T.C.
MARMARA ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

ÜRETİM YÖNETİMİ VE PAZARLAMA (ING)

BUILDING BRAND LOYALTY AND BRAND LOVEMARK THROUGH CELEBRITY ENDORSEMENT: A SUB SAHARAN AFRICA PERSPECTIVE

Yüksek Lisans Tezi

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Danışman Doc. Dr. Ceyda Aysuna Turkyilmaz

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SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

TEZ ONAY BELGESİ

İŞLETME (İNGİLİZCE) Anabilim Dalı ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) Bilim Dalı TEZLİ YÜKSEK LİSANS öğrencisi MOHAMED SHERİFF BAH'nın BUILDING BRAND LOYALTY AND BRAND LOVEMARK THROUGH CELEBRITY ENDORSEMENT:A SUB SAHARAN AFRICA PERSPECTIVE adlı tez çalışması, Enstitümüz Yönetim Kurulunun 2.08.2018 tarih ve 2018-22/14 sayılı kararıyla oluşturulan jüri tarafından oy birliği / ~~oy çokluğu~~ ile Yüksek Lisans Tezi olarak kabul edilmiştir.

Tez Savunma Tarihi 12/09/2018

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Dedication

To all the YTB students; past and present. I was truly blessed to meet some of you.

This thesis is also dedicated to my parents. Baba and Neneh I remember you all the time and especially in a big achievement like this. You taught me the purpose of life. May you live long Neneh to celebrate more success with me. Baba continue to rest in peace, I'm certain you are the happiest man in heaven.

Acknowledgement

I want to foremost sincerely extend my gratitude to my supervisor, Professor Ceyda Aysuna whose encouragement, guidance and support right from the beginning helped me through. Without her guidance and persistent help, this research would not have been possible.

To my dear brother and friend Alhaji Sulaiman Jalloh, I am deeply grateful for all you did for me while pursuing my MBA. You made me feel at home far away from home. I will never forget that.

I found a brother from another mother, in the person of Mohamed Edwan. Mr. Edwan, I'm eternally grateful for everything. My life in Istanbul changed the day I met you.

I never would have completed my course had it not been for the support and encouragement of Mr. Tanu Jalloh. From the bottom of my heart, I want to say a big thank you for pushing me beyond my limits and for proof reading my thesis. Bros I heart you.

I am what I am today because of the love and support of my family. Thank you to all my brothers and sisters for encouraging me to choose education. Especially, Alpha Umar Bah who mentored me in understanding the meaning of life and family. Kotor God will bless you.

To my friends and colleagues in Istanbul who supported me in diverse ways while schooling, Abubakar Kamara, Abdul Noah Mansaray, Amadou Jalloh, Hamidou Sow, Alpha Jalloh and all of you in Istanbul, I say a big thank you.

GENEL BİLGİLER

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Tez Türü ve Tarihi	: Yüksek Lisans - Temmuz 2018
Anahtar Kelimeler	: Tüketici, Ünlü Ciro, Reklam Stratejisi Marka Imajı, Pazarlamacılar, Marka Sadakati Marka Aşkı

ÖZET

Marka Bağlılığı ve Aşk Markası Oluşturmada Ünlü Kullanımı: Sahara Altı Afrika'da Bir Araştırma

Bu çalışmada temel olarak tüketicilerin algısının incelenmesine odaklanılmaktadır. Bu kapsamda, bir markanın iletişim faaliyetlerinde ünlü kullanmasının markanın imajına, bilinirliğine ve bunun sonucunda marka sevgisine ve sadakatine etkisi Sahra-altı Afrika'da incelenmiştir. Aynı zamanda iletişim faaliyetlerinde kullanılan ünlülerin hangi özelliklerinin belirtilen değişkenler üzerinde nasıl bir etkisinin bulunduğu da araştırmanın odak noktasını oluşturmaktadır.

Çalışmanın giriş bölümü konuyla ilgili tanımlara genel bir bakış sunmaktadır. İkinci bölüm, ünlü kullanımı hakkındaki mevcut literatürü gözden geçirmekte ve araştırma konusunun önemini daha fazla açıklığa kavuşturan içgörüler sunmaktadır.

Üçüncü bölüm, metodoloji bölümüdür. Bu bölümde niteliksel ve niceliksel yöntemler kullanılarak yapılan araştırma bulguları ve araştırma metodolojisi özetlenmiştir.

Dördüncü bölüm, bulguları göstermek için kullanılan grafik çizimler aracılığı ile veri analizlerine ve bulgulara odaklanmıştır. Veriler, bir anket yoluyla toplanmıi ve daha sonra basit ama etkili bir Microsoft programı olan SPSS istatistik paketleri gibi veri analiz programı ve Excel elektronik tablosu kullanılarak analiz eedilmiştir. Tezin son bölümü, tüm araştırma sonuçlarını özetlemiş ve ünlü kullanımı yaklaşımını geliştirmeye yardımcı olabilecek önerileri sunmuştur.

Çalışmada Afrika'daki tüketici algılarının, iletişim faaliyetlerinde ünlü kullanımının marka sevgisi ve marka sadakati üzerinde büyük bir etkisi olabileceğini ve bu etkinin marka bilinirliğini ve marka imajını artırabileceği sonucuna ulaşmıştır. Bulgulara dayanarak, tüketicilerin ünlülerin kullanımının ünlü olmayanlara kıyasla daha çekici ve etkili olarak değerlendirdiği sonucuna varmıştır. Dahası, genellikle ünlü kullanımının marka aşkı, marka bilinirliği ve marka sadakatini etkilediği bulgusuna ulaşılmıştır.

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Degree Awarded and Date	: Master - July 2018
Keywords	: Consumers, Celebrity Endorsement, Advertising Strategy, Brand Image, Marketers, Brand Loyalty, Brand Love

Abstract

Building Brand Loyalty And Brand Lovemark Through Celebrity Endorsement: A Sub Saharan Africa Perspective

The utilization of celebrity endorsement has become popular in recent times. Celebrities have become pervasive elements in the marketing industries, especially in Sub-Saharan Africa, thereby improving the brand image, brand loyalty, and brand love for businesses in diverse sectors of emerging economies. Thus, celebrity endorsement, in itself, has become one of the most profitable businesses across the globe and has had a significant influence on marketing. Marketers involve celebrities in their marketing strategies to influence buyers' brand perception and also influence the overall sales revenue and product market share. This paper majorly focuses on the examination of the perception of consumers: A Sub-Sahara African perspective in regards to celebrity endorsement and how this approach influences an organization's brand image, brand loyalty, and brand love. Also, which attributes of celebrities affect these brand dimensions are also examined in the study.

The introductory chapter of the paper gives an overview of celebrity endorsement, and definitions. The second chapter reviews the existing literature on celebrity endorsement and provides insights into the research, which gives more clarification on the importance related to the topic. The third chapter is the methodology section and utilizes both qualitative, in terms of the many electronic discussions, some interviews and the body of literature reviewed, and quantitative method that utilizes analytic surveys and random sampling to investigate the perception of consumers on celebrity endorsement and the impact it has on advertising strategy on brand building. The fourth chapter focuses on data analysis and

findings whereby graphical illustrations are used to indicate the findings. The data is collected through a questionnaire and later analyzed using data analysis software programs like the SPSS statistical packages and Excel spreadsheet, a basic but effective Microsoft programme to analyse data. The final chapter of the thesis concludes the entire research and provides the recommendations that can help improve the approach of celebrity endorsement.

The study assumes that consumer perceptions in Africa shows that celebrity endorsement may have huge effect on brand love and brand loyalty and that impact could increase brand awareness and brand image. Based on the findings, it concludes that consumers actually consider celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. It further discovers that generally celebrity endorsement does impact brand love, brand awareness and brand loyalty.

List of Abbreviations

AMA- American Marketing Association

USA- United State of America

BBC- British Broadcasting Corporation

MSG -Management Study Guide

SALCAB -Sierra Leone Cable Limited

MNP-Mobile Number Portability

TV-Television

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CHAPTER ONE: BRANDING

In this part, brand and brand related elements will be discussed briefly in order to shed light on the research model.

1.1.Brand and Branding

Global markets including Sub-Saharan Africa are today highly competitive with little or no entry and exit barriers. One would argue that this could be as a result of the advancement and high penetration of technologies and globalisation. As a firm in Turkey can easily sell and export its products or services to a consumer in Sierra Leone. This entry and exit flexibilities have given firms access to many professionals that can contribute to the growth of their firms as well as to many consumers they can sell their products and services to. Also, today consumers have several choices of varieties of products and services. This development has triggered high competitions as businesses both small and big compete to gain big customer base and wider market share (Keller, 2011).

As a result of the flexibilities in entering and exiting markets which has led to serious competitions, organisations are investing a lot to design and execute marketing strategies that will help them gain and maintain competitive edge in the markets they operate. Some of these strategies fail due to the competitiveness in certain markets and other social, cultural, political factors. Among other notable successful strategies over time, is celebrity endorsement.

The concept of celebrity endorsement as a marketing strategy has attracted serious relevance in the field of marketing communication. Hnece today, businesses and marketers almost from everywhere in the world including in Sub Saharan Africa use celebrity endorsement as part of their core marketing strategies. Some of the many ways celebrities are used as a marketing channel is to carry out messages that are aimed at influencing consumers to adopt a certain product or services or change their perception about a certain brand. These kinds of tactics are geared towards creating brand loyalty and brand love. To achieve the marketing objectives, company marketing message need to be credible since the credibility itself is important towards winning the consumer trust and love for a given commodity or service (Heding,

Knudtzen, & Bjerre, 2009). Celebrity endorsement is a viable marketing strategy that can help win customers. This is so because celebrity endorsement can create a unique identity for brands in a certain market with very high multiplying effects.

Using celebrities to gain market presence and increase market share has been applied in various kinds of products and services and is not limited to a given scope of the economy or sector. Studies have shown that celebrity endorsement has become the most popular mode of marketing (Kelly, 2010). The market has become dynamic, competitive and volatile to the point that consumers are getting smarter day by day and have access to a variety of channels and choices. In sub-Saharan Africa for instance, consumers easily defect to the competitors with better offers. The introduction of foreign brands in various sub-Saharan countries has further stiffened competition and reduced market share for the local brands. Since consumers form a significant part of doing business, it is essential to create a prime place in their minds and ensure high sales volumes. Celebrity endorsement has offered this viable and unique method of setting up a prime place in the minds of consumers for both local and international brands in most sub-Saharan nations.

The theory of Brand Culture (n.d.) argues that branding as a means of creating an external or imaginary brand image, is a thing of the past. Today consumers rarely just buy a manufactured brand image anymore rather they want to buy the truth a brand has built. The concept of Brand Culture has given birth to a new model of branding. This new concept proposes that a brand can operate much like a culture. According to Clifford Geertz (1973), culture is a historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by means of which people communicate, perpetuate, and develop their knowledge about and attitudes towards life" (Geertz 1973 in Shweder & LeVine, 1984). On this note, Brand Culture suggests that a brand can operate in a similar way. In fact, some anthropologists have argued that brands should function in the manner if they are to relate well to consumers (people). Based on this, brands can as well be presented as a cultural asset. Barbu (2012), note that the philosophy of 'brand culture' refers to the cultural enigmas that emanates from cultural values among other things include history, images, myths, art, communities, belief that can influence the comprehension and the value of a given brand in the market" (Barbu, 2012 in Maden, 2013).

1.2.Defining and Understanding Brands and Their Importance

Today firms, organizations and individuals have become increasingly aware of the importance of the brand name associated with their products, services and personality. Marketers on the other hand have also come to the realization that one of their critical tasks is to build brands and make consumers understand what they stand for.

In today's dynamic and competitive business world, consumers as well as business managers, face a myriad of choices with less time to process them and decisions. Thus, a brand's ability to make this decision-making process which can eventually reduce risk both to consumers and businesses is extremely invaluable. In fact, developing such a strong brand that can deliver on its promise maintains and enhances the strength of those brands, has become a key management objective (Keller, 2013).

Researches state that branding as a concept is an old practice that has existed for several years now. In those days, the general essence of branding is to help distinguish the goods of one manufacturer from those of another. Several researchers including Keller (2013) and Arora (2012), suggest that the word 'brand' is derived from the Old Norse word "brandr", which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them.

According to the American Marketing Association (AMA) (1960), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition". Hence, in context, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Bennett (1988), Dibb et al (1997) argue that brand cannot be limited to just the name, term, design, symbol, or a combination of them but it should be any other feature. Brand basically tells a customer about the source of product and protects both the customer and the producers from competitors (Kotler et al, 1996).

Even though there have been several definitions about brand from different

researchers many of them (e.g. Aaker, 1991; Kotler et al, 1996) tend to agree with the AMA's definition. AMA (2007) defines brand as "A name, term, design, symbol, or any other feature that identifies the seller's good or services as distinct from those of other sellers".

The Fulani people in West Africa especially in Sierra Leone, Nigeria, Ghana and Guinea-Conakry, could be some of the first people to use branding in this part of the world. The Fula people or Fulani or Fulbe are believed to be one of the biggest and a broadly scattered Muslim ethnic group in the Sahel and West Africa. A significant proportion of the Fula are into cattle rearing. This makes them largest nomadic pastoral ethnic group in the world. For many centuries now, they have been using signs, symbols and charters to mark their livestock as a means of differentiation and identification. This branding helps the owners to easily identify their livestock from the crowd in the fields.

When the Fulani people migrated to Sierra Leone this sort of branding became very important. Agriculture is a very common practice among the indigenes in rural West Africa. Thus, most times theses farmers come into conflict with the Fulani when their cattle destroy their farmlands. Local chiefs use brands or signs on the cattle to trace them to their owners and hold them accountable. This branding makes tracing, identification and differentiation easy for both the livestock owners and famers (plantation owners). Thus, it helps to prevent conflict that could have erupted from mistaken identity.

In a broader sense, many researchers like Boulding (1956) and Martineau (1959) describe brand as anything that has generated some kind of awareness, reputation, and prominence in a given market. As Boulding (1956) put it people don't react to reality but perceived reality. Martineau (1959) refers to brand as creator of image in the form of functional and psychological attributes in the minds of consumers.

More than ever, consumers are bombarded with several brands on a daily basis. It has become extremely difficult for firms to position their brands to attract customers and also difficult for consumers to understand and make a choice from the myriad of brands in a given market. These have posed a serious challenge to marketers in their

efforts to building strong brands.

Branding has several valuable functions. The idea of branding right from the beginning has been a means to distinguish between the goods of one manufacturer, service providers or even individuals from those of others. To understand brands from a firm's point of view, think of them as markers for the offerings of a firm. From customers' point of view, brands help simplify choice, promise a particular quality level, reduce risk and stimulate some kind of trust (Keller & Lehman, 2005).

For Keller and Lehman (2005) brands are established from a given product, the marketing strategy design to support the brand, and the adoption or rejection by customers. This in others means that implies the real experience customers have with a given product or service.

Firms, manufacturers and organizations come up with different strategies of branding. For instance, technology companies like Nokia, Huawei and Samsung, use their names for almost all their products while other companies give different brand names to their many different products. Prominent among these kinds of companies are Nestle example their Milo, Kit Kat and Maggi; Unilever's Axe, Dove and Blue Band and Coca Cola's Minute Maid, Fanta and Cappy. Retailers also create their own brands based on their store name or some other means to help show ownership of the products. For example, K-Mart in the USA, Tees Shopping Mall in Sierra Leone, Accra Mall in Ghana and ShopRite outlets in USA and Nigeria have branded products in their names.

