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**THE EFFECT OF CELEBRITY  
ENDORSEMENT ON 15-34 YEAR  
OLD CONSUMERS BUYING  
BEHAVIOUR**

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I hereby declare that the Research Report submitted for the honours degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

## ABSTRACT

The purpose of this study was to analyse the effect of celebrity endorsement on consumer's buying behaviour. This study concentrated on the 15-34 years old consumer segment because a study by The Nielsen Global Survey (2015) revealed that this segment is the most influenced by celebrity endorsement.

The research examined the relationship between the key attributes of celebrity endorsers and consumers' buying behaviour as well as their overall experience with celebrity endorsement. The study adopted a quantitative approach using a structured online questionnaire with a final sample of 23 respondents.

The findings revealed that celebrity endorsement has an effect on consumers. It also highlighted that consumers deemed four attributes more important for a celebrity endorser to possess: likeability, credibility, attractiveness and expertise. Based on these findings, it was calculated through descriptive statistics that Shimp's NO TEARS Model and the Source Attractiveness Model are more effective in the choice of celebrity endorsers. Lastly, it was found that social media platforms are the most effective medias for celebrity endorsement, in particular Instagram.

**Keywords:** Celebrity endorsement, Celebrity endorser, Consumer buying behaviour.

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## **I. INTRODUCTION**

Advertising is a very important part of business as it fulfils the need to create awareness around products, services and brands as well as persuade consumers to purchase them. One of the advertising strategies used by organisations is celebrity endorsement.

Celebrity endorsement is a fairly common marketing communication strategy. Organisations allocate significant resources for celebrities to endorse their products through different mediums such as television, magazines, billboards and social medias among others. The main aim is to induce consumers' purchases in order to increase organisations' sales and profits.

This research intends to study the effect of celebrity endorsement on 15-34 year old consumers buying behaviour. A general introduction to the topic will be given in this section. After a brief background defining the key words of the research, the rationale highlights the reasons that drove the need to conduct this research. The third part consists in the problem statement and is followed by an explanation on the relevance and interest of this topic. Finally, the research purpose and objectives as well as the research questions will be stated.

### **1. Background**

In order to grasp a better understanding of celebrity endorsement, the meaning of these two words will be given separately then after, the term "celebrity endorsement" will be defined.

#### **a. Celebrity**

The term "celebrity" refers to an individual who benefits from public recognition for his or her career achievements and their talents; such as singers, actors, comedians, sport figures, entertainers and even politicians (Friedman & Freidman, 1979; McCracken 1989).

However, many modern celebrities have not achieved anything exceptional but have gained the public attention through media such as tabloid press, reality shows and even

social medias (Turner, 2004). If you take the example of candidates in reality shows for example, their fame resulted neither from their career achievements nor their talents but from scandals they have been involved in and that made them famous.

It is important to note that they are different level of celebrities, some are known internationally, others are local celebrities but the most important factor in endorsement is that the celebrity has to be familiar to the target audience. For example, a celebrity skateboarder might be unknown to the larger public but well known in the circle of young people interested and practicing skateboarding (Marketing Schools, 2017).

### ***b. Endorsement***

Endorsement is a form of advertising or marketing strategy, paid or not, in which a person, famous or not, promotes an organisation's products, services, brands or even raises awareness about an issue or a charity (Duncan, 2017).

An endorsement is defined as an advertising message aimed at consumers. It reflects opinions, beliefs or expertise of a party other than the organisation on the organisation's products, services or brands. There are two types of endorsements: celebrity endorsement that is defined in the next part and non-celebrity endorsement (Federal Trade Commission, 2009).

### **c. Celebrity endorsement**

Celebrity endorsement is an omnipresent characteristic of modern marketing (McCracken, 1989). It consists in the use of celebrities to promote organisations' products, services and brands. It aims at attracting attention to the endorsed products, services and brands while transferring the values associated to celebrities in the public mind to these products/services (Ohanian 1990; Erdogan 1999).

Using a celebrity is one of the most effective ways to gain consumers' attention and assuring their understanding of the advertising message in a limited amount of space and time (Dyer, 1986).

Nowadays, celebrities feature in around 20-25% of advertisements. Organisations use celebrity endorsement for their advertisement to stand out of the advertising ter. The advertising clutter represents the large volume of advertising messages consumers are exposed to daily. Because it has become increasingly difficult for an advertisement to be noticed, organisations use celebrities to increase the visibility of their advertisements, brands, and keep them in the mind of customers (Erdogan, 1999; Koernig & Boyd, 2009; Sliburyte, 2009).

## 2. Rationale

Researchers have found that when humans are confronted with a decision, emotions from previous experiences influence the options considered and the choices made. Consumers' search for emotions often stimulates their decision to make purchases therefore brands use various strategies to trigger emotional links with their consumers. These emotions create preferences, which lead to decisions. Celebrity endorsement is one of those strategies. Consumers develop an emotional attachment to celebrities and subconsciously believe that the purchase of a product endorsed by a celebrity they have esteem for, will allow them to mirror the celebrity's coveted traits or attract similar people into their lives (Ambroise, Valette-Florence & Pantin-Sohier, 2014).

Celebrity endorsement is defined as the hiring of celebrity such as popular sportspersons, actors, and musicians to advertise and promote an organisation's products (Kotler & Armstrong, 2006). Some examples of international celebrity endorsement and co-branding are Rihanna for Puma, Manolo Blahnik, Dior. Some examples of local celebrity endorsement are Boity for Sissi Boy and for Legit; Lauren Liesl for Vichy; AKA for Cruz vodka; Bonang for Ipanema and for Revlon; Casper Nyovest for MTN and for KFC; Nomamzo Mbatha for Neutrogena and for Puma.

Some celebrities seem to have the Midas touch<sup>1</sup> when it comes to celebrity endorsement and some brands are taking advantage of it. It is particularly surprising that nowadays celebrities endorsed or co-branded products have been sold out in record times after their launch. Some examples are:

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<sup>1</sup> *The Midas touch refers to Greek King Midas who transformed everything he touched into gold. Concerning celebrity endorsement, that golden touch refers to their abilities to sold whatever endorsed products/ services for record amounts at a record time.*

- Rihanna's \$140 Fenty x Puma creepers that sold out in less than 35 minutes, her Fenty x Puma trainers collection and her \$80 Puma fur covered slides sold out in a matter of hours (Lang, 2016)
- Kylie Jenner's \$195 Cosmetics Birthday Collection that was sold out in less than 30 minutes and her KyShadow palette in less than a minute (Thomas, 2016)
- Kanye West's \$120 simple white t-shirt for French brand A.P.C. sold out in minutes (Cox, 2013)
- Khloe Kardashian's Good American Jeans sold for a total value of \$1 Million on the first day of its launch (Brooke, 2016)
- Also, Oprah's free endorsement of a French fryer "Actifry" by SEB resulted in the market capitalization of the company increasing by almost \$150m just in hours after her tweet to her 16,7 Millions followers (Guillaume, 2013)

The researcher's personal interest in the celebrity endorsement topic is driven by curiosity on the reasons influencing consumers' decisions regarding celebrity endorsed products and brands. This research can be useful to marketers as it will provide them with the important attributes that consumers believe celebrity endorsers must possess as well as the consumers' preferred communication mediums regarding celebrity endorsement. It will enable them to improve their selection of celebrity endorsers.

### **3. Problem statement**

Although celebrity endorsement is a modern advertising strategy widely used by brands, there is minimal evidence that it directly influences consumer-buying behaviour. Each year, global and local companies allocate excessive annual advertising budgets to endorsement deals. Some companies can spend around five hundred million dollars a year on celebrity endorsement contracts and pay some celebrities \$ 300 000 for a single endorsement post on their social media pages (Erdogan, 1999; Kotler & Armstrong, 2006; Shimp, 2007; Robehmed, 2016).

Celebrity endorsements are expensive for organisations and yet, nowadays, it is impossible not to come across celebrity endorsement of brands in its different forms. It is a marketing strategy that is widely used and therefore assessing the effect that celebrity endorsement has on consumer buying behaviour is a relevant matter.

There is a need to evaluate the effect of celebrity endorsement on consumer buying behaviour because of celebrity endorsements' exorbitant cost for companies. Assessing this advertising strategy effectiveness on consumer buying behaviour will help to determine if it is an effective and beneficial advertising strategy for organisations to use.

#### **4. Relevance and interest of the topic**

The effect of celebrity endorsement on consumer buying behaviour is a topic worth investigating because celebrity endorsement is extensively used in every aspect of today's life: in sports, in fashion, in entertainment and even in politics.

Nkosi (2016) explains that the business of celebrity-watching as well as social media platforms makes evident the increasing influence of celebrities in modern culture. Indeed, people have more access to celebrities now than ever with social media platforms such as Snapchat, Twitter, Facebook and Instagram and those platforms play a huge role in marketing products nowadays.

Capitalizing on the fame of celebrities, some brands developed the concept of endorsement further by teaming up with the celebrities to create product lines. Many authors have also introduced the notion that modern celebrities constitute brands in their own right, therefore endorsements represent a form of a co-branding strategy (Thomson, 2006; Seno & Lukas, 2007; Halonen-Knight & Hurmerinta, 2010).

Celebrity endorsement has been widely used in advertising but Information and Communications Technology (ICT) has completely changed the way brands advertise over the last 20 years, and we are moving towards an environment in which this fascination with celebrities is increasing.

All the precedent reasons explain why researching the effect of celebrity endorsement on consumer buying behaviour is important.

## **5. Research purpose and objectives**

The intent of this research is to study the effect of celebrity endorsement on consumer buying behaviour and to identify the factors that are critical for celebrity endorsement to effect on consumer buying behaviour.

- The main objective of the research is therefore to measure the effect of celebrity endorsement on consumer buying behaviour
- The second objective is to evaluate celebrity endorsement as an advertising strategy
- The third objective is to assess the consumers' overall experience with celebrity endorsement

## **6. Research question**

### **a. Main question**

The main research question for this study is “Does celebrity endorsement have an effect on consumer buying behaviour?”

To gain more insight into the research topic, and eventually provide an answer to the problem statement, the following sub-questions have to be addressed:

- To what extent are consumers aware of, and attracted to, celebrity endorsements?
- How important do consumers consider celebrity endorsement among other factors influencing their purchase decision?
- What are the main attributes consumers consider important for a celebrity endorser?

### **b. Secondary research questions**

1. How effective is celebrity endorsement as an advertising strategy?
2. What is the consumers overall experience with celebrity endorsement?

## II. LITERATURE REVIEW

This literature review covers fundamental subjects of this research study on the effect of celebrity endorsement on consumer buying behaviour. It reviews existing concepts, theories and models. The first part explores consumer buying behaviour as well as the different models used in the literature to explain it. The second part covers celebrity endorsement and explain the models and theories researchers have developed through the years. It enables the researcher to gather the information needed in order to conduct this study and provide a basis for the research objectives and questions.

### 1. Consumer buying behaviour models

Organisations can plan and control consumer behaviour. Celebrity endorsement aims at persuading consumers as well as generating a positive impact on companies' financial results (Choi, Lee & Kim, 2005; Teich 2008).

#### a. Consumer buying decision process

According to the decision-making perspective, the buying decision process starts with the consumer recognizing a problem and then moving through a series of logical and rational steps to solve it. The different steps are found and explained in the following process (figure 1) below (Kotler & Amstrong, 2006).



*Figure 1. Buyer decision process (Kotler & Amstrong, 2006)*

The first step in the process is the problem identification/recognition. It involves becoming aware of, or being interested in, a problem. When a person recognises that they have a need that is not being fulfilled, they feel unsatisfied. The person recognises that a problem exists, and must be dealt with as soon as possible.

The second step is recalling & gathering information or search for information. The individual can get information from memory and experiences, advice from family members, friends, opinion leaders, advertising, sales people, brochures, as well as a variety of other sources.

The third step is the evaluation of available alternatives. The individual weighs up the benefits of the various choices that are available to satisfy the need.

The fourth step is the purchase decision. The individual chooses from amongst several attractive choices, weighing up the good and bad attributes of the various choices and finally makes a decision to purchase. It involves actually going to the point of sale and purchasing the product.

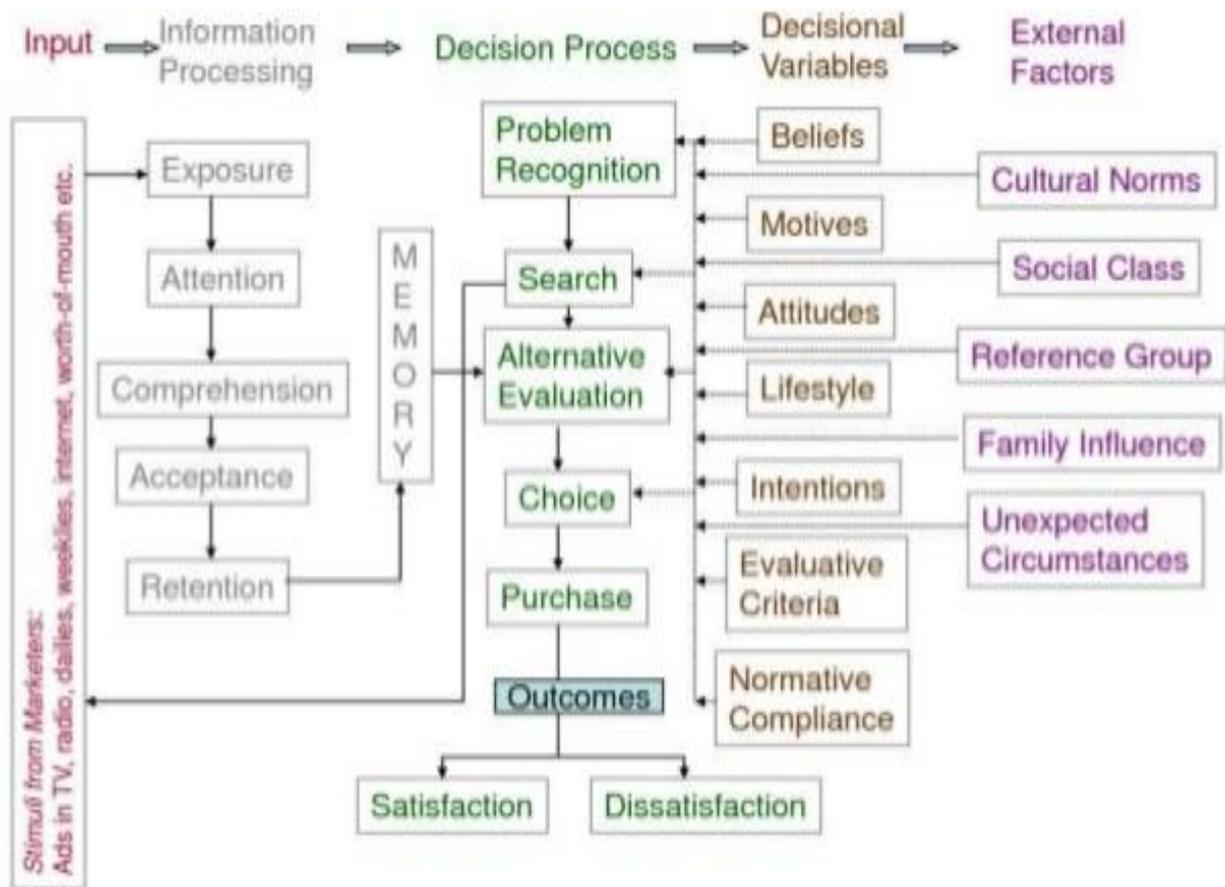
The fifth and final step is the post-purchase behaviour. A buyer may have chosen from among several attractive alternatives, weighing the pros and cons and finally making a decision. Once this is done, the purchaser will evaluate the success of the purchase decision. The purchaser may be satisfied with the purchase, and may then become a loyal customer of the particular brand. However, if the purchaser experiences doubts or problems, this may later lead to dissonance.

Some experts argue that not all purchases are rational and logical. Sometimes, consumers buying decisions are just driven by their feelings, emotions, moods or by their previous product experiences. They also state that customers often skip some of the above steps (Engel, Kollat & Blackwell, 1968).

#### **b. Engel, Kollat and Blackwell (EKB) Model (1968)**

The EKB model, also known as the Consumer Decision Model, describes the process of consumer buying behaviour. For each step, it lists the elements and sub-elements influencing the consumer decision.

This model is an expansion of the consumer buying decision process that recognizes that other external and internal variables influence the consumer buying behaviour.



