IMPACT OF CELEBRITY ENDORSEMENT ADVERTISEMENT ON BRAND AWARENESS IN ZIMBABWE. CASE OF NASH PAINTS.

By

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APPROVAL FORM

The undersigned relevant authorities certify that they have read and recommend to the Bindura University of Science Education for acceptance of a research project entitled. “The impact of celebrity endorsement advertisement on brand awareness in Zimbabwe, submitted by MERCY MUDADI in the partial fulfilment of the requirements of Bachelor of Business Studies (Honours) Degree in Marketing.

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DEDICATION

I dedicate this project to my late father Mr E. L. Mudadi, my mother Mrs B. J. Mudadi and my brother Gift.

To my father this is a sign that even if you are not here but I kept and fulfilled your last wish and I will continue to make you proud.

To my mum all your teachings groomed me to the woman I am today. THANKS SO MUCH.
ABSTRACT

This study examined the effect of celebrity endorsement on brand awareness using Nash Paints as the case study. The study was prompted by extreme competition that Nash Paints faced from cheap imports and brand imitations which led to a decline in market share and revenues. The study sought to establish the effect of celebrity endorsement advertisement on brand recall, brand recognition and brand association. Theoretical and empirical literature was reviewed following the hypothesis. The study adopted the quantitative approach and employed a cross-sectional causal research design. A sample size of 44 made up of Nash Paints employees and customers, selected using stratified random sampling and convenience sampling respectively, was used. To collect data, structured questionnaires were distributed and emailed to the respondents. Data were analysed using descriptive statistics and inferential statistics generated from SPSS version 19. Despite the limited time to conduct the study, the study made the following findings. The study concluded that there is a relationship between celebrity endorsement advertisement and brand awareness measured using brand recall, brand recognition and brand. Brand recall was enhanced through the presence of favourite celebrities in advertisement as well as the celebrity attractiveness which help customers keep the brands in memory. Celebrity endorsement influenced brand recognition through facilitating identification of brands in the shelves by customers. Celebrity endorsement advertisement influenced brand association through celebrity likeability and celebrity positive publicity. The study recommended that Nash Paints prioritise celebrity endorsement in its marketing communications and promotional campaigns and carefully select celebrities with long standing history of exhibiting desirable characteristics such as likeability, attractiveness and pleasant personality. The study recommended that celebrities be trained on the manner in which they should professionally conduct themselves on and off their public appearances. The study further recommended that Nash Paints consider including the celebrities images or logos on its product packaging.
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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Celebrity endorsement, which refers to an advertising strategy whereby companies use people of public recognition as spokespersons for their products and services (Ateke, Onwujiriri and Nnennanya, 2015), has been widely used in competitive marketing environments. Companies spent billions of dollars on celebrity endorsement to create positive awareness of their products. Nash Paints, a manufacturer and distributor of paints in Zimbabwe, adopted celebrity endorsement in the recent years. Notably, Nash Paints is a new player in the paints industry with less than 10 years of existence. Nash Paints’ range of products includes an assortment of automotive paints, decorative paints, industrial paints and woodline paints. Nash Paints also provides specialised paints such as primers, intermediate coats, finish coats and stripe coats.

Nash Paints endorsed Alick Macheso and Tryson Chimbetu, popular Sungura musicians in Zimbabwe, as ambassadors of its products and services. Nash Paints, as has been the case with a number of companies in other sectors of the economy, endorsed these artists as part of its strategy to reach out to the market and create the much needed brand awareness for its products and services. This was a result of fierce competition from other established and dominant paint manufacturers and distributors such as Astra Paints and Deluxe. The competition had been exacerbated by the informal sector players who sell imitations of the Nash Paints brands at reduced prices. Not only that, Nash Paints also faced extreme competition from cheap imported paints. This led to a general decline in market share and revenue for Nash Paints. For example, Nash Paints revenues fell by 12% in 2015 following the entry of foreign competitors such as Laxor Paints and Absolute Paints into the paints market in Zimbabwe.

The extreme competition in the paints market prompted the need for enhancing brand awareness. To this end, Nash Paints started advertising its products and services using artists such as Alick Macheso and Tryson Chimbetu in 2016. The artists were deemed vibrant and
Nash Paints believed that they possessed attractive and pleasant qualities. Nash Paints anticipated that these qualities would be transferred to its products and services. The artists therefore promoted Nash Paints brands in the print media, electronic media as well as the social media platforms such as Facebook, Twitter and Whatsapp. Although Nash Paints aimed to ride on the reputation, attractiveness and pleasant qualities of the celebrities and create and maintain attention for its brands relative to competition, the company had to incur costs in making the celebrities an integral part of its advertising strategy. The association of Nash Paints brands and the celebrity might generate positive images in the minds of the customers. Also, celebrity endorsement advertisement may lead to high brand recall rates and in the process create positive awareness of its products in the face of extreme competition (Chung, Derdenger and Srinivasan, 2012). It is against this backdrop that this study examined the extent to which celebrity endorsement advertising affected Nash Paints’ brand awareness in the competitive operating environment.

1.2 Statement of the Problem
Nash Paints has suffered from extreme competition in the paints market due to cheap imports and brand imitations by the informal sectors. This has led to a decline in market share and revenues for Nash Paints. This prompted Nash Paints to adopt celebrity endorsement advertisement in which it used artists as a strategy to prop up its brand awareness. The artists participated in Nash Paints’ promotions to enhance brand recall, recognition and association. However, the effectiveness of celebrity endorsement on enhancing brand awareness had not yet been sufficiently evaluated given the inherent investment. This study therefore sought to assess the impact of celebrity endorsement advertisement on brand awareness using Nash Paints as the case study.

1.3 Purpose/Objective of the Study
To assess the impact of celebrity endorsement advertising on brand awareness.

1.4 Research Hypothesis
The study was guided by the following research questions;

H1: There is a relationship between celebrity endorsement advertisement and brand recall.
H2: There is a relationship between celebrity endorsement advertisement and brand recognition.

H3: There is a relationship between celebrity endorsement advertisement and brand association.

1.5 Significance of the Study

There were high expectations that the research would benefit Nash Paints, the student or researcher and Bindura University of Science Education (BUSE) as described below.

1.5.1 Nash Paints

Nash Paints would benefit from research through a better understanding of the relationship between celebrity endorsement advertisement and brand awareness. This would assist Nash Paints in coming up with strategies that could be used to effectively make use of celebrities in its advertisement programmes. This could go a long way in recovering market share and improving its revenue performance in the increasingly globalising and competitive paints market.

1.5.2 The Researcher

The researcher was set to acquire a degree upon successfully completion as the study was in partial fulfilment of the requirements of the Bachelors of Business Studies Honours degree in Marketing. The study also added value to the researcher’s ability and knowhow to conduct a research. The study, thus, gave the researcher a platform to merge academic theories with practical procedures of conducting a study.

1.5.3 The University

This study would benefit the University as the results would be used by other university students as literature review on the impact of celebrity endorsement advertisement on brand awareness. This research would therefore assist future studies on celebrity endorsement and brand awareness. The research would also be used as reference material for the University’s forthcoming students.
1.6 Assumptions
The researcher assumed that the respondents and responsible authorities at Nash Paints would be cooperative in providing data to the researcher. In this connection, the researcher assumed that such willingness to participate in the study would allow the researcher to obtain a representative sample to the population.

The researcher also assumed that there would be no bias from the data which was provided by the respondents. In this regard, it was hoped that the data would be accurate to the best knowledge of the respondents.

1.7 Delimitations of the Study
The literature for the study focused on celebrity endorsement advertisement and brand awareness as guided by the research objectives. The respondents for the study were employees and customers of Nash Paints in Mutare. Nash Paints employees were included as they were involved in the selection of celebrities while customers were included so that they would give their opinions on brand awareness. The research was confined to Mutare where Nash Paints was based and this was where the researcher stayed. The study covered the period between 2013 and 2017 over which Nash Paints attempted to use celebrities in its advertisement programmes.

1.8 Limitations of the Study
Due to economic challenges faced in Zimbabwe, the findings of this research might not be applicable in the next 5 years. This study was also conducted within a very short span of time of not more than 3 months. The researcher also faced financial constraints which limited the sample size to 44 respondents and also restricted the study to Mutare.

1.9 Definition of Terms
The following key terms were used in this study;

**Celebrity Endorsement:** An advertising strategy whereby companies use people of public recognition as spokespersons for their products (Ateke et al, 2015)

**Brand Awareness:** The ability of a consumer to recognise and recall a brand in different situations (Chung et al, 2012).
**Brand Recognition:** The ability of consumers to identify a brand when there is a brand cue. That is, consumers can tell a brand correctly if they ever saw or heard it (Erfgen, 2005).

