



SCHOOL OF BRAND LEADERSHIP

A descriptive study on the effect celebrity endorsements have on
consumers' purchase intentions.

By

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ABSTRACT

The following research aims to investigate the effects celebrity endorsements has on consumer purchase intention with respect to their source of credibility model from Ohanian (1990) in harmony on consumer's attitude towards purchase intention and the brand. Celebrity endorsement has been popular as one of the techniques to market businesses' products or services these days. This research assesses the efficiency of this communication marketing tool. Data has been collected by 30 respondents on an online questionnaire survey. A bit of descriptive analysis was used.

The result showed that source of credibility model of celebrity endorsement has no longer have a significant affect on consumers.

Key words: celebrity endorsement, communication marketing tool, celebrity, celebrity attributes,

DECLARATION

I hereby declare that the research report submitted for the BCom Honours in Strategic Brand Management to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

Signature: RMDMOLOABI Date: 29 November 2021

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1. INTRODUCTION

Mokhonoana (2013) states that a celebrity's body can be used as an advertisers' canvas. This may sound like overusing the so-called poetic licence, but it is a statement that is invariably true. Celebrity is defined by Hershey (1979) in Abbas, Afshan, Aslam and Ewaz (2018) as a person who is well known in the public eye. Examples of celebrities are entertainers, sports personalities, actors or actresses etc. The word celebrity has its origins in the old French and Latin languages and was known as *celebrite* and *celebrities* respectively (Oxford, 2021). Globally and nationally recognised and or reputable brands coordinate with advertisers to use celebrities with the aim of capturing more attention and intrigue their audience towards a product or service. The reason being a celebrity talking about a product or service in an advertisement will attract many consumers compared to a non-celebrity. This is called celebrity endorsement. Therefore, to increase brand awareness, consumer attitude and consumer purchase intention celebrity endorsement is an intelligent marketing approach. Abbas, Afshan, Aslam and Ewaz (2018) state how adverts three decades ago mostly consisted of actors and sports personalities however, nowadays the scope of celebrity endorsement is widened. This paper, therefore, seeks to research whether celebrity endorsements are an effective marketing communication tool and still has an influence on consumers' purchase intention in the 21st century, through following a positivistic approach. Such will be explained in relation to Ohanian (1990) source of credibility model which will be an extension to Ajzen's (1991) Theory of Planned Behaviour model (TPB) this theory provides a foundation to analyse the elements influencing consumer intents.

1.1 Rationale

Ambroise, Valette-Florence & Pantin-Sohier (2014) in Lima (2017) state how researchers have discovered that when people encounter a decision, feelings from past experiences affect their thought processes when making a choice. Consumers' often look for emotions which stimulates their decision to buy a

product therefore, companies use different marketing communication strategies to provoke emotional connection with their consumers. Such emotional connections create preferences, which result in decisions. Consumers form an emotional attachment to celebrities. Subconsciously consumers believe that if they buy a product endorsed by a celebrity they adore, such a purchase will permit them to embody the celebrities desired characteristics.

According to Lima (2017) the effect celebrity endorsements on consumer purchase intentions' is a research worth investigating reason being that celebrity endorsement is widely used in many businesses: fashion, sports, entertainment, etc.

This study, therefore, explores whether celebrity endorsements influence the purchase intentions of consumers in any particular way creating positive feedback towards recalling a brand. The study also seeks to establish if the attributes of the celebrity such as attractiveness, trustworthiness and their knowledge or expertise on the product influences the attitude of the consumer towards the brand and ultimately the purchase intention (Ohanian, 1990).

1.2 Problem statement

The consumer product market is constantly adding new products to the market resulting in reduced loyalty to the existing products. New business therefore finds it difficult to claim their share of the market to secure and gain the willingness of consumers to buy the new products (Abbas, Afshan, Aslam & Ewaz, 2018).

In addition to the above, customers are becoming more practical, knowledgeable, and selective. Businesses, therefore, need to use effective marketing communication tools to persuade their customers. An example of a marketing communication tool is advertising which consists of many elements one being celebrity endorsements (Abbas, Afshan, Aslam & Ewaz, 2018).

While celebrity endorsements have become a popular way of promoting brands, they are also reputed to be expensive for businesses, and

therefore, there is a need to evaluate whether these celebrity endorsements still an effective marketing communication tool within the 21st century (Lima, 2017).

Significant amounts of capital are invested into celebrity endorsements in order to:

- Distinguish businesses' products or services from their competitors (Erdogan, 2010 in Di Bartolo, 2016).
- Use the fact that consumers adore celebrities and hence use them as a marketing communication tool for products or services business are promoting for sales.
- Positively influence purchase intention as part of the entity's' adverting strategy.

2. RESEARCH PURPOSE AND OBJECTIVES

The purpose of this study is to better understand the effectiveness celebrity endorsements has on South African purchase intentions, perceptions, and attitude towards any product or service if companies should continue to spend an extensive amount on using celebrities as a marketing communication tool.

- The main objective of the research is to measure the effectiveness of celebrity endorsement on consumer purchase intention.
- The second objective is to evaluate which communication marketing tool is effective to use for celebrity endorsement
- The third objective is to evaluate whether which celebrity endorser's attributes attract consumers to purchase products or goods.

3. RESEARCH QUESTION

3.1 Main question

Does celebrity endorsement have an effect on consumer buying behaviour?

3.2 Secondary research questions

1. Which communication marketing tool is effective to use for celebrity endorsement?
2. Are consumers drawn to specific celebrity attributes that may influence them into purchasing any goods or products?

4. THEORETICAL FOUNDATION

The theoretical foundation for this study is the theory of planned behaviour developed by Ajzen (1991). According to this theory a consumer's intention is an essential predictor for one is buying behaviour and brand perception. This study is based on the probability that the consumer purchasing behaviour is influenced by celebrities' attributes. A consumer's intention is determined by attitude, i.e., the consumer's general interpretation of the likeliness or unlikeliness of the outcome of the behavioural performance. The second component is subjective norm, i.e., the consumers' perception of social pressure to execute or not to execute the behaviour. The last is perceived behaviour control, which implies that the consumer's perceptions of the difficulty or easiness of executing the behaviour (Cuomo, Foroudi, Tortora, Hussaon & Melewar, 2019). Out of the three components this study will focus on, how celebrity endorsers attributes influence the consumers attitude towards products and services of a business which may result in the consumer either purchasing the product/service or not purchasing it.

According to Ohanian (1990) in Adyatami (2015: 2) "proposed that the effectiveness of celebrity endorsement is dependent on the endorser's perceived attractiveness and perceived credibility, which are trustworthiness and expertise." Therefore, Ohanian's (1990) source of credibility model is a principal element for this research because the elements in the source of credibility model would link to the attitude component within the theory of planned behaviour.

In essence, the theoretical basis of this study is to establish whether or not celebrity endorsements influence the purchasing intent of consumers based on the celebrity's attractiveness, trustworthiness, or expertise.

4.1 Conceptual Framework

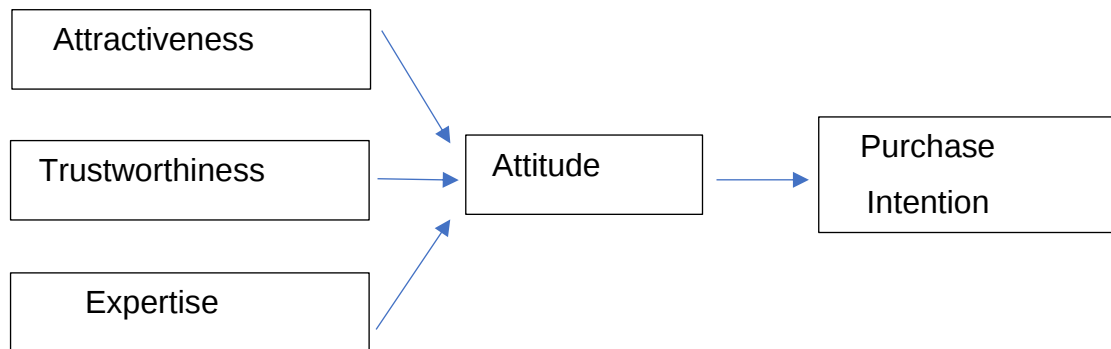


Figure 1: Conceptual framework

The above framework is a conceptual framework that incorporates the source of credibility model by Ohanian (1990) within the theory of planned behaviour that influences the consumers' attitude and purchase intention.

4.2 Source of credibility model

4.2.1 Attractiveness

McGuire (1969) in Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) argues that source of attractiveness straightforwardly influences the effectiveness of a communication message in an advert. An attractive celebrity is capable of influencing consumers when they view the information given to them by this attractive celebrity. Further Petty et al., 1983; Erdogan, 1999 in Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) exclaims that an attractive celebrity aims to have a beneficial effect on brand attitude and purchase intentions.

4.2.2 Trustworthiness

Trustworthiness is the attribute of decency, reliability and truthfulness possessed by the endorser. This should be noticed by consumers, which depends on the targeted consumers perceptions (Erdogan, 1999 in Wang, Hsiu-Ying Kao, & Ngamsiriudom, 2017). According to Hovland and Wiess, 1951 in Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) when a consumer believes that the endorser is trustworthy, businesses expect the consumer to find the message communicated through the endorser to be believable. Therefore, businesses should attempt to enhance the value of

trustworthiness by choosing celebrities who are perceived as dependable, truthful, and believable.

4.2.3 Expertise

Endorser's expertise is determined by the celebrity's accomplishments or qualifications which directly influences the degree of conviction in order to affect the consumers to purchase the product or service. A celebrity that is thought out to be more of an expert has been found to be more effective and has the ability to create more intentions to buy the product or service (Aaker and Myers, 1987; Ohanian, 1991 in Wang, Hsiu-Ying Kao, & Ngamsiriudom, 2017). Till and Busler (2000) in Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) state that that expertise has a beneficial effect on both consumer purchase intention and brand attitude. Speck et al. (1988) in Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) found how expert celebrities generate a higher brand recall of product or service knowledge than non-expert celebrities. Therefore, a competent celebrity with great expertise was expected to be more effective than a celebrity with little degree of perceived expertise (Ohanian, 1991; Erdogan, 1999 in Wang, Hsiu-Ying Kao, & Ngamsiriudom, 2017).

