

**ADOPTION OF CELEBRITY ENDORSEMENT AS A MARKETING STRATEGY
IN KENYA:**

THE CASE OF HARPIC TOILET CLEANERS

BY

JACKLINE KITTONY

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

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JACKLINE KITTONY

**A Project Report Submitted to the Chandaria School of Business in Partial Fulfillment
of the Requirement for the Degree of Master of Business Administration (MBA)**

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

SUMMER 2014

DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University Africa in Nairobi for academic credit.

Signed: _____ Date: _____

Jackline Kittony (ID: 633746)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: _____ Date: _____

Mr. Gidraph Nduati

Signed: _____ Date: _____

Dean, Chandaria School of Business

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ABSTRACT

The purpose of the study was to establish the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners. The study was led by the following research questions: What is the relationship between celebrity endorsement and the brand loyalty? What are the effects of the celebrity endorsements on product usage? And lastly, what is the effect of celebrity endorsement on attracting new customers?

The study involved random sampling of shoppers from various key chain supermarkets in Nairobi that is, Nakumatt, Tuskys, Naivas and Uchumi. Descriptive research design was used.

The study involved the use of questionnaires which had both open ended and closed ended questions to gather data from shoppers at the point of purchase. The study used stratified random sampling technique to gather the data; this method was selected so as to capture different members of the target population. Data cleaning was then done in order to correct any errors, after which coding and analysis was conducted with the aid of Statistical Package for Social Sciences (SPSS) and spread sheets. Correlation analysis was employed to establish the relationship between the independent variables and the dependent variable; the analysis also adopted T- test analysis. The results were then presented using frequency, tables and figures.

The major findings showed that celebrity endorsement of Harpic influenced its usage amongst consumers, there exist a causal relationship between celebrity endorsement and brand loyalty and finally celebrity endorsement of a product determines whether the product will be able to attract new customers.

In conclusion, the study has sufficiently shown a greater inclination towards brand loyalty, brand preference and brand switching due to celebrity endorsement hence it is worth deducing that celebrity endorsement determines brand loyalty, brand preference and brand switching which ultimately impacts on purchasing decision. The research has demonstrated the fact that celebrity endorsement of Harpic influences its usage by the consumers and that apart from Harpic being known to be a toilet cleaner it has alternative functions like cleaning

sinks and urinals. The survey has confirmed that the ability of a product to attract new customers all depend on celebrity endorsement.

The study recommended that Harpic being a strong brand with many users should maintain quality that the consumers normally identify it with and encourage the use of other promotional materials that would create a lasting image in the minds of the consumers. Moreover, Harpic being the market leader in toilet cleaners should continuously package its brand so as to beat competition. The market for toilet cleaners is flooded and therefore the existence of substitute products such as Jeyes bloo, Hurricane and Kiwi Clean poses a threat to its market share. Companies should continue to employ the use of celebrities so as to boost their revenue. In most cases majority find models, artists, actors and actresses more appealing.

This research was designed to establish the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners which is by no means conclusive. After reviewing the varied responses, a number of gaps which were outside the scope of this research have emerged. This research was only focused on Harpic toilet cleaners hence locking out other toilet cleaners. One would evaluate whether other toilet cleaners such as Kiwi clean, hurricane and Jeyes bloo would exhibit similar ideas or stand as far the responses were concerned. This research being more descriptive on finding existence, it would add to the body of knowledge if one studied the causes of the divergence within the population.

ACKNOWLEDGEMENT

I would like to acknowledge the overwhelming support and wise counsel I received from my supervisor, Mr. Gidraph Nduati. I would also like in a special way to thank my family for the moral support throughout this academic journey.

DEDICATION

To my husband and daughter.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

Modern marketing strategies of most business firms rely heavily on creative advertising to promote their products to their target markets. In fact, a central goal of today's advertising strategy is the persuasion of customers, who are becoming increasingly educated, sophisticated and, selective. Competition is also becoming more intense. Having a good product alone is not enough to compete in markets of high standards (Kumar and Reinartz, 2006).

The changes in markets and consumer lifestyle are driving marketers to focus on more persuasive ways of promoting their products. In today's media driven markets, creative television advertising can promote not only products, but also attractive lifestyles and dreams that are highly valued by consumers (Alsmadi, 2005).

Very often, advertising makers use various advertising styles to influence consumers' brand choice behavior. Among the different styles available, celebrity endorsement is becoming a popular choice in the advertising industry. Most celebrities like movie actors, television stars as well as famous athletes are mostly used in television advertising in order to influence consumers' brand choice behavior (Shimp, 2003). According to Suegker (2003) advertisers try to establish a link between their brands and a desirable image or lifestyle of a celebrity.

Branding and brand-based differentiation are important means for creating and sustaining competitive advantage (Aggarwal, 2004). Freling and Forbes (2005) suggest that brand personality could differentiate and create competitive advantage in the consumer's minds for brands that otherwise are indistinguishable from those of competitors. This makes a brand stand out from the rest in the category.

Brand personality indirectly affiliate with the brand by product attributes, category associations, brand name, symbol or logo, advertisement, price, and distribution channel. Hence brand personality is created and maintained in the mind of the consumer, it can have

an effect on trust (Sung and Kim, 2010). The stronger a consumer identifies with a product or service, the more time and money he will spend on it. By developing strong brands, managers will be able to connect with consumers, resulting in long-lasting and profitable consumer-brand relationships and increased purchase (Wang and Yang, 2008; Carlson, Donovan and Cumiskey, 2009).

Many useful constructs and measurements have been developed recently in the branding literature including brand personality, brand community, brand trust and brand attachment (Delgado, Munuera and Yagüe, 2003). Those researches suggested that people could form relationships with brands in much the same way in which they form relationships with each other in a social context.

Angela, Maureen & Steven (2003) studied the process of transference of celebrity images to the product's image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research with consumers and interviews with advertising agency personnel who have identified the criterion for the choice of a celebrity. The extent to which the market place recognizes and consumers associate themselves with the image of a celebrity endorser is explored.

Neha (2005) noted that the impact of celebrity endorsements on brands and established that the magnitude of the impact of celebrity endorsement remains under the purview of gray spectacles, the research further established that the reasoning to the impact of celebrity endorsements on brands and reveals that the level and the magnitude of the effect vary with the celebrity and the product category and that most of the endorsements have a favorable impact.

According to Irene (2008) there exist two aspects of celebrity endorsement; one was to find the implication that the celebrity endorser brings to the product and to the consumer for different product categories and the other was the extent to which these effects vary across different product categories. The research was based on written questionnaires and the study analyzed the impact of female international celebrity endorsers in respect of three different product categories namely, high involvement, low involvement and the beauty products and

concluded that the celebrities are considered to have the highest expertise for beauty products with much lower scores for candy bars (low involvement) and lap-tops (high involvement).

Christina (2003) documents the relationship between celebrity endorsements and brands, she adopted a selection seen as accepted based on principles of how consumers' brand attitudes as well as preferences can be positively impacted. This prompted her to explore the use of concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and above all the principles of multiple product and celebrity endorsement. An overview of the prevailing market situation points out that celebrity endorsement advertising strategies are a pointer to the high costs related to this form of advertising. Several drawbacks indicate that it is important for advertisers to be aware of the multifaceted processes related to celebrity endorsement.

Celebrity endorsement is perceived as way of strategic promotion (Khatri, 2006). An evaluation of the prevailing market situation noted that both celebrity endorsement and advertising strategies if correctly intermingled with regards to merging the strengths of the brands together with the celebrity's quality indeed outline the high cost related to this form of advertising. Nonetheless, advertising needs to be aware of the multifarious processing essential celebrity processing endorsement by gaining lucidity on described concepts of celebrity source creditability and attractiveness, match-up hypothesis, multiple product endorsement. It is upon the marketer to decide how far the benefits overshadow the risks associated. Moreover, the advertisers acknowledge the fact that celebrity endorsement does not itself assurance to sales. It can create a thrill and make a consumer feel better about the product, which again has to come to the expectation of the customers as a superstar through the delivery of the promise. There have been scenarios where the endorsement and /or real consumer has been seen to be working well than celebrity endorsers. As a matter of time that additional study needs to be done on customer testimonials, which is seen as inducing better creditability as well as helping in carving the competent, rational, knowledgeable customer of today who is regarded as a superstar (Khatri, 2006).

Bruce, Shimp & Tomoaki (2006) opined the existence of a negative information impact of celebrity on brands. They carried a comparative research both in the U.S. and Japan to

investigate whether the form of negative information about a celebrity would result in differential evaluations of the brand endorsed by the celebrity. In contrast, it was established that both Japanese and Americans see endorsed products more positively more so in the presence of self-oriented negative information, a situation that brings about a possible suspension of the famous essential attribution error in human decree.

Globally marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokes people for their products or brands (Katy, 2007). Celebrity endorsement is viewed as a billion dollar industry in today's era (Kambitsis et al., 2002). Majority of companies are entering into partnerships with celebrities with the aim of pushing their brands through to the market, the companies normally banks on the celebrities' rapport and fame in reaching out to the existing and potential customers (Temperley and Tangen, 2006). Celebrity endorsement is increasingly being employed across various industries regardless of the product type. It is known to be playing the role of a signaling strategy (Mustafa, 2005).

Today, both strategic positioning and effective communication are regarded as the most significant "mantras" leading brand success in the increasingly competitive marketing environment. Corporate organizations are going the extra mile to ensure that their brands leave lasting images in their minds of their consumers. The motivation is to not only be able to fascinate the customer's attention as well developing positive rapport in order to affect recall but also to induce trial and ultimately influence purchase decisions. Those markets where advertising plays a key role in managing consumer purchases, makes it appropriate for companies to instate all possible procedures to encourage, motivate and above all instill the desire needed to purchase, this is possible through an effective advertising campaign. Through theory and practice it is evident that the adoption of superstars in advertising enhances a lot of publicity and attention. The fact large amounts in the region of billions of dollars are spent on celebrity endorsement contracts indicate that celebrities such as Liz Hurley, Britney spears as well as Tiger woods have a signifiant role in the advertising industry (Dane and Schwer, 2000; Kambtsis et al., 2002). It is projected most companies more so those in US spent \$800 million in 1998 to secure talent entertainers, athletes as well

other high profile personalities – in order to stand out in advertising, promotion and in their PR campaigns (Clark, Hastmann, 2003).

In Africa there has also been an increase on the number of celebrities that have been used to promote products, these celebrities have advertised for local brands as well as international brands and by doing so they have managed to convince some consumers to either purchase their products or to dislike it.

In Kenya we have the likes of Emmy Kosgei standing for OMO, Susan Owiyo, Nyambane or Selina for Harpic, and David Rudisha for Safeguard soap and Kiwi shoe polish. These celebrities have been placed there to represent the brand and sell on behalf of the specific brand. The use of local celebrities tends to create a local connection with the brand with the aim of increasing the brand awareness as well as the net sales.

The effect of celebrity endorsements on consumer purchasing decision is explored extensively by marketing and social psychology scholars globally. Various hypothesis have been put forward including; celebrity endorsement have recall of the product; celebrities have credibility on expertise that makes the product more desirable or enhances perceptions of quality; the celebrity endorsers image is transferred to the product so that those who use the product are associated with the image. Product piloting acknowledges that in most instance celebrity endorsement can enrich recall as well as consume valuation of the products (Clark and Horstman, 2003). There are limited studies on celebrity endorsement and therefore this study will contribute to the literature in this area.

1.2 Statement of the Problem

The complexity associated with consumer buying behavior across cultures makes it difficult to identify advertising approaches that can be universally effective. Yet, it is noticeable that the portrayal of celebrities in television advertising is significantly increasing and becoming more important in the advertising strategy of most business firms across the world. In Kenya, in particular, marketers continue to adopt this universal trend in their advertising strategy. But, it is not clear how the Kenyan customers respond to this type of advertising.