**Brand Recall:** Occurs when consumers see a product category and connect it to a brand name exactly (Goksel, 2014).

### 1.10 Chapter Summary

This chapter highlighted the problem and its setting. To this end, the background to the study, statement of the problem, the purpose or objective of the study and the research hypothesis were described. The chapter also provided the significance of the study, research assumptions, delimitations of the study, limitations of the study and definition of terms used in the study. The next chapter provides literature review on the matters related to the study objectives.
CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The previous chapter introduced the research problem under study and its setting. This chapter reviews both theoretical and empirical literature in line with the research objectives which were established in the introductory chapter of this study. According to Ziporah and Mberia (2014), the term literature review refers to a broad analysis of existing material that is linked to the subject under study. The chapter first outlines the theoretical framework that guided the study. The chapter then looks at the areas on which other authors converge or diverge concerning the relationship between celebrity endorsement advertisement and brand recall, the relationship between celebrity endorsement advertisement and brand recognition and the relationship between celebrity endorsement advertisement and brand association. Thereafter, the chapter provides empirical literature review covering other similar studies which were conducted in other areas. The methodologies, findings, conclusions and recommendations of the studies are provided. The chapter then provides the research gap justifying the need for the current study. A chapter summary is then provided.

2.1 Key Terms Explained

This section provides definitions of key terms to enhance the reader’s understanding of the problem under study. The terms covered are celebrity endorsement, brand awareness, brand recognition and brand recall.

2.1.1 Celebrity Endorsement

Celebrity endorsement refers to an advertising strategy whereby companies use people of public recognition as spokespersons for their products and services (Ateke et al, 2015). According to Byrne, Whitehead and Breen (2003), celebrity endorsement was traditionally a long-term contract between the celebrity and the company to promote a brand, product or service through adverts, campaigns and appearances.
2.1.2 Brand Awareness

Brand awareness is the extent to which a consumer is capable to recall or recognise a brand in different situations (Chung et al, 2012). In the views of Byrne et al, (2003), the ability of the consumers to correctly recognise or recall a brand is an important step in the process of making a decision to purchase a product or service. This is because no buying of a product or service can take place unless a consumer has been made aware that the product or service exists. According to Friedman and Friedman (2009), brand awareness should not necessarily be restricted to the recalling of the name of the brand but should also include the features of the brand so that even in cases in which the consumer has not been told of the brand name but given the features, he or she should be able to proceed and make a purchase.

Brand awareness can be considered in terms of brand recall and brand recognition. The level of brand awareness is a key consideration for the competitiveness of a brand in the market. As a result, a number of metrics have been developed to measure brand awareness (Chung et al, 2012). Given the critical value of brand awareness, there is need for organisations to ensure that they properly manage brand awareness over the course of the product lifecycle from product launch to market decline. To this end, the measurement metrics collectively referred to as Awareness, Attitudes and Usage (AAU) metrics have been used over time by marketers. Ateke et al, (2015) state that brand awareness is a crucial investment that companies have to undertake in order to enhance the development of sustainable competitive advantages which lead to long-term value creation for the company.

2.1.3 Brand Recognition

The term brand recognition refers to the ability of consumers to identify a brand when there is a brand cue among a list of other brands. This means that consumers are able to tell a brand correctly if they ever saw or heard it (Erfgen, 2005). This is similar to the assertions of Friedman and Friedman (2009) that brand recognition refers to the ability of the consumers to correctly differentiate a given brand from other competing brands in circumstances in which the consumers come into contact with the brand. In the views of Goksel (2014), brand recognition is concerned with the capability of the consumers to recognise the brand when they come into contact with it at the shelves or after viewing its visual packaging.
2.1.4 Brand Recall

Brand recall refers to the ability of the consumers to remember or recollect a brand for a particular organisation relative to competing products in the same market (Erfgen, 2005). Brand recall occurs when consumers see a product category and connect it to a brand name exactly (Goksel, 2014). In most cases, the brand recall is arrived at through undertaking a survey and measuring the number of respondents who can correctly identify a brand from a collection of competing brands in the market (Sajana and Nehru, 2014). The number of survey respondents who correctly identify or suggest a given brand is expressed as a percentage of the total number of survey respondents.

According to Salvatore and Washington (2007), brand recall is an important variable in the determination of the effectiveness of brand awareness efforts by marketers. It gives a general measure of the pre-purchase awareness of the products and services offered by organisations. In this connection, Friedman and Friedman (2009) believe that celebrity endorsement advertisement has a significant impact on the extent to which the consumers are able to recall or remember a brand.

According to Erfgen (2005), brand recall can be divided into two categories namely aided brand recall and unaided brand recall. Aided brand recall occurs when the consumers are asked to identify a brand from a collection or list of competing brands. On the contrary, unaided brand recall occurs when the consumers are provided with a product or service category and the consumers respond with any brands that they are able to recollect or those brands which come to mind for the given category. In the context of aided brand recall in which case the company is concerned the number of consumers who identify the company’s product versus competitors, it is important that the benchmarks be done on companies at similar growth stage and offering similar products or services (Friedman and Friedman, 2009).

According to Ateke et al. (2015), consumers should be able to come up with the brand name for products and services of companies if the company adopts celebrity endorsement advertisement. Such brand recall arises from the fact that the association between the celebrity and the brand would have facilitated the recall of the company’s brand. This line of thinking is supported by Rashid et al (2002) who suggest that consumers should be able to give a brand name once a marketer provides the general product or service category.
In opposition, Sajan and Nehru (2014) argue that organisations do not benefit from brand recall since it does not necessarily lead to purchase intentions among the consumers. The argument is that that being aware of a product does not necessarily translate into product or service purchase and thus companies need to do more work ahead of the establishment of brand recall. This means that brand recall cannot be used as a leading indicator of business growth but rather as a measurement for the extent of brand awareness. However, Sajan and Nehru (2014)’s assertions are disputed by Oyeniyi (2014) who explains that the creation of brand awareness is the first step necessary in the marketing of products and services as it can then become easier for companies to convert the brand awareness into sale.

Also, the major advantage of a high brand recall when compared with competitors is that the organisation with a high brand recall can afford to reduce its investment in brand awareness activities. The determination of the brand recall of a product or service is important in the sense that if the brand awareness levels for a company fall below the internally set or predetermined levels, the company can consider increasing its advertising and promotional effort until the level of brand awareness returns to the desired level.

2.2. Theoretical Framework

This study is guided by the social learning theory, source credibility theory and source attractiveness theory. These theories were put forward by different authors and are very specific to the impact of celebrity endorsement advertisement and brand awareness.

2.2.1 Social Learning Theory

The social learning theory explains how the use of celebrity endorsement in advertisement affects or influences audience consumption intentions. The theory assumes that consumers watch, listen observe and would want to consume what the celebrities endorse thus leading to improved brand awareness (Sertoglu, Cath and Korkmaz, 2014). Through use of modelling consumers can easily copy certain behaviours from celebrities thereby creating a strong brand awareness.

2.2.2 Source Credibility Theory

The theory deals with the trustworthiness of the source. The theory indicates that consumers are persuaded to consume products when the source presents itself as credible. The dimensions of credibility are trustworthiness, competence and goodwill. These three dimensions are not
empirical realities but perceptions that can be created, managed and cultivated. This requires a coordinated approach to message design, delivery and—most importantly—adaptation to the given audience and current media situation. This will now be explored in advertising, politics and religions (Erfgen, 2005).

2.2.3 Source Attractiveness Theory

According to the Source Attractiveness Theory, which is based on social psychological research, the acceptance of the message depends on familiarity, likeability and similarity. Brand Familiarity is the audience's knowledge of the source through exposure; likeability is the affection for the source's physical appearance and behaviour while similarity is the resemblance between source and receiver (Oyeniyi, 2014). The theory explains the message acceptance in two ways: Identification and Conditioning. Identification is when the receiver or the target audience of the communication begins to identify with the source's attractiveness, and hence tends to accept his opinions, beliefs, habits and attitudes. Conditioning is when the attractiveness of the source is supposed to pass on to the brand after regular association of the source with the brand (Das and Padhy, 2012).

2.3 Relationship between Celebrity Endorsement Advertisement and Brand Recall

In today's dynamic, highly competitive and increasingly globalising business environment, customers are becoming more demanding as their expectations are continuously changing (Ateke, Onwujiriri, and Nnennanya, 2015). According to Erfgen (2005), marketers have to find innovative and creative ways of meeting the everchanging tastes and preferences of the customers. In this era of intense competition, companies have resorted to celebrity endorsement advertisement to promote their products and build the necessary brand awareness with the bid to ensure the survival of their products and services. Celebrity endorsement advertisement has now been an effective marketing strategy to promote a brand (Erfgen, 2005). World over it has been done before in various industries where it has proved to be an effective strategy.

It should be noted that companies always aim to have a situation in which their brands are the most proffered in the minds of the consumers. In this vein, companies attempt to create awareness in such as way that they create a top-of-mind awareness. According to Sertoglu et al (2014), top-of-mind awareness refers to the first brand that comes into the mind of the consumers in cases in which the consumers would have been asked an unprompted question.
about a category. Since celebrities have a number of qualities such as likeability, attractiveness and famous, the association of a product or service or company at large with a celebrity may enhance the chances of the consumers to remember or recall the product or service (Oyeniyi, 2014). As put forward by Salvatore and Washington (2007), products and services that are associated with the celebrities always occupy the top-of-mind of consumers are invariably the most remembered or recalled brands.

