore, it is safe to argue that consumers symbolically transfer meanings embodied in celebrities into their perceptions of the product being endorsed. Consequently, the influence that an endorser has on consumers depends on the meaning he brings into the advert and the brand he endorses.

Kamins & Gupta (1994) observed that when the attributes of a celebrity match up with those of the brand being endorsed, this resulted to increased celebrity believability and attractiveness among the targeted audience. On his part, Shimp (2008) argues that celebrity endorsers considerably influence consumers brand choice since they have power that enhances the brand's perceived quality and image. Okorie & Aderogba (2011) argues that celebrity's endorsement is likely to influence consumers' choice of brands since their presence help maintain consumers' brand attention and recall.

Nonetheless, the use of celebrities in advertisements does not always result to favorable behavior. According to Baker & Churchill (1977) celebrity endorsement works on the consumers cognitive and affective components of attitudes rather than the behavioral aspects and thus the consumers may not necessarily choose the product even if it has been endorsed. While acknowledging the ability of a celebrity to create awareness and initial interest for an advert, Ohanian (1991) also argues that if customers fail to find a "match-up" between the image conveyed by the celebrity and the endorsed product, celebrity endorsement may not necessarily change consumer's attitude towards the endorsed brands. Supporting this argument, Till & Busler (1998) pointed that when celebrities are used in adverts, they helps evoke positive feelings towards an advert and product but this does not necessarily result into purchase intentions or even actual purchase behavior. Similarly, while investigating the effects of celebrities' negative information on consumer perceptions of endorsed brands, Till & Shimp (1998) found that negative information about a celebrity endorser might result in lower evaluations of a

brand thereby affecting consumers' brand choices. According to Katyal (2007) the use of a celebrity to endorse a product was found to generate attention, recall and mass appeal but it was ineffective when it came to the purchase intentions and actual purchase because consumers considered the core product and product quality when it came to actual purchase. Consistently, Hollander (2007) argued that celebrity makes the consumer aware of the brand but once they become aware of the product, their buying behaviour was greatly influenced by the product's design, quality and price. From the foregoing discussion it is clear that evidence on the influence of celebrity endorsement on consumers brand choice is at odds thus the need for more studies.

2.4 Conceptual Framework

Based on the theoretical framework, there is a general prevailing idea in which celebrity endorsement influences on consumers' behaviour. More specifically, celebrity endorsement is said to be a cumulative effect of the celebrity's attributes while consumer behaviour is interplay of buyer motives. In this research consumer behavior was measured in terms of brand recall and brand choice while celebrity endorsement was said to be a cumulative effect of the celebrity's attributes of attractiveness, credibility, meanings transfer and celebrity match-up. The two dependent variables of brand recall and brand choice are important for contributing to the overall consumer behaviour while the celebrity's attributes of attractiveness, credibility, meanings transfer and celebrity match-up acts as the independent variable that influences one's behaviour towards the endorsed brand in terms of their ability to recall and choose it among competing alternatives. During the endorsement process, consumers search for celebrities' attributes that appeals to them and on finding them, they incorporate them in their decision making process which influence their consumer behaviour. The operational definitions of the key variables is given in Table 2. 1.

Table 2.1 Operational Definition of Key Variables

	Operational Definition	Source
Celebrity endorsement	Celebrity credibility is the consumers' level of acceptance of, and degree of confidence in the celebrity's himself/herself and what he says about the product. This construct was measured on a 5-point Likert scale using five items namely: the perceived level of dependability, experience, skills, knowledge, and honesty.	Baker & Churchill, (1977), Maddox & Kahle & Homer, (1985), Ohanian (1990), Erdogan et al. (2001), Rogers (1980) and Joseph (1982)
	Celebrity attractiveness is the celebrity's physical appearance and personality appeal to the consumer. This construct was measured on a 5-point Likert scale using nine items namely: the perceived level of celebrity's beauty, trust, elegance, sexual appeal, presentability, respect accorded by public, familiarity and likeability.	Premeaux (2009) McCracken (1989) Ohanian (1990) Amos, Holmes & Strutton (2008) Eisend (2010) Pornpitakpan (2004) Erdogan (1999)
	Celebrity match-up is the extent to which consumers can perceive the existence of a connection between the celebrity with either the product or the targeted audience and a link between the product and what the celebrity is known for. This construct was measured using three items namely: celebrity-target audience, celebrity-product match and the association between the product and what the celebrity is known for measured on a 5-point Likert scale.	Till & Buster (1998) Kamins (1990) and Misra & Beatty (1990).

	Meanings transfer is the extent to which consumers feel that meanings associated with the celebrity will be transferred to the product and eventually to their self-life. This construct was measured using four items namely: gender, age, social status, and lifestyle on a 5-point Likert scale.	McCracken, (1989) and Brierley (1995)
Consumer behaviour	is the behavior that requires that buyer to correctly remember and retrieve a brand from their memory (brand recall); and requiring an action, imposing upon the buyer's intention and also the attitudes to prefer that brand from the existing brand alternatives in the buyer's evoked set with upon the intention to purchase that brand (brand choice). This was measured using the respondents' scores for the various celebrities' dimensions.	Aaker (1991), Ross & Harradine (2004), Mariotti (1999), Holden (1993), Laurent, Kapferer & Roussel (1995).

2.5 Chapter Summary

This chapter presented a review of the existing literature and research pertinent to the variables depicted in the conceptual framework presented for this study. The review shows that several studies addressing various aspects of celebrity endorsement and their influences on consumers' behaviour have been carried out (Menon, 2001; Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006). However, the influence of celebrity attributes is not clear given that the effects of celebrity endorsement on consumers' behavior is grounded on a wide range of indicators that differ across studies (Kokil, 1991).

The success of a brand through celebrity endorsement is a cumulative effect of the celebrity's attributes (McCracken, 1989; Atkin & Block, 1983) and this implies that just

because an individual is considered a celebrity, does not necessarily mean that he/she will be an effective endorser. On his part, Kokil (1991) argued that a celebrity can influence consumer behavior but its effects on the long term brand recall were still somewhat arguable. In the same vein, Baker & Churchill (1977) argues that celebrity endorsement does not always result to favorable behavior and thus consumers may not necessarily choose the product even if it has been endorsed.

The above illustrations clearly indicate that the influence of celebrity attributes on consumers' behavior is still highly debatable and subject to investigation and thus there is a gap in the state of knowledge about the influence of celebrity endorsement on young consumers' behaviour and where data exists, it needs to be segregated by geographical, societal and cultural contexts. This creates a lacuna in the existing body of knowledge given that there is relatively little evidence of research findings on the influence of celebrities on young consumers in the Kenyan context as most of the available studies focused on markets in other geographical regions more so the developed nations. In response to this lacuna, the current study sought to address this by examining the influence of celebrity endorsements on young consumers' behaviour in the Kenyan context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology that was used for the study. This section discusses the overall study design, the population and the process of establishing a representative sample from the population, data collection instrument, the data collection procedures and data analysis activities used to answer the study's research questions and the ethical considerations that were made before, during and after this study. The overall objective of the study was to examine the influence of celebrity endorsement on young consumers' behaviour in Kenya.

3.2 Research Design

A deductive approach was followed given that the study attempted to build on an already well-established theoretical framework as it sought to explain the casual relationship between the variables. The strategy of enquiry adopted was a survey with a view of establishing the influence of celebrity's attributes on the behavior of young consumers in terms of brand choice and brand recall dimensions in Kenya (Kothari, 2004; Creswell, 2003).

To address the research questions, the study employed a quantitative-descriptive research design. The choice of the design was informed by the need to allow a better understanding that would help the researcher to establish the state of affairs, as they exist at present, of the conceptions and values of the study topic as argued by Saunders, Lewis & Thornhill, (2009); Creswell, (2003) and Kothari (2004) while attempting to establish relationship(s) among the variables (Mugenda & Mugenda, 1999). Descriptive Statistics is vital as it helps in revealing information about the composition and distribution of data used in the analysis (Cresswell, 2006). This helped to identify celebrity's attributes and obtain their influence on young consumers' behaviour in terms of brand recall and brand choice.

The study was quantitative in that it focused on a number of related variables in an attempt to describe the current phenomenon and generalize the finding into the larger population through a survey sample of the population. The research questions focused on

many related variables and sought to achieve this by collecting numerical data and analyzing it using statistical based methods (Aliaga & Gunderson, 2000). This followed orderly and structured procedures in data collecting, assigning numerical values to non-numeric characteristics of human characteristics and interactions. This helped in the measurement of the various variables and their relationships enabling the researcher to give uniform interpretation to these characteristics (Saunders et al., 2009; Creswell, 2003).

3.3 Population and Sampling

Population refers to an entire group of individuals, events or objects possessing common observable characteristics (Mugenda & Mugenda, 1999) while target population refers to specific members of an actual set of individuals, events or objects about which information is desired and to which the findings of the study will be generalized (Ngechu, 2004). The target population was young consumers in Kenya. The Government of Kenya defines youths as all individuals in the republic who have attained the age of 18 years but have not attained the age of 35 (GOK, 2010). There was no all-inclusive and reliable list of all the young people in Nairobi County but 2009 census was used as a reasonable estimate of the current population and this stood at 1.50 million (Kenya National Bureau of Statistics, 2010).

There are eight administrative divisions in Nairobi County from which respondents were stratified for convenience of data collection. These divisions are: Central, Dagoretti, Embakasi, Kasarani, Kibera, Makadara, Pumwani, and Westlands. These divisions have further been categorized into three distinct market zones namely; Upper income, Middle income and Lower income markets based on the economic development and well-being of their inhabitants (Nairobi City, 2010). Central, Westlands and Kibera have been zoned as up market although with some lower income areas in their outskirts although Embakasi, Makadara and Dagoretti are the predominant divisions zoned as lower markets. The middle income markets are not definitely clear since they cut across all the divisions but Pumwani and Kasarani forms the major segment of this market zone.