5. LITERATURE REVIEW

5.1 Brand awareness

According to Shahid, Hussain and aZafar (2017) brand awareness is the accessibility of a brand and the measurement at which a customer can recall the brand. Factors that influence brand awareness are name, advertising, promotions and sales, 1st mover advantage. This study will focus on advertising by the use of a celebrity to endorse products and services. Brand awareness influences the decision making of a consumer about any product or service. When a consumer purchases anything, they consider a brand. If a consumer is familiar with a brand, they will have numerous of opportunities to purchase a product and service from that brand. The most valuable objective of a business is to build a strong brand which not only affects the short-term income, but it is also beneficial in long term (Shahid, Hussain & aZafar, 2017). Therefore, the goal of an efficient

brand management team is to build a brand that will operate for decades and can produce more products (Kapfere, 2004; Keller, 2003 in Shahid, Hussain & aZafar, 2017).

Brand awareness can be seen as one of the primary objectives of an advertisement that helps to have a better understanding of whether the target market causes purchase decision through brand recall or recognition (Rossiter & Percy, 1985 in Rahman, 2018). Keller (1993); Aaker (1996) in Rahman (2018) discovered that advertising enhances brand recall which contributes to marketing and advertising.

5.2 Marketing communication tool

According to Kotler and Armstrong (2017) a business's total promotion-mix also known as its marketing communication mix/tool consists of five specific mixtures advertising, sales promotion, public relation, personal selling and direct-marketing tools that the business uses to persuade their customers when communicating a message to them to build customer value and customer relationship.

5.3 Advertising

According to Kotler and Armstrong (2017:437) advertising is any non-personal presentation and promotion of ideas, services or goods by an identical sponsor for which is paid.

An effective advertisement also aids the business to increase the awareness of the brand (Shahid, Hussain & aZafar, 2017). An attractive advert will attract more customers and one satisfied consumer will advertise the brand through word of mouth. The celebrity endorsing the brand is also an important part of advertising the product or service. Businesses hire celebrities as either a brand ambassador or to endorse their product or service resulting in people devolving an attraction towards the brand the celebrity endorsed (Shahid, Hussain & aZafar, 2017).

5.4 Celebrity Endorsement

According to Sola (2012) in Di Bartolo (2016) celebrity endorsement is a type of channel a business uses in brand communication where a celebrity

is the brand's spokesperson. The celebrity will endorse the business's product or service and certify the brand's claim and position by using his or her popularity, expertise, attractiveness and personality.

In addition, McCracken (1989) in Sima (2017) defines celebrity endorsement as a modern marketing tool. Using celebrities to promote businesses' brand, products or services. The main aim of celebrity endorsement is to attract attention to endorsed brands, goods or services. According to Erdogan (1999); Koering & Boyd (2009); Sliburyte (2009) in Sima (2017) businesses use celebrity endorsement in their adverts to differentiate themselves from other businesses. Advertisements have become extremely difficult to be noticed, businesses use celebrities to elevate the visibility of their adverts, brands and so that it still is top in the minds of the consumers.

5.5 Attitude

Attitude can be described as a person's relatively persistent evaluations, emotion and impulses towards an object or idea. Attitudes place human into a state of mind of admiring or disliking things, resulting in them either moving toward or away from them. Attitudes are not easy to change. A person's attitude adapts into a routine; changing one's attitude may involve effortful adjustments. Therefore, a business should generally try to adapt its products and services within existing attitudes instead of trying to change attitudes (Kotler and Armstrong, 2017).

5.6 Consumer purchase intentions

According to Dodds, Monroe, & Grewal (1991) in Wu (2015) purchase intention refers to the probability of a consumer attempting to purchase a product or service, including their behavioural impulse developed after engaging with an advertising message. When the value perceived by consumers is higher, their purchase intention will be higher.

Engel, et al. In Shahid, Hussain and aZafar (2017) articulates how purchase intention can be divided into either unplanned buying, partially planned buying and fully planned buying. Consumers occasionally buy on their gut feeling and the decision is made at the shop. This type of decision

can be classified as an unplanned buying decision. When a consumer decides on buying a specific product category before travelling to the shop, then only choosing the brand after arriving at the shop. This type of decision is partially planned buying. Lastly, fully planned buying decision means that the consumer decided about the product and brand before entering the shop (Shahid, Hussain & aZafar, 2017).

Cuomo, Foroudi, Tortora, Hussain, and Melewar (2019) discovered that brand attitude has a positive effect on purchase intentions, and character of quality has a positive effect on luxury brand value. While luxury brand value has a positive effect on purchase intention.

In Sima's (2017) study her participants were asked if they were more inclined to purchase a product or service because a certain celebrity endorsed it. The bulk of her participants voted for moderately inclined (43,5%) and slightly inclined (43,5%) which means that 87% of her participants were inclined to base their purchase intention of a product or service on a certain celebrity endorser. The reality that consumers are inclined to base their purchase on certain celebrity endorsers is made clear in McCracken's Meaning Transference model (1989) as well as the source of credibility model Ohanian (1990).

Sima (2017) also asked her participants if they would consider purchasing a product or service if it was endorsed by a celebrity. The researcher's results revealed that price and quality was considered more important than an endorsed product or service when purchasing a commodity. Consumers are aware of celebrity endorsers; however, they do not consider that form of communication marketing tool as a key factor when purchasing a product or service.

Soma (2019) states that consumers are more likely to believe and purchase a product or service if the endorser, admires, wants and value the product or service they are endorsing resulting in consumers being inclined to purchase that product or service.

5.7 Celebrity Endorsement as a form of marketing communication tool

Sima (2017) argues that the field of celebrity endorsement has been adopted by businesses in marketing and has been investigated by researchers for decades, but there is no clarity on how it works or how the elements can be enhanced and optimised, and more research needs to be done in a South African context. Within Sima's (2017) research majority of the study concluded that celebrity endorsement generates satisfactory results under proper circumstances leading to an increase in a business's income. However, researchers investigate on developing models about the attributes that are important for an effective celebrity endorser in relation to the brands they promote. Sima (2017) data concluded that celebrity endorsement influences consumer buying behaviour. It is therefore reasonable to anticipate that this study should show that celebrity endorsement plays a vital role as it grants consumers to better recall the product or service as well as collecting and seeking information before a purchase decision. Such information is drawn from remembrance and experiences including an advert endorsed by a celebrity.

Cuomo, Foroudi, Tortora, Hussain, and Melewar (2019) discovered, through their research that celebrity credibility has a positive effect on attitude towards celebrity endorsement. Celebrity credibility transfers the positive effects on purchase intention, brand awareness and brand attitude.

However, Sima's (2017) findings contradicts the above stated. The participants in the researcher's study were asked if they prefer celebrity or non-celebrity endorsed advertisements. Majority of the researcher's participants (73,9%) voted that they prefer non-celebrity advertisement. Sima (2017) expresses how her findings contradicts other established research as in most of the studies' respondents are likely to prefer celebrity advertisement.

The above stated can be supported by Soma's (2019) research on celebrity endorsers vs social influencers reason being that the researcher's thesis discovered that social media influencers and celebrities have distinctive

characteristics and influence consumers attitudes differently, social media influencers could be the non-celebrity people Sima's participants prefer receiving an advertisement over a celebrity endorsed one. Soma's (2019) literature proves that consumers perceptions of an endorser authentically derive from a combination of trustworthiness and personality traits (Becerra & Korgaonkar 2011; Kernis, 2013 Kernis & Goldman, 2006; Parks-Leduc, Feldman & Bardi, 2014 in Soma, 2019). Soma's (2019) study discovered that social influencers are seen to be more trusted, believable and honest over celebrities.

Yuki (2019) in Soma (2019) states that celebrity endorsement is expensive and generally has a wide-ranging audience that might not reach the specific goal of a brand. Nonetheless, celebrity endorsers are most likely to have mass reach. The research reveals that businesses should continue using celebrity endorsers, for they grant mass reach to consumers, participants reported that they are still inclined to purchase and have uniformly a positive attitude towards celebrity endorsers as towards social influencers as endorsers. Celebrity endorsers have been supported greatly in terms of attitudes and source characteristics from the source of credibility model over celebrities.

The advantage of using social media influencer is that they cater to a definite audience and segmented market demographics and geographic as well as being a cost-effective method (Soma, 2019) answering the research question if endorsing celebrities are worth the cost when social media influencers are cheaper yet effective for, they have a higher influence in specific segmented markets.

5.8 Consumers' attitude towards celebrity endorsement and the effect/impact thereof

Regardless of most of the past studies have given different outcomes. Their result acknowledges that attitude towards celebrity does not have a positive impact on brand attitude by reason of that it could be related to other factors, such as attitude towards advertising communicating biased or impartial effect. Cuomo, Foroudi, Tortora, Hussain, and Melewar (2019) exclaim how

their study did not confirm the effect of attitude towards celebrity on brand attitude, and this is one of their Hypothesis: “The celebrity endorsement will positively affect the attitude towards the brand”.

Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) study confirmed how celebrity endorser's expertise, trustworthiness and attractiveness affect brand attitude, brand credibility and purchase intention. The recurring theme is that endorser credibility consists of attractiveness, trustworthiness, and expertise as many of the researchers said as well as Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017). Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) results proved how consumers think an endorsed brand is more trustworthy, honest, and wanted; their attitude towards the celebrity endorsed brand became more desired. Consumers' perception and attitude towards a celebrity endorser is a vital aspect preceding brand attitude. That means once consumers believe that celebrities influence their style and start an action to purchase that product or service, a consumer's attitude toward the endorsed brand would be more effective. Wang, Hsiu-Ying Kao, and Ngamsiriudom (2017) analytic results from their study revealed that consumers' attitude of endorser credibility positively and naturally influences brand attitude and brand credibility.

