

**SOUTH AFRICAN YOUNG CONSUMERS' BRAND ATTITUDES AND  
CELEBRITY ENDORSEMENT ADVERTISING: A CASE STUDY AT  
THE UNIVERSITY OF KWAZULU-NATAL**

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## **DECLARATION**

I Thubelihle Namaswazi Ndlela Student Number **206517600**, declare that this dissertation is my own original work. All citations, references and borrowed ideas have been duly acknowledged. None of the present work has been previously submitted in part or full for any degrees or for examination at any other university.

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## Executive Summary

This study investigated South African young consumers's brand attitudes towards celebrity endorsement advertising. The overall aim of the study was to investigate whether or not South African marketers can utilise celebrity endorsement to promote their products or brands to young consumers effectively. The perceptions and brand attitudes of young consumers are crucial to guide marketers in developing effective advertising campaigns. To the researcher's knowledge, no study has been conducted to address this question in South Africa.

The study's objectives were fulfilled through the completion of self-administered questionnaires by 325 students between the ages of 18-24 conveniently selected from the University of KwaZulu-Natal. Data were analysed using the SPSS programme.

Based on the results of the study obtained in line with the objectives, it is evident that celebrity endorsement advertising contributes to or influences consumer brand attitudes and purchase behaviour. However, the influence of celebrity advertising is not equal for different brand attitudes such as brand awareness, brand recognition, brand loyalty and purchasing behaviour.

The findings also reveal that, 18-20 year olds are more influenced by celebrity endorsement to purchase and to be brand loyal than 21-24 year olds. This knowledge will guide and educate marketing managers with strategic recommendations to execute celebrity endorsement advertising campaigns that trigger purchase intention.

### Key words

*Celebrity endorsements, brands, attitudes, advertising, brand recall, purchase intention, brand awareness, brand loyalty.*

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# CHAPTER ONE

## INTRODUCTION

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### 1 Introduction

This chapter provides an overview of the study, the motivation for the study, the type of study and its objectives. Further it outlines the research methodology, the study's contribution, its limitations and an outline of the dissertation. Celebrity endorsement is highly regarded as a lucrative promotional tool for advertisers' brands and services (Patel, 2009). However, there is minimal evidence that a celebrity advertising strategy influences or affects consumer brand attitudes such as purchase behaviour amongst young consumers in South Africa. This study will thoroughly examine this advertising strategy.

#### 1.1 Motivation

Advertising has infiltrated every part of our day-to-day lives. Each day, consumers are exposed to more than 1,500 advertising messages from a variety of sources namely television, billboards, radio, flyers enclosed with credit card and utility bills, mobile phones, the grocery store floor, and even public restrooms (Koernig and Boyd, 2009). In addition, this onslaught of ad clutter across a myriad of media is intensifying within each medium which puts pressure on marketers to devise an advertising strategy that will capture their audience's attention. A commonly used strategy to slice through this advertising clutter is to include celebrity endorsers in advertisements (Koernig and Boyd, 2009). This advertising strategy is believed to create hype or buzz around marketers' brands.

Furthermore, the exorbitant annual advertising budgets that are set aside for endorsement deals, especially by multinationals and other local South African companies such as Unilever, Proctor and Gamble and Nike motivates the need to evaluate endorsers' financial effects on the organisation and consumer brand attitudes. Companies invest large sums of money to align their brands and themselves with endorsers (Rawtani, 2010). Such endorsers are seen as dynamic, with both attractive and likeable qualities and companies hope that these qualities will be transferred to their products. Because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for [advertising] messages in today's highly brand saturated environments (Rawtani, 2010).

This study aims to ascertain if utilising such a costly advertising strategy is justified. The current popularity of celebrity endorsements can be attributed to the numerous benefits retailers see in utilising this form of advertisement (White, Godard and Wilbur, 2009). For example, celebrities who are featured as endorsers have the ability to grab the audience's attention, giving retailers a better chance of communicating their message to consumers (White *et al*, 2007). Specifically, this study seeks to explore the effectiveness of the use the celebrity advertising strategy as a promotional tool for advertisers and to investigate to what extent it influences brand attitudes and purchase activity.

There is a need for insightful research on celebrity endorsement advertising in South Africa, for example, exploring innovative ways to better ensure that organisations attain good returns on their investment whilst fulfilling their advertising objectives such as brand awareness, brand memorability and purchase behaviour. Overall, this study anticipates adding to and expanding the body of knowledge surrounding the use of celebrity endorsements in advertising in South Africa.

## **1.2 Problem statement**

Typical studies on celebrity endorsement have focused on source credibility and source attractiveness rather than on the symbolic properties of the celebrity endorser or associated meaning movement (Van Heerden, Kuiper and Saar, 2008). One wonders why corporates go for celebrity endorsement. Depending upon the product life cycle and category, the primary purpose could be to ensure that the brand gets instant attention (Patel, 2009). The problem that faces marketers is that there is little scientific proof that celebrity endorsement advertising impacts on consumers' buying behaviour and increases brand performance. For the purposes of this study, the following statement was chosen as the problem statement:

Endorsement of popular brands by celebrities can improve consumers' buying behaviour and increase brand attitudes.

## **1.3 Objectives**

The research objectives aid in providing an outline of the essential and crucial information to be acquired in the study. The objectives for this study are set to determine how the use of celebrity endorsement as an advertising strategy impacts on youth brand attitudes and buying behaviour. Furthermore, this study aims to establish a clear understanding of the effective use

of celebrity endorsement as an advertising strategy that South African marketers can utilise to promote their products or brands. The research objectives are as follows:

1. To explore whether the use of celebrity endorsement advertising influences brand awareness.
2. To evaluate whether the use of celebrity endorsement advertising influences brand recall.
3. To recognise the extent to which the use of celebrity endorsement advertising influences consumer purchase behaviour.
4. To explore the extent to which the use of celebrity endorsement advertising influences brand loyalty.

#### **1.4 Key Research Question**

Does celebrity endorsement advertising influence South African youth brand attitudes?

##### **Sub-research questions**

1. Does celebrity endorsement advertising influence brand awareness?
2. Does celebrity endorsement advertising influence brand recall?
3. Does celebrity endorsement advertising influence purchase behaviour?
4. Does celebrity endorsement advertising influence brand loyalty?

##### **1.4.1 Research Methodology**

The research method consists of two phases, namely a literature review and an empirical investigation. A literature review draws on a wide range of secondary sources that will be consulted to gain insight into and understanding of the theory relating to celebrity endorsement in advertising. This study utilised a quantitative paradigm to provide statistical findings of the effects of celebrity endorsement on consumers' attitudes and purchase behaviour. Self-administered closed-ended questionnaires will be the primary data collection methods used in this study.

##### **1.4.2 Sampling design**

A non-probability sampling technique was utilised to select the respondents for this research study. The appropriate sampling technique is convenience sampling. A total of 325 male and female students studying at the University of KwaZulu-Natal participated in the study.

### **1.4.3 Benefits and value of the study**

Conclusions drawn from this study may provide deeper insights into young South African consumers' brand attitudes and perceptions of celebrity endorsement advertising. This will guide marketing professionals and academics on how best to develop a strategy for effective celebrity endorsement advertising in South Africa. In addition, conclusions drawn will map a way forward on how to execute marketing campaigns that influence consumer attitudes and address desired objectives. Finally, this study hopes to offer academics recommendations for further research on consumer dynamics, since marketers are faced with knowledgeable consumers.

## **1.5 Structure of the Dissertation**

A brief overview of each chapter is provided below.

Chapter one: Introduction and Overview

This chapter introduces the focus of the study and outlines the research objectives and research questions. The motivation for the study and its benefits and importance are presented. Thereafter, the research design and methodology and ethical considerations are outlined.

Chapter two: Literature review

This chapter explores the study's subject area by defining celebrity endorsement in advertising and how it can be effectively used to address advertising objectives. Celebrity endorsement theories relevant to the study are also explored and explained.

Chapter three: Research Methodology

The chapter begins by stating the research problem, and then outlines the research design. It also describes the execution of this research study to achieve the research objectives. The sampling technique and the data collection methods are discussed in detail.

Chapter four: Empirical findings

This chapter presents the findings of this research study. Both descriptive and inferential statistics are presented. Bar graphs, pie charts and other frequencies were used to present descriptive statistics. Finally, t-tests, correlations and ANNOVA results are presented.

Chapter five: Discussion of the results

Chapter six discusses the research results and uses these results to answer the research objectives. Furthermore, the results are compared with the literature to establish any similarities or differences with existing findings.

Chapter six: Conclusion and recommendations

This chapter concludes the dissertation. The purpose and value of the study and the chapter summaries are presented. The implications and limitations of the study are discussed. Finally, recommendations for future research are outlined.

## **1.6 Conclusion**

This chapter outlined the research problem and objectives of the study, as well as the methodology which was used for the study. In addition, the contribution of the study is discussed. Finally, the outline of the dissertation was presented. The next chapter provides an in-depth review of the literature on theories and concepts of celebrity endorsement.

## **CHAPTER TWO**

### **CELEBRITY ENDORSEMENT THEORIES AND CONCEPTS**

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## **2 Introduction**

This chapter will discuss, explain and critique various theories and academic research studies on celebrity endorsement advertising. The aim of this chapter to identify key and in-depth information on the subject that aids in answering the key research questions and the problem statement for this study. Hence only specific relevant theories and previous research studies will be explored and critiqued in this chapter. Celebrity endorsement in South Africa will also be examined in this chapter.

### **2.1 Background**

Advertising is the only way for a marketer or manufacturer to ensure that his/her product or service is known by prospective and potential consumers. Advertising represents an important means by which organisations communicate with their customers, both current and potential (Lamb, Hair, McDaniel, Boshhoff and Terblanche, 2008). It is in every organisation's interests to attract and retain as many customers as possible to remain profitable. The specific objectives of an advertising campaign are primarily to create awareness of a new product or brand, inform customers about the features and benefits of a product, create desired perceptions of the brand and persuade consumers to purchase a brand (Choi and Rifon 2007). Furthermore, advertisers regularly pursue strategies to attract attention to their offering and to distinguish their products from competing products with the hope of influencing purchase activity (Byrne, Whitehead and Breen, 2003).

Importantly all advertising objectives are aimed at enhancing the buyer's response to the organisation and its offerings so as to achieve profitable returns in the long run (Lamb *et al*, 2008). There are several advertising strategies that a marketer can explore and utilise to promote a company's products and brands, including personal selling, public relations, point of sale displays and promotions on traditional broadcast and online media. The ultimate goal in selecting and implementing a particular advertising method is to create and increase sales, brand awareness, brand repositioning and defining brand image. An understanding of advertising effects and effectiveness would contribute significantly to the productivity of advertisers in terms of effective allocation of marketing budgets (Belch and Belch 2009).



For marketers to maximise advertising effect, they have to understand the relationship between consumers' attitudes towards an advertisement, their attitudes towards the advertised brand, and how these attitudes influence their purchase intentions (Erdogan, Baker and Tagg, 2001).

## **2.2 History of Celebrity Endorsement**

The use of celebrities in marketing communications is not a recent idea (Cronin, 2003); rather it has become the norm for most advertisers. Celebrities have been used to promote products since 1893 when actress Lillie Langtry was hired as an endorser for Pears soap (Doss, 2011). The growth of commercial radio in the 1930s and television in the 1950s helped to fuel the use of celebrities in advertisements (Cronin, 2003). However, it was only in the 1970s that this practice became commonplace (Cronin, 2003). Jonathan and Holiff cited in (Till, Stanley and Priluck, 2008), of the Hollywood Madison group estimate that celebrities represent more than a billion dollars in advertising spend.

Celebrity endorsement currently represents 10% of television advertising expenditure and approximately 20% of television commercials feature a famous person (Agrawal and Kamukura 1995). This is a rapid increase in comparison to 1979 where one out of six, and a decade later, one out of five advertisers employed a celebrity endorser (Cronin 2003). The use of celebrity endorsers is a popular practice globally, especially in Europe and Asia (Cronin, 2003). In the United Kingdom, more than 25% of all advertisements include some aspect of celebrity endorsement. In South Korea, 57% of television commercials employ celebrity endorsers, while the comparative figure for Japan is 85% (Choi and Rifon 2007). In addition, approximately 25% of United States commercials use celebrity endorsers (Amos *et al*, 2008). It is therefore [critical] that advertisers select and use these individuals to maximum persuasive advantage (Erdogan *et al*, 2001). The motivation behind the substantial amounts of money allocated to contracts with celebrity endorsers annually is the belief that endorsers have a positive effect on the sale of brands or products (Katyal, 2004).

A number of models have been developed to explain how various advertising strategies work and how they can be effectively implemented. The hierarchy of effects model proposes that consumers who purchase a product move through a sequential hierarchy of awareness, through knowledge, liking, preference, conviction and ultimately to purchase (Lamb *et al.*, 2008). This model recognises three distinct stages of response to advertising which are listed

below. Lamb *et al.* (2008) explain that most consumers will see or be exposed to the advertisement, hence experiencing the cognitive stage. However, not all consumers experience or go through the affective and behavioural stages as intended by advertisers.

1. Cognitive stage: awareness and knowledge
2. Affective stage: liking and preference
3. Behaviour stage: conviction and purchase

### **2.3 Definition of Brands and Brand Attitudes**

The Dictionary of Business Management defines a brand as: “a name, term, sign, symbol, or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of a competitor” (Rawtani 2010). However, a brand is much more than the above definition; brands are clusters of functional and emotional values that serve as a source of meaning or reassurance for customers (Du Plessis, Strydom, Cant and Jooste, 2012). Arising from the above definition, the key to creating a brand is to be able to choose a name or logo, symbol, or packaging design that identifies a product and distinguishes it from others (Keller, Ape'ria and Georgson, 2012).

An attitude is a positive or negative feeling about an object (for instance a brand, product, company) that predisposes a person to behave in a particular way toward that object (Du Plessis *et al.*, 2012). Bolton and Drew cited in (Rawtani, 2010), argued that brand or product attitudes are a consequence of satisfaction (Rawtani, 2010). It is also possible that an attitude can develop on the basis of indirect experiences (e.g. through advertising and corporate image). An attitude is a learned tendency to respond in a consistently favourable or unfavourable manner towards something (Shao, 2002). Attitudes are learned; they can change when responses are consistent and behaviour is predictable (Shao, 2002). To this extent, past experience, advertising, and corporate image are all determinants of brand attitudes.

#### **2.3.1 Definition of celebrity**

There are four types of celebrity appeals that a marketer can use to promote and advertise their brand. Firstly a testimonial is based on personal usage; a celebrity attests to the quality of the product or service (Du Plessis, Bothma, Jordaan and Van Heerden, 2006). Secondly, a spokesperson is a celebrity who represents the brand or company over an extended period of time (Schlecht, 2003). Thirdly an actor is when a celebrity presents a product as part of character endorsement (Schiffman and Kanuk, 2007). Finally, a celebrity endorser is defined

as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (Busler, 2002).

Celebrities are further defined as people who are well-known among the general public. In particular, when advertisers consider the use of celebrity endorsement as an advertising strategy, they should carefully consider how popular their star is, as well as how favourably they are regarded by the consumer market (Erdogan, 1999). According to James cited in (Ranjbarian, Shekarchizade and Momeni, 2010), a celebrity endorser is a well-known person because of his or her successes in a field other than the endorsed product class. An endorser is a person who makes a 'testimonial', or a written or spoken statement, extolling the virtue of a product (Rodriguez, 2008). This person could be a public figure or a private citizen. Studies state that, a testimonial usually applies to sales pitches attributed to ordinary citizens, whereas endorsement usually applies to pitches by celebrities (Rodriguez, 2008). Celebrities are individuals who are role models in society and whose lifestyle is emulated by consumers.

There are two forms of celebrity involvement advertising; celebrity license and celebrity endorsement (Doss, 2011). Celebrity license is not used often as it tends to be a long-term commitment or co-branding commitment by both the corporation and the celebrity as the celebrity adds his or her likeness to the product (Doss, 2011). The basic premise of celebrity license is that a product and a celebrity are directly associated with each other; the strength can either be negative or positive depending on the status of the celebrity (Doss, 2011). On the other hand, celebrity endorsements are the more widely used strategy in using celebrities as a promotional tool (Doss, 2011).

There are a variety of endorsements that marketers of products can use depending on their specific advertising goals. These include the explicit mode ("I endorse this product"), the implicit mode ("I use this product"), the imperative mode ("you should use this product") and the co-present mode (where a celebrity merely appears with the product). This suggests that, advertising managers ought to consider what image these celebrities project among the target audience (Erdogan *et al*, 2001). This will enable them to execute suitable advertising campaigns for their brands.

## **2.4 Celebrity Endorsement in Advertising**

Using well-known and admired people to promote products is a widespread phenomenon (Keller *et al*, 2012). The basic premise for a celebrity endorsement advertising strategy is that a company features a celebrity with its brands or products in their advertisements. The rationale behind these strategies is that a famous person can draw attention to a brand and

shape perceptions of it by virtue of the inferences that consumers make based on their knowledge of the person (Keller *et al.*, 2012). Endorsement occurs when a celebrity lends his/her name to and appears on behalf of a product or service on which he or she may or may not be an expert (Bekk and Spörrle, 2010). Celebrity endorsement advertising can be executed in different ways. For example, a celebrity can casually appear in the advert or commercial using the manufacturer's product or brand. In other instances a celebrity may give a testimonial about a brand's features and benefits and recommend that consumers use it. In addition, some celebrity endorsements involve celebrities giving expert opinions, being a spokesperson for a product or just being associated with the product.

Today, the use of celebrities as part of a marketing communications strategy is a fairly common marketing practice for major firms in supporting corporate and brand imagery (Erdogan, *et al.* 2001). Celebrity endorsements have been growing consistently since the 1970s (Costanzo and Goodnight 2005). Choi and Rifon (2007) point out that American society today is to be fascinated by celebrities. Many successful individuals from a variety of fields, ranging from entertainment to sport, to cuisine, business and politics are elevated to celebrity status (Choi and Rifon, 2007). Global icons such as Donald Trump, Bill Gates, Tiger Woods, Nelson Mandela and Oprah Winfrey have been accorded such status in recognition of their various contributions. For example, Donald Trump is a well-known politician, writer and businessman who recently made headlines as a potential contender for the United States presidency in 2012. Findings from previous studies revealed that at least a quarter of advertisements use or feature celebrities promoting various brands (Biswas, Hussain and O'Donnel, 2009).

Due to fierce competition for consumer attention, it is critical that advertisers develop better advertising strategies to get attention, create interest, arouse desire, and achieve a buying action. In today's digitalised society consumers are somewhat immune to television commercials, but celebrity endorsers, with certain source characteristics, can help commercials and products stand out from the competition (Premeaux, 2009). With a comprehensive understanding of the impact of celebrity endorsers on consumer attitudes, more effective ads can be developed that will influence consumer behaviour.

Interestingly, most celebrity endorsed brands are targeted at youth consumers in South Africa, given their spending abilities. It is believed that the new generation of young adults in

South Africa is experiencing changes faster than any previous generation; hence it is essential to keep abreast of their shifting attitudes and behaviour. In addition, they are subject to more changes in their lifetime than any other generation in history. They have the ability, the experience and the skills to absorb these changes and are more open to innovation than previous generations were (de Run, Butt and Nee, 2010). Marketers who achieve effective communication with the youth therefore accomplish a great deal more than reaching only the 18-24 year old market (Simpson and Dore, 2005). Consequently, in choosing a celebrity endorser, it is important for the celebrity to be sufficiently well known in order to improve awareness, image and responses (Keller *et al*, 2012). In particular, a celebrity endorser should have a high level of visibility and present a set of potentially useful associations, judgements and feelings (Keller *et al*, 2012).

The mass media are saturated with images of and information about celebrities; as a result celebrity figures enjoy high profiles, idiosyncratic qualities and glamorous images in the eyes of the public (Jain, 2011). In the United States, a celebrity is a very powerful currency; being famous for fame's sake has value in today's society (de Run *et al*, 2010). Marketers have leveraged this fascination with celebrities by signing endorsement deals with well-known stars to boost their brand performance. Advertisers and business owners want celebrities to advertise and promote their products to the masses. Without doubt celebrities enjoy and anticipate more media exposure to market them and gain and maintain popularity amongst fans. This celebrity phenomenon is not limited to the United States; rather it appears to be universal and global (Erdogan, 1999). Research studies also observe the prevalence of a celebrity endorsement advertising strategy in many other countries such as the United Kingdom, India, Australia and South Africa. Celebrities capitalise on the public recognition bestowed on them by appearing in adverts associated with consumer services and product services (Choi and Rifon, 2007).

In addition, celebrity endorsers are said to be able to penetrate advertising media clutter, draw consumer attention, generate high recall rates, create and differentiate product images and generate sales and profits (Byrne *et al.*, 2003). Given the above-mentioned benefits, celebrity endorsement has proven to be a valuable strategy for marketers. Nonetheless, advertisers and business owners ought to do a thorough background check before collaborating with any celebrity or outside party. Celebrity and brand collaborations can either work positively or negatively for brand performance. Celebrity endorsement advertising is a popular and

effective promotional tool that can be used by marketers to achieve their advertising objectives.

## **2.5 The Match -Up Hypothesis**

Brand endorsement is a way to get the brand noticed amidst the clutter that exists in the market place Synergy is therefore required between brand and celebrity. The celebrity helps to accelerate the brand image formulation process. Selecting the best endorser is thus a pertinent issue faced by marketers in their brand promotion. In other words, the celebrity himself/herself should be a strong brand and the attributes of the celebrity brand should match the attributes of the product brand being highlighted. A number of theories about celebrity endorsement as an advertising strategy will be examined and discussed in this chapter.

However, after careful critique of theories, the match-up hypothesis was deemed the appropriate key theoretical framework to guide this study. Careful consideration typically surrounds the choice of a suitable celebrity endorser (Till *et al.*, 2008). The celebrity or product fit, also called the ‘match-up hypothesis’, “refers to the harmony of the match between the celebrity endorser and the product being endorsed” (Till *et al.*, 2008). The match-up hypothesis becomes true when highly relevant characteristics of the spokesperson are consistent with highly relevant attributes of the brand (Till *et al.*, 2008). Former studies found that when there is a perceived fit between the endorser and the brand, both brand recall and affect are increased (Till *et al.*, 2008). In fact, consumers’ attitudes toward the ad as well as the credibility of the ad are also increased with perceived fit of brand and endorser (Till, 1998).

There is a general consensus that in order to maximise the use of celebrity endorsers, there should be congruence between the product being endorsed and the credibility of the celebrity (Agrawal and Kamukura, 1995). Therefore, the match-up hypothesis theory places emphasis on a proper relationship between the product and the celebrity; the absence of such a fit can result in confusion and surprise on the part of consumers (Doss, 2011). Studies indicate that a spokesperson interacts with the type of brand being advertised (Schlecht, 2003). Celebrity-product fit is believed to function as a key determinant of endorsement effectiveness (Erdogan, 2001).