In Kenya a number of celebrities have been used to endorse products for instance, Emmy Kosgei is standing for OMO, David Rudisha for Safeguard soap and Kiwi shoe polish. Harpic has a history of using some celebrities to communicate their brand, and they have used Susan Owiyo, Nyambane and most recently Selina from Mother in law program. Specifically, there is no evidence, so far, to suggest that celebrity endorsement affects brand choice behavior. This research aims at establishing whether celebrity endorsement of products has an effect on the marketing of Harpic toilet cleaners.

1.3 Purpose of the Study

The purpose of this study was to investigate the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners.

1.4 Research Questions

The research seeks to answer the following research questions:

- 1.4.1 What are the effects of celebrity endorsement on brand loyalty?
- 1.4.2 What are the effects of the celebrity endorsements on product usage?
- 1.4.3 What is the effect of celebrity endorsement on attracting new customers?

1.5 Significance of the Study

The research will be of benefit to:

1.5.1 Marketing Managers

The study findings will help marketing managers and brand managers to gauge the mode of advertisement to adopt as well as the cost versus revenue implications.

1.5.2 Other Organizations

The other organizations will be able to appraise their advertisements against that of the competitors and know which strategy best suit them. Again, through the analysis of their market performance they will be able to know their weak links and the remedies to employ.

1.5.3 Policy Makers

Policy makers would be able to give expertise opinion to current and potential investors on the mode of advertisement to employ when entering the market and the rationale behind it.

1.5.4 Researchers and Academia

The acknowledged dynamic environment of the retail industry and heterogeneity of the global market means that present research on the sector is not exhaustive and continuous research is therefore necessary. As such, future academicians and researchers who wish to extend research and establish on-going trends in the advertising sector might find this study useful as a point of reference.

1.6 Scope of the Study

The study involved shoppers from Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch. The population under study comprised of one hundred and fifty shoppers drawn from these chain stores. The research was carried out between October 2013 and December 2013.

Some of the shoppers were not willing to take part in the study therefore hindering the target population. Another drawback was bureaucracy in seeking the approval to conduct the research in their chain stores. The study was limited by unwillingness of the respondents to take part in the survey and the chain store floor supervisors' not granting the permission to carry out the research.

1.7 Definition of Terms

1.7.1 Customer Loyalty

This refers to customer commitment to purchasing a particular brand repeatedly (Levy and Weitz, 2007).

1.7.2 Shopping Behavior

The activity of shopping tied up with a whole host of human emotions and behavior, involving benefits sought to satisfy myriad of both psychological and product needs (Varley and Rafiq, 2004).

1.7.3 Buyer Behavior

The manifestation of decision process and the search activities involved in acquiring and using goods and services. These include the entire range of activities that consumers engage in during the search process. (Kotler, 2000).

1.7.4 Brand Image

The perception of quality and reliability of a product by consumers on the basis of brand reputation or familiarity (Richardson, 2001).

1.7.5 Perception

Perception is the process by which an individual is exposed to, attends to, selects, organizes and interprets stimuli (Morschett et al., 2005).

1.8 Chapter Summary

This introductory chapter provided the background of the study and the problem that the researcher is proceeding to solve. The general and specific objectives have consequently been stated and the relevance of the research along with its theoretical and practical implications justified. The chapter also defined the scope and operating terms.

Chapter two will review the pertinent literature regarding the influence of brand personalities on consumer choice whereas chapter three will describe the research methodology that will guide the entire study. Successively, chapter four will cover the analysis of findings and finally, chapter five reviews the findings, makes conclusions and gives recommendations of the study.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The objective of this chapter is to review existing literature on the subject of celebrity endorsements. The study looked at the impact of celebrity endorsement on the brand, effect of celebrity attractiveness on sales and finally, the impact of celebrity endorsement on sales distribution.

2.2 Celebrity Endorsement on the Brand Loyalty

2.2.1 Brand Loyalty

Chaudhuri & Holbrook (2001), define brand loyalty as the positive aggressive degree shown by consumers and action towards a brand. Affective loyalty within this context is defined as the degree of preference and affinity consumers have toward a brand while action loyalty is defined as the degree of actual repeated purchases of a brand made by consumers.

According to Friedman & Friedman (2000), a celebrity endorser refers to a person or individual who is familiar, otherwise in the public domain for their successes in areas separate from that of the product class endorsed. In comparison to other endorser types, famous people tend to have a greater degree of attention, recall and loyalty.

Advertisers often use celebrities in advertising because of their famous attributes such as beauty, talent, athleticism and power that often represents the attractions desired for the brands they endorse. According to Ericsson and Hakansson (2005), the repeated association of a brand with a celebrity might ultimately lead consumers to think the brand possesses the attractive qualities that are similar to those of the celebrity. Furthermore, consumers may like the brand because they like the celebrity who endorses it. This means that celebrity endorsement may be key in the development of brand personality.

Brand personality is referred to as the unique set of human personality qualities both applicable and relevant to brands (Azoulay and Kapferer, 2003). Several researches have been carried out to establish the relationship between the brand personality and the brand

loyalty of the customer and the effects been evaluated. Additionally, it has been found that by involving the concept of brand personality, the brand loyalty can be enhanced. Guo (2003) also established that brand personality has significant influence on brand preference. Because brands have their own particular personalities, consumers may treat brands as real human beings. In such a scenario, consumers often expect the people's words, attitudes, behavior or thoughts to match their respective personality traits (Aaker, 1996).

Consumers tend to identify with those brands which have more distinct brand personality, and again the consumers are more acquainted with the brands they prefer. The usage of the brands and products by the consumers is normally based on their own personality traits, that is, all those activities allied to marketing are intended at having consumers believe and recognize a brand personality thereby strengthening the communication between the brand and the consumer (Govers and Schoormans, 2005), this is to promote the brand loyalty and equity.

Mengxia (2007) explored the Influence of brand personality on consumers' brand preference, affection, loyalty and purchase intention. The findings of this survey revealed brand personality has a positive impact on brand preference, affection, loyalty and purchase intention. Therefore, a brand personality should be coined to be long-lasting and consistent. Furthermore, it is supposed to be distinct from other brands and be able to meet consumer's demands (Kumar et al., 2006). Consequently, a research carried out by Kumar et al. (2006) tackled the link between brand personality and that of brand loyalty, while at the same time separately used durable goods like cars and consumable goods that is, tooth-pastes to establish the relationship between brand personality and brand loyalty. The finding outlines that brand personality have an influence on consumers' brand loyalty for consumable goods.

Today, brand loyalty has become a focal point of interest for marketing researchers and practitioners. Some of the studies reviewed that the loyal customers often spend more than non-loyal customers, they are seen as advocates for a brand through their engagement in positive word of mouth, and are thus at the heart of a company's most valuable customer group (Ganesh et al., 2000).

Brand personality does not only contribute to a crucial role in customer retention, but also has thoughtful impact on a company's performance. The success of a brand requires the building of a distinct brand personality (Kumar et al., 2006). Through the adoption of various available marketing approaches, a company is able to convey their brand personality to consumers and have the consumers of varying personality traits believe and recognize the company's brand personality; hence, consumers are able craft some kind of relationship with the brand, which will further impact on their brand loyalty (Kumar et al., 2006).

2.2.2 Improved Brand Value

Brand value refers to what a brand means to a firm (Raggio and Leone, 2007), that is, a brand's actual/real value. However, consumers' perceived brand value, which refers to the difference between consumers' assessment of the benefits and the cost/price of a product/service relative to other choices (Holbrook, 1994), may be more important than a brand's real value in the sense that value is intrinsically related to worth and to the consumers, not to the seller, and that the nature of value, to a certain extent, is subjective (Sinha and deSarbo, 1998).

In order to understand the relationship between celebrity endorsement and brand value, the meaning of brand value is explored. Existing literature has presented various and sometimes conflicting views of perceived customer value (Yang and Patterson, 2004). One stream of scholars views customer value from the firm's perspective and the other stream views customer value from the perspective of the customer (Maas and Graf, 2008). However, follow the concept of value from the perspective of the customer. In this regard, value involves the consideration of sacrifices by a customer versus the benefits obtained in return. Customer perceived value emanates from rewards and sacrifices associated with purchase decisions. The sacrifice is the monetary and non-monetary costs such as time consumption, energy consumption, and stress experienced by the customers (Yang and Peterson, 2004), while rewards are the benefits derived from the purchase decisions such as satisfaction. Customer value is a trade-off between total benefits received to total sacrifices made, taking into consideration the available suppliers' offering.

Studies indicate that perceived customer value is important for organizations. Holbrook (1994) observed that perceived customer value is a critical element in all marketing activities because it can help the organization to penetrate existing market segments, develop new markets, create new products and services, and more importantly enhance customer patronage. Research has shown that perceived customer value enhances customer loyalty towards a particular product or service as long as such exchanges provide superior value (Sirdeshmukh et al., 2002; Yang and Peterson, 2004; Aydin and Ozer, 2005). Oliver (1999) observed that value determines customer expectations, which in turn form comparison standards for evaluating satisfaction levels. The level of satisfaction then determines the customer loyalty.

Scholars have argued that customers may remain loyal to a company if they feel that they receive a higher value than they would from competitors (Bolton and Drew, 1991). Using structural equation modeling on users of mobile commerce in Taiwan, Lin and Wang (2006) found that customer loyalty was affected by perceived customer value.

2.2.3 Repeat Purchases

According to Taylor & Neslin (2005) loyalty schemes favour repeat purchase behavior and retention if they provide higher levels of usefulness. Therefore, purchase loyalty should be created first through a short-term “points pressure” impact and second through a long-term “rewarded behaviour” impact.

Customer loyalty is important for both the firm and the customer. As regards the firm, loyal customers are willing to make repeat purchases in the business that delivers value beyond their expectation. Loyal customers often will, over time bring substantial revenues and demand less attention from the firms they patronize (Yang and Peterson, 2004). Indeed, it is common to find loyal customers sympathizing with poor service, displaying less sensitivity to price, and disseminating positive word of mouth about the service to others (Yang and Peterson, 2004). On the other hand, loyalty is important to customers because loyal customers incur less time and costs in searching for information and evaluating purchase decisions, and also incur less or no switching costs. Consequently, customer loyalty is

beneficial to both the customer and the service provider and so is a major source of sustained competitive edge (Keaveney, 1995).

2.2.4 Advocacy and Preference

The favorability of communication adopted for a particular brand by the consumers can help fast-track new product acceptance and adoption in the market (Keller, 1993). It can as well be viewed as the most significant source of information for the purchase of certain products since it is seen as being able to originate from a less biased source (Kim et al., 2001). More often than not, consumers employ the use of word-of-mouth referrals as tools to defuse the kind of information to be processed and in result reduce anxiety (Hung and Li, 2007). In cases where a consumer becomes linked to a celebrity endorsing a brand, this linkage can lead to championing for the brand wherever the consumer spreads positive word-of-mouth concerning the brand (Anderson, 1998).

Brand preference refers to the consumers' hierarchical prioritization of the brand as a result of their patronage and cognitive comprehension of the brand (Singh, Ehrenberg, and Goodhardt, 2008). Individuals are more likely to buy brands endorsed by celebrities whose personalities intimately match their own self-images (Schiffman and Kanuk, 2000) and self-expression (Jamal and Goode, 2001).

In general, consumers have a brand preference toward an established brand during the firm's long presence in the market (Dinlersoz and Pereira, 2007) and they tend to show little brand preference toward a particular brand when they are exposed to a new or unfamiliar product category. Research indicates that the greater their shopping experiences and/or information collection, the higher the probability of focusing on a specific brand (Devaraj, Fan, and Kohli, 2006).