When developing brand names marketers and business owners use various sources. Some brand names are derived from people's names who sometimes the owners. For instance, the Dangote's are named after the owner, the Nigerian billionaire Aliko Dangote; Porsche automobiles a popular car brand founded in Germany in 1931 and Louis Vuitton, one of the world's leading international fashion houses founded in France by Louis Vuitton Malletier in 1854. Brand names can also be derived from names of places, like the Massai handmade shoes named after the Massai region in Kenya, Kenya Airways and Air Cote D'Ivoir, the former to a country in East Africa now an established brand and the latter to a French West

African country, a promising one that entered the African aviation market in 2012; Aberdeen Beach one of the most exotic places in Sierra Leone and British Airways named after Britain. Sometimes brand names can also come from animals, plants or birds, like Mustang automobiles, Orange Mobile - a French owned telco, Dove soap, and Jaguar automobile, a brand of Jaguar Land Rover in England and owned by the Indian company Tata Motors since 2008. Finally, there is a third category known as "other," brands like Apple, a USA technology company and according to Forbes the world's most valuable brand in 2016, Airtel, a Telco giant in Africa and India, Shell and Total gasoline - some of the world's leaders in petroleum products - fall under this category.

There are businesses that develop brand names from words with inherent product meaning, like SnapChat, a US based image messaging and multimedia mobile application company founded in 2011 and LinkedIn one of the top world's social media platforms founded in 2002 in the USA; while other brands use names that are suggesting important attributes or benefits, like Battery energy drink, a popular energy drink in Sierra Leone; DieHard auto batteries, a popular car battery in the USA; Clean detergent, and WellWoman drink, another popular drink in Sierra Leone and Liberia. Some brand names are just made up and can include anything like prefixes and suffixes that sound scientific, natural, or prestigious, like Lexus automobiles, Range Rover automobiles and Pentium microprocessors (Keller, 2013).

Brand elements like logos and symbols, which could be the visual representation of a firm, can also be based on people, places, things, and abstract images. Brand is not just a name, term, design, symbol, or a combination of them; it can be any other feature (Bennett, 1988; Dibb et al. 1997). The importance of brands cannot be overemphasized. They perform a key role in determining the effectiveness of marketing efforts such as advertising, promotion and channel placement. Thus, they perform key functions to both firms and consumers that make them invaluable to marketers.

Keller (2013) notes that brands are important to consumers because they help to identify the source of products, assign responsibility to manufacturers, reduce risk, reduce the time and cost consumers spend during product search, brands also help

build a bond with consumers, they are symbolic and they can depict quality and status.

Much like to consumers, brands perform similar functions to firms and manufacturers. They help simplify tracing in that they can serve as a means of identification. Brands also help owners to legally protect products. To a certain extent brands serve as a signal of quality level to satisfied consumers. For instance, Coca Cola and Apple products are considered to be of high quality by satisfied consumers. Brands are also a means of endowing products with unique associations. As Keller, (2015) note brands are also a source of competitive advantage and source of financial returns.

Generally, the main essence of branding is for a consumer to be able to formulate certain characteristic or elements such as name, logo, symbol, or design that identifies and distinguishes one brand from another. The elements that identify or differentiate brands are referred to as brand elements. Such elements may come in different forms. According to Keller (2013), anything that is being used as a way to trademark, cast ownership in the form a name or suggest identity to others is referred to as a brand element. Therefore, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages, designs, sound bites and signage can all be brand elements as they help to identify and distinguish one brand from another.

Keller (2013) argues that marketers should choose brand elements to enhance brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings.

The validity of the brand elements in brand building could be determined by what consumers would think or feel about a product if they knew only that particular brand element without any knowledge of the product and its branding and marketing strategies. There are certain criteria for determining brand elements. Marketers and business owners benchmark on these criteria when choosing brand elements. Keller (2013) suggests six criteria business should base their brand element selection:

1. Striking or something that is memorable
   - *Some that can be easily recognized when sighted or heard of*
   - *Something that can be recalled quickly*
2. It must have meaning
   - *The thing must be descriptive in itself*
   - *It should be persuasive*
3. Pleasant. Brand elements should be likable
   - *There should be fun and should be able to trigger interest or desire*
   - *They should have rich visual and verbal imagery*
   - *Appealingly*
4. Convertible
   - *People should be able to transfer the brand element to other product categories*
   - *They should also be contagious such that they can be transmitted across geographic boundaries and cultures*
5. Easily adjustable
   - *There should be flexibility, to modify, update or change*
6. Protectable
   - *The element should be legally and competitively protectable*

It is against this backdrop that marketers come up with different strategies to align the above criteria to brand elements when building brands. One of such strategies is celebrity endorsement. Marketers make efforts to build brands by using celebrity endorsements on the notion that celebrities are capable of aligning their characteristics such as likeability, trustworthiness, expertise, familiarity etc. to these brand element criteria.

1.3. Definition of Brand Related Terms

Branding is a very powerful means through which a firm can gain competitive advantage in a market. Everyone that is familiar with names such as Coca Cola, Apple, BMW, Samsung, BBC, or Orange TM can understand the power of branding. Marketers use a wide range of brand terms when implementing a brand related marketing activity. Some of the most common and important terms to most firms and organizations are Brand Equity, Brand Identity and Personality, Brand Image, Brand Awareness, Brand Loyalty and Brand Love. These terms perform different functions

to both individuals and firms. And to a very large extent the success of businesses depends on how well they are able to attain these brand terms. Thus, marketers design marketing programmes to achieve these brand terms.

To clearly understand these terms and how a firm can attain them, it is paramount to attempt to define them. However, there have been lots of debates on giving a clear definition of these terms. Even where they are attempted to be defined, there is still a blur understanding of what really some of them mean.

1.3.1. Brand Equity

This is one of the brand terms that receive lots of scholarly attention. It is the overall goal of any marketing or brand activity. Every brand campaign is geared towards building robust brand equity. As Pullig (2008) put it, it is that value of a brand in the market place. In other words, high market value could mean high brand equity. Thus, to determines a brand's worth one must examine its value and strength in the markets it operates.

Management Study Guide, MSG (2016) notes that brand equity is that variance impact of brand knowledge on consumers' response to the brand marketing. For Schmidt (2016) it is the extra cost that consumers are willing to pay due a brand that is called brand equity.

Keller (2014) notes that when a firm has strong brand equity, its customers will buy more of it products or services, they will recommend other people to try your products or services, there will be more loyal, and it is less likely that such loyal consumers can switch to other firms. In essence brand equity is the cornerstone of every brand building activity.

1.3.2. Brand Image

According to Aaker (1996), brand image is how consumers perceive a brand (Aaker 1996, 69). Marketers try to build certain elements that can form an image in other to add value to a product or service. Aaker (1991, 109-110) argues that brand image is a set of associations which might not even reflect the objective reality but rather just an imagination of the consumers. Airtel Sierra Leone for instance, used the

word “BOMBA” which means affluence, too often in other to create a mental picture in the minds of consumer that they are company for the affluent This concept is entirely about consumers’ perception of a brand.

In simple terms brand image is what consumers see in their minds or think of when they see or hear of the name of a certain company or its products. It signifies what the brand presently stands for, (Management Study Guide, MSG 2013). Brand image is a set of beliefs and perceptions that consumers hold for a particular brand. MSG (2016) argues that brand image conveys certain emotional value and not just a mental image such as an organization’s character. On this note, it should depict an organization’s mission and vision to the consumers. Management Study Guide, MSG (2016) argue that consumers are not only purchasing the product or services from a firm but also its image.

> ***“Brand image is what a consumer think, say or how they react s when they purchase a product. When a consumer has a positive brand image that means that brand has exceeded the consumer’s expectations. This can goodwill and brand value of an organization”,*** (Management Study Guide, 2013).

According to Glynn & Woodside (2009), brand awareness and positive brand image can enhance brand choice which can in turn lead to high consumer loyalty and can eventually reduce marketing costs. Companies should therefore capitalize on enhancing their brand image to have high profits and larger market share. A negative brand image can therefore influence consumer brand or product preferences.

Key elements of positive brand image include, unique logo that reflects the organization’s image, a slogan that gives a brief description of an organization and a brand identifier that supports the core values (MSG, 2016).

1.3.3. Brand Awareness

This element is very essential for building brand equity. Many researchers have advanced similar arguments regarding Brand. McDowell (2005, p. 39) suggest it refers to the consumers ability to identify, recognition or recall a band easily. Keller (1993) and Chang (2010) think of it as when consumers are able to recall and

recognition a brand. These definitions explain the ability consumers have in a given market to recognize or recall a particular brand as well as able to associate the brand with marketing themes, or to associate it with specific products and their uses. Product brand awareness highlights the extent at which potential consumers are able to recognize a brand. One of the main goals of advertising a new product into the market is to raise awareness that can stimulate interest and action as most often consumers buy products they are aware about (Budelmann & Wozniak, 2010). To achieve this, a marketer needs to focus on tangible aspects of the product or the brand such as the name, logo, and symbol. One key means to enhance brand awareness is positive word of mouth.

Product success can largely be dependent on strong and positive brand recognition of a product among competitors as this sometime leads to purchasing decision. In other words, this increases the chances for the consumers to remember or recall a product easily during buying decision.

MSG (2016) describes brand awareness as the probability that consumers are familiar about the life and availability of a product.

Management Study Guide identified two types of brand awareness (MSG, 2016).:

1. Aided awareness **-** This means that on mentioning the product category, the consumers recognize a brand from the lists of brands shown. In Ghana a consumer can quickly recognise Nestlé's Milo drink from a list of chocolate malt beverage products

2. Top of mind awareness (TOMA) **–** this happens when a consumer easily and quickly recalls or remembers of a brand based on the awareness they already have. In Sierra Leone when detergent is mentioned the first brand consumers' recall is SABA. The relevance of brand recall and recognition will depend on the degree to which consumers make product-related decisions with the brand present or not. Given that it is easy to recall brands when seen or touched as in the case of a physical store, this can be difficult when interacting with brands online. In such a case TOMA will lead to brand recall to familiar products (MSG, 2016).

Word of mouth, social media marketing, sponsorships, corporate social activities, events, sales promotions, cross channels marketing are some of the marketing tactics used to build and enhance brand awareness. Successful brand awareness is dependent on a positive brand image, slogans and taglines. Thus, it is prudent for to maintain consistency on brand messages across all channels of communication.

1.3.4. Brand Loyalty

Every branding activity is intended to achieve brand loyalty. Brand loyalty is the willingness and readiness of consumers to buy the brand again and again, even when other brands are more accessible, less expensive or providing better product or services. When a consumer is faithful to a certain brand irrespective of their position in the market that is called brand loyalty (Oliver, 2014). Such a consumer tends to stick to that brand and can prefer to use only that brand's products. Additionally, it is essential to note that brand loyalty relates to a product but not the company.

iPhone users for instance are willing to buy them at any price instead of switching to competition. In Sierra Leone, Guinea, Liberia and Ghana, Cigarette smokers, football fans, alcohol drinkers, and mobile subscribers also tend to be extremely brand loyal. In fact, in Sierra Leone even political membership is born out of loyalty rather than ideology. Loyal customers stick to their own brand, even with an overwhelming advertising, promotion and marketing programmes from competitors to do otherwise. Due to lack of trust, consumer sometimes fear to purchase products from others, (MSG 2016). Instead the consumer regularly buys and uses products from the same brand over time as long as it is available because they feel that it is only that brand that has the right product and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand and would rather not buy from other companies.

According to Aaker (2006), brand loyalty has lots of marketing significance and can increase a product or service's sales. Overtime marketers have used celebrity endorsement to gain brand loyalty. Loyal consumers will give recommendations on how to improve a product as a way to increase customer satisfaction and profitability for an organization (Byrne, Whitehead, & Breen, 2003).

This has motivated marketers to employ celebrity endorsements as a marketing strategy to build brand loyalty. This strategy reenforces consumers conviction on the significance of certain products and services over others by justifying the repeated purchase of products (Kapferer, 2008). Celebrity endorsement practice also leverage brand loyalty to promote other products produced by the same company. The key metrics of brand loyalty are word of mouth, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc.

1.3.5. Brand Love

This element has come into widespread use in the last few years. It refers to the positive sentiment or positive "feeling" consumers associate with a brand (Scimidt, 2004). Carroll and Ahuvia (2006), explain brand love as an emotional and passionate relationship that exists between a satisfied consumer and a brand. Researchers have found that only satisfaction is not enough to keep the customers loyal (Jones and Sasser, 1995). Satisfied consumers can switch to other brands (Reichheld, 1996). Thus, satisfaction results in loyalty when it is sustained for a longer period of time and gets deeper.

Carroll and Ahuvia (2006) argue satisfied customers tend to love a brand after sometime. This means that brand love is built from brand loyalty whereas satisfaction is built from brand love. Thus, brand love mediates the relationship between customer satisfaction and brand loyalty. It's highly likely that when a consumer is satisfied and happy with a brand for a long time he will develop emotional and passionate bonding with that brand.

Brand love has been used in the marketing field to replace the idea of brands in the minds of the consumers. According to Roberts (2004), the relationship that exists between various selling concepts is based on love and respect. In this case, commodities facilitate neither love nor respect while trends attract love. However, without product respect, love is an infatuation. In other words, brand love mark involves a set of human attitudes that are linked to a given brand name which are associated with the uniqueness, competence, and complexity. Brand love mark creates something in the minds of the consumers, which they can relate to and effectively, create a love mark.

Brand love involves how the consumers perceive a given brand and how they differentiate it with competing brands. An understanding of the brand love helps select the appropriate message and medium hence enabling the brand owner to deliver a constant brand experience to the consumers and leave a deeper impression (Seno & Lukas, 2007). Understanding how the consumers perceive a brand forms an essential component towards marketing. Consumers have the propensity to buy a brand that they identify with or have a distinct image of other brands. Marketers, therefore, need to undertake an intensive market research to evaluate how consumers perceive their brand and create love marks in the minds of the consumers.

1.4. Advantages of Brands

As noted earlier, brands have several advantages to firms, consumers and manufacturers. Marketers and business owners have come to realize that the growth, continuity and success of every business lie on its ability to build strong brands. Hence, when building brands, marketers develop several strategies that will impact their overall marketing efforts.

1.4.1. Advantages of Brands to Firms

One of the key advantages of brands to firms and manufacturers is their identification role, which helps manufacturers to simplify product handling and tracing (Keller, 2013). Some manufacturers like Nestle having hundreds of different products need proper branding to help differentiate products and simplify the handling and tracing of products. This identification role is also very advantageous to the finance department, as this makes it easy to determine the revenue streams of the various branded products. In doing so, firms will be able to understand how products are performing in the market. Additionally, this further helps operations in organizing inventory of all the product categories. Generally speaking, brands help multi variety products manufacturers to operate smoothly and efficiently.

Another advantage of brands to firms is that through branding a firm can legally protect certain unique features of a product, services or even the firm as a whole (Madison Garcia, 2018). This helps businesses to protect their intellectual property rights to a brand, giving legal title to the owner. For instance, Intrapex SL Ltd, the

biggest local water bottling company in the country, has protected the Grafton brand name as its sole property, now among the top five most popular local brands. This gives the firm the sole right to use that brand name on its water products. Waters branded Grafton can be easily traced to Intrapex and consumers can hold them responsible.

In 2012 a U.S court in San Jose, California ruled in favour of Apple, one of its top tech companies, over Samsung the leading South Korean based tech firms. Apple's suit was that Samsung has infringed on its "slide-to-unlock and autocorrect" features, as well as "quick links", which automatically turn information like addresses and phone numbers into links; product features that had been patented by Apple. This is a typical example of the legal protection role of brands.

Brand names can be legally protected through registered trademarks whereas manufacturing processes can be protected through patents and packaging can be protected through copyrights and designs (Keller, 2013). These legal protections and rights guarantee that a firm can be the sole owner of a brand. This will entice the owner to invest in that brand and reap the benefits of a valuable asset. The laws of Sierra Leone in the Trademarks Act of 2014 make provision for the protection, registration and regulation of trademarks, trade names, and for other related matters. The Act defines brand as visible signs or marks that can differentiate one good service from another (Sierra Leone Trademarks Act, 2014). Through the Corporate Affairs Commission one can apply and register a trade name or a brand. This will protect that name and prevent others from using it.