Celebrity effectiveness varies across different product types (Amos *et al.*, 2008). Experts on celebrity endorsement, argue that a famous relative of a normal spokesperson is more

effective in endorsing products high in psychological or social risk involving elements such as good taste, self-image and the opinions of others (Schlecht, 2003). The empirical findings point to the fact that the better the celebrity-product fit, as perceived by consumers, the higher the level of endorsement effectiveness (Amos, *et al.*, 2008). This argument is closely related to other studies that agree that, with the match-up hypothesis, an advert is more effective when there is a perceived fit between the endorser and the endorsed product. Celebrity-product fit was found to be effective for only certain measures of effectiveness such as brand attitude, but not for other measures such as purchase intention (Till *et al.*, 2008).

Till (1998) suggests that it is essential for marketers to test the potential combinations of products and celebrities. For example, it is imperative to ensure that the impression and image of the celebrity is positive for the target audience. In some reported cases very successful celebrities have failed to successfully endorse a product/service due to various reasons such as no product fit between the endorser and product. In view of the above, the notion of fit between endorser and brand has been established, but the underlying mechanism facilitating these effects has not been fully explored. Regardless of the impact celebrity-product fit has on effectiveness the existing literature suggests that phenomenon should play an important role in celebrity endorser effectiveness (Till *et al.*, 2008). Moreover, a better understanding of the match-up hypothesis can help isolate the most important celebrity source characteristics that relate to consumer persuasion (Premeaux, 2009). Overall, a stronger association between the product, the advertisement and the celebrity needs to be created to increase the believability of the fit (Waldt, Schleritzko and Van Zyl, 2007)

## **2.6 The motivation for using Celebrity Endorsements in Advertising**

The widespread use of celebrity spokespersons seems to indicate a prevalent view that celebrity endorsements are relatively effective (Till *et al.*, 2008). Celebrity endorsers are used by firms who want to support a product or service (Amos *et al.*, 2008). Since the celebrity endorsers affect consumers' purchase decisions positively, producers and retailers have always preferred to use celebrity endorsement in order to sell their products (Tse, Choi and Hung, 2010). Comprehensive comparisons found celebrity endorsers to be more trustworthy, competent and slightly more attractive than non-celebrity endorsers (Byrne, *et al.* 2003). Based on these qualities, the use of celebrities in company advertisements can give a competitive advantage in differentiating a firm's products from those of its competitors

(Doss, 2011). Previous findings postulate that a possible explanation for the frequent use of celebrities as spokespersons stems from a belief that pairing a product with a well-regarded celebrity improves consumers' perceptions of the brand (Till *et al.*, 2008).

(Patel 2009) notes that the practice of employing celebrity endorsers is motivated by the following:

- Quick saliency, due to the star and his/her attention getting value.
- Quick connect, which refers to the fact that there needs to be no insight but the communication connects because the star connects.
- Quick shorthand for brand values, which means that the right star can actually telegraph a brand message fast without elaborate story telling.
- Quick means of brand differentiation: In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market.
- Guarantee: The star lends the credibility, almost acting as a guarantee for the product.

Importantly, advertising managers execute the celebrity endorsement strategy hoping to gain attention for their brands among the advertising clutter (Sliburyte, 2009).

Several studies have adopted the similar view that the key reason for using celebrity endorsers is to capture audiences in the midst of media clutter (Till *et al.*, 2008). This assertion confirms previous findings from other scholars that suggest that firms may reap positive outcomes when using a celebrity as an endorser: instant recognition by the consumer with an immediate cutting through of the clutter of their advertisements, an implicit preference by the celebrity, a potential cool factor, a competitive advantage of brand recall and an increase in a company's market value (Doss, 2011).

Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities have a positive effect on sales of their brands or products (Du Plessis *et al.*, 2006). Celebrities may be more influential than unknown actors or models in product endorsements because they have active personas in the minds of consumers; these images allow a celebrity to convey a vivid message (Jain, 2011).

Jaiprakash (2008) agrees that celebrities are more efficient at attracting attention in a world where consumers are inundated with advertising messages (Till *et al.*, 2008). Consumers or audiences have grown used to advertisements and can either accept or reject them, but advertisers have to stand out from the crowd and celebrities can effectively achieve this



(Erdogan *et al*, 2001). Furthermore, research indicates that celebrity endorsers enable messages to overcome this challenge due to their fame and high profile [status] (Erdogan and Drollinger, 2008).

In addition, research studies indicate that celebrities hold a place in consumer's minds and they are perceived to be more entertaining and trustworthy (Till *et al*, 2008). Studies reveal that managers believe that celebrities save time in creating the credibility of a company's products (Erdogan *et al*, 2001). Studies suggest that when a credible celebrity endorses a brand, consumers are likely to have trust or faith in it (Erdogan *et al*, 2001). In fact, celebrity-company marriages are covered by most media from television to newspapers and enhance high public relations coverage which a brand might need (Erdogan *et al*, 2001). Companies or business owners that have had bad publicity can use this advertising strategy to create more favourable consumer perceptions of their brand.

A celebrity endorsement advertising strategy could also serve the purpose of refreshing and defining brand values in line with those of the celebrity (Erdogan *et al*, 2001).

Marketing managers also use celebrity endorsers in their advertising strategies so that they lend their personality to the brands (Biswas *et al*, 2009). For instance, Shield deodorant produced by Unilever South Africa signed jazz musician Lira to endorse the deodorant. (Erdogan *et al*, 2001) summarise the motivation for using celebrity endorsers from a managers' perspective as the following:

- Stand out or short hand
- Awareness and attention getting
- Celebrity values define and refresh the brand image
- Celebrity adds new dimensions to the brand image
- Instant credibility and aspiration
- Public relations coverage
- Desperate for ideas
- Convincing clients

Depending upon the product life cycle and category, the prime purpose of using celebrity endorsers could be to ensure that the brand gets instant attention (Patel, 2009). Celebrity endorsers arguably add a touch of glamour and a new dimension to the product, using their fame to generate instant recall (Patel, 2009).

## 2.7 Celebrity Endorsers as Reference Group Appeals

The five major types of reference group appeals in common marketing usage are celebrity appeals, expert, common-man, executive and employee appeals and trade or spokesperson characteristics (Jain, Sudha and Daswani, 2009). Celebrities provide a very common type of reference group appeals that can improve a marketer's brand performance through influencing consumer behaviour.

Secondly, celebrities and other similar reference group appeals are used very effectively by advertisers to communicate with their markets (de Run *et al*, 2010). Advertisers spend enormous sums of money to have celebrities promote their products, with the expectation that the reading or viewing audience will react positively to the celebrity's association with the product (Kanuk and Schindler 2000).

Celebrity endorsers tend to be effective promotional vehicles for brands given that they represent an idealised life to the loyal followers and the general public (de Run *et al*, 2010).

In addition, research posits that celebrity endorsers can be a powerful force in creating interest or actions with regard to purchasing or using selected goods and services (de Run *et al*, 2010). The basic premise of celebrity endorsers being used as reference groups is validated given their power to invoke interest and influence consumers towards a marketer's brands; unlike other group appeals such as company executives and common man endorsers. Previous findings are in line with the latter, arguing that celebrity endorsers have proven to score higher than other endorsers like chief executive officers, experts and typical consumers on dimensions such as trustworthiness, believability, persuasiveness and likeability, (Jiuh-Biing 2010). In fact, when consumers admire and identify a brand advertised through the celebrity's personality and lifestyle they are highly likely to draw conclusions whether to use it or not. This identification may be based on admiration [for the star], on aspirations to emulate a celebrity's way of life, on empathy with the person or situation, or on recognition of a person stereotypical of a situation (Bekk and Spörrle 2010).

In some cases a prospective consumer may think: "if she uses it, it must be good, if I use it and if I use I will be like her" (Kanuk and Schindler 2000) . Contrary to previous views, that celebrity endorsements are only successful when target consumers regard the endorser as a reference group, a study conducted at the University of Pretoria suggested that positive attitudes towards the celebrity endorser lead to positive attitudes towards the advertisement. This is irrespective of whether the celebrity endorser is an opinion leader on the product or service or not (Henderson, Williams and Motley, 2006). When a celebrity features in an

advertisement for a product, consumers might be suspicious, as they know that the he/she has been paid to promote the product (Waldt *et al.*, 2007). Therefore, a stronger association between the product, the advertisement and celebrity needs to be created to increase believability of the fit (Waldt *et al.*, 2007).

## **2.8 Consumers' Perceptions of Celebrity Endorsement Advertising**

Importantly, celebrity endorsers are used to help provide a personality for a product or brand (Cronin, 2003). Their image and personality can come to be associated with perceptions of the product being evaluated (Cronin, 2003). Moreover, endorsers are said to be dynamic and intelligent, with attractive, likable qualities which marketers believe will influence consumers (Cronin, 2003). Clearly, all celebrity endorsement marketing initiatives are geared around influencing target consumers' perceptions about the advertised brands. It is generally accepted that consumption and decision-making behaviour is influenced by group membership (de Run *et al.*, 2010). Groups and their influence on consumer behaviour form an important subject of consumer behaviour theory (de Run *et al.*, 2010). Consumers hold perceptions about anything and everything that they are exposed to in the media or market place.

A perception is defined as the process by which an individual selects, organises and interprets stimuli into a meaningful and coherent picture of the world (Bailey, 2007). It can also be described as how we see the world around us. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes, selects, organises and interprets them is a highly individual process based on each person's own needs, values and expectations and perceptions (Hellen, 2009). Studies have shown that celebrity endorsements have a positive, although moderate impact on the attention and exposure of consumers. The same can be said about celebrity endorsements creating brand perceptions in the minds of consumers. For example, if consumers have positive or favourable perceptions about a given celebrity that endorses a brand they may develop similar perceptions about the brand itself. Celebrity endorsement advertising has been recognised as an ubiquitous feature of modern day marketing (Goldsmith, Lafferty and Newell, 2000). When detailed product information is not available to consumers, inferences are made using product cues to reduce uncertainty and to form perceptions about products (Van Heerden, Kuiper and Saar, 2008). Advertisers use celebrity endorsement as extrinsic cues to influence consumers' pre-purchase attitudes; this is, however, an expensive strategy (Van Heerden *et al.*, 2008). In sum, effective endorsement campaigns are those that create positive perceptions about the brand, the company and the advertisement.

## 2.9 The Meaning Transfer Model

In order to develop an effective advertising and promotion campaign, a firm must select the right spokesperson to deliver a compelling message through the appropriate channels or media (Belch and Belch, 2009). Furthermore, it is important that advertisers ensure that their messages are encoded in the way that was intended.

The literature implies that celebrity endorsers add value through the meaning transfer model coined by McCracken (Amos *et al*, 2008). The meaning transfer model is also referred to as the association transfer because of the direct relationship between the celebrity and the product (Belch and Belch, 2009). This relationship is thought to allow the celebrity to transfer his or her perceived qualities to the product (Doss, 2011). The basic premise for this model is that celebrity endorsers' effectiveness stems from the cultural meanings with which they are endowed. The meaning transfer model posits that celebrities develop a persona through the types of roles they play in society as well as how they are portrayed in the media (Amos *et al*, 2008). The culturally constituted society then assigns meaning to celebrity endorsers (Amos *et al*, 2008). The meaning transfer model is richer than the source attractiveness and the credibility models mainly because the meaning transfer model provides a wider spectrum through which meanings can be transferred from the celebrity endorser to the brand (Van der Waldt, van Loggerenburg and Wehemeyer, 2009).

Empirical research suggests that when celebrities endorse a product, the meaning developed around a particular celebrity will, or at least, it is hoped by advertisers, transfer to a company, brand, or product (Amos *et al*, 2008). Thus when a consumer identifies with a celebrity (identification occurs when a person is willing to accept influence from another person), he or she purchases the product in the hope of claiming some of these transferred meanings for their own life. This model has important implications and insightful contributions for firms using celebrity endorsers (Erdogan and Drollinger, 2008). Research studies have examined this transfer of celebrity meaning to the product and its resultant effectiveness by examining the source effects of celebrity endorsers (Amos *et al*, 2008). Advertising managers are expected to prioritise and decide on the brand's image and symbolic meanings that are significant to their target audience. Thereafter, they should determine which celebrity endorsers would best portray the meanings and images to target prospective consumers. Furthermore, (Balakrishnan and Kumar, 2011) emphasise that advertisements must be

predetermined so that they will capture the meaning in the product and move it through to the consumer.

They further explain the effectiveness of celebrity endorsers by assessing the meanings consumers associate with the endorser and eventually transfer to the brand. This perspective is shared by (Paek, 2005), who found that that the athlete’s personality is an important factor in influencing specific target groups among which such personalities are easily recognisable and much admired (Schlecht, 2003). (Van der Waldt *et al*, 2009) found that they can be transference of qualities from celebrities to ordinary products such as bath towels. The meaning transfer model has three stages that the consumer goes through when evaluating celebrity endorsed brands which will be explained in detail below.

Figure 1: The Meaning Transfer Model

<b>CULTURE</b>	<b>ENDORSEMENT</b>	<b>CONSUMPTION</b>
Object Persons Context  <b>STAGE 1</b>	Celebrity  Celebrity-Product  <b>STAGE 2</b>	Product-Consumer  <b>STAGE 3</b>

Source: Advertising and Promotion: An integrated Marketing communications perspective (Belch and Belch, 2009).

Figure 1 illustrates the process through which celebrities acquire symbolic meanings through culture and then transfer those meanings to products (Choi and Rifon, 2007).

**a) Stage one**

At this stage, the meaning associated with the famous person moves from the endorser to the product or brand (Schlecht, 2003). Studies reveal that at this initial stage, celebrities have the power and potential to draw target and prospective consumers’ attention towards the company’s brands. Encoding meanings to target markets is the marketer’s core priority at this stage. Secondly, celebrity associated meanings such as their personality, the roles they have played, and other factors like gender, age or lifestyle are transferred directly to the brand by

the celebrity (Ranjbarian *et al*, 2010). Furthermore, a variety of meanings become attached to a celebrity often through his or her appearances in the mass media; accordingly, consumers understand the images or meanings reflected by the individual celebrity (Choi and Rifon, 2007). Thereafter, the meanings that consumer have acquired about celebrities are automatically transferred to the advertisers' brands.

#### **b).Stage two**

This stage is also referred to as the meaning capture stage (Belch and Belch, 2009). Countless studies explain that this is the stage where the brand's meaning is acquired by the consumer (Schlecht, 2003). The customer begins to comprehend and adopt the brand's meanings. Furthermore, at the second stage, a celebrity's proficiency and expertise are transferred to the brand (Belch and Belch, 2009). This stage involves the celebrity image or meanings being transferred to a product due to his or her association with the product through an endorsement (Price and Murray, 2009). A celebrity's characteristics then attach to the product that he or she is endorsing. For example Tiger Woods who is a renowned golf champion transfers expertise and proficiency to the Nike brand that he endorses.

#### **c).Stage three**

This is the final stage in the meaning transfer model, also known as the capture stage (Belch and Belch, 2009). This stage demonstrates the shift in meanings from the product to consumers through purchase and consumption. Consumers take on the images and meanings associated with the celebrity and the product by purchasing and using the product (Choi and Rifon, 2007). Specifically, at this stage consumers purchase products that are endorsed by celebrities with the goal of capturing some of the meanings which a celebrity has instilled or transferred to the brand (Sliburyte, 2009).

### **2.10 Celebrity influences through Images**

As described earlier, celebrities are individuals who are symbolic icons, popular in culture and transfer their symbolic meaning to the products they endorse in advertising (Amos *et al*, 2008). McCracken's model suggests that advertising is a way of distributing and enhancing the meanings perceived to reside in celebrities in the consumer world (Choi and Rifon, 2007). When celebrities are hired as endorsers in advertising, marketers hope that consumers will accept and consume the meanings celebrity endorsers represent and then link these meanings

with their products (Choi and Rifon, 2007). In today's society, consumers are constantly transporting the symbolic properties of products into their lives to construct self (Knittel and Stango, 2010). In addition, consumers' possession and consumption of certain products often reflect their individuality and helps to enhance their identity (Choi and Rifon, 2007).

### **2.11 Classical Conditioning and Celebrity Endorsers**

According to Shimp cited in (Till, 1998), associative learning refers to instances when animals or humans make connections amongst various events that take place in their environment. Classical conditioning is one method of associative learning in terms of which an unconditioned stimulus, that is, a stimulus that naturally produces a response, is paired with a conditioned stimulus, that is, a stimulus that does not naturally produce a response but comes to elicit the conditioned response following the pairing (Till *et al*, 2008). Researchers have used classical conditioning processes widely to generate associations between conditioned and unconditioned stimuli; such associations are built through repeated pairing of the conditioned and unconditioned combinations (Till *et al*, 2008). Furthermore, studies report that it is through this pairing mechanism that the subject internalises the association, resulting in a conditioned response (Till *et al*, 2008).

Conditioning has also been proven to be a viable framework for understanding advertising effectiveness. Empirical studies show that consumers process information presented in an advertisement. They use the presence of the celebrity to make positive inferences about the product (Till *et al*, 2008). It is believed that when conditioned stimuli and unconditioned stimuli have a good fit with each other, it is easier for an associative link between the two to be developed (Lamb *et al*, 2008). It is following this process that a consumer can possibly find a link between a celebrity and the brand. Associative learning models and theories aim to explain the possible psychological effects of celebrity endorsement.

In particular, classical conditioning researchers have found that pairing affectively pleasant images with brands may result in favourable brand attitudes and may lead to inferential belief formation (Priluck and Till, 2004; Grossman and Till, 1998 cited in (Lamb *et al*, 2008). Given celebrities' ability to generate positive feelings on the part of consumers, their use as unconditioned stimuli in conditioning trials should lead to affectively favourable responses toward brands (Lamb *et al*, 2008). As consumers process information presented in an advertisement, they use the presence of a celebrity to make positive inferences about the product (Till, 2008). Seemingly, this affects transfer from the celebrity to the product; resulting in increased effectiveness (Till, 1998).

Stimulus generalisation, stimulus discrimination and repetition are three concepts vital to the strategic applications of consumer behaviour (Levin and Levin, 2009). Only repetition will be discussed in line with the objectives of this study. Repetition increases the strength of the association between a conditioned stimulus and an unconditioned stimulus and slows the process of forgetting. However, research suggests that there is a limit to the amount of repetition that will aid retention (Kanuk and Schindler, 2000). While some over learning (that is repetition beyond what is necessary to learn) aids retention, at some point an individual can become satiated with numerous exposures, and both attention and retention will decline (Kanuk and Schindler, 2000). This effect is known as ‘advertising wear out’. Hence, it would be in any advertiser’s interests to ensure that their advertisers don’t wear out in consumers’ minds. A possible way to decrease advertising wear-out is by varying the advertising message and adopting a cosmetic variation strategy (using different backgrounds, different print types and different types of advertising spokespeople (Kanuk and Schindler, 2000).

## **2.12 Message Repetition**

The associative learning process requires continuous and consistent pairing of two stimuli (Till *et al.*, 2008). In contrast Stuart found that it is possible for an association to be built with only a single pairing, the principle known as “Hebb Rule”(Till *et al.*, 2008). The basic premise of the “Hebb Rule” stresses the importance of repetition in establishing and maintaining an associative link (Till *et al.*, 1998). This comes about through a process called “signal-learning” (Till *et al.*, 2008). Increased repetition of the coupling of two stimuli increases confidence that the presence of the stimulus predicts the presence of the other stimulus (Ndlela, 2010). During the endorsement process, repeated pairing of the endorser with the brand increases consumers’ recognition that the brand is a good predictor of the presence of the celebrity, thus strengthening the link between the brand and the celebrity (Till *et al.*, 2008). For example L’Oreal South Africa’s consistent use of brand endorser and actress Terry Pheto results in consumers continually remembering and associating her with L’Oreal cosmetics; *vice-versa*, when consumers think of L’Oreal, they think of Terry Pheto. In this context Terry Pheto and L’Oreal become part of each other’s evoked set in their target consumers’ minds seeking beauty and skin care products.

Furthermore, the use of the same celebrity regularly over a period of time strengthens the associative link for consumers that are aware of the celebrity endorsement and also increases the number of consumers who become aware of the link between a brand and a celebrity (Till



*et al.*, 2008). Therefore, celebrity endorsements are viewed as effective promotional strategies when used consistently over longer periods of time to strengthen the link between a celebrity and the endorsed brand. Most companies replace celebrity brand endorsers before strong associative links are established for various reasons, such as the campaign not being effective. In addition, the risks associated with celebrities in the endorsement process make marketers reluctant to commit to the same endorser over time (Sliburyte, 2009).

## **2.13 Factors to consider when selecting a celebrity endorser**

The following section discusses the different factors that marketers need to consider before selecting celebrity endorsers. These factors are beneficial for selecting the ideal celebrity who will influence and drive sales for manufacturers' products.

### **2.13.1 Target audience match**

Target audience match refers to how well the individual (celebrity endorser) matches with and is received by the advertiser's target audience (Belch and Belch, 2009). The effectiveness of the celebrity is clearly determined by how well the celebrity matches with the marketer's target and prospective consumers. Consumers' favourite celebrity endorsers are highly likely to command brand awareness, positive brand attitudes and brand loyalty in the consumer's mind. "Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek or has a relationship with the source and thus adopts similar beliefs, attitudes, preferences and behaviour" (Belch and Belch, 2009). It is in the marketer's best interests to use a celebrity who best suits or matches his/her target market style or behaviour. Furthermore, Belch and Belch (2009) advocate that if the communicator and receiver have similar needs, goals, interests and lifestyles, the position of the source is better understood and received.

It is human nature to relate better to individuals that have behavioural patterns similar to your own. On the other hand consumers who are particularly knowledgeable about specific products or services or already have strong attitudes towards them may be least attracted to celebrity endorsements (Belch and Belch, 2009). Such consumers often find celebrity endorsements ineffective in influencing their brand responses and attitudes, but rather maintain loyalty to their favourite brands.

For example, older or mature consumers are the target market that is least influenced by celebrity endorsement when selecting brands (Ndlela, 2010). This market segment selects its brands based on loyalty and basic functionality (Patel, 2009). Such consumers are knowledgeable and loyal to products and brands that satisfy their needs and wants. Advertising managers are therefore urged to maintain a consistent target audience match so as to obtain the desired brand responses from consumers. It is recommended that a marketer of teenage products selects a celebrity like Miley Cyrus, who is a renowned American teenage musician and actress to endorse their brands (Ndlela, 2010). Teenagers who find that have similar lifestyles and interests to her would generate positive brand attitudes and responses. Sportswear company, Puma believes that Usain “Lightning” Bolt is the first sprinter who can connect with his fans in the way soccer players do and are putting their money where their mouth is by giving him the biggest sponsorship deal in athletics history (Ndlela, 2010).