2.2.5 Brand Positioning

Positioning is related to creating the perception of a brand in the customer's mind and achieving differentiation that it stands apart from competitors' brands/offerings and that it meets the consumer's needs/expectations. Brand marketer's major objective should be to create the desired perception in the target consumer's mind.

A brand position is part of the brand identity and value proposition that is actively communicated to the target audience to demonstrate an advantage over competing brands (Aaker, 1996). A well-positioned brand has a competitively attractive position supported by strong associations, such as high rating on a desirable attribute like friendly service, or store's offering of home delivery (Aaker, 1991). In an increasingly networked economy, understanding the consumer behavior effects of linking a brand to other entities such as another person, place, thing, or brand is crucial (Keller, 2003a). Marketers must be able to understand how various entities should best be combined, from a consumer brand-knowledge perspective, to create the optimal positioning in the minds of consumers.

According to Temporal (2000), branding should focus on adding psychological value to products, services, and companies in the form of intangible benefits – the emotional associations, beliefs, values, and feelings that people relate to the brand. By strategically positioning it in the minds of the target audience, the company can build a strong identity or personality for the brand. Ability to endow a product, service or corporation with an emotional significance over and above its functional value is a substantial source of value creation (Sherrington, 2003). The promise of value must be relevant to the people or business a company wants to have as its customers (Ward et al., 1999). A successful brand aims to develop a high-quality relationship, in which customers feel a sense of commitment and belonging; even to the point almost of passion (Chernatony and McDonald, 1998). The brand preference is the outcome of the emotional needs the customers have. Emotional association can strongly distinguish the brand in customer's mind in comparison to competitors' offerings. Branding enables the process of transforming functional assets into relationship assets.

In strong brands, brand equity is tied both to the actual quality of the product or service and to various intangible factors. Those intangibles include “user imagery” (the type of person who uses the brand); “usage imagery” (the type of situations in which the brand is used); the type of personality the brand portrays (sincere, exciting, competent, rugged); the feeling that the brand tries to elicit in customers (purposeful, warm); and the type of relationship it seeks to build with its customers (committed, casual, seasonal). The strongest brands stay on the leading edge in the product arena and tweak their intangibles to fit the times (Keller, 2000).

Upshaw (1995) identified eight alternative positioning tools used by companies as: feature-driven prompts; problem/solution prompts; target-driven positioning; competition-driven positioning; emotional/psychological positioning; benefit driven positioning; aspirational positioning; and value positioning. Brands that are well positioned occupy particular niches in consumers' minds.

2.3 Effect of Celebrity Endorsement on Product Usage

2.3.1 Enhanced Celebrity Credibility

Credibility is “the extent to which the recipient sees the source as having relevant knowledge, skills, or experience and trusts the source to give unbiased, objective information” (Belch and Belch, 1994). The two most important aspects of credibility are expertise and trust (Hovland et al., 1953). Celebrities are seen as credible sources of information (Goldsmith et al., 2000) and the credibility of a celebrity is described as the total amount of positive features that create and increase the acceptance of the message (Erdogan, 1999). Credibility is seen to one of the key pillars of celebrity endorsement. Credibility is particularly important when people have a negative attitude towards the brand and powerful arguments are needed to inhibit the counter arguing and positively influence the attitude towards the brand. Consequently, when celebrities are credible it affects the acceptance of the message and the persuasion (Belch and Belch, 2001).

Message transmission is considered effective based on the perceived expertise involved and the trustworthiness of the endorser. The main objective of advertising is the ability to persuade customers that is, the ability to actively change a modify consumers' attitude towards the brands (Soloman, 2002). Therefore, for brands to influence the target audience on the attractiveness of their company's brand, it calls for the creditability of the advertisement. Following a celebrity-endorsed strategy ensures that advertisers to project a credible image with regards to expertise, persuasiveness, trustworthiness and above all objectiveness (Till and Shimp, 1998).

Celebrity source attractiveness is described as the endorser's physical approach personality, likeability, and similarity to the receiver; this is in reference to the perceived social values of the source (Solomen, 2002). Trustworthiness on the other hand is referred to the honesty and

integrity of the spokesperson. The survey narrows down to belief that persons who are seen to perform well on one dimension are regarded to excel on others as well. Nonetheless, as argued by Ohanian (1991) in her study that each source brings about a different impact on consumer's brand perception hence making it important to pursue a systematic strategy of celebrity spokesperson selection.

According to the source credibility model the effectiveness of a message is pegged on the supposed level of expertise and trustworthiness of the endorser (Hovland and Weiss, 1953). Consumers often accept the fact that celebrities are credible with in relation to the information they give concerning the products or brand they endorse (Goldsmith et al., 2000). Attitude mooted towards advertisements is defined as a learned tendency to retort in a consistently desirable or undesirable approach towards advertising in general (Haghirian, 2004). In summation it can be pointed out that celebrity endorsement brings about a positive influence on attitude (Seno and Lukas, 2005).

Whenever an endorser is perceived as being successful they are able to positively impact on the attitudes or purchase intentions. It is believed that an endorser who scores high on expertise and trustworthiness has the ability to change the consumer's attitude and purchase intentions (Liu and Teo, 2007). Since consumers have the notion that an endorser is credible, they tend to believe that the information this celebrity tells is true. Consequently, when an endorser is an expert in the discipline, consumers will have a conducive attitude towards the brand or advertisement. A credible source can be particularly persuasive when the consumer has not yet learned much about a product or formed an opinion on it. If the source is highly credible, there will be more positive attitude changes and stronger behavioural changes towards the advertisement (Amos, Holmes, and Strutton, 2008).

Consumers can be swayed by a credible, expert source (Solomon, 2006). The source credibility model is very useful when consumers have a high involvement. When consumers have a high involvement, they tend to be influenced by arguments that are relevant for the message. Credible sources and strong arguments will be influential. When attitudes are changing at high involvement of consumers, they will be held with more confidence, will be more persuasive, and resistant to change than when they are formed with low involvement.

The credibility of celebrity endorsers is considered to consist of three constructs: attractiveness, trustworthiness, and expertise (Ohanian, 1990). Attractiveness scale consists of the semantic differentials of unattractive/attractive, not classy/classy, ugly/beautiful (or handsome), plain/elegant, and not sexy/sexy. Trustworthiness is measured through not dependable/dependable, dishonest/honest, unreliable/reliable, insincere/sincere, and untrustworthy/trustworthy. Finally, the semantic differentials for the expertise scale include not expert/expert, inexperienced/experienced, unknowledgeable/knowledgeable, unqualified/qualified, and unskilled/skilled.

The construct of credibility is an important factor to be considered during celebrity endorsements. It was found that a message's effectiveness for instance, an advertisement is stronger when the credibility of the endorser is higher (Sternthal, Dholakia and Leavitt, 1978). To maximize the use of credible endorsers, there should be a congruence, a "match", and a "fit" between the product being endorsed and the credibility of the celebrity (Agrawal and Kamakura, 1995; Friedman and Friedman 1979; Kahle and Homer 1985; Kamins 1990; Till and Busler 2000). Therefore, a match-up emphasizes a proper relationship of the product and the celebrity. Without a perceived fit between the product and the celebrity, confusion and surprise can occur by the consumer (Ang and Dubelaar, 2006).

Companies should produce credible advertisements with a "believability" factor at the forefront while employing a celebrity who likes and uses the product while ensuring that the celebrity does not overshadow the product. Some companies have opted to change their advertising campaigns by dissolving relationships with celebrity endorsements since consumers recall little about the advertisement other than the name of the celebrity. Pepsi Cola Company severed ties with pop singing endorsers Beyonce Knowles and Britney Spears partially because the focus during the advertisements drew consumers away from Pepsi brand and onto the celebrities (Datamonitor, 2006). This is what was also thought to have happened with singer Celine Dion's endorsements of Chrysler Corporation; some believe that the commercials did not help sell automobiles, but aided the sales of Dion's records (Mistry, 2006).

2.3.2 Enhanced Persuasion Power

Solomon (2002) posits that the major goal of advertising is the persuasion of customers, which involves the active attempt to modify or the ability to change consumers' attitude towards brands. In this respect therefore, the credibility of an advertisement have a significant function in trying to convince the target audience of the attractiveness of the company's brand. Following up a celebrity endorsement strategy ensures that advertisers portray a credible image with regards to expertise, persuasiveness, trustworthiness, and objectiveness (Till and Shimp, 1998).

Through the survey Ohanian (1991) points out that each source has different impact on consumers' brand perceptions, however, she cautions, that these source dimensions of the celebrity endorser could be as well be undistinguished. Hence her advice that it is wise to pursue a systematic strategy of celebrity-spokesperson-selection. This in itself possess on the kind of famous persons to be select upon whenever promoting a company's brand is concerned.

2.3.3 Enhanced Likeability

“Likeability refers to the presence or absence of feelings that the receiver of a message would have towards a source of information. Likeability as a phenomenon is obviously related to attractiveness, as attractive people are generally looked upon more favorably than unattractive ones.” (O'Mahony and Meenaghan, 1998). This suggests that an endorser can be more effective and persuasive if he or she is a likeable person (Fiske, 1998; Greene, 1992; Horai, Naccari and Fatoullah 1974; Patzer, 1983). Based on a study conducted by Kahle and Homer (1985), a celebrity spokesperson is generally more likeable than a general consumer spokesperson and so can be served as a positive peripheral cue. O'Mahony and Meenaghan (1998) have studied the impact of how perceived image of celebrity endorsers could affect consumers' purchase intention and discovered that likeability is one of the factors that would have insignificant effects on influencing purchase intention, yet the attribute is crucial in attracting consumers' attention to both the endorsement and the brand.

Likeability is regarded as the fondness for the source due to the source's physical appearance and behaviour” (McGuire, 1985). Moreover, McGuire (1985) acknowledges that whenever

people like the celebrity they will definitely like the accompanying brand and hence the celebrities are used in commercials and advertisements. Celebrity endorsement will impact on the consumer behaviour and attitude (Belch and Belch, 2001) and therefore the belief adopted by advertisers that a celebrity can determine the consumer's vision of the company's image. In the case of Kahle and Homer (1985) the process of the disliked celebrity is unraveled in a pilot study comprised of a total of 200 men and women participating in the study. The pilot involved the example of celebrity endorsement adopted in disposable razors by means of John McEnroe who has for a good period of time been the celebrity endorser for this particular brand. John McEnroe is a tennis player who is seen to annoy people; his usage of abrasive language on the tennis court is known by the majority. It can therefore be explained that he is not the perfect endorser of a brand, and that John McEnroe he is now considered to be in the category of the disliked celebrity group. The has no option but to retain him since his image suggests concern for protection of self-interest; two factors the company wants consumers to be associated in connection to the consumption of disposable razors.

2.3.4 Enhanced Familiarity

Familiarity is the supposed resemblance of knowledge that a celebrity endorser possesses through exposure (Erdogan, 1999; Belch and Belch, 2001). When companies choose a celebrity, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive the effect will be. It is also well-known that consumers, who are more familiar with a celebrity and are more exposed to a celebrity, will automatically like a celebrity more; this is called the mere exposure effect (Zajonc, 1968). The effect of familiarity on attitude increases when there are brief exposures of the celebrity and when there are longer delays between the exposures. The effect decreases when there are long exposures of the celebrity and when there are shorter delays between the exposures (Bornstein, 1989).

2.3.5 Enhanced Positive Attitude

Attractiveness can be viewed as both physical attractiveness and positive attitude towards the endorser, while the positive attitude induced may be derived from admiration from a point of

a role model or perceived similarity' (Silvera and Austad, 2004). From a general perspective, attractiveness is the personal attribute of endorser that would manipulate the endorsement's effectiveness (Silvera and Austad, 2004) and have a significant impact on the communication accessibility since consumers will make more favorable judgments when physically attractive and eye-catching celebrities are featured in the advertisement of endorsement (Caballero and Pride, 1984; Horai, Naccari and Fatoullah, 1974; Mills and Harvey, 1972; Patzer, 1983).