Taking cognizant of the heterogeneous nature of this population, a multi-stage non-probability sampling was employed. To begin with, a sampling frame was purposively

developed based on the Nairobi City household sampling frame (Nairobi City, 2010). A total of six divisions were selected, two divisions from each of the three aforementioned market segment for the study. Westlands and Kibera were selected to represent the upper income market. The middle income market was represented by Embakasi and Dagoretti while Pumwani and Kasarani represented the lower income market.

Thereafter, convenience sampling was employed to hand-pick respondents found at the local shopping malls, churches, markets and other youth forums within the selected divisions. Care was taken to ensure their diversity in terms gender, levels of education, employment status and income level. Only the respondents who met the study criteria of age between 18-34 years were selected, and on the basis of their proximity, ease of access and willingness to participate in the study. Thirty respondents were identified in each of the six divisions selected, giving a total of 180 respondents. Convenience sampling was deemed appropriate as it has been found to be the most common sampling technique used when dealing with young consumers as the sampling unit (Kumar, Kim & Lou, 2009; La Ferle & Chan, 2008; Martin & Bush, 2000).

3.4 Data Collection Methods

The researcher collected primary data to help elicit information to answer the research questions. Primary data refers to data collected for the specific purpose of the study being undertaken (Fisher, 2007; Creswell, 2009). Primary data was deemed to be more relevant and thus formed the central source of data (Jankowicz, 2005). According to Ghauri & Gronhaug (2002) primary data help answer questions related to people's attitudes, intentions and buying behavior. The data collection method used was a survey using structured researcher-administered questionnaires.

3.4.1 Data Collection Instrument

Primary data in the form of quantitative data was collected using structured researcher-administered questionnaires. The questionnaire consisted of three parts. The first part captured the respondents' bio data while the remaining two parts had 21 statements each that helped identify the celebrities' attributes and measure their influence on brand recall and brand choice respectively. The questionnaire items for the last two sections were adapted from previous studies (Ohanion, 1990; Bush & Martin, 2000; Erdogan et al.,

2001; Erdogan, 1999; McCracken, 1989; Kelman; 1961). The celebrity endorsement influence was measured on a 5-point Likertscale utilizing a 5-point continuum from “strongly disagree to strongly agree” where 1 = strongly disagree, 2 = disagree, 3 = somewhat agree 4 = agree, and 5 = strongly agree. According to Ohanion (1990) the Likert Scale is one of the most popular, reliable and valid way of trying to measure someone’s attitudes or behaviors in a survey research.

The choice of the instrument was based on the fact that the use of questionnaires is deemed as one of the most commonly used data collection technique within the survey strategy (Saunders et al., 2009). Ackroyd & Hughes (1981) argue that the use questionnaire survey is valuable to the researchers in that it helps collect large amount of information from a large number of respondents in a short period of time and in a relatively cost effective way. In addition, questionnaires are one of the most convenient methods for the respondents to answer the questions (Bryman & Bell, 2007). Moreover, the structured style gave the respondent an opportunity to choose among possible alternatives in a given structured question (Saunders et al., 2009). Researcher-administered questionnaires were chosen in particular due to the fact that the respondents were picked at random places which meant that respondent commitment in filling up of questionnaires and having it collected latter was not feasible.

3.4.2 Data Collection Procedures

The primary data was sought by administering well-structured questionnaires to the respondents. To achieve this, the researcher first visited the selected divisions to identify and familiarize with the locations where the actual data would be collected during the month of February, 2014. Local shopping malls, churches, markets and youth forums were identified as the locations where respondent would be hand-picked. As a control measure, a pilot study was done by the researcher from selected areas before the actual data collection began. The pilot study helped the researcher to clarify and refine the questions in the tool, check on their sequence and the appropriateness of the answers given. Thereafter, a total of 180 questionnaires were administered by the researcher with the help of two researcher assistants trained before-hand. The survey took a period of ten man days.

3.4.3 Research Quality

Reliability refers to the extent to which the data collection techniques and analysis procedures yields consistent findings (Cooper & Schindler, 2006), and it shows the ability of the study to generate same findings to the same questions if the study is replicated elsewhere and the extent to which results are consistent over time (Hussey & Hussey 1997). Validity is the degree to which the instrument measures the construct under investigation and it is concerned with the accuracy of the instruments and measurements used in data collection and analysis (Cooper & Schindler, 2006).

Validity was achieved in three ways: (i) the researcher pre-tested the instrument, and the feedback from the pilot study helped to clarify and refine the questions, check on their sequence and the appropriateness of the answers given which enhanced the face validity of the questionnaire. (ii) The extracted factors from factor analysis were subjected to a reliability analysis to check on internal validity where they registered a Cronbach's alpha value greater than 0.70 a value that was considered acceptable given that it was more than the minimum acceptable reliability value for an internally reliable scale (Field, 2005). (iii) External validity is concerned with establishing the generalizability of the study findings. This research was based on Kenyan young consumers but aimed at generalizing its particular set of results to some theory and although the findings are applicable only to young consumers in Kenya, comparison can be made with young consumers in other countries.

3.5 Data Analysis and Presentation

After the field survey, the raw data was first coded and then entered into MS-Excel spreadsheet where it was inspected for completeness by identifying, recording and entry errors in terms of unusual value, problematic data elements, and extreme values. Then, the complete data was keyed into Statistical Package for the Social Sciences version 21 (SPSS) software for meaningful analysis where descriptive, reliability and exploratory factor analysis were performed.

Descriptive statistics was used to analyze the respondents' characteristics in terms of their gender, levels of education, employment status and income levels. In this research consumer behavior was measured in terms of brand recall and brand choice. In

responding to research questions (1) what celebrity attributes influence young consumers' brand recall in Nairobi? An exploratory factor analysis using the principal components analysis followed by a Varimax with Kaiser Normalization rotation method was performed on the responses and scores on the 21-items in part 2 (a) of the questionnaires. Factor analysis was used so as to help the researcher establish whether the sets of questionnaire items (observed variables) were in fact all measuring the same underlying factor (perhaps with varying reliability) and thus could be combined to form a more reliable measure of that factor (Fabrigar, Wegener, MacCallum & Strahan, 1999).

To determine how many of the extracted factors were meaningful and worth of being retained the researcher used Ellet, Rugutt, Cavanagh & Davis (1999) argument where two rules were followed: (Test 1) an item loading (factor/item correlation) of at least 0.40; and (Test 2) a difference between square loading of at least 0.30 factor loading on at least one factor. This was followed by a reliability analysis on the extracted factors to establish whether internal validity had been met. While responding to research question (2) what celebrity attributes influence young consumers' brand choice in Nairobi? A procedure similar to that of question (1), but using responses and scores on the 21-items in part 2 (b) of the questionnaires was used.

The respondents' characteristics in terms of gender, levels of education, employment status and income levels was presented in descriptive statistics on a distribution table by frequency and percentages while the respondents' responses and scores on instrument items were presented on tables and figures by means, standard deviations and factor loadings.

3.6 Ethical considerations

This study was undertaken within ethical frameworks of social research which are informed consent, absence of deception and confidentiality (Bryamn, 2001). The researcher sought authorization from the university to conduct the study by obtaining an introduction letter and the respondents were informed on what the survey was about, and why their contribution was important. The researcher also assured the respondents of their right not to participate, anonymity, confidentiality and that the data collected was to be used for academic purposes only. Hence, no respondent was coerced to respond or

cajoled with gainful favors in exchange for their responses nor were they threatened for failure to respond to any or all the questions. Plagiarism was avoided by ensuring that due citations were made where applicable.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents an analysis and report of the results from the current study. To begin with, preliminary analysis was performed on the data so as to determine the response rate. This was followed by descriptive statistics, factor analysis and reliability analysis which were performed on 21 items in the questionnaire to examine what celebrity's attributes that influences on young consumers' behaviour. The data for this study was collected using a questionnaire in the month of February, 2014.

4.2 Response Rate

A total of 180 questionnaires were administered out of which 167 questionnaires were completely filled giving a response rate of 92.78% a figure that was considered to be significantly adequate for the study to continue with the analysis as argued by Mugenda & Mugenda (1999). This high level of response rate was attributed to the data collection procedure employed where the researcher with the help of two trained research-assistants personally administered the questionnaires and waited for respondents to fill them before picking the filled questionnaires. Twelve questionnaires (7.22%) were not completely filled and this was due to the fact that some of the respondents having already began answering the questions, they opted out at some point when they felt the questions were too many and they were running out of time. The researcher therefore disregarded them during analysis as they had a lot of missing data. Codes R1-R180 was used to denote the 180 respondents contacted in the study.

4.3 Demographic Profile

The study sought to establish the respondent's bio data in terms of gender, employment status, education and income level. An acceptable gender balance among the respondents was obtained, with 51.5% (86) female respondents and 48.5% (81) of male respondents. The respondents age varied 18 to 20 years old (25.1%), 21 to 24 years old (21.0%), 25 to 29 years old (35.5%) and 30 to 34 years old (17.4%). A summary of their responses is presented in Table 4.1.

Table 4.1: Respondents' Information

Characteristics	Category	Frequency	Percent
Gender	Male	81	48.5%
	Female	86	51.5%
Age	18-20years	42	25.1%
	21-24 years	35	21.0%
	25-29 years	61	35.5%
	30-34 years	29	17.4%
Education	Primary	11	6.3%
	Secondary	36	20.7%
	College	71	40.8%
	University	56	32.2%
Income (Ksh)	Less than 5000	52	29.9%
	5000-10000	23	13.2%
	10001-20000	20	11.5%
	20001-30000	20	11.5%
	30001-40000	39	22.4%
	40001-50000	13	7.5%
	Over 50000	7	4.0%
Employment	Self-employed	22	12.6%
	Salaried	68	39.1%
	Unemployed	13	7.5%
	Students	71	40.8%

4.4 Celebrity's attributes that influence young consumers' brand recall

The first objective of the study was to examine the celebrity's attributes that influence young consumers' brand recall in Nairobi. A set of 21 statements embodying different elements of celebrity's attributes were presented to the respondents and they were requested to express their degree of agreement with these items on 5-point Likert scales where 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Agree, 4 = Agree and 5 stood for Strongly Agree.