1.4.2. Advantages of Brands to Consumers

Brands are presumed to benefit their owners as such marketing and advertising are used to promote them. If the term "brand" is used in the broadest sense to include retailers e.g. ShopRite or K-mart; firms e.g. KPMG, a global auditing and accounting firm like or Vakif Bank, a leading financial institutions in Turkey, and organisations e.g. the Sierra Leone Cable Limited "SALCAB", an infrastructure company set up by the government of Sierra Leone in 2012 to manage the submarine fibre optic; then a very large part of marketing and advertising exist only to communicate and promote brands (Ambler, 1997). However, brands do have several advantages to consumers as

well.

Foremost, brands are a source identifier (Keller, 2013). Brands make it easy for consumers to tell the maker and origin of a particular product through its brand. This further will allow a consumer to assign responsibility to a particular manufacturer or distributor. When a Coca Cola consumer encounters a problem with a can of coke in Sierra Leone, for instance, he can easily trace it to a distributor, the Sierra Leone Bottling Company, or even the manufacturer to file a complaint. It doesn't matter where one buys a magnum ice cream, one can easily trace it to Unilever.

To some consumers brands take special meaning. In Sierra Leone, for instance, German products like automobiles and machineries are considered to be more durable and of high quality, whereas Chinese products are always regarded as counterfeits. For example, automobile brands like BMW and Benz are considered superior to Chery and Geely.

Keller (2013) notes that, through product experience and marketing activities consumers can discover from which products or services satisfaction can be achieved. This makes consumer decision-making process during product search shorter for such brands. This is evident in the Telco market in Ghana. Subscribers have described Tigo Ghana as the operator for the youths due to their marketing programmes. Thus, a potential youth subscriber spends shorter time in decision-making process on choice of operator. In Sierra Leone on the other hand, Airtel is considered as the operator for elites and the affluent. This knowledge makes it quicker for a potential subscriber to opt for Airtel due to the brand experience and marketing activities he has been exposed to. No matter the nature or frequency of a marketing and advertising campaign a firm engages in, if there is no proper branding, it will be extremely difficult for it to differentiate itself from competition which further makes it difficult for consumers to notice it.

Another advantage of brands to consumer is their role as bond creators. Brand creates a kind of bond between consumers and firms or products. For this reason, consumers give their trust and loyalty to them with the hope that such firms will continue to provide them with quality product or service, appropriate pricing and

promotions packages (Keller, 2013). Apple product is a good example here. Some Apple users would argue that there is relationship between them and Apple products. Loyalty and brand love can be built from this kind of a relationship.

Keller (2013) further noted that branding professionals believe that certain brands even play a religious role to certain consumers. The Zamzam water and Date Palm from Saudi Arabia are a typical example of these kinds of brands. Muslims around the world hold certain belief to these products. They believe Zamzam is the purest water in the world, that it cleansed the soul and purifies the consumer.

CHAPTER TWO: CELEBRITY ENDORSEMENT

2.1 Overview of Celebrity Endorsements as a Brand Building Strategy

Several researchers have argued that one of the most effective advertising strategies is brand promotion. They further noted that some scientific enquiry has supported such claims (Liu et al. 2007, Friedman & Friedman 1979), Liu et al. (2007), further write that the relationship between a brand and a product has a positive impact on the purchasing behaviour of consumers and is mostly justified with the use of four primary endorsers: Chief Executive Officer, celebrity, some sort expert and the typical consumer.

However, it is estimated that globally, celebrity endorsement make up of up to 25 per cent of most media commercials and advertisement (Erdogan et al. 2001). Furthermore, it is estimated that 10 per cent of some commodity organizations budgets are spent on celebrity endorsement (Agrawal & Kamakura 1995). Celebrity endorsement is in fact not a new phenomenon, with research indicating the use of 'familiarity' within advertising campaigns for approximately 200 years (Donald, 1956).

In a culture where on a daily basis people are enamoured with the noble and famous, celebrity endorsements can be a powerful advertisement technique. The endorsements are most efficient when the brand they promote is easily identifiable with the star's image or specialty. Celebrity use as a brand building strategy is now a common practice for major companies in supporting brand imagery (Rojek, 2001). It is smart to use celebrity endorsement for branding since stars have a powerful influence on destinies of brands. It is important for a firm or an organization to develop a brand identity to create a relationship with the consumers as well as build an image of the brand. It may be easier to come up with the image of a product with an initial star endorsement than it is to change a brand image that is connected with a celebrity. As put by the Director of the business consulting company, Aperio Michael Wood:

"The most successful companies in the consumer sector in Africa are the ones that really create an affinity with the consumer by being the brand of

> ***the people. A lot of African consumers, especially the emerging middle class are very aspirational...so if you can provide them with someone that they want to aspire to, then some kind of celebrity endorsement or recommendation can work,"*** (Wood quoted in an article by howwemadeitinafrica.com, February 2015).

Arguably, the best way companies can do this is through working with local celebrities to endorse their product or brand. In the modern hyper competitive business world, there is an increasing number of rational buyers which brings to the fore the need to improve the strategic brand positioning of different organizations (Sola, 2012). The use of celebrity endorsements to build brands is based on the firm belief that the power of a brand lies in the mind of the existing and potential customer. As a result, when a celebrity acts as spokesperson who certifies the value of the brand it is highly likely that the target customers will learn to associate the brand with them, hence contributing towards building the brand. In essence, the use of celebrity endorsements serves to provide the image of an endorser who can be trusted with the brand in question, hence increasing customers' trust (Sola, 2012).

Quantifying celebrity endorsement in the past has been quite difficult. Agrawal & Kamakura (1995); Chung et al. (2011); and Knittel & Stango (2009), are among the first to identify the value associated with celebrity endorsement. In other to determine the value of a celebrity endorsed marketing activities, it is first prudent to identify the contributing variables and thwart the impact of inessential variables and then from that one can identify the direct impact of the celebrity presence on the sales of the product or brand.

It is believed that celebrity endorsement generally introduces positive assertion from consumers (Agrawal and Kamakura, 1995). When the Nigerian government introduced Mobile Number Portability (MNP) in the country in 2013, Telecoms became concerned with how to attract subscribers to port from one operator to another. Several strategies were used to attract subscribers to move their numbers. One of the most successful strategies was celebrity endorsement. MTN, one of Africa's biggest operators, poached Etisalat's spokesperson at the time, Hafiz Oyetoro commonly known as SAKA. This to date is considered as one of the memorable example of how celebrity endorsements can be powerful. MTN reportedly offered

Oyetoro a ₦20m (US$100,000) deal to become its celebrity endorser (AllAfrica, 2013). MTN took the right move in terms of connecting with consumers and getting the message out there as the endorser was a well-known Nigerian actor and comedian and was the celebrity face for Etisalat.

However, celebrity endorsement can have negative effect when the endorser is engaged in illegal or immoral behaviour. This is evident in the Tiger Woods' extramarital affairs. Knittel and Stango (2009), report that firms endorsed by Tiger, at the time, incurred an estimated loss of between $5billion and $12billion. This is due to the level of morality associated with negative celebrity endorsement. Sociological analysis of morality identifies that the celebrities' own conduct (deontology) and consumers' ideas and perception of their wrongdoing (teleology) are that which lead to detrimental brand affirmations (Zhou & Whitla, 2012). Based on the above case, the deontology of Tiger Woods' extramarital affairs affected the teleology of the consumers of his endorsed products. His actions and attitudes were embodied in the minds of the consumers when internally assessing the credibility of the brands he was endorsing. These kinds of revelations throw light to the extent at which celebrity can affect the brand image within consumers.

It is still very difficult to associate celebrity endorsement to any revenue change. Thus, the above argument is not empirically justifying any revenue increase or decrease as a result of celebrity endorsement (Chung et al. 2011). The above methodology is not directly related to revenue change with celebrity endorsement, but rather analyses the negative capital loss experienced by the firms endorsed by Tiger Woods as a result of the discovery of infidelity and drug use. On the other hand, the use of the same Tiger Woods as a celebrity endorser for Nike Golf Wear (a domain of sportswear not predominantly identified with Nike) took the firm from $120 million to $500 million, an increase of some 400 per cent (Brna, 2012). Here the contributing variables (growth in sales, demand, brand awareness etc) are being counteracted with the impact of extraneous variables (expertise, likability, popularity) to determine the direct impact of Tiger's presence on the sales of the product or brand.

2.2 Definition of Terms

In this part the researcher attempted to look into the concept of celebrity endorsement as a marketing communication tool. The researcher also investigates academic definitions of celebrity and celebrity endorsement and the meaning of celebrity attitudes.

2.2.1 Celebrity

The term celebrity refers to a famous person mostly in sports or in the entertainment field who is recognized publicly by a large constituent for their achievements (Sola, 2012). These individuals enjoy a higher degree of public awareness as related to attributes such as special skills, extraordinary lifestyles or prowess in their areas of expertise which accord them the state of being well known by individuals. The term celebrity transcends the idea of an individual but has also been used to refer to sports teams and pop groups as well as social activities like the Olympics and the FIFA World Cup (Rojek, 2001). When evaluating the concept of celebrity from an individual's aspects, there are three main categories that can be identified. The first one is the ascribed celebrity which mainly refers to an individual who gains their public attention as a result of their bloodline such as the members of the royal families like the members of the Rwenzori Royal Family in Uganda or emperors like the Haile Selassie from Ethiopia (Rojek, 2001). The second type of celebrity status is the achieved celebrity which mainly refers to individuals who are successful in their own field such as actors like Nigerian Nollywood star Desmond Eliot, musicians like Ghanaian star, Sarkodie or sports personalities like Mohamed Kallon of Sierra Leone. Finally, there is the "celetoids" who are individuals who gain the celebrity status as a result of short bursts of fame related to media communication, Politicians and Businesspeople fall under this category (ibid, 2001).

Stars vary in society and enjoy a significant level of public attention given their accumulated amount of attention capital (Schlecht, 2003). They act as advertisements' spokespersons who promote products as well as services. It is because a star that represents a company or brand over an extended period either in print, in personal appearance or TV adverts is usually referred to as an organizations' spokesperson (Kambitsis et al., 2002). The reason for making use of famous personnel in the society as spokespersons, trace back to their significant potential influences. Some of the

celebrities used in product advertisements in sub-Saharan Africa include Genevieve Nnaji, a Nigerian movie star, Tu Face Idibia, a Nigerian musician and movie star, Jimmy B and Emerson Bockarie are Sierra Leonean music and movie stars and Sakodie, a Ghanaian music icon etc.

2.2.2 Celebrity Endorsement

Celebrity endorsement, on the other hand, is a phenomenon or instance of a celebrity recommending or endorsing a particular service or product. Celebrity endorsement is also the use of famous and well-liked personnel among the masses to introduce their image and likeliness towards product or brand sale. Manufacturers of clothes and perfumes are among the most common users of celebrity endorsement methods, like television ads and events launch appearances, in their product or service marketing (Rojek, 2001). By endorsing a product, stars save an organization's outstanding effort plus time to develop trustworthiness and also improve the company's credibility and integrity by associating their attributes with the brand. When stars endorse products or services of a brand, customers tend to imagine that firm is real. According to Khatri (2006), endorsement celebrities usually use their names for advertisements of goods or services despite them being either experts or not. The term celebrity endorsement could also be defined as one of the most familiar forms of marketing strategies employed in promoting a broad range of consumer services and products (Halonen-Knight & Hurmerinta, 2010).

The concept of celebrity endorsement is informed by the need to ensure that the brands and organizations are juxtaposed with attributes such as attractiveness and likeability which are possessed by the celebrities. Given that these attributes are well pronounced among the celebrity community, especially where their fan base is concerned, it is assumed that they are transferrable to the brand or organization in question (Spry, Pappu, & Bettina Cornwell, 2011). As a result, the organizations that seek to use celebrity endorsement as a way of building brands tend to evaluate the individuals in regard to their attributes to determine if they match with objectives of the brand. The concept has been shown as a successful method of building brands across most industries and as a result it has continued to be employed by many organizations over the past decades.

2.2.3. Celebrity Attributes

The crucial attribute for a star endorser is that of trustworthiness (Friedman, 1978). The target audience should trust that a star holds a particular image that must match with the product he/she is advertising. In the order of importance, the second attribute is liking/likeability. The celebrity must be embraced and accepted as a famous icon by a large section of the target audience (ibid, 1978). The similarity between the famous person and the audience is considered the third attribute. A famous person in a given society, for instance, the sub-Saharan region can have a greater influence on the consumers of that region than a star from a different area of the world. If the celebrity and the target audience have needs, interests, lifestyles and goals that are similar, the position of the brand communication is well digested and accepted. The similarity is also used to create a situation where the consumer feels empathy for the person shown in the commercial. Furthermore, expertise is said to be another key attribute. According to Bardia et al. (2011), physical attractiveness is another important attribute. Moreover, there is familiarity that takes into account the extent to which the consumers are familiar with the stars (Erdogan, 1999). Besides, many studies have shown the importance of the match-up attributes between the famous endorser and the company or product (Cooper, 1984). Another key celebrity attribute is the meaning transfer model. This is based on meanings and suggestions brought into the endorsement process of a product or services by a celebrity (McCracken, 1989).

2.3 Conceptual Framework

This part looks into the conceptual framework of the research. It further compares celebrity endorsements vs non-celebrity endorsements. The researcher then elaborate on the role of celebrity endorsement as a marketing communication channel. Finally the concept of celebrity endorsement in a sub Saharan perspective is analysed and the relationship between celebrity endorsements, brand loyalty and brand love.

2.3.1 Celebrity Endorsements in Marketing

Modern marketing companies all over the sub-Saharan region are working towards being distinct from the rest and thus coming up with new and innovative strategies to lure the discerning customers to date. The impact of competition resulting from both foreign and domestic corporations is felt even in sub-Saharan

countries such as Ghana and Nigeria. Celebrity endorsement is; therefore, a strategy being adopted by various sub-Saharan region businesses to improve the sales of their products and service. For instance, Tu Face Idibia, the popular Nigerian musician endorsed Airtel, a telecommunication company (Nelson et al., 2012). Both the celebrity and the marketing company hiring the celebrity gain out of this celebrity endorsement. The hired celebrity perceives the strategy as an extra source of income besides their ordinary professional income. It is evidently clear that in marketing, celebrity endorsement delivers premium as far as impacts are concerned. Marketers believe that awareness, together with the likable and attractive qualities of the famous endorser, is conveyed to the brand, which is under promotion (Erdogan, 1999).

According to Erdogan (1999) most marketers who have employed attractive people in their advertising campaign have for sure obtained pleasing outputs. Successful and popular celebrity endorsers can be very effective as they provide the endorsed brand with a host of qualities that consumers apply when evaluating a brand. It is understood that the celebrity attributes have an impact on the response of the customer to an advertisement about a brand (Dzisah & Ocloo, 2013).

Celebrity endorsement in marketing is considered a buzzword in advertising industries of the sub-Saharan African region. In celebrity endorsements that are effective, consumers have the famous endorser in mind when they think about the brand of the companies and are thus able to evaluate the brand of basing their opinion on their familiarity, knowledge, and understanding of the endorser. Consequently, financial implications exist as celebrity endorsement in marketing may enhance sales and boost consumers' awareness as well as their recognition of the brand. The main reason for endorsements by celebrities in marketing is the fact that once they are associated with a product, they can lead to an instant recall in the customer's mind (O'Mahony & Meenaghan, 1997). This is why firms in sub-Saharan Africa are in a rush to hire film stars, musicians and sportspersons to endorse their brands.