Das and Padhy (2012) note that celebrity endorsement advertising has the effect of positively influencing the concepts of evoked set and consideration set for the consumers. These concepts have a strong impact on brand recall and brand recognition. Das and Padhy (2012) define the evoked set as the set of brands that a customer is able to draw out from his or her memory when contemplating a purchase. The consideration set refers to the small set of brands that a customer pays attention to in the process of making a purchase decision.

Nowadays many companies use celebrity endorsement as an effective advertising strategy and one-in-four advertisements use celebrity endorsement to get the competitive advantage (Chung, Derdenger and Srinivasan, 2012). Association of a brand with celebrity endorsement can bring about extreme recall and recognition (Sajana and Nehru, 2014). Celebrity endorsement is a universal feature of advertisement in getting attention for a brand. Such endorsers are seen as vibrant with both attractive and pleasant qualities and companies plan that these qualities are transferred to products via macro activities (Erfgen, 2005). Furthermore, because of their reputation, celebrities serve not only to create and maintain attention but also to achieve high recall rates for messages in today’s highly cluttered environments. Companies spent billions of dollars on celebrity endorsement to create the good or positive awareness of their products and brands.

The assertion by Rashid et al, (2002) is that consumers who are exposed to the celebrity endorsement would expect the product to sell at a higher price compared to the advertisements without celebrities. This is due to the celebrity's prestige, which might have the spill-over effect for the product. The celebrity will also be more effective in sustaining recall of the advertisement and the brand name of the product. From their research, it was proved that celebrity endorsement of a product or service has an impact on the advertisement. It may be related to the fact that the consumers may be aware of the product, link the celebrity with the
product, have positive attitudes toward the advertisement, perceived credibility, brand recall, tendency to purchase and positive image of the brand.

Goksel (2014) conducted a study in this regard and the research showed that the use of celebrities in advertisement make positive contributions to creating positive attitudes towards the brand, remembering the message of the advertisement, liking the advertisement and preserving it in long term memory and forming purchase intentions. The study found out that the purpose of celebrity use in advertisements is to attract the attention of consumers and enable them to turn to the advertisement and at the same time increase the rates of remembrance for the product and the brand name (Goksel, 2014).

2.4 Relationship between Celebrity Endorsement Advertisement and Brand Recognition

According to Chung, Derdenger and Srinivasan (2012), the endorser’s physical attractiveness known through a person’s weight, height, and facial beauty is the very first expressions perceived by customers. Chung et al (2012) argue that the physical attractiveness will act as a distinction such that consumers will recognise the brand through the attractiveness attributes of the endorser. Sajan and Nehru (2014) agree that attributes such as mental skills, personality, lifestyle and art talents also enhance brand recognition. A celebrity is attractive because he/she has built up a popular image among the public. His/her attractiveness increases the persuasiveness toward the customers as they want to be like the celebrity that they love, thus these traits will be easy to remember benefiting brand recognition (Nguyen and Nguyen, 2016).

2.5 Relationship between Celebrity Endorsement Advertisement and Brand Association

The practice of celebrity endorsement has been applied in many countries over the years. Invariably, the commonly used categories of celebrities in the promotion of products and services are music artists, movie stars as well as famous athletes and sportsmen (Chung et al, 2012). According to Salvatore and Washington (2007), celebrity endorsement advertisement has been among the most prevalent and successful forms of advertising as the products and services would be expected to ride on the dynamic, attractive and likeable personalities of the celebrities.

Companies employ celebrities from in their advertisement campaigns. Put simply, companies invest huge sums of capital in the process of creating an association between their brands and the celebrity endorsers. These celebrities feature in marketing communications messages in the
magazines, newspapers, websites, radio and television. In line with the growing usage of social media platforms, the celebrities have increasingly been used in adverts on platforms such as facebook, twitter, whatsapp and instagram (Das and Padhy, 2012). In the views of Salvatore and Washington (2007), the features and images of the product are exactly matched with the celebrity image and this in turn influences the choices of the consumers in selecting the brand from a range of products.

According to Erdogan (1999), these celebrity endorsers are believed to exhibit dynamic characteristics including their attractiveness and having pleasant qualities. Companies that adopt celebrity endorsement advertisement expect that such attraction and present qualities can be easily transferred to their products and services via macro activities. This is supported by Oyeniyi (2014)’s view that the reputation, attractiveness and pleasant qualities go a long way in enhancing and maintaining the attention of the customers on the products and services that they are associated with. Such association has the effect of increasing the brand recall and brand recognition rates particularly in today’s highly cluttered environments.

The research by Rashid et al (2002) asserts that celebrities can assist in the recognition of brand names, create positive feelings towards the brand and create a distinct personality for the endorsed brand. Celebrity endorsement is also believed to generate a greater likelihood of customers’ choosing the endorsed brand due to the existence of factors such as brand trustworthiness. Trustworthiness refers to the honesty and believability of the celebrity.

The use of celebrity endorsements in an advertising strategy could enhance the marginal value of the advertisement expenditures and create brand equity. According to Salvatore and Washington (2007), the particular product – endorser combinations result in better overall attitude towards the product, greater intent to purchase the advertised product and more credibility for the endorser. Rashid et al (2002) found that the endorser credibility had strongest impact on attitude towards the advertisement while corporate credibility had impact on the attitude towards the brand.

2.6 Empirical Literature Review

This section documents past studies that were done in relation to this study. The section highlights the research methodological processes and procedures that were adopted, the findings, the conclusions and recommendations that were made by previous studies. Generally,
the researcher looks at the empirical evidences of the relationship between celebrity endorsement advisement on brand awareness.

Erdogan (1999) conducted a study which intended to establish the effect of using celebrities on the buying decisions of the consumers in the fast moving consumer goods sector in New York, United States of America. Erdogan (1999) collected data using questionnaires that were distributed in-person and some were emailed to respondents. The questionnaire collected data on the consumers’ attitudes towards the attractiveness of celebrities. The study respondents were selected using convenience sampling since it was difficult to come up with the full list of the consumers. Descriptive statistics were used to analyse the data. The study found out that the celebrity attractiveness was a critical factor in persuading the consumers to purchase products and services from companies that included celebrities in their advertising and promotional activities. Erdogan (1999) recommended that, subject to affordability, companies should associate their products and services with celebrities in order to benefit from the attractiveness of the celebrities to the consumers.

Rashid et al (2002) conducted a study on how celebrity endorsement can be used to draw attention of the consumers towards the products and services in the automotive industry in Port Harcourt, Nigeria. They collected data using interviews. The data was analysed using thematic content analysis in which major themes were identified from the responses provided by the respondents. The interviewees noted that consumers have a tendency to ignore commercials and advertisements in magazines, newspapers, television, and radio if there is nothing that can attract. There was a general agreement that the attraction of the celebrities through their good performance is their disciplines of excellence creates a favourable impression on the consumers. The study noted that consumers associate different attributes such as trustworthiness, reliability, credibility, likeability, attractiveness of the celebrities with the products and services that are offered by the companies endorsing the celebrities. Rashid et al (2002) established that when celebrities endorse a company’s products and services, the positive attributes that are associated with the celebrity are transferred to the products and services.

Byrne et al, (2003 conducted a study on the effectiveness of celebrity endorsement advertising on brand awareness in the food industry in London, United Kingdom. The study intended to analyse the effectiveness of celebrity endorsement among the consumers, establish the
effectiveness of celebrity endorsement in brand recall. The study also analysed the factors that affect consumer attitude in brand recognition. The study applied an exploratory research design. The sample size for the study was 50 and the respondents were selected using simple random sampling. Questionnaires were used to collect primary data and secondary data were collected using journals and magazines. Descriptive statistics such as the percentages and frequencies were used to analyse data. The study established that celebrities companies in making their products stand out from the rest of other products and services offered in the market. This improves their communicative ability, improves brand recall and facilitates immediate awareness.

2.7 Research Gap
The above theoretical and empirical literature indicates that many studies (Sertoglu et al, 2014; Oyeniyi, 2014; Rashid et al, 2002) on celebrity endorsement advertisement and brand awareness have been carried out in different countries and industries. It should be noted that, despite the different operating environments, the findings of most of these studies have remained generalised to all the environments with different political, economic, social and technological backgrounds. It should be noted that over the years, Zimbabwe has been experiencing a unique operating environment in the face of unprecedented hyperinflation as well as the multicurrency regime environment which many countries had not yet experienced in their histories. In this backdrop, there is need to evaluate if celebrity endorsement advertisement in Zimbabwe is a powerful tool to increase brand awareness, recognition and help the brand stand out from the intense competition using our own local celebrities.