**Figure 2. The EKB model (Engel, Kollat & Blackwell, 1968)**

### c. Factors influencing consumer buying behaviour

The following factors influences the buying behaviour of consumers:

#### **Cultural factors**

Culture is defined as the complexity of learned meanings, values, norms and customs shared by members of a society. Cultural norms and values indicate which types of behaviour are acceptable and which types should be avoided. The culture that you identify with is usually closely linked to your race and ethnic orientation (Kotler & Amstrong, 2016).

Cultural influences have the broadest and the deepest influence on buying behaviour. Cultural values can change and have to be watched by marketers. Ignoring such a deep and wide factor can be very costly for companies in terms of image and profit (Kotler & Armstrong, 2016).

### ***Social factors***

Social factors refer to the influences related to other people that clearly shape buying behaviour. Reference group, family members, social class, role and status of the consumer are all examples of social factors.

A reference group influences behaviour in the sense that individuals strive to conform to the expectations of the group. Individuals either aspire (would like to be a part of the group) or disassociate (wishes not to be connected to the group) with reference groups (Kotler & Armstrong, 2016).

### ***Personal factors***

Consumers' buying decisions are affected by personal factors such as age, lifecycle, economic situation, activities, interest, opinions, personality et cetera (Kotler & Armstrong, 2016). For example, a person who enjoys sport will be more willing to buy sport equipment and apparel than a person who like spending his time reading, playing games on a computer or watching TV.

### ***Psychological factors***

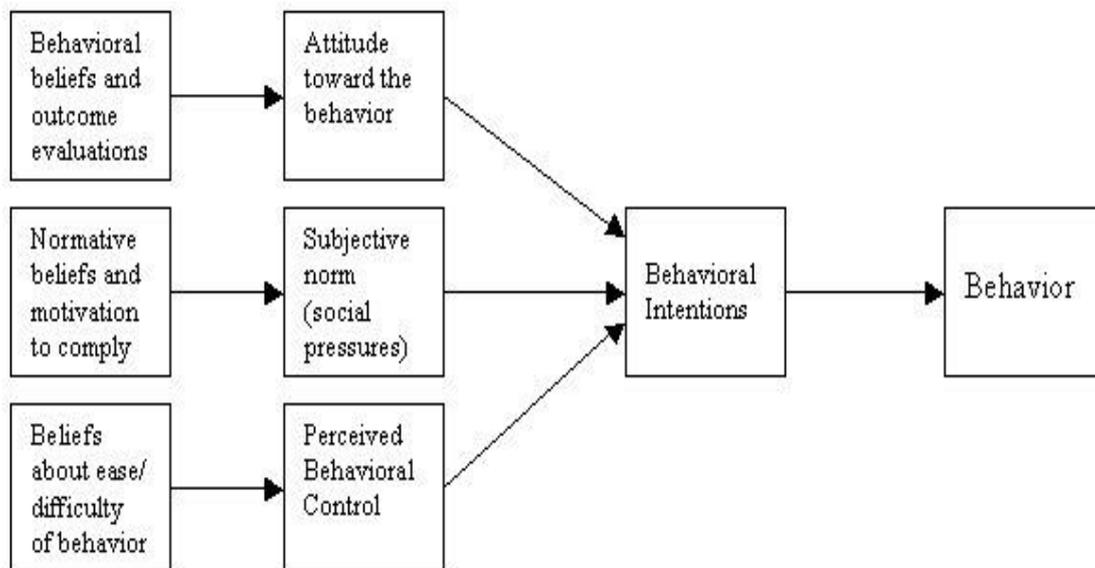
These factors relate to perception, learning, memory and motivation. They affect buying behaviour by shaping the perceived picture of product in customer's mind. The different psychological factors affecting consumers' buying behaviour are motivations, attitudes, beliefs, personality, information choices, preferences and communication (Kotler & Armstrong, 2016).

But, as stated by Kotler & Armstrong (2016), it is easy to find out what, where, and how much consumers buy. On the other hand, it is more difficult to understand the whys behind their buying behaviour because the reasons are often locked deep within the consumer's mind and even the consumers themselves cannot explain exactly what influences their

purchases. This is what the following theory, the theory of planned behaviour, tries to achieve.

#### d. The theory of planned behaviour

The theory of planned behaviour (TPB) is a conceptual framework that predicts and explains human behaviour in precise situations (Ajzen, 2012).



**Figure 3. The theory of planned behaviour (Ajzen, 2012)**

The TPB assumes that behaviour is preceded by the intention to perform this behaviour. This intention is determined by three kinds of considerations or beliefs: behavioural beliefs or the attitude/self-opinion, normative beliefs or other' opinions and control beliefs.

Firstly, behavioural beliefs refer to the self-perception and the evaluation of positive or negative consequences of carrying out this behaviour. They come from the consumer's memory and experiences that led to the adoption of an attitude toward the behaviour.

The second kind of consideration, normative beliefs, deals with the perceived expectations and behaviours of the consumer's referent group, as well as the consumer motivation to conform to this referent group's expectations and behaviours. They also come from the consumer's memory and experiences of abiding to social pressure.

Thirdly, control beliefs refer to factors influencing a consumer's ability to carry out the behaviour.

The greater those three beliefs are, the more likely the consumer will take on the behaviour (Ajzen, 2015)

In order to understand the effect of celebrity endorsement on consumer buying behaviour, it is important to understand the process behind the consumer purchase. It can help to determine at which stages of the consumer buying decision process the celebrity endorsement of the brand is more effective and what are the factors that contribute to consumers' buying decisions.

## **2. Celebrity endorsement models and theories**

Certain attributes of a celebrity enhance his/her ability to influence consumers' attitudes towards a brand. Researchers have developed many models and theories to explain the factors and attributes contributing to the effect of celebrity endorsement on consumer buying behaviour. Those models are used in studies on celebrity endorsement and their importance differs from one study to another. In order to gain a better insight, we have chosen to include most of the models and theories in this literature review.

### **a. Source Credibility Model**

This model is based on the fact that various characteristics of a celebrity may positively affect a consumer's message receptivity.

The source credibility model is composed of two dimensions. The first one is the celebrity's expertise and it can be defined as the extent to which consumers perceive the celebrity to provide valid and accurate information. The celebrity trustworthiness is the second dimension. It relates to the extent to which the consumers perceive that the celebrity provides information in a honest manner, free of manipulation or deception. Trustworthiness is the most important dimension within the source credibility and influences credibility (Ohanian, 1990; Tripp, Jensen & Carlson, 1994)

<b>TRUSTWORTHINESS</b>	<b>EXPERTISE</b>
Trustworthy - Untrustworthy	Expert - Not Expert
Dependable - Undependable	Experienced - Inexperienced
Honest - Dishonest	Knowledgeable - Unknowledgeable
Reliable - Unreliable	Qualified - Unqualified
Sincere - Insincere	Skilled - Unskilled

**Table 1. Source credibility scale (Ohanian, 1990)**

### **b. Source Attractiveness Model**

The source attractiveness model analyses the effectiveness of celebrity endorsement through the respondent perception of certain characteristics in the celebrity. This model is also based on the positive effects of a celebrity's characteristics on consumers' message receptivity.

Familiarity, the first characteristic, refers to how well the celebrity is known by the consumer and is built through exposure. When a company chooses a celebrity to endorse its brand or product, it is important that it measures the extent to which consumers are familiar with this celebrity. The more familiar the consumer is with the celebrity, the more positive the effect of the celebrity endorsement will be. The mere exposure effect explains that consumers who are more familiar and more exposed to a celebrity will automatically like this celebrity more (Zajonc, 1968). But Bornstein (1989) as well as Ohanian (1990) contradict the mere exposure theory and state that the effect of familiarity on attitude increases when the exposures of the celebrity are brief and separated by long delays and therefore the effect of familiarity decreases when there are long exposures of the celebrity and short delays between them.

Secondly, likeability relates to a certain affection/ admiration that the consumer has for a celebrity. Likeability can be defined as the affection the consumer has for the celebrity and is based on the celebrity's physical appearance and behaviour. When using celebrity endorsers in commercials and advertisements, companies expect that people will transfer the likeability they have for the celebrity to the endorsed brand (McGuire, 1985; Ohanian, 1990).

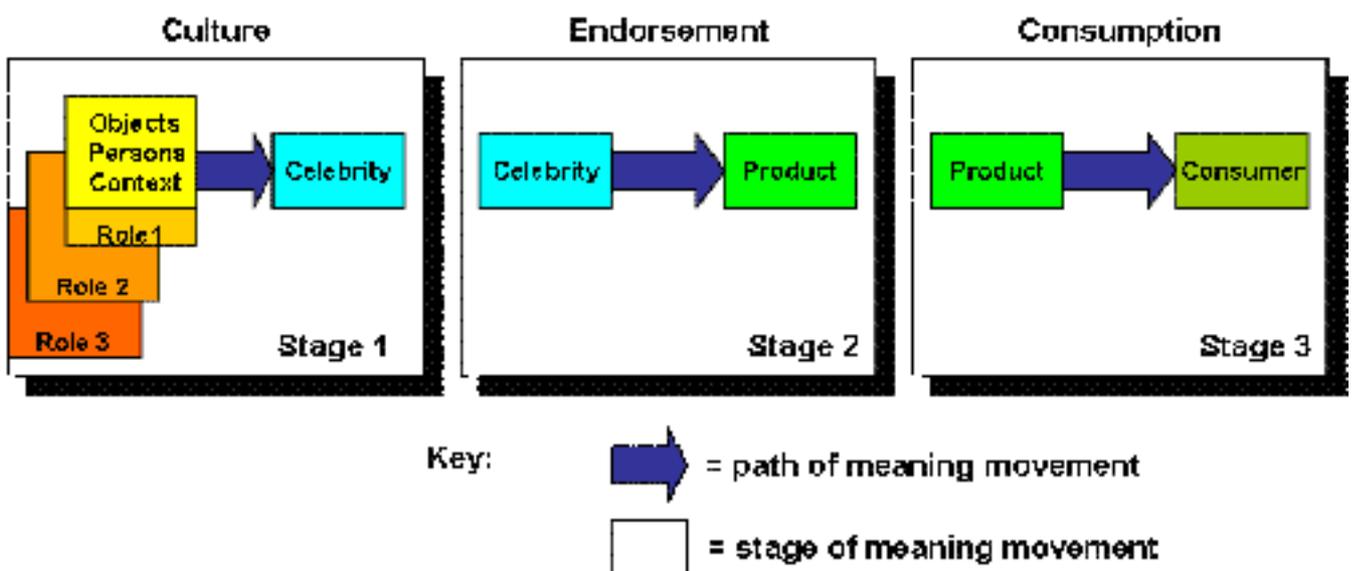
Thirdly, similarity refers to presumed resemblance/ similitudes between the celebrity and the consumer. And finally, attractiveness relates not only to physical attractiveness but also to any virtuous characteristics that consumers perceive in a celebrity (Ohanian, 1990).

### c. McCracken - Meaning Transference model (1989)

Through the endorsement process, celebrities bring their own symbolic meanings to the brand and transfer it to the endorsed products and consumers (McCracken, 1989). In other words, the qualities of the celebrity that consumers admire are linked and transferred to the brand.

McCracken's model focuses on the varieties of meanings that a particular celebrity conveys such as demographic (age, gender, status), personality and life style (sophistication, elegance, trend-setter).

The following three steps model explains how the meaning associated with the famous person is transferred from the endorser to the product or the brand.



**Figure 4. McCracken meaning transference model (1989)**

### Step 1. The construction of celebrity image

McCracken state that contrary to non-celebrity endorser used in advertising, celebrities already possess a huge amount of meanings that are understood and integrated by consumers.

### Step 2. The movement from celebrity to product

The organisation should ensure that there is a connection between the celebrity and the meanings of the endorsed product that are easy for the consumer to identify.

### Step 3. The transfer of meaning from product to consumers

It is the most complex step. Consumers have turned celebrities into inspirational figures and assimilate the meanings that give the power to celebrity endorsement

It is therefore important for organisations to choose celebrities that will convey the meanings they associate to the endorsed brand and therefore facilitate this meaning transfer.

McCracken's model has been criticised by other researchers who estimate that the model regards consumers as non-independent and credulous thinkers. According to them, this perception is not relevant anymore in today's society and comes from the "golden age" of advertising when consumers were less educated and informed. They state that McCracken model implies that consumers are passive and that the meanings are simply transferred without any resistance from the consumer (Twitchell, 1996; Boultus, 2000).

#### **d. Shimp's TEARS model (2007)**

The TEARS acronym stands for trustworthiness, expertise, physical attractiveness, respect and similarity. The model is constructed on credibility and attractiveness, the two attributes that are traditionally used in celebrity endorsement (Ohanian, 1990; Till & Busler, 2000).

In his TEARS model, Shimp (2007) divides the two attributes. Credibility is divided in trustworthiness and expertise; while attractiveness is divided in three categories: physical attractiveness, respect and similarity.

## ***Credibility***

Credibility in celebrity endorsement can be defined as the extent to which the consumer assess the celebrity's ability to have relevant knowledge, skills, or experience and trusts the celebrity to give impartial, objective information (Belch & Belch, 1994).

Therefore, according to this model, credibility has two components:

- Trustworthiness

Trustworthiness on the other hand, refers to the honesty and integrity of the celebrity endorser. Businesses attempt to find endorsers who are seen as trustful, honest, believable and dependable by consumers. The credibility of the advertisement is higher and there will be an increase in positive response from consumers if they believe what the celebrity endorser is telling and trust him/her. A negative publicity around the celebrity endorser can negatively impact the brand image and sales of the endorsed brand or product (Shimp, 1997; Erdogan, Baker & Tagg, 2001).

However, Ohanian (1991) argued that the perceived trustworthiness of a celebrity endorser has no effect on the purchase intentions of the consumer

- Expertise

Expertise refers to how familiar and informed the celebrity is on the endorsed product or brand (Erdogan, 1999). Ohanian (1990) stated that it is more about the consumer's perception of that expertise than the real expertise of the celebrity.

When compared to celebrities who are seen as non-experts, the celebrity endorser who is perceived by consumer as an expert in a specific domain will trigger higher brand recognition. The level of celebrity expertise therefore determines its effectiveness (Speck, Schumann & Thompson, 1988; Amos, Holmes & Strutton, 2008).

## ***Attractiveness***

- Physical attractiveness

The model is based on physical attractiveness. According to Kamins (1990), the attractiveness of a celebrity creates the perception in consumers' mind that the

brand/product endorsed increases the celebrity's attractiveness and that it will similarly increase theirs.

- Respect

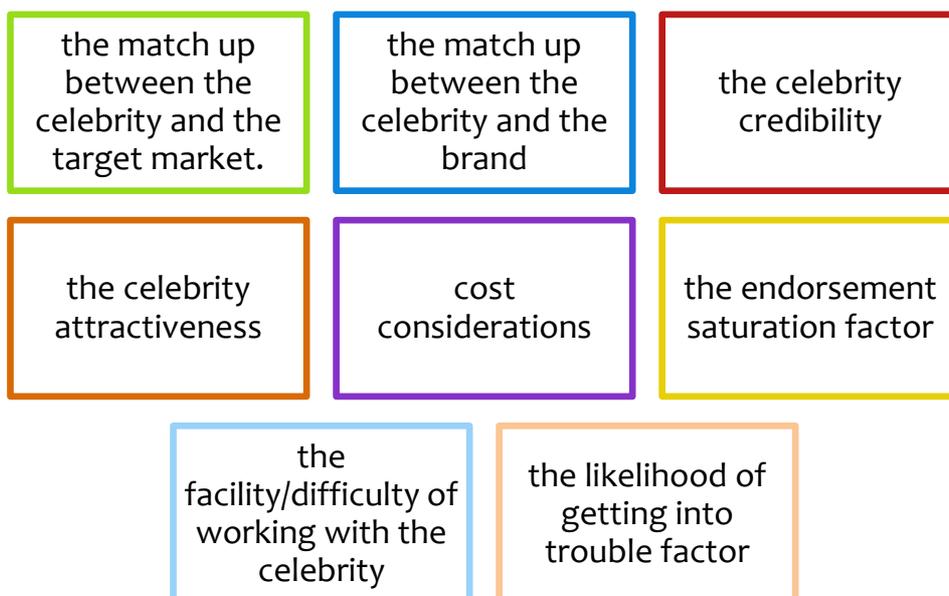
Respect in the TEARS model relates to the extent of admiration consumers have for the endorser; this respect is build upon the endorsers' qualities and achievements. Respect is the substantive feature of the attractiveness attribute and may, in some circumstances, surpass the physical attractiveness in consumers' mind (Shimp, 2007).

- Similarity

Similarity therefore refers to the match between the target audience and the endorser in terms of age, gender, ethnicity and so on. It is based on the assumption that consumers prefer endorsers with whom they share common features (Shimp, 2007).