Celebrity endorsement helps businesses understand which aspect of a product or services should be improved to increase both the product appeal and advertisement (Nelson et al., 2012). When famous people recommend a product, they transfer some of their personal traits and values onto that product. Although stars endorsement has

become an essential element of marketing, it does have potential disadvantages, such as the inappropriate behavior of the selected celebrities and lack of credibility (Zhou, & Whitla, 2013). There may be a possibility of the star getting more credit in the form of attention than the product that needs to be endorsed. For this reason, consumers end up remembering only the famous endorser and not the product being approved. Another incident is when consumers become more aware of how celebrity endorsements and advertising operate. Hence, they start questioning the credibility of the celebrities involved in the advertisements by raising their opinions and seeking answers on whether the products of the brands should be trusted by the star that is being used to endorse the products of the particular brands (Zhou & Whitla, 2013).

2.3.2 Celebrity versus Non-Celebrity Endorsements

Having famous endorsers in advertisements would have a bigger influence on consumers' perception than non-famous endorsers in advertising, especially in sub-Saharan Africa. According to McCracken (1989), earlier proof on the same stars are just conveying the information with their gender, social status, and age whereas famous endorsers are transferring the message in a manner that is meaningful and that is more efficient since the star is already established in the outside world. Non-celebrity endorsers are without surprising attributes, unlike the famous endorsers that have amazing attributes. However, non-celebrity endorsers used in advertisement, have a positive influence on consumer's view about a particular brand.

Therefore, brands endorsed by both the famous and non-famous people have a positive influence on consumer's perception about a given brand. Using star characters in an advertisement by firms is an effective strategy to promote their products' marketing and sale. There is a direct, as well as positive, correlation between the brands that are advertised using the famous endorsers and consumer perception. Customer view plays a significant part when choosing any brand. Before selecting a star endorser in advertising, the corporations focus on their objective of promotion and how the famous endorser matches with the brands (Rojek, 2001). It is because people link the endorsed brand with the personal qualities of the celebrities. Integrity, the resemblance of the endorsed star with the advertisement and physical attractiveness, has a significant influence on the client's perception of the brand being advertised. The impact of ads on companies with celebrity endorsers is greater than

that with non-famous endorsers (Atkin & Block, 1983).

Additionally, there is the comparison between celebrity endorsement with other forms of advertising such as radio, TVs, road shows and outdoor sales and marketing, product placement and adverting in social media. It is prudent to note that, these other forms of adverts are not enough to yield the customer's intention since most consumers feel ads are not trustworthy and therefore they prefer the popular people to help them decide on whatever they are going to buy (Rojek, 2001). People have argued that celebrities, with the exception of sports stars, lack credibility when it comes to advertisement of products. Most consumers assume that people they know are more influential in the decisions they make than a generic poster or billboard stuck telling the world that a certain product or service is good.

2.3.3 Celebrity Endorsement as a Marketing Communication Tool

In the sub-Saharan African region, the use of celebrities as a marketing communications strategy is a common practice for the majority of the organizations in supporting brand imagery and corporate reputation. It is not a new practice to advertising. A distinct set of advertising messages that is communicated to every client groups is a more efficient and coordinated system than messages that target separate client groups with messages that are common (Uduji, 2012). Quick developments in the marketing communication field have been in the growth of celebrity endorsement strategy among the most successful tools of promotion for products and services that are branded.

Managers in charge of marketing and advertising spend a huge sum of money to have stars endorse their goods. Currently, advertisements are considerably more complicated, misguiding and elaborate than they were before. The practice of applying images as well as a voiceover to show properties of a brand has since long disappeared. It has instead been substituted by the application of creative cinematography, the use of a plethora of endorsements from stars amongst other advocated and the application of storylines (Uduji, 2012). The connection between communication and celebrity endorsement in marketing is that good communication and understanding should be there between the company and the celebrity supporting the advertisement job. Hence, no adverse effect is experienced because of the star

portraying the brand incorrectly due to miscommunication that would in turn cause conflict, tension or frustration. The famous endorser should employ strong communication to attract the target audience into products or services of the brand. The favourite endorser impacting on the consumer's beliefs, attitudes, intentions, motivations plus behaviour in linking with the product or service of the brand can do this (Roy & Rishav, 2014). The type of communication encourages a consumer in the sub-Saharan region to decide on purchasing the product. There are various communication models in celebrities branding which include: 'Source Encoding' that is significant often in celebrity endorsement. Here the source of communication is the person or organization with information to be conveyed. The other model is 'Buzz Marketing' where the channel is the technique whereby the communication moves from the sender to the recipient (ibid, 2014). The third and last model famous in celebrity branding is the 'receiver decoding', which is the process of changing the message of the originator back into thought.

2.4 The Importance of Celebrity Endorsements as a Marketing Strategy

Celebrity endorsement has various advantages in marketing. First, the signature of celebrities establishes testimony for a good or service on lives of celebrities. If the endorser is popular, customers are likely to purchase the products (Uduji, 2012). Secondly, endorsement attracts the attention of consumers to the products as most people can easily recall a product that has been connected to a celebrity (Roy & Rishav, 2014). Thirdly, it promotes the credibility of goods. When a star approves a particular brand, there is increased trust on the products of the company; this is true especially for the products that have newly been introduced into the market. The fourth benefit of celebrity endorsement is that it ensures attention towards an endorsed product. Stars help in making a brand to be noticed in the market. The fifth importance is that there is increased geographical coverage of the brand (Albert & Merunka, 2013). Celebrities help the product to be accepted in many parts of the region, hence increased in sales. Another importance is that there are higher chances of recall when using celebrities in advertising. Besides, celebrities can be used in mitigating an image that has been tarnished. In the case of controversies that lead to loss of customer's confidence, using a star will lead to restoring loyalty to the brand. Countries in Sub-Saharan Africa have adopted the system of advertising using celebrities to increase their sales effectively.

2.5 Celebrity Endorsement in Sub-Saharan Africa

Most countries in the Sub-Saharan Africa region have moved from the conventional methods of sophisticated means of communication. The firms do not engage in advertising their products to their potential customers but use celebrities. In countries like Nigeria and Ghana, companies use celebrity endorsement in promoting their goods and services (Albert & Merunka, 2013). The stars are employed in various fields like movies, musicals, and sports. According to research carried out in Ghana, the findings demonstrated that the popularity of endorsers leads to the increased sale of products (Albert & Merunka, 2013). It, therefore, follows that endorsement of celebrities is an efficient way of connecting with customers. The movie stars in Ghana, for instance, are used by firms to advertise products like lotions and bathing soaps; the influence increases profits for the companies (ibid, 2013).

A significant example is a case study in determining the effects of celebrity endorsement in Ghana, whereby, a company known as Fan Yogo signed a musician known as Sarkodie to be their brand ambassador (Roy & Rishav, 2014). After few months, there were increased sales of their products, and now the firm can compete effectively in the industry. Endorsers create a significant impact on the purchase of goods; customers are motivated to buy more products when celebrities are attached to the brand. Youths in most of the countries in the Sub-Saharan Africa region like Nigeria recognize themselves with celebrity endorsement like footballers. This is because they enjoy watching and playing football (Albert & Merunka, 2013). The advertisers tend to look at the features of stars that apply to the nature of their products.

Individuals in Sierra Leone have positive perceptions of the brands that have advertisements on television with celebrities they recognize (Folse et al., 2013). The ultimate effect of the positive attitudes is increased sales of products that are endorsed in the country. In a scenario which a particular celebrity affects individuals because of distinct strengths they possess, it becomes easy for the products to sell in the market. People in the nation like watching television, hence it is a trend for marketers to put their ads on TV for people to watch and buy products (Folse et al., 2013).

2.6 The Relationship between Celebrity Endorsements, Brand Loyalty and Brand Love

A brand image is essential to the success of a firm because it ensures that consumers understand what the company does. Celebrity endorsement plays a prominent role in enhancing the brand image of a company (Roy & Rishav, 2014). Companies work on a daily basis to outperform others so that to have a competitive advantage. One of the strategies to become a leader in the industry is to establish a brand that has a positive impact on the consumers. Celebrity endorsers come in to help in improving the brand of the firm. The significance of celebrity endorsers is that they give a company a unique identity that will ensure that customers know the products of the enterprise quickly (ibid, 2014). Businesses strive to get new and maintain the loyal customers. Hence in the dynamic markets, it is important to satisfy the needs of the customers. Various categories require endorsers to establish brand loyalty including packaging of products and hospitality. Endorsers communicate directly with the community especially to their fans and loyal customers.

Celebrity endorsement relates to brand love in various ways. First, consumers end up liking a brand because the endorser has particular characteristics that they admire. An example is that the physical appearance of an endorser affects consumers to purchasing the particular products (Roy & Rishav, 2014). It is crucial for marketers to look at the influence of a celebrity before choosing them as endorsers of certain products; bad choice of endorsers can significantly affect the brand love.

Various factors affect a celebrity's influence on the society. First, they should fit with the idea of promotion. For instance, a particular personality may be used in advertising children's products because they have an enormous impact on young people. Secondly, it is the target of celebrities; they should be impactful on the lifestyles of individuals; hence they will attract many people through their advertisement. Thirdly, it is the value of the star that can be transferred to the brand to influence people in the community. An example is creating awareness on HIV/AIDS by an actor that portrays a good character through their actions. Besides, the appeal of a celebrity has an effect on consumers significantly (Roy & Rishav, 2014). Choosing celebrities like the best footballers in the world promote unity, and most people tend to understand that the product is used by individuals from all the parts of

the world. Another factor is the popularity of a particular celebrity that ensures that customers get the impression that they are connecting with the unique personality. In designing an advert, one should look at the behaviour of the celebrities; it is crucial because people will recognize a product depending on its relation to the advertisers.

The literature review discussed the most relevant concepts regarding celebrity endorsements. The research made reasonable efforts to provide a through overview of celebrity endorsement as a brand building strategy. The author furthered with providing scholarly definition of the key terms relating to celebrity endorsement. The researcher provided comprehensive explanation about celebrity endorsement in marketing. He elaborated how marketers have used celebrity endorsement as a marketing tool. Furthermore, the research attempted to shed some light on celebrity versus non-celebrity endorsement in marketing and explored the state of celebrity endorsement in sub Saharan Africa.

The author eventually examined the relationship between celebrity endorsement and brand concepts. He particularly focused on the relationship between celebrity endorsement and brand love and brand loyalty in order to determine the impact of celebrity endorsement on brand building: i.e brand awareness, brand image, brand loyalty and brand love. It is evident in the scholarly work examined in the chapter that brand loyalty and brand love relate to celebrity endorsement in the sense that brand that use celebrity endorsement as advertising strategy have succeed in building their brand image which in turn increases their brand awareness and subsequently lead to brand loyalty and brand love.

CHAPTER THREE: RESEARCH METHODOLOGY

This study seeks to investigate the impact of celebrity endorsements on brand image, brand awareness, brand loyalty and brand love in sub-Saharan Africa. It also sets out to identify key factors/key attributes of celebrities that may influence consumer perception on brand image and awareness through celebrity endorsement. Thirdly, the study would examine the impact of celebrity endorsement on brand love and loyalty in Sub-Saharan Africa and Sierra Leone in particular; and finally, it would attempt to add to existing understanding of the effectiveness of celebrity endorsement as a marketing communication tool.

It is against these backdrops that the research would endeavour to look at the body of literature available on branding and how they show that marketers have or have not sufficiently adapted based on their relations with the brand culture. The essence is to be able to situate and explain the concept of celebrity endorsement as the new norm in acquiring and maintaining brand love.

3.1 Research Justification

Customers and consumers get exposure to a wide variety of images, audio, text and voices in the form of advertisement through the different media available including television, radio, the Internet, billboards, newspapers as well as timely magazines. With a lot of products in the market, the array of brands try their best to attract the attention of all potential customers to inform them about the unique attributes of the particular product at hand.

For one to hold and maintain the attention of the customers, marketers must think outside the box and come up with a strategy that would hook the consumers. The aspect of celebrity endorsement comes in, to improve marketing of products. With the evolving aspect of marketing, people have overtime developed different perspectives about celebrity endorsement strategy. In recent times, different audiences of media tend to ignore most of the adverts seen either in newspapers, magazines or television. Despite this drawback on advertisements, the glamor that comes with a celebrity rarely goes unnoticed.

This reveals to some level the impact celebrity endorsement has on certain brands, proving it more significant. Companies tend to invest in celebrities from particular fields through hiring them to feature in adverts.

Most of the companies tend to match up the promotional features alongside the attributes of a celebrity, as a means to persuade a potential customer to make up their mind by choosing the particular brand from a variety in the market. To some of the brands, it has worked for their benefits thus improving and increasing sales in return widening the profit margins compared to their competitors.

Before adopting the concept of celebrity endorsement, markets must bear in mind of consideration. The design of such campaigns involving celebrities' need an in-depth understanding of what is being put on sale, objectives of the brand, celebrity association with the brand, for instance, energy drinks are most often associated with sports celebrities. This also brings in the aspect of choice of celebrity, and finally, having a well-drawn up framework that is sufficient enough to measure the effectiveness of the advertisement.

Thus, it is very important for marketers and businesses to understand the celebrity endorsement environment across sub Saharan Africa. Firms and marketers lack access to researches on this subject. This research hopes to fill this gap from its findings.

3.2 Aim and Objectives

The aim of this research is to investigate the impact of celebrity endorsement on brand love and brand loyalty. The research seeks to achieve the following objectives:

1. To study consumer perceptions about celebrity endorsements;
2. To identify key factors and attributes of celebrities that may influence consumer perception on brand image and awareness through celebrity endorsement;
3. To examine the impact of celebrity endorsement on brand love and loyalty in Sub-Saharan Africa and Sierra Leone in particular, and to define which celebrity attributes affect those brand dimesions.
4. To understand the effectiveness of celebrity endorsement as a marketing communication tool;

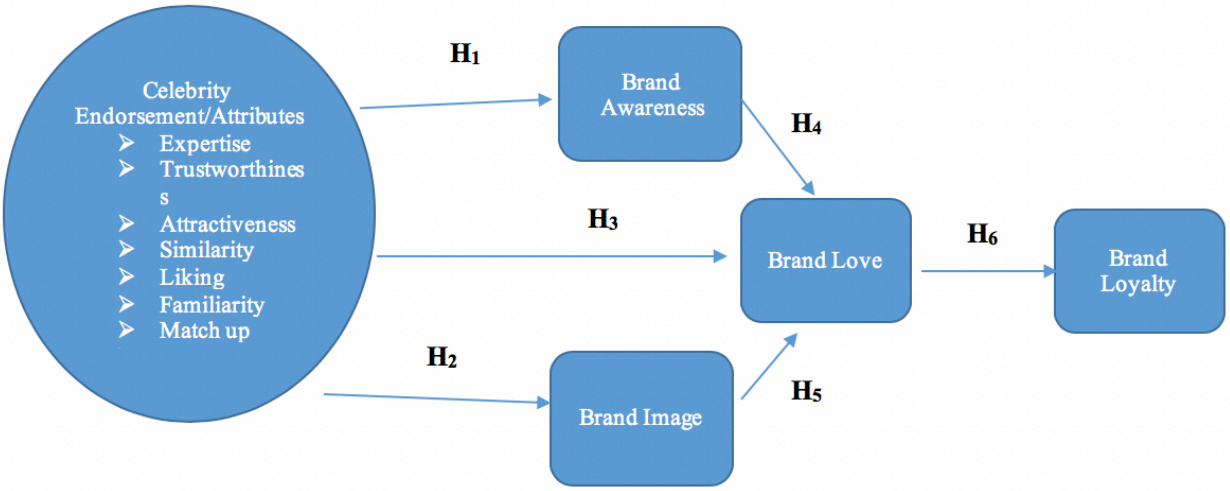
Based on the aim and objectives, the research will endeavour to answer the following questions:

1. What is the perception of African consumers about celebrity endorsement?
2. In order to have succesful celebrity endorsements what should be the characteristics of advertisments, media, and celebrities?
3. How do celebrity endorsements impact brand elements such as Brand Love, Brand Loyalty, Brand Image and Brand Awareness?