### 2.13.2. Fit with the advertising idea

Research findings suggest that every brand represents a set of characteristics. Patel (2009) states that for celebrity endorsement to create an impact the persona of the celebrity should match with that of the brand. It is recommended that advertising managers ensure that they select celebrities that fit with or match the advertising idea which is most similar with product match (Ndlela, 2010). For example, if the advertising idea of a given brand is based or themed on a hip and fun product, marketing managers ought to find a celebrity with a hip, fun personality that will draw the target market to the brand. If consumers fail to relate to or identify the celebrity endorser fit with the advertising idea, the advert will generate less commercial activity.

Table 1: Source attributes and receiver processing modes

Source Attribute		Process
1. Credibility	- Trustworthiness - Expertise	Internalisation
2. Attractiveness	- Similarity - Likeability	Identification
3. Power		Compliance

Source: Advertising and Promotion: An integrated Marketing communications perspective (Belch & Belch, 2009).

### **2.13.1 Source credibility**

Celebrity credibility has two important facets, trustworthiness and expertise. Both these traits are essential for celebrity endorsers to be deemed credible sources of information for brands by the target market. Ideally, a celebrity endorser would be seen as credible in terms of expertise, trustworthiness and likeability or attractiveness, as well as having specific associations that carry potential product relevance (Keller *et al.*, 2012). The following sections discuss and illustrate how both these factors contribute to convincing consumers and heightening advertising effectiveness.

(Goldsmith *et al.*, 2000) note that celebrities are generally viewed by consumers as credible source of information about the product or a firm they choose to endorse (Amos *et al.*, 2008). Fame, talent, credibility and charisma are among the benefits that a celebrity might contribute to a firm's advertising campaign. The most important or critical parameter that defines the success of any celebrity endorsement is the credibility of a celebrity (Patel, 2009). Celebrity credibility refers to the audience's perceptions of both celebrity expertise (how much the celebrity knows about the product area) and trustworthiness (how honest the celebrity is about what he or she says about the product) (Erdogan and Drollinger, 2008). Source credibility can be defined as a "communicator's positive characteristics that affect the receiver that affect the receiver's acceptance of a message" (Belch and Belch, 2009). Trustworthiness and expertise with regard to the recommended product or service are the two critical dimensions that define credibility (Patel, 2009). The source credibility model explains the effectiveness of celebrity endorsement based on how consumers perceive the endorser's credibility. Furthermore, the source credibility model analyses the factors leading to the perceived credibility of the communicator (Amos *et al.*, 2008)

In addition, the credibility of celebrity endorsers is considered to consist of three constructs: attractiveness, trustworthiness and expertise (Doss, 2011). In fact, the source credibility model contends that the effectiveness of a message depends on the perceived level of expertise and trustworthiness associated with an endorser or communicator (Erdogan, 1999). Countless studies reveal that source credibility refers to the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give

unbiased, objective information (Belch and Belch, 2009). This source is the celebrity endorser promoting a brand. Furthermore, source credibility refers to identifying a communicator's positive properties which influence acceptance of a message by the receiver (Ranjbarian *et al*, 2010).

Most importantly, there are two important dimensions to credibility, expertise and trustworthiness (Belch and Belch, 2009). Source expertise refers to the degree which a communicator is perceived to be a source of valid assertion (Rawtani, 2010). Studies assert that when considered jointly, expertise and trustworthiness are presumed to embody the source's credibility construct (Amos *et al*, 2008). According to Patel (2009), celebrity credibility is questionable since firms are dealing with savvy and knowledgeable individuals who are able to voice their opinions about brands being promoted. It therefore can be questioned how far one can push credibility. Furthermore, it could be questioned whether consumers really believe that Garnier spokeswomen Connie Ferguson and Zizo Beda trust Garnier cosmetics to iron out their wrinkles and give them an even skin tone; is this not rather a mere association aimed at influencing a buying decision? Perhaps endorsements work because the majority of people seek recognition. Buying a product that a famous person wears or uses connects target consumers to their fame and to their status.

According to Patel (2009), celebrity endorsement is not as credible as it was in past decades unless there is a close link between the celebrity and the category; a classic example of a close link would be Nike and sport stars. The trustworthiness of public figures is likely to decline especially when the celebrity is used by too many brands (Patel, 2009). In this regard it is imperative for firms using celebrity endorsement to ensure that their selected star has not endorsed too many products. The more the selected celebrity endorses other brands, the less likely the current endorsement will be credible to the target consumers. Knowledgeable consumers know that the organisation is pushing its brands to them as a sales generation motive. It is clear that in this digitalised and information rich market, marketers should be critical about selecting credible celebrities to endorse their brands because consumers are not easily swayed by endorsements. Only credible celebrity brand endorsements will cut through these savvy and rigid consumers.

### **2.13.1.1 Celebrity trustworthiness**

Trustworthiness is the degree of confidence consumers place in a communicator's intent to convey the assertions s/he considers most valid (Cronin, 2003). Trustworthiness refers to the general believability of the endorser and is thus both broader and conceptually similar to the correspondence inferences about the endorser (Silvera and Austad 2004). Furthermore, Griffin's past studies describe favourable disposition, acceptance, and psychological safety, and a perceived supportive climate as the favourable consequences of trust (Amos *et al.* 2008). Chao *et al.* (2005) reveal that countless studies support the positive effect of trustworthiness on effectiveness (Amos *et al.*, 2008). In order for celebrity endorsement to yield positive results in the marketer's market, the consumer should find the spokesperson trustworthy. Research studies on celebrity endorsers suggest that trustworthiness is an important predictor of celebrity endorsement effectiveness (Amos *et al.*, 2008). The trustworthiness of a celebrity concerns whether consumers view information from an endorser of a brand as being free from bias and accurate.

Finding celebrities with a trustworthy image is often a daunting and challenging task for firms, given the risky behaviour of celebrities exposed in the media. The never ending drama and controversial lifestyles of celebrities are one of the reasons why it could be a difficult call to find a trustworthy celebrity to endorse a firm's brands. Studies indicate that trustworthy public figures are often hesitant to endorse products because of the potential impact on their reputations and images (Belch and Belch, 2009). These celebrities prefer to protect their established image out of the public domain. Advertising managers employ various techniques to stimulate and reinforce target consumers' perceptions that their celebrity spokespeople are trustworthy brand information sources.

Moreover, a highly opinionated message from a highly trustworthy communicator produces an effective attitude change, while non-trusted communicators' impact is minimal (Amos *et al.*, 2008). Most importantly, perceived communicator trustworthiness has also been shown to produce a greater attitude change than perceived expertise (Amos *et al.*, 2008).

#### **2.13.1.1.1 Celebrity expertise**

A celebrity endorser's expertise is the extent to which a communicator is perceived to be a source of valid assertion (Erdogan, 1999). Expertise refers to the endorser's product knowledge and thus to the validity of his or her claims regarding the product; it is believed to

be a factor that increases persuasiveness above and beyond the effects of trustworthiness (Silvera and Austad, 2003). Ohanian cited in (Sliburyte, 2009), investigated source credibility in settings involving persuasive communication; the findings indicate that a receiver's perception of the source's expertise positively influences source effectiveness. In fact, expertise is derived from the knowledge of the subject (Goldsmith *et al.*, 2000). Consumer actions in response to the source's recommendations seem to vary directly according to the source's perceived level of expertise and the target person's level of agreement with those recommendations (Sliburyte 2009).

Thirdly, findings suggest that subjects exposed to a source perceived as highly expert exhibit more agreement with the source's recommendation than those exposed to a source with low expertise (Sliburyte, 2009). Scholars argue that the level of perceived celebrity expertise should predict celebrity endorser effectiveness (Amos *et al.*, 2008). A good communicator is an individual who is knowledgeable, has expertise and is more persuasive than one with less expertise (Belch and Belch, 2009). Patel (2009) also believes that the profession of the celebrity should fit the brand which he or she endorses. A classic example is that a sportsperson would be an ideal endorser for sports apparel or equipment.

Expertise is crucial in terms of conveying or communicating marketing information about brands. Celebrities must typically perform above standard in their respective professions be it athletics, acting, or singing, to achieve celebrity status. Information pertaining to what level and how consistently a celebrity must perform, in order for them to be effective as endorsers, should prove valuable (Sliburyte, 2009). Research suggests that celebrity faces evoke specific happy memories, and these positive feelings rub off on the products they endorse. Consumers are likely to evaluate the effectiveness of celebrity endorsement depending on the celebrity's perceived expertise. Information from a credible source influences beliefs, opinions, attitudes and behaviour through a process known as internalisation. Belch and Belch (2009) state that internalisation occurs when the receiver adopts the opinion of the credible communicator, since he or she believes that information from this source is accurate. On a global perspective, consumers are likely to respond positively to an athlete like Tiger Woods endorsing golf apparel as opposed to a pop star like Mariah Carey.

The reasons for the positive brand attitudes of consumers will be based on Tiger Woods' perceived expertise in the sport. Celebrity endorsers should be selected on the bases of their knowledge, experience and expertise in a particular service area or product (Belch and Belch,

2009). Therefore marketing managers should select celebrities with relevant expertise to endorse their brands so as to guarantee the success of their high cost marketing campaigns. However, for highly technical products, marketers opt to recruit sales reps with specialised technical backgrounds to ensure expertise (Belch and Belch, 2009). Nonetheless, certain types of products may not be suitable for celebrity endorsement due to their nature and complexity (Belch and Belch, 2009). For instance, celebrity endorsement may not be an effective promotional strategy for business-business products or high-tech products, which require skilled sales people. Celebrity endorsement advertising is more appropriate for business to consumer products or brands. In a nutshell, celebrity spokesmen or women are highly effective when they are knowledgeable, experienced and have desirable expertise in their target market's minds so as generate positive brand responses.

### **2.13.2 Source attractiveness**

To create a positive impact on the target audience, brand managers often go for a celebrity who is good looking and attractive (Patel, 2009). For instance, Terry Pheto was selected to endorse L'Oreal because of her well-toned, feminine and elegant physical appearance which gelled well with the brand's personality. Research studies on celebrity endorsement have indicated that attractiveness is an important indicator of effectiveness (Sliburyte, 2009). However, the attractiveness construct is perceived to be multi-dimensional in nature; it goes beyond aspects of physical attractiveness, which themselves are rather arbitrary. Attractiveness also entails other characteristics such as personality and athletic ability (Erdogan, 1999). The basic premise for this model posits that the attractiveness of any source is determined by the communication receiver's perceptions of the source's similarity, familiarity and likeability (Amos *et al*, 2008). Essentially, if consumers perceive a celebrity endorser as similar to them and they are familiar with and like the celebrity, they will tend to find the celebrity more attractive (Amos *et al*, 2008). In a nutshell, the source (celebrity endorser) only becomes attractive when target consumers are familiar with and have positive sentiments of the celebrity as an individual.

Some researchers suggest that physically attractive celebrities are a predictor of advertising effectiveness (Till *et al*, 2008). Overall, physically attractive celebrities are viewed more favourably in terms of personality traits than their less attractive counterparts (Waladt *et al*, 2007). Furthermore, endorsers' attractiveness was studied beyond the level of personality traits, the impact of endorser attractiveness on opinion change, product evaluation and other

measures of effectiveness were specifically examined (Amos *et al*, 2008). The findings concluded that attractive endorsers have a more positive impact on the products they endorse than less attractive endorsers (Amos *et al*, 2008).

Other studies also found that while attractiveness was effective in increasing positive advertisement evaluations, it was not effective in producing stronger purchase intentions. Similarly, Caballero *et al.* cited in Amos *et al* (2008) observed that endorser attractiveness had no effect on advertising effectiveness. Nonetheless, endorser attractiveness remains a relevant construct in the broader context of celebrity endorsement (Amos *et al*, 2008). However, the nature and scope of the attractiveness construct remains uncertain, and therefore appears worthy of additional attention.

### **2.13.3 Celebrity power**

The final characteristic in Kelman's classification scheme is source power (Belch and Belch, 2009). A source has power when he or she can actually administer rewards and punishments to the receiver (Belch and Belch, 2009:191). As a result of this power, the source may be able to induce another person(s) to respond to the position he or she is advocating (Belch and Belch, 2009). Furthermore, Kelman states that when a receiver perceives a source as having power, influence occurs through a process known as compliance (Belch and Belch, 2009:191). However, power may not be directly related to celebrity endorsement. This is because power as a source characteristic is very difficult to apply in a non-personal influence situation such as advertising (Belch and Belch, 2009:191). As such a celebrity endorser cannot determine whether or not compliance will occur.

### **2.14 Celebrity performance**

Celebrity performance is similar to celebrity expertise. It will be discussed in this section with particular reference to how it contributes to consumer brand attitudes. Celebrity performance refers to the level of achievement a celebrity attains at any given time in their chosen profession (Bekk and Spörrle, 2010). Performance could refer to the level of athletic performance, acting, success, musical success. etc., of any given celebrity (Amos *et al.*, 2008). However, no guarantee exists that any celebrity can continuously produce popular music, act in financially successful movies or win sports championships (Amos, Holmes et al. 2008). Depending on their level of performance, celebrities rise and fall in popularity



throughout their entire career (Belch and Belch, 2009). Furthermore, when a celebrity fails to perform acceptably, as defined by consumers, a celebrity endorser's effectiveness tends to decline (Belch and Belch, 2009). Studies reveal that celebrity performance has a slight, negative impact on celebrity endorsement effectiveness; however, additional empirical studies are needed to validate this result. Information pertaining to what level and how consistently a celebrity must perform, in order for them to be effective as endorsers, should prove valuable (Amos *et al*, 2008).

### **2.15 Attitude towards brands and advertisements**

The American Marketing Association (2005) defines attitudes towards advertisements as the positive or negative feelings towards the particular advertisement (Cronin, 2003). In addition attitudes can also be defined as the overall evaluation of the brand from the consumer's perspective (Doss, 2011). For Mitchell and Olson cited in Doss (2011), state that an attitude to the brand is defined as an individual's internal evaluation of the brand.

Countless studies have shown that celebrity endorsement does affect consumers' attitudes to brands in one way or the other (Ilicic and Webster, 2011). As noted earlier, properties such as likeability, expertise, trustworthiness and similarity cause a celebrity endorser to become a source of persuasive information and this creates a sense of certainty about a product (Erdogan *et al*, 2001).

Moreover, research states that advertising research with endorsers has demonstrated that product involvement level (defined as the level of personal relevance a product has to a consumer, resulting from the perceived level of risk associated with the product's consumption or non-consumption) can impact the attitude formation process (Moorman, 2006). More precisely, it was shown that when an advertisement concerned a product of low involvement, the celebrity status of the product endorsers was a very potent determinant of attitudes about the product (Yeung-Jo and June-Hee, 2007). In contrast, when the advertisement concerned a product of high involvement, the celebrity status of the product endorser had no effect on attitudes, but the cogency of the information about the product contained in the ad is regarded as a powerful determinant of product evaluation (Belch and Belch, 2009).

## 2.16 Multiple Brand and Celebrity Endorsement

Millions of dollars are spent on celebrity endorser contracts annually on the basis that source effects play an important role in persuasive communication. Although traditional advertising wisdom suggests the importance of an exclusive product contract with a celebrity, this exclusivity comes with a huge price tag (Premeaux, 2009). Most companies are unable to pay the hefty sums demanded by stars in order to remain exclusive. Consequently, it is becoming a common norm for companies to share stars (Tripp, Jensen and Carlson, 1994). Lipman and Hinge cited in (Ilicic and Webster, 2011) provide the example of Michael Jordan, who is one of the stars that have endorsed several products or brands.

When a company recruits a single celebrity to represent a brand, it can backfire in the way Tiger Woods' behaviour was thought to have affected many brands; hence the need for companies to ensure their customers remain brand loyal. The most popular way to improve how [consumers] feel about a brand is to pair the brand with positive stimuli (Till *et al*, 2008).

Multiple brand endorsement refers to a practice where celebrities endorse more than one brand (Schlecht 2003). It is noted that some spokespersons are shared by different advertising firms and promote more than one brand at a given time (Schlecht 2003). Tiger Woods is an example of a multiple brand endorser that has had contracts with global companies such as Rolex, Nike and American Express. However, multiple product endorsements weaken the effects of the celebrity on the product. Research concludes that the more products a celebrity endorses, apart from the number of exposures for the celebrity endorser, the more negatively consumer perceptions of the endorser and advertising itself are affected (Rice *et al*, 2012.). This suggests that when a celebrity endorses more than three brands, the celebrity endorser's credibility and likeability is weakened, as well as attitude toward the ad, may decline significantly.

In addition, multiple brand endorsements can negatively [affect] the celebrity spokesperson's credibility (expertise and trustworthiness) and likeability (Schlecht, 2003). Clearly, this also hinders the persuasiveness or effectiveness of the advert. The researcher agrees with the argument that when a celebrity endorses only one product, consumers are likely to perceive the product in a highly favourable light and indicate greater intention to purchase it. When a celebrity endorses a variety of products, his or her perceived credibility is reduced because of the apparent economic motivation underlying the celebrity's efforts (Erdogan *et al*, 2001). A

probable explanation for this is that one famous person endorsing several products can be confusing to consumers.

Local comedian and television personality Trevor Noah is a perfect example of a multiple brand endorser; he is a brand endorser for Cell C (a mobile network) and Simba potato crisps. In addition, Itumelang Khune South Africa's number one goal keeper was chosen to be a brand ambassador for Kiwi, KFC and Vaseline for men lotion and skin care products. One drawback of over exposure of celebrity endorsers is its potential to diminish or reduce the effectiveness of the advertising strategy; consumers may only remember the first or latest brand the celebrity is promoting. In fact, overexposed celebrity endorsers may have detrimental effects on advertising persuasiveness and marketing goals such as brand recall and awareness (Patel, 2009). Michael Jordan is an example of an international celebrity endorser who lost effectiveness when he associated with many brands and products such as Nike, McDonald's, Wheaties cereal, Rayovac and many more (Keller *et al*, 2012).

Finally, multiple endorsements have often been found to reduce the popularity and recall of brands; recall it often due to the power of that brand and the content of the advertisement (Patel, 2009). A new brand in the market may suffer if it uses a multiple brand endorser who has been over used by established brands. In addition, consumers may only remember the celebrity and not the marketer's current brand. This it does not necessarily mean that the concept of multiple product endorsement is not useful (Schlecht, 2003). There could be positive effects like transfer of positive brand images (Schlecht, 2003). It is therefore highly recommended that marketing managers refrain from recycling the same personalities that have been overexposed by other brands as their brand endorsers.

### **2.16.1 Consumer attitudes and intentions towards multiple brand endorsements**

Multiple product endorsements introduce new questions concerning the understanding of how consumers respond to celebrity advertising (Premeaux, 2009). Based on research by McCracken (1989) on the perspective that the celebrity endorser takes on meanings that carry from the endorser to the advert does endorsing multiple products affect these assigned meanings such that the consumer perceives the celebrity to be less credible and less likable? (Du Plessis *et al*, 2006). There is limited evidence on how consumers react to multiple product endorsements, leaving unresolved issues in an important research arena. It has been established that the act of multiple brand endorsement leads to certain impressions about a

celebrity (Ilicic and Webster 2011). Prior studies suggest that simply knowing that a celebrity endorses multiple products is sufficient to erode consumer's perceptions of the endorser's trustworthiness as well as brand and advert evaluations (Ilicic and Webster 2011). However, the way in which consumers evaluate the endorser, advert and brand when introduced to multiple brand endorsement through ad exposure still requires further investigation (Cronin, 2003).

### **2.17 Multiple Celebrity Endorsement**

Multiple celebrity endorsement occurs when a brand is endorsed by different spokespeople (Schlecht, 2003). The basic premise of multiple-celebrity endorsers entails making use of more than one celebrity to advertise or promote a single product (Waldt *et al*, 2007).

The rationale behind using multiple celebrity endorsers is the need to broaden the appeal and reduce the risk of linking to one celebrity (Keller *et al*, 2012). With this type of endorsement several celebrities appear on the brand or organisation advertising campaign. Based on a study by Hsu and McDonald (2002), endorsing a product with multiple celebrities has proven to be beneficial for appealing to various audiences which the [brand] is aimed at (cited in Goldsmith *et al*, 2000). Woolworths a departmental store in South Africa has adopted a multiple celebrity endorsement strategy to promote its brands. Their recent advertising campaign features musicians and other entertainers such as HHP, Freshly Ground, Lira and Liquid Deep promoting their winter clothing range. The use of multiple celebrity spokespersons representing a diverse mix of type, gender and age can be effectively used to endorse the company's specific brand lines (Schlecht, 2003). A possible drawback for multiple celebrity endorsers is that selecting celebrities of different status may create a challenge for consumers to determine the image of the brand.

### **2.18 The Advantages of a Celebrity Endorsement advertising strategy**

It is believed that escalating competition for consumers' consciousness and new product proliferation has encouraged marketers to use attention-creating media stars to assist product marketing (Erdogan and Drollinger 2008). In the process marketers are faced with various challenges, as outlined above. For instance, celebrity endorsement, like any other advertising or promotional strategy aims to achieve certain objectives such as creating awareness, evoking interest and perhaps creating positive attitudes towards a firm's brand. However, there are insufficient insights into the workings of celebrity endorsement advertising in accomplishing marketing objectives. Brands have leveraged and cashed in on celebrity appeal for quite a long time (Katyal, 2004). Countless studies have revealed that brand categories

and services are heavily reliant on celebrity power to effectively communicate and influence their consumers. Given the anticipated benefits and exorbitant budgets allocated to advertising expenditure the merits of implementing such an advertising strategy need to be made clear in order to justify the cost.

Firstly, celebrity endorsement promotes increased attention towards the brand or product (Erdogan *et al.*, 2001). Celebrities create and maintain attention towards a marketer's brand; in the process they may generate interest among target consumers. Celebrity endorsers also have the capability to break through the advertising clutter, thereby making the brand stand out amongst a pool of brands. Secondly, celebrity endorsement can be used as an image polishing catalyst for brands. According to (Erdogan *et al.*, 2001), celebrity endorsement can be used by a marketer for image polishing. Managers can adopt this type of advertising strategy to enhance or revive a tarnished brand image. In such scenarios marketing managers make use of celebrities to reinforce and revive their brands and build a specific image in their consumers' minds.

Another advantage of using celebrity endorsement is that it helps brand introduction. A celebrity endorser will facilitate an interesting and effective introduction of a brand in the market place. Celebrities bring their signature to successfully launch a product in the market which a non-endorsed brand cannot achieve. A marketer can choose a celebrity to endorse their brand to gain numerous benefits such as brand positioning (Katyal, 2004). A celebrity selected to endorse a particular brand can signal the brand positioning strategy of a firm. For instance, a brand that aims to position itself as classy, sophisticated and luxurious would use a celebrity with the matching criteria to position itself in consumers' minds.

Celebrity endorsement also benefits global campaigns; they can break down cultural roadblocks that may prevent or hinder the success of a product in a foreign market (Cronin, 2003). Furthermore, celebrity endorsement helps shape the personality of the brand (White, Goddard and Wilbur, 2009). It is imperative that marketers choose a celebrity endorser that has similar personality traits to that of the organisation's brands.