#### e. Shimp's No Tear Model (2007)

The "NO TEAR" model is a tool developed for managers and advertisers to empower them with guidelines directing their decisions when choosing a celebrity endorser. It is about the actions to take in order to select the right celebrities endorsers.



**Figure 5. NO TEARS model elements (From Shimp, 2007)**

Shimp NO TEARS model consists of evaluating the 8 (eight) dimensions in the figure above in order to ensure that a celebrity is the best choice for endorsing an organisation's products, services or brand.

The first element is to ensure that there is a match up between the celebrity and the target market. The target market and the endorser should positively relate.

The second element refers to ensuring that there is a match up between the celebrity and the brand. There must be compatibility between the brand image, values and the celebrity image, values, behaviour.

The next two dimensions are the celebrity credibility and the celebrity attractiveness that already have been developed in the TEARS model in the precedent section.

The fifth dimension relates to cost considerations. Although it should not dictate the final choice, the cost to obtain a celebrity's services and the return on capital have to be considered and evaluated.

Then the facility/difficulty of working with the celebrity should be evaluated by the organisation. Some celebrities are easy to work with, while others are complicated and might cause problems. It is a factor that organisations need to take into account in order to facilitate the endorsement relationship.

The seventh dimension is described as the endorsement saturation factor. The number of endorsement a celebrity undertakes can affect his effectiveness. Overexposure of a celebrity endorser will affect his credibility. It is not a critical factor but it has to be evaluated.

The likelihood of getting into trouble factor is the eighth and final dimension. The company should take into consideration the behaviour, conduct and public image of the celebrity to avoid negative publicity (Shimp, 2007).

This model adds elements to the TEARS model in order to build a list of elements that managers need to take into consideration when selecting celebrity endorsers.

#### **f. Match-up congruence hypothesis**

Till and Busler (2000) stated that celebrity endorsement is more effective when there is a compatibility between the product type and the profession of the celebrity endorsing it.

Several studies demonstrated the importance of a match-up congruence between a celebrity endorser and the product, brand or company endorsed (Cooper, 1984; Forkan, 1980).

The match-up congruence is composed of two central elements: the perceived fit and the image of the celebrity. A celebrity who has a good image that suits the product/service/brand/company endorsed will lead to greater credibility and effectiveness of the endorsement (Misra, 1990).

For example, an athlete endorsing sports equipment is congruent because there is a match between his/her profession and the endorsed product and the same goes for a top-model endorsing make-up. If those endorsements are swapped, the congruence is lost.

#### **g. Other important celebrity endorsement related factors**

##### ***Celebrity co-branding***

Because some celebrities are regarded as brands in themselves, celebrity endorsement is seen as an association between brands that is mutually beneficial for all the parties involved (Ambroise et al., 2014).

It benefits businesses because many celebrities already have a set market of dedicated fans willing to purchase anything related to their name (Euromonitor International, 2014).

Celebrities have realised the power of their names and many market themselves like brands. Co-branding allows celebrities to exert control over the development and success of the brand image that they project as they associate with other brands.

### ***Endorsement on Internet and social medias***

Celebrities have adopted social media as a means of communicating and interacting with their fans/followers. These platforms also provide a way for celebrities to promote different products to their fans. The rise of social networks such as Snapchat, Instagram, Facebook and Twitter, allow consumers/fans to follow every move made by a celebrity, especially the young generation, generation Z, but also Millennials (Jatto, 2014; Nkosi, 2016)

Researchers blame the Internet for the rise of a societal obsession with celebrities and celebrity worship. They criticize the fact that some celebrities are famous for simply being famous. They cite the example of reality shows that have transformed “ordinary” people with no major achievements into celebrities and that using those celebrities in endorsement threatens the relevance of trustworthiness, credibility and expertise in celebrity endorsement (Cohan, 2001; Carter, 2006; Choi & Berger, 2010).

### ***Risks of using Celebrity Endorsers***

Some authors state that the use of celebrity endorsement in advertising can create some risks such as

- Overshadowing the brand: there is a risk that consumers will focus on the celebrity and not on the endorsed product. It is also called “the vampire effect” (Rossiter & Percy, 1987).
- Multi-Product Endorsement: the consumer’s perception of the credibility of the celebrity endorser may be endangered if they are engaged in too many endorsements (Kaikati, 1987; Tripp, Jensen & Carlson, 1994)
- Negative Publicity: negative behaviour of celebrities receives more attention from consumers and can impact the endorsed brands (Money, Shimp & Sakano, 2006)

All the theories, models and concerns relate to celebrity endorsement and have been used in different studies. All the researchers cited above believe that they contribute or weaken the effectiveness of celebrity endorsement. When analysing the different models, most of them share common elements and can be regrouped when designing the questionnaire. Therefore in order to analyse the effect of celebrity endorsement on consumer buying

behaviour, the various factors that impact its success or failure need to be analysed in order to gauge their relevance.

### **3. Conclusion**

A review of literature is a link between the research and what has already been established in the field. It links the aspects on celebrity endorsement that has been already established by other authors and projects the current research work in perspective. In this literature review, we have grouped the different theories and models important to conduct this research.

Researchers have developed theories and scholars have applied the subject of celebrity endorsement in many geographical locations and from various angles. Celebrity endorsement effect has been linked to brand awareness, brand loyalty, consumer buying behaviour et cetera. The attributes of celebrities impacting the effectiveness of celebrity endorsement have been studied, modelled and theorized.

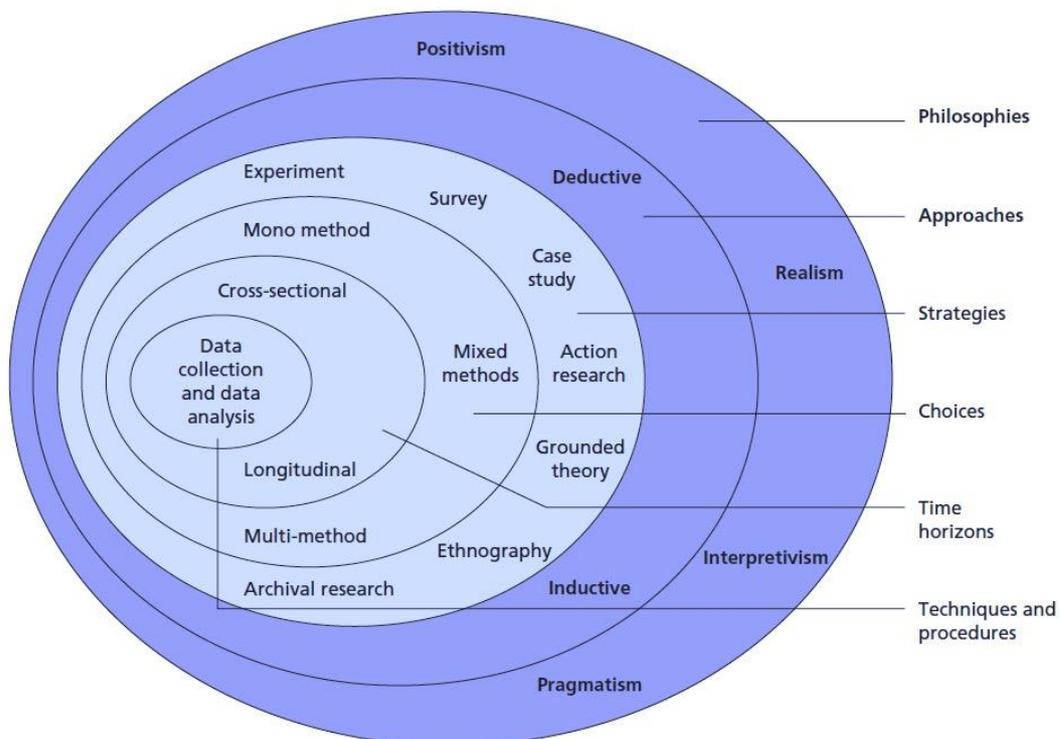
Although researchers can agree that celebrity endorsement has an effect on consumer buying behaviour, they have not been able to determine the exact effect and we would like to contribute to this research.

### III. RESEARCH DESIGN AND METHODOLOGY

This part presents the research methodology used to respond to the research question. The research methodology aim was to guide the research process (Maree, 2016). The methodology therefore established a methodological framework within which the research was conducted.

The research aimed to study the effect of celebrity-endorsed brands on consumer buying behaviour. It therefore fell under the exploratory research that aims at establishing the relationship between variables. In order to explain this relationship, exploratory research consisted in the analysis of the situation or problem. The researcher also used a quantitative approach. It is justified by the research intention to identify the factors of celebrity endorsement that effect consumer buying behaviour (Saunders, Lewis & Thornhill, 2009).

Below is an outline of the different layers of the research process (Figure 6). The research process states and defines the different steps taken by the researcher to conduct research.



**Figure 6. The research onion (Saunders, Lewis & Thornhill, 2009)**

## **1. Research design**

The research design established the plan for collecting, measuring and analysing the data that enabled the researcher to answer the research questions and fulfil the research objectives (Blumberg, Cooper & Schindler, 2008).

### **a. Research philosophy**

The research followed the positivism paradigm that is the suited paradigm when a research is aimed at examining a cause and effect relationship. Positivism is a philosophy that is of the view that knowledge stems from human experience. The main aim of positivism is to discover causal relationships, to understand how the world works to be able to predict events. Followers of this philosophy tend to focus on the causes that affect certain behaviours (Domegan & Fleming, 2007).

Positivism was adapted to this research on the effect of celebrity endorsement on consumer buying behaviour for the following reasons. The researcher's inference was minimal as it only consisted in developing a questionnaire from models and theories found in the literature and therefore her beliefs and influences were not taken into account. Data was collected online and therefore the respondents had no contact with the researcher; hence, the respondents were not influenced by her. The research aim was to produce precise, objective, quantitative data with findings that are generalizable from the sample to the population. The literature was studied to identify appropriate theories and models on celebrity endorsement that will be tested against empirical evidence collected through a questionnaire (Collis & Hussey, 2014)

### **b. Research approach**

Because of the extensive literature on the topic that can be used, the deductive approach is most suited for this research. The deductive approach consists on reasoning from the general to the specific (Du Plooy-Cilliers at al., 2014).

The deductive approach is suitable when the researcher's aim is to test existing theories and not to create new science. Furthermore, the deductive approach dictates the independence of the researcher from the population sample to maintain objectivity in the research. In the deductive approach, theories and models found in the literature will shape the collection and analysis of data (Arlbjorn & Halldorsson, 2002; Saunders et al, 2009).

This approach has been chosen to study celebrity endorsement as the researcher aims to test existing theories and models that already have been developed and found in the literature around celebrity endorsers. It is also the most appropriate approach for a quantitative study as conducted here.

### **c. Research strategy**

The strategy that the research will use is a survey. A survey was the chosen method because in order to gauge the effect of celebrity endorsement on consumers' behaviours the data should directly be gathered from consumers. It is therefore the most suited method for our study on celebrity endorsement.

A survey is used to collect data that is used to describe and explain a phenomenon (Maree & Pietersen, 2016). A survey provides quantifiable data concerning trends, attitudes or opinions drawn from the study of a sample of that population (Creswell, 2009). It also enables the researcher to make claims or generalised statements about the larger population (Payne & Wansink, 2011).

For the purpose of this research, a questionnaire survey is the instrument that is used. This is due to the fact that it allows the collection of data that will help us to gain an understanding of the effect of celebrity endorsement on consumer buying behaviour. A questionnaire is a set of formalised set of questions setup for obtaining information from respondents (The Independent Institution of Education, 2015). For this study, questions were drawn from the literature available on celebrity endorsement and focused on gathering answers from the respondents to fulfil the research objectives.

#### **d. Research method**

The research choice alternatives listed in the above onion (Figure 6) are mono-method, mixed methods and multi-methods. The present research on celebrity endorsement follows the mono-method, as only one approach is used (Saunders et al., 2009)

A quantitative method will be used because the aim is to determine what factors contribute to the effect of celebrity endorsement on consumer buying behaviour. For this purpose, a large number of data is required in order for the results to be valid and applicable to all. In addition to that, the qualitative method is not suitable for this study because the research does not seek to have an in-depth understanding of the consumer buying behaviour.

#### **e. Research time horizon**

The research was conducted under a cross-sectional time horizon. It means that the research studied a particular phenomenon at a particular point in time, like capturing a 'snapshot'. This means that the participants were only asked to answer to the questionnaire once. This differs from a longitudinal analysis where respondents' answers are measured repeatedly, every year for example (Saunders et al., 2009).

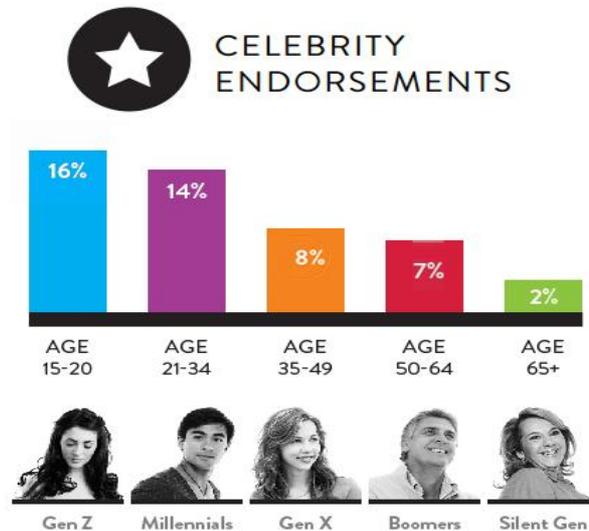
## **2. Population and sampling**

The IIE defines population as the total collection of elements on which the researcher desires to draw conclusions (The IIE, 2015).

A report about global trust in advertising revealed that in terms of celebrity endorsement, Generation Z (15-20 year olds) and Millennials (21-34 year olds) are the groups who are most responsive to celebrity endorsement. The report was conducted in 60 countries and used an online survey method (The Nielsen Global Survey, 2015).

## ADVERTISING THEME APPEAL DIFFERS BY GENERATION

Advertising themes that resonate more with younger or older respondents



**Figure 7. Nielsen Report – Global Trust in Advertising (The Nielsen Global Survey, 2015)**

Because the previously mentioned groups are more responsive to celebrity endorsement, the research population is all people aged 15-34 years old. The accessible population is males and females aged 15-34 years old that have Internet access and are part of the researcher's Facebook network. The population defines whom the research is interested in and therefore, provides a framework from the research. The sampling frame is the list of elements that the sample is actually drawn from. It refers specifically to the type of sampling plan to use and the sample size (The IIE, 2015: 57).

The sample is therefore all 15-34 years old who have access to Internet and who will come across the questionnaire online through the researcher's Facebook page and the researcher's network sharing the questionnaire. They have the choice to participate or not to the survey. Because the research project is about the process of conducting the research more than a full-fledged research study, the intended sample size is targeted to be a minimum of 20 respondents. This sample will be able to demonstrate the researcher's ability to collect data through her chosen data collection method and is sufficient to perform a superficial data analysis in order to draw some conclusions from the data.

The purpose of using a sampling procedure is to ensure that the appropriate sample is drawn, either reflecting the whole population or just the population elements that formed part of the sample. There are two types of sampling procedures. It can either be a probability sample, where each population element has a known chance to be included in the sample or a non-probability sample where samples rely on personal judgment to select sample members (The IIE, 2015).

The research is using a positivism paradigm and a quantitative approach. The findings of the research must allow for generalizations to be formed, and the researcher's influence is minimal. All those parameters indicate that a probability sampling must be conducted (Du Plooy-Cilliers et al., 2014).

The probability sampling method adapted for this research is random sampling. All sample members will have the same or equal chance of being selected. Random sampling is a simple procedure and can easily be administered in a small sample (Domegan & Fleming, 2007).

### **3. Data collection method**

Data collection is defined as the process a researcher undertakes to gather and measure information needed based on the research variables. It is conducted in an established structured way. Data collection is important because it enables the researcher to gather the necessary data to answer the research question(s) as well as evaluate results. Data collection methods are therefore all the tools and instruments a researcher can use to gather data. There are different data collection methods that are suited whether the researcher is conducting a quantitative or a qualitative analysis (Strauss & Corbin, 1998; Saunders et al., 2009)

#### **a. Secondary Research**

This study involves secondary data by reviewing literature. The materials used include books, texts, journals and articles. The papers are collected from the Internet and each paper is scanned using key words of the research to shortlist those that are most relevant for the topic of our research (Maree, 2016).

There is an extensive literature available on celebrity endorsement. Researchers have developed theories and models (see literature review) to explain celebrity endorsement and scholars have covered the subject in different angles such as the effectiveness of celebrity endorsement, the impact of celebrity endorsement on brand recall for example (Bailey, 2007).