On the other hand, Mills and Aronson (1965) suggest that people would believe more in the statements made in the endorsement's advertisement if the endorser is commonly regarded as highly attractive and at the same time, he or she has publicly indicated the intentions of conveying a certain viewpoint to the audience.

Attractiveness also entails concepts such as intellectual skills, personality properties, way of living, athletic performances and skills of endorsers (Erdogan, 1999). Celebrities can be attractive because they established for example great sport performances and people have great respect for their achievement and therefore are attracted to them.

2.3.6 Enhanced Trustworthiness

Trustworthiness is defined as the honesty, integrity and believability of the endorsing person (Erdogan et al., 2001). Companies are normally linked to endorsers who are widely viewed sincere and are believed to be very honest and dependable (Shimp, 1997). Trustworthiness is considered as the most significant factor in relation to the source credibility and therefore it determines credibility. Furthermore, likeability is highlighted as the most outstanding attribute of trust (Friedman, 1978). Advertisers can therefore be able to create the highest impact by taking these two factors, liking and trustworthiness, into consideration. It is epitomized that when consumers like a celebrity, they will automatically trust those celebrities (Friedman, Santeramo and Traina, 1979).

According to Ohanian (1991) the trustworthiness of a celebrity endorser did not have a relationship with the purchase intentions of the related brand by the consumer. It is argued that the trustworthiness is major significance in the case of effective endorsers. In cases where the consumers trust and believe in whatever they are told by the endorser, the believability of the advertisement is seen to be higher and therefore the attitude of the

consumers will ultimately increase. When celebrities brings about negatively into the news, they can in return affect the believability and the trustworthiness of the endorser. And again it will negatively determine the brand image and sales of the related product.

2.4 Celebrity Endorsements on Attracting New Customers

2.4.1 Advertisement Packaging

It is widely believed that "beauty sells" hence the use of attractive celebrity endorsers, spokespersons, and above all models in their advertisements. This argument is reinforced by the fact that physical attractiveness of a person as epitomized in an advertisement brings about advertiser believability (Kamins, 1990), and more often than not the customer's willingness to purchase (Petroshius and Crocker, 1989; Kahle and Homer, 1985), direct mail response rate (Caballero and Pride, 1984), as well as the customer's attitude towards the product (Kahle and Homer 1985), and the eventual actual purchase undertaken by the customer (Caballero and Solomon, 1983). Moreover, this scenario is evident in a case where both the male and female models are coopted (Petroshius and Crocker, 1989), this is normally evident in the case of print advertising (Kamins, 1990), in the case of purchase displays (Caballero and Solomon, 1984), actual communicators in one-on-one interactions (Chaiken, 1979), and also for the case celebrity endorsements (Kamins, 1990).

Nonetheless, for every proof in support of the effect of physical attractiveness on attitude towards the advertisement or other measures of advertising effectiveness, there is likelihood failure cropping up. For example, Petroshius and Crocker (1989) noted that physical attractiveness brings about ratings of advertisement features like interesting, appealing, impressive, attractive and eye-catching, but not to measures of product information seen as being believable, informative, clear or quality. This is similar to the works of Baker and Churchill (1977).

According to Kamins (1990) posits the existence of differential levels of physical attractiveness presented by celebrities like Tom Selleck and Telly Savalas which determine advertisers and spokespersons believability and spokespersons credibility, the differences in physical attractiveness does not influence the advertising effectiveness: attitude towards the brand, credibility of the advertisement, and purchase intention. Caballero and Solomon

(1984) pointed out that physical attractiveness of a celebrity framed at the point of purchase shows the impact on actual purchase of facial tissues, but not beer. Fascinatingly, the influence was not in the expected direction: the less attractive the celebrity bore higher facial tissue sales compared to the more attractive celebrity.

While some studies failed to establish the main effects of physical attractiveness on advertising effectiveness measures, others did reveal significant physical attractiveness with regard to the gender of the respondents (Caballero and Solomon, 1984; Kahle and Homer 1985). There is some study that specifically examines the gender differences in the effect of physical attractiveness on advertisement effectiveness (Debevec and Kernan, 1984). In addition to the negative correlation between model attractiveness and facial tissue sales as found by Caballero and Soloman (1984), Kahle and Homer (1985) found out that attractive sources were more effective in the case of female subjects compared to the male in recognition scores for advertisement promoting disposable razor blades, and unattractive sources were as a result of lower recall scores for male subjects contrary to the female for toothpaste advertisement.

Debevec & Kernan (1984) established the impact of the gender of target against the gender of speaker interaction as well as model attractiveness on the effectiveness of a slide presentation soliciting support for a levy raising funds for the Cincinnati Zoo. As per this survey there exist cases of gender differences in a variety of affective and behavioral measures. For example, females reacted more positively to the slide presentation portraying an attractive male celebrity than to one showing an average male celebrity, but were not more prepared to attending meetings or passing the levy. Similarly, the male respondents were affected on these dimensions when an attractive female celebrity was displayed. Other scholarly works established that attractiveness affected different measures to different degrees, depending on the sex of the respondent and sex of the celebrity featured (Debevec and Kernan, 1984).

2.4.2 Celebrity's Physical Attribute, Regional and International Appeal

The physical attractiveness of a celebrity normally influences the purchasing power of a customer hence the significant role played by the product endorser in context with the change in attitude of the customer (Kahle and Homer, 1985). The celebrity endorsements viewed to be in line with the attractiveness of the endorser in most cases results in a positive impact on consumers. In a global spectrum those endorsers who are believed to be attractive are more likely to effective and efficient promoters compared to those seen as unattractive endorsers (Till and Busler, 1998). Celebrity involvement enhances the recall of the product as well the recall of the brand .There exist a strong effect of celebrity attractiveness and interaction of likeability, involvement, and sex on the recall of the product (Petty and Cacioppo, 1980).

Regional and international appeal boasted by a celebrity enables them to be able conquer far and wide markets. Celebrity endorsement was viewed as being able to provide a distinct differentiation. When considering an endorser both regional and international appeal often features on the folds. In the case where one is going global, the celebrities are meant to be chosen in a way that can create a global overall appeal. Many organizations such as Coca Cola have over the years felt that those celebrities with international recognition were more valuable internationally than nationally as the need for instant shorthand is considered and appreciated in the international arena. For instance, Jack Dee and John Smith's no nonsense straight-talking pint of beer campaign would not make sense in countries where Jack Dee is not recognized since he would be seen as an ordinary consumer. The process of developing international campaigns was seen to be a difficult task given the cultural differences (Petty and Cacioppo, 1980).

2.4.3 Target Audience Match and Popularity

Celebrities are seen as the mouthpiece for any particular brand in connection to communicating effective messages to target audiences (Zafer and Baker, 1999). The personalities of celebrities are perceived to be very strong and can rapidly change perceptions of a brand. Those endorsers seen to have demographic characteristics as those of the target audience are more viable and persuasive (Kamins, 1994). For instance, Indian TV star Smriti Irani endorsing the WHO recommended ORS Campaign in India. Indian mothers are now

able to identify with Smriti Irani through the facets she projects on screen basis or in regular life an act that ensures they develop a bond with the target audience because mothers medicate their children with ORS. The basis for the effectiveness of celebrity-endorsed advertising can be linked to Kelman's processes of social influence as portrayed by Friedman and Friedman. Compliance conjectures that another individual or groups of individuals cause since they hope to achieve a favorable reaction from this other group. Identification smears in a situation wherein the individuals ape the attitudes or behavior of another person or group, since they aspire to be like that person or group.

Internalization being a process of social influence is seen to happen when individuals adopt the attitude or behavior of another person given that behavior is viewed as honest and sincere and the fact that it is congruent with their value system. Celebrities are well-liked, but the techniques that can be employed to enhance their credibility as spokespersons hence tie-in more closely with the internalization process needs to be looked into (Kamins, 1994).

Empirical results strengthen the fact that celebrities have positive effect on both attitude toward advertisement and brand (Ohanian, 1990). These findings are seen to be in favor of celebrity endorsers since they are often recognized, are perceived to be more credible hence produces a greater influence on evaluation of brand and its purchase intentions (Cohoi and Rifon, 2007; Atkin and Blok, 1983; Ohanian, 1990; Ohanian, 1991). The lifecycle of celebrity popularity varies a lot. People tend to balance the personalities of the celebrity with the brand hence increasing the recall value celebrity. Brand association like Garnier endorsed Tara Sharma & Simone Singh, Agni Diamonds & Riama Sen don not get much brand recall. While on the other hand, HPCL has had an upsurge in popularity and share of voice due to the endorsement of the brand through Tennis star Sania Mirza.

2.5 Chapter Summary

This chapter reviewed literature on the effect of brand personality on customer loyalty, the effect of brand personality on brand positioning and how to improve existing use of brand personality as a strategy in marketing. The next chapter will cover the research methodology. This will entail the research design, population and sampling design, data collection, research procedure as well as data analysis.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this study was to investigate the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners.

This chapter delivers a discussion of the research methodology that was used in this study. It starts by addressing the research design of the study. It proceeds to discuss the population of the study, sampling design, data collection methods, research procedures and data analysis adopted in the study.

3.2 Research Design

Kumar (2008) sees research design as techniques used in conducting research. The suitability of a research method depends on many factors including but not limited to the research problem and the depth of knowledge required about the phenomena in question. Commonly used designs include surveys, experiments and case studies. Case studies, like other methods of research, can be used to serve any of three research purposes; exploring a phenomenon especially where little is known; describing a phenomenon and thus doing away with speculations; or explaining causal relationships between phenomena (Babbie, 2010).

The research design used for this study is descriptive. Descriptive research is designed to obtain data that describes the characteristics of the topic of interest in the research (Hair, Money and Samuel, 2007). The research design was appropriate as it gives conclusive results of the three specific objectives of this study.

3.3 Population and Sampling Design

3.3.1 Population

Cooper & Schindler (2003) describes a population as the total collection of elements upon which inferences are made. The target population for this study was shoppers from the following chain stores: Nakumatt, Tuskys, Naivas and Uchumi in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch. These

particular chain stores were selected as a representation of the top supermarkets in Kenya, customers' traffic flow as well as sales contribution of Harpic to the Kenyan economy. This is further reinforced by the fact that Nairobi has a large contribution of Harpic sales which is a factor associated with the many households having modern toilet facilities.

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

Sampling is a means of selecting some part of the group to represent the entire group of the population of interest (Yin, 2003). It reduces the length of time needed to complete the study, cuts costs, it is manageable and it is almost a mirror to the population.

Sample frame is a broad list of the elements from which the sample is drawn (Hair et al., 2007). It is an objective list of the population from which the researcher can make a selection. Cooper and Schindler (2003) further argue that a sampling frame should be a complete and correct list of population members only. The sampling frame for this study were shoppers from Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi. Customers from Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch were sampled at random.

In this study, the sample size was one hundred and fifty shoppers drawn from each stores, Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch.

3.3.2.2 Sampling Technique

In this study, stratified random sampling technique was adopted. This is a probability sampling procedure where the target population is divided into a number of cadres, and a sample drawn from each cadre (Sarandakos, 2005).

This study grouped the shoppers into four strata in the form of chain stores, Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch. The strength of this technique is based on its ability to allow all population groups to be represented in the final

sample (Sarandakos, 2005), hence reducing variability. It is therefore economical and offers high degree of representativeness.

3.3.2.3 Sample Size

In order to generalize the results of a survey, the sample must not only be carefully selected to be representative of the population. It also needs to include a sufficient number (Denscombe, 2003).