Psychological factors also come into play; celebrities are loved and adored by their fans which is the main reason advertising managers want to capitalise on their status to influence consumers to buy their firms' brands (Katyal, 2004). Celebrity endorsement can also benefit a company in terms of public relations. According to Katyal (2004) managers perceive celebrities as current, which creates high public relations coverage. In addition, consumers

tend to link or align the personalities of the celebrity with the brand, thereby increasing the recall value (Katyal, 2004). As a result, celebrity endorsers can contribute to higher degree of recall of the advertiser's brand among the target consumers.

Some celebrities have universal appeal and thereby prove to be a good choice as they generate interest among the masses (Katyal, 2004). Additionally, different celebrities appeal to various demographic segments, including geographical, age, status, gender and class. Celebrity endorsement therefore increases the reach of a brand across various demographic locations (Silvera and Austad 2004). In fact, it is believed that celebrity endorsers can be a remedy situation in most cases (Sliburyte, 2009).

When a celebrity is paired with a brand her or his image helps shape the image of that brand in the minds of consumers (Sliburyte, 2009). Moreover, celebrity endorsers also enable marketers to rejuvenate a stagnant brand (Rawtani, 2010). Essentially, brand managers may resort to this promotional strategy to pump life into the least performing brand in the market. Another positive result of employing a celebrity endorser is that he or she can provide testimony about the products and brands of the company (Rawtani, 2010). Lastly, celebrity endorsement can at times be executed for lack of innovative ideas. In most cases, having a celebrity to endorse the firm's brand creates hype and enthusiasm around a brand.

Although there are countless benefits of using celebrity endorsers to promote advertisers' products, there are also limitations to this strategy. The celebrity may 'vampire' the product: unless the celebrity's values, the category benefit and the brand values are closely linked, the chances are high of the celebrity being remembered more than the brand that is being promoted (Patel, 2009). Furthermore, in a celebrity clutter, the chances of the brand and the category being remembered become even more difficult for the average consumer. Patel (2009) reveals that Lux and Pepsi tend to use multiple celebrities in an attempt to overcome this problem. For example Lux in South Africa is endorsed by both (Jeanne D) a television host and model and (Sonia Sedibe), an actress who stars in a local television soapy, Generations. Additionally, there is a possibility of celebrity trap: When companies are comfortable with a celebrity, it is hard to cancel the contract. If the brand has done moderately well after the launch of a celebrity campaign, it becomes a challenge to separate the role of the message and the role of the celebrity in selling the brand (Patel, 2009). Patel (2009) metaphorically observes that the celebrity becomes an addiction to the marketing team and a disease (Patel, 2009).

Celebrity credibility has been questioned by many academics and consumers. Consumers are getting more ad savvy and are beginning to voice opinions; they can say: “he has been paid to sell the product” Celebrity endorsement is no longer as credible and convincing as it was decades ago (Patel, 2009). Exceptions are only made when there is a link between the celebrity endorser and the product category (Patel, 2009) This argument is closely related to (Tse *et al*, 2010) model that stresses the vital role of a match-up between the celebrity endorser and a brand in order for credibility to be guaranteed. The trustworthiness of public icons or figures, which celebrities commanded in the past, tends to be non-existent in cases where a celebrity begins to appear and endorse a brand in every conceivable category (overexposure) (Patel, 2009).

Celebrity Clutter: With each celebrity endorsing multiple products and multiple brands in a category, consumers get confused (Patel, 2009). Consequently celebrity clutter in the media makes it next to impossible for consumers to be influenced to purchase or like the product or brand being advertised. Celebrity endorsers can get into trouble or lose popularity, diminishing their marketing value to the brand, or simply fail to live up to expectations (Keller *et al*, 2012).

Although celebrity endorsements are deemed beneficial for brand success, at times endorsements fail. A possible explanation for this is a mismatch between the endorser and the brand being promoted. Celebrities manifest a certain persona for the audience. Each celebrity portrays a broad range of meanings, involving a specific personality and lifestyle (Rawtani, 2010).

The target may not be receptive to celebrity endorsement. Older consumers tend to be least influenced by celebrity endorsement. Therefore it is vital that marketing managers conduct research in order to establish if celebrity endorsement is an appropriate strategy to reach and influence their target markets effectively. Also, overexposure reduces the credibility of the celebrity and brand.

Researchers have produced several empirical studies addressing specific subject areas within the broader realm of celebrity endorsement effectiveness. (Balakrishnan and Kumar, 2011). However, no effort has been made to quantitatively integrate and address this subject matter. A study revealed that few researchers have investigated whether matching the dominant traits of specific celebrities’ and products’ attributes improves advertising effectiveness (Amos *et al*, 2008).

Despite the popularity and benefits generated by celebrity endorsements of brands, some marketers are against the use of this advertising strategy given the risks associated with this strategy. In fact, business owners can be confronted with negative brand publicity caused by celebrity endorsers. Marketing managers argue that celebrity endorsers bring with them liabilities that are hard to ignore (Balakrishnan and Kumar, 2011). Studies suggest that, celebrities are also human and aren't immune from bad behaviour; they can fall into controversy and can fail in their field (Patel, 2009). When this happens, the brand may suffer, even though the product is the best in the market (Patel, 2009).

When celebrity endorsers endorse many products, there is a lack of any specific product meaning; they can also be seen as opportunistic or insincere (Keller *et al*, 2012). Marketers fear that if a celebrity gets involved in some undesirable act or event such as an ugly matrimonial problem, a scandal or a criminal case, the negative news or press coverage will negatively impact on the sale of the endorsed product (Henderson *et al*, 2006). Celebrity values can have a negative impact on the brand when the celebrities are in the midst of controversy (Patel, 2009). Any controversy or negative information about a celebrity has detrimental effects on brands. In a worst case scenario, sales can decline significantly in certain markets depending on the severity of the celebrity's case and consumer reaction.

Given that repeated pairings of a brand and celebrity strengthen the associative link consumers establish between brand and celebrity, negative information about the celebrity may negatively impact the endorsed brand (Erdogan and Baker, 2000). Studies have observed that a strong associative link between celebrity and product must be present before negative celebrity information lowers brand evaluation (Till *et al*, 2008). Regardless of the strength of association consumers perceive between the celebrity endorser and the product, negative information about celebrity endorsers can put a firm's products and image at risk (Amos *et al*, 2008). In essence, a celebrity endorser's negative publicity may have detrimental effects on the brands being promoted.

In South Africa for example, Cell C dropped their celebrity endorser Zola (a Kwaito musician and reality show host) after accusations of infidelity and spousal abuse surfaced in the media in 2010. The mobile operator feared that his bad reputation would affect their brand image and consumer loyalty, especially for sensitive consumers. Internationally, Chris Brown a pop singer was dropped by several companies after abuse allegations on the part of his ex-girlfriend Rihanna. Similarly findings from research demonstrated that celebrity endorsers



who are blamed for negative events like accidents can have a detrimental effect on the products they endorse (Silvera and Austad 2004). In a nutshell, the effectiveness of a celebrity endorser is dynamic and dependent on the celebrity, the product and perhaps even societal conditions at the time and place where the advertisement is shown (Silvera and Austad, 2003). As such, it is deemed necessary to abandon traditional measures of a celebrity endorser's trustworthiness or credibility in general in favour of directly measuring the degree to which individuals evaluate the celebrity as liking the endorsed product after viewing the advertisement (Silvera and Austad 2004). It is recommended that marketing managers carefully select celebrities with less risky behaviour so as to protect their brand and organisation from negative publicity.

In contrast, celebrity endorsers' negative publicity does not directly affect brands all the time (Amos *et al*, 2008). Some studies have concluded that celebrity controversy doesn't always kill the brand because some brand loyal customers are indifferent to celebrity controversies and will be brand loyal regardless. In addition, it is believed that consumers often forget about a celebrity's bad behaviour after some time and continue their brand following (Amos *et al*, 2008).

This may be due to the media clutter on global politicians and other news stories. Some advertising managers deliberately retain tarnished celebrities because of their power and the loyalty they attract from fans. Markowitz (a branding consultant) argues that consumers are already used to factoring in information that would tarnish athletes' accomplishments (cited in Bailey, 2007). Steinberg and Tracik also affirmed that consumers are already accustomed to hearing negative information and this does not thus affect their response to a brand (Bailey, 2007).

Clearly fans can transfer positive attitudes that they have towards a celebrity to a firm's brands, thereby promoting profitability. Tiger Woods is an example of a celebrity spokesperson that was recently accused of marital infidelity, yet he retained some of his endorsement deals because of his perceived power and audience following. Thorough research on the celebrity spokesperson's background, lifestyle and perceived risk should be undertaken as a precautionary measure by a firm before signing an endorsement deal. However, this will not guarantee positive behaviour on the part of celebrity endorsers. In addition, researchers recommend that firms include detailed moral clauses specifying the

consequences in the form of the termination of a celebrity contract should controversy arise (Belch and Belch, 2009).

This seals an agreement between both parties and encourages a sense of accountability and responsibility on the part of the celebrity endorser as opposed to previously, when celebrities viewed endorsements as opportunities to cash in on their fame. Consumers are arguably loyal to their favourite brands in the market place. Consumers avoid risk by remaining loyal to a brand with which they are satisfied instead of purchasing new or untried brands; high risk perceivers, for example, are more likely to be loyal to their old brands and less likely to purchase new ones (Shuart, 2007).

### **2.19 The Role of Culture and Effective Advertising**

Culture plays an important role in the way consumers live their lives. Cultural backgrounds influence the way consumers receive and decode advertising messages. Studies proved that advertising messages that are congruent with the dominant cultural norms of a society are more persuasive than those that do not reflect the cultural values of the society in which the advertising is disseminated (Biswas *et al*, 2009). However, there is a paucity of research on how consumers across cultures perceive celebrity endorsements (Biswas *et al*, 2009). Therefore, marketers need to establish how culture affects consumers' perspectives of celebrity endorsements.

Studies of the cultural effects of celebrity endorsement illustrate that the attractiveness and credibility of a celebrity is not the identical measurement that makes celebrity endorsements worthwhile (Jain, 2011). Instead, research points to the fact that celebrities are highly individualized and complex bundles of cultural meaning, which could be transferred from the celebrity to the product and from the product to the consumer (Balakrishnan and Kumar, 2011). This result is consistent with a previous study on perceptions of advertising and celebrity endorsement (Yoon, Choong and Kim, 1998) that concluded that the credibility of celebrities is significantly different among different ethnic groups. Selecting the appropriate celebrity is important to enhance the credibility of the advertisement (Balakrishnan and Kumar, 2011). For this reason, brand managers should not apply a global approach to celebrity endorsers. Consumers are ordinarily influenced and relate well to members of a shared or common culture.

It is commonly assumed that an advertisement will be effective if the viewer or reader decodes it successfully; if there is a meaningful transfer of properties (Yoon *et al*, 1998). In fact, the creator of the advertisement selects the elements of the advertisement according to his or her expectations about how the audiences will respond, assuming shared cultural conventions. The more superficial aspects of culture such as symbols and rituals can travel widely; this often makes people think that there will be one global culture, created by large companies such as Coca- Cola and Nike (Yoon *et al*, 1998). Global communication has influenced relationships among people worldwide, resulting in several global cultures such as corporate cultures and professional cultures (Biswas *et al*, 2009). Large multinationals tend to shape a corporate culture with shared practices of dressing, meeting, communicating, and presenting all overriding the multitude of national cultures (Biswas *et al*, 2009). For instance, some multi-national companies decide to stick to one global brand endorser in the faith that society has evolved into a global village or borderless world. Global endorsers are not relevant for this study.

## **2.20 Reason why Advertisers target Young Adults**

The young adults market provides huge business opportunities for marketers globally. Martin and Bush (2000) note, this age group is an extremely important target for marketers because they:

1. Influence their parents' spending;
2. Will spend a lot of money in the future; and
3. Are trendsetters.

This age group is more involved with trends than probably any other age group; they are not only trendsetters for one another, but are also regarded as trendsetters for the population at large (Martin and Bush, 2000). Current trends in various categories such as music, lifestyles and fashion are the result of teens perceiving an idea or brand as cool and hip (Martin and Bush, 2000). Moreover, some of the main reasons that make a brand a 'cool brand' among [young adults] are: quality, it's for people my age, advertising, if cool friends or peers use it, and if a cool celebrity uses it. Thus, it appears that advertising, peers, and celebrities/role models have the potential to contribute to brand choice among this age group (Martin and Bush, 2000). Hence brand managers aim to attract this segment of the market in order to increase their sales and become the brand of choice.

The University of Cape Town Unilever Institute initiated research into youth trends in order to assist marketers to develop a deeper understanding of this constantly changing and often contradictory segment of the population (Simpson and Dore, 2005). Given its size and growing financial influence, the youth market presents a significant opportunity for marketers (Simpson and Dore, 2005). The age range between 18-24 years was selected because it is believed to be a period when the youth determine much of their personal style (Simpson and Dore, 2005). Therefore marketers view it as a lucrative target market to explore their products in. In addition, this group represents the aspirations of both older and younger people, who imitate its styles and taste (Simpson and Dore, 2005). Because young adults are at the cutting edge of new trends, which are absorbed into the mainstream, marketers feel the need to explore the celebrity advertising strategy with this market segment (Simpson and Dore, 2005). This market is concerned with finding fulfilment in material possessions and defines itself in terms of trendy products.

### **2.21 Brand Association and Popular Celebrity Endorsers**

Celebrity endorsement is regarded as one of the most pervasive forms of brand association. Advertisers prefer this promotional tool for their brands because they believe that consumers will link the celebrity's personality and brand values (Martin and Bush, 2000). One blogger even cited an example; "if you say Loyiso Bala to me, I don't automatically think of his music instead I link him to 'SHOUT' anti-crime initiative and the smile foundation" (Martin and Bush, 2000).

Research on perceptions of advertising and celebrity endorsement suggests that using a well-known celebrity as an endorser could help to improve the subjects "rating of the commercial" Rashid and Nallamuthu's cited in (Balakrishnan and Kumar, 2011). Hence, it is advisable for companies to consider using a well-known celebrity rather than a nameless spokesperson as a brand endorser. However, the advertising practitioner should also recognise that the use of a well-known personality, who can create initial interest and attention for an advertisement, does not necessarily result in attitude changes towards the product (Balakrishnan and Kumar 2011).

In order to achieve an effective celebrity endorsement campaign, marketing managers need to avoid the celebrity 'vampire' effect. This refers to a situation where a celebrity endorser is remembered more than the advertised brand (Patel 2009). Moreover, (Till *et al*, 2008) study

presents evidence that positive feelings towards advertising and products do not necessarily translate into actual behaviour or purchase intentions. A possible reason noted in the study is that celebrity endorsement seems to work on the cognitive and affective components of attitudes rather than the behavioural components (Balakrishnan and Kumar 2011). Furthermore, studies deduced that attractive female models generated more enhanced attitudes than attractive male models across both genders, but particularly among males.

## **2.22 Customer Perceptions about Celebrity Endorsement for Retail Brands**

In most countries the retail sector is divided into the formal and informal sectors. Organised or formal retailing refers to trading activities undertaken by licensed retailers (Jain *et al*, 2009). On the other hand, informal retailing refers to traditional forms of low-cost retailing such as general dealer stores, convenience stores (also known as Spaza or tuck shops in South African townships), hand carts and pavement vendors. Marketers of fast moving consumer goods [FMCGs] are competing for the customer's attention in an increasingly competitive retail environment considering the wide variety of products and brands available to consumers. In addition, local retailers face tough competition from multinational companies, who benefit from economies of scale to keep their prices and operational costs relatively low.

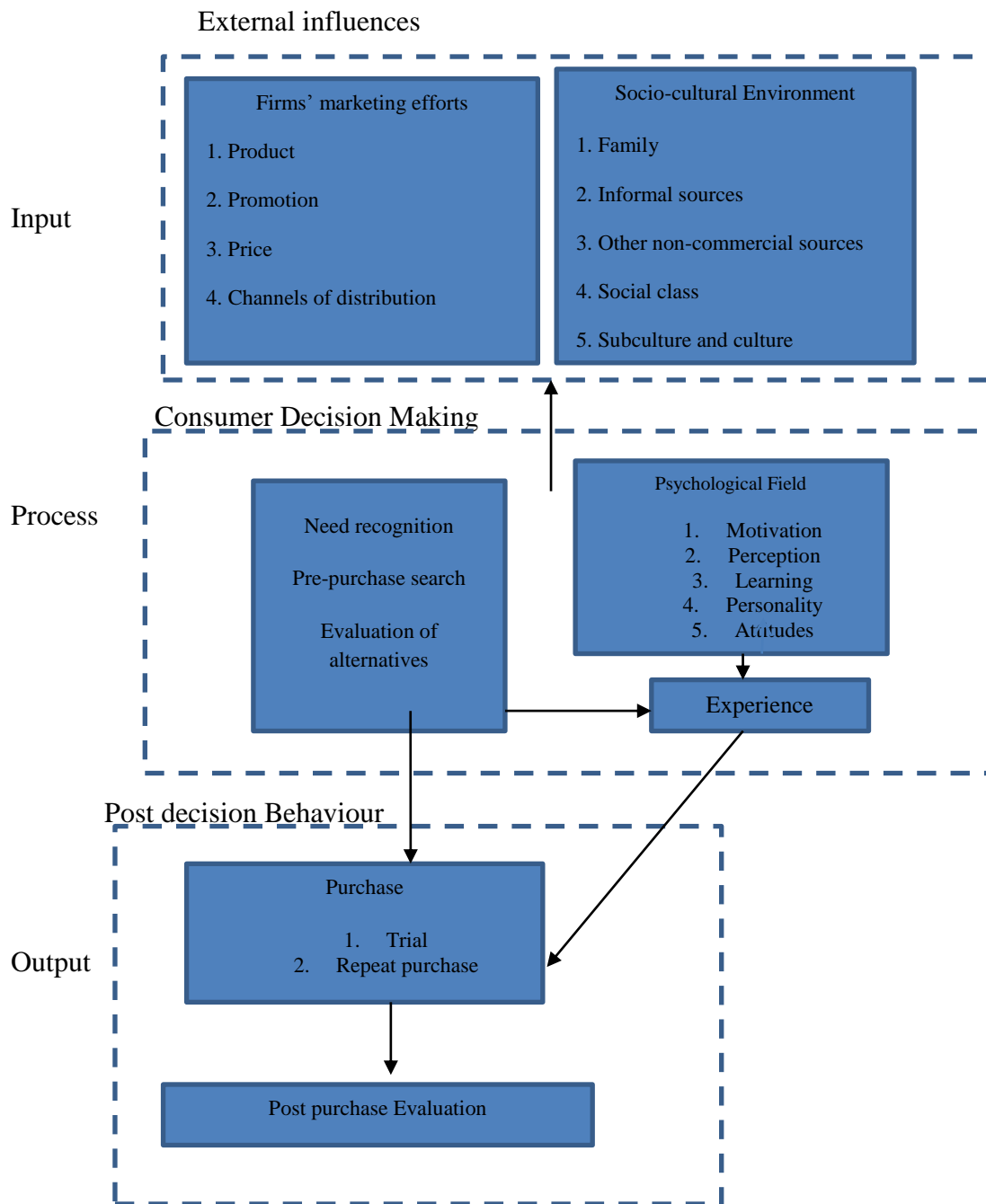
Retail image and brand image are fundamental to customers making their selection and evaluations. According to Porter and Clay comb's preliminary findings, two informational cues that help buyers make impressions of retail image are awareness of brands carried by a store and quality perceptions (Jain *et al*, 2009). How well the retail image gets positioned in the minds of consumers depends on the effectiveness of the communication. The message conveyed to the target audience has to be effective enough to differentiate what the retail store is offering in comparison with its competitors (Jain *et al*, 2009). In addition, Dash (2007) asserts that the core purpose of communication is to remind the target audience about retail outlets and persuade them to visit these outlets ( cited in Jain *et al*, 2009).

Marketers resort to various communication tools and advertising strategies in an attempt to break through ever-increasing media congestion to retain and increase market share. To attract or retain their customers, some retailers resort to celebrity advertising to promote their products. A study revealed that celebrities are known for being extremely good at something beyond appearing in advertisements; their outstanding skill in their chosen field of endeavor

has brought them into the public eye and made them objects of veneration and respect (Jain *et al*, 2009).Consequently, celebrity figures enjoy high profiles, idiosyncratic qualities, and glamorous images in the eyes of the public (Jain, 2011). They draw immediate consumer attention, generate high recall rates and create and differentiate product images while generating sales and profits.

Considering the above discussion of customer perceptions of celebrity endorsed retail brands, marketers need to understand the consumer decision making model especially to encourage brand choice

**2.29 Figure 2: A Simple Model of Consumer Decision Making**



Source : Consumer Behaviour (Kanuk and Schindler, 2000).

Figure 2 illustrates the consumer decision making process through three distinct, but interrelated stages: input, process and output. The three stages show the steps or phases a consumer goes through before making a decision to purchase a product or service. It is vital that markets have a clear understanding of the social and physical surroundings and the personal circumstances that influence consumer decision making. This will enable firms to

achieve a positive return on investment and promote brands which address consumers' needs and wants. Having studied this model, brand managers should be able to determine the various factors that influence consumer decision making in order to design advertising campaigns that will satisfy consumer demands and promote sales.

### **2.22.1 Input stage**

Consumers go through three distinct but inter-locking stages before deciding to purchase a product; the input stage, process stage and output stage (Kanuk and Schindler 2000). The input stage influences the consumers' recognition of their need for a product and consists of two major sources of information: the firm's marketing efforts (the product, price, promotion and where it is sold) and the external sociological influences on the consumer (family, friends, neighbours and other informal and non-commercial sources, social class and cultural and sub cultural membership) (Schiffman and Kanuk, 2007). Of these, the impact of the firm's marketing efforts, the influence of friends, and family and the status quo are likely to affect what consumers purchase and how they use what they buy (Schiffman and Kanuk, 2007). Therefore, a marketing manager ought to ascertain which celebrities are revered by consumers in their target social class before selecting an endorser. For example, in circumstances where the social class targeted is not influenced by celebrities or family, it may be inappropriate to promote brands using a celebrity endorser.

### **2.22.2 Process stage**

The next stage of the of the consumer decision making model is the process stage. The process stage focuses on how consumers make decisions before purchasing a product or service (Kanuk and Schindler 2000). More specifically, it touches on the physiological factors inherent to each individual such as motivation, perception, learning, personality and attitudes. Importantly, this stage explains the way these psychological factors affect how the external inputs from the input stage influence the consumer's recognition of a need, the pre-purchase search for information and the evaluation of alternatives (Kanuk and Schindler 2000). At this stage, a consumer goes through three phases which are the (1) need recognition, (2) pre-purchase search and (3) evaluation of alternatives. The need recognition stage is when a consumer is faced with a problem, for example a young women who is worried about her uneven skin tone. The pre-purchase stage begins when she perceives that this need will be satisfied by purchasing a certain product. She will then proceed to shop around for a skin care brand that can rectify this condition. Lastly, the evaluation of alternatives stage occurs when consumers tend to use two sources of information; a list of brands from which they plan to make their selection (evoked set) and the criteria they will use



to evaluate each brand (Byrne *et al*, 2003). The evoked set refers to the specific brands within a product category that a consumer considers in making a purchase decision; it is also referred to as the consideration set (Lamb *et al*, 2000). It is therefore critical that the advertising manager establishes whether their brand is in the target consumer's evoked set prior to executing a celebrity endorsement strategy. If the marketer's brand exists in the evoked set amongst a pool of products, the use of a celebrity endorser may make it more appealing to a consumer, provided they find the endorser persuasive. Most importantly consumers have to be persuaded of the product- endorser match- up discussed earlier in order to be convinced to purchase a product. The experience gained through evaluation of alternatives, in turn, affects the consumer's existing psychological attributes.