2.8 Chapter Summary
This chapter covered the views of various authorities regarding the matters relating to celebrity endorsement and brand awareness. The chapter first defined key terms namely celebrity endorsement, brand awareness, brands recall and brand recognition. This was meant to enhance understanding of the problem at hand. The chapter also looked at some theories that were put forward by different authors in relation to celebrity endorsement advertisement brand awareness. The social learning theory assumes that consumers would want to consume what the celebrities endorse thus leading to improved brand awareness. The source credibility theory and source attractiveness theory state that consumers are persuaded to consume products when the source presents itself as credible on the back of familiarity, likeability and similarity. This
chapter looked at relationships between celebrity endorsement advertisements and brand awareness as supported by the knowledge from different authors. There was convergence among authors that celebrity endorsement advertising influence brand awareness through creating a top-of-mind awareness, attractive and pleasant qualities of celebrities. Celebrities assist in the recognition of brand names, create positive feelings towards the brand and create a distinct personality for the endorsed brand. The next chapter provides the research methodology that was adopted in carrying out the study.
CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction
The previous chapter looked at the views of other authors on matters relating to celebrity endorsement and brand awareness. This chapter provides an outline of the research processes and procedures that were followed in conducting the study. In this regard, the chapter outlines the research design adopted, target population, sample size, sampling techniques, research instruments, data collection procedures and data presentation and analysis techniques that were applied in conducting the study. The justifications are for the choices which were made are also provided. Then chapter then ends with a summary.

3.1 Research Design
Research design refers to a strategy or a plan that a research takes in studying a certain phenomena (Bowling (2014). The research design guides the collection of data to answer the research question(s). Wenger (2006) states that a causal research design seeks to determine how the independent variable affects the dependent variable after an event has occurred. The causal research design was appropriate for the study in line with the quantitative nature of the study. The causal research design enabled the researcher to measure the impact of celebrity endorsement advertisement on brand awareness using Nash Paints.

3.2 Target Population
Cooper and Scheindler (2005) define the term population as the totality of all the units of analysis which are of interest to the researcher and conform to a given set of specifications. The population for this study was 80 made up of 20 Nash Paints employees (as internal customers), and 60 Nash Paints customers. Nash Paints employees and customers were included so that they could give their experiences and views regarding the influence of celebrity endorsement advertising on brand awareness. The population description was as indicated in Table 3.1.
Table 3.1 Population Description

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Population Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nash Paints Employees</td>
<td>20</td>
</tr>
<tr>
<td>Nash Paints Customers</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Source: Developed for the Study

3.3 Sample Size

According to Cohen, Manion and Morrison (2013), the term sample refers to a representative portion of the target population that is chosen so that it can be studied with a view of generalising the findings to the whole population. In light of the limited time and resource constraints that the researcher faced in conducting the study, the researcher chose 60% of the target population for inclusion in the study. This translated into a sample size of 48 as indicated in Table 3.2.

Table 3.2: Sample Size Description

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Population Size</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nash Paints Employees</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Nash Paints Customers</td>
<td>60</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>48</strong></td>
</tr>
</tbody>
</table>

Source: Developed for the Study

In coming up with the sample representation of 60%, the researcher was guided by Fellows and Liu (2015)’s recommendation that a sample does not necessarily need to be too large as it would waste project resources nor does the sample have to be too small as this would reduce the ability to generalise the study findings. The researcher was therefore satisfied that a sample size of 48 would strike the balance. Also, Fellows and Liu (2015) indicate that a minimum sample size of 30 is required for most statistical calculations that require normal distributions.
in data analysis. In the researcher’s view, the sample size of 48 utilised in this study was fairly large enough to ensure that the data collected approximates a normal distribution.

3.4 Sampling Methods
The study made use of stratified random sampling and convenience sampling. According to Brinkmann (2014), sampling refers to the process of selecting the units of analysis (individuals or items) from the population for inclusion in the sample. This can be conducted using probability and non-probability sampling methods. Probability sampling techniques are used in circumstances in which the researcher intends to give all the individuals or items that constitute the population an equal or known chance of being selected into the study. Contrastingly, non probability sampling techniques do not give the individuals or items equal or known chances of being selected (Brinkmann, 2014).

3.4.1 Stratified Random Sampling
Nash Paints employees were selected using stratified random sampling. Stratified random sampling is used in circumstances in which the researcher intents to highlight the subgroups existent in the population to ensure that there is adequate composition of the population (Saunders et al., 2005). In this study, the researcher intended to cover the different departments of Nash Paints in order to understand their different perspectives on how celebrity endorsement and brand awareness are related. The researcher had to put the employees in their respective departments namely; marketing, finance and administration, human resources and production. The researcher then selected the employees from each department based on the size of the groups that emerged. Simple random sampling was used in the selection to ensure that sampling bias would be eliminated. In this respect, names of employees were written down on identical pieces of paper and were then picked at random from a box.

3.4.2 Convenience Sampling
Nash Paints customers were selected using convenience sampling. On convenience sampling, respondents are included in the sample based on their availability and accessibility (Duncan and Fiske, 2015). Accordingly, Nash Paints customers who were accessible at Nash Paints premises in Mutare were included in the study. The researcher made use of convenience sampling as it was not possible to assemble all Nash Paints customers. Convenience sampling
therefore saved the researcher time and also ensured that real customers who had visited the company premises would be included in the study.

3.5 Data Sources
This study made use of primary and secondary data sources. Primary data refers to data gathered directly from the field to address specific objectives (Fellows and Liu, 2015). Primary data was gathered using the survey method in which the researcher reached out to Nash employees and customers to collect data. The survey method was used as it allowed the researcher to get in touch with many research subjects in a short space of time. The data collected was also first hand and was gathered with instruments that were carefully designed to achieve the research objectives.

Secondary data refers to data collected from third parties or other authors in which case the data would have been meant for other purposes which are relevant to the focus of the current study (Brinkmann, 2014). Secondary data was gathered from Nash Paints electronic and non-electronic publications, newspaper articles, textbooks and journals accessible over the internet. This helped to complement primary data as the literature gathered was used as the basis of comparing the findings established in this study.

3.6 Research Instruments
The study made use of structured questionnaires to collect data from the targeted respondents. A questionnaire is a list of questions put in writing and presented to respondents to provide answers (Cooper and Scheindler, 2005). In an effort to ensure that the questions remained focused, the questionnaire design was based on the research hypotheses which were established in the introductory chapter of this study. The questionnaire consisted of closed ended questions. Closed ended questions provided respondents with response options from which to choose the most appropriate answer. A five point Likert scale ranging from ‘strongly disagree’ to ‘strongly agree’ was also used for closed ended questions.

With regards to the distribution of the questionnaires, the researcher both self-administered and emailed the questionnaires to the respondents. The questionnaires were distributed in person to the respondents so that the researcher could create a good and favourable rapport with the respondents to enhance the study response rate. Only Nash Paints employees who could not be
reached due to their busy schedules received the questionnaires through emails. The emails ensured that they could complete them at the time when they were free to do so.

The rationale for the use of questionnaires in this study was that questionnaires would ensure that the researcher contact many research subjects in shorter space of time in a cost effective manner. Questionnaires also allowed the researcher to collect quantitative and qualitative data simultaneously through the use of open ended and closed ended questions. However, the questionnaires had limitations in that the researcher did not have the opportunity to probe the respondents on matters were their responses would not be clear. Also, the feelings and emotions of the respondents could not be established although these are important qualitative considerations.

3.7 Data Collection Procedures

The researcher sought informed consent of the respondents by requesting their participation in the study. The researcher distributed the questionnaires to the respondents who would have voluntarily agreed to participate in the study. The Nash Paints respondents were given two (2) working days to complete the questionnaires. This was meant to give time to those who might want to refer to their internal documents on celebrity endorsement and brand awareness. The researcher also did follows up on the questionnaires that would not have been returned after the 2 working days given to the respondents. Nash Paint customers were handed over the questionnaires and were asked to complete them as the researcher waited. The customers who could not be able to complete the questionnaires on the Nash Premises were asked to return them the following day or once done. The researcher shall also gave clarity on matters where the respondents needed explanations.

3.8 Pilot Testing

With the aim of determining the usability of the questionnaire, the researcher pilot tested the instrument on (2) Nash Paints employees. As defined by Bryman and Bell (2015), pilot testing is the administration of a research instrument on a limited number of respondents identical to the actual target respondents so as to determine the applicability and suitability of the instrument to collect data in the field in order to satisfy given objectives. The researcher had to explain to the employees that the exercise was meant to establish the suitability of the questionnaire in collecting data. The researcher also asked the employees to indicate the areas
that they thought the questionnaire violated research ethics. The exercise revealed that same questions were ambiguous and needed to be rephrased for better clarity. Also, technical jargons that would be difficult for ordinary persons to understand were identified and replaced with simpler terms.

3.9 Research Reliability and Validity

Reliability refers to the degree of consistency or accuracy with which an instrument measures an attribute it is supposed to measure (Bryman and Bell, 2015). In this study, reliability was guaranteed by constant follow ups on the questionnaires that were distributed so that the study could be able to achieve a high response rate. The stratified random sampling method used also ensured that a fair representation of the respondents was obtained. This helped to ensure consistency in the measurement of the effect of celebrity endorsement advertising on brand awareness. Validity describes how well a variable measures what it is supposed to measure. Validity was ensured by using a high sample representativeness of 60% so that the study findings could be generalisable. The questionnaire was also pilot tested to ensure that it measured celebrity endorsement and brand awareness variables.

