

**IMPACT OF CELEBRITY ENDORSEMENT ADVERTS IN INFLUENCING
CONSUMER PURCHASING DECISION
A SURVEY OF DAR ES SALAAM CITY YOUTHS**

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CONSUMER PURCHASING DECISION
A SURVEY OF DAR ES SALAAM CITY YOUTHS**

BY

Magreth Thadei Mwakilasa

**A Dissertation Submitted in Partial Fulfilment of the Requirements for Award
of the Degree of Master of Science in Marketing Management of Mzumbe
University**

2017

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by Mzumbe University, a dissertation/thesis entitled **Impact of Celebrity Endorsement Adverts in Influencing Consumer Decision Making: A survey of Dar Es Salaam City Youths**, in partial fulfilment of the requirement for award of the degree of Master of Marketing Management (MSC-MKT) of Mzumbe University.

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Accepted for Mzumbe University, Dar es Salaam Campus College

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May the Almighty God bless you all

DEDICATION

I dedicate this dissertation to my Mother Dr. Feliciana Melkyori Chuwa for her love and for better upbringing that has brought me this far.

ABSTRACT

Celebrity endorsement has become a very common advertising technique in Tanzania. The overall objective of this study is to examine the impact of celebrity endorsed adverts in influencing consumer purchasing decision. The study also aims to elicit the perception of youth towards celebrity endorsed adverts, how different attributes of celebrity endorser influence purchase intention among youth consumers and; lastly to identify an influential medium to convey celebrity endorsement adverts.

In order to accomplish research objective, a quantitative research was conducted with a sample size of 200 respondents. Convenience sampling techniques was utilized in this regard. A simple questionnaire was distributed to consumers through online means in order to reach a large number of people. Data analysis was conducted using descriptive frequency analysis, in Statistical Package for Social Science (SPSS) and Microsoft Excel.

The findings of the study suggest that, celebrity endorsement adverts are perceived to be more attractive than non-celebrity endorsed adverts. Celebrities' attributes in adverts influences Dar es Salaam youths' consumer purchase decisions and likeability has the greatest influence on consumers purchase intention more than other attributes. Television is the most influential medium to convey celebrity endorsed advertisements followed by internet (social media).

Generally, although celebrity endorsement adverts are considered to be effective, influential, and increase recall rate of product the finding of the study suggests that it has less impact on influencing consumer purchase decision. The findings confirm that, it is the quality of the product that consumer considers when making decision to buy products or services.

Keywords: Celebrity endorsement, consumer purchase decision.

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CHAPTER ONE

BACKGROUND OF THE STUDY

1.1 Introduction

This chapter contains the background of the research, statement of the problem, the objectives of the study, research questions, significance, scope and organization of the whole dissertation.

1.2 Background of the study

Advertisement is a very important aspect when it comes to marketing. It is through advertisements that companies communicate to their target audience about different products and services that they have to offer. Strategic positioning and effective communication are the two most important “mantras” guiding a brand to success in today’s competitive marketing environment. Marketers employ all possible efforts to promote their brands and grab the consumer’s attention. The impetus is on attracting the customer’s attention and developing positive associations not just to influence recall, but also to induce trial and eventually affect purchase decisions (Shukre and Dugar, 2013). Roderstenin (2005) argues that, there are various instruments at the disposal of marketers such as the classical instrument of advertising, sponsoring, public relations and product placement, but also “new” communication forms like event, fairs and particularly the internet. However, he went further and said more and more popularity gains the use of endorsers (a person who gives a favourable opinion about something for instance about a brand, product or services). In a market where advertising plays a vital role in coordinating consumer purchases, it becomes important for companies to induce all possible measures to influence, motivate and inculcate desire to purchase, to the consumers through an effective advertising campaign.

Theories and practices prove that, the use of celebrities in advertising generates a lot of publicity and immediate attention (Shukre and Dugar, 2013). Celebrities are people who enjoy public recognition by a larger group of people in a particular society. They possess different unique characteristics such as attractiveness, extraordinary lifestyles

amongst many others that most people aspire to; it influences them to make various decisions regarding their life. Over the years, celebrity endorsement adverts have shifted from traditional means of advertisement to embracing different modern advertising techniques of attracting, informing, reminding and persuading consumers in making purchase decision. Celebrity endorsement has become popular and used by both emerging and successful companies. The research conducted by Choi and Rifon in (2007) conclude that, in today's world, celebrity endorsement has become one of the most popular forms of advertising. In the current globalized and competitive world, millions and thousands of companies embrace this form of advertisement and therefore consumers are exposed to thousands of images, voices and pictures of different celebrities.