4.4.1 Descriptive Statistics of Celebrity's attributes that influence young consumers' brand recall

The respondents were asked to indicate their level of agreement with the twenty one-statements measuring the influence of celebrity attributes on consumers' brand recall. First, descriptive analysis was performed on the respondents' responses where their mean score and standard deviations were computed and then the mean values were used as indicator of their level of agreement with the statements. The findings indicated that all the items returned a mean score of above three except for two: I recall a product if it is endorsed by a young celebrity and I recall a product if it is endorsed by a male celebrity which recorded mean score values of 2.44 and 2.01 respectively as shown in Table 4.2.

Table 4.2: Results of mean importance rating

Celebrity items	Mean	Std. Deviation
I recall a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.	3.95	1.116
I recall a product if the celebrity endorsing it appears to have some skills relating to that product or that particular field.	3.83	1.048
I recall a product if the celebrity endorsing it appears presentable.	3.70	1.198
I recall a product if the celebrity endorsing it appears to be honest/ sincere.	3.68	1.162
I recall a product if the celebrity endorsing it appears to have some level of knowledge relating to that that product or that particular field.	3.68	1.167
I recall a product if the celebrity endorsing it appears to be dependable or reliable.	3.63	0.927
I recall a product if a fit exist between the product and what the celebrity endorsing it is known for.	3.53	1.210
I recall a product if the celebrity endorsing it appears to be trustworthy.	3.48	1.171
I recall a product if the celebrity endorsing it and I appears to have a common lifestyle.	3.35	1.253
I recall a product if its features fit the personal attributes of the celebrity endorsing it (Celebrity-product match).	3.33	1.189
I recall a product if the celebrity endorsing it appears to be stylish/ elegant.	3.32	1.359
I recall a product if the celebrity endorsing it is liked by the public.	3.28	1.233
I recall a product if the celebrity endorsing it appears to be beautiful/handsome.	3.03	1.534
I recall a product if I can identify with the celebrity endorsing it (celebrity-target audience match).	2.99	1.453
I recall a product if the celebrity endorsing it is familiar or known to me.	2.89	1.347
I recall a product if the celebrity endorsing it appears to have a high social status.	2.70	1.313
I recall a product if the celebrity endorsing it appeals sexually.	2.61	1.425
I recall a product if it is endorsed by a female celebrity.	2.59	1.443

I recall a product if it is endorsed by a young celebrity.	2.44	1.323
I recall a product if it is endorsed by a male celebrity.	2.01	1.163
I recall a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.	3.95	1.116

4.4.2 Factor Analysis and Reliability Analysis of Celebrity's attributes that influence young consumers' brand recall

An Exploratory factor analysis (EFA) was performed on the responses and scores on all the twenty one- items in part 2 (a) of the questionnaires measuring the influence of celebrity attributes on consumers' brand recall. To evaluate the suitability of the data for EFA, the study used Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Bartlett's test. The overall KMO for the data was 0.623, a value which was considered sufficient for the study to progress with factor analysis. Field (2005) argues that a KMO value ≥ 0.5 is considered sufficient as it indicates that the patterns of correlation are relatively compact and thus factor analysis should yield distinct and reliable factors. The Bartlett's test of Sphericity showed a significant value of 0.0000, which means that a strong relationship exists among the variables which makes it possible for them to cluster and consequently factor analysis can be used to identify the attributes. The summary results of factor analysis are given in Table 4.3.

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.623
Bartlett's Test of Sphericity	Approx. Chi-Square
	1521.757
	df
	210
	Sig.
	.000

The 21-items in the questionnaire were factor analyzed using the principal components analysis (PCA) followed by a Varimax with Kaiser Normalization rotation method (Hopkinson & Puraji, 1999). Considering only factors that had Eigen values greater than 1 (Chen, 1999), the initial factor solution for the items influencing brand recall resulted in six factors with Eigen-values greater than one which accounted for 65.059% of the total variance. To further refine this list, items with loadings of less than 0.4 factors were eliminated and this limited the number of factors to 4. The reduced list was then factor analyzed again and this resulted in a final solution consisting of four factors with Eigen-

values greater than one which accounted for 57.149% of the total variance which was considered sufficient (Malhotra, 1996). This is presented in Table 4.4.

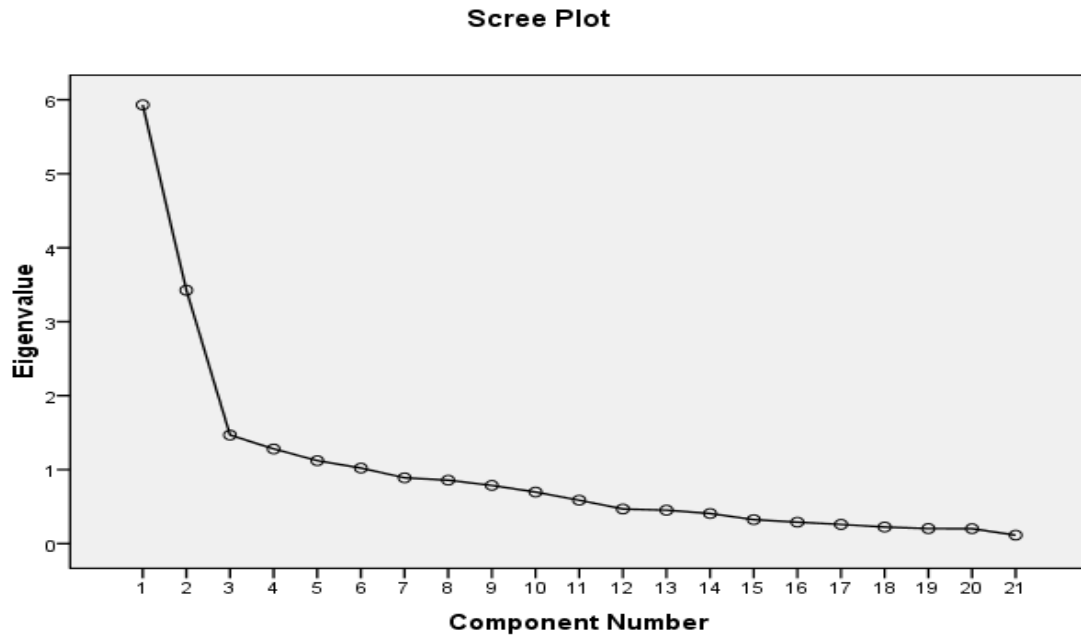
Table 4.4: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Cumulative %
1	4.663	23.316	23.316	15.634
2	3.405	17.026	40.341	31.255
3	1.843	9.213	49.554	45.039
4	1.519	7.595	57.149	57.149
.				
21	.095	.454	100.000	

A reliability test was then performed on the four components using the Cronbach's Alpha test. A Cronbach's Alpha value ($\alpha \geq 0.7$) is usually considered reliable and these four attributes met the Cronbach's Alpha criterion and were therefore considered reliable in explaining the influence variations on the dependent variable (brand recall). Component 1 had a Cronbach's Alpha value of 0.758, component 2 had an (α) value = 0.829, component 3 had a Cronbach's Alpha value of 0.745 while component 4 had a Cronbach's Alpha value of 0.712. The overall Cronbach's Alpha value for the four attributes was 0.759.

The screen plot image was used to further confirm the four components by factoring the point at which the screen plot image shows a distinct break between the steep slopes of the factors as shown in Figure 4.1.

Figure 4.1: Screen plot for components under brand recall behavior



After the final rotation, the 21 variables were reduced to four components which were found to address and relate to issues of concern on which the study is based. One statement, “I choose a product if is endorsed by celebrities whom we share similar lifestyle” did not load on any component thus was not clustered with any other. In this study, only factor loadings of $\geq .40$ were considered thereby ignoring all items with low loadings from the scale. Table 4.5 presents the results of the exploratory final factor analysis.

Table 4.5: Factor analysis for celebrity attributes scale that influence brand recall

Variables (Attributes items)	Components			
	1 Celebrity Attractiveness	2 Celebrity Credibility	3 Celebrity Meanings transfer	4 Celebrity Match-up
I recall a product if the celebrity endorsing it is beautiful or handsome.	.703			
I recall a product if it is endorsed by a celebrity whom is liked by other people.	.603			
I recall a product if the celebrity endorsing it is highly regarded (respected) by other people.	.546			
I recall a product if the celebrity endorsing it has a sexual appeal.	.544			
I recall a product if I know or am familiar with the celebrity endorsing it.	.502			
I recall a product if the celebrity endorsing it appears to be stylish or elegant.	.482			
I recall a product if the celebrity endorsing it is presentable.	.425			
I recall a product if the celebrity endorsing it appears to be trustworthy.		.785		
I recall a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.		.723		
I recall a product if the celebrity endorsing it appears to have some level of knowledge relating to that product or that particular field.		.701		
I recall a product if the celebrity endorsing it appears to be honest or sincere.		.692		
I recall a product if I can depend or rely on what the celebrity is saying about the product.		.675		
I recall a product if the celebrity endorsing it appears to have some level of skills relevant to that product or that particular field.		.668		
I recall a product if is endorsed by celebrities whom we share similar lifestyle.			.717	
I recall a product if the celebrity endorsing it is a female.			.551	

I recall a product if it is endorsed by celebrities who appears to be of high social status.			.528	
I recall a product if the celebrity endorsing it is a youth.			.489	
I recall a product if the celebrity endorsing it is a male.			.444	
I recall a product if its features match the personal attributes of the celebrity endorsing it (Celebrity-product match).				.691
I recall a product if it is endorsed by celebrities that I can identify with (celebrity-target audience match).				.664
I recall a product if there is an association between the product and what the celebrity endorsing it is known for.				.605

As argued by Child (1970) and Hopkinson & Pujari (1999) the attribute item that was found to have the largest loading value influenced the naming of that attribute. Seven items loaded on Component 1 relating to consumers' perception of the celebrity's desirability. These items capture the celebrity's appeal with their perceived beauty having the highest contribution. The underlying attribute was labeled celebrity attractiveness. Component 2 was loaded with six items that were found to be necessary for consumers to have confidence and accept the celebrity's message concerning the product endorsed. These items are perceived level of trust, experience, knowledge, honesty, dependability and skills. For this reason, it was labeled celebrity credibility. Component 3 contain five items to the meanings that the consumers associate with the celebrity in terms of gender, age, lifestyle and social status. This attribute was therefore labeled celebrity meanings transfer. Lastly, component 4 collected only three items: celebrity-product match, celebrity-target audience match and the link between the product and what the celebrity is known for. The three elements have loadings of 0.6 or higher on that factor and this attribute was named celebrity match-up.