### **b. Primary research**

As explained earlier, this study on celebrity endorsement is following a quantitative design. Quantitative data collection methods are usually conducted using probability random sampling. Quantitative data collection methods use structured data collection instruments where the respondents can choose between predetermined response categories that will generally include all the possible answers. The aim is to deliver outcomes that will be easy to summarize, contrast and generalize.

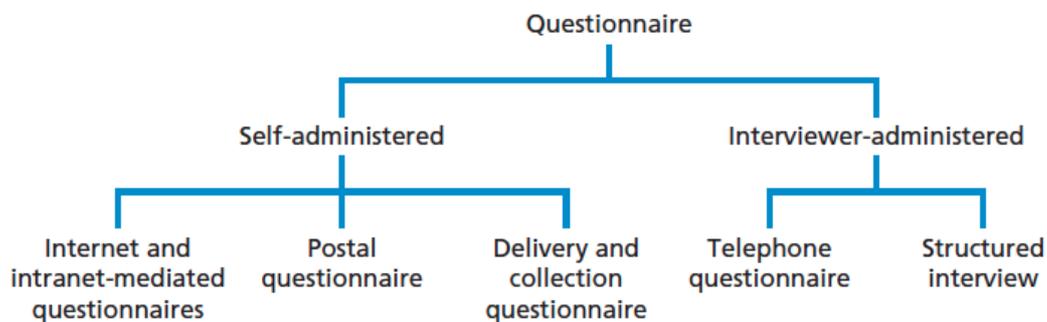
There are different data collection methods that are available to the researcher conducting a quantitative study. The experiment is the first data collection method and can either be conducted in laboratory, in the field or in a natural setting. Then, the researcher can use quantitative observation. Thirdly, the researcher can choose to collect data through interviews that can be conducted either face-to-face, by telephone or with a Computer Assisted Personal Interviewing (CAPI) and finally, the researcher can use survey - questionnaires that can be mailed or web-based questionnaires (The IIE, 2015).

The survey is the data collection strategy chosen by the researcher to study the effect of celebrity endorsement on consumer buying behaviour. A method of primary data collection, a survey consists in asking a representative sample of individuals to respond to a questionnaire (The IIE, 2015).

As stated by Saunders et al. (2009), questionnaires are used in explanatory research. This type of research enables the examination and explanation of relationships between variables, in particular cause and effect relationships. It is therefore the best data collection method for our study on celebrity endorsement.

A questionnaire regroups all techniques of data collection where each individual is asked to respond to the same set of questions in a predetermined order. It is one of the most widely used data collection methods. Because each respondent respond to the same set of questions, the questionnaire is an efficient method to collect responses from a large sample before quantitative analysis (Saunders et al., 2009).

The design of a questionnaire differs according to the way it is administered but mostly through the amount of contact the researcher has with the respondents. If an interviewer is not involved, it is called a self-administered questionnaire (Saunders et al., 2009; The IIE, 2015).



**Figure 8. Types of questionnaire (Saunders, Lewis & Thornhill, 2009)**

### c. Questionnaire design

Designing questions involves *what* is asked as well as *how* it is asked. The researcher needs to decide on what should be asked, how to phrase it and on the sequence in which it should be presented. There are different ways to phrase questions a researcher can use when drawing up the questionnaire. Open or close-ended questions are the two basic types of questions a researcher can use based on the degree of freedom given to the respondent in answering the question (The IIE, 2015).

In quantitative research, highly structured questionnaires with closed questions are preferred. Because the respondents will only have to choose their answer among the options provided on the questionnaire, it will facilitate the questionnaire filling process for the participants in the survey as well as simplify the decoding and analysis of questions (Czala & Blair, 1996; Domegan & Fleming, 2007).

Close-ended questions can limit the respondents if their actual answer to the question is not in the list of options provided on the questionnaire. In order to avoid this, the researcher carefully considered all the different answers possible and in some case, allow the respondents to write their own answers by leaving a blank to fill after the mention "other".

There are different types of close-ended questions among which the researcher can choose according to his needs. The questions that were used on this questionnaire are inventory questions where respondents can choose more than one response; multiple-choice questions where they can only choose one option and matrix questions that make use of scale such as *strongly agree*, *agree*, *disagree* and *strongly disagree*. This type of scale is called Likert scale (Du Plooy-Cilliers et al., 2014).

When drawing up the questionnaire, there are certain considerations that the researcher has to keep in mind and avoid. These concerns are mostly related to the wording or questions. The researcher should not use double-barrelled questions which are questions covering several issues at once and are ineffective to the research results, because there is no way of knowing to which issue the respondent's answer is linked. Questions should also be free of assumptions. A research that gets people to express attitudes on subjects that they do not ordinarily think about is meaningless. Assuming that respondents have an opinion about something is in fact a research error. Loaded language and leading questions also need to be banned from the research questions. A loaded question suggests a socially desirable answer or is emotionally charged, but it is phrased to introduce a more subtle bias. Leading questions are written in such a way that they basically tell respondents, or in other words, lead them to the answer that they should provide. They are usually phrased using phrases such as "Don't you agree...?" or "Wouldn't you say...?". The researcher should refrain from using ambiguous language. Not only should questions be simple, they should also be unambiguous. Items on a questionnaire are often ambiguous because they are too general. Words with vague or ambiguous meanings are confusing and should be avoided since respondents are easily confused about which answer to give. The researcher should ensure that the questionnaire is free of incomplete, negative items, vague, long and complex questions but also from jargon, abbreviations and acronyms. The key word when drawing up the questionnaire is simplicity (Du Plooy-Cilliers et al., 2014).

The researcher also had to ensure that the questionnaire was following a logical sequence by grouping the questions on the same topic together. In order to achieve that, the researcher referred to the research questions. The demographic questions were put at the end as they often make people lose interest in the questionnaire (Du Plooy-Cilliers et al., 2014; Maree & Pietersen, 2016).

The last step was to design an introduction to the questionnaire, explaining the purpose of the survey, assuring the respondents of their anonymity as well as specifying the estimated time to complete the questionnaire and thanking the respondents for completing the questionnaire (Du Plooy-Cilliers et al., 2014).

The questionnaire was created using Google Docs, an online word processor. For closed questions, Google provides the choice between multiple choice questions for the questions where the researcher only need a single answer and checkboxes for when the respondents can choose more than one answer. For those questions, the researcher stated in the questions that the respondents could choose a maximum of three questions and Google Docs provides a function to ensure that respondents respect the maximum number of answers. To create matrix questions, the function multiple-choice grid was used; it enables the respondents to choose only one answer per line. It was used to ask the respondents about their opinions on the attributes a celebrity endorser should have using a 5 points Likert-scale ranging from strongly disagree to strongly agree. Those attributes were found in the different models and theories in the literature review (see appendix 1)

#### **d. Pre-testing the questionnaire**

Czala and Blair (1996) have stressed the importance of conducting a pilot test of the questionnaire before the collection in itself. The purpose of testing a questionnaire is to enable the researcher to detect mistakes on the questionnaire, to ensure that respondents understand the question; to verify that the available answers are sufficient for respondents but also to make certain that the respondents feel comfortable with the kinds of questions asked and the way they are formulated. It also enables the researcher to measure the time taken by respondents to answer.

The questionnaire must be tested in order to ensure that the respondents will be able to answer the questions without inference from the researcher, but also to detect corrections that need to be made before conducting the actual study (Du Plooy-Cilliers et al., 2014).

It involves using a questionnaire or observation form on a trial basis in a small pilot study to determine how well it performs in an actual research situation to collect the required data.

Pre-testing the questionnaire was therefore done using four respondents falling within the characteristics of the sampling frame, as they were between 15 and 34 years old. The respondents in the pilot test expressed a clear understanding of the questions but needed explanations on the meanings of the celebrity endorsers attributes. Respondents also stated that the time given by the researcher to complete the questionnaire - between 15 and 20 minutes - was too much and that it took them between 10 and 15 minutes to complete the questionnaire. The pre-testers' feedbacks were taken into account and a definition of celebrity endorsers' attributes as well as a time revision were included in the final questionnaire.

#### **e. Sharing the questionnaire**

Primary data was therefore collected through a self-administered questionnaire (see appendix 1) that was developed for the research. Because the aim of this research is to draw generalisations from a sample of the population and to determine the factors contributing to the effect of celebrity endorsement on consumer buying behaviour, questionnaires are suited to obtaining the required data. It is also quick, cheap and convenient, as it can be shared on social media. Another advantage is that, because the questionnaire can take some time to complete, as it is composed of 15 questions, sharing it through social media enables the respondent to choose their own time to respond.

The questionnaire for this particular study was distributed on the Internet. Social media (Facebook) was the canal chosen by the researcher to distribute the questionnaire on the effect of celebrity endorsement. The questionnaire was developed through an online questionnaire generator (Google Docs) and the link was shared through social medias in order for the sample to access it. Google Docs enables the creation of a document and allows one to share it through different platforms. After creating the document, Google

Docs provides the researcher with options on how to share the created document: email, direct link, social media. The questionnaire was shared on social media (Facebook) in a public post that was freely accessible to anyone on Facebook. In order to increase the exposure of the questionnaire as well as the response rates, individuals were asked to share the questionnaire.

#### **4. Data analysis method**

The online survey was launched on the 8th of August and closed on the 27<sup>th</sup> of August. Therefore it ran a span of 15 days. After this period the survey was closed.

Before undertaking the analysis the data needs to be processed to avoid bias and misrepresentations. Non-responses can be a significant problem in surveys and are often an indication of the quality of the research. It can complicate the analysis of data if there is too much missing data (The IIE, 2015). Google docs automatically processed the data. In order to avoid non-response and incomplete questionnaires, the researcher used a function in Google docs to set up all the questions as required in order for the respondents to be able to submit the questionnaire. In other words, respondents needed to answer all the questions. Therefore, all the questionnaires collected are usable for the research.

The research used an online questionnaire. Google Docs software automatically collected and saved the data. Google docs automatically conducted a basic analysis by summarising the questions using descriptive statistics to present the results of the data collected. Pie, bar and columns charts were used to represent data graphically. For each question, Google docs give a summary of the answers given by the respondents (see appendix 2). It enables the researcher to directly detect the major trend in the answers given by the respondents.

A thorough review of literature revealed that in most of the models and theories developed to explain the effectiveness of celebrity endorsers included attributes such as credibility, expertise, trustworthiness and attractiveness for example (see literature review). Therefore, in order to assess the effectiveness of the different models and theories found in the literature, the present research attempted to determine what models are more relevant by asking the respondents to assess the attributes of a celebrity endorser that are important to them.

The researcher listed 10 attributes of celebrity endorser that are found across different models. The weighted arithmetic mean was applied to measure and present the attributes of the celebrity endorser according to the different models found in the literature. Mean implies average and it is the sum of a set of data divided by the number of data. Mean can prove to be an effective tool when comparing different sets of data (Pietersen & Maree, 2016). In this study, the aim was to compare different models. Because each model is composed of a different number of attributes, the mean was used in order to obtain comparative scores for each model.

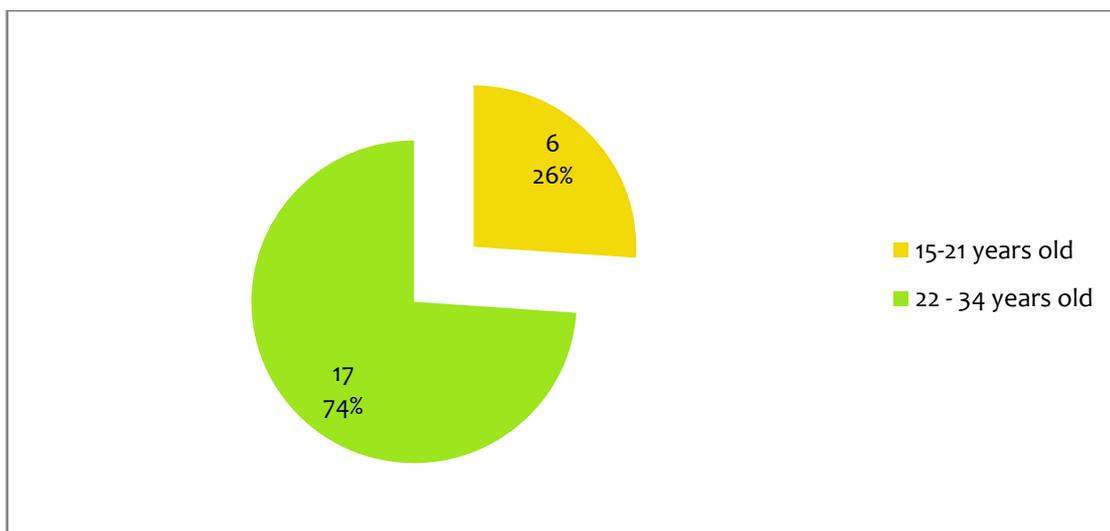
## IV. FINDINGS AND INTERPRETATIONS OF FINDINGS

### 1. Findings

#### a. Demographics

##### *Age distribution*

The research targeted two age brackets, namely: Generation Z whose age range from 15 to 21; and Millennials who are between 22 and 34 year olds.



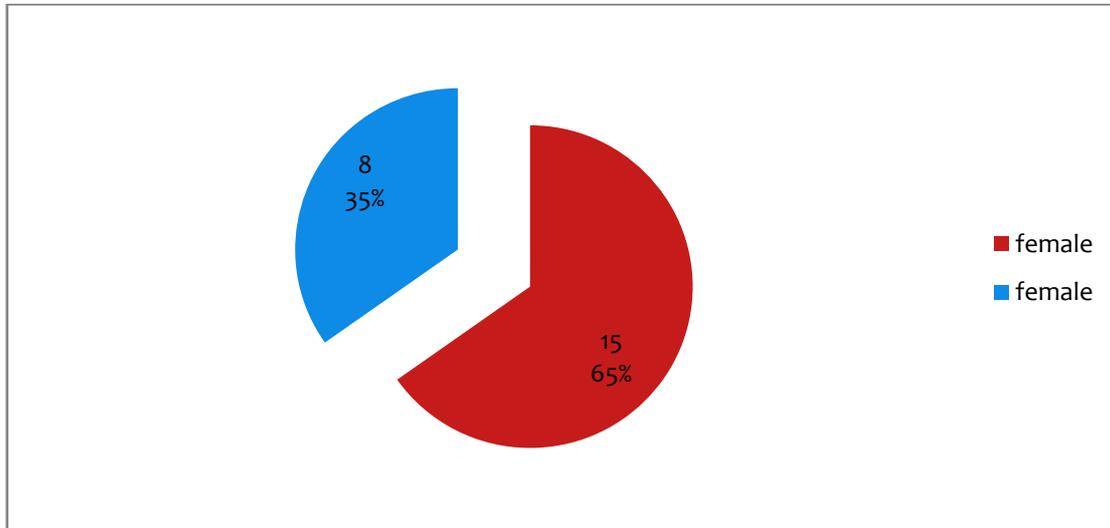
**Chart 1. Demographics - age distribution**

As it is seen from the figure above (chart 1), the sample is unevenly distributed as only 6 respondents are between the ages of 15 and 21 years old and 17 between 22 and 34 years old.

This gap can be explained by the fact that the questionnaire was distributed survey through the personal network of the researcher (Facebook) and therefore many of the respondents will be of a similar age as the researcher, which may lead to the age distribution of the sample being distorted.

### ***Gender distribution***

As can be seen from the pie chart below (chart 2), the sample is not evenly distributed in terms of gender. As such 34,8% of the respondents are males and the majority of the sample 65,2% is female.



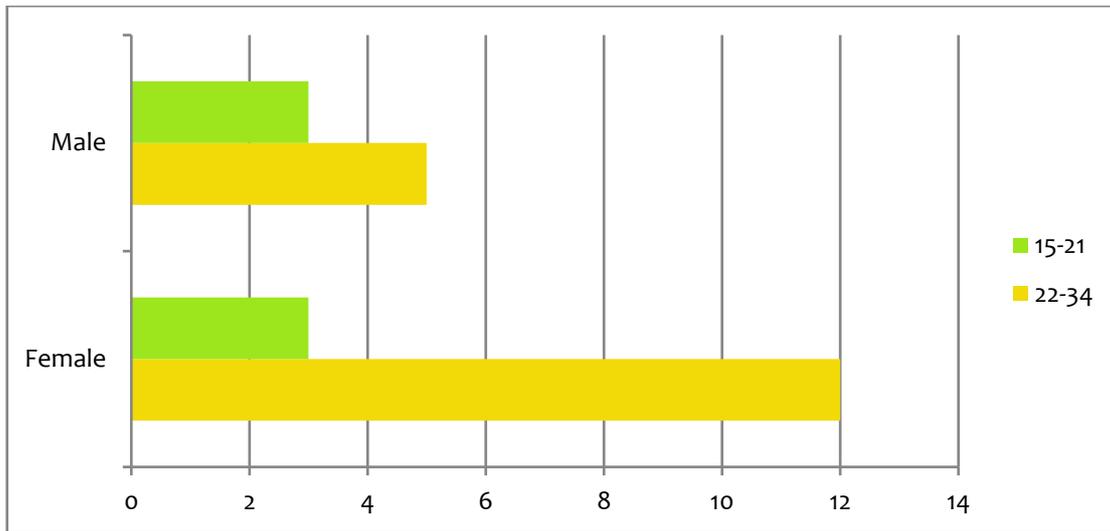
***Chart 2. Demographics - gender distribution***

### ***Sample demographic representation***

Therefore the final sample of 23 respondents (see chart 3 below) is composed of:

- 12 females of 22 to 34 years old;
- 3 females of 15 to 21 years old;
- 5 males of 22 to 34 years old;
- 3 males of 15 to 21 years old.