Coopers & Schindler (2003) poised that, the sample must be carefully selected to be representative of the population and the researcher also needs to ensure that the subdivisions entailed in the analysis are accurately catered for. A sample size of 150 shoppers each drawn from Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch.

Table 3. 1 Sample Size Distribution

Strata	Customer Traffic flow	Sample Size	Percentage
Nakumatt	4,002	35	0.87
Tuskys	5,973	40	0.67
Naivas	3,850	30	0.78
Uchumi	6,000	50	0.83
Total	19,825	155	3.15

Source: Author (2013).

3.4 Data Collection Methods

Primary data was collected using the survey method which entailed the use of research questions. The questionnaire was administered in the selected stores at the purchase points. The questionnaire was structured in two parts, the first part deals with the general information about the respondents' while the second part tackled celebrity endorsement on the brand loyalty, celebrity endorsement on product usage and finally, celebrity endorsement on attracting new customers.

The questionnaire consisted of both open-ended and closed ended questions covering the variables of study. Open-ended questions permitted free responses from the respondents,

without providing or suggesting any structure for the replies. The closed ended questions ensured responses of the respondents to be limited to stated alternatives (Bryman and Bell, 2003). These alternatives were designed in such a simple way for the respondents to understand. The use of closed ended questions method was adopted since it enables isolation of the responses from external influences (Bryman and Bell, 2003) unlike the open ended questions which give the respondents total freedom to express their views and attitudes in unbiased manner.

3.5 Research Procedures

In line with the research design, the study adopted the use of structured questionnaires to collect primary data from shoppers, Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch. To ensure equal representation and faster collection of data, the questionnaires were evenly distributed across these chain outlets. The intended sample sizes drawn from each outlet were then randomly selected from each cluster and the coded questionnaires administered during the operating hours. The questionnaire was pre- tested prior to the actual research.

Prior to data collection an authorization letter from the university on behalf of the researcher was sent to these chain stores seeking their permission to carry out the research.

After data collection, the responses to the open ended questions underwent a coding process before being entered into Statistical Package for Social Sciences (SPSS) program for analysis to develop a quantitative inference to the subjects of study.

3.6 Data Analysis Methods

The data analysis focused on determining the relationship between celebrity endorsement on brand loyalty, celebrity endorsement on product usage and celebrity endorsement on attracting new customers. The study established the relationship between celebrity endorsement variables and the impact on marketing. For instance, a correlation analysis was used to show how celebrity credibility influences the product usage.

The data was analyzed with the help of Statistical Package for Social Sciences (SPSS) and Ms. Excel. Correlation analysis was used to establish the nature of the relationship between the independent variables and the dependent variable, the analysis also adopted T- test analysis. The results were presented using frequency, tables and figures so as to establish whether the various observations made represented the entire population of study, or were in any way biased towards the various sections of the population such as the year of usage of Harpic toilet cleaners or the age of the shopper.

3.7 Chapter Summary

This chapter identified the key issues to consider when collecting and analyzing data. These ranges from identifying the population of interest, the sample frame, the sample size, data collection instrument, data analyzes and presentation in best understandable manner. In the next chapter, a detailed analysis of the data collected will be done and findings presented by the use of table and figures.

CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

The purpose of this study was to establish the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners.

The first section presents the general information that is, the gender of the respondents, age group of respondents, marital status of the respondents, income level of the respondents, area of residence of the respondents, media source of information and celebrity favorability. Section 4.3 covers the consumers' responses on brand loyalty whereas section 4.4 reviews the respondents' opinion on product usage and section 4.5 covers the respondents' opinion on attracting new consumers. Section 4.6 reviews the chapter summary.

The questionnaires were administered between October 2013 and December 2013. Data was collected from one hundred and fifty (150) respondents out of the one hundred and fifty five (155) targeted, indicating 100% response rate. The results are presented below.

4.2 General Information

This section presents the general information on; gender of the respondents, age group of respondents, marital status of the respondents, income level of the respondents, area of residence of the respondents, media source of information and celebrity favorability.

4.2.1 Gender of the Respondents

The study sought to determine the gender of the respondents and the findings in table 4.1 shows that 58.0% were female and 42.0% were male.

Table 4. 1 Gender of Respondents

Gender	Distribution	
	Frequency	Percentage
Male	63	42
Female	87	58
Total	150	100

Source: Research Data (2013).

4.2.2 Age of Respondents

The study sought to establish the age of the respondents and the findings in figure 4.1 shows that the respondents aged 21-30 years were 80.0%, 31-40 years and 41-50 years were 12.0% and 7.0% respectively while those above 51 were 1.0%.

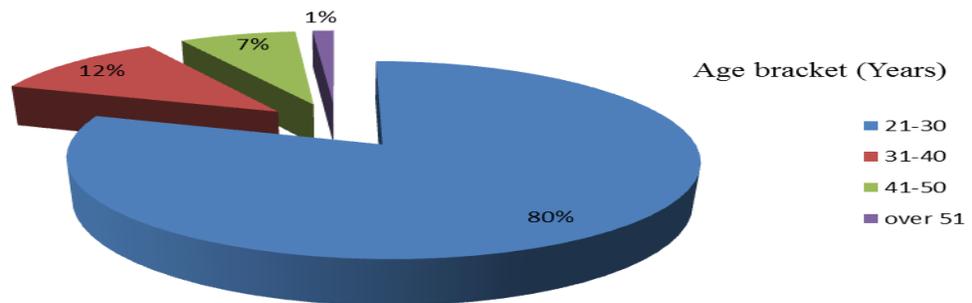


Figure 4. 1 Age of Respondents

Source: Research Data (2013).

4.2.3 Marital Status of Respondents

The study sought to establish the marital status of the respondents and the findings in figure 4.2 shows that 77.0% were single, 21.0% married and 2.0% divorced.

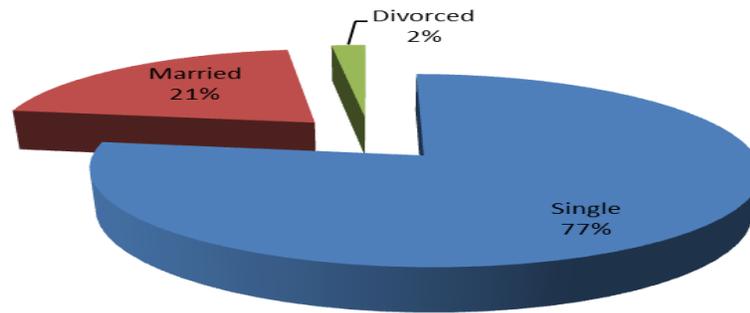


Figure 4.2 Marital Status of Respondents
Source: Research Data (2013).

4.2.4 Income Level of Respondents

The study sought to establish the income level of the respondents and the findings in table 4.2 show that 55.0% earn less than 30,000, 17.0% earn over 100,001, 15.0% earn in the range of 30,000-50,000 and 13.0% earn between 30,001-50,000.

Table 4.2 Income Level of Respondents

Income Level of Respondents	Distribution	
	Frequency	Percentage
Less than 30,000	82	55
30,001-50,000	22	15
50,001-100,000	20	13
Over 100,001	26	17
Total	150	100

Source: Research Data (2013).

4.2.5 Area of Residence of Respondents

The study sought to establish the area of residence of the respondents; the result shows that 51.0% reside in Eastlands, 32.0% Westlands and 17.0% Southlands. The findings are presented in figure 4.3.

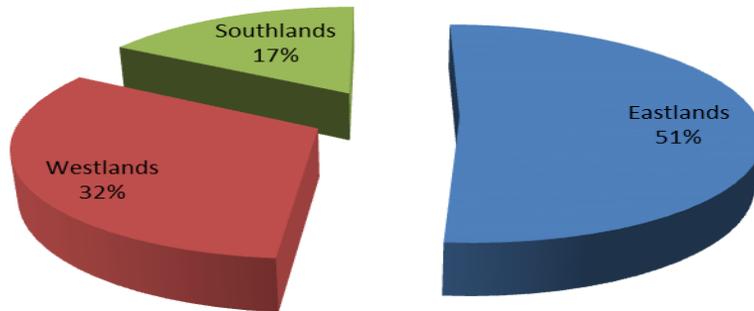


Figure 4. 3 Area of Residence of Respondents

Source: Research Data (2013).

4.2.6 Media Source

The study sought to determine the media source of the information and the findings presented in table 4.3 shows that 65.0% learnt about Harpic through electronic media, 17.0% through print media, 14.0% through word of mouth and 3.0% through other media sources.

Table 4. 3 Media Source

Media Source	Distribution	
	Frequency	Percentage
Print Media	26	17
Electronic Media	98	65
Word of Mouth	21	14
Others	5	3
Total	150	100

Source: Research Data (2013).

4.2.7 Celebrity Favorability

The study sought to establish the favorability of the celebrity. The findings presented in figure 4.4 shows that 36.0% of the respondents favor both Selina and Suzzane Owiyo while 28.0% favor Nyambane.

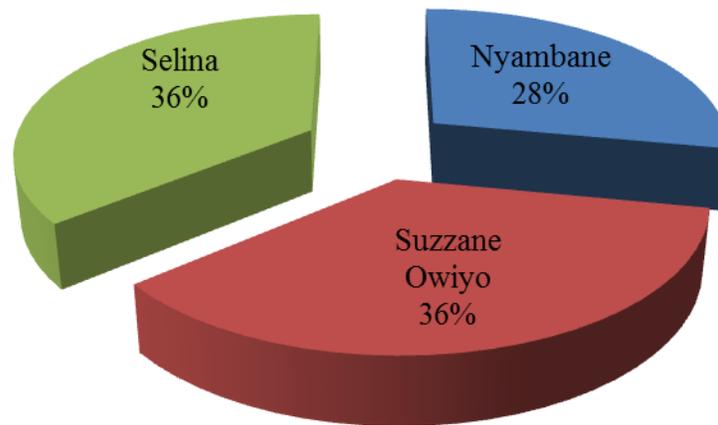


Figure 4. 4 Celebrity Favorability
Source: Research Data (2013).

4.3 Effect of Celebrity Endorsement on the Brand Loyalty

This section presents data on the influence of celebrity endorsement on purchasing decision, influence of brand preference on purchasing decision, influence of brand switching on purchasing decision, influence of price on purchasing decision, influence of quality on purchasing decision and congruency.

4.3.1 Influence of Celebrity Endorsement on Purchasing Decision

The respondents were asked to indicate how celebrity endorsement influenced their purchasing decision. The findings in table 4.4 show that 31.0% of the respondents were influenced most often, 26.0% often, 19.0% once in a while, 10.0% were rarely influenced and 14.0% were not all influenced by celebrity endorsement.

Table 4. 4 Influence of Celebrity Endorsement on Purchasing Decision

Category	Frequency	Percentage
Not all	21	14
Rarely	14	10
Once in a while	29	19
Often	31	26
Most Often	47	31
Total	150	100

Source: Research Data (2013).

4.3.2 Influence of Brand Preference on Purchasing Decision

The respondents were asked to indicate the level of agreement as to whether brand preference influenced the purchasing decision. The findings in table 4.5 show 35.0% of the respondents highly agree, 27.0% agree, 15.0% neutral, 13.0% disagree and 10.0% highly disagree.

Table 4. 5 Influence of Brand Preference on Purchasing Decision

Category	Frequency	Percentage
Highly Disagree	15	10
Disagree	20	13
Neutral	23	15
Agree	40	27
Highly agree	52	35
Total	150	100

Source: Research Data (2013).

4.3.3 Influence of Brand Switching on Purchasing Decision

The respondents were asked to indicate the level of agreement as to whether brand switching influenced the purchasing decision. The findings in table 4.6 show 37.0% of the respondents highly agree, 13.0% agree, 17.0% neutral, 20.0% disagree, and 13.0% highly disagree.