### **2.22.3 Outcome**

The output stage of the consumer decision making model consists of two closely related stages of post decision activities, namely; purchase behaviour and post purchase evaluation (Belch and Belch, 2009). For instance, purchase behaviour for a low-cost product like toothpaste may be influenced by a coupon issued by the manufacturer and actually be a trial purchase; if the consumer is satisfied, he/she may repeat the purchase (Waldt *et al*, 2007). In most cases, when customers repeat a purchase it means the product has been adopted, considering the fact that the trial stage is exploratory.

However, with high involvement products such as high end gadgets, appliances and cars consumers explore what is on promotion as opposed to celebrity endorsed products. Consumers are least responsive to celebrity endorsements when making decisions to purchase high involvement or technical products. Instead they carry out an extensive search for information and consult knowledgeable individuals like sales people on what products would best suit their needs. Price and quality play a critical role in the consumer decision making process for such purchase. It is clear that celebrity endorsement advertising is more persuasive and effective for consumer-to-consumer or low involvement products.

### **2.22.4 Brand Awareness**

The following section discusses the four objectives of this study based on the findings of the literature review. Hsu and McDonald's (2002) study found supporting evidence that celebrity endorsements impact on audience attention, recall, evaluations and purchase intention (cited in Van Heerden *et al*, 2008). The use of sports stars might work in drawing attention to an ad, but it is not successful in terms of attitudinal effects (Chetty, 2002). Endorsement-based

advertising represents a unique form of marketing communication since consumers may recognise the company, the endorser or both as sources of a persuasive message Bee and Jones cited in (Patel, 2009).

### **2.22.5 Brand Awareness**

The use of product endorsers in marketing communications has been widely accepted in practice and studied in theory as a viable strategy for firms seeking to build product awareness and brand relevance. There are two broad dimensions of brand knowledge; brand awareness and brand image (Chetty, 2002). Brand awareness is assessed by the ability of a consumer to recall the brand name and to recognise that he or she has been exposed to the brand at some point in time (Chetty, 2002). Athletes, television and film actors/actresses, product experts such as physicians and corporate officers are continually tapped as possible persuasive agents in corporate communications campaigns and the use of endorsers in advertising continues to prosper (Charbonneau and Garland, 2005). Brand recognition occurs in stimulus-based situations, and recall occurs in memory based situations (Chetty, 2002).

Regardless of the risks and costs associated with celebrity endorsers, they are believed to improve or enhance the appeal of an advertisement (Cronin, 2003). Brand awareness is one of the key contributors to building brand equity which is a priority for nearly all companies. Celebrity endorsers are believed to enhance audience attentiveness to the advertisement, make the copy more memorable, credible, and desirable and adding glamour to the product (Cronin, 2003). Celebrities are important and effective when establishing a connection between themselves and the product being advertised (Cronin, 2003). In the event of a failure to establish this connection, the celebrity will have no other purpose besides generating attention (Hellen, 2009). A company's celebrity endorsement strategies ought to go beyond consumer brand attention or awareness to facilitating consumer buying behaviour, which is the ultimate goal for any profit oriented company.

### **2.22.6 Brand loyalty and celebrity endorsement**

The success of a firm depends largely on its capability to attract consumers to its brands. In particular, it is critical for the survival of a company to retain its current customers, and to make them loyal to its brands. A company with a high rate of loyal consumers has a competitive advantage over other firms. Brand loyal consumers reduce the marketing costs of the firm as the costs of attracting new customers have been found to be about six times higher than the costs of retaining old ones (Koernig and Boyd 2009). Consumers are arguably loyal

to their favourite brands or products in the market place. They avoid risk by remaining loyal to a brand with which they are satisfied instead of purchasing new or untried brands; high risk perceivers, for example are more likely to be loyal to their old brands and less likely to purchase new ones (Schiffman and Kanuk, 2007). Moreover, brand loyal consumers are willing to pay higher prices and are less price sensitive (Busler, 2002). Brand loyalty also provides the firm with trade leverage and valuable time to respond to competitive moves (Erdogan, 2001). Finally, loyalty to a firm's brands represents a strategic asset which has been identified as a major source of the brands' equity.

### **2.22.7 Brand recall**

Research revealed that, celebrities are known for being extremely good at something beyond appearing in advertisements, and it is their outstanding skill in their chosen field of endeavour that has brought them into the public eye and made them objects of veneration and respect (Jain, 2011). Consequently, celebrity figures enjoy high profiles, idiosyncratic qualities, and glamorous images in the eyes of the public (Junokaitė *et al*, 2007).

Secondly, celebrity endorsers are believed to draw immediate consumer attention, generate high recall rates and create and differentiate product images while generating sales and profits. One of the fundamental objectives of any advertising campaign is to make sure consumers remember a company's brands (Goldsmith *et al*, 2000). When consumers remember a brand, there are likely to recognise it when shopping and perhaps purchase it. When consumers remember a brand it is referred to as brand recall or brand memorability.

Celebrity endorsers are frequently used to promote brands and aid recall of brands in the midst of advertising clutter (Till *et al*, 2008). Previous research has shown that firms may see positive outcomes when using a celebrity as an endorser. The celebrity endorser enables instant recognition by the consumer with an immediate cut through of the clutter of advertisements, an implicit preference by the celebrity, a potential cool factor, a competitive advantage of brand recall and an increase in a company's market value (Doss, 2011).

Consumers are exposed to endless advertising on the internet, broadcasts, outdoor and print media which makes it next to impossible to recall all brands in the market. One possible way to reduce this forgetfulness is the use of celebrity endorsers to promote brands (Till *et al*, 2008). Celebrity endorsers stand out and are easily recognisable, given their public exposure, which helps the brand to stand out too. It is common knowledge that anything that stands out in public is easier to remember. The same principle applies when it comes to consumers and

brands. The celebrity spokesperson helps trigger past associations with the sponsor and stimulate the recall of past messages (Cronin, 2003).

Moreover, research has shown that for this reason, audiences are able to integrate new messages with old ones to build a unifying, coherent, sustained and consistent image of the brand (Cronin, 2003). Nonetheless, a consumer recalling a brand isn't enough and doesn't automatically result in purchase behaviour; hence the need to produce quality brands and execute endorsement campaigns that are preferred by consumers. Importantly, consumers ought to remember the advertised brand and not merely the advert and celebrity. Regardless of the type of product, the celebrity endorser is most effective in sustaining brand name and recall of the advertisement. Thus, if brand name and advertisement recall are desirable, advertisers should use a celebrity as an endorser (Balakrishnan and Kumar 2011).

#### **2.22.8 Celebrity Endorsement studies in South Africa**

This section begins with a discussion of studies on celebrity endorsement conducted in South Africa with the purposes of highlighting the gaps in the literature. Thereafter, specific examples of brands and how the celebrity endorsement strategy is executed in South Africa are discussed. The section ends with a summary of the South African context of celebrity endorsement advertising.

Several studies have been conducted in South Africa with different objectives. This section examines the scope of the existing research pertaining to the subject of celebrity advertising. The majority of the studies explore consumer attitudes and perceptions of this advertising strategy. Van Heerden *et al* (2008) differentiate between the different forms of endorsements, i.e., where celebrities are paid (dependent) and not paid (independent) for endorsements; regular consumer endorsements, expert endorsements and association endorsements and investigates their relative effects on brand trust.

Van Heerden *et al* (2008) study explored consumers' attitudes and their effect on sport event sponsorship and sport celebrities' endorsement of key brands or manufacturer-related variables, such as brand quality, brand uniqueness, manufacturer esteem and corporate citizenship. The overall aim was to measure consumers' brand attitudes to sports celebrity endorsers. Empirical findings illustrated that celebrity sport endorsement had a significant effect on uniqueness and esteem, but did not significantly affect perceptions of brand quality.

Van der Waldt *et al* (2009) examined celebrity endorsements *versus* created spokespersons in advertising. The main aim was to determine the attitudes of respondents with regards to the expertise, trustworthiness, and attractiveness of created spokespersons and celebrity endorsement. It was found that attractiveness is not be a factor when comparing celebrity endorsers and created spokespersons. The respondents found both created spokespersons and celebrity endorsers highly credible sources of information about products and that advertising professionals should consider the pros and cons of both kinds of endorsers before deciding which to employ. The findings suggested that celebrity endorsers and created spokespersons have the same effect on consumers. Nonetheless, it was recommended that firms opt for created spokespersons, considering the expenses of employing and the risks attached to celebrity endorsers.

An earlier study by van der Waldt *et al* (2007) investigated the use of multiple-celebrity endorsement in advertising. The research investigated consumers' attitudes towards celebrities, the product being advertised and the advert as a whole. The main findings were that there is a significant correlation between respondents' inference and attitudes towards the celebrity, but that these levels of correspondence inference between paid and unpaid endorsements depend on the celebrity (Van Waldt *et al*, 2007).

An unpublished study by Johnson *et al.* (2009) investigated Black South African's responses to local endorsement and its impact on advertising effectiveness. The results suggest that respondents' evaluation of the ad's technical execution (e.g. celebrities' skin complexion, background and dubbing) as well as their overall knowledge about persuasive accommodation attempts influence their attitudes towards these ads (Van Waldt *et al*, 2009)

#### **2.22.9 How Celebrity Endorsement is used as an Advertising strategy**

Celebrities are used in many advertisements to draw consumers' attention, for prolonged association, or for the purposes of recall (Balakrishnan and Kumar 2011). The global trend of employing celebrity endorsers to promote brands has also penetrated the South African market. Marketers anticipate the benefits of using local endorsers such as an increase in profits and brand image. However, the success of any advertising strategy lies in tailoring it to suit its target market. Studies have shown that a brand can be advertised using attractive imagery such as celebrity endorsements, and event sponsorships (Yeung-Jo and June-Hee 2007). Ideally, marketing managers carefully select an endorser who is relevant and favourable for the brand's target market.

Findings from previous research show that South Africans are very passionate about sport and there is no better association for a company's brand than an association with sport performances in events such as the 2007 International Cricket Council (ICC) World Cup, the 2006 FIFA World Cup™, the 2007 Twenty Cricket World Cup, and the 2007 Rugby World Cup in France (Van Heerden *et al*, 2008). These events capture the public imagination and even below-par results will not reduce this passion (Van Heerden *et al*, 2008). For large companies with well-established brand equity and image, the value of partnering with high profile athletes may be most effective (Van Heerden *et al*, 2008). Companies have traditionally selected high profile athletes from major sports codes to endorse all types of products; these include Brian Habana (Protex soap), Lucas Radebe (Aquafresh toothpaste) and Simphiwe Shabalala (KFC). Hence, advertising managers can capitalise on this passion for sport by, for instance, utilising sporting events sponsorship and/or sport celebrity endorsement to succeed in the South African market (Van Heerden *et al*, 2008).

Global corporations and local companies prefer to use local celebrities to promote their brands because the South African public looks up to sports stars and actors as role models. Local celebrities set trends and influence behaviour in both the traditional media and social media such as Facebook and Twitter. This could be for reasons of social standing. People want to wear the 'right' clothes, drink the 'right' beverages and use the 'right' fragrances (Balakrishnan and Kumar 2011). Specifically a consumer that observes messages for two different firms' products; one product's message containing a celebrity endorsement and the other without an endorsement, believes that the celebrity endorsed product will be bought more frequently and will therefore be of higher value (Balakrishnan and Kumar 2011).

In short, celebrity endorsements are more appropriate for nationally marketed products than for local or niche market products and for products such as running shoes, soft drinks and the like for which the price cost margins are apparently large (Balakrishnan and Kumar 2011). Based on the argument presented earlier, it can be concluded that celebrity endorsement advertising can be ideal strategy for a global company expanding to new market segments. Garnier and L'Oreal skin care companies both appointed local celebrities as their brand ambassadors to penetrate the South African market.

#### **2.22.10 Examples of Celebrity Endorsements in South Africa**

According to Patel (2009), there are a number of ways in which celebrities are used to endorse brands; these include print advertising, television, movies, fashion spreads, inviting

celebrities to product launches, products named after celebrities and using music lyrics. Examples will be illustrated using both international and South African celebrities.

Print adverts appear in magazines, newspapers and in the form of banners. Magazines range from lifestyle, to fashion, home care and parenting magazines. Drum is one of the leading magazines in South Africa with one of the highest number of African subscribers and readers. Many marketers opt to place their brand adverts in this magazine. For example, Procter and Gamble's Always sanitary towels endorsed by Sophie Ndaba a local actress, were featured in the magazine.

Marketers can also use celebrity endorsers on television to reach a wider audience. A television programme or advert may have a video clip showing a celebrity endorsing a marketer's brand. A good example is that of Trevor Noah, the new celebrity endorser for Cell C, a cell phone network provider which was screened in 2010.

Advertising managers also use celebrity endorsers to promote brands and services in movies and television programmes, especially soap operas. In recent years the movie Italian Job promoted Mini Cooper cars. Capitec, a new entrant in the South African banking industry, featured in popular local soapie Generation's story line.

In addition, brand managers can also use fashion spreads showing celebrities' luxury attire and accessories at different events and locations. For example, Bonang Matheba a television host and YFM radio personality, was a celebrity endorser for a high class clothing range (Stone Cherry) during her appearances on South African television.

Brand managers have also devised other ways to use celebrity endorsers to appeal to the target market effectively. Celebrities are invited to be co-creators and partners in designing specific products. For instance, Samantha Thavasa worked together with Nicky Hilton to design their handbags.

Another form of celebrity endorsement is naming products after celebrities with their consent and approval. Gucci named its Kelly bags after the celebrity Grace Kelly. This enables marketers aim to attract the celebrity's fans to their brands and services (Keller *et al.*, 2012).

Celebrities may also mention luxury brands in their music lyrics, such as Kanye West's mention of Louis Vuitton bags and wallets in his music videos. This is deemed a worthwhile strategy since music is marketed and shared globally, facilitated by digital media and the internet.

Furthermore, endorsements can be photographs of unpaid celebrities using brand products. This type of endorsement is referred to as gratis product placement and is not used much these days. A celebrity embraces and advocates a brand or product that they genuinely like and is visibly seen using the particular brand. A company or firm takes advantage of celebrities photographed using their brands; hence celebrities become their promotional tool, exposing brands to potential consumers. This form of celebrity endorsement is highly likely to influence positive brand attitudes and responses on the part of consumers. For instance, South African Benny McCarthy, athlete and soccer legend may be photographed wearing Guess jeans and a watch, as this is his favourite label. When fans see their favourite celebrity dressed up in Guess labels, they are likely to be influenced to purchase this brand because they envy and admire Benny McCarthy's lifestyle.

Finally, celebrity endorsements can take the form of photographs of paid celebrities casually using a product that represents a brand. A firm will pay a celebrity that is often photographed to appear with their products, indicating that the brand or product is part of their daily life. This practice is extensively used for inexpensive products; however expensive product marketers are growing into this phenomenon as well. Bonang Matheba, television host, YFM DJ and Peugeot endorser, was photographed using the new Apple iPhone 4 prior to its launch in South Africa to generate excitement and enthusiasm around the new product.

### **2.23 Consumer Scepticism of Celebrity Endorsement Advertising**

Advertising practitioners need to ensure that they select a celebrity that will assist in achieving the marketing objectives of the brand to influence consumer behaviour. In today's globalised world consumers are increasingly becoming more sceptical about celebrity endorsements of brands. Some consumers find celebrity endorsement untrustworthy and deceptive advertising that is used to boost sales (Moorman, 2006). Increasing education levels and media proliferation have shaped more knowledgeable and savvy consumers that are not always gullible to marketers' claims. In most cases, consumers seek more information



about brands and products. They are aware that the celebrity endorser is being paid to convey a message about the company's brands.

The overall objective of marketing managers is to ensure that celebrity endorsement campaigns are effective by creating and maintaining positive consumer attitudes and responses to their brands. This can be done by aligning an appropriate celebrity endorser with a brand to increase credibility. This is in close accordance with the match-up hypothesis that postulates that in order to maximise the use of celebrity endorsers, there should be congruence between the product being endorsed and the credibility of a celebrity (Moorman, 2006). However, in the current ethos, where celebrities are involved in different scandals and even where 'squeaky-clean' celebrities are involved in multiple endorsements, consumers could be sceptical of the use of celebrities in advertising (Bailey, 2007). Hence, they may respond unfavourably to even positive information based purely on an individual difference factor such as consumer scepticism (Bailey, 2007).

## **2.24 Guidelines for Effective Celebrity Endorsement**

Having discussed the various theories and concepts of celebrity endorsement advertising, it is important that marketing and advertising specialists use certain guidelines to guide marketing campaigns. Firstly, celebrities must be evaluated, selected and used strategically; this means choosing a celebrity whose associations are relevant to the brand and likely to be transferable (Keller *et al*, 2012). Specifically there must be a fit between the brand and the endorser; to reduce confusion or dilution, the celebrity would ideally not be linked to other brands (Keller *et al*, 2012). Last but not least, marketing research must be undertaken to help identify potential candidates and facilitate the development of a proper marketing campaign, as well as track the effectiveness of the endorsement (Keller *et al*, 2012).

## **2.25 Conclusion**

Celebrity endorsement is regarded as one of the most pervasive forms of brand association. Companies hire famous athletes and actors in the hope that the celebrities' fans will become fans of their products and services. Advertisers prefer this promotional tool in the belief that consumers will link the celebrity's personality with brand values. This chapter examined the theories that guide celebrity endorsement advertising. Specifically it analysed how this advertising strategy can be used to address the objectives of this study. Despite the popularity

of celebrity advertising, not all companies find the use of celebrity endorsers an ideal advertising strategy for their brands. Such companies avoid celebrities in their advertising campaigns because of their risky behaviour. More precisely, marketers fear that if a celebrity is involved in an undesirable act or event such as an ugly matrimonial problem, a scandal or a criminal case, the negative news or press coverage will negatively impact on the sale of the endorsed product and the image of the brand. The inappropriate execution of this advertising strategy will lead to brand failure and wasted advertising spent; therefore it is essential for advertisers to be aware of the complex processes underlying celebrity endorsement. In addition, existing studies on celebrity endorsement in South Africa studies were presented and how it can be executed to achieve advertising effectiveness. Furthermore, there is general consensus that in order to maximise the use of celebrity endorsers, there should be congruence between the product being endorsed and the credibility of a celebrity. The following chapter will discuss the research methodology used for this study.

# CHAPTER THREE

## RESEARCH DESIGN AND METHODOLOGY

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### 3 Introduction

The previous chapter provided a review of theories and concepts of celebrity endorsement advertising that are relevant in addressing the objectives and research questions of the study. This chapter provides an overview of the methodology used in this research study, firstly indicating the research design type, then moving to the sampling design and participants, research instruments used as the data collection methods and finally data analysis. This study used a quantitative approach. This is in accordance with the main objectives, as outlined in chapter one.

#### 3.1 Research design overview

A research design is the basic plan of action that one follows when undertaking research and it can be used as the researcher's general guide. (Sekaran and Bougie, 2010) define a research design as a plan or strategy which moves from the underlying philosophical assumptions of a study to specifying the selection of respondents, the data gathering techniques to be used and the data analysis approach. It is a framework or method of carrying out a research study (Leedy and Ormrod, 2010). Importantly, the research design also constitutes a blue -print for fulfilling the research objectives and answering the questions (Cooper and Schindler, 2001). A research design is a framework or method of carrying out a research study. There are various research designs that researchers utilise when carrying out a study; however, the type of research study determines the method that will be used.

In addition, a research design is the plan and structure of investigation that is conceived in order to obtain answers to the research questions. The research design, which is either qualitative and/or quantitative, provides structure and direction in terms of how the research will be conducted to ultimately provide answers to the core research questions (Cooper and Schindler, 2001). The research design includes an outline of what the researcher will do from formulating working hypotheses, to outlining operational implications and the procedures employed for conducting data analysis. In sum, having a research design ensures that the completed research study is relevant to the problem that is identified and makes the research as economical as possible (Churchill and Iacobucci, 2005). Many scholars show a strong preference for one type of study; however, these preferences are more likely to reflect their

own capabilities and experiences rather than a general idea about which type of research is more useful (Cooper *et al*, 2005).

### **3.2 Problem Statement**

Typical studies on celebrity endorsement have focused on source credibility and source attractiveness rather than the symbolic properties of the celebrity endorser or associated meaning movement (Moorman, 2006). One wonders why corporates go for celebrity endorsement. Depending on the product life cycle and category, the prime purpose could be to ensure that the brand gets instant attention (Patel, 2009). The problem that faces marketers is that there is little scientific proof that celebrity endorsement advertising influences South Africa's young consumers' brand attitudes such as buying behaviour. Therefore, the purpose of this study is to ascertain whether endorsement of popular brands by celebrities can solicit positive brand attitudes such as buying behaviour among South Africa's young consumers.

#### **Problem Statement**

Endorsement of popular brands by celebrities positively influences consumers' buying behaviour and increase brand attitudes.

#### **3.2.1 Research Questions**

The research questions for the study were:

Does celebrity endorsement advertising influence South African youth's brand attitudes?

Sub-research questions:

1. Does celebrity endorsement advertising influence brand awareness?
2. Does celebrity endorsement advertising influence brand recall?
3. Does celebrity endorsement advertising influence purchase behaviour?
4. Does celebrity endorsement advertising influence brand loyalty?

### **3.3 Quantitative design**

There are two research designs available to researchers: qualitative and quantitative. Both have strengths and weakness which ought to be taken into account before selecting one. The quantitative design was deemed most appropriate for this study because it adequately addresses the research objectives outlined. Quantitative research attempts precise measurement of something; in marketing quantitative studies usually measure consumer behaviour, knowledge, opinions or attitudes (Cooper *et al*, 2005). In marketing research,

quantitative methodologies attempt to measure consumer behaviour, knowledge, opinions or attitudes; such methodologies answer questions related to how much, how often, how many, when and who (Cooper *et al*, 2005); hence their appropriateness for this study. According to (Cooper *et al*, 2005) quantitative research is often used for theory testing. Quantitative research places great emphasis on using formalised standard questions and predetermined response options in questionnaires or surveys administered to large numbers of respondents (Aaker, Kumar and Day, 2004). Moreover, quantitative data is rigorous, scientific and objective and can be represented visually, using charts, graphs or histograms; it can be counted or expressed numerically and statistically (Cooper and Schindler, 2001). The benefits of this design are that it is cheaper, takes less time and is less biased. One shortcoming of the quantitative design is that it falls short of providing insights about a problem (Sekaran and Bougie, 2010).