This suggests that the findings of this research are 65% likely to be the views of female respondents.



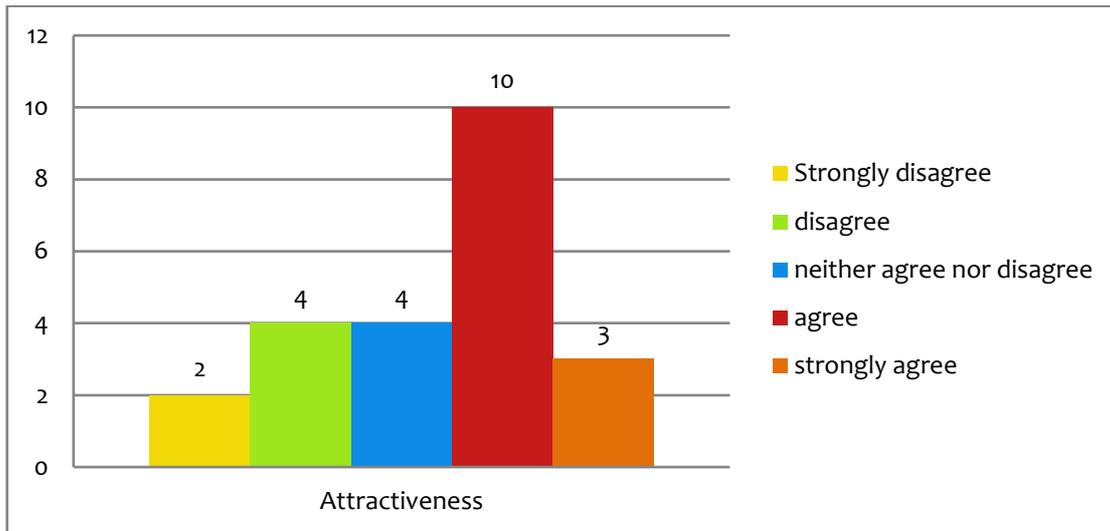
**Chart 3. Sample demographic representation**

### **b. Celebrities' attributes**

From the literature on the different models and theories on celebrity endorsement, the researcher listed 10 attributes that are attributed to effective celebrity endorsement in order to gauge the importance accorded by the respondents to each attribute.

Using a Likert scale ranging from strongly disagree to strongly agree, the respondents were asked to assess the importance of attractiveness, credibility, familiarity, trustworthiness, similarity, likeability, expertise, product-celebrity match, brand-celebrity match and respect. In order to ensure that the respondents understood the meaning of the different attributes, a short definition was included. It also guarantees that all the respondents have the same understanding of the attributes when answering the questions.

## Attractiveness

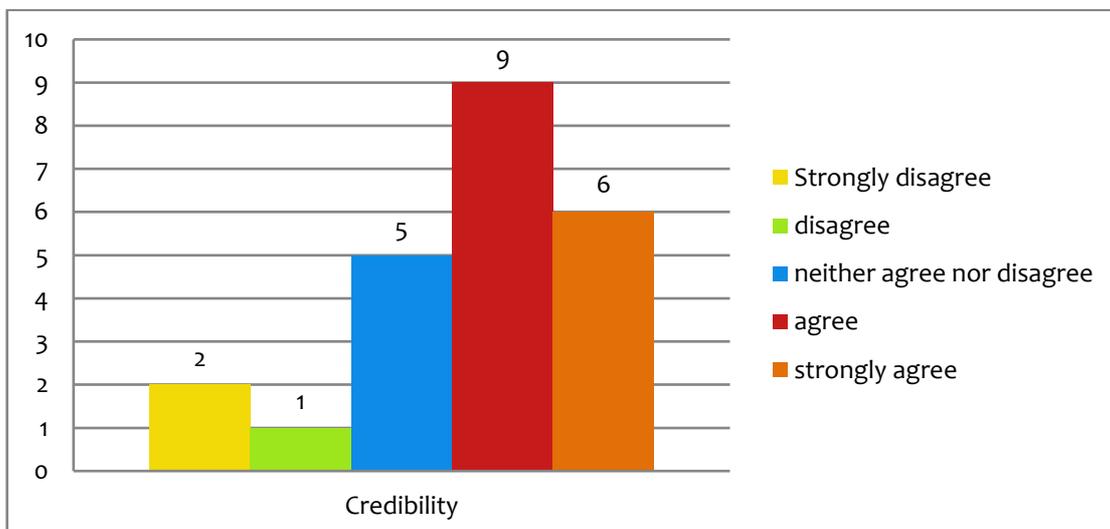


**Chart 4. Attributes - Attractiveness**

Thirteen (13) respondents (57%) stated that it is important for a celebrity endorser to be attractive. Attractiveness refers to physical attractiveness, as well as to any virtuous characteristics that consumers perceive in a celebrity.

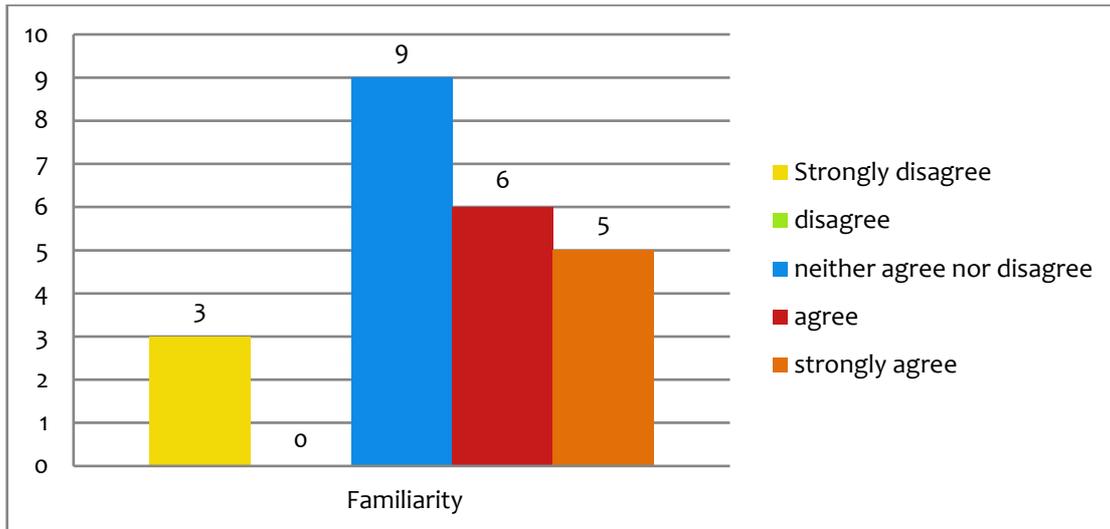
## Credibility

Credibility refers to the celebrity having the relevant knowledge, skills, or experience to endorse the product. Fifteen (15) respondents (65%) considered that credibility is an important attribute for a celebrity endorser.



**Chart 5. Attributes – credibility**

### **Familiarity**

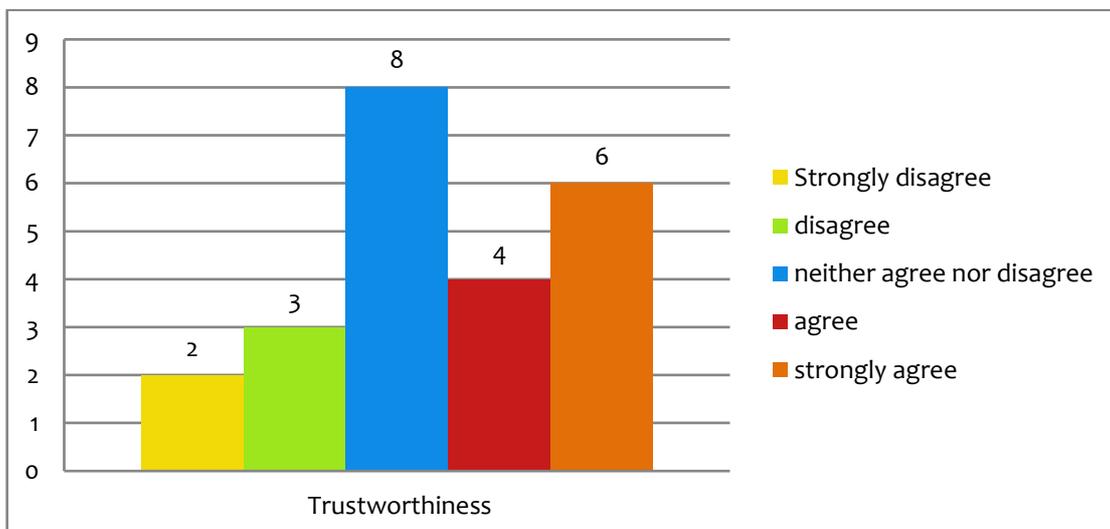


**Chart 6. Attributes - Familiarity**

Familiarity is defined as how well the respondents know the celebrity. Eleven (11) respondents (47%) agreed on familiarity being an important attribute for a celebrity endorser.

### **Trustworthiness**

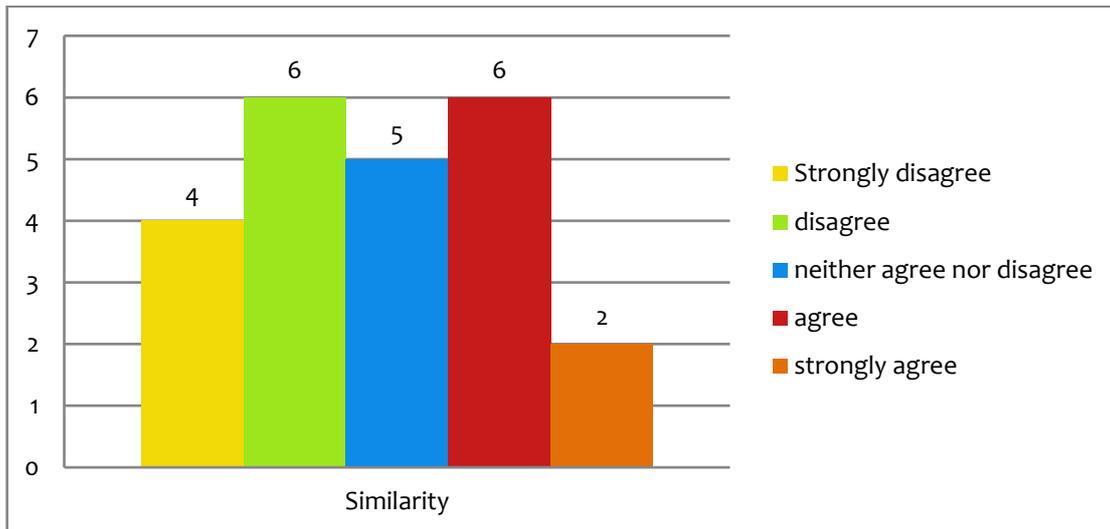
Trustworthiness refers to the honesty and integrity of the celebrity endorser. Ten (10) respondents (44%) agreed on trustworthiness being an important attribute for a celebrity endorser.



**Chart 7. Attributes – trustworthiness**

## Similarity

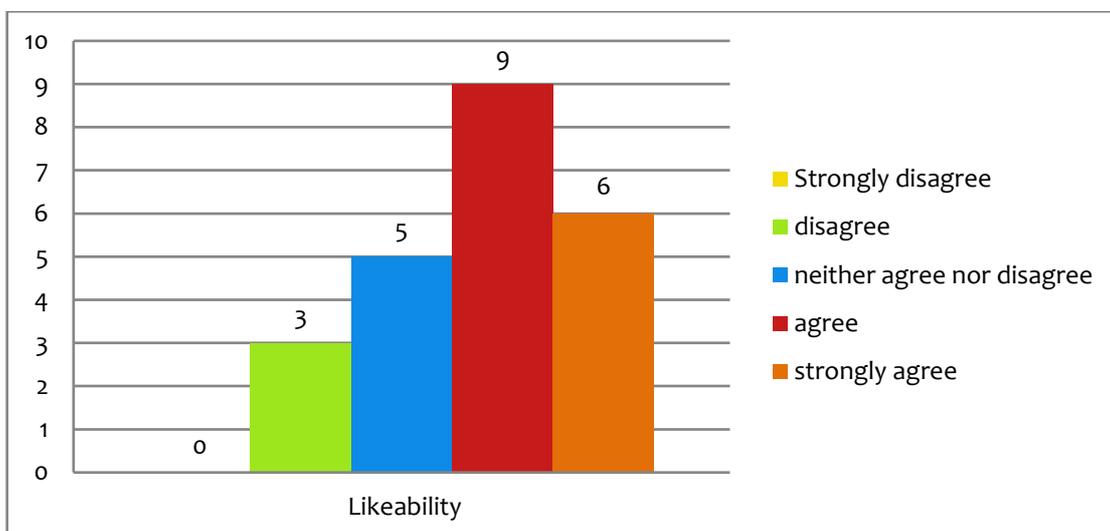
Similarity refers to the common features a consumer shares with the celebrity endorser. Ten (10) respondents (44%) disagreed on the importance of similarity as an attribute for celebrity endorsement and five (5) respondents (22)% did not have an opinion on this attribute.



**Chart 8. Attributes -similarity**

## Likeability

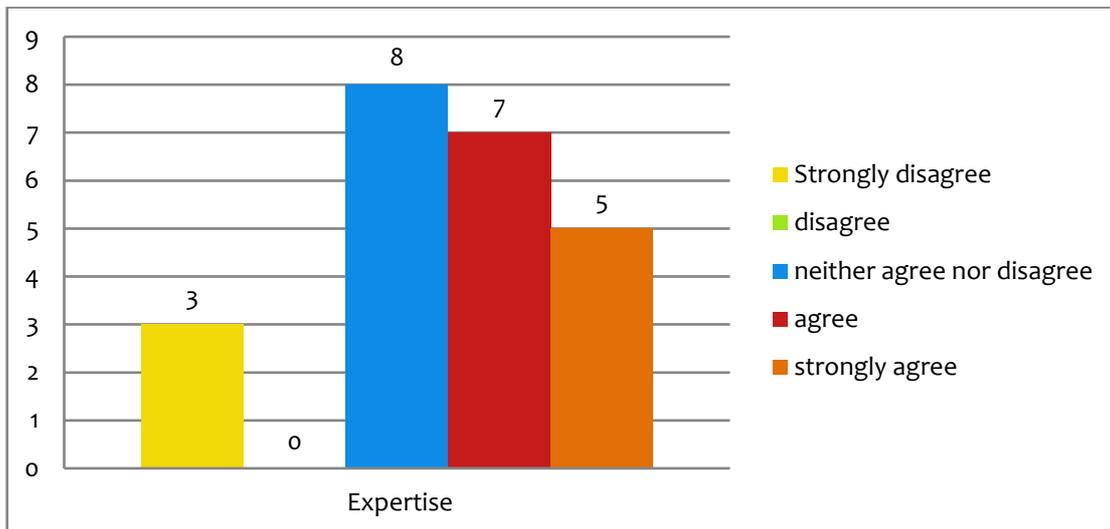
Likeability refers to the affection and/or admiration that a consumer has for a celebrity endorser. Fifteen (15) respondents (65%) agreed that likeability was an important attribute for a celebrity endorser.