Table 4. 6 Influence of Brand Switching on Purchasing Decision

Category	Frequency	Percentage
Highly Disagree	20	13
Disagree	30	20
Neutral	25	17
Agree	20	13
Highly agree	55	37
Total	150	100

Source: Research Data (2013).

4.3.4 Influence of Price on Purchasing Decision

The respondents were asked to indicate the level of agreement on how price influenced the purchasing decision. The findings in table 4.7 show 12.0% of the respondents were not influenced at all, 9.0% rarely, 18.0% once in a while, 31.0% often and 31.0% most often.

Table 4. 7 Influence of Price on Purchasing Decision

Category	Frequency	Percentage
Not at all	18	12
Rarely	13	9
Once in a while	27	18
Often	46	31
Most often	46	31
Total	150	100

Source: Research Data (2013).

4.3.5 Influence of Quality on Purchasing Decision

The respondents were asked to indicate the level of agreement on how quality influenced the purchasing decision. The findings in table 4.8 show 3.0% of the respondents were not influenced at all, 2.0% rarely, 10.0% once in a while, 23.0% often and 62.0% most often.

Table 4. 8 Influence of Quality on Purchasing Decision

Category	Frequency	Percentage
Not at all	4	3
Rarely	3	2
Once in a while	15	10
Often	35	23
Most often	93	62
Total	150	100

Source: Research Data (2013).

4.3.6 Influence of Packaging on Purchasing Decision

The respondents were also asked to indicate the level of agreement on how packaging influenced the purchasing decision. The findings in table 4.9 show 13.0% of the respondents were not influenced at all, 16.7% rarely, 22.7% once in a while, 26.0% often and 21.3% most often.

Table 4. 9 Influence of Packaging on Purchasing Decision

Category	Frequency	Percentage
Not at all	20	13
Rarely	25	17
Once in a while	34	23
Often	39	26
Most often	32	21
Total	150	100

Source: Research Data (2013).

4.3.2 T-Test For Congruency

The research conducted a one sample t -test to measure the congruency of the celebrity. The variables used were familiarity, agreeable and believability of a celebrity. The findings show that celebrity familiarity had a mean of 3.7, celebrity agreeability had a mean of 3.6, and celebrity believability had a mean of 3.4. The findings are presented in table 4.10.

Table 4. 10 T-Test For Congruency

One-Sample Statistics				
Category	N	Mean	Std. Deviation	Std. Error Mean
Familiarity	150	3.7600	1.25682	.10262
Agreeable	150	3.6933	1.14661	.09362
Believability	150	3.4133	1.15385	.09421

One-Sample Test

Category	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Familiarity	17.151	149	.000	1.76000	1.5572	1.9628
Agreeability	18.087	149	.000	1.69333	1.5083	1.8783
Believability	15.002	149	.000	1.41333	1.2272	1.5995

Source: Research Data (2013).

4.4 Effect of Celebrity Endorsement on Product Usage

This section presents data on the effects of celebrity endorsement on the product usage on toilet sinks, toilet bowls and urinals.

4.4.1 The Use of Harpic on Toilet Sinks

The study sought to establish the usage of Harpic on toilet sinks. The results in table 4.11 showed that 8.0% of the respondents were not influenced at all on the usage of Harpic on toilet sinks, 24.0% rarely affect, 23.0% once in a while, 12.0% often affect and 24.0% most often affect.

Table 4. 11 The Use of Harpic on Toilet Sinks

Category	Frequency	Percentage
Not at all	12	8
Rarely	36	24
Once in a while	35	23
Often	18	12
Most often	49	24
Total	150	100

Source: Research Data (2013).

4.4.2 The Use of Harpic on Toilet Bowls

The study also sought to establish the usage of Harpic on toilet bowls. The results in table 4.12 showed that 19.0% of the respondents were not influenced at all on the usage of Harpic on toilet bowls, 17.0% rarely affect, 17.0% once in a while, 17.0% often and 30.0% most often.

Table 4. 12 The Use of Harpic on Toilet Bowls

Category	Frequency	Percentage
Not at all	29	19
Rarely	25	17
Once in a while	26	17
Often	25	17
Most often	45	30
Total	150	100

Source: Research Data (2013).

4.4.3 The Use of Harpic on Urinals

The study also sought to determine the usage of Harpic on urinals. The results in table 4.13 showed that 15.0% of the respondents were not influenced at all on the usage of Harpic on urinals, 18.0% rarely affect and 18.0% once in a while, 19.0% often and 30.0% more often.

Table 4. 13 The Use of Harpic on Urinals

Category	Frequency	Percentage
Not at all	22	15
Rarely	29	19
Once in a while	27	18
Often	27	18
Most often	45	30
Total	150	100

Source: Research Data (2013).

4.4.4 Influence of Celebrity Endorsement on Frequency of Usage

The study sought to establish the influence of celebrity endorsement on the likelihood of purchase of Harpic cleaners. The results in table 4.14 showed that only 10.0% of the respondents were very likely to purchase Harpic more than once in a month, 15.0% likely, neutral 31.0%, unlikely 15.0% and very unlikely 29.0%.

Table 4. 14 Celebrity Endorsement on Frequency of Usage

Likelihood	Frequency	Percentage
Very unlikely	15	10
Unlikely	22	15
Neutral	46	31
Likely	23	15
Very likely	44	29
Total	150	100

Source: Research Data (2013).

4.4.5 Influence of Celebrity Endorsement on the likelihood of Harpic being Sought

The study also sought to establish the influence of celebrity endorsement on the likelihood of Harpic being sought whenever shoppers visit a supermarket. The results in table 4.15 showed that only 27% of the respondents were very likely to actively seek out Harpic whenever they are in a supermarket, 16% are likely, 23% are neutral, 17% are unlikely and 18% are very unlikely to actively seek out Harpic while in a supermarket.

Table 4. 15 Celebrity Endorsement on the Likelihood of Harpic being Sought

Likelihood	Frequency	Percentage
Very unlikely	27	18
Unlikely	25	17
Neutral	34	23
Likely	24	16
Very likely	40	27
Total	150	100

Source: Research Data (2013).

4.4.6 Influence of Celebrity Endorsement on the Likelihood of Harpic Being Tried at Home

The study also sought to establish the influence of celebrity endorsement on the likelihood of Harpic being tried at home. The results in table 4.16 show that 29.0% of the respondents were very likely to try it at home while 18.0% are likely, 26.0% are neutral, 8.0% are unlikely and 19.0% are very unlikely.

Table 4. 16 Celebrity Endorsement on the Likelihood of Harpic Being Tried at Home

Likelihood	Frequency	Percentage
Very unlikely	29	19
Unlikely	12	8
Neutral	39	26
Likely	27	18
Very likely	43	29
Total	150	100

Source: Research Data (2013).

4.4.7 T-Test For Celebrity Trustworthiness

The research conducted a one sample t -test to measure the trustworthiness of the celebrity. The variables used were dependability, honesty, reliability, sincerity and trustworthy of a celebrity. The findings show that celebrity dependability had a mean of 3.2, celebrity honesty had a mean of 3.3, celebrity reliability had a mean of 3.3, celebrity sincerity had a mean of 3.4 and celebrity trustworthiness had a mean of 3.4. The findings are presented in table 4.17.

Table 4. 17 T-Test For Celebrity Trustworthiness

Category	N	Mean	Std. Deviation	Std. Error Mean
Dependability	150	3.1667	1.16675	.09526
Honesty	150	3.3067	1.22033	.09964
Reliability	147	3.3946	1.17949	.09728
Sincerity	150	3.4267	1.15478	.09429

One-Sample Test

Category	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Dependability	12.247	149	.000	1.16667	.9784	1.3549
Honesty	13.114	149	.000	1.30667	1.1098	1.5036
Reliability	14.335	146	.000	1.39456	1.2023	1.5868
Sincerity	15.131	149	.000	1.42667	1.2404	1.6130

Source: Research Data (2013).

4.5 Effect of Celebrity Endorsement on Attracting New Customers

This section presents data the effect of celebrity endorsement on attracting new customers.

4.5.1 Correlation Between Celebrity's Experience, Skills and Gender

The study conducted a correlation analysis to test how celebrity's experience, skills and gender influenced their ability to attract new customers. Pearson moment correlation analysis indicates that there is a strong significant correlation between gender of the shopper and the celebrity's experience ($r=.719^{**}$, $P > 0.01$) and again there exist a strong significance between the gender of the shopper and skills of the celebrity ($r=.719^{**}$, $P > 0.01$).

The ability of a celebrity to attract a new customer hangs on the celebrity's own experience and skills as perceived by the potential and current customer hence the conclusion that there is a causal relationship and the ability of a celebrity to attract a new customer.

Table 4. 18 Correlation Between Celebrity's Experience, Skills and Gender

Category		Gender	Experience	Skills
Gender	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	150	150	150
Experience	Pearson Correlation	.058	1	.719 ^{**}
	Sig. (2-tailed)	.485		.000
	N	150	150	150
Skills	Pearson Correlation	.018	.719 ^{**}	1
	Sig. (2-tailed)	.824	.000	
	N	150	150	150

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

Source: Research Data (2013).

4.5.2 Correlations Between Marital Status, Familiarity and Believability

A correlation analysis was also carried out between marital status, celebrity's familiarity and believability. The result as captured from the respondents indicated that is a strong significant correlation between marital status and celebrity's familiarity($r=0.439^{**}$, $P >0.01$) and marital status and celebrity's believability($r=0.439^{**}$, $P >0.01$).

Table 4. 19 Correlations Between Marital Status, Familiarity and Believability

Category		Marital Status	Familiarity	Believability
Marital Status	Pearson Correlation	1		.150
	Sig. (2-tailed)			.068
	N	150	150	150
Familiarity	Pearson Correlation	.077	1	.439 ^{**}
	Sig. (2-tailed)	.349		.000
	N	150	150	150
Believability	Pearson Correlation	.150	.439 ^{**}	1
	Sig. (2-tailed)	.068	.000	
	N	150	150	150

^{**}. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data (2013).

4.6 Chapter Summary

The chapter evaluated data according to the research questions. The results of the data analysis were then presented systematically in line with research questions presented in section 1.4 of this study.

The analysis aimed at highlighting descriptive characteristics of the data collected as well as establishing relationships between the various variables at play to help in understanding of the characteristics of the data collected. The next chapter provides the conclusion, summary as well as the discussions and the recommendations.

CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the results and findings that were presented in chapter four are discussed. Conclusions are drawn and then recommendations are made. The chapter is structured according to the research questions. The discussions are focused on how the findings related to the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners.

The chapter begins by providing a summary of the findings presented in chapter four in a manner that answers the research questions and secondly compares these findings with the previous studies as presented in chapter two of this study. It presents the major conclusions and recommendations for further studies.

5.2 Summary

The purpose of the study was to establish the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners. The research was guided by the following research questions; what is the relationship between celebrity endorsement and the brand loyalty? What are the effects of the celebrity endorsements on product usage? Finally, what is the effect of celebrity endorsement on attracting new customers?

The research design was descriptive in nature. The target population of the study was 155 shoppers drawn from Nakumatt, Tuskys, Naivas and Uchumi chain stores in Nairobi namely: Nakumatt Lifestyle branch, Tuskys Imara, Naivas East Gate and Uchumi Sarit Centre branch. The study adopted the use of random sampling technique of shoppers drawn from the chain stores understudy. Out of a sample size of 155 shoppers drawn from the above chain stores only 150 took part in the survey. The study depended on primary data which was collected using survey data collection method. The data collection instrument used was a structured questionnaire with both open ended and closed ended questions.

The questionnaire was pre-tested on five participants from the targeted chain stores with similar characteristics like those in the study. The findings of the five respondents who took

part in the pilot study were not included in the findings of this study. The questionnaires were personally administered at the entry points of the chain stores with the assistance of one trained research assistant.