3.10 Data Presentation and Analysis

In terms of data analysis, the researcher used the Statistical Package for the Social Sciences (SPSS) version 19 to analyse the data. The software was used to analyse the data obtained from the questionnaire. The SPSS enabled the researcher to make use of descriptive statistics such as percentages, frequencies, mean, mode, median, minimum and maximum to describe the variables which related to celebrity endorsement advertising and brand awareness. With regards to data presentation, the researcher made use of tables, pie charts and bar graphs to effectively communicate the study findings to the readers. The researcher made use of tables in order to improve comparisons of the findings while bar charts and pie charts were meant to improve the visual and pictorial appeal of the findings.

3.11 Research Ethics

The researcher observed research ethics in carrying out the study. The researcher did not force the respondents to participate in the study but allowed them to make voluntary decisions on whether to take part or not in the study. The researcher also made sure that the data collected would not be shared with any third parties but were treated with utmost confidentiality. The
researcher also analysed the data in an aggregate format without reference to any individual so that those who participated in the study would remain anonymous.

3.12 Chapter Summary

This chapter covered the research methodology that was adopted in conducting this study. In this respect, a number of research techniques that were used in the study were covered. This included the research design that guided the study. The chapter also described the target population, sample size, sampling techniques and data collection instruments that were used to collect data. The chapter further described how the data collection instruments were administered in the study. The data presentation and analysis techniques, research reliability and validity and matters relating to ethical issues were also provided in the chapter. The next chapter presents and analyses the data collected using the questionnaires.
CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

This chapter presents and analyses data collected in this study. The chapter starts with the questionnaire response rate for the study. This is followed by demographic characteristics of the respondents covering the gender, age, highest level of education and the time spent as a Nash Paints customer. The chapter then presents data relating to the study objectives namely; relationship between celebrity endorsement advertisement and brand recall, relationship between celebrity endorsement advertisement and brand recognition and relationship between celebrity endorsement advertisement and brand association.

4.1 Questionnaire Response Rate

As clearly indicated in Table 4.1, a total of 48 questionnaires were sent out to respondents. The researcher managed to successfully collect 44 questionnaires. Since all the questionnaires were fully completed, the study response rate was 91.7%.

Table 4.1: Questionnaire Response Rate

<table>
<thead>
<tr>
<th>Respondent Category</th>
<th>Questionnaires Sent</th>
<th>Questionnaires Returned</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nash Paints Employees</td>
<td>12</td>
<td>11</td>
<td>91.7%</td>
</tr>
<tr>
<td>Nash Paints Customers</td>
<td>36</td>
<td>33</td>
<td>91.7%</td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>44</td>
<td>91.7%</td>
</tr>
</tbody>
</table>

Source: Primary Data

According to Brinkmann (2014), a study response rate of at least 70% is satisfactory for a quantitative study. The researcher was therefore satisfied that the response rate of 91.7% was high enough to ensure reliability and generalisability of the study findings. To further establish
the reliability of the study, the researcher calculated the Cronbach’s Alpha reliability index. The results were as indicated in Table 4.2.

**Table 4.2: Reliability Statistics**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>No of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.973</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Primary Data

The Cronbach’s Alpha for the study was 0.973. This was above the generally accepted minimum of 0.7 thus pointing to high reliability of the items that measured celebrity endorsement and brand awareness.

### 4.2 Demographic Information

This section covers the demographic information of the study respondents. The specific characteristics looked at are gender, age, highest level of education and length of time as a Nash Paints customer.

#### 4.2.1 Gender of the Respondents

The results in Table 4.3 relate to the gender distribution of the respondents.

**Table 4.3: Gender of the Respondents**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>23</td>
<td>52.3</td>
<td>52.3</td>
<td>52.3</td>
</tr>
<tr>
<td>Female</td>
<td>21</td>
<td>47.7</td>
<td>47.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

The results show that 52.3% of the respondents were male while 47.7% were female. This meant that there was a fair balance on gender representation and no results could be biased towards a particular gender.

#### 4.2.2 Age Distribution

Figure 4.1 illustrates results pertaining to the age distribution of the study respondents.
The results indicate that 13.6% of the respondents were 20 years old or less, 22.7% were in the 21-30 age range, 25% were in the 31-40 age range, 22.7% were aged between 41 and 50 while the remaining 15.9% were above 50 years of age. These results demonstrate that all the age groups were included in the study suggesting that the branding and celebrity preferences discussed in this study were not restricted to particular age groups.

4.2.3 Highest Level of Education

The results in Table 4.4 relate to the highest level of education of the respondents.
Table 4.4: Highest Level of Education

<table>
<thead>
<tr>
<th>Valid Level of Education</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary/ Advanced Level</td>
<td>13</td>
<td>29.5</td>
<td>29.5</td>
<td>29.5</td>
</tr>
<tr>
<td>Certificate/ Diploma</td>
<td>15</td>
<td>34.1</td>
<td>34.1</td>
<td>63.6</td>
</tr>
<tr>
<td>First/ Masters Degree</td>
<td>12</td>
<td>27.3</td>
<td>27.3</td>
<td>90.9</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>9.1</td>
<td>9.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

The results show that 29.5% had attained ordinary level or advanced level as their highest level of education, 34.1% held certificates or diplomas, 27.3% had first degrees or masters degrees while the remaining 9.1% cited other professional qualifications. These results meant that all the respondents had attained satisfactory levels of education that could enable them to understand matters relating to celebrity endorsement and branding. The respondents could therefore productively contribute to the study.

4.2 Length of Time as Nash Paints Customer

The findings in Table 4.5 refer to the length of time that the study respondents had taken as Nash Paints customers.

Table 4.5: Length of Time as Nash Paints Customer

<table>
<thead>
<tr>
<th>Length of Time as Nash Paints Customer</th>
<th>Statistic</th>
<th>Std. Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>5.0455</td>
<td>.22515</td>
</tr>
<tr>
<td>95% Confidence Interval for Mean</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower Bound</td>
<td>4.5914</td>
<td></td>
</tr>
<tr>
<td>5% Trimmed Mean</td>
<td>5.4995</td>
<td></td>
</tr>
<tr>
<td>Median</td>
<td>5.1061</td>
<td></td>
</tr>
<tr>
<td>Variance</td>
<td>2.230</td>
<td></td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>1.49347</td>
<td></td>
</tr>
<tr>
<td>Minimum</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td>Maximum</td>
<td>7.00</td>
<td></td>
</tr>
<tr>
<td>Range</td>
<td>5.00</td>
<td></td>
</tr>
<tr>
<td>Interquartile Range</td>
<td>2.00</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data
The results show that the mean number of years was 5.04 with a 95% confidence interval lower bound and upper bound of 4.59 years and 5.49 respectively. The median was 5 years. The maximum and minimum number of years of 7 and 2 gave a range of 5 years. Given that the variance and standard deviation were small at 2.23 and 1.49 years respectively, it was noted that the number of years which the respondents had been customers was indeed closer to the measures of central tendencies at 5 years. The descriptive statistics therefore indicated that the respondents had spent fairly long periods of time to understand how celebrity endorsement and brand awareness were related.

4.3 Celebrity Endorsement Advertisement and Brand Recall

This section presents and analyses data relating to celebrity endorsement and brand recall. The study respondents were asked to indicate the extent to which they agreed or disagreed with statements that related to celebrity endorsement and brand recall on a 5-point Likert scale that ranged from strongly disagree (=1) to strongly agree (=5).

4.3.1 Frequency of Advertisements and Link with Nash Paints

The study respondents were asked to indicate the frequency they came across advertisements that featured celebrities and related them with Nash Paints products and services. A predefined set of response options was provided and the results were as indicated in Figure 4.2.

Figure 4.2: Frequency of Advertisements
Source: Primary Data
The results show that 38.6% of the respondents cited more than 4 times, 34.1% indicated 3 or 4 times, 15.9% cited 1 or 2 times and the remaining 11.4% indicated less than once. Given that as high as 72.7% of the respondents had related the advertisements to Nash products and services, the study deduced that celebrity endorsement indeed enhanced brand awareness in the market.

4.3.2 Celebrity Endorsement and Brand Recall

The results in Table 4.5 relate to the extent to which the study respondents agreed or disagreed that celebrity endorsement enhances brand recall.