All these adverts have the single aim, to capture the attention of the consumers. Celebrity endorsement is not a new form of advertisement it emerged in the early 1760,s right when advertisements emerged and it has been used since then, it is said to be one of the major advertising techniques that have a great influence on consumers when making purchase decisions on different products, services and brands. If one looks carefully at the number of adverts ranging from radio adverts, billboards, and television all these adverts use different celebrities to pass information to their potential consumers. Different celebrities ranging from musicians, football players, actors and actress, television and radio presenters and other people who have a great influence on other people are in these adverts. They have been endorsed by different companies to communicate about their company's products, services and brand to consumers. Thus, celebrity endorsement in advertisements and its impact on the overall purchasing decision is of great significance to companies.

Companies in Tanzania employ a variety of promotional strategies to draw these celebrities to their brand so that they can be more believable, likeable and persuade consumers to make their purchasing decisions based on the message conveyed by the celebrity. Ahmend, Seedans, Ahuja and Paryan (2015) state that, these famous personalities have a great influence on consumer purchasing behaviour that why it is

the most attractive advertisement tool nowadays. The most important goal of adopting this type of adverts is mainly to influence consumers towards products and services (Ohanian 1990). Companies have turned to celebrity endorsement because it has proven to have a positive impact of increasing sales of the product or services, increasing in number of customer and consumer, but also celebrities are role models to a very large number of people in our communities. A larger number of people tend to worship and want to live like them and with these individuals endorsing companies; this means they have a high chance of influencing purchasing decision of their followers.

But, this strategy also makes it easier for the marketer when they want to capture a certain population, what they have to do is to find a celebrity who has great influence over the target population and use them in their adverts to communicate about their products and services. Celebrities' endorsement of products and services surpass national borders, both developing countries like Tanzania and developed countries like U.S.A and U.K (White, 2004). This is because the majority of companies using these strategies in their adverts have been able to increase brand recognition and number of consumers. This has become a great motivation for other companies to turn and start to use the strategy in order to excel in the market. The study conducted in (2003) by Stafford, Spears, and Hsu in the United State of America found out that the use of celebrities in advertisement has increased very fast over the last decade from 10% to 25%.

The above study was conducted in 2003, thus it is perceived in this study that the usage of celebrities an advert in the United States of America might be even more than 50%. In Tanzania, almost 60 percent of advert screened includes some sort of celebrity endorsement, a larger number of actress, actors, musician, Television and radio presenter have been able to earn a lot of money from these endorsements. The use of celebrities in advertisement has become a very common strategy that is used by different companies in the country. It has also become a very common thing to see one celebrity being endorsed in advertisement of more than one brand, products or

services of different companies. A good example of these is Naseeb Abdual or famous Bongo musician known as (Diamond Platinumz) he has scored a lot of endorsement deals from a variety of companies from within and outside the country example of companies endorsing (Diamond Platinum) are Coca-Cola, RedGold Tomato, DSTV and Vodacom. Companies all over the world invest millions and billions of money in different advertising companies to be able to affiliate their product, brands or services with endorsers, 10% of advertising expenditure usually goes toward celebrity endorsers (Pajvani, 2005). Similarly, every single product or services have a very unique image and identity in most cases; consumers make purchasing decision about product or services basing on maximum compatibility between the product image and his/her self-identity and image.

As indicated by UNESCO (2012) 1/6 of the world total populace are youth, and more than 200 million of these young are found in developing countries. In Tanzania we have a populace of more than 45,000,000 where by 7,000,000 million are youth age 20-30, and more than 3,000,000 of this adolescent live in urban areas (Basic Demographic and Social Economic profile ,2014). Youths are ordinarily the biggest consumers of merchandise and ventures and particularly the one embraced by celebrities. In the contemporary globalized world, where youth purchasers tend not to focus on a wide range of ads ranging from daily newspaper, radio, magazine and even television. For this reason, the attractiveness, credibility and the meanings transfer by these celebrities' endorser in most cases goes unnoticed because youth consumers no longer pay attention to all types of advertisement, instead most youth go to a great extent to purchase program to block online pop up ads and whenever there is an advertisement break in the television youth usually change channels. Therefore, in spite of millions and billions of money invested in advertisement by these companies in most cases this money goes to waste. Therefore, the overall purpose of this study was to analyze the impact that celebrity endorsement advertisement in influencing Tanzania youths purchasing decision in this globalized age where youth consumers have more autonomy when dealing with adverts.