Rahman (2018) study revealed that consumers have a positive attitude towards a celebrity who has a great personality, is attractive and reliable. The expertise and trustworthiness of a celebrity can be almost guaranteed if the celebrity is selected based on the product or service accomplishments. If the brand is well known and the advert used is well integrated with the consumers' lifestyle then the consumers will have a positive attitude towards the celebrity endorsed brand and advertisement. A celebrity can provide some influence on the brand if the brand is harmonious with the celebrity. Consequently, businesses should look at celebrity-brand congruency, advertisement message and product requirement. When the celebrity endorsed advertisement is to the point and definite, it will improve brand awareness.

Therefore, when expecting a positive attitude from consumers to purchase the product or service a business supplies when the business is selecting a celebrity to endorse their product or service, they should consider a celebrity that has the characteristics from the source of credibility model which are highly trustworthy, incredibly attractive and has some form of expert knowledge for the product or service may endorse (Petty & Cacioppo, 1986 in Rahman, 2018).

However, Sima's (2017) research findings somewhat contradicts the statement above because half of her respondents could not say whether their dislike of a celebrity - which could be affected by the elements within the source of credibility model - would influence them into purchasing a product or service. Resulting in Sima finding it hard to express if the consumer's dislike of a celebrity endorser will influence their purchase intention. 26% of her participants voted that their dislike of a certain celebrity may influence their purchase intention and 22% voted that disliking a celebrity endorser has no influence on their purchase intention. Sima (2017) believes that the differences in opinion can be made clear by the influence of personal and psychological components over the consumer buying decision model such as opinion and personality which can be explained by Kotler and Amstrong (2016).

5.9 Conclusion based on literature review

Various research articles have been reviewed to explore whether the use of celebrities to endorse products or services that a consumer may be considering buying has a positive effect on the decision to purchase such a product.

The majority of the results indicate that the use of celebrities to endorse products or services influences the purchasing intent of consumers. It was also shown that the use of social media influencers (who are distinct from celebrities in that they are paid a fee to promote products on social media) was also shown to have a similar effect on the consumer decision behaviour. It must however be pointed out that when using a celebrity endorser or a social media influencer to market or promote a product or a

service, they must be trustworthy, attractive, and perceived to be an expert in whatever they have achieved.

It is also important that the celebrity endorser or the social media influencer must be seen to be in harmony with or exhibit congruency with the service or product they promote.

6. RESEARCH DESIGN AND METHODOLOGY

6.1 Research philosophy

Positivism is a philosophy that is of the impression that knowledge derives from human experience (Domegsn & Fleming, 2007 in Sima, 2017).

The main purpose of positivism is to explore casual relationships, to interpret how the world works and to have the ability to predict events (Domegsn & Fleming, 2007 in Sima, 2017).

Positivism is an epistemological viewpoint that describes the use of methods of the natural sciences to research social reality (Bryman & Bell, 2011 in Faroberova & Kuczkowska, 2016). According to Collis & Hussey (2014) in Faroberova and Kuczkowska (2016) positivism, social reality is particular and fair, it is not altered by researcher's investigation. Positivism declares that reality can be observed by people's senses and that the sufficient knowledge should come from experiences (Blaikie, 2009 in Faroberova & Kuczkowska, 2016) Researchers who use a positivist approach, make use of existing theories to develop hypotheses that will either be rejected or confirmed (Suanders et al., 2009 in Faroberova & Kuczkowska, 2016). Additionally, such research is researched in a value-free manner, which means that the researcher is independent from the process of data collection; therefore, the essence if the data cannot be changed (Saunders et al., 2009 in Faroberova & Kuczkowska, 2016). The advantage of positivism allows the researcher to stay objective and not get personally involved. An additional advantage is that the positivist researchers usually use greatly structured methodology to promote replication (Saunders et al., 2009 Faroberova & Kuczkowska, 2016)

This paradigm is suited for this research as it hopes to examine the cause-and-effect relationship celebrity endorsement have on consumer purchase intentions. It therefore is intended to establish the relationship between the use of celebrities in endorsing products and services and consumer purchase intentions. Furthermore, it will seek to establish if the attributes of the celebrity, namely attractiveness, trustworthiness and expertise influence consumer's attitude, perception and purchasing intent.

a. Research approach

The most suited approach for this topic is the deductive approach due to the extensive literature that already exists on this topic. According to Du Plooy-Cilliers et al. (2014) deductive approach consists of reasoning from the general to the specific.

b. Research method

There are three different research methods multi-methods, mixed methods and mono-method (Saunders et al., 2009 in Lima, 2017) This research will follow a mono-method, as only one approach is used.

A quantitative method will be used in this research because the goal is to determine which factors aid the effect celebrity endorsements have on consumer purchase intention. A large number of data is required to have valid and applicable results. Qualitative method is not suitable for this research because the research will not have any in-depth understanding of consumer purchase intention (Sima, 2017).

The advantages of using quantitative approach for research are that this research approach enables for a larger greater credibility because of the statistical analysis and sample size (Sima, 2017). Another advantage is that the data can be gathered faster, and this research approach works best for when time is limited because gathering data does not become time consuming. Lastly using quantitative approaches will generate data that can be generalised later to the general population (Choy, 2014 in Shongwe, 2020). Using this research approach researchers can better understand the

reason people act and their decision-making abilities which may lead to data that can be beneficial for the entire population (Mackenzi & Knipe, 2006 in Shongwe, 2020).

c. Research strategy

This research will be by means of a survey. The researcher chose this method because in order to measure the effect celebrity endorsements has on consumer purchase intentions the data should be directly gathered from the consumers. It is therefore the most suited method for this study on celebrity endorsement (Lima, 2017).

Maree and Pietersen (2016) in Lima (2017) state that a survey is used to gather data that is used to describe and explain a phenomenon. Surveys proved quantifiable data concerning attitudes, trends or opinions taken from the study of a sample of a specific population (Creswell, 2009 in Lima, 2017).

The instrument used for this research is a questionnaire. This instrument will be used because it enables the collection of data that will assist in understanding the effect of celebrity endorsement on purchase intention (Lima, 2017). According to The IIE (2015) in Lima (2017) a questionnaire is a collection of predetermined and established set of questions structured to obtain data from respondents.

The questions that will be used for this research were drawn from literature available on celebrity from the following researchers:

- Vrinda Soma
- Marianna Di Bartolo
- Shary Lima

d. Research time horizon

A cross-sectional time horizon will be conducted this means that the research will study a particular phenomenon at a specific period of time, an example being like capturing a 'snapshot.' A cross-sectional time horizon means that participants may only be asked to fill in the questionnaire once (Saunders et al., 2009 in Lima, 2017).

7. POPULATION AND SAMPLING

7.1 Population

The population refers to the total group or thing from whom information is required (Di Bartolo, 2016).

Nature of population: The things or human beings in the population that share similar traits and characteristics which relate to the research question (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014 in Di Bartolo, 2016). The population of this research is a sample of South African consumers.

Size of the population: There are many South African consumers. This research study will focus specifically on South African consumers who are around the ages of 18-40.

Target population: The research targeted South Africans that use social. The research will also target customers and/or consumers who are around the age of 18-40 years. The reason behind this target population is that according to the 2015 Nislen Report – Global Trust in Advertising this is the age group that is more respondent to adverts that consists of Celebrity endorsements (Okoli, 2015).

Accessible population: The accessible target population was made up of male and female customers and/or consumers that the researcher could share the questionnaire link via the researcher's social media platform. This group is smaller and will be easier to analyse as it will be impossible to get the whole of South African consumers that are within the age group 18-34 years old to participate in this study.

Population Parameters (Characteristics):

- The population should be willing and have the ability to participate in the research study (Di Bartolo, 2016).
- The population is between the ages of 18 and 40.
- The population is able to buy either a good or a service.
- Both male and females was part of the population.
- The participants should have internet access.

7.2 Sample

According to Du Plooy-Cilliers, Davis and Bezuidenhout (2014) in Di Bartolo (2016) the sample is the population subset that is a depiction of the population. Feedback from the sample can be generalized for the population.

Sample method: The research is using a positivism paradigm and quantitative approach. The results from the research should allow generalizations to be established, and the researcher's influence should be non-existent. Such parameters imply that probability sampling must be conducted (Du Plooy-Cillers et al., 2014 in Di Bartolo 2016). The probability sampling method that will be used in this research is random sampling. All sample representatives will have the same or equal opportunity of being chosen. Random sampling is a straightforward process and can easily be administered in a small sample (Domegan & Fleming, 2007 in Lima, 2017).

Sample Size: The research study will focus on South African consumers within the age group of 18-40 these participants will be asked to participate in the study to gain knowledge whether celebrity endorsement is still an effective marketing tool.

Due to time constraints the sample size resulted in being 30 participants. The researcher shared the questionnaire via a broadcast message on their social media platform and only 30 people responded.

8 DATA-COLLECTION

8.1 Data collection method

Strauss and Corbin (1998) Saunders et al. (2009) in Lima (2017) state that data collection is a process a researcher does to collect and evaluate data needed based on the research variables. The process is done in a structured way. Data collection is essential because it will allow the researcher to collect the necessary information to answer the research questions as well as analyse the results. Data collection methods are the instruments and tools a researcher uses to gather data.

This study on the effectiveness of celebrity endorsement followed a quantitative design. Quantitative data collection methods use a structured data collection instruments where participants choose between predetermined response categories that will usually include possible answers. The goal is to deliver outcomes that will be simple to summarize, compare and generalize (Lima, 2017).

There are many ways of collecting data using a quantitative approach such as quantitative observation, interviews, survey-questionnaires, and experiments (Shongwe, 2020). For this research, an online survey data collection strategy was used by the researcher to study the effect of celebrity endorsement on consumer purchase intentions. This is a method of gathering primary data, for a survey that consists of asking a representative sample of people to respond to a questionnaire online (The IIE, 2015 in Lima, 2017).