Table 4.6: Celebrity Endorsement and Brand Recall

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>5</td>
<td>11.4</td>
<td>11.4</td>
<td>11.4</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>15.9</td>
<td>15.9</td>
<td>27.3</td>
</tr>
<tr>
<td>Uncertain</td>
<td>2</td>
<td>4.5</td>
<td>4.5</td>
<td>31.8</td>
</tr>
<tr>
<td>Agree</td>
<td>17</td>
<td>38.6</td>
<td>38.6</td>
<td>70.5</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>13</td>
<td>29.5</td>
<td>29.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data
The results show that 29.5% of the respondents strongly agreed and a further 38.6% agreed working out to a total of 68.1%. On the other hand, 11.4% of the respondents strongly disagreed, 15.9% disagreed and the remaining 4.5% were uncertain. This meant that the majority (68.1%) of the respondents were in agreement that indeed the use of celebrities in promotional campaigns indeed enhanced brand recall. This could possibly be explained by the fact that the use of people of public recognition as spokespersons for products and services makes it easier for consumers to recall the brands. The results therefore confirmed Byrne et al., (2003)’s assertions that the use of celebrities improves brand recall and facilitates immediate brand awareness.
4.3.3 Favourite Celebrities and Brand Recall

The study respondents were asked to show the extent to which they agreed or disagreed with the statement that ‘I recall Nash brands because my favourite celebrities endorse them.’ The results were as indicated in Figure 4.3.

Figure 4.3: Favourite Celebrities and Brand Recall

Figure 4.3 shows that as high as 40.9% of the respondents agreed with an additional 29.5% strongly agreeing and translating into a cumulative 70.4% of the respondents in agreement. The results also show that 9.1% apiece of the respondents were uncertain and strongly disagreed while the remaining 11.4% disagreed. Since the majority (70.4%) of the respondents were in agreement, the study deduced that the consumers are more likely to see in good light products and services that are linked to their favourite celebrities. The results were in support of Rashid et al (2002)’s assertions that the attraction of the celebrities through their good performance creates a favourable impression on the consumers.
4.3.4 Celebrity Attractiveness and Remembering Nash Paints Brand

The results in Table 4.7 pertain to the degree to which the study respondents agreed or disagreed that the celebrity attractiveness makes them remember Nash products and services.

Table 4.7: Celebrity Attractiveness and Remembering Nash Paints Brand

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Strongly Disagree</td>
<td>7</td>
<td>15.9</td>
<td>15.9</td>
<td>15.9</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>9.1</td>
<td>9.1</td>
<td>25.0</td>
</tr>
<tr>
<td>Uncertain</td>
<td>3</td>
<td>6.8</td>
<td>6.8</td>
<td>31.8</td>
</tr>
<tr>
<td>Agree</td>
<td>10</td>
<td>22.7</td>
<td>22.7</td>
<td>54.5</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>20</td>
<td>45.5</td>
<td>45.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

The results indicate that as high as 45.5% of the respondents strongly agreed, 22.7% agreed, 6.8% were uncertain, 9.1% disagreed and 15.9% strongly disagreed. This meant that a cumulative 68.2% of the respondents were in agreement that the celebrity attractiveness plays a critical role in remembering the Nash Paints brands. The results therefore supported the Erdogan (1999)’s calls that companies should associate their products and services with celebrities in order to benefit from the attractiveness of the celebrities to the consumers.

4.3.4 Celebrity Familiarity and Keeping Nash Brands in Memory

The study respondents were also asked to show the extent to which they agreed or disagreed that the familiarity of the celebrities made them keep Nash Paints brands in their memories. The responses were as indicated in Figure 4.5.
Figure 4.5: Celebrity Familiarity and Keeping Nash Brands in Memory

Source: Primary Data

Figure 4.5 indicates that 22.7% of the respondents strongly agreed, 31.8% disagreed, 6.8% were uncertain, 27.3% agreed and 11.4% strongly agreed. This meant that, on one hand, more than half (54.5%) of the respondents were in disagreement while 38.7% were in agreement on the other hand.

4.3.5 Regression Analysis

Regression analysis was conducted at 95% confidence level to statistically confirm whether the relationship between celebrity endorsement and brand recall suggested by the descriptive statistics was indeed valid. To do this, the statement that ‘I recall Nash brands because my favourite celebrities endorse them’ was considered the independent variable and the frequency at which the respondents related adverts with Nash brands was used as the dependent variable. The Model Summary in Table 4.8 indicates the R and R square values for the relationships.
Table 4.8: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.888a</td>
<td>.789</td>
<td>.784</td>
<td>.47013</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), I recall Nash brands because my favourite celebrities endorse them.

Source: Primary Data

The model summary in Table 4.8 shows that $R = 0.888$ indicating is a strong positive relationship between the items that measured celebrity endorsement and brand awareness. The $R$-square and Adjusted $R$ Square were 0.789 and 0.784 respectively. This meant that approximately 78.4% of the variation in brand awareness could be explained by celebrity endorsement advertisement. To establish the significance of this regression model, the Anova statistics in Table 4.9 were used.

Table 4.9: Anova Table

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>34.717</td>
<td>1</td>
<td>34.717</td>
<td>157.075</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>9.283</td>
<td>42</td>
<td>.221</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>44.000</td>
<td>43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), I recall Nash brands because my favourite celebrities endorse them.

Source: Primary Data

The ANOVA table shows that the regression model was highly significant ($F= 157.07, p < 0.001$). This meant that the relationship observed in the model summary was valid and the regression equation could be established. Table 4.10 shows the regression coefficients.
Table 4.10: Coefficients Table

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(.Constant)</td>
<td>.375</td>
<td>.221</td>
<td>1.697</td>
</tr>
<tr>
<td></td>
<td>I recall Nash brands because my favourite celebrities endorse them.</td>
<td>.709</td>
<td>.057</td>
<td>.888</td>
</tr>
</tbody>
</table>

Source: Primary Data

The constant for the regression model is 0.375. The unstandardised coefficient (B) for the regression equation is 0.709. The regression equation was therefore as follows;

\[ Y = 0.375 + 0.709X_1 \]

Where;

\( Y \) = Brand Awareness
\( X_1 \) = Celebrity Endorsement

The study therefore inferred at 5% level of significance that there was indeed a relationship between celebrity endorsement advertisement and brand recall.

4.4. Celebrity Endorsement Advertisement and Brand Recognition

This section presents and analyses data on the relationship between celebrity endorsement and brand recognition. The study respondents were asked to indicate the extent to which they agreed or disagreed with statements on a 5-point Likert scale.

4.4.1 Celebrity Endorsement and Brand Recognition

The findings in Table 4.11 relate to the thoughts of the respondents on the extent to which celebrity endorsement was influential to brand recognition.
The results show that 36.4% of the respondents thought that celebrity endorsement was very influential, 40.9% indicated that celebrity endorsement was influential, 15.9% thought that celebrity endorsement was somewhat influential and the remaining 6.8% cited that celebrity endorsement was not at all influential to brand recognition. Given that a cumulative 77.3% indicated that celebrity endorsement was influential, the study deduced that brand recognition was indeed affected by the use of celebrities. The results were in line with Salvatore and Washington (2007)’s findings that celebrity endorsed products occupy the top-of-mind of consumers with high rates of recognition.

4.4.2 Celebrities and Identification of Nash Brands

Figure 4.6 illustrates results on the extent to which the study respondents agreed or disagreed that celebrities help in the identification of Nash brands on shelves.
The results show that 36.4% of the respondents strongly agreed, 45.5% agreed, 6.8% were uncertain, 6.8% disagreed and 4.5% strongly disagreed. This meant that a total of 81.9% of the respondents were in agreement while only 11.3% were in disagreement. Considering that the majority (81.9%) were in unanimous agreement, the study noted that the general feeling among the respondents was that celebrities indeed helped in the identification of brands in the shelves. This could be explained by the possibility that customers would remember a brand once they discover the celebrities who appear in the advertisement of the companies. The results were in support of Goksel (2014)’s findings that the use of celebrities in promotional messages ensures that consumers recognise the brand when they come into contact with it at the shelves or after viewing its visual packaging.

4.4.4 Regression Analysis

Regression analysis was conducted at 95% confidence level to statistically confirm whether the relationship between celebrity endorsement and brand recognition suggested by the descriptive statistics was indeed valid. To do this, the statement that ‘The use of celebrities helps me to identify Nash brands on shelves’ was considered the independent variable and the dependent variable was considered as the extent to which the respondents thought celebrity
endorsement was influential to brand recognition. The Model Summary in Table 4.13 indicates the R and R square values for the relationships.

**Table 4.13: Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.680&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.462</td>
<td>.449</td>
<td>.66744</td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), The use of celebrities helps me to identify Nash brands on shelves*

Source: Primary Data

The results show that R is 0.68 which suggested a moderate positive relationship between the items that represented celebrity endorsement and brand recognition. The R square and Adjusted R Square value are 0.462 and 0.449. This meant that approximately 44.9% of the variation in brand recognition could be explained by the variation in celebrity endorsement advertisement. The ANOVA table below determines whether the regression model is valid.