1.3 Statement of the Problem

It has been identified by various authors and researchers such as Khan and Lodhi (2016), Apejoye, (2013), Zipporah and Mberia (2014) and Ibok (2013) that celebrity endorsement adverts have a significant influence in building brand awareness, brand image, influence customer purchase decision, but most importantly it increases sales of different product and services offered by those companies employing this strategy. Over the years thousand and millions of companies in the world have used this strategy to capture attention of different consumers such as university students, early working class ranging from 20-30 year old.

According to the study conducted by Khan in (2014) looking into the aspect of celebrity endorsement advert and how celebrity endorsed adverts has created a point of difference between consumer brand choices. He concluded that celebrity endorsed advertisement effect consumers purchasing behaviour rather than non-celebrity endorsed adverts. It's true that despite the perverseness of celebrity endorsement adverts in Tanzania, there are few studies that have been carried in Tanzania about celebrity endorsement advert and its influence on consumers purchase decision.

However, there are many researches that have been conducted in the past about celebrity endorsement advert in other African countries such as South Africa, Kenya and Ghana among others. The main purpose of this research study it was to survey how celebrity endorsement adverts have an impact in influence on youth's consumers' purchase decision. The study mainly focussed on examining the perception held by youth customers about celebrity endorsement adverts, how the different attributes possessed by celebrity in adverts influence youth consumers' purchase decision and lastly to identify and influential media to convey endorsed advert target youth.

1.4 Research Questions

- i. What is the perception of Tanzanian youth consumers towards celebrity endorsed adverts?

- ii. Which celebrity endorsed attributes has the highest influence on Tanzania youth consumer purchase intention?
- iii. What is the influential medium to convey celebrity endorsed adverts?
- iv. What is the influence of celebrity endorsement advert on consumer purchasing decision?

1.5 Objective of the Research

1.5.1 General Objective

To examine the impact of celebrity endorsement in advertisement towards influencing youth purchasing decision.

1.5.2 Specific Objective

- i. To explore the current state of youth consumer perception about celebrity endorsement adverts in Tanzania.
- ii. To identify celebrity endorser attributes in adverts influence on youth consumer purchase intention.
- iii. To identify an influential medium to convey celebrity endorsement adverts.

1.6 Scope of the Study

The study was conducted in Dar es Salaam city, which, according to Population and Housing Census conducted in (2012) it is said to have 4,364,541 million people. According to the (2012) Census the city has approximately 1,383,632 youths aged 20 to 30. The study mainly focused on youths who live in various districts and streets of Dar es Salaam (both male and female). The study was conducted for three months from March to June 2017.

1.7 Significance of the Research

This survey was set to elucidate the impact of celebrity endorsement in the mind of youth customer, and how they perceive celebrity endorsed advertisement, the major elements in celebrity endorsed adverts that influence them to prefer choices of multiple product and services offered by different companies in the market. This

study is concise on the common need of a person and it is significantly valuable for marketers, researchers, students and advertisers. It can be further used for study and research purpose.

1.8 Organization of the dissertation

This dissertation is divided into six chapters: Chapter one “Introduction” shows the background of the study, problem statement, objectives, research questions, significance and scope of the study. Chapter Two “Literature review” shows relevant theories, previous studies by different authors and the conceptual framework. Chapter Three “Research methodology” shows the research design, sampling issues and data collection techniques used. The fourth chapter presents the findings, chapter five discussions of findings and chapter six contain the summary of the study, conclusion, Implication to marketer and advertiser limitation of the study and suggestion of area where further studies can be conducted.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the review of different past and existing scholarly works done in the area of celebrity endorsements and its influence on consumer purchasing decision. This chapter contains discussions about different aspect that are very important in this study, which include definitions of key concepts and meaning of celebrity, celebrity endorsements, consumer purchase decision, celebrity endorsement adverts and youth consumer purchase decision, theoretical literature review, empirical literature review, conceptual framework and conclusion