Data coding was done using spread sheets in combination with SPSS. Correlation analysis was adopted to establish the relationship between the independent variables and the dependent variable; the analysis also adopted T- test analysis. The findings were presented in figures and tables.

The study established that 58% of the respondents were female aged between 21 and 30 years with the male respondents polling at 42% with majority falling in the age bracket of between 41 and 50 years.

The study found out that 25.0% of the respondents acknowledged that most often celebrity endorsement of Harpic influences their loyalty towards Harpic toilet cleaners. 19% of the respondents indicated that celebrity endorsement of Harpic rarely determines their loyalty towards the brand with another 18.7% of the respondents indicating that celebrity endorsement of Harpic once in a while affected their loyalty towards the brand.

The findings revealed that celebrity endorsement did have significant influence on brand loyalty because 25.0% of the respondents indicated that celebrity endorsement influenced the Harpic brand loyalty

In relation to the effect of celebrity endorsement on attracting new customers, the study established that there was a strong significant correlation between celebrity endorsement and the ability to attract new customers.

5.3 Discussions

5.3.1 Effect of Celebrity Endorsement on the Brand Loyalty

According to the study, celebrity endorsement influenced the purchasing decision. The findings revealed that the respondents who indicated that celebrity endorsement influenced their purchasing decision most often were 31.0%, 26.0% often, 19.0% indicated once in a while, 10.0% indicated rarely and 14.0% indicated that celebrity endorsement of Harpic does not influence their purchase decision.

The study findings showed that those respondents who felt that brand preference influenced purchasing decision were 35.0% highly agree, 27.0% agree, 15.0% neutral, 13.0% disagree and 10.0% highly disagree. This is proven by Schiffman and Kanuk (2000) and further supported by Jamal and Goode (2001), that individuals purchasing decision is determined by their preference for that particular product and that they are more likely to buy brands endorsed by celebrities whose personalities intimately match their own self-images and self-expression. Dinlersoz and Pereira (2007) supported this argument stating that consumers purchase decision is influenced by brand preference toward an established brand during the firm's long presence in the market. This is because consumers tend to show little brand preference toward a particular brand when they are exposed to a new or unfamiliar product category. Devaraj, Fan and Kohli,(2006) indicates that the greater the consumers shopping experiences and/or information collection, the higher the probability of focusing on a specific brand.

The study findings showed that celebrity endorsement of Harpic influences consumers' to be loyal towards the brand. The results showed that the respondents who indicated that brand loyalty influenced them most often were 31.0%, 26.0% indicated rarely, 19.0% neutral,10.0% indicated that they were unlikely influenced by the brand and 14.0% very unlikely. This is supported by Ericsson and Hakansson (2005) who stated that the repeated association of a brand with a celebrity might ultimately lead consumers to think the brand possesses the same characteristics associated with that particular celebrity, hence, the ability of the consumers to continuously be associated with the brand. They further acknowledge that the continued used of a celebrity to promote a brand has an effect on the ability of the customers to pledge their loyalty towards that given brand.

The study established that quality influences brand loyalty hence the conclusion that celebrity endorsement of a product determines brand loyalty. The results showed that quality as a characteristic of brand loyalty influences the purchasing decision of a consumer and ultimately their loyalty towards a product. The findings revealed that 62.0% of the respondents consider quality most often, those who do not consider quality at all ranked at 3.0%, rarely 2.0% while 10.0% considered it once in a while and 23.0% often consider quality. This argument is supported by Taylor and Neslin (2005) that quality as a feature of

brand loyalty does influence repeat purchase behavior and retention amongst consumers and this leads to brand loyalty. They continued by stating that brand loyalty brings about the levels of usefulness of a product hence the need to create the brand loyalty first through a short-term “points pressure” impact and second through a long-term “rewarded behavior” impact. Customer loyalty is important to the firm. Loyal customers are willing to make repeat purchases in the business that delivers value beyond their expectation. Loyal customers often will, over time bring substantial revenues and demand less attention from the firms they patronize (Yang and Peterson, 2004). It is common to find loyal customers sympathizing with poor service, displaying less sensitivity to price, and disseminating positive word of mouth about the service to others (Yang and Peterson, 2004). This is further bolstered by the works of Keaveney (1995) that quality of a product makes the customers nurture loyalty towards regarded of other factors like costs.

Other factors that were considered to influence the buying decision of a consumer was the experience the chosen celebrity brought to them. The research highlighted that the number of respondents who felt that the experience of the celebrity does not affect their purchase decision at all stood at 4.0%, rarely scored 2.7% with those who acknowledged that the experience of a celebrity affected their purchase decision once in a while stood at 20.0% whereas those who noted that their decision of purchase is affected often by the experience of the celebrity polled at 27.0% with majority of the respondents at 46.0% indicating that more often their purchase decision is affected by the experience of the celebrity. This is in line with the works of Schiffman and Kanuk (2000) that consumer purchasing decision is majorly influenced by the celebrity’s experience and on whether their personalities intimately match their own self-images and self-expression which come as a result of experience (Jamal and Goode, 2001). This argument is reinforced further by Dinlersoz and Pereira (2007) that consumers have a brand preference toward an established brand which has a celebrity that they are familiar with their experience. This is due to their long presence in the market and this influences the consumers to show little brand preference toward a particular brand when exposed to a new or unfamiliar product category. Research indicates that the greater their shopping experiences and/or information collection, the higher the probability of focusing on a specific brand hence the loyalty towards that brand (Devaraj, Fan, and Kohli, 2006).

Packaging is another factor seen to determine purchasing decision of a consumer. The results revealed that 13.0% the respondents indicated that they are rarely influenced by packaging when it came to purchase decision with 17.0% pointing out that their purchase decision is affected once in a while with the packaging, 23.0% neutral, 21.0% often while majority of the respondents at 26.0% noting that most often their purchase decision is influenced by the packaging.

Finally, congruency between the endorser and Harpic toilet cleaners is also epitomized in the study. The mean of how familiar the respondents are with the endorser stood at 3.8, celebrity agreeability the mean is 3.7 and how believable the endorser is scored a mean of 3.4. The study finding confirmed that in deed there is a relationship between celebrity endorsement and brand loyalty.

5.3.2 Effect of Celebrity Endorsement on Product Usage

The study found out that likeability of a celebrity who endorses Harpic positively impacted the purchasing decision of a consumer. The study findings showed that 19.0% of the respondents indicated that it was very unlikely that they would be influenced by the likeability of a celebrity when it came to product usage, those respondents who felt that they are unlikely affected by the likeability of a celebrity with regard to product usage stood at 8.0% , the respondent who remained neutral on the matter polled at 26.0% whereas the combination of respondents who were likely and very likely influenced by the likeability of the celebrity with regard to product usage stood at 47%. This is supported by O'Mahony and Meenaghan, (1998) that likeability as a phenomenon is obviously related to attractiveness, as attractive people are generally looked upon more favorably than unattractive ones hence the ability to influence the product usage amongst the consumers. This is further proven by the works of Fiske, 1998; Greene, 1992; Horai, Naccari and Fatoullah 1974; Patzer, 1983 that the endorser should be able to hold the ability of being likeable across a wide range of consumers and that an attractive magnet of the endorser amongst the consumers ultimately generates a higher sales volume as a result of a higher product usage.

The study revealed that Harpic usage amongst the consumers is dependent on it being endorsed by a celebrity. 29.0% of the respondents indicated that it was very likely that their

usage of Harpic was based on celebrity endorsement, 15.0% were likely, those who chose to be neutral on the subject scored 31.0%, very unlikely at 10.0% while unlikely scoring 15.0%. According to the study Harpic is strongly sought after whenever the consumers visited the chain stores. The findings indicated that 27.0% of the respondents showed that it was very likely that they sought Harpic whenever they visited the chain stores, 16.0% stated that it was likely whereas 23.0% became neutral on the issue with 17.0% and 18.0% indicating that it was unlikely and very unlikely that they sought Harpic whenever they visited the chain stores. This argument is supported by McGuire (1985) that a product endorsed is usually sought after by consumers and this eventually influences the product usage. This is again proven by McGuire (1985) that when consumers like a certain celebrity then there is a likelihood of people continuously using the same product and thus increases the way it is sought after in the market. This justifies the use of celebrities in commercials and advertisements. This is in line with findings of Belch and Belch (2001) which states that celebrity endorsement influences the product usage as well as how the product is sought after by the mass market, it is on this backdrop that advertisers believe that a celebrity can influence the consumer's vision of the company's image.

It emerged from the findings that there was similarity in terms of celebrity's dependability, celebrity's honesty, celebrity's reliability, celebrity's sincerity and celebrity's trustworthy. The study revealed that those respondents indicating dependability of the celebrity being a factor in determining their product usage scored a mean of 3.2, honesty 3.3, reliability 3.4 and sincerity 3.4. This is in cohesion with Shimp (1997) who acknowledges that companies try to find endorsers who are widely seen as being honest, reliable, sincere and above all trustworthy. The research findings acknowledged that trustworthiness of a celebrity is the most important factor with regard to a product being sought after as well as the usage rate. Moreover, product usage is mentioned as the most important attribute of trust (Friedman, 1978). Advertisers can create the highest effect by taking these two factors, product usage and trustworthiness, into account. It is stated that when consumers like a celebrity, they will automatically trust a celebrity thus the product being sought after by the consumers (Friedman, Santeramo and Traina, 1979).

This is further supported by Ohanian (1991) that trustworthiness of a celebrity endorser had a direct relationship with the purchase intentions of the related brand by the consumer. He further noted that trustworthiness is of major importance for the endorsers to have an impact on the product usage. If consumers believe what the endorser is telling them and they trust him or her, then the believability towards the product will ultimately increase the same way the product is being sought after. When a celebrity comes negatively into the news, it can affect the believability and the trustworthiness of the endorser. Also it will negatively influence the brand image and sales of the related product.

Celebrity endorsement of Harpic influenced its usage on toilet sinks, toilet bowls and urinals. The survey findings showed that 33.0% of the respondents indicated that celebrity endorsement of Harpic most often affects their usage on toilet sinks, 24.0% noted that it rarely affected while those who acknowledged that it affected once in a while stood at 23.0%, those who mentioned that it did not affect stood at 8.0%. This is a confirmation that in deed celebrity endorsement of Harpic contributes to its alternative uses.

The study showed that toilet bowls is another surface where the use of Harpic is applicable. The study findings indicated that 30.0% of those polled indicated that celebrity endorsement of Harpic does affect their usage on toilet bowls, 17.0% pointed out that it rarely affected with those in favor of once in a while coming at 17.0%, 17.0% often and 19.0% not at all. Further study to establish whether celebrity endorsement of Harpic influences its usage on urinals by shoppers illustrated that 15.0% of the respondents indicated that their usage on urinal was not dependent on celebrity endorsement, 19.0% stated that it rarely affected similar to those who believed that it affected once in a while. The results further showed that those shoppers who felt that it affected them often ranked at 18.0% whereas those who believed that it influenced more often scored 30.0%.

In summation, celebrity endorsement of a product greatly impacts on the product usage by the consumers because from the celebrity an act of trust, believability, sincerity and dependability is drawn. It is also revealed from the research that Harpic plays a significant role in cleaning other surfaces such as urinals and sinks hence the need for consumers to embrace it as the number one toilet cleaner.

5.3.3 Effect of Celebrity Endorsement on Attracting New Customers

The findings of the study revealed that there is a strong significant correlation between marital status and celebrity's familiarity ($r=0.439^{**}$, $P >0.01$) and marital status and celebrity's believability ($r=0.439^{**}$, $P >0.01$). This is corroborated by Zajonc (1968) that when companies choose a celebrity, it is important to know to what extent the consumers are familiar with the celebrity as this impact on their ability to attract new customers. The more familiar the consumer is with the celebrity, the more positive the effect will be when it comes to attracting new customers as well as retaining the current customers. It is also well-known that consumers, who are more familiar with a celebrity and are more exposed to a celebrity, will automatically like a celebrity more; this is called the mere exposure effect in order have an edge in customer attraction.