The benefit of using online surveys is that it is both convenient for both the researcher and respondents because they can be filled and analysed from the comfort of their homes (Shongwe, 2020). Another benefit is that online surveys are cost effective, compared to paper questionnaires because they do not need to be printed. Online surveys also have a higher reach because the researcher can send out the online survey to many people at the same time. Another advantage is that online surveys give the participants anonymity, this will make the participants feel comfortable with giving honest answers which is essential. Online surveys have minimum human error. Studies has shown that online survey has a smaller margin of error occurring compared to paper-based questionnaires because feedback is transferred directly to the database and does not have to be manually entered by the researcher. The database has the ability to present the results quickly in numerous ways which makes it easier for the researcher to decipher (Shongwe, 2020).

According to Shongwe (2020) the disadvantage of online survey is not being able to confirm identification and the lack of random sampling can result into questionable statistical confidence. Another disadvantage is that

online surveys need internet access which means that the sample requires to be in an area that has access to internet to avoid having any difficulties when filling in the survey. If any internet accesses difficulties occur the respondent may stop filling out the survey resulting in an incomplete response which cannot be used for the research.

As stated above an online survey was used because it was the most suitable method for collecting data. The online survey consisted of closed ended questions this will assist in getting measurable and quantitative data because there was a fixed number of answer options for the respondents such a factor will make it easy for the researcher to ascertain the number of respondents selecting a specific option. Having closed ended questions avoids the respondent from giving irrelevant answers for the questions have predefined relevant answers to choose from (Dawer, 2019). Two five-point Likert scale were used in the survey, this is because they are easy to understand, easy to get results for quantitative and is objective none of the respondents could give their opinion. To avoid receiving subjective answers which can increase biasness because of personal experience an online survey was used instead of face-to-face interviews (Shongwe, 2020).

8.2 Data collection application

The first thing that had to be done is to develop an online survey. The online survey was designed on Google Forms, which is an online tool and survey processor. Google Forms supplies the choice between multiple choice questions or a likert scale. In the option chosen, the participant can only choose one answer from the checkbox this option is classified as a closed question. Google form also gives the option to either select a maximum of three options for one question as well as a Likert scale. This survey consisted of 18 questions, the questionnaire is under Annexure B. The two different Likert scale questions focused on how much the respondents are influenced by celebrity endorsements. After the survey was developed the survey was reviewed by the researcher's supervisor valid tips and comments were give. The researcher later changed a few of the survey questions based on what the supervisor had commented on. Before the

researcher could send out the link to the online survey, ethical clearance had to be sent to the researcher which it was.

After receiving ethical clearance, the researcher first sent out a pilot test to 4 participants of different ages. Sima (2017) emphasises the importance of doing a pilot test of the questionnaire before collecting the actual data. The reasoning behind testing questionnaire is to ensure that the researcher detects any mistakes on the questionnaire.

The pilot questionnaire is used so that the researcher can see whether the respondents will be able to answer the questions without any interference from the researcher, and to see whether any corrections need to be done before conducting the actual research (Du Plooy-Cilliers et al, 2014).

The researcher got a few critiques from the pilot questionnaire set which aided the researching to develop a survey where many will find easy to do.

The questionnaire link was shared on the researcher's social media platform which resulted in only receiving 30 respondents after opening the link for 7 days. All the respondents' data is saved on the researchers google forms database, the coded data can be seen under Annexure C.

9 DATA ANALYSIS

9.1 Data analysis method

Google forms automatically processes the data from the respondents and saves it. Google forms summarises the questions using statistical descriptive method which means it automatically provides a basic analysis the data collected that may be presented. Google forms provides a variety of graphically representation of the data collected example being bar, pie and columns charts. Google forms gives a summary for each answer from each respondent. This gives the researcher the ability to directly identify if there is a major trend from the answers given by the respondents (Lima, 2017).

Descriptive or inferential statistics is used to analyse quantitative data which is often combined together to provide the researcher with trends emerging

from the data and inferential supplies the researcher with the choice to generalise their findings to the population where the sample is from (Shongwe, 2020). Summaries about the sample and specific measures is provided by using quantitative methods of analysis. Inferential statistics has two primary elements, the first one is estimating parameters which includes gathering statistics from the sample data and utilizing the data to declare something about a population parameter and the second element is utilized in research that includes hypothesis testing to answer the research question (Shongwe, 2020).

Descriptive statistics is used to describe the basic characteristics that arise from the data collected and recorded, this usually consists of graphs which assists in explaining the respondents' answers. This assists with discovering if the sample has a normal distribution which is a requirement for a statistical test. This type of analysis method assists in determining if the sample can be compared to the large population from which it was taken. Descriptive statistics provides the researcher with an opportunity to describe what the data shows in a convenient form. Descriptive statistics does not give the researcher the ability to make conclusions beyond the data they have collected and analysed (Shongwe, 2020).

Data can be described in the following two ways: the first is through measures of central tendency this consists of mean, mode and median. The second is through the measure of spread which consists of the range, quartiles and standard of deviation. The most popular used measure of central tendency is the mean . Mean is the average answer provided by the respondents. The middle of the data set is the median. Median is the most commonly used for ordinal data sets such as this research Likert scale. A Likert scale is a rating scale that is usually utilised to measure behaviour, attitudes and assess opinions. The most frequent answer that is seen in the data is the mode this helps with understanding the distribution of the data. The measure of the spread of scores within the data set is the standard deviation. An estimated standard deviation can only be provided for the researcher does not have access to the entire population (Shongwe, 2020).

For this data the mean, standard deviation, mode, percentages and graphs will be used to present the results from the online survey.

9 .2 Data analysis application

Once the online survey responses reached 30 submissions, the researcher closed the survey to ensure that no more people could fill in the survey. The google form platform made it easy for the researcher by already recording all the individual responses for each of the questions from the online survey. The researcher did not have to manually input the responses instead google forms provides all the data. Google form provide an option to download the data which can be exported into an excel spreadsheet which is seen under Annexure C.

The excel spreadsheet allows the researcher to code all the answers collected which makes it easy for the researcher to provide mean, standard deviation and mode if it is coded and is no longer in words. How the researcher to code the data collected was by selecting the function “find and replace” on excel, the researcher replaced the likelihood Likert scale with numbers e.g., Extremely likely was replaced with 1, Likely was replaced with 2, Neither was replaced with 3, Unlikely was replaced with 4 and Extremely unlikely was replaced with 5. Coding this Likert scale made it easier for the researcher to provide a mean for the data collected was changed to numerical data. The above coding method was used for all the data collected so that the data can be easily presented by using either a pie graph, bar graph and pie chart.

10 PRESENTATION OF FINDINGS AND INTERPRETATION OF FINDINGS

10.1 Presentation of findings

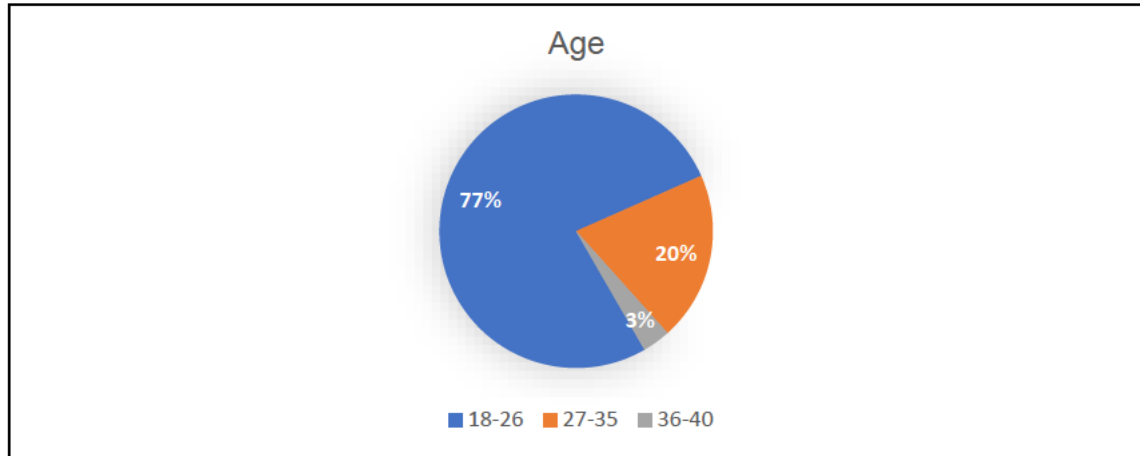


Figure 2: Demographics - age distribution

The figure above shows that out of the 30 respondents, the majority fell in the bracket of 18-26 years of age with 77%, followed by the age of 27-35 with 20% and 36-40 with 3%.

The gap between the age can be explained for the questionnaire was distributed through the researcher's social media and therefore many of the respondents are of a similar age as the researcher, which lead to the age distribution of the sample being unevenly distributed.

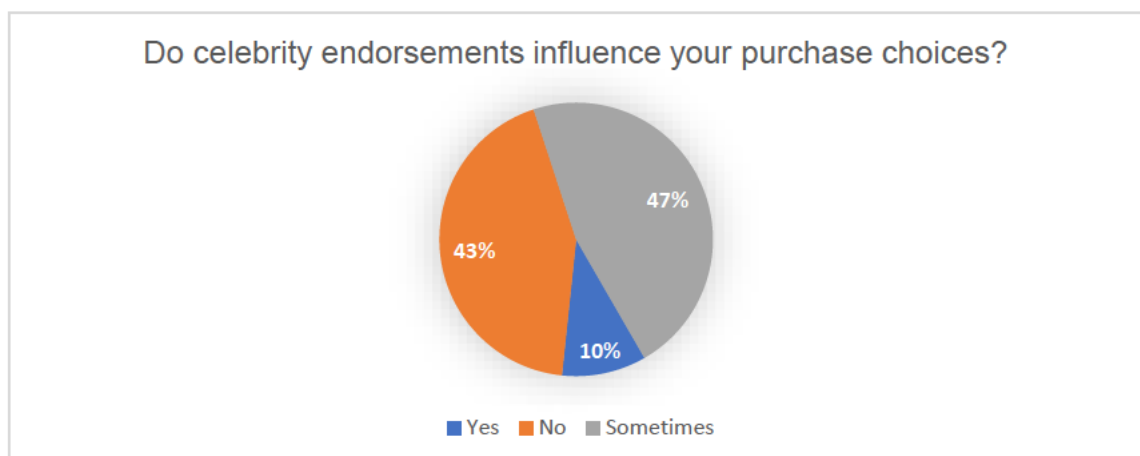


Figure 3: Do celebrity endorsements influence your purchase choices?