3.3 Research Model

This can be said to be a conceptual structure within which the research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. Kothari (2008) states that research model is important because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible, yielding maximum information with minimal expenditure of effort, time and money. The purpose of this study is to investigate the impact of celebrity endorsement and celebrity attributes on brand love and brand loyalty. It is a quantitative research study that seeks to analyze respondents' perception and attitude towards celebrity endorsed advertisements and marketing, especially in Africa. Based on the aim of the research, the research will be carried out based on the below model:

Figure 3.1. Research model



Based on the above research model, the researcher formulated the following hypothesis:

H_1: Among the celebrity attributes **a)** Expertise **b)**Trustworthiness **c)** Attractiveness **d)** Similarity **e)** Liking **f)** Familiarity **g)** Match up **h)**Meaning Transfer have positive effects on brand awareness.

H_2: Among the celebrity attributes **a)** Expertise **b)**Trustworthiness **c)** Attractiveness **d)** Similarity **e)** Liking **f)** Familiarity **g)** Match up **h)**Meaning Transfer have positive effects on brand image

H_3: Among the celebrity attributes **a)** Expertise **b)**Trustworthiness **c)** Attractiveness **d)** Similarity **e)** Liking **f)** Familiarity **g)** Match up **h)**Meaning Transfer have positive effects on brand love.

H_4: Brand awareness has a positive effect on brand love.

H_5: Brand image has a positive effect on brand love.

H_6: Brand love has a positive effect on brand loyalty.

3.4. Population and Sampling

This is a quantitative research study that targets to investigate the impact of celebrity endorsement on brand love and brand loyalty in the sub-Saharan Africa. Questionnaires were administered to the target population living in all the regions of Sierra Leone. The sample of the study comprised 300 members of the public, regardless of their demography. The research targeted and sampled people from all the four regions; Bo in the south, Freetown in the Western Area, Kenema, Kono in the eastern province and Makeni in the north.

The sampling technique used for this research is convenience sampling (or haphazard sampling). It involves selecting haphazardly those cases that are easiest to obtain for sampling. The sample selection process is continued until your required sample size has been reached (Saunders et al. 2009). Under convenience sampling respondents are selected on the basis of proximity, ease of access and willingness to participate (Timothy, 2005). It enables the researcher to gather information from the targeted group of people easy and quickly. The author has selected convenience sampling for this research mainly on the basis of easily access to target population in

Sub Saharan Africa.

3.5. Data Collection Method

As the data collection method questionnaire technique was used in this study. The questionnaires were administered physically to the respondents in Sierra Leone i.e. authors, friends, colleagues, students, marketers, business owners and relatives. The author administered questionnaire only Sierra Leone but couldn't administer do so in the other African countries stated above due to lack of resources that allow him travel to those places. Also, respondents form those countries has limited knowledge in responding to online questionnaires hence the reason to use unstructured interviewees to get their opinions.

The questionnaires administered to the participants had both open and closed ended questions for maximum collection of information that are relevant for the research. The questionnaire consisted of two parts. The first part contained the questions regarding the variables on the model. For the celebrity attributes, a pilot study was conducted and an open ended question was asked to 70 people. The question was as follows:

"Considering the advertisements that use celebrities, what are the most important celebrity attributes for you that affect your attitude toward the ad?"

Depending on the answers given to this question, the most stated attributes were selected and added to the model. Also a comprehensive literature review was done in order to define the most important and effective celebrity attributes for consumers. The items revealed from the literature is also added to the model.

The other questions in the first part of the questionnaire were developed from scales which have high reliabilities and have validated in the prior research. The detailed information about the questions aimed to measure the variables in the research model is summarized in the following table:

Brand scales Used In The Study

Table 3.1: Brand scales used in study

Name of The Variable	Number of Items	Scales from which the questions are adapted
Celebrity Attributes	8	Pilot Study and Literature Review
Brand Image	5	Aaker (1997)
Brand Awareness	5	Aaker (1996); Keller (2001)
Brand Love	12	Carroll and Ahuvia (2006)
Brand Loyalty	7	Keller (2001)

The second part of the questionnaire consisted of questions regarding the demographics of the respondents. A variety of information regarding the demographics of respondents was collected for analysis. From the data collected in the administration of questionnaires, most of the participants' age bracket ranged from eighteen to thirty years of age. This was an indication of the age group in which the audiences that often are interested in adverts or whose attention can easily be distracted by an eye-catching advertising. In the same respondents' level of income fell in the bracket of between three hundred to four hundred and ninety-nine US dollars. The gender of respondents was inclusive of both female and male but a majority being female. Marital status was a combination of married and single. The profession of respondents varied from students, private and public sector employees and business owners. Their level of education was inclusive of high school, bachelors and master's degrees. Respondents stated to be living in Freetown, Kono, Bo, Makeni and Kenema.

The questionnaire developed was administered to 300 people face to face by using convenience sampling. The issue of sample size for all non-probability sampling techniques (except quota sampling) is ambiguous and, there are no rules (Saunders et al. 2009). Generalizations are being made to theory rather than about a population (ibid, 2009). The sample size was adequate for the research study, being a small scale

research with limited resources and timeframe.

3.6. Data Analysis Procedure

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. According to Shamoo and Resnik (2003) various analytic procedures provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data.

The data collected through questionnaires are analysed using simple but standard scientific data processing tools like Excel spread sheet to analyze the data and to calculate the statistical parameters. Excel is a popular electronic tool used to compute data and it comes with the Microsoft office programmes. Also complex statistics software like SPSS was used. The researcher used descriptive frequency analysis, correlation and regression analyses in order to examine the relationship between constructs and test the hypotheses accordingly.

3.7. Limitations of the Research

The researcher faced certain challenges while conducting this study. Key among them was access to primary as well as secondary data. The Internet was very helpful in the research process. However, there is very limited academic work on the subject in Sub Saharan Africa. There was also a challenge on gaining physical access or entry (Gummesson, 2000) into certain places in order to collect primary data. This is so because respondents may not be prepared to contribute to the research due to lack of time, interest on the subject and resources required.

Another big limitation faced by the researcher is time, as the researcher has to submit the research project before the specified deadline. Finding people willing to take part in the survey was a difficult process. The researcher was able to administer questionnaires only to 400 people and only 300 filled out and returned their completed questionnaires. Getting respondents that are willing to participate was difficult. Sometimes respondents would participate only if they were being paid to do so, which the researcher wasn't willing to do for fear that it would call into question

the quality of responses and the validity of the process. Therefore, such hurdles also impacted on the number of respondents. These limitations hindered the research from using a large sample size.

Another limitation of the study is about the sampling method. Since convenience sampling is used in the study, generalization of the results is only limited within the research results.

And finally, the lack of financial resources posed a serious limitation to the research process. The researcher needed to travel to countries like Ghana, Nigeria and Liberia whose market characteristics are similar and related to that being investigated in Sierra Leone. Hence questionnaires were administered only in Sierra Leone. Those phenomena could constitute extraneous variables that may have provided unique perspectives to this study.

CHAPTER FOUR : ANALYSES AND FINDINGS

4.1 Respondent's Demographics

The questionnaire administered to the participants was both open and closed ended for maximum collection of information relevant fort the research. A variety of information regarding the demographics of respondents was collected for analysis. From the data collected in the administration of questionnaires, most of the participants' age bracket ranged from eighteen to thirty-five years of age. This was an indication of the age group in which the audiences that often are interested in adverts or whose attention can easily be distracted by an eye-catching adverting. Also, the respondents' level of income fell between three hundred to four hundred and ninety-nine US dollars. The gender of respondents was inclusive of both female and male but a majority being female. Marital status was a combination of married and single. The profession of respondents varied from students, private and public sector employees and business owners. Their level of education was inclusive of high school, bachelors and master's degrees. Respondents stated to be living in Freetown, Kono, Bo, and Kenema.

The demographic data of the respondents is represented below in tables and charts.

Table 4.1: Age analysis

Age	Frequency	Percentage
18-25	152	51%
26-30	82	27%
31-35	39	13%
36 and above	27	9%
Grand Total	300	100%

The above table shows that 51% t of the respondents are between ages 18 and 25 years and only 9% are 36 and above. This supports the researcher's assumption that consumers age 18 and 35 are the target audience that can be easily attracted to advertising.

Table 4.2. Gender analysis

Gender	Total	Percentage
Female	114	38%
Male	186	62%
Grand Total	300	100%

Of the 300 respondents 62% were male and 38% female. Based on the population studied, It appears that male consumers are conscious or more interested to advertisement than their female counterparts are.

Table 4.3. Level of income by gender

Income Level	Total Male	Total Male %	Total Female	Total Female %	Total
$0-$99	101	72	108	68	209
$100-$299	10	7	43	27	53
$300-$499	7	5	0	0	7
$500-$699	3	2	9	6	12
$700 and Above	19	14	0	0	19
Total	140	100	160	100	300

The above analyses show that out of the 300 respondents who took part in the survey, 72 % of the males and 68% of the females' income fall between 0-99 United States Dollars. This group constitutes the majority. Businesses and marketers will have a better insight as to which products or services' advertisement they would direct to this segment of the consumer population.

Table 4.4. Segmentation of respondents according to profession

Profession	Total	Percentage
Business Owner	5	2
Private Sector Employee	45	15
Public Sector Employee	23	8
Student	227	76
Total	300	100

Of the 300 respondents, 76% are students. This is due to the fact that the researcher had easy access to this segment of the population than there was with others like business owners, public and private sector employees and employers.

4.2 Research Question 1(ONE): What is the perception of African consumers on celebrity endorsement?

The research attempted to evaluate the perceptions of consumers on celebrity endorsement in sub Saharan Africa in the first research question. Several questions were asked to evaluate this phenomenon, such as:

- What is their perception on the effectiveness of celebrity endorsement in sub Saharan Africa?
- How frequently do they come across advertisement using celebrity endorsement?
- And what kind of advertisement is more attractive to them?

The answers given to these several questions are summarized as follows:

4.2.1 How do you perceive celebrity endorsement in Sub Saharan Africa?

On the first question, respondents were asked about their perceptions on the effectiveness of celebrity endorsement, and the result of the 300 respondents showed that 20% believed it is very effective; 21% said that it is effective; 57% said it is slightly effective and 2% said it is not effective at all. This means, about 98.3% in total have very good perception about celebrity endorsement in Sub-Sahara Africa. This is represented in table 4.5 as well as chart 4.5 below. Therefore, it indicates that Sub Saharan marketers can safely rely on celebrity endorsement as their advertising strategy based on this report.

Table 4.5. Respondents' perception of celebrity endorsement in Sub Saharan Africa

Perception	**Total**	**%**
Very Effective	59	20
Effective	62	21
Slightly Effective	172	57
Not effective at all	6	2
(blank)	1	0
Total	**300**	**100**

4.2.2 How frequently do you come across advertisements using celebrity endorsements?

The researcher further probed to evaluate the knowledge and understanding of consumers on celebrity endorsements. 171 of the respondents responded that they often come across advertisement using celebrity endorsement while only 121 said occasionally.

Table 4.6. Frequency of advertisements using celebrity endorsements

Celebrity endorsement	Total
Occasionally	121
Often	179
Total	**300**

As shown on the table above, 60.0% of the respondents responded that they often come across adverts that use celebrity endorsement while only 40.0 % said that they occasionally come across adverts using celebrity endorsement. This explains that over half of the respondents actually are aware of adverts using celebrity endorsement.

4.3 Research Question 2 (TWO): In order to have succesful celebrity endorsements what should be the characteristics of advertisments, media, and celebrities?

In order to find an answer to the second research question several questions were asked to the respondents. Their answers are summarized as follows:

4.3.1 What kind of advertisement attracts you more?

Respondents were asked what kind of advertisements is more attractive to them. They were presented with two alternatives to choose from, celebrity endorsements advertisement or non-celebrity endorsement advertisements. Of the 300 respondents, 263 chose celebrity endorsement which is 87% of the total respondents while 37 chose non celebrity endorsement which made up of only 13%.

Table 4.7. What kind of advertisement attracts consumers more?

Advertisements	Total	%
Celebrity endorsement advertisement	263	88
Non-celebrity endorsement advertisement	37	13
Total	**300**	**100**

4.3.2 Which channels respondents think are more likely to convey celebrity endorsed advertisements?

Respondents were asked to indicate which channels – Television (TV), Magazines (Mag), Newspaper (N/P), Internet (Int.) and Billboards (B) - they think are likely to convey celebrity endorsement advertising. It is evident from the report that TV is the most viable channel to convey celebrity endorsement advertisement as out of the 300 respondents 229 it as their ideal channel.

Table 4.8. Channels that mostly convey celebrity endorsed advertising

Ans	TV	%	Mag	%	N/P	%	Int.	%	B	%
Yes	229	84	18	33	37	82	62	97	91	100
No	43	16	36	67	8	18	2	3	0	0
Total	**272**	**100**	**54**	**100**	**45**	**100**	**64**	**100**	**91**	**100**

4.3.3 What type of celebrities do you think are more influential as endorsers?

Respondents were asked which types of celebrities are more influential. They were presented with the options of Business People, Movie Actors, Musicians, Politicians, Sports People, and from which to choose. From the 300 respondents, 138 (46%) said musicians are the most influential celebrities. This came as no surprise as

the music industry in sub Saharan Africa is making high waves right now. This has drawn attentions to no just businesses, that are interested in having someone to endorse their products or services, but has equally also done so to top musicians from America. Today American musicians are very much eager to be featured, feature or collaborate with African musicians.

Second spot, as indicated on the list below, is the fifth category - sport people, with 98 people, that is 33%, choosing sport celebrities as the most influential when it comes to endorsement. Football for instance is a way of life in Africa. People and enthusiasts play it, follow it and they just love it. Table 4.9 below gives a clear picture of the responses. The others are movie actors endorsed by 54 respondents, that is 18%, and 6 (2%) and 4 (1) respondents, respectively, said politicians and business people.

Table 4.9. Categories of influential celebrities

Types of Celebrities endorsers	Total
Business People	4
Movie Actors	54
Musicians	138
Politicians	6
Sports People	98
Grand Total	**300**

4.4 Research Question 3 (THREE): How do celebrity endorsements impact brand elements such as Brand Love, Brand Loyalty, Brand Image and Brand Awareness?

To investigate this, the research came up with a model that was used to investigate the impact of celebrity endorsement on brand elements such as brand love, brand loyalty and brand image and brand awareness.

Six hypotheses were formulated in order to answer this research question depending on the research model.

The researcher also used Likert Scale to find out from consumers how the use of celebrity endorsement impact brand elements. A Likert Scale comprises of series of items known as Likert-type items that are combined into a single composite score or variable during the data analysis process. The combined items are used to provide a quantitative measure of a character or personality trait. Most times researchers will only be interested in the composite score that represents the character or personality trait (Boone & Boone, 2012). Therefore, in the 'Likert Scale' in (Table 4.10), the researcher used celebrity endorsement as the independent variable and tested it against the brand elements which are the dependent variables.