The research results also found out that there exist a strong correlation between gender of the shopper and the celebrity's experience which ultimately impact on their ability to attract new customers ($r=.719^{**}$, $P >0.01$) and again there exist a strong significance between the gender of the shopper and skills of the celebrity which determines the celebrity's ability to attract new customers ($r=.719^{**}$, $P >0.01$). The study findings further noted that majority of the females were inclined to the male endorsers of Harpic while the male respondents were tilted towards the female endorsers of Harpic toilet cleaner. This could be as a result of consumers' perception of beauty for the female endorsers and handsomeness for the male counterparts. This is corroborated by Kamins (1990) that "beauty sells" hence the use of attractive celebrity endorsers, spokespersons, and above all models in their advertisements which normally translates into increased market share as a result of new customers being attracted towards the product. This is supported by the fact that physical attractiveness of a person as epitomized in an advertisement propels advertiser believability, the customer's willingness to purchase and their ability to attract new customers (Petroshius and Crocker, 1989; Kahle and Homer, 1985). Moreover, this effect is more vivid in a case where both male and female models are coopted to push a product into the market because of their ability to attract new customers (Petroshius and Crocker, 1989), as evident in the case of print advertising (Kamins, 1990), for case of purchase displays (Caballero and Solomon, 1984), while in that

of actual communicators in one-on-one interactions (Chaiken, 1979), and for celebrity endorsements (Kamins, 1990).

Finally, the study findings indicated that the ability of a celebrity to attract a new customer hangs on the celebrity's own experience and skills as perceived by the potential and current customer hence the conclusion that there is a causal relationship and the ability of a celebrity to attract a new customer. In a nutshell, celebrity endorsement of a product influences its ability to attract new customers as revealed from the study.

5.4 Conclusions

5.4.1 Effect of Celebrity Endorsement on the Brand Loyalty

The study has sufficiently shown a greater inclination towards brand loyalty, brand preference and brand switching on the consumers' purchasing decision due to celebrity endorsement hence it is worth deducing that celebrity endorsement determines brand loyalty, brand preference and brand switching behaviour.

5.4.2 Effect of Celebrity Endorsement on Product Usage

The research has demonstrated the fact that celebrity endorsement of Harpic influences its usage by the consumers and that apart from Harpic being known to be a toilet cleaner it has alternative functions like cleaning sinks and urinals in some of the homes.

5.4.3 Effect of Celebrity Endorsement on Attracting New Customers

The survey has confirmed that the ability of Harpic product to attract new customers all depends on celebrity endorsement.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Effect of Celebrity Endorsement on the Brand Loyalty

From the data it is clear that there is a relationship between celebrity endorsement and brand loyalty, brand preference and purchasing decision, brand switching and purchasing decision. Harpic consumers are loyal due to the relationship between the celebrity and the strong

brand. Harpic should therefore be careful to select the best celebrity that would represent them well and create a lasting image in the minds of the consumers.

5.5.1.2 Effect of Celebrity Endorsement on Product Usage

The research demonstrates a causal relationship between celebrity and product usage. Descriptive study showed that celebrity endorsement of Harpic determines the usage by the consumers and that through the celebrities, consumers are able to develop trust, liking of the product and above all form an attitude towards the product.

Harpic being the market leader in terms of the toilet cleaners should continuously use relevant celebrities who can effectively communicate the benefits of the product and its superior nature as compared to the rest of the completion. The celebrities should also educate the consumers on the right way to use the product so as to effectively remove the stains and maintain cleanliness.

5.5.1.3 Effect of Celebrity Endorsement on Attracting New Customers

The survey has shown that the celebrities whom Harpic have been able to identify with are able to influence sales by attracting new customers. Harpic should continue to employ the use of celebrities so as to boost their revenue. In most cases, the use of models, artists, actors and actresses have been more appealing.

5.5.2 Recommendations for Further Studies

This research was designed to establish the effect of adoption of celebrity endorsement on the marketing of Harpic toilet cleaners which is by no means conclusive. As such, in order to gain from a holistic view due to the gaps that emerged, a similar study adopting other brands that use celebrities to advertise should be done so that the important aspects of the research which have not been uncovered in this study may be revealed

This research was only focused on Harpic toilet cleaners hence locking out other toilet cleaners. One would evaluate whether other toilet cleaners such as, kiwi, hurricane and bloo would exhibit similar ideas or stand as far the responses were concerned.

Again since the research was descriptive in nature, it would add to the body of knowledge if one studied the causes of the divergence of the population.

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APPENDICES

Appendix 1: Cover Letter

**JACKLINE KITTONY
UNITED STATES INTERNATIONAL UNIVERSITY,
P.O. BOX 14634, 00800,
NAIROBI.
KENYA.
20/10/2013**

Dear Respondent,

I am a graduate student at United States International University, carrying out a research on adoption of celebrity endorsement as a marketing strategy in Kenya with emphasis on Harpic toilet cleaners. This is in partial fulfilment of the requirement of the Master of Business Administration (Marketing) degree program at the United States International University.

You have been randomly selected among many to participate in this study. It is estimated that it will take less than ten (10) minutes of your time to complete the questionnaire. Please respond as honestly and objectively as possible. Your participation is very essential for the accomplishment of this study and it will be highly appreciated. I guarantee that the information that you will provide will be treated with the utmost confidentiality and will be used only for academic purposes.

This is an academic research and confidentiality is strictly emphasized, your name will not appear anywhere in the report. Kindly spare some time to complete the questionnaire attached.

Thank you.

Yours faithfully,

Jackline Kittony

Appendix II: Questionnaire

SECTION I: GENERAL INFORMATION

Note: This is an academic exercise and all information collected from respondents will be treated with strict confidentiality.

General Information

Kindly answer all the questions either by ticking in the boxes or writing in the spaces provided. Note that the evaluation will be considered incomplete if you do not answer all the questions

1. Gender: Female Male

2. Age Bracket: 21-30 years 31-40 years 41-50 years
51 years and over

3. Marital status
Single Married Divorced Widowed

4. What is your income level per month?
Less than Ksh. 30,000 Ksh. 30,001- Ksh. 50,000
Ksh. 50,001 – Ksh. 100,000 More than Ksh. 100,000

5. Which region of Nairobi City do you reside in?
Eastlands Westlands Southlands

6. From which media do you learn about toilet cleaners?
Print media (News paper, magazines) Electronic media (TV, Internet)
Word of mouth Other (Radio, Bill board, Banner, Hoarding)

SECTION II: CELEBRITY EENDORSEMENT AS A MARKETING TOOL

7. Do you purchase your toilet cleaner because your favorite celebrity has endorsed it?

YES NO

8. If yes which particular brand do you prefer

- a. Harpic
- b. Jeyes blue
- c. Duck
- d. Kiwi clean
- e. Other (name).....

9. Who is your favorite celebrity who has endorsed Harpic?

Nyambane Suzzane Owiyó Selina

10. During purchase of toilet cleaners, rank how the following influence your purchase choice

	Not at all	Rarely	Once in a while	Often	Most often
Cost/Price	1	2	3	4	5
Celebrity endorsement	1	2	3	4	5
Quality	1	2	3	4	5
Quantity	1	2	3	4	5
Experience	1	2	3	4	5
Other (package, Trial)	1	2	3	4	5

11. Do you think that celebrity endorsement of Harpic makes the product more likeable?

YES NO MAYBE

12. Do you believe that celebrity endorsement of Harpic motivates you to purchase

Highly disagree	Disagree	Neutral	Agree	Highly agree

13. Does the celebrity endorsement of Harpic influence you recommend the product to others?

Highly disagree	Disagree	Neutral	Agree	Highly agree

14. Does celebrity endorsement of toilet cleaners make you prefer one brand over the other?

Highly disagree	Disagree	Neutral	Agree	Highly agree

15. Do you believe that that celebrity endorsement of Harpic has made you switch from using other toilet cleaners to Harpic

Highly disagree	Disagree	Neutral	Agree	Highly agree

16. What other factors do influence your loyalty to a Harpic?

.....

.....

.....

.....

.....

SECTION III : CELEBRITY ENDORSEMENT AND PRODUCT USAGE

17. Do you think celebrity endorsement of Harpic give a true picture of the product?

YES NO MAYBE

18. How often is your purchase decision of Harpic based on the celebrity endorsement (recall)?

Mostly Rarely
Often Never

19. Do you believe that you use Harpic more than you would without celebrity endorsement?

Highly disagree	Disagree	Neutral	Agree	Highly agree
<input type="checkbox"/>				

20. How does celebrity endorsement influence your usage of Harpic on the following surfaces

	Not at all	Rarely	Once in a while	Often	Most often
Toilet Sinks	<input type="checkbox"/>				
Toilet bowls	<input type="checkbox"/>				
Urinals	<input type="checkbox"/>				
Other surfaces	<input type="checkbox"/>				

21. On a scale of 1 to 5, with 1 being "very unlikely" and 5 being "very likely", circle the number that best reflects your feelings towards the following questions pertaining to your INTENT TO USE HARPIC DUE TO THE CELEBRITY ENDORSEMENT

How likely you are to purchase Harpic more than once in a month	1	2	3	4	5
How likely you are to actively seek out Harpic when you visit a supermarket	1	2	3	4	5
How likely you are to try Harpic at home	1	2	3	4	5
How likely you are to recommend use of Harpic at your workplace	1	2	3	4	5

22. How else do you think celebrity endorsement of Harpic has influenced your usage of the product.....

SECTION IV: CELEBRITY ENDORSEMENT STRATEGIES

23. On a scale of 1 to 5, please circle the number that best reflects your feelings towards the TRUSTWORTHINESS of celebrities who endorse Harpic.

Undependable	1	2	3	4	5	Dependable
Dishonest	1	2	3	4	5	Honest
Unreliable	1	2	3	4	5	Reliable
Insincere	1	2	3	4	5	Sincere
Untrustworthy	1	2	3	4	5	Trustworthy

24. On a scale of 1 to 5, please circle the number that best reflects your feelings towards the EXPERTISE of celebrities who endorse Harpic.

Not an expert	1	2	3	4	5	Expert
Inexperienced	1	2	3	4	5	Experienced
Unknowledgeable	1	2	3	4	5	Knowledgeable
Unqualified	1	2	3	4	5	Qualified
Unskilled	1	2	3	4	5	Skilled

25. On a scale of 1 to 5, please circle the number that best reflects your feelings towards the following questions pertaining to the CONGRUENCY (harmony/compatibility) BETWEEN THE CELEBRITY WHO ENDORSE HARPIC AND THE BRAND.

a. How familiar are you with the celebrity who appeared in the ad?

Unfamiliar	1	2	3	4	5	Familiar
------------	---	---	---	---	---	----------

b. How congruent is the image of the celebrity with the brand they are endorsing?

Incongruent	1	2	3	4	5	Congruent
-------------	---	---	---	---	---	-----------

c. Do you think this brand is a good fit for this celebrity to endorse?

Disagree 1 2 3 4 5 Agree

d. How believable is this celebrity endorsing this brand?

Unbelievable 1 2 3 4 5 Believable

e. Do you believe this celebrity would use this product?

Unbelievable 1 2 3 4 5 Believable

26. Did you ever use any toilet cleaner before Harpic?

YES NO

27. If yes in five above which brand?

.....
.....
.....

28. If yes in five above, why did you switch to Harpic?

Cost/ Price

Celebrity endorsement

Quality

Quantity

Past experience

Other (specify)

.....
.....
.....

THANK YOU FOR YOUR TIME