Out of the 30 respondents the above figure illustrates that 47% of the respondents are sometimes influenced by celebrity endorsements, 43% said they are not and only 10% said yes to being influenced by celebrity endorsements.

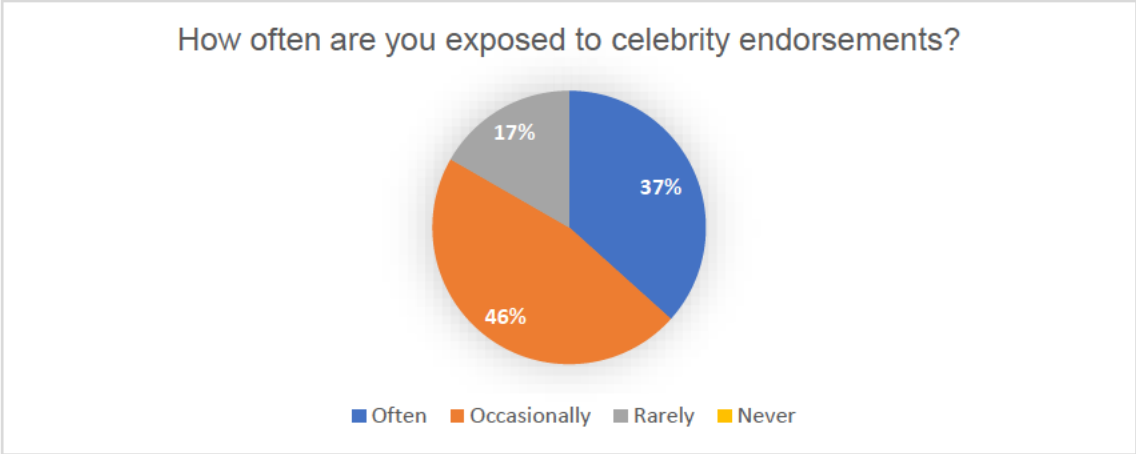


Figure 4: How often are you exposed to celebrity endorsements?

All respondents are exposed to celebrity endorsements, 46% of them are occasionally exposed, 37% are often exposed while 17% are rarely exposed to celebrity endorsements.

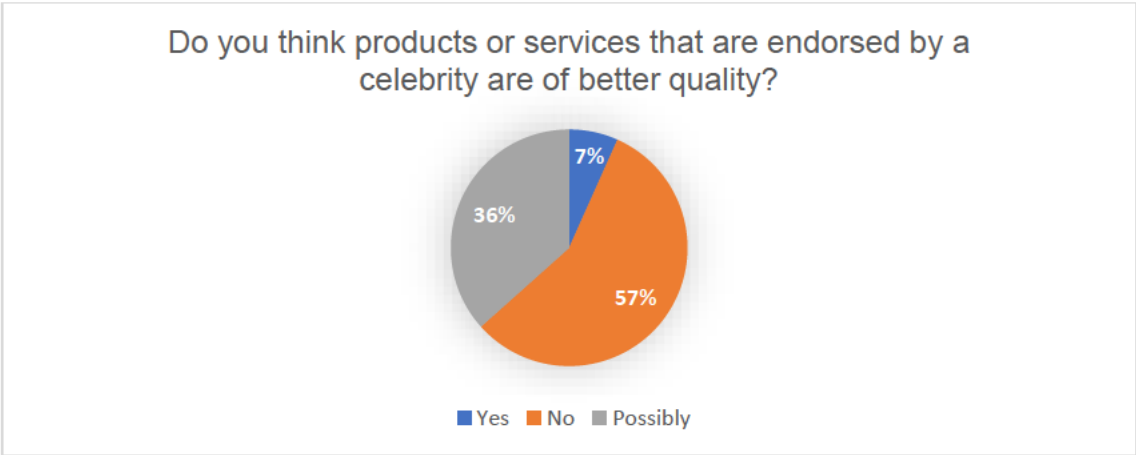


Figure 5: Do you think products or services that are endorsed by a celebrity are of better quality?

The data above is an indication of the perception of quality of products and services endorsed by celebrities. 57% of the respondents do not think that products or services are of better quality if endorsed by a celebrity, 36%

possibly believe that products or services are of better quality are of better quality and 7% do think that products or services are of better quality if endorsed by a celebrity. Therefore, consumer do not have the presumption that the product or service is of better quality if endorsed by a celebrity.

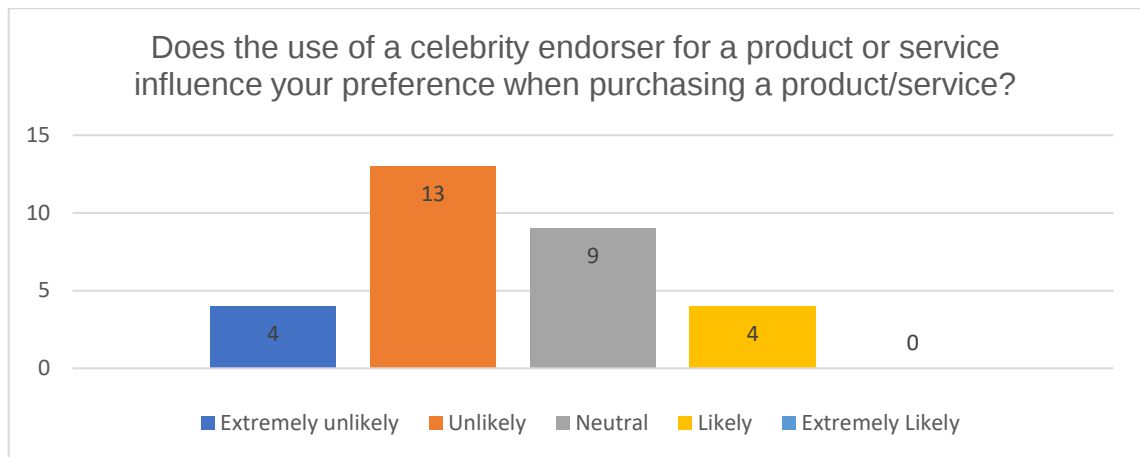


Figure 6: Does the use of a celebrity endorser for a product or service influence your preference when purchasing a product/service?

The above figure shows the use of a likert scale ranging from extremely unlikely to extremely likely, the respondents were asked to choose whether the use of a celebrity endorser influence their preference when purchasing a product or service. 13 Respondents are unlikely influenced, 9 fall under the neutral range, 4 are extremely likely to be influenced and another 4 are extremely unlikely to be influenced.

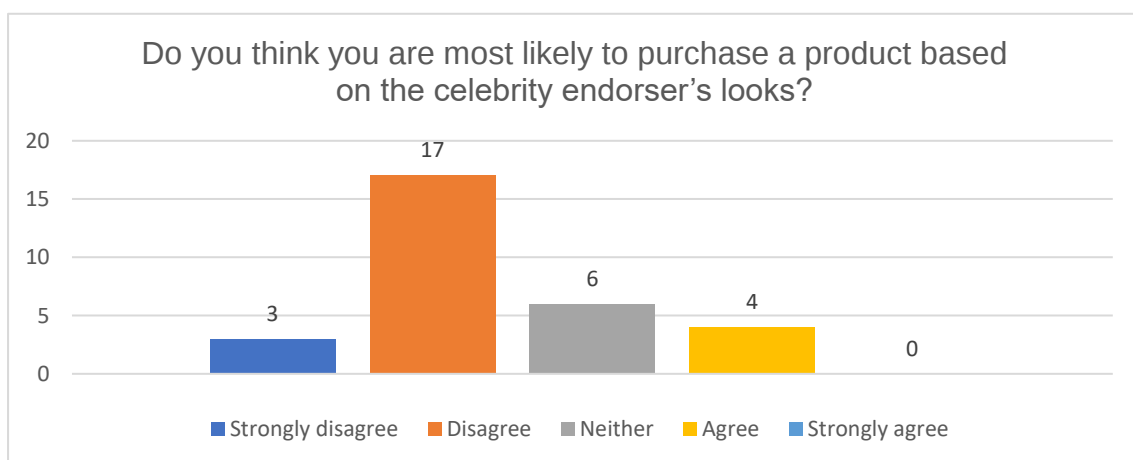


Figure 7: Do you think you are most likely to purchase a product based on the celebrity endorser's looks?

A five scale likert scale ranging from strongly disagree to strongly agree, was used for respondents to assess the conceptual framework effectiveness includes the source of credibility model according to Ohanian (1990). The source of credibility model is an important model that is usually used to assess the effectiveness of celebrity endorsements. This model depends on the endorser's attributes; trustworthiness, attractiveness and expertise.

The above data stipulates that the majority, 17 respondents disagree on purchasing a product based on the endosers' looks. Followed by 6 respondents that niether agree or disagree, while only 4 agree to purchasing products/services based on the endorsers' looks. Therefore, this celebrity endosers' attractiveness is not seen as an effective attribute to influence consumers into purchasing a product or service.