Table 4.10. Celebrity endorsement and brand concepts

Celebrity endorsement and brand concepts.	Neutral/no opinion	%	Somewhat Agree	%2	Somewhat Disagree	%4	Strongly Agree	%5	Strongly Disagree	%3	Total
I am loyal to brands that use celebrity endorsement in their advertising	31	11	69	23	12	4	154	52	29	10	295
I prefer buying from brands that use celebrity endorsement in their advertising	40	14	110	37	24	8	101	34	20	7	295
I feel brands that use celebrity endorsement in their advertising are the only brands of the products I need.	81	27	46	16	49	17	20	7	99	34	295
I buy as much as I can from brands that use celebrity endorsement in their advertising	94	32	83	28	32	11	70	24	17	6	296
I prefer to buy and use brands that use celebrity endorsement in their advertising	56	19	143	48	43	15	36	12	18	6	296
If brands that use celebrity endorsement in their advertising are unavailable, it would be difficult for me to use another one	64	21	40	13	99	33	25	8	71	24	299
I would go out of my way to buy from brands that use celebrity endorsement	75	26	39	13	10	3	46	16	123	42	293
I know what brands that use celebrity endorsement in their advertising stand for	93	31	76	25	27	9	100	33	3	1	299
I have an opinion about brands that use celebrity endorsement than brands that do not use celebrity endorsement	73	24	117	39	24	8	79	26	6	2	299
I hear more often about brands that use celebrity endorsement than brands that do not use celebrity endorsement	52	17	117	39	9	3	108	36	13	4	299
I am aware about brands that use celebrity endorsement than brands that do not use celebrity endorsement	52	17	117	39	9	3	108	36	13	4	299
I frequently think of brands that use celebrity endorsement than brands that do not use celebrity endorsement	13	4	127	42	63	21	96	32	0	0	299
I love brands that use celebrity endorsement in their advertising	33	11	106	35	42	14	97	32	21	7	299
Brands that use celebrity endorsement in their advertising are pure delight	27	9	83	28	163	55	26	9	0	0	299
Brands that use celebrity endorsement in their advertising are totally awesome	42	14	102	34	25	8	119	40	11	4	299
Brands that use celebrity endorsement in their advertising make me feel good	55	18	97	32	14	5	119	40	14	5	299
Brands that use celebrity endorsement in their advertising are wonderfully good	42	14	60	20	1	0	161	54	33	11	297
I approve of brands that use celebrity endorsement instead of brands that do not use celebrity endorsement	76	25	43	14	52	17	120	40	8	3	299
I respect brands that use celebrity endorsement	55	18	67	22	46	15	113	38	18	6	299
I am very committed to brands that use celebrity endorsement	27	9	107	36	3	1	110	37	50	17	297
Brands that use celebrity endorsement communicates well to me	69	23	99	33	52	17	59	20	20	7	299
Brands that use celebrity endorsement are honest to me	51	17	69	23	38	13	106	35	35	12	299
Brands that use celebrity endorsement are responsible	53	18	62	21	34	12	110	38	33	11	292
Brands that use celebrity endorsement are very faithful	45	15	71	24	47	16	115	38	21	7	299

4.5 Factor Analysis and Reliability Test

In order to determine whether the variables in the model have diffirent dimensions or they are unidimensional factor analysis was conducted. Only for the celebrity attributes dimensions factor analysis hasn't been performed because each attribute is independent from the others and each of them was measured by only one question. In this regard, principle component analysis using Varimax rotation was performed and the results are summarized in Table 4.11.

Table 4.11. Results of Factor Analysis and Reliability Tests

	Factor Loading	**Variance Explained**	**Eigen-value**
Factor 1: Brand Awareness		***12,97***	***3,502***
Brand Awareness 1	0,881		
Brand Awareness 3	0,783		
Brand Awareness 2	0,781		
Brand Awareness 5	0,765		
Brand Awareness 4	0,641		
Factor 2: Brand Image		***9,96***	***2,575***
Brand Image 3	0,888		
Brand Image 5	0,821		
Brand Image 4	0,777		
Brand Image 1	0,744		
Brand Image 2	0,672		
Factor3:Brand Love &Respect		***8,98***	***1,294***
Brand Love1	0,878		
Brand Love5	0,876		
Brand Love10	0,744		
Brand Love9	0,721		
Brand Love7	0,711		
Brand Love2	0,674		
Brand Love6	0,652		
Brand Love4	0,649		
Brand Love3	0,631		
Brand Love12	0,502		
Brand Love11	0,412		
Brand Love8	0,401		
Factor4: Brand		***7,42***	***1,121***
Brand Loyalty1	0,793		
Brand Loyalty4	0,754		
Brand Loyalty6	0,685		

Brand Loyalty7	0,597
Brand Loyalty3	0,574
Brand Loyalty2	0,463
Brand Loyalty5	0,452

The results of the Kaiser-Meyer-Olkin test of sampling adequacy was 0,921 and the result of the Bartlett's Test of Sphericity is significant (p=0,000) . This means that the sample and data are adequate for conducting factor analysis. Depending on the results it is revealed that all the variables in the proposed model have only one dimension, stating evidence for the unidimensionality. In other words, brand image, brand awareness, brand love&respect and brand loyalty are our factors in the model. As can be seen from Table 4.11 these four factors explained the 39.33% of the total variance.

For each factor reliability analysis was conducted. The researcher conducted a reliability test to determine the validity of the questionnaire. This was conducted for each of the variables (celebrity endorsement/celebrity attributes, brand love, brand loyalty, brand awareness, brand image). Tavakol and Dennick (2011: 53) opine that reliability test is the measurement of consistency. This means that the reliability of an instrument can be closely associated with its validity.

Therefore, the indicator for a reliability test result is called Cronbach's alpha or alpha and its value should be in the range of 0.5 to 1. It is generally used to validate the internal consistency of a questionnaire (or survey) that is made up of multiple Likert- items.

The Cronbach's Alpha Test results are summarized in the following tables for each of the factors depending on the results of the factor analysis.

The first tables, bearing the Reliability Statistics, produces the Cronbach's alpha coefficient. It shows that if there is a score of .5 and above, it means that there is high internal consistency. The second table is the Item Total Statistics. This table tells the researcher whether to remove an item or not. The two columns of interest here: First, the Corrected Item Total Correlation column. This tells you how much each item correlates with the overall questionnaire score. Correlation that is less than r = .30

indicates that item may not be part of the scale.

Researchers are mostly interested in the final column, the Cronbach's alpha Item Deleted. As the name suggests, this column gives the alpha score that is obtained after an item is removed from the questionnaire. Thus, if the score reduces after an item is deleted the researcher will be tempted to keep it. But if the score increases after deleting an item, the researcher might want to delete it as it could make the result more reliable. In other words, when the estimate of reliability increases, the fraction of a test score that is attributable to error will decrease.

Realibility Test Results For Brand Awareness:

Table 4.12. reliability statistics for brand awareness

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.972	.970	5

The Cronbach's Alpha score which =.972 indicates a very high level of internal consistency, hence it is acceptable. Nonetheless, the researcher attempted to delete some items to see if that can positively impact the Cronbach's Alpha score as shown in the table below:

Table 4.13. Cronbach's Alpha for brand awareness

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I know what brands that use celebrity endorsement in their advertising stand for	8.64	6.936	.474	.275	.426
I have an opinion about brands that use celebrity endorsement than brands that do not use celebrity endorsement	8.63	7.658	.354	.195	.497
I hear more often about brands that use celebrity endorsement than brands that do not use celebrity endorsement	8.85	8.171	.242	.072	.554
I am aware about brands that use celebrity endorsement than brands that do not use celebrity endorsement	8.69	8.012	.223	.085	.568

I frequently think of brands that use celebrity endorsement than brands that do not use celebrity endorsement	8.53	6.666	.357	.166	.493

The values highlighted in the tables above means that correlation is less than r = .30. This indicates that the item may not belong to the scale. An analysis was carried out on the perceived task, comprising 299 items (N). In this case also, Cronbach's alpha showed that the questionnaire reached acceptable reliability. Hence, alpha = 0.972 meaning when we delete an item the score is less than 0.972. For example, if we delete the question: 'I know what brands that use celebrity endorsement in their advertising stand', the score will reduce further from '.972 to .426'. Therefore, given the Cronbach's alpha, the researcher chose to keep all the items in Brand Awareness.

Realibility Test Results For Brand Image:

Table 4.14. reliability statistics for brand image

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.847	5

The Cronbach's Alpha score.857 indicate a high internal consistency, hence acceptable.

Table 4.15. ***Cronbach's Alpha for brand image***

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brands that use celebrity endorsement in their advertising are more reliable	7.77	13.952	.595	.528	.677
Brands that use celebrity endorsement in their advertising are more attractive	8.16	13.727	.402	.204	.769
Brands that use celebrity endorsement in their advertising are more pleasing	7.96	14.533	.711	.570	.651
Brands that use celebrity endorsement in their advertising are social status symbols	7.74	16.832	.329	.121	.766
Brands that use celebrity endorsement in their advertising are considered to have a good reputation	8.09	13.855	.647	.519	.659

Hence, alpha = 0.857 meaning when we delete an item the score is less than 0.857 For example, if we delete the first question: 'Brands that use celebrity endorsement in their advertising are more reliable, the score will reduce further from '.857 to .677'. Therefore, given the Cronbach's alpha, the researcher chose to keep all the items in Brand Image.

Realibility Test Results For Brand Love:

Table 4.16. Reliability Statistics for Brand Love

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.902	12

The Cronbach's Alpha score is .907 which is greater than .5. Therefore, there is a very high internal consistency. This is acceptable.

Table 4.17. Cronbach's Alpha for Brand Love

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I love brands that use celebrity endorsement in their advertising	22.15	78.536	.699	.652	.891
Brands that use celebrity endorsement in their advertising are pure delight	21.90	79.041	.712	.777	.890
Brands that use celebrity endorsement in their advertising are totally awesome	21.84	79.048	.692	.730	.891
Brands that use celebrity endorsement in their advertising make me feel good	21.99	75.620	.772	.779	.886
Brands that use celebrity endorsement in their advertising are wonderfully good	21.64	80.177	.562	.626	.898
I approve of brands that use celebrity endorsement instead of brands that do not use celebrity endorsement	21.63	79.211	.598	.654	.896
I respect brands that use celebrity endorsement	21.60	78.038	.548	.499	.900
I am very committed to brands that use celebrity endorsement	21.34	80.484	.596	.516	.896
Brands that use celebrity endorsement communicates well to me	21.50	76.516	.656	.649	.893

Brands that use celebrity endorsement are honest to me	21.50	77.610	.590	.509	.897
Brands that use celebrity endorsement are responsible	21.60	76.791	.665	.685	.892
Brands that use celebrity endorsement are very faithful	21.40	75.458	.594	.684	.865

For brand love, all the values for total correlation are greater than r = .30. This is a strong indication that all item belongs on the scale. The result shows that the questionnaire reached acceptable reliability as alpha = 0.907. This is because even when item is deleted, the score is less than 0.907. Therefore, the researcher keeps all the items in brand love.

Realibility Test Results For Brand Loyalty:

Table 4.18. Reliability Statistics for Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.859	7

The Cronbach's Alpha score is .860. This means that there is high internal consistency.

Table 4.19 Cronbach's Alpha for Brand Loyalty

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I am loyal to brands that use celebrity endorsement in their advertising	17.71	18.663	.392	.510	.610
I prefer buying from brands that use celebrity endorsement in their advertising	17.45	17.841	.517	.583	.574
I feel brands that use celebrity endorsement in their advertising are the only brands of the products I need	16.07	19.508	.287	.431	.642
I buy as much as I can from brands that use celebrity endorsement in their advertising	17.11	20.352	.267	.442	.645
I prefer to buy and use brands that use celebrity endorsement in their advertising	16.99	17.853	.603	.548	.556
If brands that use celebrity endorsement in their advertising are unavailable, it would be difficult for me to use another one	16.11	20.406	.232	.292	.656

I would go out of my way to buy from brands that use celebrity endorsement	16.17	17.986	.320	.348	.639

The values for total correlation are greater than r = .30, hence all items belong to the scale. 287 (N) items were analysed and the result reveals that the questionnaire reaches acceptable reliability, alpha = 0.860. Again, even when an item is deleted, the score is still less 0.860 or equals .860. Therefore, we keep all the items in brand loyalty.

Overall, the results showed that the Cronbach's Alpha score on all variables (brand element) is greater than .70. This means there is a high consistency between items and the variables. In conclusion, the questionnaire reaches acceptable reliability.

4.6 Regression Analysis

Standard regression analysis for dependent variables and all independent variables was done. Campbell (2008) defines regression as a statistical technique that can be used to determine whether there is a linear relationship between two or more variables. This kind of analyses is mostly used for prediction and causal inference, in its simplest (bivariate) form, regression shows the relationship between one independent variable (X) and a dependent variable (Y) Campbell (2008).

The model included several relationships as on one hand there are a single independent variable, and on the other hand there are several independent variables. In cases where there is only one indepenten variable and a dependent variable simple lineer regression analysis was performed. On the other hand, when there is one dependent variable with several independent variables multiple regression analysis was performed.

4.6.1 Multiple Regression Analysis Results

In order to test $\mathbf{H_1}$, $\mathbf{H_2}$, $\mathbf{H_3}$ and their sub hypotheses (e.g: H1a, H2b, H3c etc.) multiple regression analysis were conducted. But before performing this, pearson correlation analysis was performed in order to reveal the relationship between independent variables and dependent variables. The results are summarized in the

following tables.

Table 4:20 Result of Pearson correlation analysis

		Expertise	Trustworthiness	Attractiveness	Similarity	Liking	Familiarity	Match Up	Meaning Transfer	Brand Image	Brand Awareness	Brand Love	Brand Loyalty
Expertise	Pearson Correlation	1	,615(**)	,438(**)	,397(**)	,498(**)	,315(**)	,536(**)	,624(**)	,437(**)	,647(**)	,512(**)	,398(**)
	Sig. (2-tailed)		0	0	0	0	0	0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Trustworthiness	Pearson Correlation	,615(**)	1	,606(**)	,544(**)	,512(**)	,415(**)	,308(**)	,469(**)	,344(**)	,428(**)	,322(**)	,678(**)
	Sig. (2-tailed)	0		0	0	0	0	0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Attractiveness	Pearson Correlation	,438(**)	,606(**)	1	,256(**)	,457(**)	,422(**)	,506(**)	,489(**)	,656(**)	,327(**)	,471(**)	,357(**)
	Sig. (2-tailed)	0	0		0	0	0	0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Similarity	Pearson Correlation	,397(**)	,544(**)	,256(**)	1	,419(**)	,297(**)	,324(**)	,389(**)	,568(**)	,308(**)	,298(**)	,619(**)
	Sig. (2-tailed)	0	0	0		0	0	0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Liking	Pearson Correlation	,498(**)	,512(**)	,457(**)	,419(**)	1	,469(**)	,112(**)	,641(**)	,317(**)	,524(**)	,315(**)	,362(**)
	Sig. (2-tailed)	0	0	0	0		0	0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Familiarity	Pearson Correlation	,315(**)	,415(**)	,422(**)	,297(**)	,469(**)	1	,448(**)	,438(**)	,193(**)	,226(**)	,509(**)	,440(**)
	Sig. (2-tailed)	0	0	0	0	0		0	0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Match Up	Pearson Correlation	,536(**)	,308(**)	,506(**)	,324(**)	,112(**)	,448(**)	1	,305(**)	,544(**)	,497(**)	,268**)	,412(**)
	Sig. (2-tailed)	0	0	0	0	0	0		0	0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Meaning Transfer	Pearson Correlation	,624(**)	,469(**)	,489(**)	,389(**)	,641(**)	,438(**)	,305(**)	1	,542(**)	,114(**)	,489(**)	,357(**)
	Sig. (2-tailed)	0	0	0	0	0	0	0		0	0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Brand Image	Pearson Correlation	,437(**)	,344(**)	,656(**)	,568(**)	,317(**)	,193(**)	,544(**)	,542(**)	1	,618(**)	,564(**)	,519(**)
	Sig. (2-tailed)	0	0	0	0	0	0	0	0		0	0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Brand Awarness	Pearson Correlation	,647(**)	,428(**)	,327(**)	,308(**)	,524(**)	,226(**)	,497(**)	,114(**)	,618(**)	1	,563(**)	,642(**)
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0		0	0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Brand Love	Pearson Correlation	,512(**)	,322(**)	,471(**)	,298(**)	,315(**)	,509(**)	,268**)	,489(**)	,564(**)	,563(**)	1	,419(**)
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0		0
	N	300	300	300	300	300	300	300	300	300	300	300	300
Brand Loyalty	Pearson Correlation	,398(**)	,678(**)	,357(**)	,619(**)	,362(**)	,440(**)	,412(**)	,357(**)	,519(**)	,642(**)	,419(**)	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	
	N	300	300	300	300	300	300	300	300	300	300	300	300

As can be sen from Table 4.19 all the independent and dependent variables are correlated with each other. Since all the significant correlation levels are below 0.70 there is no problem signalling multicolliniarity. Therefore the next step can be conducting regression analysis.