### **3.4 Sampling Design**

To address a research question or hypothesis, the researcher engages in a sampling procedure that involves determining the location and site for the research, the participants who will provide data for the study and how they will be sampled, the number of participants needed to answer the research questions, and the recruitment procedures for participants (Sekaran and Bougie, 2010). Sampling is defined as the process of selecting some elements from a population to represent that population. (Aaker *et al*, 2004). The basic idea of sampling is that by selecting some of the elements in a population, we may draw conclusions about the entire population (Aaker *et al*, 2004). Sampling offers major benefits over a census; it saves time and money as fewer interviews are carried out, and thus most market research studies use sampling (Churchill and Iacobucci, 2005). Sampling refers to the process used to select a portion of the population for the study.

#### **3.4.1 Sampling technique**

Probability and non-probability sampling are the two sampling designs available to a researcher. In probability sampling, every unit in the population has a chance (greater than zero) of being selected for the sample (Sekaran and Bougie, 2010). On the other hand, non-probability sampling is a sampling procedure where each population element does not have known, non-zero chance of being included (Cooper *et al*, 2005).

A non-probability sampling technique was used to select the respondents for this research study. The appropriate sampling technique used was convenience sampling. Non-probability samples that are restricted are called convenience samples. Furthermore, non-probability

sampling is arbitrary and subjective; when we choose subjectively, we usually do so with a pattern or scheme in mind (Churchill and Iacobucci, 2005). Convenience sampling involves the collection of data by meeting respondents at their convenience at the places of data collection (Churchill and Iacobucci, 2005).

Additionally, convenience sampling was selected on the basis of its convenience for the researcher (Sekaran and Bougie, 2010). For instance, a research study could use volunteers or easily available individuals. The motivation behind the choice of this sampling technique is that it is the least expensive and time consuming of all sampling techniques (Aaker *et al*, 2004).

### **3.4.2 Research Population**

A research population is the total collection elements which a researcher aims to make inferences from for a given study (Sekaran and Bougie, 2010). Further, a target population is any individual or participant from whom the researcher seeks to obtain information about the larger population in question (Sekaran and Bougie, 2010). The population element is the individual participant or object on which the measurement is taken; it is the unit of study (Cooper *et al*, 2005). Students from the University of KwaZulu-Natal form the research population for this study.

For the purposes of this study, research participants were selected from the University of KwaZulu-Natal. Permission to conduct the study was granted by the Dean of Students. The sample consisted of both male and female students between ages 18-24, of diverse races with various social backgrounds. The target population was 325 students selected conveniently by the researcher. The University's Department of Management information (DMI) figures reflect that the University has an enrollment of 42 000 students. Statistical tables suggested that for such a research population, 325 is the ideal sample size to undertake the study (Cooper and Schindler, 2001). The sample specifically comprised of Howard College students due to convenient accessibility for the researcher.

### **3.5 Methods of Data Collection**

A market researcher needs to be able to select the data collection technique which is most likely to elicit the desired information reliably, in the required time and within the available budget (Aaker *et al*, 2004). The basic idea of collecting data in any research study is to gather information to address the questions being asked in the study (Aaker *et al*, 2004). The data

collection methods are an integral part of the research design and there are several methods available to the researcher. Data collection methods are divided into primary and secondary sources. Both primary and secondary sources will be used for this study; nonetheless primary data (empirical research) is deemed necessary to address the research objectives of this study. Both primary and secondary data collection methods have advantages and disadvantages that the researcher ought to evaluate before making a decision on which one to use for a given study.

### **3.5.1 Secondary Data**

Secondary data refers to existing information written and documented by academics on a particular subject matter. Firstly, secondary data was collected, and a literature review was undertaken. Secondary data is also a prerequisite for the collection of primary data. Additionally, secondary data assists a researcher to identify the problem, better understand the problem and formulate hypotheses around the problem. Furthermore, secondary data gives a researcher ideas about what methodologies can be used in the study of a particular problem (Aaker *et al*, 2004). For the purposes of this study, extensive research on the subject of celebrity endorsement advertising was undertaken from books, journals, articles, publications and the internet.

### **3.5.2 Primary Data**

Primary research is undertaken in order to answer questions that were possibly not answered or addressed in the secondary data collected by a researcher (Aaker *et al*, 2004). Quantitative research derives its meaning from numbers (statistics). Quantitative research is highly structured and the data retrieved can elaborate relationships between different variables (Aaker *et al*, 2004).

### **3.5.3 Pilot Testing**

A pilot test is conducted to detect any weaknesses in the research methods (Cooper and Schindler, 2001). Pilot testing involves the testing of the research design and questionnaire before administering the questionnaire officially (Cooper *et al*, 2005). The purpose of pilot testing is to identify any potential difficulties or misunderstandings in the questionnaire (Sekaran and Bougie, 2010). The questionnaire was pre-tested on ten students drawn through convenience sampling to ensure that the questions were clear, unambiguous or leading respondents on. The respondents for the pilot test were randomly and conveniently selected by the researcher from the Howard College campus residences prior to the actual research.

### 3.5.4 Instrument design

A questionnaire is a pre-formulated written set of questions to which respondents record their answers usually with rather closely defined alternatives. Questionnaires are useful data collection methods, especially when large numbers of people are targeted in different geographic regions (Sekaran and Bougie, 2010). [They are] a popular method of data collection because researchers can obtain information fairly easily, and the questionnaire responses are easily coded (Sekaran and Bougie, 2010). The principles of questionnaire design relate to how the questions are worded and measured and how the questionnaire is organised (Sekaran and Bougie, 2010). Questionnaires are appropriate data collection instruments when the researcher knows exactly what is required and how to measure the variables of interest. There are several ways of administering questionnaires. They can be personally administered to respondents, inserted in magazines, periodicals or newspapers, mailed to respondents or electronically distributed either via email or the intranet (Sekaran and Bougie, 2010). Researchers need to ensure that the questionnaire addresses the objectives and research questions of the study.

The questionnaire consisted of 25 questions divided into six sections (see appendix A). All sections apart from Section A (demographic information) and question 6 comprised of a 5 point Likert scale ranging from “strongly agree” (5) to “strongly disagree”(1). The structure of the questionnaire was as follows:

- Section A sought to gain insight into the targeted respondents’ demographical information.
- Section B sought to establish whether the respondents were knowledgeable about celebrity advertising.
- Section C aimed to ascertain how celebrity endorsement advertising influences brand awareness.
- Section D aimed to establish whether celebrity endorsement influences brand memorability or recall.
- Section E aimed to find out whether celebrity endorsement advertising influences consumer purchase behaviour.



- Section F aimed to ascertain whether celebrity endorsement advertising influences brand loyalty.

Advantages of using questionnaires:

1. The researcher can establish rapport and motivate the respondent
2. Doubts can be clarified
3. Less expensive when administered to groups of respondents
4. Almost 100% response rate
5. Anonymity of respondents is high

Disadvantages:

Numeric data gathered from questionnaires may not adequately explain other deeper underlying issues (Sekaran and Bougie, 2010).

### **3.6 Rating Scales**

The dichotomous and Likert scale were used to measure the responses. A dichotomous question is a measurement question that offers two mutually exclusive and exhaustive alternatives (Cooper *et al*, 2005). Ordinarily, dichotomous scales are used to elicit “yes” or “no” responses (Sekaran and Bougie, 2010), whilst the Likert scale developed by Rensis Likert is the most frequently used variation of the semantic scale (Cooper and Schindler 2001).The respondent or participant is asked to agree or disagree with each statement (Cooper *et al*, 2005).

### **3.7 Validity and Reliability of the Questionnaire**

Several factors can affect the accuracy of the findings drawn from using any given research methodology. According to Cooper and Schindler (2001) there are three major criteria for evaluating a measurement tool: validity, reliability and practicality. For the purposes of this study only reliability and validity were ascertained.

#### **3.7.1 Validity**

Validity refers to the extent to which a test measures what we actually wish to measure (Sekaran and Bougie, 2010). “Validity is any scale or other measurement instrument that accurately measures what it is intended to measure” (Churchill and Iacobucci, 2005). Furthermore, validity is defined as the extent to which a measure is free of error in terms of

providing the information it was intended to provide. There are three types of validity namely,

- Content validity
- Criterion validity
- Construct validity

Criterion related validity reflects the success of measures used for prediction or estimation (Cooper and Schindler 2001). Construct validity is a measurement scale that demonstrates both convergent validity and discriminant validity (Aaker *et al*, 2004). For the purposes of this study, only content validity has been ensured. Content validity refers to the extent to which the measurement instrument provides accurate coverage of the investigative questions providing direction and guidance to the study (Cooper *et al*, 2005). If the instrument contains a representative sample then content validity is regarded as good (Cooper and Schindler, 2001). Most importantly, to evaluate the content validity of an instrument, one must first agree on what constitutes adequate coverage (Aaker *et al*, 2004). To ensure content reliability previous research was examined to identify the main variables to be included in the questionnaire; the questions were based on the literature survey, pilot testing of the questionnaire was conducted and the supervisor's opinion was solicited.

### **3.7.2 Reliability**

A final factor to consider in the accuracy of research designs is reliability. Reliability is a characteristic of measurement concerned with accuracy, precision and consistency (Churchill and Iacobucci, 2005). Reliability means many things to many people, but in most contexts the notion of consistency emerges (Cooper *et al*, 2005). Most importantly, a measure is reliable to the degree that it supplies consistent results (Cooper *et al*, 2005). In addition, reliability is concerned with estimates of the degree to which a measurement is free of random or unstable error (Cooper *et al*, 2005). All these definitions of reliability are consistent with (Sekaran and Bougie, 2010), who asserted that if an instrument is reliable if it provides consistent results. There are several means of assessing reliability; these include the following:

a) "Test-retest reliability is a way of establishing the stability of the measuring instrument by correlating the scores obtained through its administration to the same set of respondents at two different points" (Sekaran and Bougie, 2010).

b) Parallel-form reliability is “a form of reliability which is established when responses of two comparable sets of measures tapping the same construct are highly correlated” (Sekaran and Bougie, 2010).

c) “Internal consistency assesses the reliability of a summated scale, homogeneity of items and consistency with which each item represents the construct of interest”(Cooper *et al*, 2005). There are two types:

- Inter-item consistency reliability is a test measuring the consistency of respondents’ answers
- Split-half reliability is a form of internal consistency in which “a test is divided into two halves and the scores for each half of the test are weighed up against each other. If results indicate that this is consistent then it is most likely the same” (Cooper *et al*, 2005).

Cronbach’s alpha reliability model was used to ensure reliability in this study. “Cronbach’s alpha is a reliability coefficient which indicates how well items in a set are positively correlated to each other. The closer the Cronbach’s alpha is to 1, the higher the internal consistency and reliability” (Sekaran and Bougie 2010). Cronbach’s alpha reliability test was used to test the internal consistency of the questionnaire used in this study.

### **3.8 Ethical Issues**

As in other aspects of business, all parties in the research should exhibit ethical behaviour (Cooper and Schindler, 2001). Ethics is defined as the study of the right behaviour and addresses the question of how to conduct research in a moral and responsible way (Cooper *et al*, 2005). When conducting empirical research, whether qualitative or quantitative, the researcher has to balance what the methodological theory recommends and what is feasible from a practical point of view (Churchill and Iacobucci, 2005). Likewise, a researcher has to ensure that research is conducted in a morally defensible manner towards all parties involved in the research (Sekaran and Bougie, 2010). In business research, ethical issues come to the fore whenever conflict arises between the desire to conduct research that meets the highest quality standards or requests from the sponsor on the one hand, and societal values like privacy, freedom and honesty (Churchill and Iacobucci, 2005).

Whenever human beings or other creatures with the potential to think, feel and experience physical or physiological distress are the focus of an investigation, the ethical implications should be closely examined (Leedy and Ormrod, 2010). Hence, the need to follow ethical

procedures and principles when conducting a research study. Most ethical issues in research fall into one of four categories: protection from harm, informed consent, right to privacy, and honesty with professional colleagues (Leedy and Ormrod, 2010).

Approval to conduct this study was obtained from the University of KwaZulu-Natal Ethics Committee. In addition the researcher sought permission from the research participants before they completed the questionnaires. Furthermore, the aims and objectives of the study were verbally and clearly explained to participants in detail before the administration of the questionnaires. Each participant was required to sign a consent form. Participants were assured of confidentiality and anonymity and informed that their participation was voluntary. Lastly participants were informed that they were free to withdraw at any stage of the study.

### **3.8.1 Ethical treatment of participants**

When discussing ethics, the emphasis is on protecting the rights of the participant, respondent or subject (Sekaran and Bougie, 2010). A respondent has the right to be safeguarded; in general, the research must be designed in such a way that the respondent does not suffer physical harm, discomfort, pain, embarrassment or loss of privacy (Cooper *et al*, 2005). The researcher should explain the benefits of the study and avoid deception, explain the participants' rights and protection and obtain informed consent (Hair, Money, Page and Samouel, 2007). Informed consent refers to fully disclosing the procedures of the proposed survey before requesting permission to proceed with the study (Cooper and Schindler, 2001). Most importantly, in circumstances where participants are intentionally or accidentally deceived, they should be debriefed once the research is complete (Cooper *et al*, 2005).

### **3.9 Data Analysis**

Data analysis involves reducing accumulated data to a manageable size, developing summaries, looking for patterns and applying statistical techniques (Sekaran and Bougie, 2010). Most importantly, researchers must interpret these findings in the light of the research question or determine if the results are consistent with their hypotheses and theories (Cooper *et al*, 2005). The SPSS programme was used to analyse the data. Descriptive statistics and inferential statistics will be used. Descriptive statistics summarise the general nature of the data obtained and include the mean, standard deviation and the range (Leedy and Ormrod, 2010). Inferential statistics help the researcher to make decisions about the data, for example, whether the differences between the two groups in an experiment are large enough to be attributed to experimental intervention rather than to chance (Leedy and Ormrod, 2010).

Converting information from a questionnaire to a data warehouse is referred to as the process of data preparation which is often a three step approach (Hair *et al*, 2007):

- Data validation
- Editing
- Coding

### **3.9.1 Data validation**

This is a process of determining, to the best extent possible, whether a survey's interviews or observations were conducted correctly and are free of fraud and any bias (Hair *et al*, 2006). To ensure a certain degree of data validation, each respondent's name, signature and the date was recorded. Whilst this information is not used for analysis, it does enable the validation process to be completed (Hair *et al*, 2006).

### **3.9.2 Data editing**

According to Cooper and Schindler (2001), the customary first step in analysis is to edit the raw data. Editing detects errors and omissions, corrects them where possible, and certifies that maximum data quality standards are achieved in the study. The primary purpose of editing is to guarantee that the data are accurate, consistent with the intent of the question and other information in the survey, uniformly entered, complete and arranged to simplify coding and tabulation (Cooper and Schindler, 2001). In sum, editing helps reduce errors and inconsistencies which may affect the data results. For this study, the data was edited by the researcher.

### **3.9.3 Coding**

Coding involves assigning numbers or other symbols to answers so that the responses can be grouped into a limited number of categories (Cooper and Schindler, 2001). Furthermore, coding can be viewed as a form of classification which needs to be reliable and guided by rules (Sekaran and Bougie, 2010). In this study, the questionnaire was pre-coded which is important for data analysis. Furthermore, the researcher assigned a precise numerical code to each response in the questionnaire.

Hair *et al* (2007) note that data entry is the procedure used to enter the data into the computer for subsequent data analysis. Data entry converts information gathered by secondary or primary methods to a medium for viewing and manipulation (Cooper *et al*, 2005). Data entry involves the direct input of the coded data into specified software packages that allow the

researcher to manipulate and transform raw data into useful data (Hair *et al*, 2007). In this study, the researcher entered the data and ensured that it was correct and error free.

### **3.10 Conclusion**

This chapter provided an in-depth view of how the study was conducted. The problem statement revealed that the purpose of the study was to ascertain whether endorsement of popular brands by celebrities can solicit positive brand attitudes such as buying behaviour among young South African consumers. The sample comprised 325 students from the University of KwaZulu-Natal, between the ages of 18 to 24 from the Black, White, Indian and Coloured race groups. As outlined previously, this number was calculated from statistical tables. Convenience sampling was used to select the study respondents and self-administered questionnaires were the data collection instrument. The data was subjected to the SPSS software programme for analysis. The next chapter presents the results of the study using frequency distributions and other statistical techniques.

## **CHAPTER FOUR**

### **EMPIRICAL FINDINGS**

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#### **4 Introduction**

This chapter presents the results of the data collected for the current study. Data preparation and coding are discussed before the actual results are presented. Empirical findings in this chapter are comprehensively presented in two sections. The 100% response rate provided a high level of reliability of the present survey; this response is adequate for statistical inferences (Phiri, 2006). Descriptive statistics are presented first, followed by inferential statistics. The data was analysed using the Statistical Package for Social Sciences (SPSS). The last section summarises this chapter and introduces the next chapter.

##### **4.1 Data preparation**

In order to make all the collected data suitable for analysis, all questionnaires were screened to ensure that they were complete, as well as for any errors. Returned incomplete questionnaires were therefore considered as errors and removed from the survey; in this case all questionnaires were returned and missing values were represented by 0.

##### **Coding**

Each question and possible answer in the questionnaire had a code adapted from the Likert scale. This was done because coding of data is necessary for transferring and editing data in SPSS.

##### **4.2 Descriptive statistics**

Firstly, tests for reliability are presented to test or check the validity of the questionnaire. Thereafter, other descriptive statistics such as frequencies directly relevant to the research objectives are explained.

##### **4.2 Demographic Profile of Participants**

The tables below present the gender and age of the respondents who constituted the study sample indicating the frequency and percentage of males and females in each group and the total number surveyed.

#### 4.2.1 Figure 3: Gender of respondents

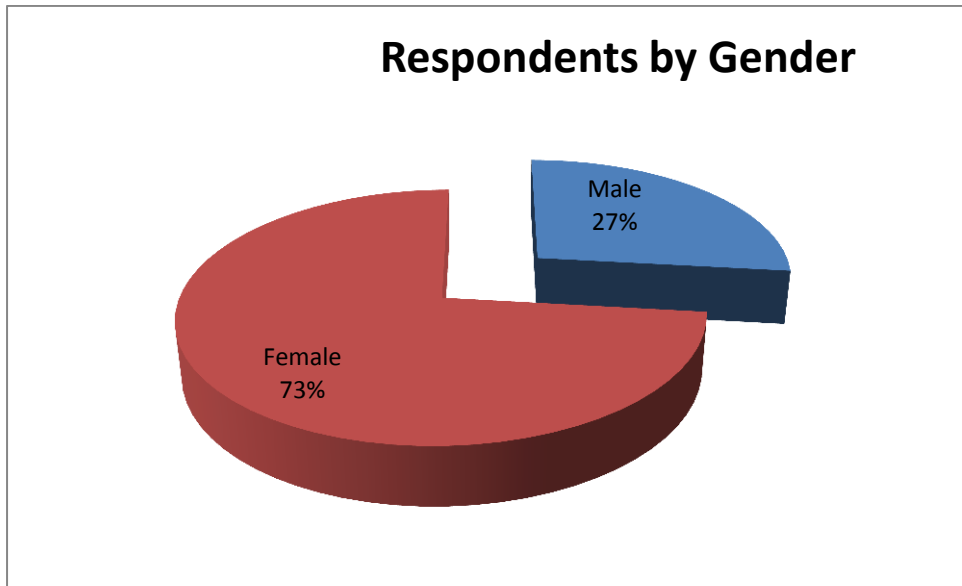
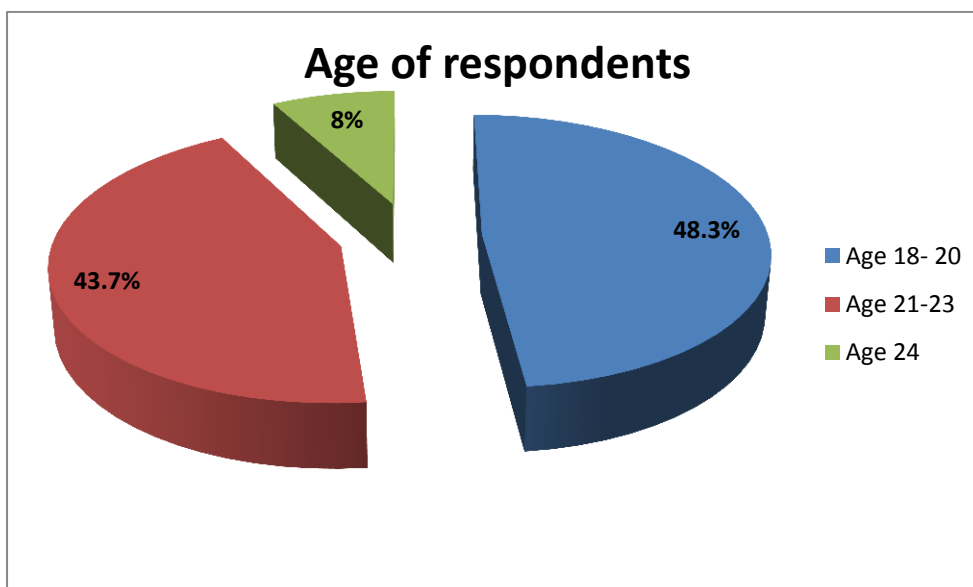


Figure 3 shows the gender of the respondents

The sample consisted of both male and female students from University of KwaZulu-Natal (N= 325). Figure 3 above shows that 238 of the respondents are female (73.2 %) and 87 are male (26.8%), giving a total of 325 respondents. All results presented in this study are therefore biased towards female attitudes and perceptions that made up a larger portion of the sample.

#### 4.2.2 Figure 4: Age of respondents





The target age group for this study was 18-24 year olds. According to the results presented in Figure 4 above, a total of 157 respondents belonged to the 18-20 age group, 142 were between 21 and 23 years old and 26 were 24 years old out of the 325 respondents surveyed. This means that 48.3% of the respondents were 18-20 years old, while 43.7% were 21 to 23 years old and 24-year olds made up 8% of the sample. It was critical to ensure that all participants were older than 18 and no older than 24, as this was the target population specified for the study.

### 4.3 Reliability Analysis (Cronbach's coefficient alpha)

According to (Phiri 2006), reliability results are essential because they emphasise that the empirical findings are indicative of the true situation in relation to the study. The results can be adapted at any level of the study and another study on celebrity endorsement in South Africa would almost certainly obtain similar findings.

#### Interpretation rules

If Cronbach's coefficient alpha value is between 0.4 - 0.7, this indicates medium internal consistency and reliability. If Cronbach's coefficient alpha value is between 0.7 - 1.0, this indicates high or good internal consistency and reliability. A Cronbach's alpha coefficient value above 0.8 indicates very good internal consistency reliability (Pallant, 2010).