In order to determine the importance of the attributes identified, the mean score value of all the items that loaded on each factor after factor analysis were computed and their average mean score value used as indicator of the attributes' importance, without regard to individual items (Chen, 1999). A factor with the highest mean score was considered as the most important factor. The importance rating is listed in Table 4.7.

Table 4.7: Relative influence of celebrity's attributes on consumers' brand recall

Celebrity attributes	Overall mean score	Ranking level
Celebrity credibility	3.70	1
Celebrity attractiveness	3.30	2
Celebrity match-up	3.28	3
Celebrity meanings transfer	2.87	4

4.5 Celebrity's attributes that influence young consumers' brand choice

The second objective of the study was to examine the celebrity's attributes that influence young consumers' brand choice in Nairobi. The respondents were asked to indicate their level of agreement or disagreement with each of the 21 statements embodying different dimensions of celebrity's attributes on 5-point Likert scales where 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Agree, 4 = Agree and 5 stood for Strongly Agree.

4.5.1 Descriptive Statistics of Celebrity's attributes that influence young consumers' brand choice

The respondents were given twenty one- statements measuring the influence of celebrity attributes on consumers' brand choice. The findings showed elements that relate to credibility had higher mean values as compared to the others. Most of the items returned a mean score of above three except for the last seven among them: I choose a product if the celebrity endorsing it is familiar or known to me and I choose a product if the celebrity endorsing it appeals sexually which had a mean score of 2.41 and 2.43 respectively as shown in table 4.8.

Table 4.8: Results of mean importance rating

Celebrity items	Mean	Std. Deviation
I choose a product if the celebrity endorsing it appears to be honest or sincere.	3.84	1.106
I choose a product if the celebrity endorsing it appears to have some level of knowledge relating to that product or that particular field.	3.78	1.187
I choose a product if the celebrity endorsing it appears presentable.	3.76	1.122
I choose a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.	3.71	1.240
I choose a product if the celebrity endorsing it appears to have some level of skills relevant to that product or that particular field.	3.66	1.280

I choose a product if a fit exist between the product and what the celebrity endorsing it is known for.	3.49	1.316
I choose a product if the celebrity endorsing it and I appears to have a common lifestyle.	3.47	1.243
I choose a product if the celebrity endorsing it appears to be dependable or reliable.	3.43	1.251
I choose a product if the celebrity endorsing it appears to be trustworthy.	3.38	1.214
I choose a product if its features matches the personal attributes of the celebrity endorsing it (Celebrity-product match).	3.26	1.302
I choose a product if the celebrity endorsing it is liked by the public.	3.16	1.417
I choose a product if it is endorsed by celebrities that I can identify with (celebrity-target audience match).	3.05	1.327
I choose a product if the celebrity endorsing it appears to be stylish or elegant.	3.03	1.524
I choose a product if the celebrity endorsing it appears to have a high social status	2.89	1.247
I choose a product if the celebrity endorsing it appears to be beautiful/handsome.	2.64	1.540
I choose a product if it is endorsed by a young celebrity.	2.62	1.476
I choose a product if the celebrity endorsing it appeals sexually.	2.43	1.464
I choose a product if the celebrity endorsing it is familiar or known to me.	2.41	1.386
I choose a product if it is endorsed by female celebrity.	2.40	1.434
I choose a product if it is endorsed by a male celebrity.	2.34	1.519

4.5.2 Exploratory Factor Analysis for the Celebrity Attributes of Celebrity's attributes that influence young consumers' brand choice

An Exploratory factor analysis (EFA) was performed on the responses and scores on all the twenty one- items in part 2 (b) of the questionnaires measuring the influence of celebrity attributes on consumers' choice. To evaluate the suitability of the data for CFA, the study used Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) and Bartlett's test. The overall KMO for the data was 0.759, a value which was considered sufficient for the study to progress with factor analysis. Field (2005) argues that a KMO value greater or equal to 0.5 is considered sufficient as it indicates that the patterns of correlation are relatively compact and thus factor analysis should yield distinct and reliable factors. The Bartlett's test of Sphericity showed a significant value of 0.0000, which means that a strong relationship exists among the variables which makes it possible for them to cluster and consequently factor analysis can be used to identify the attributes. The summary results of factor analysis are given in Table 4.9 below.

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	1763.011
	df	210
	Sig.	.000

The 21-items in the questionnaire were factor analyzed using the principal components analysis (PCA) followed by a Varimax with Kaiser Normalization rotation method (Hopkinson & Puraji, 1999). Considering only factors that had Eigen values greater than 1 (Chen, 1999), the initial factor solution for the items influencing brand recall resulted in six factors with Eigen-values greater than one which accounted for 67.836% of the total variance. To further refine this list, items with loadings of less than 0.40 factors were eliminated and this limited the number of factors to 4. The reduced list was then factor analyzed again and this resulted to a rotated factor pattern consisting of four factors with Eigen-values greater than one which accounted for 59.544% of the total variance which was considered sufficient (Malhotra, 1996). This is presented in Table 4.10 below.

Table 4.4: Total Variance Explained

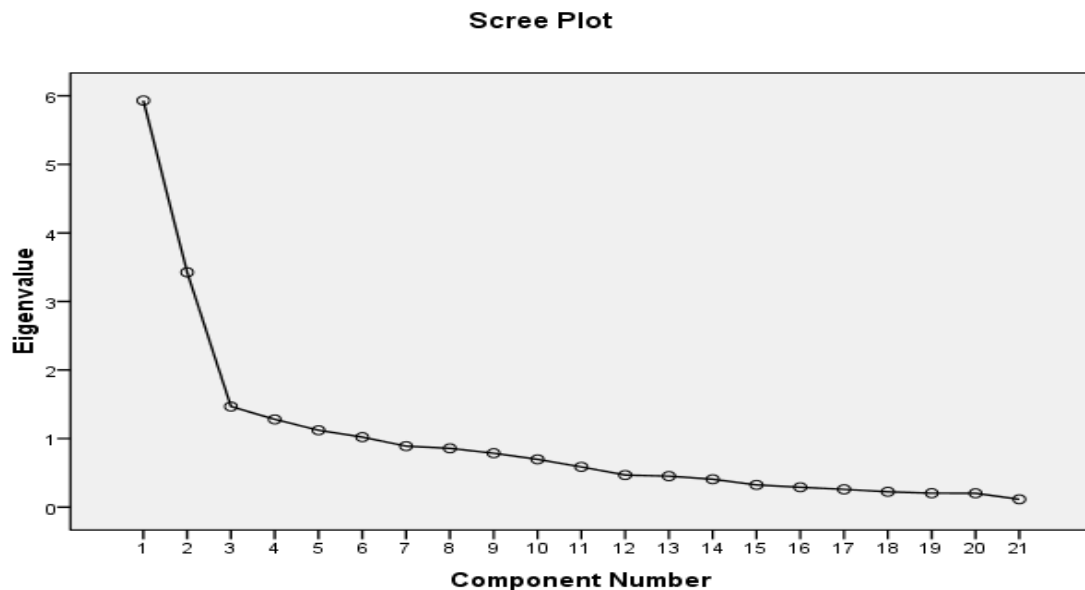
Component	Initial Eigen values			Extraction Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Cumulative %
1	6.026	30.131	30.131	23.567
2	3.413	17.067	47.198	40.498
3	1.334	6.671	53.869	52.530
4	1.135	5.674	59.544	59.544
.				
21	.114	.543	100.000	

A reliability test was then performed on the all the four components using the Cronbach's Alpha test. A Cronbach's Alpha value (α) ≥ 0.7 is usually considered reliable (Cronbach Alpha, 1957) and these four attributes met the Cronbach's Alpha criterion and were therefore considered reliable in explaining the influence variations on the dependent variable (brand choice). Component 1 had a Cronbach's Alpha value of 0.815,

component 2 had an (α) value = 0.813, component 3 had a Cronbach's Alpha value of 0.753 while component 4 had a Cronbach's Alpha value of 0.775. The overall Cronbach's Alpha value for the four attributes was 0.850. The four were considered reliable and hence internal construct validity was concluded to have been met.

The screen plot image was used to confirm the four components by factoring the point at which the screen plot image shows a distinct break between the steep slopes of the factors as shown in Figure 4.2.

Figure 4.2: Screen plot for components under brand choice behavior



After the final rotation, the 21 variables were reduced to four components which were found to address and relate to issues of concern on which the study is based. One statement, “I choose a product if is endorsed by celebrities whom we share similar lifestyle” did not load on any component thus was not clustered with any other. In this study, only factor loadings of ≥ 5 were considered thereby ignoring all items with low loadings from the scale. Table 4.11 presents the results of the exploratory final factor analysis.