In order to test the first hypothesis a multiple regression analysis was performed. The model is significant with F=35,155 and Sig=0,000 as presented in Table 4.20.

ANOVA(b)

Table 4.21. Anova Table For Multiple Regression Analysis For Hypothesis1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83,353	4	20,838	35,155	,000(a)
	Residual	158,857	268	,593		
	Total	242,210	272			

a Predictors: (Constant), Expertise, Trustworthiness, Attractiveness, Similarity, Liking, Familiarity, Match up,Meaning Transfer
b Dependent Variable: Brand Awareness.

Table 4.22. The effects of celebrity attributes on brand awareness

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.044	.190		5.505	.000	,615	1,563
	Celebrity attributes: Expertise	-.030	.059	-.031	-.508	**.010**	,546	2,154
	Celebrity attributes: Familiarity	.274	.053	.357	5.207	**.000**	,452	2,547
	Celebrity attributes: Likability	-.105	.088	-.102	-1.196	.233	,596	1,365
	Celebrity attributes: Trustworthiness	.015	.077	.014	.195	**.000**	,324	1,256
	Celebrity attributes: Similarity	.062	.061	.068	1.030	**.000**	,325	1,478
	Celebrity attributes: Match Up	.084	.062	.095	1.357	.176	,476	2,316
	Celebrity attributes: Attractiveness	.105	.075	.108	1.407	**.000**	,965	4,235
	Celebrity attributes: Meaning Transfer	.077	.030	.144	2.599	**.010**	,124	3,124

Before the multiple regression analysis all independent variables are examined for multicollienarity. As the result of the multicollienarity analysis among the variance inflation factors (VIF) the largest value was 4,235. Since a VIF value is below 10 it indicates that multicollienarity is not a problem (Hair, et.al, 1998, p.193).

Among the celebrity attributes familiarity, trustworthiness, similiarity, expertise, meaning transfer and attractiveness have significant effect on brand awareness with sig below 0,05. In order to ses which of these variables have more effects on brand awareness Beta coefficients are examines. And can be concluded that, familiarity (Beta=.357) has the greatest effect followed by meaning transfer (Beta=.144), attractiveness (Beta=.108), similiarity (Beta=.068), expertise (Beta=.031) and trustworthiness (Beta=.014).

As the model summary table shows below, R and R square are .437 and .191 respectively which means that the regression explains 19.1% of variance in the data. In other words, H1 is **partially accepted** stating that; among the celebrity attributes meaning transfer, attractiveness, expertise, familiarity, trustworthiness and similiarity have significant effects on brand awareness. The change in brand awareness can be explained by 19.1% of these celebrity attributes. In other words $\mathbf{H_{1a}}$, $\mathbf{H_{1b}}$, $\mathbf{H_{1c}}$, $\mathbf{H_{1d}}$, $\mathbf{H_{1f}}$, $\mathbf{H_{1h}}$ are accepted while $\mathbf{H_{1e}}$ and $\mathbf{H_{1g}}$ are rejected.

Table 4.23. model summary of the effect celebrity endorsement on brand awareness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.437[a]	.191	.169	.992	.191	8.501	8

In order to test the second hypothesis again a multiple regression analysis was performed. The model is significant with F=43,125 and Sig=0,000 as presented in Table 4.23.

ANOVA(b)

Table 4.24. Anova Table For Multiple Regression Analysis For Hypothesis 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,378	3	12,563	43,125	,000(a)
	Residual	158,857	268	,593		
	Total	242,210	272			

a Predictors: (Constant), Expertise, Trustworthiness, Attractiveness, Similarity, Liking, Familiarity, Match up,Meaning Transfer
b Dependent Variable: Brand Image

From the result of the table below, it can be stated that all the celebrity attributes have significant effects on brand image. Among these, attractiveness has the highest effect which has a Beta value of 0.315. It is followed by similarity (Beta=0,222), match up (Beta=0,186), expertise (Beta=0,129), trustworthiness (Beta=0,103), meaning transfer (Beta=0,073), likability (Beta=0,042) and familiarity (Beta=0,011).

Table 4.25. effect of celebrity attributrd on brand image

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.341	.207		1.647	.101		
	Celebrity attributes: Expertise	-.151	.064	-.129	-2.365	.019	,523	1,264
	Celebrity attributes: Familiarity	.010	.057	.011	.185	.000	,265	2,124
	Celebrity attributes: Likability	.052	.095	.042	.550	.004	,456	2,365
	Celebrity attributes: Trustworthiness	.130	.083	.103	1.557	.000	,265	1,221
	Celebrity attributes: Similarity	.244	.065	.222	3.738	.000	,456	1,457
	Celebrity attributes: Match Up	.198	.067	.186	2.956	.003	,234	1,365
	Celebrity attributes: Attractiveness	.365	.080	.315	4.552	.000	,476	1,258
	Celebrity attributes: Meaning Transfer	-.047	.032	-.073	-1.471	.001	,423	1,364

The result for R and R square are .591 and .349 as shown below. The result for R and R square are .591 and .349 as shown below. This result indicates that **H_2** is totally accepted (**H_{2a}, H_{2b}, H_{2c}, H_{2d}, H_{2e}, H_{2f}, H_{2g}, H_{2h}**). In other words, there is a positive and significant effect of all of the celebrity attributes on brand image. And celebrity endorsement explains nearly the 35% (see table 4.25) of the variation in brand image.

Table 4.26. model summary on the effect of celebrity attributes on brand image

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.591[a]	.349	.331	1.067	.349	19.146	8

In order to test **H_3** another multiple regression analysis is performed and the results are summarized as follows:

ANOVA(b)

Table 4.27. Anova Table For Multiple Regression Analysis For Hypothesis 3

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,154	3	45,326	63,145	,000(a)
	Residual	147,236	223	,146		
	Total	468,475	165			

a Predictors: (Constant), Expertise, Trustworthiness, Attractiveness, Similarity, Liking, Familiarity, Match up,Meaning Transfer
b Dependent Variable: Brand Love

As can be seen from Table 4.27 the model is significant with F=63,145 and Sig=0,000. From the result of the table below (Table 4.28), it can be stated that all the celebrity attributes have significant effects on brand love.

Table 4.28. effect of celebrity attributes on brand love

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.225	.183		1.234	.000		
	Celebrity attributes: Expertise	.094	.057	.094	1.655	.001	,124	1,458
	Celebrity attributes: Familiarity	.084	.051	.107	1.665	.000	,253	1,265
	Celebrity attributes: Likability	.132	.085	.124	1.554	.001	,236	2,147
	Celebrity attributes: Trustworthiness	.151	.074	.140	2.024	.044	,246	1,689
	Celebrity attributes: Similarity	-.004	.058	-.004	-.072	.000	,347	1,547

	Celebrity attributes: Match Up	.134	.060	.147	2.243	.026	,368	1,653
	Celebrity attributes: Attractiveness	.187	.072	.187	2.596	.010	,478	1,258
	Celebrity attributes: Meaning Transfer	.005	.029	.010	.193	.000	,269	2,364

From the result of the table 4.28, it can be stated that all the celebrity attributes have significant effects on brand love. Among these, attractiveness has the highest effect which has a Beta value of 0.187. It is followed by match up (Beta=0,147), trustworthiness (Beta=0,140), likability (Beta=0,124), familiarity (Beta=0,107), expertise (Beta=0,094), meaning transfer (Beta=0,010) and similiarity (Beta=0,004).

The result for R and R square are .504 and .456 as shown below. This result indicates that **H_3** is totally accepted (**H_{3a}, H_{3b}, H_{3c}, H_{3d}, H_{3e}, H_{3f}, H_{3g}, H_{3h}**). In other words, there is a positive and significant effect of all of the celebrity attributes on brand love. And celebrity endorsement explains nearly the 46% (see table 4.28) of the variation in brand love.

Table 4.29. model summary on the effect of celebrity attributes on brand love

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.504[a]	.456	.233	1.141	.254	11.875	8

4.6.2. Simple Linear Regression Analysis

In order to test **H_4**, **H_5** and **H_6** simple regression analysis were performed since in these hypotheses there are one independent and one dependent variables. The results are summarized in the following tables.

H_4 assumed that there is a positive effect of brand awareness on brand love. The anova table for this model is shown below.

ANOVA

Table 4.30. Anova Table For Simple Linear Regression Analysis For Hypothesis 4

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,932	1	26,932	50,666	,000(a)
	Residual	144,051	271	,532		
	Total	170,982	272			

a Predictors: (Constant), Brand Awareness
b Dependent Variable: Brand Love

As can be seen from Table 4.30 the model is significant with F=50,666 and Sig=0,000.

Coefficients(a)

Table 4.31. Effect of brand awareness on brand love

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1,038	,217		4,792	,000
	Brand Awareness	,663	,062	,544	10,677	,000

a Dependent Variable: Brand Love

Model Summary

Table 4.32. Model summary on the effect of brand awareness on brand love.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,544(a)	,496	,294	,75192

As can be seen from Table 4.31 and Table 4.32 brand awareness has a positive and significant effect on brand love (sig=000) and brand awareness explains the 49,6% (**R^2= ,496)** of the variation in brand love. In other words it can be concluded that **H_4** is accepted.

H_5 assumed that there is a positive effect of brand image on brand love. The anova table for this model is shown below.

ANOVA

Table 4.33. Anova Table For Simple Linear Regression Analysis For Hypothesis 5

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,567	2	47,569	23,479	,000(a)
	Residual	186,178	124	,235		
	Total	145,964	169			

a Predictors: (Constant), Brand Image
b Dependent Variable: Brand Love

As can be seen from Table 4.33 the model is significant with 23,479 and Sig=0,000.

Coefficients(a)

Table 4.34. Effect of brand image on brand love

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	1,249	,456		3,496	,000
	Brand Image	,552	,068	,416	9,457	,000

a Dependent Variable: Brand Love

Model Summary

Table 4.35. Model summary on the effect of brand image on brand love.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 457(a)	,432	,287	,34780

As can be seen from Table 4.33 and Table 4.34 brand image has a positive and significant effect on brand love (sig=000) and brand image explains the 43,2% (**R^2= ,432)** of the variation in brand love. In other words it can be concluded that **H_5** is accepted.

H_6 assumed that there is a positive effect of brand love on brand loyalty. The anova table for this model is shown below.

ANOVA

Table 4.36. Anova Table For Simple Linear Regression Analysis For Hypothesis 6

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,476	2	18,649	17,568	,000(a)
	Residual	164,253	186	,496		
	Total	148,356	121			

a Predictors: (Constant), Brand Love
b Dependent Variable: Brand Loyalty

As can be seen from Table 4.36 the model is significant with 17,568 and Sig=0,000.

Coefficients(a)

Table 4.37. Effect of brand love on brand loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2,174	,489		2,556	,000
	Brand Love	,436	,215	,496	5,485	,000

a Dependent Variable: Brand Loyalty

Model Summary

Table 4.38. Model summary on the effect of brand love on loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 504(a)	,494	,233	,1,356

As can be seen from Table 4.36 and Table 4.37 brand love has a positive and significant effect on brand loyalty (sig=000) and brand love explains the 49,4% (**R^2= ,494)** of the variation in brand loyalty. In other words it can be concluded that **H_6** is accepted.

4.7. Summary of The Findings

The analyses in this chapter clearly indicate that celebrity endorsement/celebrity attributes thus impact brand love and brand loyalty. It also revealed that there is an effect of brand awareness and brand image on brand love and that brand love affects brand loyalty.

Also, from the above analyses, it is very clear that the respondents have a reasonable knowledge of advertising that use celebrity endorsements and they consider it to be an effective means of advertising. The respondents also demonstrated their preference for celebrity endorsement advertising instead of no celebrity endorsement advertising. The research also reveals that musicians are the most influential celebrities in Sub Saharan Africa. This information can help businesses and marketers in decision making.

The results of the hypotheses tests revealed that celebrity attributes of expertise, trustworthiness, attractiveness, similarity, familiarity and meaning transfer have a

significant and positive effect on brand awareness while, celebrity attributes of liking and match up do not have a significant effects on brand awareness.

All of the celebrity attributes have significant and positive effects on brand image and brand love causing **H_2** and **H_3** totally accepted.

According to the other important finding of the study, brand awareness and brand image have significant positive effects on brand love. And finally, brand love has a significant positive effect on brand loyalty.

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECCOMENDATIONS

5.1 Summary

5.1.1 Current State of Celebrity Endorsements as a marketing communication strategy in sub Saharan Africa

This study makes a thorough effort to give a detailed insight of the state of celebrity endorsement as a popular marketing communications strategy in Sub Saharan Africa. In particular, what is unique about the study is the attempt to contextualize the topic under research, using perspectives from a comparatively much smaller market like Sierra Leone. To that end, the researcher compared the latter to others like Ghana and Nigeria, the other two markets that were extensively explored to present a rich literature on the emergence of this model of advertising.

Currently, celebrity endorsement has been a normal scenario with marketers across the globe changing it into a multi-million dollar sector (Byrne, Whitehead & Breen, 2003). Different brands have utilized celebrity endorsement to change the perception of the buyers and entice them as a means of improving their sales and buyer behavior. This aspect of celebrity endorsement has been applied to improve marketing of products. Through marketing evolution, people have developed different perceptions about celebrity endorsement strategy. Varying audiences of media often tend to assume most adverts seen in newspapers or television. With this drawback on these advertisements, the prevailing glamor that is linked with celebrity rarely goes unnoticed by the buyers (Keller, Parameswaran & Jacob, 2011). It is for this reason; therefore, that celebrity endorsement has changed how adverts are done.

Based on the research findings the researcher accepts that "Celebrity endorsements are a ubiquitous feature of modern marketing" (McCraken 1989). The findings from the research extensively support this statement. The researcher asked whether celebrity endorsement influences consumers' love for a particular brand. The findings reveal that 56% love brands that use celebrity endorsement in their adverts and 21% state that they somehow love brands that use celebrity endorsement in their advertising strategy while 16% are neutral or have no opinion and only 7% said they

do not love brands that use celebrity endorsement in their advertising. This indicates the prevailing influence that celebrity endorsement has on ensuring the success of a product.

The thesis explored the current state of Sub-Saharan African consumer perception in relation to celebrity endorsement. It empirically recognized and tested the aspect of celebrity attributes which are specific to change buyers' brand perception and also examined the impact celebrity has on buying intentions of the consumers (Dzisah & Ocloo, 2013). When respondents were asked about their perception on the effectiveness of celebrity endorsement, the researcher discovered that Sub Saharan African consumers have become aware about celebrity endorsement. The result of the 300 respondents showed that 20 % said it is very effective, 31 % said that it is effective, 47% said it is slightly effective and 2 % said it is not effective at all. This means, about 98 % in total have very good perception about celebrity endorsement in Sub-Sahara Africa.