**Table 4: Brand awareness reliability analysis**

Cronbach's alpha	Cronbach's alpha Based on Standardised Items	Number of items
.814	.827	5

The table above presents the reliability analysis for the brand awareness section of the questionnaire. The Cronbach's coefficient alpha value was .814 for the brand awareness items which is above .7. This suggests very good internal consistency reliability for the scale with this sample.

**Table 5: Reliability for Brand recall**

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.720	.720	4

The table above illustrates the reliability of the questions in the brand recall section. The results reveal a Cronbach's coefficient alpha value of .720. This implies a good or acceptable level of internal consistency reliability with this sample. Therefore the questions or variables from this section have high reliability in the current study.

**Table 6: Reliability for Purchase Behaviour**

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.875	.875	5

The table above reveals the reliability test results for questions on purchase behaviour. The results reveal a Cronbach's coefficient alpha value of .875. This suggests very good internal consistency reliability for the scale with this sample. Therefore the questions or variables from this section have high reliability in the current study.

**Table 7: Reliability for Brand loyalty**

Cronbach's alpha	Cronbach's alpha based on standardised items	N of items
.861	.862	5

The above table reveals the results from the brand loyalty questions. The reliability analysis results reveal a Cronbach's value of .861 which implies high internal consistency and reliability. Therefore the questions from this section have high reliability in the current study.

**Table 8: Distribution of respondents according to their personal brands and South African celebrity endorsers**

<b>Brands and Celebrities</b>	<b>Frequency</b>	<b>Percentage %</b>
Garnier Oil Control Zizo Beda	89	27.4%
L'OREAL Terry Phetho	105	32.3%
Vaseline Men Itumeleng Khune	42	13.8%
Status body spray HHP	60	18.5%
Shield body spray Lira	40	12.3%

Table 8 indicates the distribution of respondents according to their personal brands and South African endorsers. This question required respondents to list five or fewer personal care brands endorsed by South Africa celebrities. Table 8 illustrates the five celebrity endorsers with the highest number of nominations. L'Oreal celebrity endorser (Terry Phetho) had the highest number of nominations at 105 (32.3%), the Garnier celebrity endorser (Zizo Beda) had 89 (27.4%), Hip-Hop-Panstula received 60 (18.5%), Itumeleng Khune 42 (13.8%) and lastly, Lira at 40 (12.3%). The images in the appendix show three out of the five listed South African celebrity brand endorsers namely; Terry Phetho, Zizo Beda and Itumeleng Khune.

**Table 9: Whether respondents are aware of celebrity endorsement**

	<b>Frequency</b>	<b>Percentage (%)</b>
Disagree	2	.6
Unsure	10	3.1
Agree	111	34.2
Strongly Agree	202	62.2
Total	325	100

Table 9 reflects the results from question 1. They illustrate that 62% of the respondents strongly agree, 34.2% agree, 3.1% are unsure and 0.6% disagree that they are aware of celebrity endorsement advertising.

**Table 10: Celebrity advertising creates awareness about brands**

	Frequency	Percentage %
Strongly disagree	3	9
Disagree	5	1.5
Unsure	18	5.5
Agree	170	52.3
Strongly agree	128	39.4
Total	325	100

Table 10 shows that 39.4% of the respondents strongly agree, 52% agree, 5.5% are unsure, 1.5% disagree and 0.9% strongly disagree that celebrity endorsement advertising creates brand awareness. From the information gathered above, half the respondents agree that a celebrity endorsement advertising strategy creates brand awareness.

**Table 11: Celebrity Endorsement Advertising creates better brand recognition**

	Frequency	Percentage %
Strongly disagree	3	.9
Disagree	14	4.3
Unsure	42	12.9
Agree	144	44.3
Strongly Agree	122	37.5
Total	325	100

Table 11 shows respondents' views on a celebrity endorsement advertising strategy and better brand recognition. Of the 325 respondents, 37.5% strongly agree, 44.3% agree, 12.9% are unsure, 4.3% disagree and 0.9% strongly disagree that this advertising strategy creates better brand recognition.

**Table 12: Do South African celebrity endorsers make brands memorable?**

	Frequency	Percentage %
Strongly disagree	7	2.2
Disagree	41	12.6
Unsure	94	28.9
Agree	138	42.5
Strongly agree	45	13.8
Total	325	100

Table 12 reflects that: 13.8% strongly agree, 42.5% agree, 28.9% are unsure, 12.6% disagree and 2.2% strongly disagree that South African celebrity endorsers make brands more memorable. The question aimed to establish whether or not South African celebrity endorsers make brands memorable to target consumers. Almost half the respondents believe that local celebrity endorsers help strengthen brand recall.

**Table 13: Celebrity Endorsers at the Point of Purchase aid brand recall**

	Frequency	Percentage %
Strongly disagree	4	1.2
Disagree	25	7.7
Unsure	75	23.1
Agree	122	37.5
Strongly Agree	99	30.5
Total	325	100

Table 13 revealed that 30.5% of the respondents strongly agree, 37.5% agree, 23.1% are unsure, 7.7% disagree and 1.2% strongly disagree that the presence of celebrity endorsers at the point of purchase increases brand recall. The findings above suggest that more than 60% of the sample is likely to remember a brand when exposed to celebrity advertising at the point of purchase.

**Table 14: Celebrity Endorsers vouching for brands influences me to purchase a brand**

	Frequency	Percentage %
Strongly disagree	25	7.7
Disagree	103	31.7
Unsure	59	18.2
Agree	98	30.2
Strongly agree	38	11.7
Total	325	100

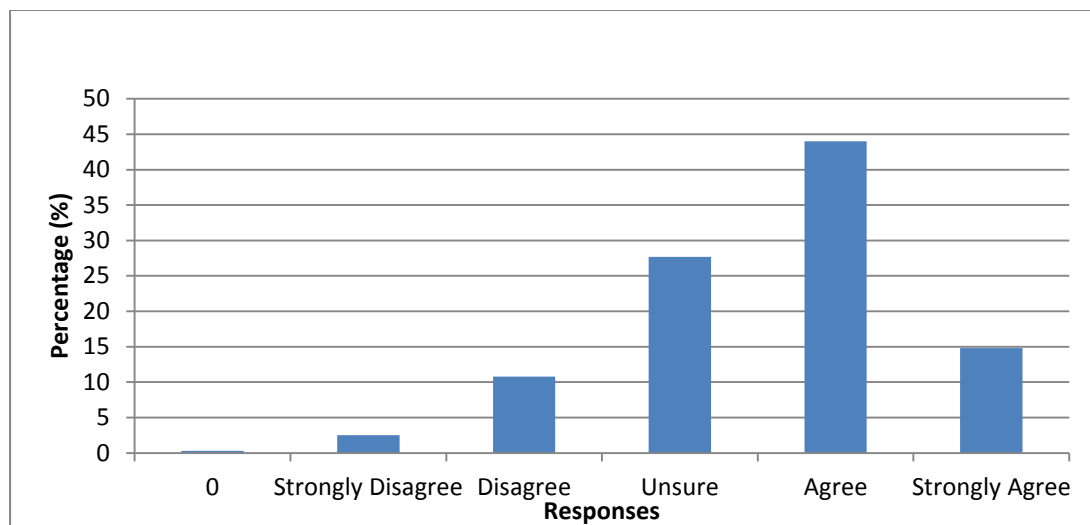
Table 14 reflects the following results; 11.7% of the respondents strongly agree, 30.2% agree, 18.2% were unsure, 31.7 % disagree and 7.7 strongly disagree. The statement aimed to establish whether a celebrity endorser vouching for brands features and quality influences consumers purchase behaviour.

**Table 15: Favourite celebrity influences purchase intention**

	Frequency	Percentage %
Strongly disagree	30	9.2
Disagree	115	35.4
Unsure	46	14.2
Agree	76	23.4
Strongly Agree	57	17.5
Total	325	100

The aim of this question was to ascertain if the presence of a consumer's favourite celebrity endorser influences purchase activity. According to the results presented in table 15, 9.2% of the respondents strongly disagree, 35.4% disagree, 14.2% are unsure, 23.4% agree and 17.5% strongly agree with this statement. From the information gathered in the present study, less than 50% of young consumers surveyed believe that the presence of their favourite celebrity endorser influences their buying behaviour.

**Figure 5: Consumers are brand loyal if there is a product match**



The findings from figure 5 depict that; 14.8% of the respondents strongly agree, 44.0 %agree, 27.7% are unsure, 10.8% disagree and 2.5% strongly disagree with the statement. The statement aimed to establish whether or not consumers are brand loyal if there is a product match/fit between the celebrity endorser and the brand.

**Table 16: Celebrity endorsement improves brand loyalty**

	Frequency	Percentage %
Strongly Disagree	7	2.2
Disagree	36	11.1
Unsure	63	19.4
Agree	146	45.1
Strongly Agree	71	21.9
Total	325	100

The aim here was to establish whether or not celebrity advertising improves brand loyalty amongst young consumers. Table 16 shows that 2.2% of the respondents strongly disagree, 11.1% disagree, 19.4% are unsure, 45.1% agree, and 21.9% strongly agree that celebrity endorsement improves brand loyalty.

## **4.4 INFERENCE STATISTICS**

### **4.5 Correlation**

Correlation analysis is used when a researcher wants to describe the strength and direction of the linear relationship between two variables (Pallant 2010). There are a number of statistics available from SPSS, depending on the level of measurement and the nature of the data (Pallant, 2010).

#### **Correlation scale (Interpretation Rules)**

If the significant value (p value) < 0.05, or <0.01 then the correlation is statistically significant (Pallant, 2010).

Pearson correlation co-efficient (r) values start from -1 to +1.

Negative correlation means that if one variable increases, the other variable will decrease.

Positive correlation means if one variable increases, the other variable will also increase.

A negative (-) sign and positive (+) sign indicates the direction of relationship between two variables (Pallant, 2010).

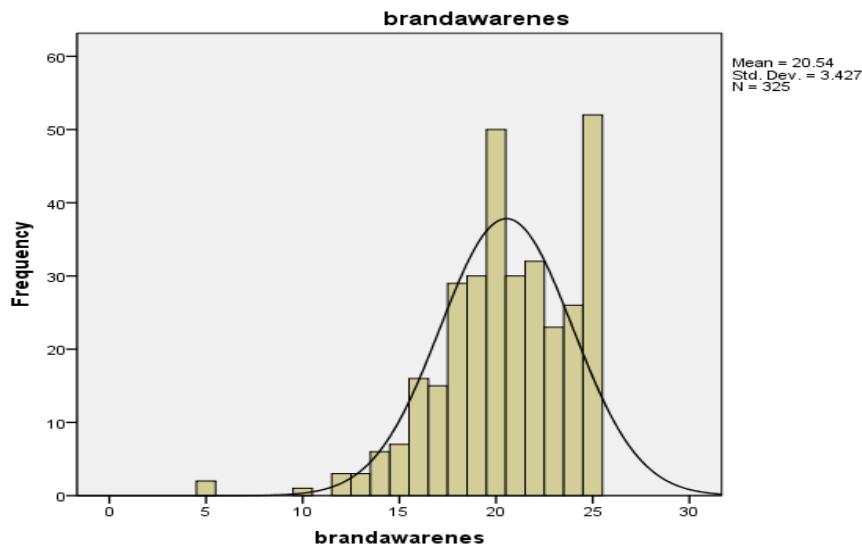
r = .10 to .29 or -.10 to -.29 small (moderate) correlation

r = .30 to .49 or -.30 to -.49 medium correlation

r = .50 to 1.0 or -.50 to -1.0 large (strong) correlation



**Figure 6: Histogram showing the distribution of the responses**



A histogram provides information about the distribution of scores on the continuous variable (Pallant 2010). In the present study the brand awareness scores and views are depicted. The histogram reveals that the data is normally distributed; hence the use of Pearson correlations will be appropriate.

**4.5.1 Table 17: Brand awareness correlations**

	Brand awareness	OVERVIEW
Brand awareness	1	.342**
Sig. (2-tailed)		.000
N	325	325
OVERVIEW	.342**	1
Sig. (2-tailed)	.000	
N	325	325

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 17 reflects the outcome of the brand awareness questions correlated with celebrity overview questions. The p value is .000 which is less than 0.01 which means there is a

significant relationship. There is a positive correlation with ( $r = .342$ ); using a celebrity to advertise a brand increases brand awareness.

#### 4.5.2 Table 18: Correlations of brand recall and purchase behaviour

	Brand Recall	Purchase
Brand Recall Pearson Correlation	1	.462**
Sig. (2-tailed)		.000
N	325	325
Purchase Pearson Correlation	.462**	1
Sig. (2-tailed)	.000	
N	325	325

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 18 illustrates the outcome of the brand recall questions correlated with purchase behaviour. The p value is .000 which is less than 0.01 which means there is a significant relationship. There is a positive relationship ( $r = .462$ ) meaning consumers are likely to purchase a celebrity endorsed brand if they recall it.

#### 4.5.3 Table 19: Correlations

	Purchase	Brand awareness
Purchase Pearson Correlation	1	.485**
Sig. (2-tailed)		.000
N	325	325
Brand awareness Pearson Correlation	.485**	1
Sig. (2-tailed)	.000	
N	325	325

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 19 shows the outcome of the purchase behaviour and brand awareness. The p value is .000 which is less than 0.01 which means there is a significant relationship between purchase behaviour and brand awareness. There is a positive relationship ( $r = 0.485$ ) meaning that as brand awareness increases so does the purchase behaviour of consumers when a celebrity endorsement strategy is used.

## **4.6 T –test**

### **Interpretation rule**

When the p value is less than or equal to  $p \leq 0.05$ , statistically there is a significant difference between the two groups' opinions. Furthermore, when the p value is greater than  $p > 0.05$ , statistically there is NO significant difference between two groups' opinions (Pallant, 2010).

**Table 20: Group Statistics**

Gender	N	Mean	Std. Deviation	Std. Error
Celebrity vouching of brands influences me	Male 87	3.24	1.210	.130
	Female 238	2.97	1.197	.078
Favourite celebrity makes me purchase the brand	Male 87	3.25	1.331	.143
	Female 238	2.96	1.282	.083
Overall impact of advert and celeb influence me	Male 87	3.06	1.324	.142
	Female 238	3.04	1.213	.079
Consumers are loyal to brands endorsed by favourite celebs	Male 87	3.85	1.116	.120
	Female 237	3.84	1.011	.066
Consumers are brand loyal if there is a product match	Male 87	3.75	.979	.105
	Female 238	3.50	.962	.062
CE creates better brand recognition	Male 87	4.17	.892	.096
	Female 238	4.12	.854	.055

Table 20 shows the group statistics for the t-tests. It gives the means and standard deviation for each group. For instance, in the current study the mean for males is 3.25 and for females it is 2.96 when a favourite celebrity endorser advertises a brand. In addition the overall impact of the advert and the celebrity endorsers influences purchase intention with the following means: males, 3.06, females, 3.04.

**Table 21: Independent Samples Test**

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Celebrity vouching of brands influences me	Equal variances assumed	.088	.767	1.772	323	.077	.267	.150	-.029	.563
	Equal variances not assumed			1.763	151.544	.080	.267	.151	-.032	.565
Favourite celebrity makes me purchase the brand	Equal variances assumed	.526	.469	1.817	323	.070	.295	.162	-.024	.614
	Equal variances not assumed			1.785	148.019	.076	.295	.165	-.032	.621
Overall impact of advert and celeb influence me	Equal variances assumed	1.380	.241	.126	323	.900	.020	.156	-.287	.326
	Equal variances not assumed			.121	142.026	.904	.020	.162	-.301	.340
Consumers are loyal to brands endorsed by favourite celebs	Equal variances assumed	.882	.348	.051	322	.959	.007	.130	-.250	.263
	Equal variances not assumed			.049	140.988	.961	.007	.136	-.263	.276
Consumers are brand loyal if there is a product match	Equal variances assumed	.119	.730	2.006	323	.046	.243	.121	.005	.481
	Equal variances not assumed			1.989	150.655	.048	.243	.122	.002	.484
CE creates better brand recognition	Equal variances assumed	.086	.770	.506	323	.613	.055	.108	-.158	.268
	Equal variances not assumed			.496	147.247	.621	.055	.110	-.164	.273

Table 21 reflects t-test values for various questions. The first statement from table 21 relates to how a celebrity vouching for a brand influences a consumer to purchase the brand. The p value is .007 which means there is a statistically significant difference between the opinions of males and females in answering this question. Statement 2 in table 21 intended to establish if a favourite celebrity influences purchase behaviour. In the current study, the p value is .076 which means that there is no statistically significant difference between the responses of males and females for. Next, overall impact of the advert of the brand combined with presence of a celebrity endorser influences my purchase decision question seeks to find out if the overall impact of the advert influences a consumer to purchase a brand. In the current study, the p value is .904 which means there is no significant difference between the two groups. Statement from table 21 sought to establish whether consumers are loyal to brands endorsed by their favourite celebrities. The p value is .961 which means there is no significant difference between the responses of two groups. Consumers are loyal to brands or products if there is a product match with the celebrity endorser; the p value is .046 which means that there is a significant difference between the mean scores on the dependent variable between males and females. The last statement on table 21 aimed to find out whether

celebrity endorsement creates brand recognition. The p value is .613 which means that there is no significant difference between male and female responses to this statement.

**Table 22: Independent Sample Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Aware of celebrity advertising	.491	.484	.785	323	.433	.058	.073	-.087	.202	
			.794	156.448	.428	.058	.073	-.086	.201	
Prefer brands endorsed by celebrities	17.333	.000	1.418	323	.157	.191	.135	-.074	.456	
			1.264	126.025	.209	.191	.151	-.108	.490	
Relate to celebrity endorsements	5.034	.026	1.374	323	.170	.192	.140	-.083	.468	
			1.287	136.122	.200	.192	.149	-.103	.488	

Table 22 above shows the t-test results for various questions. I am aware of celebrity advertising in the media; this statement aimed to find out if consumers are aware of celebrity

advertising. The p value is .428 which means there is a significant difference in the mean scores for males and females. I prefer brands endorsed by celebrities; this statement aimed to establish if consumers prefer brands endorsed by celebrities. In the current study, the p value is .209 which means there is a statistically significant difference between the responses of males and females. I relate to celebrity endorsements; this statement aimed to understand if consumers relate to celebrity endorsements. In the current study, the p value is .200 which means there is a significant difference in between the responses of males and females.

**Table 23: Independent Sample Test**

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CE creates brand awareness	Equal variances assumed	3.999	.046	.117	323	.907	.011	.095	-.176	.198
	Equal variances not assumed			.104	124.386	.918	.011	.108	-.202	.224
CE captures consumer attention	Equal variances assumed	.484	.487	-.697	323	.486	-.065	.093	-.247	.118
	Equal variances not assumed			-.663	139.874	.508	-.065	.098	-.258	.128
CE creates better brand recognition	Equal variances assumed	.086	.770	.506	323	.613	.055	.108	-.158	.268
	Equal variances not assumed			.496	147.247	.621	.055	.110	-.164	.273
CE enables one to be aware of new brands	Equal variances assumed	2.290	.131	.307	323	.759	.035	.114	-.190	.260
	Equal variances not assumed			.291	138.283	.772	.035	.121	-.204	.274

The independent sample test above relates to whether celebrity endorsement influences respondents' brand awareness. The p value is .918 which means there is no significant difference between the scores of males and females on this question.

Celebrity endorsement captures consumer attention; in the current study the p value is .508 which means there is a statistically significant difference between male and female responses. This means that there is a tangible difference between their responses.

Celebrity endorsement creates better brand recognition, in the current study, the p value is .613 which means that there is no statistical difference between male and female responses to this question.

Celebrity endorsement enables one to be aware of new brands, this statement aimed to find out whether celebrity endorsement enables consumers to learn about new brands. The p value is .772 which means that there is no statistically significant difference between the opinions of males and females.

**Table 24: One-way analysis of variance**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Brand recall	Between Groups	37.851	2	18.926	2.363	.096
	Within Groups	2578.438	322	8.008		
	Total	2616.289	324			
Brand awareness	Between Groups	11.402	2	5.701	.484	.617
	Within Groups	3793.441	322	11.781		
	Total	3804.843	324			
Purchase behaviour	Between Groups	147.391	2	73.695	3.201	.042
	Within Groups	7412.301	322	23.020		
	Total	7559.692	324			
Brand loyal consumers pay more for endorsed brands	Between Groups	11.940	2	5.970	5.685	.004
	Within Groups	338.110	322	1.050		
	Total	350.049	324			

The results of the current study show that there was no statistical difference between age groups and brand recall with a p-value of .096 and no difference between age groups and brand awareness with a p-value of .617. This implies that age does not influence the outcomes of the variables compared.

However, the findings also indicated that there was a statistical difference between the age groups in terms of their purchase of celebrity endorsed brands with a p-value of .042. There is also a difference between the three age groups in terms of their responses to whether brand loyal consumers pay more for endorsed brands with a p-value of 0.004. This suggests that the age of the respondent influences the whether or not they become loyal to celebrity endorsed brands.



**Table 25: Descriptive of ANOVA**

		Descriptive					
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Purchase	18-20	157	15.50	4.585	.366	14.78	16.23
	21-23	142	15.35	4.971	.417	14.52	16.17
	24	26	12.96	5.095	.999	10.90	15.02
	Total	325	15.23	4.830	.268	14.70	15.76
Brand loyal consumers pay more for endorsed brands	18-20	157	3.885	.9471	.0756	3.736	4.035
	21-23	142	3.775	1.1070	.0929	3.591	3.958
	24	26	3.154	1.0077	.1976	2.747	3.561
	Total	325	3.778	1.0394	.0577	3.665	3.892

Table 25 shows that consumers aged between 18 and 20 years are more likely to purchase celebrity endorsed brands than any of the other age groups surveyed, as indicated by the mean of 15.50. This age group is also most likely to pay more for celebrity endorsed brands, with a mean of 3.885. Consumers between the ages of 21 and 23 are the second most likely to purchase celebrity endorsed brands with a mean of 15.35. They also rate second in terms of their willingness to pay more for celebrity endorsed brands if they are brand loyal, as indicated by the mean of 3.775. Last but not least, 24 year olds in the current survey are the least influenced to purchase celebrity endorsed products as indicated by a mean of 12.96. This group will not pay more for celebrity endorsed products, as indicated by the mean of 3.154.

#### 4.8 Conclusion

This chapter began with the presentation of the results of the current study. The findings were subjected to a statistical package known as SPSS for analysis. Descriptive statistics such as frequencies, tables and graphs were reported. In addition, Correlation, t-tests and ANOVA results were illustrated. Chapter 5 provides a discussion and analysis of the empirical findings. Findings that help to address the research objectives and questions set out at the beginning of the study are given priority.

## **CHAPTER FIVE**

### **DISCUSSION OF FINDINGS**

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#### **5 Introduction**

The previous chapter presented the results relevant to answer the key research questions and objectives outlined at the beginning of the study. This chapter provides a thorough analysis and interpretation of the results in order to draw conclusions and make recommendations. The study aimed to investigate how marketers in South Africa can utilise celebrity endorsements effectively to promote consumer buying behaviour. Based on current and completed research in South Africa, there is little empirical evidence as to whether the youth's buying behaviour and increased brand attitudes are influenced by celebrity endorsement advertising. The findings which specifically aid and are relevant in answering the objectives of the current study will be discussed.