**Chart 9. Attributes - likeability**

## Expertise

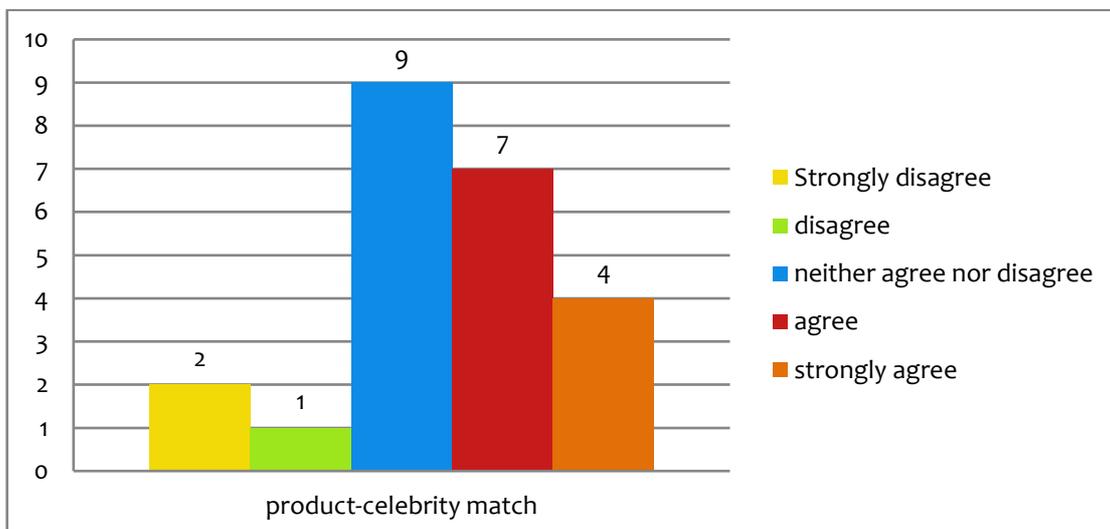
Expertise is defined as how familiar and informed the celebrity is on the endorsed product or brand. Although eight (8) respondents (35%) were neutral concerning a celebrity endorser being an expert, twelve (12) respondents (52%) agreed that it was an important attribute.



**Chart 10. Attributes – expertise**

## Product-celebrity match

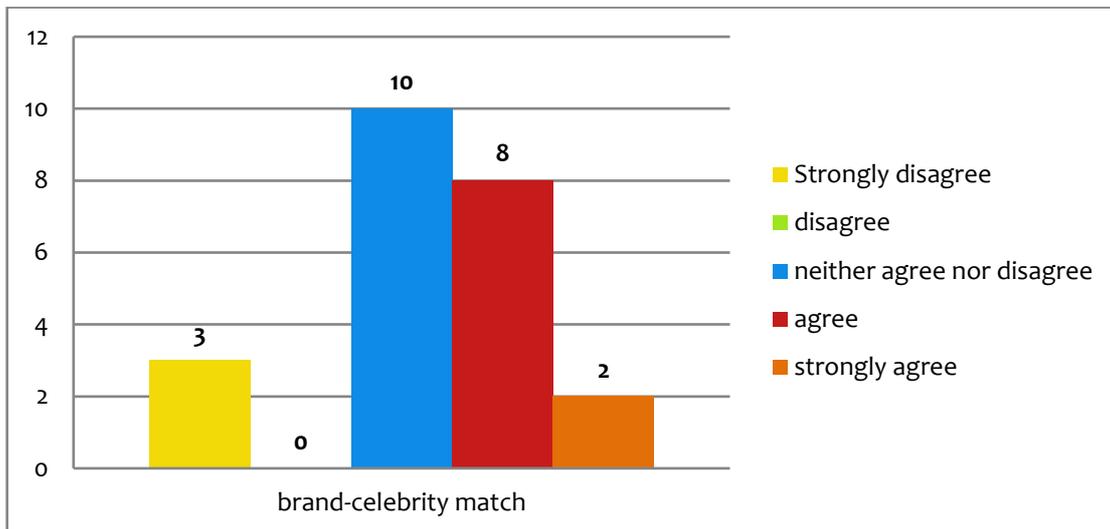
Product-celebrity match is defined as the compatibility between the product type and the profession of the celebrity. Eleven (11) respondents agreed on the importance of a match between the product endorsed and the celebrity endorsing it.



**Chart 11. Attributes –Product/celebrity match**

### **Brand-celebrity match**

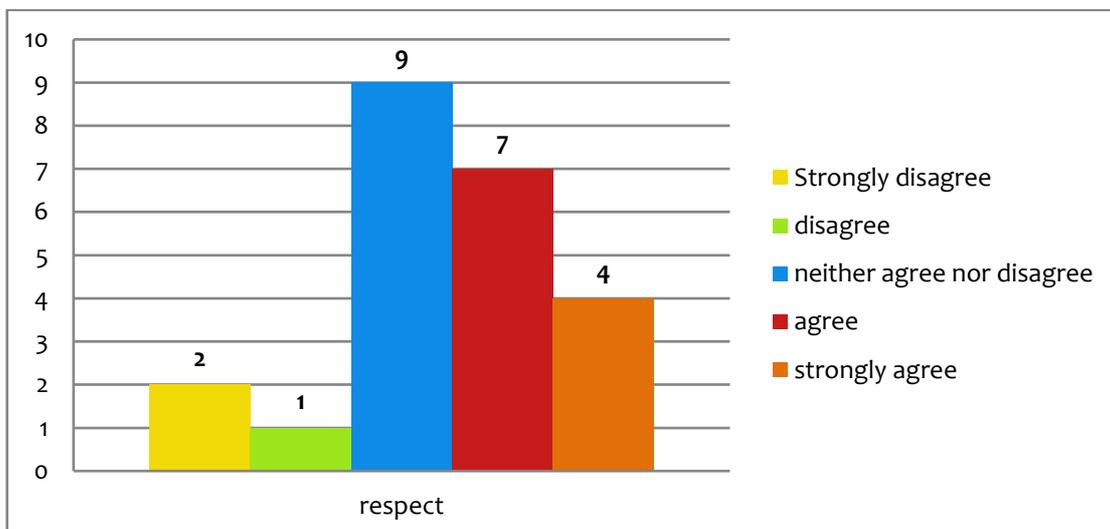
Brand-celebrity match is the compatibility between the brand image, values and the celebrity endorser's image, values, behaviour. Ten (10) respondents agreed on the importance of a match between the brand and the celebrity endorsing it, but also ten (10) respondents were also neutral concerning this match.



**Chart 12. Attributes –brand/celebrity match**

### **Respect**

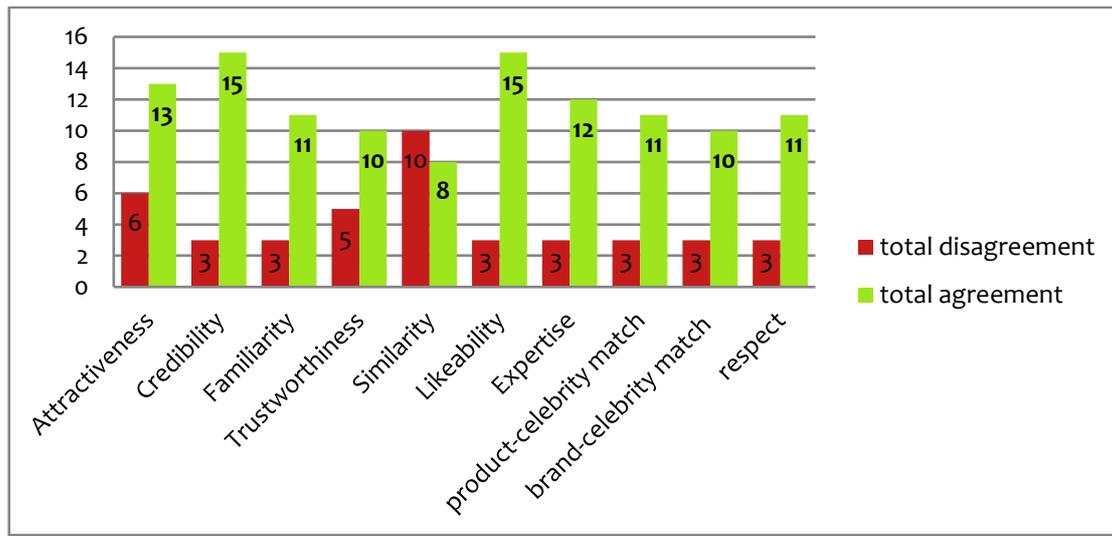
Respect refers to the extent of admiration a consumer has for the celebrity endorser. Eleven (11) respondents agreed that respect is an important attribute for a celebrity endorser as can be observed in the chart below (chart 13).



**Chart 13. Attributes –respect**

### **Summary of Respondents views on the attributes of celebrity endorsers**

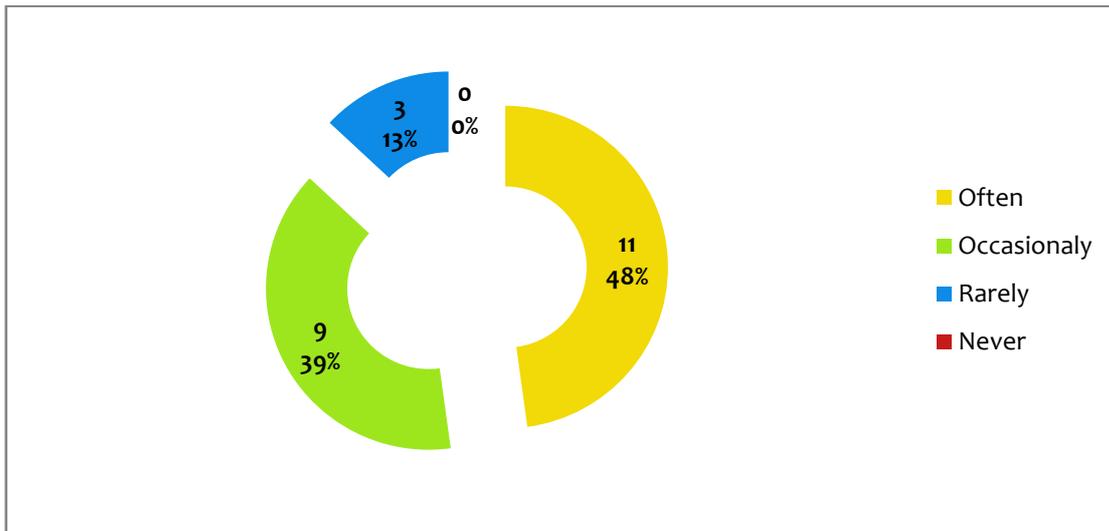
In order to get a clearer picture of the results on the question about the attributes needed by a celebrity endorser, the number of people that agreed and strongly agreed as well as those who disagreed and strongly disagreed were added. It enables to detect which are the attributes used in celebrity endorsement models that consumers think a celebrity endorser should or should not have.



**Chart 14. Attributes – summary**

In a multiple-choice grid, the respondents were asked to agree or disagree with the main attributes a celebrity endorser should possess. Among the list of the different attributes of a celebrity endorser should possess that were collected through the literature review, most respondents agreed on credibility (65,2%), likeability (65,2%), attractiveness (56,5%) and expertise (52,2%) as the four main attributes a celebrity endorser should have. The only attribute respondents disagreed on is similarity. For the other five attributes, neutral responses were high.

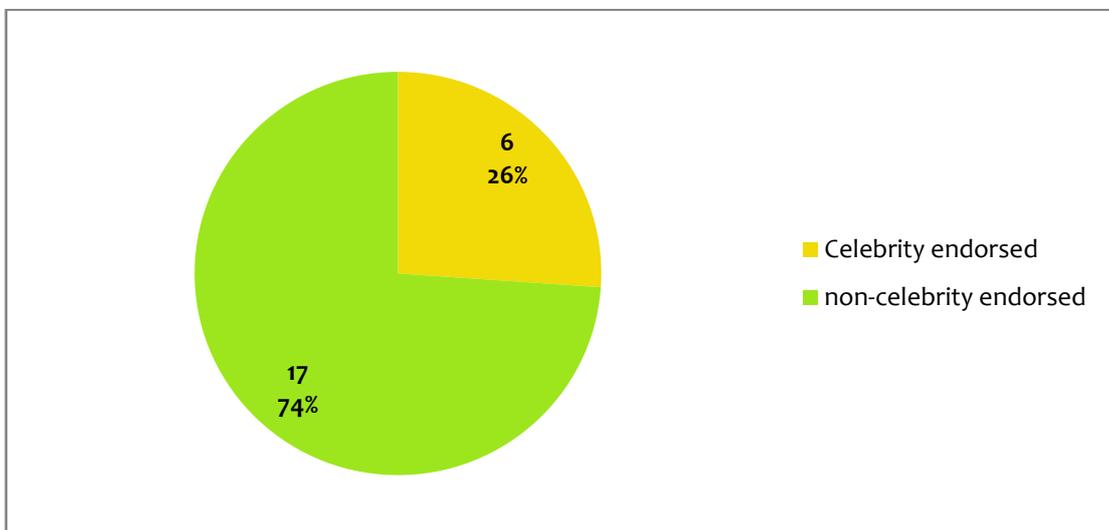
### c. Consumers' exposition to celebrity endorsement



**Chart 15. Consumers' exposition to celebrity endorsement**

All the respondents are exposed to celebrity endorsement, 48% of them are often exposed and 39% are occasionally exposed.

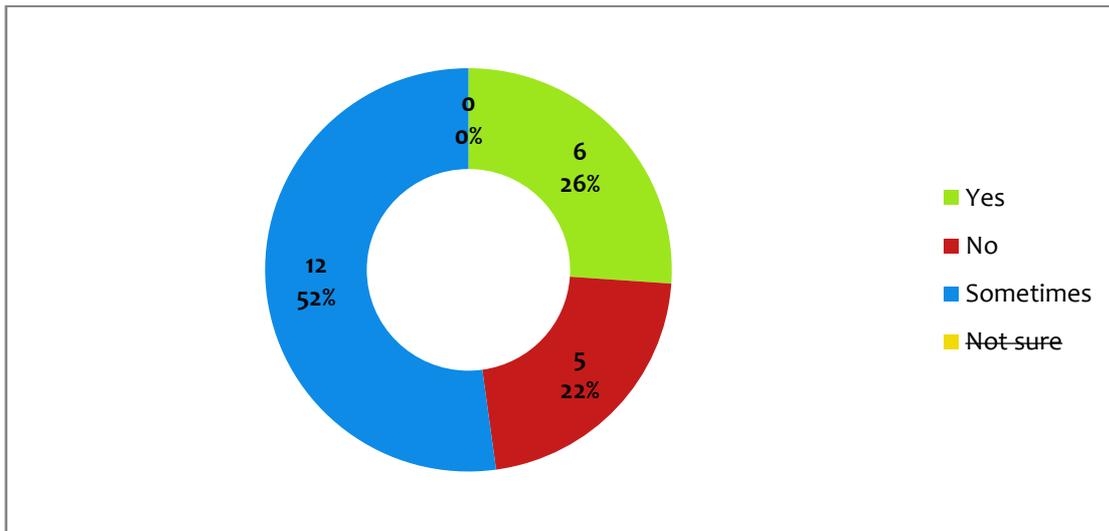
### d. Types of advertisements preference



**Chart 16. Consumers' types of advertisement preference**

When asked to choose according to their preference between celebrity endorsed and non-celebrity endorsed advertisements, the majority of respondents (74%) preferred non-celebrity advertisement.

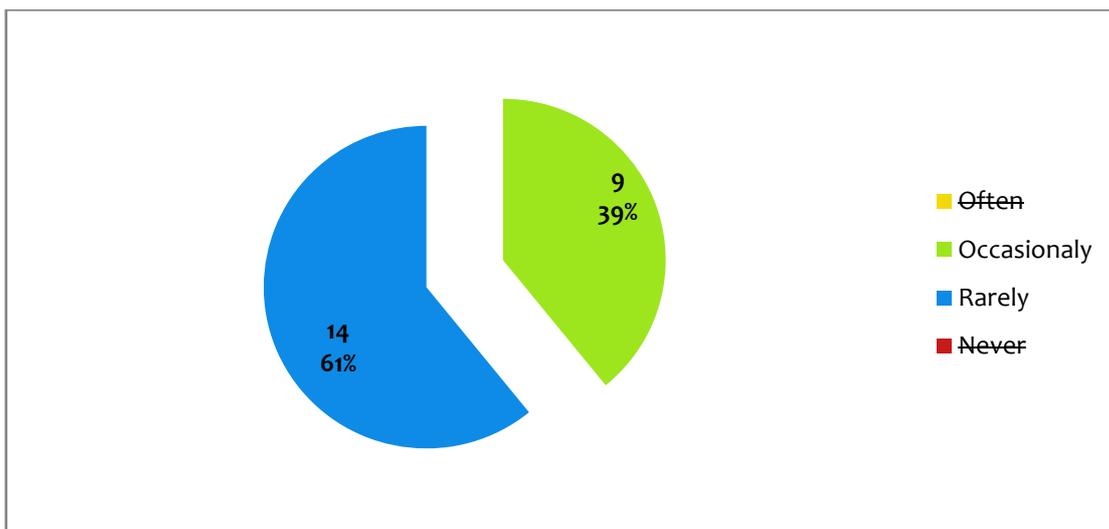
**e. Celebrity endorsement leads to better brand recall**



**Chart 17. Celebrity endorsement lead to better brand recall**

When respondents were asked if they think that celebrity endorsement helped them to remember a product or brand better, the majority of them (52%) stated that it sometimes help them; and 26% stated that they remember product/brands better when a celebrity endorser was advertising it.