In line with the study's aims and objectives, the following conclusions can be made. The research has first examined and investigated the current state of consumer's perception in relation to celebrity endorsement. The study has indicated that there is a high degree of familiarity with celebrity strategy across all ages. MTN Nigeria is one such organization in Africa that has utilized celebrity endorsement to achieve significant success in their marketing. They used Hafiz Oyetoro, commonly known as SAKA, to endorse their product. The Oyo State born Nigerian celebrity comedian and theatre arts practitioner became one of the biggest celebrities associated with the MTN brand in that country. Thus, the organization is said to have taken the right move in connecting with the consumers and getting their messages to the consumers since the endorser was a renowned Nigeria actor and comedian (AllAfrica, 2013).

Again, the study shows that buyers often find celebrity endorsement more attractive specifically to the younger generation. Furthermore, on the basis of attractiveness, marketers and organization leaders find musicians more influential as endorsers of the various goods and services provided. The application of celebrity as endorsers in advertisement increases the recognition and consequently affects the

recall rate of the endorsed products. A significant number of people believe that celebrity endorsement is more attractive and effective when it comes to purchasing decisions. Even though sometimes consumers do understand and agree that celebrities rarely apply the products they endorsed (Halonen-Knight & Hurmerinta, 2010).

Similarly, the existing positive relationship between celebrity endorsement and brand building, demonstrate the effectiveness of the strategy. Whereas some attributes are very effective in influencing purchase decisions, some are relatively low or moderate as compared to their overall effectiveness on band building. For instance, celebrity familiarity has a significant impact on building a good brand, followed by similarity, expertise and then trustworthiness.

The research findings have ranked the attributes as trustworthiness and likeability; meaning transfer and similarity show that there is a significant difference of what the Sub-Saharan Africa consumers do and think. It is essential to keep in mind that the selection of the celebrity, therefore, ought to be based on essential attributes but also considering other priorities since they help strengthen the impact a celebrity has over building a brand. It can at the same time be concluded that the various attributes assessed in the research positively affect the consumer's perception towards a brand and the success of a product in the market. The empirical research test is done between celebrity endorsement and brand development. It tested and discovered that celebrity endorsers have a significant influence on brand perception of the consumers as compared to those without celebrity endorsements.

5.1.2 Impact of Celebrity Endorsements on Brand Love and Brand Loyalty

This research focused on celebrity endorsement and its impact on the consumers' perception regarding a particular brand or product of a given brand. Quantitative as well as qualitative approaches were used in this study to investigate the impact of celebrity endorsement on brand awareness, brand love and brand loyalty. Findings of the research support the direct relationship between the celebrity endorsement strategy and the consumer's brand loyalty, brand love and brand awareness. Many scholars across the globe have studied the effectiveness of applying celebrity endorsement in marketing products and services (Carroll and Ahuvia, 2006). The research attempted to find out if celebrities affect the consumer perception towards a given brand. A lot of these scholars in the empirical study concur that celebrity endorsement had an impact towards improving brand love, brand image, and brand loyalty. This is often transferred to high brand love, brand loyalty and brand awareness to a product and increased profitability for an organization as compared to those without celebrity endorsers (Glynn & Woodside, 2009).

The findings of the research have further answered the research questions and supported the fact that indeed celebrity endorsement influences brand loyalty and brand love. In the questionnaire, respondents were asked about their perceptions of the effectiveness of celebrity endorsement. Of the 300 respondents, about 20 % said it is very effective, 31 % stated that it is effective, 47 % said it is slightly effective is, and 2 % said it is not effective at all. This means, about 98 % in total have an excellent perception about celebrity endorsement in Sub-Sahara Africa. This also shows that a significant population of the buyers are likely to buy, do buy and are often happy with their purchase through the celebrity endorsement theory. Moreover, of the total respondents, 87 % said that celebrity endorsement is more attractive.

Furthermore, 48 % of the respondents said they strongly agreed that they are more loyal to brands that use celebrity endorsement in their advertising strategy, with 56 % saying that they love brands that use celebrity endorsement in their adverts and 74 % of the respondents agreed that they are more aware about brands that use celebrity endorsements in their advertising strategy.

The results have indicated that consumers love brands and are more loyal to brands that use celebrity endorsement. It further indicated that consumers are likely to buy, already buy and are more satisfied with the purchases conducted under the influence of the celebrities. Nike is one of the biggest organizations that signed a deal with Michael Jordan, now retired American professional basketball player, in 1984 to build brand love, brand loyalty and brand awareness to improve sales and the overall revenue of the organization. With this endorsement, Nike was able to remain iconic in the footwear industry as a result of the love, loyalty and awareness from the consumers (Boone & Kurtz, 2011).

However, there are some negative impacts of celebrity endorsement to a brand. When a celebrity endorser is involved in illegal, immoral or unethical behaviors it would negatively affect the brands that that celebrity is endorsing. This is evident when Tiger Woods, the American professional golfer who is among the most successful golfers of all time, had an extra marital scandal; Maria Sharapova, the Russian professional tennis player's doping allegation and the President Clinton-Monika Lewinsky scandal. Many brands suspended or even cancelled their endorsement contracts with Tiger and Maria as a result of drop in sales and even perception of the consumers towards the brands they were associated with. In the case of President Clinton, the democrats had some serious flak.

Nonetheless, the overall result of the study has stressed the importance of using celebrity endorsement in ensuring the success of a brand or a product in context to sub-Saharan Africa. At the same time, limitations, implications, and suggestions for more study need to be highlighted as well.

From the analyses above, it can be seen that all the hypotheses of the study have been proven positively. This means that:

- Celebrity endorsement has positive effects on brand awareness, brand image.
- Celebrity endorsement, brand awareness and brand image have positive effects on brand love.

- Of all the variables, celebrity endorsement has the highest effects on brand love. This is followed by brand awareness and brand image.
- there is also a positive effect of brand love on brand loyalty

5.2 Conclusion

"The most successful companies in the consumer sector in Africa are the ones that really create an affinity with the consumer by being the brand of the people" (Michael Wood, 2015). Wood further asserts that one way companies can do this is through working with a local celebrity to endorse their product or brand. He further argues that lots of African consumers, especially those in the emerging middle class, are very aspirational and that if a firm can provide them with someone that they want to aspire to, then some kind of celebrity endorsement or recommendation can work.

Celebrity endorsements have changed the way advertising used to be few decades ago. It is being accepted to be a ubiquitous feature of modern day marketing (McCracken 1989). Based on the findings of this research, celebrity endorsement is becoming very popular in sub-Saharan Africa. As a result, a greater understanding of consumers' reactions towards celebrity endorsements can help marketers use it more effectively. This research explored the impact of celebrity endorsement on band love, brand awareness, brand loyalty and the perception of sub-Saharan African consumers on celebrity endorsement as an advertising strategy. The result of the research reveal that consumer consider celebrity endorsement to be a more effective advertising strategy. The researcher examined the impact of celebrity endorsement on brand building. It was discovered that the strategy does impact brand love, brand awareness and brand loyalty. Despite the limitations, the research provides empirical insight into celebrity endorsement as a brand building strategy. Overall the research objectives have been achieved leading to a proper understanding of celebrity endorsement as brand building strategy in sub-Saharan Africa.

5.2.1 Managerial Implications

The major contribution of this research is that this is one of the first attempt to study in an in depth the impact of celebrity endorsements as a brand building strategy in Sub Saharan Africa. The research findings give an approach to determine the customer's perspective in comparison of celebrity and non-celebrity advertisement. In today's world where media keeps dominating vast platforms, neglecting the client's perspective. Organizations and individuals have also become increasingly aware that one of their most valuable assets is the brand name associated with their products, services, and personality (Spry, Pappu & Bettina Cornwell, 2011). For this reason, marketers have come to the realization that one of their critical tasks is to build brands and make consumers understand what they stand for.

In this research, much more attention is given to consumer perception. These results give the advertising agencies an elevated understanding of the importance of consumer perception in respect to celebrity and non-celebrity advertisements. This gives marketers a better understanding of which type of advertisement best suits their brands as well as products. When dealing with a brand, the marketers need to look for celebrities that best suit the brand and product to realize the best results. Celebrity endorsement has a significant effect on the purchasing decisions of consumers. Managers must have strong knowledge of celebrity endorsement in relation to consumers' perception about a brand and products. There is a need for marketers to use the celebrity endorsement strategy since a significant number of consumers believe that the celebrities use the products. This increases the credibility of the products and celebrities in the market.

5.3 Recommendations

1. There is need to increase the scale of a similar research and broaden its scope to cover other countries on the continent as a way to improve the understanding of the customers' perception phenomenon of diverse products and brands;

2. Further study on psychological aspects of the consumer's brand love, brand awareness and brand loyalty can help provide marketers with more understanding of the topic in context;

3. It is also essential to explore how negative publicity brought by bad moral ethics of the endorser can be eliminated. To this end efforts should be directed to focus on how celebrity endorsement strategy might influence the cognitive process of consumers and they make decisions towards a brand;

4. The research findings indicate that a significant number of the population believe in celebrity involvement with a product and that celebrity endorsement in product marketing enhances sales more as compared to the non-celebrity advertisements. Therefore, a closer look at the use of celebrities in adverts, to primarily and positively influence consumer's brand perception in Africa is needed to leverage the huge potentials of a growing celebrity landscape for the profitability and success of products or services in emerging markets.

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APPENDIX: Research Questionnaire

Dear Respondent,

I'm pursuing a Master's in Business Administration (MBA) with a major in Marketing and a minor in Production Management at Marmara University, Turkey. I have to submit a thesis research project as part of my course. My thesis research project is based on **— *"Building Brand Loyalty and Brand Love through Celebrity Endorsement: A Sub Saharan Africa Perspective".***

Questions in the questionnaire are very simple and are related to what we see and observe in our daily life. Please rate the questions according to what you actually feel about celebrity endorsements.

The whole questionnaire may take around 5 minutes of your precious time. I promise that your response will remain confidential and you will not be contacted for any marketing purposes.

Thank you for your participation.

Mohamed Sheriff Bah
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Facebook: facebook.com/sulaimandara
Twitter: @sherriphie

Part 1: Demographic profile

1. Please choose your correct age bracket

☐ 18-25

☐ 26-30
☐ 31-35
☐ 36 and above

2. What is your level of income?

☐ $0-$99
☐ $100-$299
☐ $300-$499
☐ $500-$699
☐ $700 and above

3. What is your gender?

☐ Male
☐ Female
☐ Other

4. What is your marital status?

☐ Married
☐ Single
☐ Divorced

5. What is your profession?

☐ Student
☐ Public sector employee
☐ Private sector employee
☐ Business owner
☐ Unemployed

6. What is your level of education?

☐ High school
☐ Bachelors
☐ Masters
☐ PHD

7. Which part of the country do you live?

☐ Bo
☐ Freetown
☐ Kenema
☐ Kono
☐ Makeni

Part 2: Celebrity endorsement

Definition: Celebrity endorsement is a form of advertising campaign that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people to promote a product or services (Businessdictinary.com, 2016).

Below are examples of celebrity endorsements:





2. ……

3. ……....

9. How do you perceive celebrity endorsement in Sub Saharan Africa?

☐ Very effective

☐ Effective
☐ Slightly effective
☐ Not effective at all

10. Which of the following channels do you think is more likely to convey celebrity-endorsed advertisements?

☐ TV Advertisements

☐ Magazines
☐ Newspaper
☐ Internet
☐ Billboards

11. How frequently do you come across advertisements using celebrity endorsements?

☐ Often

☐ Occasionally
☐ Never

12. What kind of advertisement attracts you more?

☐ Celebrity endorsement advertisement

☐ Non-celebrity endorsement advertisement

13. What type of celebrities do you think are more influential as endorsers?

☐ Movie Actors

☐ Sports people
☐ Musicians
☐ Politicians
☐ Business people

Celebrity attributes: A celebrity is chosen for endorsement based on the attributes he or she posses. The attributes include: expertise, familiarity, likability, trustworthiness, similarity, match up, attractiveness, meaning transfer etc.

From a scale of 1 to 5, with ***1=Strongly agree, 2=Somewhat agree, 3=Neutral/no opinion, 4=Somewhat disagree, 5=Strongly disagree***, please write the number that represents your opinion against each of the attributes.

Celebrity Attributes	**Response**
Expertise,	
Familiarity,	
Likability,	
Trustworthiness,	
Similarity,	
Match up	
Attractiveness,	
Meaning Transfer	

Part 3: Celebrity endorsement and brand concepts

This section aims at identifying celebrity endorsement's impact on Brand Awareness, Brand Image, Brand Lovermarks and Brand Loyalty.

Brand Loyalty From a scale of 1 to 5 with **1=Strongly agree, 2=Somewhat agree, 3=Neutral/no opinion, 4=Somewhat disagree, 5=Strongly disagree**, *Please circle the number that represents how you feel about the following statements.*					
I am loyal to brands that use celebrity endorsement in their advertising	1	2	3	4	5
I prefer buying from brands that use celebrity endorsement in their advertising	1	2	3	4	5
I feel brands that use celebrity endorsement in their advertising are the only brands of the products I need	1	2	3	4	5
I buy as much as I can from brands that use celebrity endorsement in their advertising	1	2	3	4	5
I prefer to buy and use brands that use celebrity endorsement in their advertising	1	2	3	4	5
If brands that use celebrity endorsement in their advertising are unavailable, it would be difficult for me to use another one	1	2	3	4	5
I would go out of my way to buy from brands that use celebrity endorsement	1	2	3	4	5

Brand Awareness From a scale of 1 to 5 with **1=Strongly agree, 2=Somewhat agree, 3=Neutral/no opinion, 4=Somewhat disagree, 5=Strongly disagree**, *Please circle the number that represents how you feel about the following statements.*					
I know what brands that use celebrity endorsement in their advertising stand for	1	2	3	4	5
I have an opinion about brands that use celebrity endorsement than brands that do not use celebrity endorsement	1	2	3	4	5
I hear more often about brands that use celebrity endorsement than brands that do not use celebrity endorsement	1	2	3	4	5
I am aware about brands that use celebrity endorsement than brands that do not use celebrity endorsement	1	2	3	4	5
I frequently think of brands that use celebrity endorsement than brands that do not use celebrity endorsement	1	2	3	4	5

Brand Love From a scale of 1 to 5 with **1=Strongly agree, 2=Somewhat agree, 3=Neutral/no opinion, 4=Somewhat disagree, 5=Strongly disagree**, *Please circle the number that represents how you feel about the following statements.*					
I love brands that use celebrity endorsement in their advertising	1	2	3	4	5
Brands that use celebrity endorsement in their advertising are pure delight	1	2	3	4	5
Brands that use celebrity endorsement in their advertising are totally awesome	1	2	3	4	5
Brands that use celebrity endorsement in their advertising make me feel good	1	2	3	4	5
Brands that use celebrity endorsement in their advertising are wonderfully good	1	2	3	4	5
I approve of brands that use celebrity endorsement instead of brands that do not use celebrity endorsement	1	2	3	4	5
I respect brands that use celebrity endorsement	1	2	3	4	5

I am very committed to brands that use celebrity endorsement	1	2	3	4	5
Brands that use celebrity endorsement communicates well to me	1	2	3	4	5
Brands that use celebrity endorsement are honest to me	1	2	3	4	5
Brands that use celebrity endorsement are responsible	1	2	3	4	5
Brands that use celebrity endorsement are very faithful	1	2	3	4	5

Brand Image

From a scale of 1 to 5 with **1=Strongly agree, 2=Somewhat agree, 3=Neutral/no opinion, 4=Somewhat disagree, 5=Strongly disagree**, *Please circle the number that represents how you feel about the following statements.*

Brands that use celebrity endorsement in their advertising are…

more reliable	1	2	3	4	5
more attractive	1	2	3	4	5
more pleasing	1	2	3	4	5
social status symbols	1	2	3	4	5
considered to have a good reputation	1	2	3	4	5

THANK YOU SO MUCH