**Table 4.14: ANOVA Table**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>16.085</td>
<td>1</td>
<td>16.085</td>
<td>36.109</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>18.710</td>
<td>42</td>
<td>.445</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>34.795</td>
<td>43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), The use of celebrities helps me to identify Nash brands on shelves*

Source: Primary Data

The ANOVA table shows that the regression model was highly significant (F= 36.109, p < 0.001). This meant that the relationship observed in the model summary was valid and the regression equation could be established. Table 4.15 shows the regression coefficients.
### Table 4.15: Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.374</td>
<td>.397</td>
<td>-942</td>
</tr>
<tr>
<td></td>
<td>The use of celebrities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>helps me to identify</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nash brands on shelves?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>.573</td>
<td>.095</td>
<td>.680</td>
<td>6.009</td>
</tr>
</tbody>
</table>

Source: Primary Data

The constant for the regression model is -0.374. The unstandardised coefficient (B) for the regression equation is 0.573. The regression equation was therefore as follows;

\[
Y = -0.374 + 0.573x_1
\]

Where;

- \( Y \) = Brand Recognition
- \( x_1 \) = Celebrity Endorsement Advertisement

The study therefore inferred at 5% level of significance that there was indeed a relationship between celebrity endorsement advertisement and brand recognition.

### 4.5 Celebrity Endorsement Advertisement and Brand Association

This section analyses results relating to celebrity endorsement advertisement and brand association. A 5-point Likert scale was used to indicate the extent to which the respondents agreed or disagreement with statements that measured celebrity endorsement and brand association.

#### 4.5.1 Celebrity Likeability and Purchase Decisions

The results in Figure 4.7 relate to the extent to which the study respondents felt that the likeability of the celebrities adopted by Nash Paints influenced their decision to purchase its products and services.

**Figure 4.7: Celebrity Likeability and Purchase Decisions**
Figure 4.8 shows that as high as 38.6% of the respondents thought that celebrity likeability was very influential, 34.1% cited influential, 15.9% indicated somewhat influential and 11.4% indicated not at all influential. Since the majority (72.7%) were convinced that celebrity likeability influenced decision to purchase Nash Paints products and services, the study deduced that celebrity endorsement indeed influenced brand association. This could arise from the possibility that customers would want to be seen in positive light as they associate with the products.

4.5.2 Celebrity Negative Publicity and Brand Association

The results in Table 4.16 refer to the extent to which the respondents agreed or disagreed with the statement that ‘If a celebrity receives negative publicity, this has an effect on the brand the celebrity is associated with.’
Table 4.16: Celebrity Negative Publicity and Brand Association

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>5</td>
<td>11.4</td>
<td>11.4</td>
<td>11.4</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>15.9</td>
<td>15.9</td>
<td>27.3</td>
</tr>
<tr>
<td>Uncertain</td>
<td>4</td>
<td>9.1</td>
<td>9.1</td>
<td>36.4</td>
</tr>
<tr>
<td>Agree</td>
<td>17</td>
<td>38.6</td>
<td>38.6</td>
<td>75.0</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>25.0</td>
<td>25.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data

The results show that 25% of the respondents strongly agreed, 38.6% agreed, 9.1% were uncertain, 15.9% disagreed and 11.4% strongly disagreed. This meant that more than half (63.6%) of the respondents were in agreement while 27.3% were in disagreement. The general feeling of the respondents was therefore that celebrity negative publicity would dent brand awareness. The results were in line with the findings made by Rashid et al (2002) that when celebrities endorse a company’s products and services, the positive attributes that are associated with the celebrities are transferred to the products and services.

4.5.3 Celebrities Endorsed Products versus Non-Celebrity Endorsed Products

The results in Figure 4.8 relate to the extent to which the study respondents agreed or disagreed with the statement that ‘I am more likely to buy products that have been endorsed by celebrities than non-celebrity endorsements.’
The results show that 31.8% of the respondents strongly agreed and 40.9% agreed translating into a total of 72.7% of the respondents in agreement. On the other hand, 6.8% of the respondents strongly disagreed and 11.4% disagreed giving a total of 18.2%. The remaining 9.1% of the respondents were uncertain. Since the majority (72.7%) of the respondents were in agreement, the study noted that customers were prepared to be associated celebrity endorsed products and service as compared to those not endorsed by celebrities. The results were in line with the assertions made by Salvatore and Washington (2007) that product–endorser combinations result in better overall attitude towards the product and greater intent to purchase the advertised product.

4.5.4 Regression Analysis

The descriptive statistics above suggest that there is a relationship between celebrity endorsement and brand association. Regression analysis was conducted at 95% confidence level to confirm whether the relationship between celebrity endorsement and brand recall suggested by the descriptive statistics was indeed statistically valid. To do this, the statement
that ‘If a celebrity receives negative publicity; this has an effect on the brand the celebrity is associated with’ was considered the independent variable and the extent to which they thought celebrity likeability influenced brand association was deemed the dependent variable. The Model Summary in Table 4.17 indicates the R and R square values for the relationships.

Table 4.17: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.430</td>
<td>.184</td>
<td>.165</td>
<td>.92432</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), If a celebrity receives negative publicity; this has an effect on the brand the celebrity is associated with.

Source: Primary Data

The model summary shows that R = 0.430 indicating a weak positive relationship between the items that measured celebrity endorsement and brand association. The R-square and Adjusted R Square were 0.184 and 0.165 respectively. This meant that approximately 16.5% of the variation in brand association could be explained by celebrity endorsement advertisement. To establish the significance of this regression model, the Anova statistics in Table 4.18 were used.

Table 4.18: Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>8.117</td>
<td>1</td>
<td>8.117</td>
<td>9.501</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>35.883</td>
<td>42</td>
<td>.854</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>44.000</td>
<td>43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), If a celebrity receives negative publicity; this has an effect on the brand the celebrity is associated with?

Source: Primary Data

The ANOVA table shows that the regression model was mildly significant (F= 9.501, p = 0.004). Despite the weak relationship, this meant that the relationship observed in the model summary was valid and the regression equation could be established. Table 4.19 shows the regression coefficients.
Table 4.19: Regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.864</td>
<td>.394</td>
<td>2.191</td>
</tr>
<tr>
<td></td>
<td>If a celebrity receives negative publicity, this has an effect on the brand the celebrity is associated with?</td>
<td>.325</td>
<td>.105</td>
<td>.430</td>
</tr>
</tbody>
</table>

Source: Primary Data
The constant for the regression model is 0.864. The unstandardised coefficient (B) for the regression equation is 0.325. The regression equation was therefore as follows;

\[
Y = 0.864 + 0.325X_1
\]

Where;

\( Y \) = Brand Association

\( X_1 \) = Celebrity Endorsement

The study therefore inferred at 5% level of significance that there was indeed a relationship between celebrity endorsement advertisement and brand association.

4.6 Discussions on findings

The first H1 tested the relationship between celebrity endorsement advertisement and brand awareness. The study gathered that celebrity endorsement indeed enhanced brand awareness in the market. The results were therefore in line with the findings made by Byrne et al, (2003) that the ability of consumers to correctly recall a brand confirms the brand awareness among consumers.

The second hypothesis (H2) tested the relationship between celebrity endorsement advertisement and brand recognition. Celebrity endorsement is indeed influential, the study deduced that brand recognition was indeed affected by the use of celebrities. The results were in line with Salvatore and Washington (2007)’s findings that celebrity endorsed products occupy the top-of-mind of consumers with high rates of recognition.
Moreover according to Sajan and Nehru's research (2014) the talent of the celebrity enhance brand recognition. Therefore they are in line with the findings of this research that Alick Macheso and Tyson Chimbetu and other celebrities that are being used by Nash paints have a recognised talent that enhanced the Nash brand recognition.

The last hypothesis (H3) focused on the relationship between celebrity endorsement advertisement and brand association. The SPSS data showed that 72.7% Nash Paints customers were convinced that celebrity likeability influenced decision to purchase Nash Paints products and services, the study deduced that celebrity endorsement indeed influenced brand association. This could arise from the possibility that customers would want to be seen in positive light as they associate with the products. The results were therefore in support of Rashid et al (2002)’s finding that consumers associate attributes such as trustworthiness, reliability, credibility, likeability of the celebrities with the products and services that are offered by the companies endorsing the celebrities.

The study also observed that people do not want to be associated with celebrities that have a bad record as they effectively reduce brand awareness therefore celebrity negative publicity would dent brand awareness. The results were in line with the findings made by Rashid et al (2002) that when celebrities endorse a company’s products and services, the positive attributes that are associated with the celebrities are transferred to the products and services.

4.7 Chapter Summary

The chapter presented and analysed the data that was collected from the field using the questionnaires. The chapter first covered the questionnaire response rate and the demographic information of the respondents. Thereafter, data relating to the study objectives were presented and analysed. In this respect, the chapter looked at the relationship between celebrity endorsement advertisement and brand recall, the relationship between celebrity endorsement advertisement and brand recognition and the relationship between celebrity endorsement advertisement and brand association. The next chapter covers a summary, conclusions and recommendations for the study.
CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

This study examined the effect of celebrity endorsement on brand awareness using Nash Paints as the case study. The study was prompted by extreme competition that Nash Paints faced from cheap imports and brand imitations which led to a decline in market share and revenues. The study sought to establish the effect of celebrity endorsement advertisement on brand recall, brand recognition and brand association. Theoretical and empirical literature was reviewed following the hypothesis. This helped to enhance the researcher’s understanding of the problem under study.