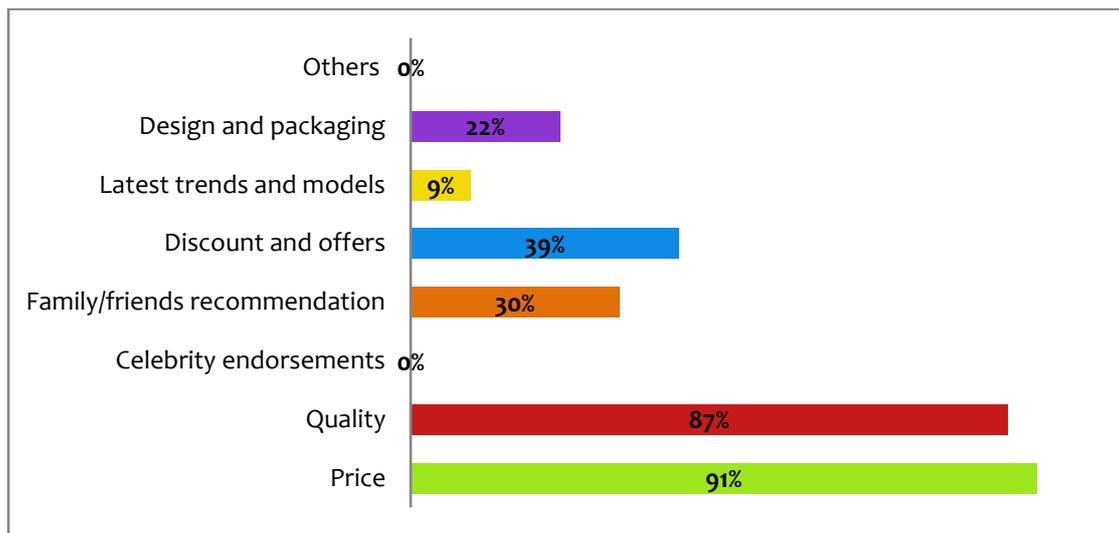
**f. Frequency of celebrity endorsed products or brands' purchases**



**Chart 18. frequency of celebrity endorsed products/brands' purchases**

The extent of respondents' awareness to celebrity endorsement was measured by asking the frequency to which the respondent purchase celebrities endorsed product/service. As the results show, all the respondents purchase celebrity endorsed products (100%) even if it is not a frequent habit.

#### g. Consumers considerations for a purchase

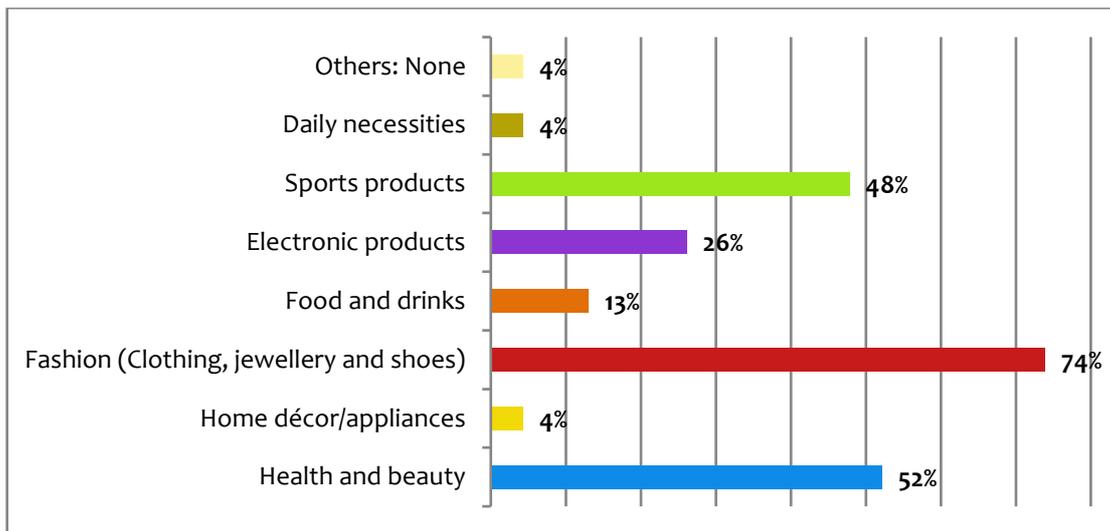


**Chart 19. Consumers' considerations for purchase**

Here, respondents were asked to choose the three (3) most important considerations they have when buying a product. Price and quality are the most two important considerations consumers have in mind in their buying decisions. They are followed by discounts & offers as well as by family and friends recommendations.

#### h. Categories of celebrity endorsed products consumers might be influenced to buy

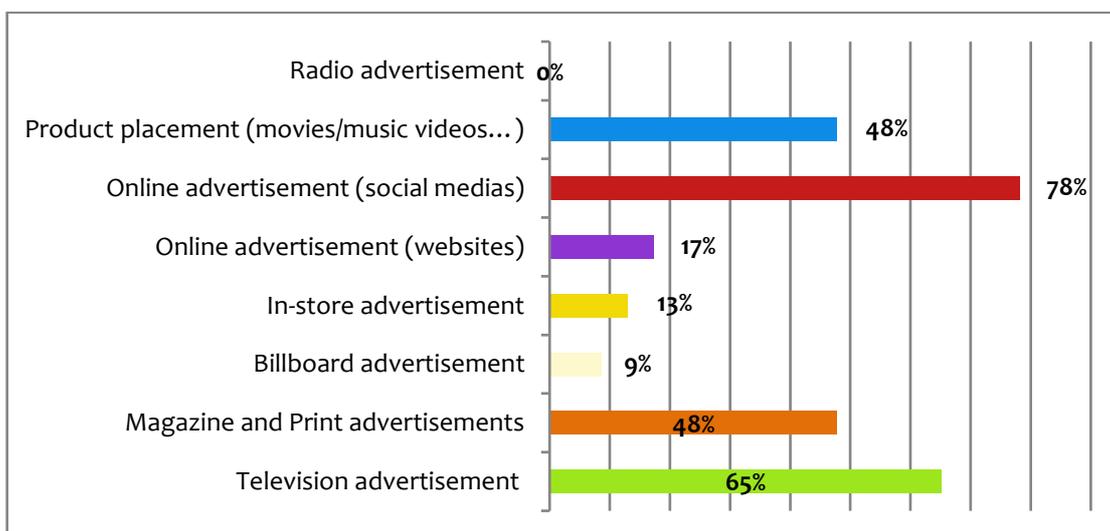
Consumers estimate that celebrity endorsement persuaded them the most to buy products in the following categories: fashion (74%), health and beauty (52%) and sports products (48%).



**Chart 20. Categories of products that a celebrity endorser could persuade to purchase**

#### i. Most effective advertisement medium for celebrity endorsement

The second part of the research questionnaire concerned the advertisement medium. The researcher asked the opinion of respondents on what advertisement medium they considered effective for celebrity endorsement. Also, because it was seen in literature that social media are taking preponderance in celebrity advertisement, respondents were asked on which social media they more frequently come across celebrity endorsement.

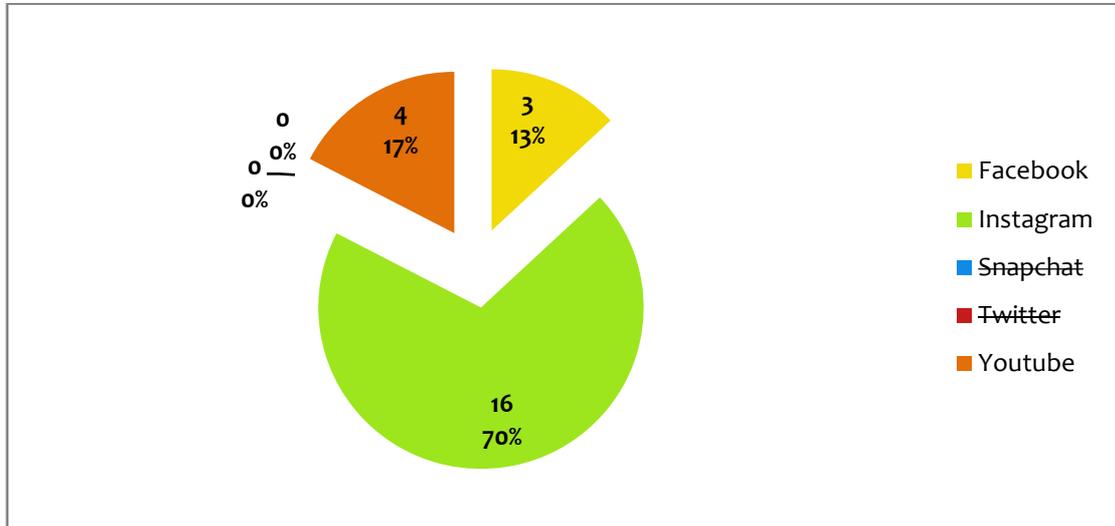


**Chart 21. Most effective advertising medium for celebrity endorsement**

When asked for their opinions on the three (3) advertising mediums that are more effective for celebrity endorsement, the majority of respondents (78%) agreed on social media

platforms as the most effective platform, Television came second followed by magazine and prints as well as products placement in movies and videos that tied for the third place.

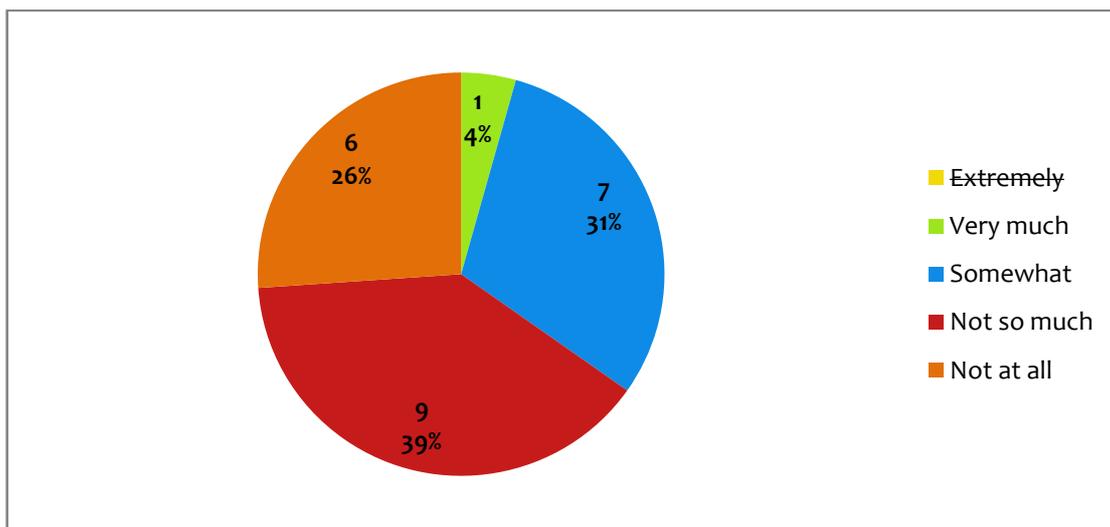
**j. Most used social media platform for Celebrity endorsement**



**Chart 22. Most used social media for celebrity endorsement**

Instagram is by far (70%) the social media on which respondents feel they are more exposed to celebrity endorsement.

**k. Appeal celebrity endorsed products for consumers**

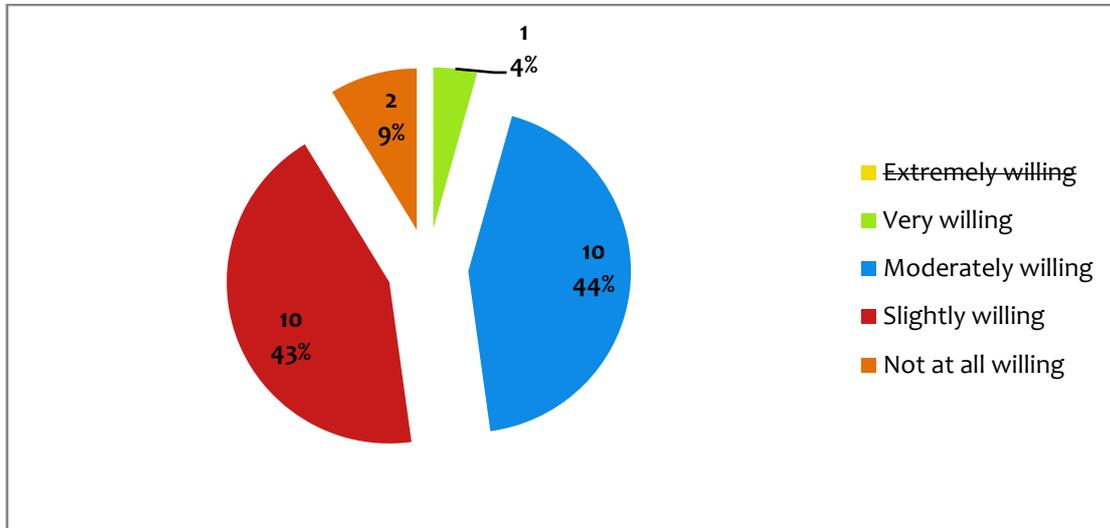


**Chart 23. Celebrity endorsed products appeal**

No respondent was extremely attracted to celebrity endorsed products, 39% stated they were not really attracted to celebrity endorsed products and 26% even stated that they are

not at all drawn to celebrity endorsed products. Generally speaking, celebrity endorsed products do not really appeal to customers. Celebrity endorsement might not be a factor that appeals to consumers in itself, other factors have to be present to attract customers.

### I. Buying decision affected by a particular celebrity endorser

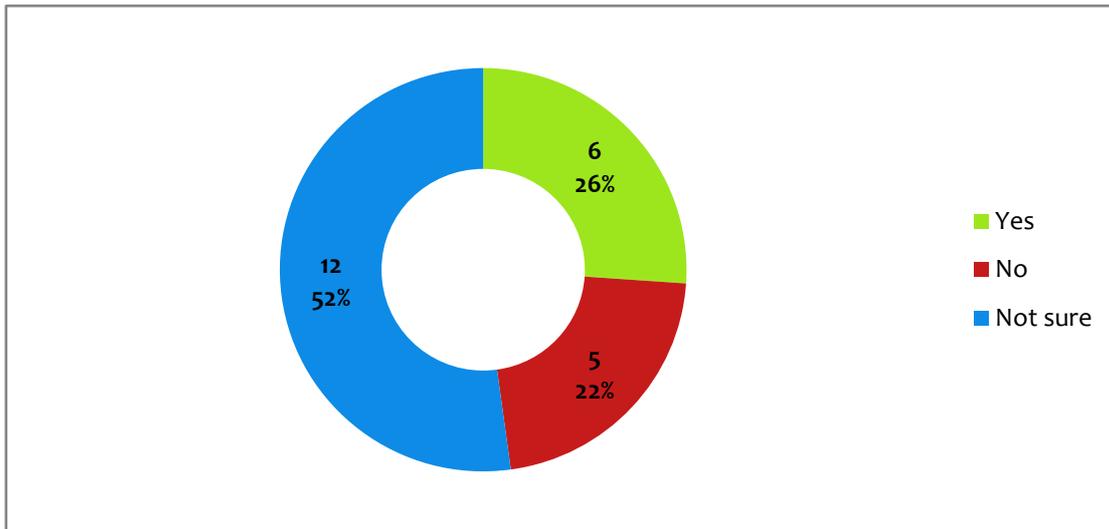


**Chart 24. Willingness to base a purchase on particular celebrity endorser**

The respondents were asked how willing they were to buy a product simply because it was endorsed by a particular celebrity. Only one respondent was not at all willing and even if no respondent was extremely willing, the results shows that most consumers (87%) are inclined to base their buying decision on a celebrity endorser.