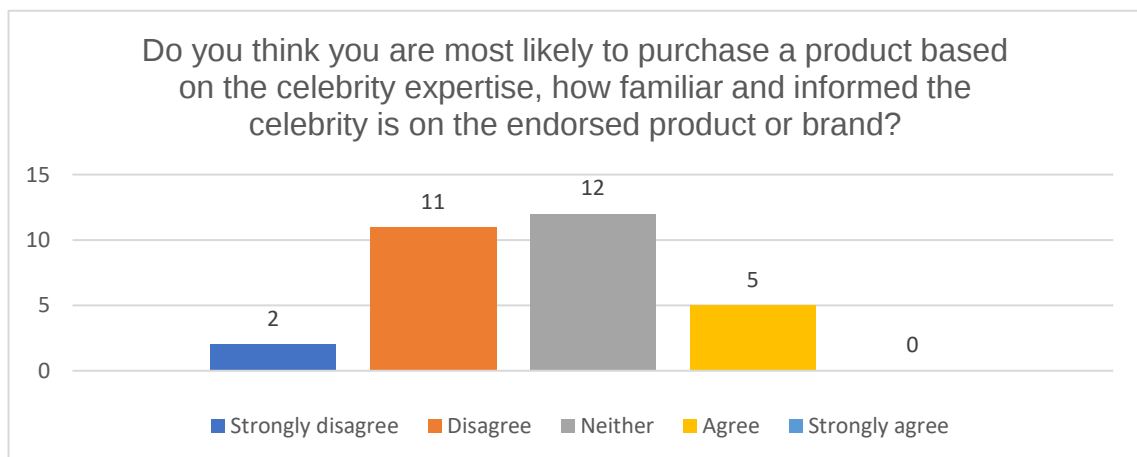


Figure 8: Do you think you are most likely to purchase a product based on the celebrity expertise, how familiar and informed the celebrity is on the endorsed product or brand?

Twelve of the respondents neither agree or disagree whether they would purchase a product or service based on the celebrity's expertise on the product or service endorsed. 11 disagree, 5 agree and 2 strongly disagree that they would purchase a product or service based on a celebrity expertise. Compared to the attractiveness attribute the expertise

attribute has a slight increase when it comes to agreeing whether this attribute will influence be consumer in purchasing a product or service.

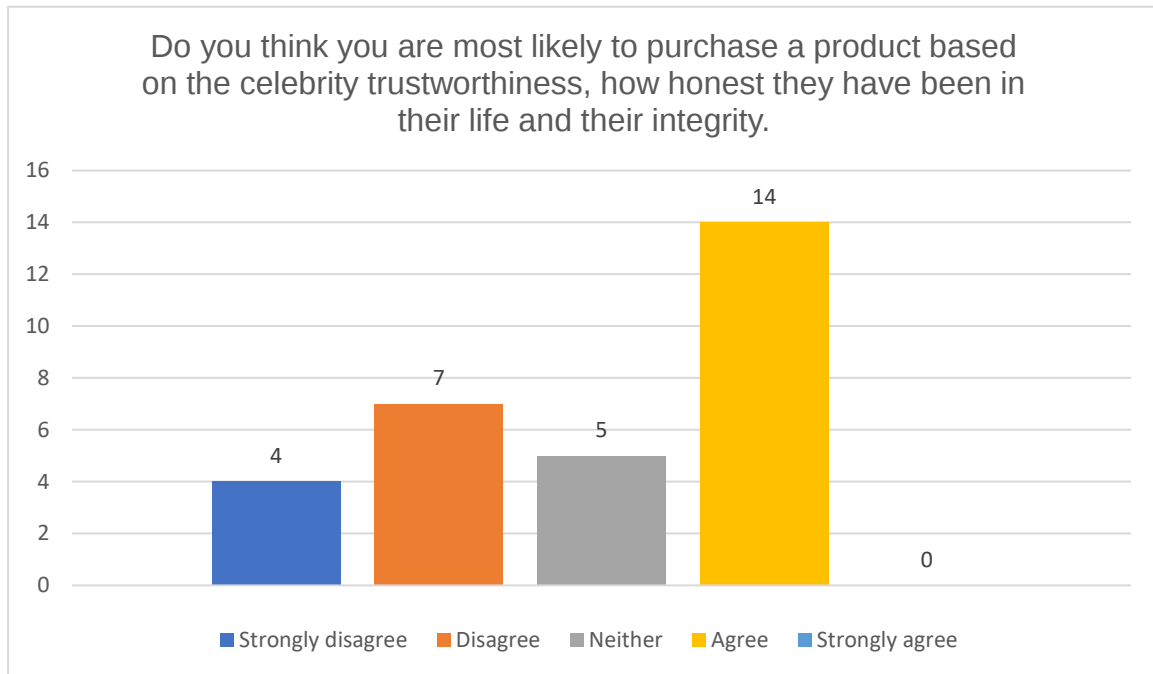


Figure 9: Do you think you are most likely to purchase a product based on the celebrity trustworthiness, how honest they have been in their life and their integrity.

The above graph shows data on the last celebrity endorses' attribute trustworthiness. Compared to the other 2 attributes more respondents agree that they would purchase a product or service based on the celebrity's trustworthiness, this is seen by the 14 respondents that agree, 7 respondents disagree, 5 neither agree or disagree, while 4 strongly disagree.

In your opinion, which form of marketing communication tool do you prefer to get advertisements from?

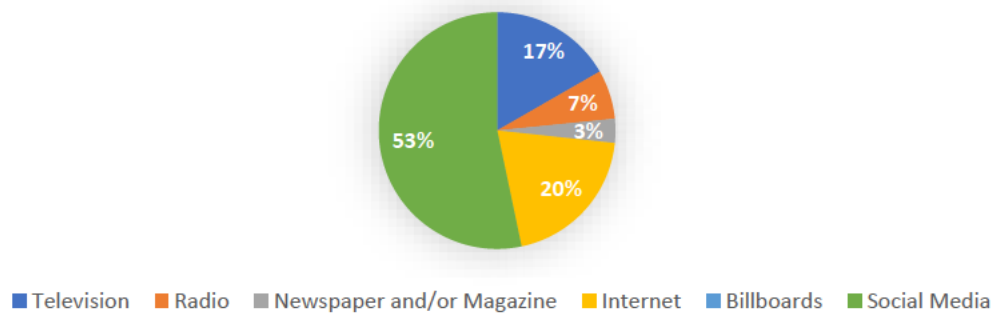


Figure 10: In your opinion, which form of marketing communication tool do you prefer to get advertisements from?

Social Media is by far the most preferred form of marketing communication tool to get advertisement from, for 53% of the respondents prefer to receive advertisements on social media. While 20% prefer receiving advertisements on the internet, 17% prefer receiving advertisements on television, 7% prefer receiving advertisement on the radio and only 3% prefer newspaper and/or magazines.

Which communication marketing tool have you seen a celebrity endorsement advertisement the most?

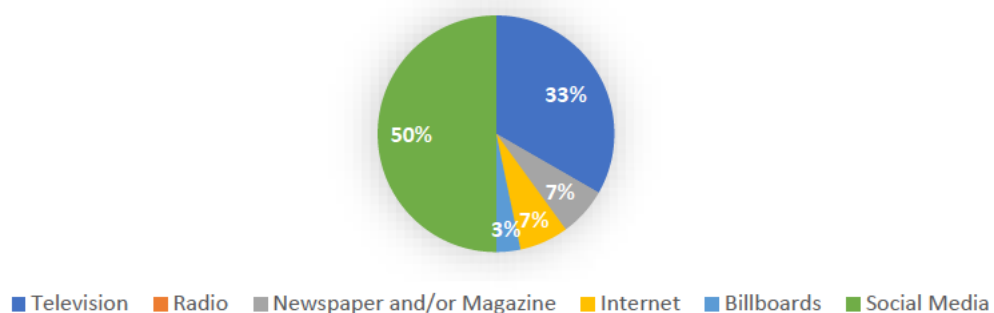


Figure 11: Which communication marketing tool have you seen a celebrity endorsement advertisement the most?

The above pie chart stipulates that 50% of the respondents have seen celebrity endorsement advertisements on social media, 33% have seen celebrity endorsement advertisement on television, 7% have seen celebrity

endorsement advertisement in newspaper and/or magazine, 7% have seen celebrity endorsement advertisement on the internet, while 3% of the respondents have seen celebrity endorsement advertisement on billboards.

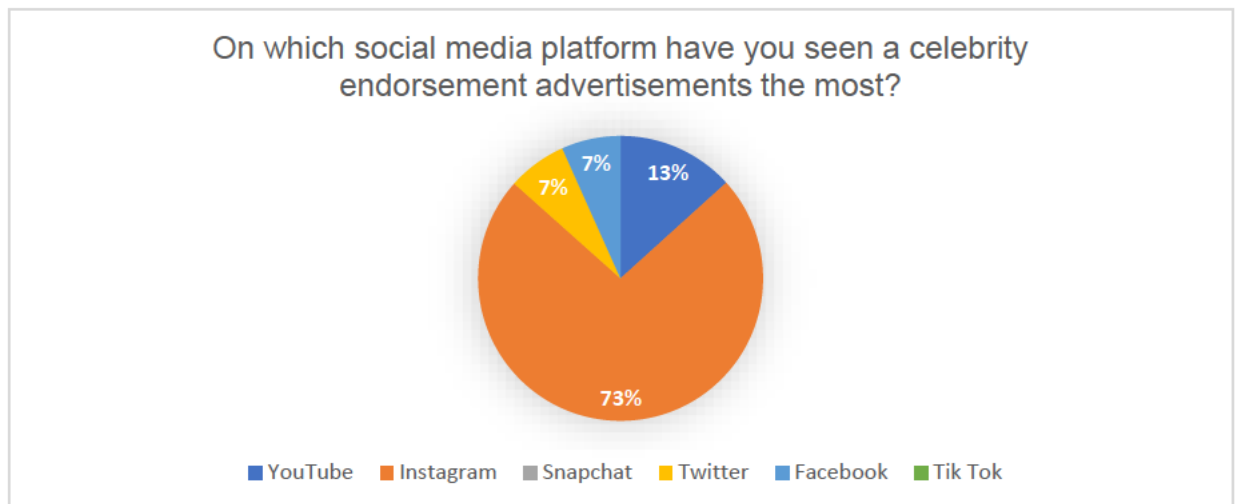


Figure 12: On which social media platform have you seen a celebrity endorsement advertisements the most?