Table 4.5: Factor analysis for celebrity attributes scale that influence brand choice

Variables (Attributes items)	Components			
	1 Attractiveness	2 Credibility	3 Meanings transfer	4 Match- up
I choose a product if the celebrity endorsing it appears to be stylish or elegant.	.744			
I choose a product if the celebrity endorsing it is presentable.	.664			
I choose a product if I know or am familiar with the celebrity endorsing it.	.637			
I choose a product if the celebrity endorsing it has a sexual appeal.	.629			
I choose a product if the celebrity endorsing it appears to be trustworthy.	.590			
I choose a product if the celebrity endorsing it is beautiful or handsome.	.578			
I choose a product if the celebrity endorsing it is highly regarded (respected) by other people.	.501			
I choose a product if it is endorsed by a celebrity whom is liked by other people.	.480			
I choose a product if the celebrity endorsing it appears to have some level of skills relevant to that product or that particular field.		.834		
I choose a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.		.827		
I choose a product if the celebrity endorsing it appears to be honest or sincere.		.742		
I choose a product if the celebrity endorsing it appears to have some level of knowledge relating to that product or that particular field.		.737		
I choose a product if I can depend or rely on what the celebrity is saying about the product.		.546		
I choose a product if the celebrity endorsing it is a female.			.777	
I choose a product if the celebrity endorsing it is a youth.			.742	
I choose a product if the celebrity endorsing it is a male.			.670	
I choose a product if it is endorsed by celebrities who appears to be of high social status.			.671	
I choose a product if it is endorsed by celebrities that I can identify with (celebrity-target audience match).				.805
I choose a product if there is an association between the product and what the celebrity endorsing it is known for.				.561
I choose a product if its features matches the personal attributes of the celebrity endorsing it (Celebrity-product match).				.539

The attribute item that was found to have the largest loading value influenced the naming of that attribute as argued by Child (1970) and Hopkinson & Pujari (1999). Component 1, which was labeled “celebrity’s attractiveness”, collected eight items that represents a celebrity who is stylish/elegant, presentable, sexy, trustworthy, handsome/beautiful, respectable and likeable. The key item to this component is the celebrity’s elegancy. The second component, “Celebrity credibility” contained five items relating to celebrity’s perceived level of skills, experience, honesty, knowledge and dependability. Key to this is the celebrity’s perceived level of skills relevant to that product or that particular field perceived. Component 3, “meanings transfer” consisted four items that focus on the meanings that the society associates with celebrities. They reflected on celebrity’s social constructs in terms of gender, age and social status. Finally, component 4 displayed three items that explicitly interrelated with celebrity-target audience match and the association between the product and what the celebrity endorsing it is known for.

In order to determine the significance of the attributes identified, the mean score value of all the items that loaded on each factor after factor analysis were computed and their average mean score value used as indicator of the attributes’ importance, without regard to individual items (Chen, 1999). A factor with the highest mean score was considered as the most important factor. The importance rating is listed in Table 4.12.

Table 4.12: Relative influence of celebrity’s attributes on consumers’ brand choice

Celebrity attributes	Importance score	Ranking level
Celebrity credibility	3.68	1
Celebrity match-up	3.35	2
Celebrity attractiveness	3.04	3
Celebrity’s meanings transfer	2.70	4

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a summary of the study findings and conclusions drawn therein. This is followed by recommendations and areas for future research. The overall objective of the study was to examine the influence of celebrity endorsement on young consumers' behaviour. This was broken down into two specific objectives which were: To examine the influence of celebrity attributes on young consumers' brand recall and to examine the influence of celebrity attributes on young consumers' brand choice in Nairobi.

5.2 Discussion of findings

This section provides the major findings of the study. These are done in line with the study objectives.

5.2.1 Influence of celebrity's attributes on young consumers brand recall

From the foregoing findings the following conclusions may be drawn regarding the first objective of the study. The study established four celebrities' attributes that influenced consumers' brand recall behavior which tended to be named based on the theoretical perspectives used (Hovland et al., 1953, McCracken, 1989, Kelman, 1961, Till & Buster, 1998). They were named as follows: celebrity credibility, celebrity attractiveness, celebrity meanings transfer and celebrity match-up.

Celebrity attractiveness was found to be the major celebrity attribute which influences young consumers' brand recall behavior followed by celebrity credibility. Individuals' perceptions of the celebrity's attractiveness were found to be the major celebrity attribute which influences young consumers' brand recall behavior and thus should be an important consideration in the selection of a celebrity endorser. Celebrity attractiveness was understood to depend mostly upon whether the celebrity is: beautiful or handsome, likeable, respectable, sexy and familiar to the consumer. On the other hand, credibility was understood to depend on trust experience and knowledge which was found to be consistent with much of the existing literature (Hovland et al., 1953, McCracken, 1989, Kelman, 1961, Till & Buster, 1998).

The most important aspect of celebrity endorsement that galvanized young consumers' brand recall is celebrity attractiveness. It comprised of seven elements: beauty, likeability, respect, sexual appeal, familiarity, style or elegance and presentability. The perceived level of physical attractiveness of the celebrity (beautiful or handsome) majorly was the element that determined celebrity's attractiveness. Supporting McGuire (1985) and McCracken (1989) this study found attractiveness to be based on three interrelated aspects: familiarity, similarity and likeability. Celebrity's instant recognition (familiarity) enabled consumers to quickly recognize the endorsed brand. The findings were also consistent with those of Friedman & Friedman (1979) and Burroughs & Feinberg (1987) who argued that if there is a proper presentation, an endorser's name tends to significantly increase the chances that the product being endorsed will be recalled to mind and chosen among the alternatives.

Celebrity credibility was the second attribute that influenced brand recall and was found to be a sum total of six elements namely: perceived level trust, experience, knowledge, honesty, dependability and skills. The most important dimension of celebrity credibility was found to be trust followed by experience and knowledge. This was consistent with source credibility model proposed by Hovland et al.(1953) which holds that the effectiveness of the message depends on the perceived level of trustworthiness and expertise of the endorser. Trustworthiness was dependent on the perceived honesty and dependability of the celebrity endorser while expertise was found to depend on the perceived extent to which a celebrity provides valid assertions based on their perceived knowledge, experience and or skills. This was in support of existing literature (Miciak & Shanklin, 2002; Baker & Churchill, 1977; Maddox & Rogers, 1980; Joseph, 1982 and Kahle & Homer, 1985).

Celebrity meanings transfer consisted of five elements. These elements were all related to the symbolic meanings that consumers associated with celebrity. Lifestyle was found to be the most important element that made up the celebrity meanings transfer. The lifestyle of celebrity conforms a lot to their personalities and consumers tend to appropriate these to the brand that a celebrity endorses thereby increasing the recall value of that brand. This study therefore concluded that consumers' behavior was influenced by the meanings that consumers associated with the celebrity. Consequently, this study supports

McCraken (1986; 1989) propositions that celebrities have symbolic meanings associated with them, which are drawn from their public career roles and performances, which are then passed to the endorsed product and eventually to the consumers thereby impacting on them.

Celebrity match-up was found to be made up of three key elements all relating to consumers' ability to identify an associative link between the celebrity with either the product or the targeted audience and a connection between the product and what the celebrity is known for. Celebrity-product match-up was the main element that explained celebrity match-up and this was in agreement with Katyal (2007) who argued that celebrities generated brand recall only when consumers find a lucid fit between the celebrity and the brand. This was also consistent with the findings of Till & Busler, (2000) and Misra & Beatty (1990) who argued that endorsers are more effective when there is a fit between the endorser and the endorsed product.

The perceived presence of an association between the target audience and the celebrity is was also found to influence young consumers' brand recall and this agrees with the findings of other studies on the impact of celebrity match on consumers conducted in other geographical settings, that endorsers who have demographic characteristics similar to those of the target audience are viewed more viable and thus are more influential (Ohanian, 1991; Kamins, 1994; Ogunsiji, 2008; 2012; Hsu & McDonald, 2002; Okorie & Aderogba, 2011).

5.2.2 Influence of celebrity's attributes on young consumers brand choice

This study established four celebrity attributes that influenced consumers' brand choice behavior namely: celebrity attractiveness, celebrity credibility, celebrity meanings transfer and celebrity match-up. The identified attributes were found to be consistent with those established in much of the existing literature (Hovland et al., 1953, McCracken, 1989, Kelman, 1961, Till & Buster, 1998). Celebrity attractiveness was found to be the major celebrity attribute which influences young consumers' brand choice behavior followed by celebrity's credibility. Attractiveness was understood to depend mostly upon whether the celebrity is: stylish, presentable, known to the consumer and sexy while credibility was seen to depend on the celebrity's perceived skills and experience in relation to the product being endorsed or particular field.

Celebrity attractiveness was found to be the major celebrity attribute which influences young consumers' brand choice behavior. It had eight items loaded on it: style or elegance, presentability, familiarity, sexual appeal, trust, beauty, respect and likeability. Of the eight elements, the match-up dimension of attractiveness in terms of style had the highest loading and thus was considered to be the most important element that yielded the main effect of attractiveness. This supported Till & Busler (2000) findings and was consistent with McCracken (1989); Kamins (1989) and Till & Busler (1998) arguments that attitude towards a brand were positively affected by celebrity endorser attractiveness. Celebrity credibility was made up of five elements: skills, experience, honesty, knowledge and dependability. The study found that celebrity's perceived skills and experience in relation to the product being endorsed or particular field and honesty to be the most critical elements that explained celebrity credibility. These findings agree with Holland et al. (1953) and Liu (2007) who found that expertise (skills/prowess, experience and knowledge) and trustworthiness (honesty and dependability) underscore the concept of celebrity credibility.

The third celebrity attribute found to influence young consumers' behavior was celebrity meanings transfer and had four elements loaded on it. These elements represented celebrity's gender (male or female), age and celebrity's social status. The social status of the celebrity was considered to be the most critical element of celebrity meanings transfer among the youths. According to Kamins (1990) consumers' choose brands that present the maximum fit with their own personality or that of their reference groups. Celebrities being one of such aspirational groups, consumers believe that celebrity's perceived social status will be acquired upon consuming the celebrity endorsed products and this was found to influence their brand choice behaviour. This finding was in agreement with McCracken's (1989) study that, celebrities have symbolic meanings associated with them which are then passed to the endorsed product and eventually to the consumers. The gender of a celebrity was found to be the least influential dimension but male celebrities were found to be more likely to influence consumers' brand choice than their female counterparts.