#### **5.1 Study objectives**

The findings aimed to investigate the following objectives:

1. To investigate whether the use of celebrity endorsement advertising influences brand awareness.
2. To investigate whether the use of celebrity endorsement advertising influences brand recall.
3. To investigate the extent to which the use of celebrity endorsement advertising influences consumer purchase behaviour.
4. To investigate the extent to which the use of celebrity endorsement advertising influences brand loyalty.

#### **5.2 Objective one: To investigate how the use of celebrity endorsement influences brand awareness**

Several questions were incorporated to establish whether or not celebrity advertising influences brand awareness. Specific questions were discussed in an attempt to address the

above objective. The impact of celebrity endorsement advertising in creating brand awareness amongst young consumers in South Africa was assessed and presented using frequency distributions. Frequency distributions were utilised mainly because they are regarded as the most basic method for analysing categorical data.

As the table presented in the previous chapter shows, it was found that more than 70% of the surveyed population is aware of celebrity advertising and that less than 5% of the respondents are unfamiliar with celebrity advertising. This is therefore a good starting point for advertisers since it is a strategy that their target market is familiar with and exposed to. There are several possible reasons why more than half of the respondents are aware of celebrity endorsements. Firstly, consumers are exposed to various brand endorsements on television, radio, the internet/ social networks, point of purchase, print and outdoor media. This finding is similar to that of a United States study that found that today's individuals are fascinated by celebrities (Amos *et al*, 2008). Therefore consumers will know about what celebrities endorse or promote.

The findings reflect that (62%) of the respondents strongly agree that celebrity endorsement creates brand awareness. The empirical findings presented in the previous chapter confirm claims made in the literature that celebrity endorsement advertising influences brand awareness amongst most youth consumers. (Amos *et al*, 2008) observe that the use of product endorsers in marketing communications has been widely accepted in practice and studied in theory as a viable strategy for firms seeking to build product awareness and brand relevance. Furthermore, the finding that celebrity endorsement influences brand awareness is similar to past research findings that suggested that celebrities are able to cut through clutter and draw consumer attention (Till, 1998).

### **5.2.1 Personal Care products**

This question required respondents to list five or fewer South African celebrities and the brands they endorse. Responses citing international celebrities were not considered since the primary reason was to ascertain whether or not young consumers were familiar with the local celebrity endorsers used by companies. The respondents cited a variety of celebrity endorsers; for the purposes of analysis, the list was narrowed to five celebrities with the highest number of votes. In general, South Africans are obsessed with activities such as sports and the arts (music, performances, soapies and pageants which are aired on free SABC channels). This could be a possible explanation why Terry Pheto the L'Oreal celebrity

endorser who is a successful drama and movie actress was listed by 32.3% of the respondents.

Itumeleng Khune was cited by the respondents as the fourth most popular celebrity endorser mentioned by 13.2% of the participants. In the present study, only 27% of the respondents were male, which may have affected the celebrity endorser's popularity considering that the majority of soccer fans are usually males. Moreover, the mentioning of Itumeleng Khune can be attributed to the fact that he plays for a popular local premier soccer league team Kaizer Chiefs, and is the national soccer team (Bafana Bafana)'s goal keeper. International studies by Cashmore cited in (de Run *et al*, 2010) revealed that products and brands endorsed by English soccer star David Beckham are all vicariously consumed because of his success and his desirable lifestyle. South Africans will always be passionate about sport and there is no better association for a company's brand than an association with sport (Van Heerden *et al*, 2008). Therefore, it is vital that South African marketers are informed about what their target consumers are passionate about. They need to incorporate consumers' preferences into their advertising strategies by using celebrity endorsement. Tapping into consumers' space is likely to influence consumer behaviour either positively or negatively.

Zizo Bheda, a presenter and former Miss Teen South Africa was also listed by a number of respondents. She is the current celebrity endorser for Garnier Oil Control complete vanishing cream aimed at young consumers with problem skin. Prior studies pointed out that advertising personal care or cosmetics to women works by lowering their self-esteem and creating unrealistic images of beauty (Oakley, 2009). It is evident that airbrushed or photoshopped images of celebrities are likely to entice the young consumer.

The p value is .000 which is less than 0.01 which means there is a significant relationship. There is a weak positive correlation with ( $r = .342$ ); using a celebrity to advertise a brand increases brand awareness. This means that when a celebrity is used to promote a brand, consumers' brand awareness is heightened or increased. These findings are in line with past studies in other countries that suggest that celebrity endorsers add glamour and awareness to a brand (Biswas *et al*, 2006). In addition, this positive correlation between using a celebrity endorser and brand awareness confirms the claims that this promotional tool has helped firms build [brand] awareness and brand relevance (Cronin, 2003).

### **5.2.1.1 Celebrity endorsement creates better brand recognition**

As outlined in the previous chapter, 37.5% of the respondents strongly agree, 44.3% agree, 12.9% are unsure, 4.3% disagree and 0.9% strongly disagree that this advertising strategy creates better brand recognition. The findings from this question show that a majority, although less than 50% of the respondents, agree that the presence of celebrity endorsers creates brand recognition. In addition, entertainers (celebrities) are perceived as key role models by young adults. It is vital that marketing managers consider building awareness and gaining support of these individuals, as they can do a great deal to influence the young consumers of today (Martin and Bush, 2000). The negative response to this question is contrary to previous findings, which concluded that the use of a celebrity endorser leads to instant brand recognition by the consumer, with immediate cut through advertising clutter, giving a brand a competitive advantage.

### **5.2.2 Objective two: Investigating whether the use of celebrity endorsement influences brand recall**

Several questions or statements were posed to respondents with the aim of exploring whether or not celebrity advertising influences consumers' brand recall. Question 15 was analysed to make inferences about consumers' brand attitudes and celebrity endorsement advertising. Precisely, the question aimed to find out whether or not South African celebrity endorsers make brands memorable to target consumers. As noted in the previous chapter, the responses were as follows: cumulatively 56% of the respondents agree (13.8% strongly agree, 42.5% agree), 28.9% are unsure, and 14% disagree (12.6% disagree + 2.2% strongly disagree). This means that the majority of respondents believe that when local (South African) celebrity endorsers are used, brand recall is heightened. These findings confirm that celebrity endorsers are used to create instant recognition, implicit preference, the potential cool factor and the competitive advantage of brand recall, and also to improve company performance (Doss, 2011).

According to Sonia (2002), over the years marketers have adopted more African American celebrities in their campaigns. This is due to the realisation of their importance to the African American market. Based on the arguments from this study, one can assume that global companies such as L'Oreal, and Garnier appointed South African Black brand endorsers to tap into the Black consumer segment. Consumers are likely to be influenced by role models within their societies, cultural and race groups. Respondents showed high levels of brand recall when local (South African) endorsers promoted brands; this could also be attributed to

the fact that, celebrities are liked and exposed in the media for their different achievements and roles. Brand endorsements draw a consumer to a local star that they recognise and relate to through constant exposure in the media. In addition a celebrity spokesperson helps trigger past associations with the sponsor and stimulates retention of the message (Cronin, 2003).

This is closely related to arguments raised by a Pepsi marketing manager who found celebrity endorsements vital for their customer base. Celebrities do not only bring new value, excitement or humour to a product, but they bring energy and recall that you don't sometimes get with non-celebrity advertising (Sonia, 2002). Also, because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for [advertising] messages in today's highly brand saturated environments (Rawtani, 2010). A study by Balakrishnan and Kumar (2011) also discloses that celebrity endorsed advertisements create a lasting impact in consumers' minds; they consider such endorsements as a testimonial for the products, re-enforcing the product credibility and leading to better brand recall at the point of purchase. Furthermore, Black endorsers speak to two objectives, namely; they deliver the message better to a Black target market than their White counterparts and because of their celebrity status they effectively communicate to the general market as well (Sonia, 2002). Marketers are urged to develop advertising strategies that speak well to and have relevance for their target market.

Study findings revealed that, a smaller percentage of respondents argue that celebrity endorsers do not contribute to or influence their recall of a firm's brands. This may be due to the fact that some marketers recycle celebrity endorsers to promote their brands; this decreases their effectiveness. (Patel, 2009) argues that multiple endorsements have often been found to reduce the popularity and recall of brands; if a consumer recalls an advertised brand, it is because of the power of that brand and the content of the advertisement. It is imperative for marketing managers to refrain from using over exposed celebrity endorsers because it affects the credibility of the advert and therefore affects consumers' brand recall.

Celebrity popularity also contributes to brand recall. Celebrity brand associations do not always influence brand recall. For instance, Garnier employed celebrities such as Tara Sharma and Simone Singh, Agni Diamonds and Riama Sen didn't get much brand recall, and even if they did, it was difficult to attribute it to the celebrities endorsing the brand (Jain, 2011). In South Africa, Garnier appointed Zizo Beda, former Miss Teen SA and presenter who is especially popular in their target market. One can conclude that Garnier may have been remembered by the respondents mainly because of the popularity of the celebrity endorser. If an unpopular celebrity endorser is used, brand recall may decrease. According to

the ANNOVA results there is no significant difference between the three age groups (18-20, 21-23, and 24 year olds) in terms of their brand recall. Based on the above mentioned findings, we can therefore conclude that the presence of a South African celebrity endorser in an advert helps young consumers recall brands.

### **5.2.3 Objective Three: Investigating whether celebrity endorsement advertising influences purchase behaviour**

The following question or statement was analysed, a celebrity endorser vouching for brand features and quality influences consumers' purchase behaviour. The findings from the current study revealed that, cumulatively, 41.9% of participants were in agreement (11.7% strongly agree, 30.2% agree), 18.2% were unsure, 31.7% disagreed and 7.7% strongly disagreed with the question above. It is clear that more respondents agree that they are most likely to purchase a marketer's brand when a celebrity endorser vouches for a brand's features and quality. From the findings, inferences can be drawn that the young consumers surveyed regard celebrity endorsers as sources of information about brand features and quality. Moreover, this also means that respondents believe that the presence of celebrity endorsers in commercials plays a role in their purchase decisions. This further confirms previous findings which suggest a positive inclination towards the belief that consumers are motivated to buy products as a result of celebrity endorsements (Jain, 2011). The findings from ANOVA tests reveal that the youngest group (18-20 year olds) from the sample are the most likely to purchase celebrity endorsed brands. This can be attributed to the fact that people in this age group consists of teenagers who are still finding themselves and who construct their identities based on role models in the media.

These results also correlate with previous studies that indicate that entertainers can be significant influencers on young adults' purchase attitudes and behaviours (Costanzo and Goodnight, 2005). Potential role models such as athletes or entertainers are more likely to encourage purchase decisions than father figures. For instance, athletic apparel giant Nike has been successful utilising Tiger Woods to appeal to young African-American adolescents interested in golf, showing that athletes are very capable of establishing strong brand identities in adolescent markets where parents or peers might not have a strong influence (Jensen, 1998 cited in Martin and Bush, 2000). Last but not least, an advertisement with a celebrity endorsement is likely to be one of the factors which persuades a consumer to purchase a product (Balakrishnan and Kumar, 2011).

#### **5.2.4 Objective Four: Investigating whether celebrity endorsement advertising influences brand loyalty**

The results from question 22 presented in the previous chapter aimed to investigate if a celebrity-product match improves brand loyalty. The findings illustrated that, cumulatively, 58% (44%+14.8%) agree, and 13.3% disagree that when there is a perceived fit between the celebrity endorser and a brand, consumers are likely to be brand loyal. Based on the results, one can infer that consumers are least likely to be brand loyal when there is no fit between the celebrity endorser and the advertised brand. These findings are related to prior studies which concluded that the better the celebrity/product fit, as perceived by consumers, the higher the level of endorsement effectiveness (Amos *et al*, 2008). The t- test results showed that there is a significant difference between male and female views. We can conclude that, males are more brand-loyal to a perfect celebrity endorser match with a mean of 3.75, than females. Nevertheless, these findings are contrary to previous studies that found that male respondents were indifferent about celebrity advertising (Pang and Run, 2010). In addition, the 18-20 year olds are the only age group that are brand loyal when there is a celebrity-product match. This may be motivated by the fact that today's society is fascinated by and emulates celebrities (Choi *et al*, 2007). South African young consumers also tend to construct their identities based on media or celebrity standards.

In addition, cumulatively, 67% (21% + 45.1%) of the respondents agree, and 13.3% (11.1% + 2.2%) disagree that celebrity endorsement improves brand loyalty. The results indicate that the majority of respondent agrees with the above statement. This is in agreement with the literature's claims that consumers are bound to be more brand loyal to their favourite celebrities and perceive that it also builds brand loyalty (Koernig and Boyd, 2009). Customers avoid risk by remaining loyal to brands with credible celebrity endorsers. Empirical findings from the t-test revealed that there is no significant difference between male and female viewpoints when a favourite celebrity is used to endorse brands. This suggests that there is no difference in their likelihood of remaining brand loyal to favourite celebrity endorsers.



### **5.3 Conclusion**

The chapter commenced by restating the study objectives. The empirical findings were then discussed in great detail. Supporting evidence from the literature was discussed to find any similarities and dissimilarities in line with the study objectives. The discussion indicated that celebrity endorsement impacts on brand attitudes such as brand awareness, brand recall, purchase intention and brand loyalty. It was found that, the youngest group in this survey 18-20 year olds are mostly likely to purchase and be brand loyal to celebrity endorsed brands than any other age group. However, findings from the current study suggest that celebrity endorsements do not always guarantee consumer purchase intentions and brand loyalty. It is imperative that marketers move consumers beyond brand awareness, brand likeability and recall to actual purchase activity. The following chapter provides conclusions and recommendations for further research arising out of this study.

## **CHAPTER SIX**

### **CONCLUSIONS AND RECOMMENDATIONS**

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#### **6 Introduction**

The previous chapter provided a discussion of the empirical findings of the study. This final chapter highlights the purpose and importance of the study. Empirical findings are summarised and related to the literature on celebrity endorsement advertising theories and concepts. In addition, a discussion of the managerial implications and limitations of the study is presented. Finally, recommendations for further research on the part of both academics and marketing managers are provided.

##### **6.1 The main purpose of the study**

As outlined in chapter one, the study set out to investigate or determine whether or not the use of celebrity endorsement as an advertising strategy has any influence on youth brand attitudes and buying behaviour. Moreover, this study was undertaken to understand the effective use of celebrity endorsement as an advertising strategy that South African marketers can execute to promote their products or brands.

The ever increasing advertising budgets set aside for endorsement deals especially by multinationals and other local South African companies such as Unilever, Procter and Gamble and Nike motivates the need to evaluate endorsers' financial effects on organisations and consumer brand attitudes. This study primarily aimed to determine the viability of using celebrity endorsements to influence consumer purchase behaviour.

##### **6.2 Motivation for the study**

This study was deemed crucial for both academics and marketing managers in various ways. As outlined in the first chapter, the empirical findings provided deeper insights about South African young consumers' unique brand attitudes and perceptions of celebrity endorsement advertising. Given the savvy and well informed consumers that brand marketers deal with, it is imperative that they implement advertising strategies that are perceived positively by their target markets. Moreover, empirical findings and inferences made will provide a guide on how best brand managers can execute marketing campaigns which aim to accomplish desired objectives and increase sales. As far as the researcher could determine, no previous academic study has directly investigated South African young consumer's attitudes to celebrity endorsement advertising.

Last but not least, the findings of this study add to the existing limited body of knowledge in South Africa. The study has uncovered avenues for further research on consumer dynamics in the field so as to advise industry specialists faced with sceptical and evolving consumers.

### **6.3 Managerial Implications**

This study has raised several implications for marketing managers who use celebrity endorsements as their advertising strategy. The first is that there are many ways of using celebrity endorsers to promote brands, which could yield positive brand attitudes or increased sales. This kind of research will prove beneficial for companies with high budget expenditures and advertising agencies (White *et al*, 2009). Advertisers spend millions of dollars trying to achieve the best positioning strategy and top of mind their product (Katyal, 2004). Furthermore, the motivation behind the exorbitant budgets is the belief that celebrity endorsers have a positive effect on sales (Katyal, 2004). Therefore, managers should take precautionary measures when selecting celebrity endorsers to promote their brands. Advertisers need to avoid celebrities who have a negative image which may affect the performance of the brand and brand perceptions amongst consumers.

In addition, it was found that when an attitude towards the advert or commercial is positive, so will be the attitude to the brand or product. Hence, when advertisers rely on ads to create a positive image for their product, they should build a favourable perception (Cronin, 2003).

In selecting attractive celebrity endorsers, managers need to consider the 14-point scale for selecting an appropriate endorser (Patel, 2009). In addition, managers ought to move beyond ensuring brand awareness to actually enhancing purchase intention.

### **6.4 Limitations of the study**

The major limitation of this study is that it is confined to the University of KwaZulu-Natal, which makes it impossible to generalise the findings to young consumers in South Africa. This sample was chosen because of time, financial and access constraints. However, it is important to note that the findings were purely from a consumer's perspective. Time and access constraints made it impossible to collect data from retailers.

### **6.5 Recommendations for further research**

In this section suggestions for further research are outlined. These pertain to both gaps in the literature and the findings of the current study.

The empirical findings of the study are specifically confined to the University of KwaZulu-Natal Psychology students surveyed. It is recommended that this study be replicated to a larger sample.

In addition, the current research topic could also be investigated using qualitative approaches such as interviews and focus groups where respondents can fully express their perceptions of and attitudes to celebrity advertising. This would yield more substantial information for marketers on the target markets.

The current study found a positive significant relationship between brand awareness and consumers' purchase behaviour when a celebrity endorsement strategy is used. These findings are in close accordance with the literature review; however, the extent to which consumer brand awareness contributes to purchase behaviour such as lifestyle, values and socio-economic status could be further investigated. Other external factors that influence consumer purchase behaviour could also be further investigated.

Another recommendation would be to expand the geographical scope of sample, this could be beneficial for marketers to compare young consumer attitudes in different locations. Finally, further research could investigate the financial viability of celebrity endorsers in South Africa. This means that this study could be replicated to the supplier or retailer's perspective.

## **6.6 Conclusion**

This final chapter outlined the main purpose of the study, its contribution and chapter summaries. Thereafter, the limitations of the study, managerial implications and recommendations for further research were discussed. This research study set out to investigate whether or not celebrity endorsement advertising influences South African young consumers' brand attitudes. The study found that this advertising strategy influences consumers' brand attitudes such as brand recall, brand awareness, brand loyalty and purchase activity. However, the extent of this influence varies from one consumer to the next. In the context of this study, 18-20 year olds proved to be more likely to purchase celebrity endorsed brands than any other age group in this study. It was also shown that this age group is willing to pay more for celebrity endorsed brands. In conclusion, it is clear from the results of this study that celebrity endorsement affects consumer behaviour; however, the extent to which it does so depends on how well the marketing communications team executes the strategy in the relevant target market.

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## Appendix ONE

University of KwaZulu-Natal  
School of Management, IT and Governance

**Researcher:** Thubelihle N Ndlela (072 206 3071)

**Supervisor:** Dr Maxwell A Phiri (033 260 5843)

**Research Office:** Ms P Ximba 031-2603587

Dear Respondent

I, Thubelihle N Ndlela am Master of Commerce (Marketing) student in the School of Management, IT and Governance the University of KwaZulu-Natal. You are invited to participate in a research project entitled “South African young consumers’ brand attitudes and Celebrity Endorsement Advertising”

The aim of this study is to understand consumers’ opinions and attitudes towards Celebrity Endorsement Advertising. The research findings are intended to contribute to a body of knowledge on whether or not celebrity endorsement is an effective marketing strategy specifically in improving brand performance and consumer attitudes in South Africa.

I would like to invite you to complete a questionnaire for this study, which should last about 15mins. Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequence. There will be no monetary gain from responding to the questionnaire. Confidentiality and anonymity of records identifying you as a participant will be maintained by the School of Management, UKZN.

If you have any questions or concerns about participating in this study, please contact me or my supervisor at the numbers listed above. I hope you will take the time to participate in this study.

Sincerely

Investigator’s signature

TN Ndlela

01/03/2012

*This page is to be retained by participant*

**CONSENT**

I \_\_\_\_\_ (full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project. I understand that I am at liberty to withdraw from the project at any time, should I so desire.

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

*This page is to be retained by researcher*

Appendix two

Dear Respondent

My Name is Thubelihle Namaswazi Ndlela a student at the University of KwaZulu-Natal pursuing Master’s degree in Commerce. I am conducting research as a fulfilment of the Masters of Commerce Marketing degree. The title of my research is **South African young consumers brand attitudes and celebrity endorsement advertising: A case study at the university of KwaZulu-Natal.** The results for this study will be useful purely for academic purposes.

Please answer the questions by ticking or marking with X on the appropriate box

Any information that you provide will be kept confidential. The questionnaire comprises of **6 Sections (A-F)** Please answer all questions

**Section A: Background Information**

1. Gender Male  Female

2. What age group category do you fall into?

18-20  21-23  24

**SECTION B: General Overview of Celebrity Endorsement Advertising**

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
3. I am aware of celebrity advertising in the media					
4. I prefer brands endorsed by celebrities					
5. I relate to celebrity endorsement					

6. List **five** or less personal care (beauty) brands you know that are endorsed by celebrities

.....

.....

.....

**SECTION C: Brand Awareness**

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly disagree
7.Celebrity advertising creates awareness about brands					
8.Celebrity endorsed advertisement captures the consumers' attention					
9.Celebrity endorsed advertising creates better brand recognition					
10.Celebrity advertising enables one to be aware of new brands					
11.Celebrity advertising helps me to be more aware of brands I would have not known					

## Section D Brand Memorability/ Recall

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly disagree
12.I recall adverts or commercials that feature celebrities					
13.Celebrity endorsed advertising creates a lasting impact on the consumer's minds					
14.Consumers have a better brand recall at the point of purchase when celebrities are present in the advertisements					
15.South African endorsers enhance memorability of brands					



**SECTION E: Purchase behaviour**

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly disagree
16. I prefer to purchase celebrity endorsed brands					
17.Celebrity advertising induces purchase intension					
18. A celebrity' vouching for the brand's features and quality influences my purchase decisions					
19.Favourite celebrity's presence in an advert makes me purchase a brand					
20.Overall impact of the advert of the brand combined with presence of a celebrity endorser influences my purchase decision.					

**SECTION F: Brand Loyalty**

Question	Strongly Agree	Agree	Unsure	Disagree	Strongly disagree
21.Celebrity advertising builds brand loyalty					
22. Consumers are loyal to endorsed brands if there is a product- match with the endorser.					
23.Brand loyal consumers are willing to pay more for celebrity endorsed brands					
24.Celebrity advertising reinforces or improves brand loyalty					
25.Consumers become loyal to brands endorsed by their favourite celebrities					

Appendix three



Terry Phetho



Zizo Bheda



Itumeleng Khune