It is evident that Instagram is the social media platform whereby the majority of the respondents have seen celebrity endorsement advertisement the most which is seen in the above pie charts with 73% of the respondents who selected Instagram as the social media platform that they have. 13% of the respondents have seen most of the celebrity endorsement advertisement on YouTube. 7% of the respondents have seen most of the celebrity endorsement on Facebook and 7% of the respondents have seen most of the celebrity endorsements on Twitter

10.2 Interpretation of findings

The minority being 10% of the respondents purchase choices are influenced by celebrity endorsement. Therefore, for this study celebrity endorsement have little influence on consumer purchase intentions. However, the data collected from the other questions can assist in what celebrity attributes have an effect on consumers resulting in them having

more interest in buying products or services that have been endorsed by a celebrity.

Majority of the respondents chose that they are sometimes influenced by celebrity endorsement which means that there's a 50/50 chance that people may or may not be influenced by celebrity endorsements. Businesses should do further research for the 47% that can be influenced by celebrity endorsements and if not then it will be a clear indication that celebrity endorsements are no longer effective. However, 43% replied that they are not influenced by celebrity endorsements.

All respondents are exposed to celebrity endorsements, this indicates that every respondent has seen a product or serviced that was endorsed by a celebrity. Therefore, all respondents have knowledge on what a celebrity endorser and can have opinions on celebrity endorsements based on the experience they have had with a celebrity endorsement advertisement. 46% of them are occasionally exposed, 37% are often exposed while 17% are rarely exposed to celebrity endorsements.

Interestingly so the respondents that are influenced by celebrity endorsers voted that they were either often exposed to celebrity endorsements or occasionally exposed none of them were either rarely exposed or never exposed to celebrity endorsement. The 17% of the respondents that voted that they rarely get exposed to celebrity endorsement, 40% of them said that they are sometimes influenced by celebrity endorsements and 60% said that they are not influenced by celebrity endorsement. The amount of exposure to celebrity endorsement may affect the influence on consumers' because the majority that got rarely exposed are those who voted that celebrity endorsers do not influence them followed by those who are sometimes are influenced by celebrity endorsements.

When celebrity endorsers do not give off the impression of what they endorse is of better quality, Therefore, consumers will not believe that just because celebrity endorsed a product or service it of better quality. The attitude towards a celebrity does not influence a consumer's views of how they perceive the quality of a product.

43% of the respondents voted that a celebrity endorser is unlikely to influence their preference when purchasing a product/service, this further emphasizes that celebrity endorsements are not effective in this study.

Out of the three attributes from the source of credibility model from Ohanian (1990) it is evident that consumers are most likely to be more drawn by the celebrity endorser's trustworthiness attribute rather than the other two attributes from the source of credibility model, expertise and attractiveness. Therefore, when businesses consider using celebrity endorser they must ensure that the celebrity is known to be trustworthy and has a sense of integrity. The second attribute that the respondents are fond of is the celebrity's expertise then lastly their attractiveness. Compared to previous studies such as Lima (2017) this contradicts her findings of how majority of her respondents preferred the attractiveness attribute.

50% of the respondents said that they mostly see celebrity endorsements on social media and the social media platform that they see celebrity endorsements the most is Instagram (73% of the respondents voted for Instagram). 53% of the respondents prefer to receive advertisements on social media.

Therefore, the first place businesses should consider advertising celebrity endorsement adverts should be on social media specifically Instagram to get a positive response from their targeted market.

11 VALIDITY AND RELIABILITY

According to Pietersen and Maree (2016) in Lima (2017) reliability is an instrument that refers to the ability to conduct similar results if the research is sent to different respondents from the targeted population.

The online survey that will be conducted for this research has been designed in such a way that it can be used at a different time with different respondents and will measure the same variables. .

b. Validity

The validity can be defined as an instrument that measures what it is supposed to measure (Pietersen & Maree, 2016 in Lima, 2017)

In order to have a valid questionnaire, the researcher should use their knowledge to create the questionnaire with numerous scales and in an accurate and logic way.

12 CONCLUSION

12. 1 Concluding answers to the research objectives

Objective 1 To measure the effectiveness of celebrity endorsement on consumer purchase intention

The findings from this research clearly indicate that celebrity endorsements are not effective. Only 10% of the respondents were influenced by celebrity endorsements while 47% chose sometimes influenced and 43% said that they are not influenced by celebrity endorsers. The respondents from this study also indicated how celebrity endorsers do not influence their preference when purchasing a product/service. In conclusion from this studies findings celebrity endorsements is not effective.

Objective 2: To evaluate which communication marketing tool is effective to use for celebrity endorsement

Majority of the respondents voted that they mostly see celebrity endorsements on social media, specifically Instagram. If businesses would like to use a celebrity to endorse their product or service they should consider using the social media communication marketing tool specifically on Instagram social media platform.

Objective 3: To evaluate whether which celebrity endorser's attributes attract consumers to purchase products or goods.

Out of the three attributes the respondents preferred the trustworthiness attribute. Therefore, business must hire celebrities that are seen to be trust worth and has a high since of integrity. More consumers are drawn to such characteristics.

12. 2Anticipated Contribution

The research can be useful to businesses when considering a celebrity to endorse their service or product for the study will collect data from consumers stating what attributes they prefer when purchasing a product or service from a celebrity endorser and whether consumers have a positive or negative experience when watching an advert that is endorsed from a celebrity.

12. 3 Ethical considerations

Participants within the research will remain anonymous to ensure that all data given remains confidential.

A consent form will be attached on the online survey before the participant can fill in the survey so that they are aware of what the online survey is being conducted for.

Participants may exit the survey at any stage of the questionnaire if they feel uncomfortable filling in the survey.

The research will not be conducted on any minors.

Information gathered must through surveys must be accurately reported. Answers received from respondents may not be tampered with. There should be no emphasis put on some aspects of the study than other aspects. The information collected from this investigation should be used only for the purpose of this research. (Lima, 2017)

12.4 Limitations

Du- Plooy-Cilliers, et al. (2014) states that a research study will always encounter constraints that will limit the research study such constraints are out of the control of the individuals conducting the research.

The first limitation this research will encounter is the time allocated to conduct the research since it is an honours research there are deadlines that have to be met having to meet the allocated deadlines limited the amount of information the researcher could gather. Hence using online survey to collect the data because it is time effective. Another limitation is not having the ability to control the environment the respondents filled in the survey within the comfort of their own space, the researcher has no indication on how much time each respondent used to fill in the survey (Shongwe, 2020).

Quantitative research does not permit deep understanding of essential reasoning to explain the effect of the celebrity endorsement on consumer purchase intention. Such reasoning can only be accomplished through a qualitative method. Quantitative research will still be valuable for this study because it enables to identify general tendencies when collecting the data . Quantitative research is objective for it eliminates the researcher's personal reaction to the findings of the study. (Ivankova, Cresswell & Piano Clack, 2016 in Lima, 2017).

Data limitations can result from accessibility of the sample population which can be a restraint arising from the availability of participants.

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Annexure A: Consent form for respondents



CONSENT FORM

To whom it may concern,

My name is Masego Moloabi, I am a student at Vega School of Brand Leadership, Pretoria. I am currently conducting research under the supervision of Anthony Wingfield about the effect celebrity endorsements has on South African consumers' purchase intentions. I hope that this research will enhance our understanding of different forms of marketing communication tools when advertising products. The research can be useful to businesses when considering a celebrity to endorse their service or product for this study I will be collecting data from consumers stating what attributes they prefer when purchasing a product or service from a celebrity endorser and whether consumers have a positive or negative experience when watching an advert that is endorsed by a celebrity.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because it is part of my honours research module. If you decide to participate in this research, I would like to use the questionnaire data to assist me in completing my research paper.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about the effect celebrity endorsements has on South African consumers' purchase intentions. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is completely voluntary. If you do not wish to participate in this study, you have every right not to do so. Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Masego Moloabi

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Anthony Wingfield

[REDACTED]

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be questioned for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Annexure B: Survey questionnaire

1) What is your Gender?

Male	
Female	

2) How old are you?

18-26	
27-35	
36-40	
40 and above	

3) Do celebrity endorsements influence your purchases?

Yes	
No	
Sometimes	

4) How Often are you exposed to celebrity endorsement?

Often	
Occasionally	
Rarely	
Never	

5) Do you think products that are endorsed by a celebrity are of a better quality?

Yes	
No	
Possibly	

6-10)

Please indicate the extent of likelihood that you resonate with from the below statements.

	Extremely unlikely	Unlikely	Neutral	Likely	Extremely Likely
Does the price of a product or service influence your preference when purchasing a product/service?					
Does the use of a celebrity endorser for a product or service influence your preference when purchasing a product/service?					

Does the quality of a product or service influence your preference when purchasing a product/service?					
Does your loyalty to a brand's product or service influence your preference when purchasing a product/service?					
Does the customer service of the product or service influence your preference when purchasing a product/service?					

11-13)

Please indicate the extent to which you agree or disagree with the following statements.

	Strongly agree	Disagree	Neither	Agree	Strongly agree
Do you think you are most likely to purchase a product based on the celebrity endorser's looks?					
Do you think you are most likely to purchase a product based on the celebrity expertise, how familiar and informed the celebrity is on the endorsed product or brand?					
Do you think you are most likely to purchase a product based on the celebrity trustworthiness, how honest they have been in their life and their integrity?					

14) In your opinion, which form of marketing communication tool do you prefer to get advertisements from?

Television	
------------	--

Radio	
Newspaper and/or Magazine	
Internet	
Billboards	
Social Media	

15) Do you think celebrity endorsement's help you recall/ remember the product or service better?

Yes	
No	
Sometimes	
Not sure	

16) Which communication marketing tool have you seen a celebrity endorsement advertisement the most?