Celebrity match-up was found to have three elements loaded on it. All the three elements were related to the attribution of a connection between the celebrity with either the

product or the targeted audience and a link between the product and what the celebrity is known for. Celebrity match-up was highly explained by the perceived existence of a connection between the product and what the celebrity is known for followed by celebrity-product match, the extent to which the product characteristic matched with the characteristics of the chosen celebrity. Consumers were found to fix up their choice from a range of brands where the product features were found to match with those of the celebrity endorsing them. As evidenced in the literature (Kahle & Homer, 1989 and Till & Buster, 1998), the study confirmed that consumers were mostly influenced by celebrities when they recognized a fit between the products' characteristics and what the celebrity is famous for. This was consistent with the findings of Bertrand (1992) who argued that consumers were only influenced by celebrities when they successfully established the link between the product and the celebrity image or the field the celebrity specializes in.

5.3 Summary and Conclusion

The major finding of this study is that celebrity endorsement was found to positively influence on young consumers' behaviour. This suggests that when used as endorsers, celebrities adds an appeal to the endorsed brand and this makes it easier for consumers to correctly remember (recall) the brand as having been previously seen or heard in the crowded market and subsequently this gives them a compelling reason for choosing that particular brand among the competing alternatives.

Based on these findings, a number of conclusions are hereby made. To begin with, four celebrity's attributes (celebrity attractiveness, celebrity credibility, celebrity meanings transfer and celebrity match-up) were found to positively influence on young consumers' behaviour. Of the four, celebrity attractiveness was found to be major celebrity attribute which influenced young consumers' behavior in terms of their intent to recall and choose the endorsed brand. This was followed by celebrity's credibility. Celebrity meanings transfer was third while celebrity match-up was the least influential. Further, when combined, celebrity's attractiveness and credibility were found to highly influence consumers' behaviour.

Then, celebrity endorsement was found to be a cumulative effect of all celebrity's attributes. Its effectiveness was found to be dependent on the perceived level of expertise, trustworthiness and physical attractiveness of the celebrity as explained by the source effects models. In addition, it is also dependent on the various meanings that are embodied in a celebrity which are passed onto the endorsed products and eventually to the consumers through endorsement based on the meanings transfer model. Moreover, based on the associative learning theory, it was found to depend on the existence of associative link, relationship, connection or fit between the celebrity endorser with either the endorsed product or the targeted audience or and a link between the endorsed product and what the celebrity is known for. Consequently, all the four models demonstrated fit with the practice of celebrity endorsement targeting young consumers. The product match-up was found to be a likely development from the source models (source attractiveness and source credibility) and the meaning transfer. This was drawn upon the meaning transfer model, while acknowledging that the lucid fit between the celebrity endorser with either the product or the targeted audience and a link between the product and what the celebrity is known for enables the symbolic meanings associated with a celebrity to be passed to the endorsed product and eventually to the consumers. This occurs after information about the celebrity and the product being endorsed is synthesized through a process known as internalization that is based on the associative learning theory and facilitated by the similarity between the celebrity and product itself. Thus, the findings of the current study collaborates the existing literature by introducing these findings in the context of young consumers in a developing country.

5.4 Implications for managerial practice:

The practical implications from this study are of particular significance to marketing and advertising practitioners in regard to the use of celebrity endorsement.

First, the four identified attributes: celebrity attractiveness, celebrity credibility, celebrity meanings transfer and celebrity match-up were found to be important and thus celebrities who display these traits might be effective in influencing young consumers' behavior and thus should be an important consideration in the selection of a celebrity endorser. When selecting celebrity endorsers targeting the youths, practitioners can use them as a mean of identifying the various dimensions on which the selected celebrities and brands can be

matched given that the personality of the celebrity and the brand have to complement each other for it to be effective.

Second, this study will help the marketing managers to understand young consumers' perception of celebrities and this will enable them to align their brand with a celebrity that resonates with the young consumers whom they are targeting. The celebrity endorsing a product should symbolize and share popular ideas and meanings that the young consumers find meaningful and important to them.

Third, for MNCs venturing and those already operating in Kenya, the findings generated from the study should provide their marketing managers with an understanding of celebrity attributes that influence young consumers' behavior in the Kenyan context. This would provide insights into how they ought to choose celebrities whom they intend to engage in celebrity contracts.

Finally, scholars interested in the field of celebrity endorsement and consumer behavior should find the study relevant and of great importance. The research collaborates existing literature and it intends to provide greater insight into the nature of celebrity endorsement in the context of young consumers in a Kenyan context. The findings of the study should complement further the existing literature by adding to the current body of knowledge and also provide a basis from which future scholars can define their future research agendas.

5.5 Recommendations for further research

The study was descriptive in nature and was delimited in terms of geography (Kenyan scenarios are taken into account), consumer behavior was defined in a limited sense (brand choice and brand recall) and target population being was limited to consumers aged between 18 years and 34 years. Nevertheless, based on the conclusions, this study recommends a number of directions for future researchers.

First, on methodological issues, future study may explore alternative research design such as triangulation (utilization of more than one designs) to collect data from the respondents.

Lastly, in terms of scope, a replicate of this study or further research are suggested in the respect to the following:

- a) Future research may be undertaken targeting different age groups in Kenya and compare the outcome with the findings of this study given that this study targeted the youths only.
- b) Future study may explore the influence of celebrity endorsement to more dimensions of consumer behavior rather than brand recall and brand choice to provide a richer research base for researchers to compare the outcome with the results of this study.
- c) To obtain more interesting and revealing results, it is suggested that future researchers examine the influence of celebrity attributes on young consumers in different geographic settings in Kenya.

5.6 Limitations of the study

The researcher encountered two major limitations. First, the respondents approached were reluctant to finish giving information when they felt the questions were too many. Majority argued that the questionnaire was lengthy and consequently six questionnaires were not completely filled and this was due to the fact that some of the respondents having already began answering the questions, they opted out at some point when they felt the questions were too many and they were running out of time. The researchers handled the problem by explaining to the respondents of the importance of completing the questionnaire once the process began.

Lastly, it was quite a challenge to identify the right respondents (those within the age bracket specified and willing to be part of the survey) as majority were reluctant to produce their identity cards. The researcher had to rely on their willingness to provide the document.

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York, NY: The Free Press.
- Aaker, D. A. & McLoughlin, D. (2010). *Strategic Market Management: Global Perspectives*, Barcelona, Spain: John Wiley and Sons.
- Ackroyd, S. & Hughed, J. (1981). *Data Collection in Context*, Longman.
- Aliaga, M. & Gunderson, B. (2000). Interactive Statistics. *Saddle River*, 3-15.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209–234.
- Appiah, G. (2011). Celebrity endorsement in Advertising: A Case of Michael Essien as Endorser of Fanyogo. (Unpublished thesis), Regent University college of Science and Technology, Ghana.
- Atkin, C. & Block, M. (1983). Effectiveness of Celebrity Endorsers. *Journal of Advertising Research*, 23(1), 57-61.
- Ayuk, A. & Nyaseda, C. (2008). *C.F.C MODEL. The Appropriateness of Celebrity Endorsers in Developing African National: A Study of Cameroon and Kenya*. Yaoundé: AIU Press.
- Bandura, A. (1977). *Social Learning Theory*, Englewood Cliffs, NJ: Prentice-Hall.
- Beach, L. R. (1997). *The psychology of decision making: People in organizations*, Thousand Oaks: Sage Publications.
- Bennett, P. D. (1995). *American Marketing Association: Dictionary of Marketing Terms*. (2nded.). Boston, Massachusetts: McGraw-Hill.
- Blackwell, W., Miniard, J. & Engel, F. (2006). *Consumer Behavior*, Ohio: South-Western College.

- Blonde, K. & Roozen, I. (2007). An Explorative Study of Testing the Effectiveness of Product Placement compared to 30-second TV-Commercials for the 6th International Marketing Trends Congress, Paris 26-27 January, 2007.
- Boon, S. D. & Lomore, C. D. (2001). Admirer-Celebrity Relationships among Young Adults Explaining Perceptions of Celebrity Influence on Identity. *Human Communication Research*, 27(3), 432-465.
- Boyd, T. C. & Shank, M. D. (2004). Athletes as Product Endorsers: The Effect of Gender and Product Relatedness. *Sports Marketing Quarterly*, 13(2), 82-93.
- Braunstein, J. & Zhang, J. (2005). Dimensions of athlete star power associated with Generation Y sports consumption. *International Journal of Sports Marketing and Sponsorship*, 6(4), 242-268.
- Brierley, S. (1995). *The Advertising Handbook*, London: Routledge.
- Bryman, A. & Bell, E. (2007). *Business Research Methods*, (2nded.).Oxford University Press.
- Bush, A. J. & Martin, C. A. (2000). Do role models influence teenager's purchase intentions and behavior? *Journal of Consumer Marketing*, 17(5), 441-454.
- Bush, A. J., Martin, C. A. & Bush, V. D. (2004). Sports celebrity influence on the behavioural intentions of generation Y. *Journal of Advertising Research*, 3, 108-118.
- Bush, A. J., Smith, R. & Martin, C. A. (1999). The influence of consumer socialization variables on attitude towards advertising: a comparison of African Americans and Caucasians. *Journal of Advertising*, 28(3), 13-24.
- Callcoat, M. F. & Philips, B. J. (1996). Observations: Elves make Good Cookies. *Journal of Advertising Research*, 36(9), 73-79.
- Chan, K. (2008). Social comparison of material possessions among adolescents. *Qualitative Market Research: An International Journal*, 11(3), 316-30.