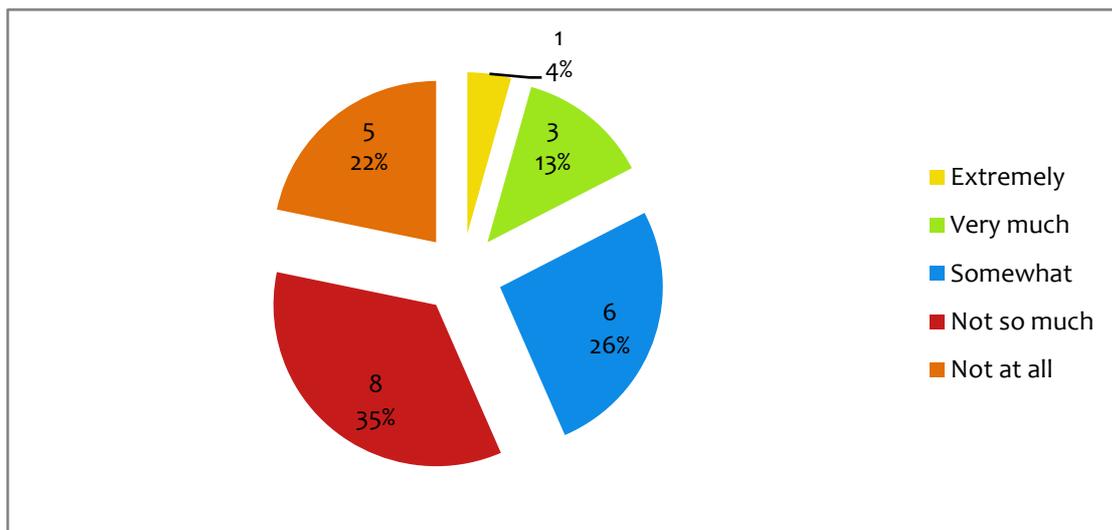
### m. Purchase decision affected by consumer's dislike of the celebrity endorser

More than half of the respondents (52%) stated that they don't know if their dislike of a celebrity endorser will affect their purchase of an endorsed product/brand. It makes it difficult to say definitively whether the consumer's dislike of a celebrity endorser will have an effect on its buying behaviour.



**Chart 25. Purchase decision affected by consumer's dislike of a celebrity endorser**

**n. Purchase decision affected by negative publicity around the celebrity endorser**



**Chart 26. Purchase decision affected by negative publicity around a celebrity endorser**

Consumers were asked whether negative publicity around a celebrity could affect their purchase of the endorsed product/service. In general, consumers don't let negative publicity around a celebrity endorser have an effect on their purchase decisions (57%).

## **2. Interpretations of findings**

### **a. Research objective 1**

The main research objective was to measure the effect of celebrity endorsement on consumer buying behaviour. This was done by asking the respondents some questions in order to measure the extent to which respondents are aware of celebrity endorsers and purchase endorsed products, services or brands; the extent to which consumers are attracted by celebrity endorsers but also to determine the attributes respondents felt were important for a celebrity endorser to have among the different attributes that composed the theories and models on celebrity endorsement found in the literature and finally whether or not the presence of a particular celebrity endorser could influence consumers buying decision.

The findings revealed that there is a high level of awareness of celebrity endorsers among the respondents with all the respondents acknowledging that they purchase celebrity endorsed products/brands even if it does not occur often. All respondents stated that they are exposed to celebrity endorsement. It confirms McCracken's studies (1989) that stated that celebrity endorsement is an omnipresent aspect of modern marketing and this is clearly evident in today's context based on the information provided by the respondents in this study.

However, 69,5% of respondents stated that celebrity endorsed products/brands do not appeal more than non-celebrity endorsed products/brands. This can be explained by the fact that other factors directly linked to the product/brand are taken into account such as the price, the quality that were the top considerations respondents to this study stated to have in mind in their buying decisions. The overexposure of today's celebrities is another factor that supports this finding. Researchers have explained that the credibility of a celebrity endorser may be endangered by too many endorsements (Kaikati, 1987; Tripp, Jensen & Carlson, 1994; Shimp, 2007)

When the respondents were asked if they were willing to purchase a product/brand just because a particular celebrity endorsed it, the majority was moderately (43,5%) and slightly willing (43,5%) which means that 87% of respondents are willing to base their purchase decision of a product/brand on a particular celebrity endorser. The fact that consumers are willing to base the purchase on a particular celebrity endorser is explained

in McCracken's Meaning Transference model (1989). It states that the qualities of the celebrity that consumers admire are linked and transferred to the brand. Companies can therefore analyse the different celebrity endorsers and based on their popularity and the sales generated, determine which are the ones that drive consumers' consumption in order to make an informed choice.

From the different models and theories in the literature review on celebrity endorsement, ten (10) attributes were drawn in order for consumers to determine what are the most effective attributes a celebrity endorser should have. With regards to the attributes of celebrity endorsers, respondents' top four answers were credibility, likeability, attractiveness and expertise. Those attributes are scattered over the different models found in the literature. Companies can base their decisions on those attributes in the celebrity endorser's selection process.

In order to rank the models on celebrity endorsement found in the literature review to the findings in our study and because the number of attributes in each model varies, the number of consumers can be used as a score for each attribute to calculate a mean for each model and therefore compare their effectiveness.

	Attributes	Score	Mean
Source credibility model	Trustworthiness	10	11
	Expertise	12	
Source attractiveness model	Familiarity	11	11,75
	Likeability	15	
	Similarity	8	
	Attractiveness	13	
TEARS model	Trustworthiness	10	10,8
	Expertise	12	
	Attractiveness	13	
	Respect	11	
	Similarity	8	

NO TEARS model	Product/Celebrity match-up	11	12,25
	Brand/Celebrity match-up	10	
	Credibility	15	
	Attractiveness	13	

**Table 2. Means models on Celebrity endorser attributes**

Now that the means have been calculated, the different models can be ranked. Shimp's No Tears model (2007) is the model with the highest mean, it means that it is the model where most attributes that respondents deemed effective were present. However, consumers can assess only four (4) out of the eight (8) dimensions in this model. The other four (4) have to be assessed by the company as they concern the costs considerations, the facility to work with the celebrity for example.

The source attractiveness is the second model that can be used by companies even if one of the components, similarity, was deemed as not important. Two of the others components of this model likeability and attractiveness are part of the top four answers given by respondents. Those findings determined which models and theories of celebrity endorsement combine the attributes that are important for a celebrity endorser to possess from the consumer's point of view. It can help companies to draw a profile of the best celebrity endorser for their products, services or brands and therefore to better choose their celebrity endorser to influence consumer-buying decision.

Within the limitations of this research that will be outlined in the conclusion, these findings indicate that celebrity endorsers do have an effect on the buying behaviours of the 15-34 years old consumers.

### **b. Research objective 2**

The second aim was to evaluate celebrity endorsement as an advertising strategy. It was accomplished by measuring whether or not consumers prefer celebrity or non-celebrity endorsement. Respondents were also asked if celebrity endorsed advertisements help them to better recall the product/brand. Then, respondents were asked to choose the advertising mediums they felt are the most effective for a celebrity and finally on which social media medium they are more exposed to celebrity endorsement.

Most respondents (73,9%) declared that they prefer non-celebrity advertisement. It is surprising as it contradicts habitual findings as in most studies respondents tend to prefer celebrity advertisement. However, it is not the first time as Nkosi (2016) found through his research that young people (18-24 years old) have developed distrust towards traditional advertising and would rather refer to the opinion and experience of people around them. This is a trend that can to be investigated in further research.

When asked if they think that celebrity endorsement helps them to remember a product/brand better, an overwhelming majority of respondents (78%) agreed that the presence of a celebrity endorser could help them to remember product/brands better. It can generally be stated that celebrity endorsement helps consumers remember a product/brand better and therefore is an effective promotional tool in modern marketing. This supports the idea that the use of celebrity endorsement fulfils its purpose. As many researchers stated, the aim of using celebrity endorsement is to make an organisation's advertisement stand out of the advertising clutter and to keep them in the mind of customers (Erdogan, 1999; Koernig & Boyd, 2009; Sliburyte, 2009).

Respondents stated that social media is the most effective platform for celebrity endorsement; television is the second most effective platform. It confirms the preponderant importance that social media platforms have taken in today's society as explained in Jatto (2014) and Nkosi (2016) researches. They emphasised on the changes brought by online advertising and social medias as they allowed ordinary people to be exposed and have access to celebrities in a worldwide scale. They also stated that social medias have taken over conventional forms of medias.

Respondents stated that Instagram is the social media where they are the most exposed to celebrity endorsement followed by Youtube. It can therefore be deducted that Instagram is the most effective media social media platform for brands to advertise using celebrity endorsement. It is a finding that brands need to take into account to draw their advertising strategy.

### c. Research objective 3

The third research objective aimed at assessing the consumers overall experience with celebrity endorsement. Consumers were asked their considerations when buying a product as well as the category of products they feel they could be influenced of buying by celebrity endorsers. Finally, respondents were asked if negative publicity around a celebrity endorser or their dislike of a celebrity could influence their buying decision.

Price and quality are the most two considerations respondents deemed as important when buying a product. None of the respondents chose celebrity endorsement. It is interesting to note that consumers are aware of celebrity endorsers but consider that celebrity endorsement is not at all an important factor in their buying decision. Fashion (74%), health and beauty (52%) and sports products (48%) are the three categories of products that celebrity endorsers could be persuaded to purchase by celebrity endorsers.

The majority of respondents to the survey (57%) claimed that negative publicity or a scandal (negative behaviour) around a celebrity endorser would not have an effect on their decision to buy the product endorsed by that celebrity. This proves that consumers do not feel strongly enough about negative publicity around an endorser to retaliate against the particular brand, product or service. It therefore contradicts Money, Shimp and Sakano's (2006) theory that the negative behaviour of celebrities receives more attention from consumers and can impact the endorsed brands. The negative behaviour of a celebrity will therefore have no significant effect on the purchase intent of consumers. This can further be interpreted as the ability for respondents to dissociate the celebrity from the brand.

However, half of the respondents could not say if their dislike of a celebrity would deter them for purchasing a product. It makes it difficult to state whether the consumer's dislike of a celebrity endorser will have an effect on his/her buying behaviour. Concerning the remaining respondents, 26% of respondents stated that their dislike of a particular celebrity endorser could impact their buying decision and 22% clearly expressed that disliking a celebrity endorser has no influence on their buying decision. Those differences in opinions can be explained by the influence of personal and psychological factors over

the consumer buying decision such opinions, personality as explained by Kotler and Armstrong (2016).

### **3. Validity and reliability**

#### **a. Reliability**

According to Pietersen and Maree (2016), the reliability of an instrument relates to its ability to generate the same findings if used at different times or administered to different respondents from the targeted population. Hence, it refers to the repeatability and the consistency of the instrument.

Regarding the questionnaire used in this study of celebrity endorsement, the questionnaire is designed in such a way that it can be administered at different times and to different respondents and will measure the same elements. However, the findings could differ because of the small size of the sample in this study on celebrity endorsement. The findings are dependent on the respondents' opinions therefore if this study is conducted on a larger scale, those opinions could change the final results of this study.

#### **b. Validity**

The validity of an instrument refers to its extent to measure what it is supposed to measure (Pietersen & Maree, 2016)

In order to ensure the validity of the questionnaire, the researcher used her judgment to compile the questionnaire with various scales and in a logical way to accurately reflect what it is supposed to measure.

Content validity is the degree to which the instrument adequately covers the topic under study (Pietersen & Maree, 2016). For this study on celebrity endorsement, content validity was ensured by clearly defining what key elements needed to be measured through the research objectives. Secondly, the extensive literature search that was conducted helped to identify all possible elements that needed to be included in the questionnaire.

The use of multiple-choice questions can also affect the validity of an instrument and the data collected. In multiple-choice question, the respondent may not find an option that reflects his/her opinion in the options listed and therefore answers incorrectly (Domegan and Fleming, 2007). The researcher addressed this issue by listing as many options as possible as well as by including a "other" option that enabled a respondent to write down his/her own answer if it was not among the answer listed.

## V. CONCLUSION

Organisations battle to gain consumer's attention and therefore need to attract attention, stand out and differentiate themselves from their competitors. One of the marketing tools they are using to achieve this goal is celebrity endorsement. Nowadays, celebrities feature every fourth advertisements and billions of dollars are allocated by organisations towards this marketing strategy.

The topic of celebrity endorsement has been used by organisations in marketing and covered by researchers for decades, but there is no clarity on how it works or elements how it can be improved and optimised. A consensus exists in the literature that celebrity endorsement produces results under the right circumstances and may in the end increase an organisation's income. However, it is interesting to note that research around celebrity endorsement has focused on developing models around the attributes that are important for an effective celebrity endorser.

The aim of this research project was to explore the effect of celebrity endorsement on 15-34 year old consumers buying behaviour. Secondary aims were to evaluate celebrity endorsement as an advertising strategy and to assess the consumers overall experience with celebrity endorsement. It was done with a quantitative approach and data were collected through an online self-administered questionnaire. The final sample comprised of 23 respondents: fifteen female and eight male.

Through the data collected, it can be concluded that celebrity endorsement has an effect on consumer buying behaviour. Celebrity endorsers therefore plays an important role as it allows consumers to better recall the brand/product as well as gathering or searching for information prior a purchase decision. Those information are drawn from memory and experiences as well as advertising such as celebrity endorsement. The search for information is found in Kotler and Amstrong's (2016) buying decision process as well as in the EKB model (1968).

## **1. Ethical considerations**

For the researcher, the first ethical consideration is that all the information collected through the questionnaire has to be accurately reported and not falsified. The answers given by the respondents cannot be modified or altered in any way. A second consideration is that emphasis should not be put more on some aspects of the research than other aspects of equal importance in order to achieve the researcher personal objectives and numbers have to be quoted in their context. The researcher must not distort any information or manipulate the results. Thirdly, the beliefs and expectations of the researcher should not influence the results that have to be free of bias. The researcher also had to ensure that the information gathered from respondents would be used solely for the purpose of the research (Du Plooy-Cilliers et al., 2014).

Then the researcher had to address the ethical considerations concerning the participants in the research. They had the right to choose to participate. Participants were free to decide whether or not they wish to decide to participate on the study after being given all the necessary information and they also had the right to privacy. Conforming to what was agreed upon, the researcher ensured that the information provided by the respondent were kept private, confidential or anonymous (Du Plooy-Cilliers et al., 2014).

The research on the effect of celebrity endorsement in consumer buying behaviour does not deal with sensitive information. Except for their opinions on celebrity endorsement related factors, information needed from respondents is demographic: age and gender. The questionnaire does not ask for personal and identifying information and therefore guarantee the anonymity of respondents.

## **2. Limitations**

Quantitative research does not allow for a deep understanding of the fundamental reasons to explain the effect of celebrity endorsement on consumer buying behaviour. It should therefore be associated to qualitative methods in order to gain a deeper understanding. However, quantitative research brings value to this topic because it enables to indicate general tendencies in the data collected. Quantitative research is also more objective as it excludes the researcher's personal reaction to the results of the study (Ivankova, Creswell & Piano Clark, 2016)

The sample is so small that the findings cannot be applied to the larger population. In order to be effective and realistic, this study needs to be done on a larger scale. Other demographics such as occupation and nationality/ethnicity can be included in order for the study to be more useful, representative of consumers and to analyse if demographic differences play a role in consumer buying behaviour towards celebrity endorsement. This will allow for more diversity in the sample and more informed results.

Finally, it is also important to note that because the research was conducted through an online questionnaire, which means that respondents are individuals that have access to Internet. The findings could differ if the study was conducted directly in the field. For example, when asked about the medium through which respondents are more exposed to celebrity endorsement, social medias could not be the top answer if the respondents to the study in the field are not exposed to Internet.

### **3. Possible future research and heuristic value**

As the literature around celebrity endorsement focuses around the attributes that celebrity endorsers should possess to be effective on consumer buying behaviour, this research contributes to the existing body of knowledge by listing the four main attributes consumers believe are important for celebrity endorsers. Those attributes were gathered directly from consumers and therefore give a different perspective as they are scattered across different models and no model includes them all.

A future possible research can be to test the relevance of the different models on celebrity endorsement in order to detect if some of the attributes have not become obsolete for modern consumers.

This research can be useful to marketers as it will provide them with the important attributes that consumers believe celebrity endorsers must possess as well as the consumers preferred communication mediums regarding celebrity endorsement. It will enable them to improve their selection of celebrity endorsers.

From the findings of this study on the effect of celebrity endorsement, future areas of research that will be interesting to study are the importance of Instagram as a medium for

celebrity endorsement advertising as well as the reasons why most people prefer non-celebrity advertisements.

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## **ANNEXURES**

**Annexure 1. Questionnaire**

**Annexure 2. Google docs' descriptive analysis of data report**

**Annexure 3. Approval of BComm Honours Proposal and Ethics Clearance**

**Annexure 4. Originality report**

**Annexure 5. Declaration form**