Television	
Radio	
Newspaper and/or Magazine	
Internet	
Billboards	
Social Media	

17) On which social media platform have you seen a celebrity endorsement advertisement the most?

YouTube	
Instagram	
Snapchat	
Twitter	
Facebook	
Tik Tok	

18) Which category are you most likely inclined to buy if a celebrity endorsed a product or service within that specific category. (You may pick more than one)

Health and beauty	
Home décor/appliances	
Fashion (Clothing, jewellery and shoes)	
Electronic products	
Sport products	
Daily necessities	

THANK YOU FOR YOUR TIME.

Annexure C: Microsoft Excel data collection

Timestamp	What is your Gender	How old are you?	Do celebrity endorsements influence your purchase choices?	How often are you exposed to celebrity endorsements?	Do you think products that are endorsed by a celebrity are of a better quality?	Does the price of a product or service influence your preference when purchasing a product/service? [A]	Does the use of a celeb by endorser for a product or service influence your preference when purchasing a product/service? [B]	Does the quality of a product or service influence your preference when purchasing a product/service? [C]	Does your loyalty to a brand's product or service influence your preference when purchasing a product/service? [D]	Does the customer service of the product or service influence your preference when purchasing a product/service? [E]	Do you think you are most likely to purchase a product based on the celebrity endorser's looks? [A]	Do you think you are most likely to purchase a product based on the celebrity endorser's brand [B]	Do you think you are most likely to purchase a product based on the celebrity endorser's integrity [C]	In your opinion which form of marketing communication tool do you prefer to get advertisements from?	Do you think celebrity endorsement's help you recall/ remember the product or service better?	Which communication marketing tool have you seen a celebrity endorsement advertisement the most?	On which 6 platform have you seen a celebrity endorsement advertisement the most?	Which category are you most 4 inclined to buy if a celeb ty endorsed a product or service within that spec fic category. (You may pick more than one).	
8/10/2021 14 17 34	1	3	3	1	3	1	4	1	4	1	3	3	3	3	1	1	1	11 2 3	
8/10/2021 14 40 48	2	1	1	1	2	3	3	3	4	4	4	4	4	4	3	5	21 3		
8/10/2021 15 16 51	2	2	2	2	3	4	2	5	3	5	2	2	2	4	2	6	22 4 5		
8/10/2021 15 26 01	2	2	2	1	2	4	2	4	4	1	2	1	2	2	4	3	6	25 6	
8/10/2021 15 29 18	2	1	1	2	3	4	4	4	4	4	4	4	2	4	6	3	1	12 3 5 6	
8/10/2021 15 42 59	2	1	3	2	3	4	3	4	3	4	2	3	2	1	1	4	23 5 6		
8/10/2021 15 54 44	1	1	3	2	3	5	3	5	5	5	2	3	4	6	1	4	2	3	
8/10/2021 15 56 32	1	1	2	1	3	5	1	5	3	4	1	3	1	6	3	6	21 2		
8/10/2021 16 12 29	1	1	3	2	2	3	2	3	3	3	3	3	3	4	1	1	2	1	
8/10/2021 16 15 23	2	1	3	1	1	5	4	5	4	4	4	4	4	4	6	4	6	23 4 6	
8/10/2021 16 19 01	2	1	2	3	2	5	1	3	4	4	2	4	4	4	6	1	6	21 2 3	
8/10/2021 16 19 24	1	1	3	1	2	4	2	4	4	4	2	4	2	4	4	1	1	5	3
8/10/2021 16 55 28	1	1	3	3	2	4	2	4	3	3	2	3	2	6	3	3	2	3	
8/10/2021 17 25 01	2	1	2	1	2	4	3	4	3	4	3	2	3	6	3	6	25 6		
8/10/2021 17 37 32	2	1	2	3	2	5	1	5	4	4	1	1	1	6	2	6	42 5		
8/10/2021 18 07 07	2	1	3	3	2	3	2	4	5	4	2	3	2	3	3	3	2	2	
8/10/2021 18 14 01	2	1	3	2	2	4	3	2	4	5	2	3	4	1	3	1	5		
8/10/2021 19 53 40	2	1	1	2	3	4	2	4	4	4	4	4	4	1	1	1	4	6	
8/10/2021 21 13 43	2	1	2	3	3	5	2	5	4	3	2	2	2	6	2	1	2 4 5		
8/10/2021 21 27 46	2	1	2	2	2	4	2	4	3	4	2	2	2	4	4	6	2	1	
8/10/2021 22 20 23	2	2	3	2	2	3	2	3	2	3	2	2	2	4	3	6	2 3 4		
8/11/2021 0 19 28	2	1	2	2	2	5	1	4	5	4	2	1	1	6	2	4	1	6	
8/11/2021 9 12 36	1	2	3	1	2	5	2	5	5	5	2	2	2	6	2	6	2 4		
8/11/2021 11 11 43	2	1	2	1	2	3	2	5	4	3	2	3	3	6	3	6	2	3	
8/11/2021 12 51 05	1	1	2	2	1	4	3	5	4	5	2	5	3	6	1	6	21 2 7		
8/11/2021 14 04 38	1	2	2	1	2	3	2	4	3	4	2	3	4	6	3	1	1	3	
8/13/2021 22 20 28	1	2	3	1	2	5	2	5	5	5	2	2	2	4	2	6	2 2 4		
8/15/2021 15 11 59	2	1	3	2	3	4	3	5	3	4	3	4	4	6	3	1	2 5 6		
8/15/2021 19 17 28	1	3	3	2	3	4	3	4	3	3	2	3	1	6	3	1	1 3		
8/17/2021 15 02 22	1	1	2	2	3	3	2	4	2	3	3	4	3	1	3	6	2	1	
mean	1.6	1.26666667	2.36666667	1.8	2.3	3.93333333	2.43333333	4.1	3.63333333	3.8	2.36666667	2.73333333	3	4.4	2.26666667	3.96666667	2.2	2.90909091	
standard deviation	0.498272879	0.52083046	0.668675135	0.71438423	0.595963433	0.980265036	0.897634183	1.02892944	0.889917967	0.96132093	0.850287308	0.944431176	1.144702943	1.975714624	0.907187139	2.296674257	0.996545758	1.758098146	
mode	2	1	3	2	2	4	2	4	4	4	2	3	4	6	3	6	2	3	
Key	Female 1	18-26 1	Yes 1	Often 1	Yes 1	Extremely Likely 1	Extremely Likely 1	Extremely Likely 1	Extremely Likely 1	Extremely Likely 1	Strongly disagree 1	Strongly disagree 1	Strongly disagree 1	Television 1	Yes 1	Television 1	YouTube 1	Health and beauty 1	
	Male 2	27-35 2	No 2	Occasionally 2	No 2	Unlikely 2	Unlikely 2	Unlikely 2	Unlikely 2	Disagree 2	Disagree 2	Disagree 2	Disagree 2	Radio 2	No 2	Instagram 2	Home decor/appliances 2		
		36-40 3	Sometimes 3	Rarely 3	Possibly 3	Neutral 3	Neutral 3	Neutral 3	Neutral 3	Neither 3	Neither 3	Neither 3	Neither 3	Magazine 3	Sometimes 3	Magazine 3	Snapchat 3	Fashion (Clothing, jewelry and shoes) 3	
				Never 4		Likely 4	Likely 4	Likely 4	Likely 4	Likely 4	Agree 4	Agree 4	Agree 4	Internet 4	Not Sure 4	Internet 4	Twitter 4	Food and drinks 4	
						Extremely unlikely 5	Extremely unlikely 5	Extremely unlikely 5	Extremely unlikely 5	Extremely unlikely 5	Strongly agree 5	Strongly agree 5	Strongly agree 5	Billboards 5		Billboards 5	Facebook 5	Electronic products 5	
														Social media 6		Social media 6	Tik Tok 6	Sport products 6	
																		Daily necessities 7	

Annexure D: Ethical clearance



Date: 07 July 2021

Student name: Moloabi Relebogile Masego

Student number: [REDACTED]

Campus: IIE Vega Pretoria Campus

Re: Approval of RESEB419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns. However, please consult your supervisor with regards to your supporting documents and research instrument before collecting your data for your research. We hereby provide you with *provisional permission* to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

Annexure E: Report summary document table

Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
The purpose of this study is to better understand the effectiveness celebrity endorsements has on South African purchase intentions, perceptions, and attitude towards sports apparel and if companies should continue to spend an extensive	Does celebrity endorsement have an effect on consumer buying behaviour?	According to Lima (2017) the effect celebrity endorsements on consumer purchase intentions' is a research worth investigating reason being that celebrity endorsement is widely used in many businesses: fashion, sports, entertainment, etc	Ohanian Ajzen Erdogan	Theme 1: Celebrity Endorsements as a promotional marketing tool Theme 2: Advertising marketing Theme 3: Consumer Purchase Intentions Theme 4: South African Consumers Theme 5: Source of credibility model	Positivism can be explained as objective, discoverable truths can be the base of science. The supernatural or abstract statements should yield to the positive that can be explained in terms of scientific laws.	Quantitative through online surveys Population: South African consumers	The data collection method will be through surveys both primary (surveys, through means of purposive sampling – nonprobability method) and secondary method (reviewing literature, journals, articles	Information gathered must through surveys must be accurately reported. Answers received from respondents may not be tampered with. There should be no emphasis put on some aspects of the study than other aspects.)	If celebrity endorsement is an effective marketing tool when it comes to South African students for, they are a market that spends more money than an average south African.	
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
Evaluating if celebrity is an effective marketing communication tool is effective on consumer purchase intention because spend significant amount of money on celebrity endorsement.(Lima, 2017).	The main objective of the research is to measure the effectiveness of celebrity endorsement on consumer purchase intention.	Celebrity endorsement Consumer Purchase intention Attitude	Theory of planned behaviour.			Probability Simple Random sampling 30 respondents	Unit of Analysis: South African consumers	Time allocated to conduct the research. No control on the respondents env Quantitative does not permit a deep understanding.		