- Chen, T. (1999). Critical success factors for various strategies in the banking industry. *International Journal of Bank Marketing*, 17(2), 83-92.
- Child, D. (1970). *The Essentials of Factor Analysis*. London: Holt, Rinehart and Winton.
- Clark, P.W., Martin, C. A. & Bush, A.J. (2001). The effects of role model influence on adolescents' materialism and marketplace knowledge. *Journal of Marketing Theory and Practice*, 9(4), 27-37.
- Cooper, D. R., & Schindler, P. S. (2006). *Business Research Methods* (9th ed.). New York: McGraw Hill.
- Eisend, M. (2010). Explaining the joint effect of source credibility and negativity of information in two-sided messages. *Psychology & Marketing*, 27(11).
- Erdogan, B. Z. (1999). Celebrity Endorsement: A literature review. *Journal of marketing management*, 15, 291-314.
- Erdogan, Z. B., Baker, M. & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner's Perspective. *Journal of Advertising Research*, 41(3), 39-48.
- Fabrigar, L., Wegener, D., MacCallum, R., & Strahan, E. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological Methods*, 4, 272-299.
- Fisher, C. (2007). *Researching and Writing a Dissertation: A Guidebook for Business Students*. Harlow: Pearson education limited.
- Friedman, H. & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.
- Government of Kenya (GoK). (2010). Kenya Demographic and Health Survey 2008-09. Nairobi: Kenya

- Gregan-Paxton, J. & Roedder, J. D. (1995). Are young children adaptive decision makers? A study of age differences in information search behavior. *Journal of Consumer Research*, 21, 567-80.
- Holden, S. (1993). Understanding brand awareness: Let me give you a clue. *Advances in Consumer Research*, 20, 383-388.
- Hollander, R. (2007). Celebrity brand building. *License Magazine*, 50
- Hopkinson, G. C. & Pujari, D. (1999). A factor analytic study of the sources of meaning in hedonic consumption. *European Journal of Marketing*, 33(3/4), 273-294.
- Hovland, C. I., Janis, L.I. & Kelley, H.H. (1953). *Communication and Persuasion*, New Haven, CT: Yale University Press
- Hovland, C. I. & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15, 635-650.
- Hussey, J. & Hussey, R. (1997). *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*, London: Macmillan Press.
- Jankowicz, A. D. (2005). *Business Research Project*, (4th ed.). London: Thomas Learning.
- Jobber, D. (2001). *Principles and Practice of Marketing*, (3rd ed.). London: McGraw-Hill.
- Kahle, L. R. & Homer, P. M. (1985). Physical attractiveness of the celebrity endorser: a social adaptation perspective. *Journal of Consumer Research*, 11 (4), 954-961.
- Kaikati, J. G. (1987). Celebrity advertising: a review and synthesis. *International Journal of Advertising*, 6 (2), 93-105.
- Kamins, M. A. & Gupta, K. (1994). Congruence between spokesperson and product type: A match-up hypothesis perspective. *Psychology & Marketing*, 11, 569-586.
- Kamins, M. A. (1990). Celebrity and non-celebrity advertising in a two sided context. *Journal of advertising research*, 29(3), 34-42.

- Karuku, E. (2010). *BIZCOMMUNITY.com*. Retrieved August 19, 2013, from <http://www.bizcommunity.co.ke/Article/111/423/45404.html>
- Katyal, S. (2007). *Impact of Celebrity Endorsement on a Brand*. Chillibreeze writer, Retrieved from www.chillibreeze.com/articles/ on 08 Dec , 2011.
- Kelman, H. C. (1961). Processes of opinion change. *Public Opinion Quarterly*, 25, 57-78.
- King, M. M. & Multon, K. D. (1996).The effects of television role models on the career aspirations of African-American Junior High School students. *Journal of Career Development*, 23(2), 111-125.
- Knott, O. & James, L. (2003).An Alternative Approach to Developing a Total Celebrity Endorser Rating Model Using the Analytic Hierarchy Process. *International Transactions in Operational Research*, 23-34.
- Koltler, P. (2008b). *Marketing Management -Analysis, Planning, Implementation and Control*, New York, NY: Prentice-Hall Inc.
- Kotler, P. (1997). *Marketing Management: Analysing Consumer Markets and Buyer Behaviour*, (9th ed.). Prentice Hall International Series in Marketing
- Langmeyer, L. & Shank, M. D. (1994). Does Personality Influences Brand Image? *Journal of Psychology*, 128, 157-164.
- Laurent, G., Kapferer, J. & Roussel, F. (1995).The underlying structure of brand awareness scores. *Marketing Science*, 14, 170-179.
- Liu, Y. (2007). What is Interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of Advertising*, 31, 53-64.
- Malhotra, N. K., Agarwal, J. & Peterson, M. (1996). Methodological issues in cross-cultural marketing research: A state-of-the-art review. *International Marketing Review*, 13(5), 7-43.

- Mariotti, J. (1999). *Smart Things to Know about Brands and Branding*. London: Capstone Publishing.
- Martin, C. A. & Bush, A. J. (2000a). Do role models influence teenagers purchase intentions and behaviour. *Journal of Consumer Marketing*, 17(5), 441-54.
- Martin, C. A. & Bush, A. J. (2000b). Vicarious role model influence on African American and Caucasian adolescents' purchase intentions. *Journal of Consumer Marketing*, 17(6), 221-36.
- McCracken, G. (1989). Who is the celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16(3), 310-321.
- McDonald, Huang, Y. Y. & Minghua, J. (2002). Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing*, 24 (6), 358– 365.
- Menon, K. (2001). Celebrity Advertising: An Assessment of Its Relative Effectiveness. Management. *International Journal of Business and Social Science*, 3 (6).
- Miciak, A. R. & Shanklin, W. L. (1994). Choosing celebrity endorsers. *Marketing Management*, 3(3), 50-60.
- Misra, S. & Beatty, S. E. (1990). Celebrity spokesperson and brand congruence. *Journal of Business Research*, 21, 159–173.
- Mitchell, A. M., Jones, B.G. & Krumboltz, J. D. (1979). *Social Learning and Career Decision Making*. Cranston, RI: Carroll Press.
- Moschis, G. P. & Churchill, G.A. Jr (1978). Consumer socialization: a theoretical and empirical analysis. *Journal of Marketing Research*, 15(11), 599-609.
- Moschis, G. P. & Smith, R. B. (1985). Consumer socialization: origins, trends and directions for future research in Tan, C.T. and Sheth, J.N. (Eds) in Singapore. *Historical Perspective in Consumer Research: National and International Perspectives*, Association for Consumer Research, 275-81.

- Nairobi City. (2010). Nairobi: Living in Nairobi.
- Nam-Hyun, U. (2008). Exploring the effects of Single vs. Multiple Celebrity Endorsement. *Journal of Management and Social Science*, 4, 104-114.
- Neeraj, G. & Kokil, J. (2008). *Consumer Behaviour*, Gyan Books Pvt Ltd.
- O'Mahony, S. & Meenahgan, T. (1997). *Research the impact of celebrity endorsements on consumers' in New Ways for Optimizing Integrated Communications*. The Netherlands: ESOMAR, 1-16.
- Ogunsiji, S. (2012). The Impact of Celebrity Endorsement on Strategic Brand Management. *International Journal of Business and Social Science*, 3(6).
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness. *Journal of Advertising*, 19, 39 – 52.
- Ohanian, R. (1991). The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*, 2, 46-54.
- Okorie, N. & Aderogba, A. (2011). The role of celebrity advertising on brand patronage. *International Journal of Reseach in Computer Application and Management*, 1(1), 27-34.
- Pornpitakpan, C. (2003). The Effect of Celebrity Endorsers' Perceived Credibility on Product Purchase Intention: The Case of Singaporeans. *Journal of International Consumer Marketing*, 16(2), 55-74.
- Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of Applied Social Psychology*, 34(2), 243–281.
- Premeaux, S. R. (2009). The attitudes of middle class versus upper class male and female consumers regarding the effectiveness of celebrity endorsers. *Journal of Promotion Management*, 15(1), 2–21.

- Pringle, H. & Binet, L. (2005). How marketers can use celebrities to sell more effectively. *Journal of Consumer Behaviour*, 4(3), 201-214.
- Purinton, F. E., Rosen, D. E. & Schroeder, J. E. (1998). Marketing High Tech Products: Lessons in Customer Focus from the Marketplace. *Academy of Marketing Science Review*, 6, 1-17.
- Rodriguez, K. P. (2008). Apparel Brand Endorsers and their Effects on Purchase Intentions: A Study of Phillipines Consumers. *Phillipines Management Review*, 15, 83-99
- Rosenberg, M. (1979). *Conceiving the Self*. New York: Basic Books
- Ross, J. & Harradine, R. (2004). I am not wearing that! Branding and young children. *Journal of Fashion Marketing and Management*, 8, 11-26.
- O'Malley, D. (1991). Brands mean business. *Accountancy*, 107, 107-108.
- Roy, S. (2006). An exploratory study in celebrity Endorsements. *Journal of creative communications*, 1(2).
- Sanchez, R. (2004). Creating Modular Platform for Strategic Flexibility. *Design Management Review*, Winter 2004, 58-67.
- Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research Method for Business Student*. (5th ed.). Essex: Pearson Education.
- Schiffman, L. G. & Kanuk, L. L. (2004). *Consumer Behavior*, (8th ed.). Englewood Cliffs, NJ: Prentice-Hall.
- Sekaran, U., & Bougie, R. (2009). *Research Methods for Business* (5th ed.). West Sussex: John Wiley & Sons Ltd.
- Sherman, S. P. (1985). When you wish upon a star. *Fortune*, 66-71.
- Shim, S. (1996). Adolescent consumer decision-making styles: the consumer socialization perspective. *Psychology and Marketing*, 13(6), 547-69.

- Shimp, T. (2000). *Advertising Promotion: Supplemental Aspects of Integrated Marketing communications*, (5th ed.). Fort Worth, TX: Dryden Press.
- Shimp, T. A. (2008). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. (8thed.). Canada: Cengage Learning.
- Solomon, M. R. (2009). *Consumer Behaviour: Buying, Having, and Being*, (8thed.). Upper Saddle River Pearson Education, Inc.: Prentice Hall.
- Spry, A., Pappn, R., & Cornwell, T. (2011). Celebrity endorsement, brand credibilty and brand equity. *European Journal of Marketing*, 45(6), 882-909.
- Stafford, M., Spears, N. & Hsu, C. (2003). Celebrity images in magazine advertisements: an application of the visual rhetoric model. *Journal of Current Issues & Research in Advertising*, 25, 13-20.
- Tellis, G. J. (1998). *Advertising and Sales Promotion Strategy*. Reading: Addison-Wesley
- Teo, T. & Yeong Y. (2003). Accessing the Consumer Decision Process in the Digital Marketplace. *The International Journal of Management Science*, 31, 349-363.
- Till, B. D. & Busler, M. (2000). The match-up proposition: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(Fall), 1.
- Till, B. D. & Shimp, T. A. (1998) Endorsers in Advertising: The Case of Negative Celebrity Information. *Journal of Advertising*, 27(1), 67-82.
- Till, B.D. & Busler, M. (1998). Matching products with endorsers: attractiveness versus expertise. *The Journal of Consumer Marketing*, 15, 576.
- Tom, G., Rebecca, C., Laura, E., Edward, G., Joseph, M., Jr., & Harmona, S. (1992). The Use of Created versus Celebrity Spokespersons in Advertisements. *Journal of Consumer Marketing*, 9 (4), 45-51.
- United Nations Development Programme [UNDP] & Government of Kenya [GoK]. (2010, June). Kenya National Human Development Report 2009, Youth and

Human Development: Tapping the Untapped Resource. Kenya, United Nations Development Programme

Ward, S. (1974). Consumer socialization. *Journal of Consumer Research*, 1(2), 1-16.