The study adopted the quantitative approach and employed a cross-sectional causal research design to enable the researcher to measure the impact of celebrity endorsement advertisement on brand awareness. A sample size of 44 made up of Nash Paints employees and customers, selected using stratified random sampling and convenience sampling respectively, was used. Secondary data and primary data were used in the study. Primary data were collected using structured questionnaires that were both distributed and emailed to the respondents. Quantitative data was analysed using descriptive statistics and inferential statistics generated from SPSS version 19. Regression analysis was used to indicate the existence of relationships between celebrity endorsement and brand awareness. Qualitative data collected from open ended questions were organised into themes. Despite the limited time to conduct the study, the study made the following key findings;

The study found out that celebrity endorsement enhanced brand recall. To this end, as high as 70.4% of the respondents highlighted that they were able to recall brands if their favourite celebrities were included in the advertisements. A total of 68.2% of the respondents were in agreement that the celebrity attractiveness plays a critical role in remembering the Nash Paints brands. Only celebrity familiarity was not positively related with the customers’ ability to keep the Nash Paints brand in memory. Regression analysis performed at 5% level of significance
showed the existence of a strong positive relationship between celebrity endorsement and brand recall.

With regards to the effect of celebrity endorsement on brand recognition, as high as 77.3% of the respondents felt that celebrity endorsement influenced brand recognition. There was unanimous agreement (81.9%) that celebrities indeed helped in the identification of brands in the shelves by customers. However, as high as 63.6% of the respondents indicated that celebrity expertise did not affect brand recognition and purchase decision. Regression analysis performed at 5% level of significance showed the existence of a positive relationship between celebrity endorsement and brand recognition.

Concerning the relationship between celebrity endorsement and brand association, the study revealed that celebrity likeability influenced decisions on purchasing Nash Paints products and services. This was indicated by a cumulative 72.7% of the respondents. The study further found out that celebrity negative publicity and dents the extent to which customers would want to be associated with the product or service linked to the celebrities. This was indicated 63.6% of the respondents. In the same vein, the study noted that celebrity endorsed products were more preferred to non-celebrity endorsed products a indicated by as high as 72.7% of the respondents. Regression analysis performed at 5% level of significance confirmed the existence of a positive relationship between celebrity endorsement and brand association. These key study findings were the basis of the following conclusions;

5.2 Conclusions
The study made the following conclusions;

5.2.1 Celebrity Endorsement Advertisement and Brand Recall
The study concluded that there is a relationship between celebrity endorsement advertisement and brand recall. Brand recall was enhanced through the presence of favourite celebrities in advertisement as well as the celebrity attractiveness which help customers keep the brands in memory.

5.2.2 Celebrity Endorsement Advertisement and Brand Recognition
The study established that there is a relationship between celebrity endorsement advertisement and brand recognition. Celebrity endorsement influenced brand recognition through facilitating
identification of brands in the shelves by customers. Celebrity expertise did not affect brand recognition and purchase decision.

5.2.3 Celebrity Endorsement Advertisement and Brand Association
The study concluded that there is a relationship between celebrity endorsement advertisement and brand association. In this regard, celebrity likeability and celebrity positive publicity influenced customer decisions on purchasing Nash Paints products and services. It was established that customers preferred to be associated with celebrity endorsed products.

5.3 Recommendations
The study made the following recommendations;

In view of the relationship between brand awareness as measured by brand recall, recognition and association, the study recommended that Nash Paints prioritise celebrity endorsement in its marketing communications and promotional campaigns. To attain the highest impact on brand awareness, this can be achieved by carefully selecting celebrities with long standing history of exhibiting desirable characteristics such as likeability, attractiveness and pleasant personality.

The study recommended that celebrities chosen to endorse products and services be trained on the manner in which they should professionally conduct themselves on and off their public appearances. This is in view of the realisation that celebrity negative publicity could be transferred to the endorsed product brands thus denting the intended awareness. Short training programmes could be conducted with the celebrities to protect the investment made by the companies.

The study recommended that Nash Paints consider including the celebrities images or logos on its product packaging. This could be achieved through inscribing such images or logos in ways that do not affect brand consistency. This recommendation is in line with the conclusion that celebrities indeed help consumers in the identification of brands in the shelves.

5.4 Suggestions for Further Studies
This study measured brand awareness using brand recall, brand recognition and brand association. It is suggested that further studies could increase the number of measurement criteria for brand awareness in order to broaden the scope. This study also utilised a sample
size of 44 on account of the time constrains faced. It was suggested that, in the future, a bigger sample size be used to enhance the generalisability of the study findings. The study was also restricted to Nash Paints. Future studies could include other companies in different settings.
REFERENCES


Goksel S. (2014), Celebrity Endorsement, how it work when a celebrity fits the band & Advertisement. 1044.


APPENDICES

Appendix 1: Questionnaire

My name is Mercy Mudadi. I am a Bachelor of Business Studies Honours degree in Marketing student with the Bindura University of Science Education. I am carrying out a study titled; “Impact of celebrity endorsement advertisement on brand awareness in Zimbabwe. A case of Nash Paints”. This is in partial fulfillment of the requirements of the degree programme with the University. Kindly note that all information gathered in the study will be treated with strict confidentiality and shall only be used for the purposes of this study. The results of the study will be presented in aggregate form with information from all respondents.

GENERAL INSTRUCTIONS

1. Attempt all questions by ticking or circling your selected choice(s).
2. You may add any information you might consider necessary at the end of the questionnaire.

SECTION A: DEMOGRAPHIC DATA

1. Gender

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
</tr>
</tbody>
</table>

2. Age

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 20 years</td>
<td>1</td>
</tr>
<tr>
<td>20-30 years</td>
<td>2</td>
</tr>
<tr>
<td>31-40 years</td>
<td>3</td>
</tr>
<tr>
<td>41-50 years</td>
<td>4</td>
</tr>
</tbody>
</table>

3. Level of Education

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No formal education</td>
<td>1</td>
</tr>
<tr>
<td>Ordinary/ Advanced Level</td>
<td>2</td>
</tr>
</tbody>
</table>
4. **Length of Time as Nash Paints Customer**

............................................................................................................years

**SECTION B: RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT ADVERTISEMENT AND BRAND RECALL**

5. In a typical month, how often do you come across advertisements that feature celebrities and relate with Nash products and services?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than once</td>
<td>1</td>
</tr>
<tr>
<td>1 or 2 times</td>
<td>2</td>
</tr>
<tr>
<td>3 or 4 times</td>
<td>3</td>
</tr>
<tr>
<td>More than 4 times</td>
<td>4</td>
</tr>
</tbody>
</table>

6. Kindly indicate the extent to which you agree or disagree with the following statement relating to celebrity endorsement advertisement and brand recall? **Please use the following scale when responding (tick appropriate box).** 1= strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree.

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>S</th>
<th>C</th>
<th>O</th>
<th>R</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Celebrity endorsement advertisement enhances brand recall</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

7. Kindly indicate the extent to which you agree or disagree with the following statements relating to celebrity endorsements and brand recall. **Please use the following scale when responding to each item (tick appropriate box).** 1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree.
7.1 I recall Nash brands because my favourite celebrities endorse them.

7.2 The celebrity attractiveness makes me remember Nash products and services.

7.3 The familiarity of the celebrities makes me keep Nash brands in memory

SECTION C: RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT
ADVERTISEMENT AND BRAND RECOGNITION

8. How influential to brand recognition do you think celebrity endorsement is?

<table>
<thead>
<tr>
<th>Levels</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very influential</td>
<td>1</td>
</tr>
<tr>
<td>Influential</td>
<td>2</td>
</tr>
<tr>
<td>Somewhat influential</td>
<td>3</td>
</tr>
<tr>
<td>Not at all influential</td>
<td>4</td>
</tr>
</tbody>
</table>

9. Show your level of agreement or disagreement with the following statements relating to the relationship between celebrity endorsement advertisement and brand recognition. Please use the following scale when responding to each item (tick appropriate box).
1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The use of celebrities helps me to identify Nash brands on shelves?</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
The expertise of a celebrity affects my brand recognition and purchase decision

SECTION D: RELATIONSHIP BETWEEN CELEBRITY ENDORSEMENT ADVERTISEMENT AND BRAND ASSOCIATION

10. Do you think the likeability of the celebrities adopted by Nash Paints influence your decision to purchase its products and services?

Very influential 1
Influential 2
Somewhat influential 3
Not at all influential 4

11. Show your level of agreement or disagreement with the following statements relating to the relationship between celebrity endorsement and brand association. Please use the following scale when responding to each item (tick appropriate box). 1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree.

<table>
<thead>
<tr>
<th>STATEMENTS</th>
<th>S</th>
<th>C</th>
<th>O</th>
<th>R</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1 If a celebrity receives negative publicity, this has an effect on the brand the celebrity is associated with?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12.2 I am more likely to buy products that have been endorsed by celebrities than non-celebrity endorsements.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

The End

Thank you