White, D., Goddard, L., & Wilbur, N. (2009). The effects of negative information tranference in the celebrity endorsment relationship. *International Journal of Retail and Distribution Management*, 37(4), 322-335.

Appendix I: LETTER OF INTRODUCTION FROM STRATHMORE UNIVERSITY

STRATHMORE UNIVERSITY

DATE.....

TO WHOM IT MAY CONCERN

M. SIMON PETER NJUGUNA (072015)

Mr. Simon Peter Njuguna is a postgraduate student in our Master of Commerce (Mcom) programme. In partial fulfillment of the Mcom degree, students are required to carry out a research project and write a thesis on a contemporary subject within their field of specialization. Among other activities, the project involves data collection and analysis. Simon is requesting to gather information to be used in his research. The information he obtains from you will be used for this academic purpose only and will be kept confidential. The results of the survey will be in summary form and will not disclose any individual information in any way. The research study is entitled *“Influence of Celebrity Endorsement on Young Consumers’ Behavior in Kenya: A Case of Nairobi County.”*

We hope that you can assist by providing information to the above named student.

Yours faithfully,

Caroline NafulaWekesa,
Mcom Coordinator,
School of Management and Commerce
Email:cnafula@strathmore.edu

Appendix II: LETTER OF INTRODUCTION

Date_____

Dear Sir/Madam,

RE: A SURVEY ON THE INFLUENCE OF CELEBRITY ENDORSEMENT ON YOUNG CONSUMERS' BEHAVIOUR IN KENYA: A CASE OF NAIROBI COUNTY.

I am a postgraduate student at Strathmore University. In partial fulfillment of the Mcom degree I am required to carry out a research project and write a thesis. My study is entitled **“Influence of Celebrity Endorsement on Young Consumers’ Behavior in Kenya: A Case of Nairobi County.”**

I therefore kindly request you to spare a few minutes of your time and help me fill in the questionnaire attached herein. The questionnaire comprises of statements aimed at helping the researcher to determine the influence of celebrity endorsement on young consumers’ behaviour in terms of their rate of product recall and brand choice.

Your participation is also completely VOLUNTARY and ANONYMOUS. I assure you that the questionnaires are not coded in any way and the responses will be kept completely confidential. Any information obtained during the survey will be kept in utmost confidence and will only be used for this academic purpose. The results of the detailed survey will be in statistical summaries and will not disclose any individual or their personal information in any way.

It is important therefore that you answer the questions in this survey honestly and completely.

Thank you.

Yours faithfully,

M. Simon Peter Njuguna
Masters student, Strathmore University

Appendix III: QUESTIONNAIRE

A SURVEY ON THE INFLUENCE OF CELEBRITY ENDORSEMENT ON YOUNG CONSUMERS' BEHAVIOUR IN KENYA: A CASE OF NAIROBI COUNTY.

PART 1: BIODATA

Kindly tick where appropriate in the spaces provided

1. Select your Gender

Male ☐

Female ☐

2. In which of the following age bracket (years) are you in?

a. 18-20 years ☐

b. 21-24 years ☐

c. 25-29 years ☐

d. 30-34 years ☐

3. What is your highest level of formal education?

a. Primary ☐

b. Secondary ☐

c. College ☐

d. University ☐

4. a) Employment status (***Tick all that apply***)

a. Self-employed ☐

b. Salaried Employed ☐

c. Unemployed ☐

d. Student ☐

5. Kindly indicate your current monthly income bracket (Ksh)

Less than 5,000 ☐ 5,000-10,000 ☐ 10,001-20,000 ☐ 20,001-30,000 ☐

30,001-40,000 ☐ 40,001-50,000 ☐ Over 50,000 ☐

PART 2: a) The extent to which celebrity attributes influence product/brand recall among young consumers in Nairobi.

6. The following is a set of celebrity's attributes that influence young consumers' brand recall. On a 5-point rating scale, where 1= Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, and 5=Strongly Agree, please identify the attributes that influence your rate of brand recall by indicating the extent to which you agree with the following statements.

	Statements	1	2	3	4	5
a.	I recall a product if the celebrity endorsing it appears to have some level of knowledge relating to that product or that particular field.					
b.	I recall a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.					
c.	I recall a product if the celebrity endorsing it appears to have some skills relating to that product or that particular field.					
d.	I recall a product if the celebrity endorsing it appears to be honest/ sincere.					
e.	I recall a product if the celebrity endorsing it appears to be trustworthy.					
f.	I recall a product if I can depend or rely on what the celebrity is saying about the product.					
g.	I recall a product if the celebrity endorsing it is beautiful or handsome.					
h.	I recall a product if it is endorsed by celebrities that I can identify with (celebrity-target audience match).					
i.	I recall a product if the celebrity endorsing it has a sexual appeal.					
j.	I recall a product if the celebrity endorsing it is presentable.					
k.	I recall a product if the celebrity endorsing it appears to be stylish or elegant.					
l.	I recall a product if I know or am familiar with the celebrity endorsing it.					
m.	I recall a product if it is endorsed by a celebrity who is liked by the public (whom the public is inclined to).					
n.	I recall a product if the celebrity endorsing it is highly regarded (respected) by other people. .					
o.	I recall a product if there is a connection between the product and what the celebrity endorsing it is known for.					
p.	I recall a product if the celebrity endorsing it is a female.					
q.	I recall a product if its features match with the personal attributes of the celebrity endorsing it (celebrity-product match).					
r.	I recall a product if the celebrity endorsing it is a youth.					

s.	I recall a product if it is endorsed by celebrities who appears to be of high social status.					
t.	I recall a product if is endorsed by celebrities whom we share similar lifestyle.					
u.	I recall a product if the celebrity endorsing it is a male.					

PART 2: b) The extent to which celebrity attributes influence product/brand choice among young consumers in Nairobi.

7. The following is a set of celebrity's attributes that influence young consumers' brand choice. On a 5-point rating scale, where 1= Strongly Disagree, 2=Disagree, 3=Somewhat Agree, 4=Agree, and 5=Strongly Agree, please identify the attributes that influence your choice of product by indicating the extent to which you agree with the following statements.

	Statements	1	2	3	4	5
a.	I choose a product if I can depend or rely on what the celebrity is saying about the product.					
b.	I choose a product if the celebrity endorsing it appears to have some level of experience relating to that product or that particular field.					
d.	I choose a product if the celebrity endorsing it appears to have some level of skills relevant to that product or that particular field.					
e.	I choose a product if the celebrity endorsing it appears to have some level of knowledge relating to that product or that particular field.					
f.	I choose a product if the celebrity endorsing it appears to be honest or sincere.					
g.	I choose a product if the celebrity endorsing it is beautiful or handsome.					
h.	I choose a product if the celebrity endorsing it appears to be trustworthy.					
i.	I choose a product if the celebrity endorsing it appears to be stylish or elegant.					
j.	I choose a product if the celebrity endorsing it has a sexual appeal.					
k.	I choose a product if the celebrity endorsing it is presentable.					
l.	I choose a product if the celebrity endorsing it is highly regarded (respected) by other people.					
m.	I choose a product if I know or am familiar with the celebrity endorsing it.					
n.	I choose a product if it is endorsed by a celebrity whom is liked by other people.					
o.	I choose a product if it is endorsed by celebrities that I can identify with (celebrity-target audience match).					

p.	I choose a product if there is an association between the product and what the celebrity endorsing it is known for.					
q.	I choose a product if its features matches the personal attributes of the celebrity endorsing it (Celebrity-product match).					
r.	I choose a product if the celebrity endorsing it is a male.					
s.	I choose a product if the celebrity endorsing it is a youth.					
t.	I choose a product if it is endorsed by celebrities who appears to be of high social status.					
u.	I choose a product if is endorsed by celebrities whom we share similar lifestyle.					
v.	I choose a product if the celebrity endorsing it is a female.					

Thank you for your participation.

Appendix IV: WORK PROGRAM AND TIMELINE

KEY MILESTONE	ACTIVITIES	OUTPUTS	TIMELINE
Proposal development	• Work on and submit a concept paper. • Work on and submit a draft proposal	Draft concept paper Draft proposal	Mid October-December 2013
Proposal submission and defense	• Submit proposal for defense • Oral defense of the proposal	Proceed with major corrections	December 9 th 2013
Revised proposal	• Corrections of proposal after defense	Revised proposal	End of Jan 2014
Research assistants recruitment	• Recruitment of 2 research assistants	Research assistants	Feb 2014
Survey Data Collection	• Piloting survey tool • Revising data collection tool • Collecting data • Data filtering, sorting, coding and data entry	Revised questionnaire Survey data set Cleaned data ready for analysis	Jan – Feb 2014
Data analysis	• Data analysis • Data interpretation • Compilation and presentation • Report writing	Draft report – descriptive statistics and factor analysis out put	March- April 2014
1 st Report presentation	• Thesis submission • Oral presentation of the report	• Proceed with major corrections	May 9 th 2014
Final Thesis Report	• Amendments and corrections • Writing final thesis • Submission of the corrected thesis	• Submitted the final thesis	15 th May 2014