2.2 Literature Review

2.2.1 Celebrity

McCracken (1989) defined celebrity as people who enjoy specific public recognition by a certain group of people. Celebrities are movies star, sports, politician, famous business men and women, musician, writers, radio and television presenter. Celebrities have unique characteristics like physical attractiveness, extraordinary lifestyle and different special skills or talents which other people in that particular community do not have and they are not commonly observed. It has been concluded by many researchers that in a society celebrities they do differ from other common people and they enjoy high degree of public recognition (McCracken: 1989). In some community or societies celebrities are considered or perceived as gods by the masses since they have a very great influence on them. The most important privilege of being a celebrity is not being forgotten and known by people for their activities and special skills or talents. Their many famous celebrities who passed away a long time ago, but people still remember these individuals such as Michael Jackson, Steven Kanumba, Miriam Makeba, Bob Marley, Luck Dube etc.

2.2.2 Celebrity Endorsement

Celebrity endorsement, according to Solomon (2009) is the use of famous athletes, movie stars, music icons and television stars in promoting or advertising of goods and services. According to Friedman and Friedman (1979) the term celebrity endorser refers to an individual who is known to the public for his or her characteristic in areas other than that of product class endorsed. Celebrity endorsement is acknowledged to be universal characteristics of modern day marketing. McCracken's (1989) definition of a celebrity endorser is, any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marcoms), is useful because when celebrities are depicted in marcoms, they bring their own culturally related meanings there to irrespective of the required promotional role.

Friedman and Friedman (1979) found empirical evidence that, in the promotion of products high in psychological and/or social risks, use of celebrity endorser would lead to greater believability, a more favourable evaluation of the product and advertisement, and a significantly more positive purchase intention. Friedman and Friedman conducted different research in early (1979) and they found that unlike any other type of endorser employed such as the use of professional expertise such as doctor, engineer, company manager or the use of typical consumer, celebrity endorser are more effective than any other type of endorsement. This is because celebrity unlike other endorser they have a very huge influence over their followers and fan and especially in the developed world such as U.S.A whereby they are many cases of fun spending lot of money to purchase different product or services just to have a similar lifestyle like that his/her favourite celebrities

According to Kaikati (1987) the use of celebrity spokesperson helps advertisements to stand out in the crowd and get attention in the world where a person sees millions of advertisements on a daily basis. The use of celebrity endorsement has become very popular and common method in advertisement in the contemporary world it has become a challenge to many companies to be able to stand out in the crown since a

lot of other companies they are doing the same thing. While Atkin and Block (1983) state that the specific image, high profile and familiarity of a celebrity endorser make the advertisement distinctive and thus improve its communicative ability. Mooij (2004) adds that the use of internationally recognised celebrities can help to avoid problems such as time, space, language, religion, relationship, power, masculinity and femininity in their internationalisation and helps people identify with the brand or product internationally.

Spielman (1981) argued that almost one quarter of all advertisement in the world features different type of celebrities. He went further and said that the argument prove that celebrity endorsement advertisement is an effective means of persuasive communication to different target audience. Due to that this type of adverts has the highest capacity to enhance attentiveness of consumer to watch or listen, and advert; it also makes the ads more memorable, credible, desirable and glamour to the endorsed product. In (1989) McCracken added a new knowledge in the world of celebrity endorsement in he said that the endorsement process can be of different type and endorse can also play different roles. Celebrities they can be able to take the roles or expert, as a spoke person associated with the product, or sometime they play the role as aspiration figure with no particular knowledge or relationship with the product at all. He also proposed the four types of endorsement the first one is explicit endorser (I endorse this product) therefore it must be a good product, the second one is Implicit endorser this are those endorsers who will say in the adverts that (I use this product) you should use it too, the third one is imperative this are those endorsers who their role in and advert is to convince people in the adverts to use the product "You should use the product". The last type of endorsement is that of co-presentational (merely appearing with the product).

2.2.3 Consumer Purchase Decision

Consumer purchase decision, it is a process that consumers experience before purchasing products or services. There five stages that consumer passes through before purchasing a product or services. The firstly one is need recognition, after

identifying a need consumer usually search for information about a product or services they need, evaluate alternatives of product or services between brands and product attributes that exist in the market, they then make purchase decision to buy a product/service or not to buy. Lastly, post purchase behaviour is the last stage after purchasing the product or services, consumers are they happy with the product or not. These stages were introduced in 1910 by a psychologist John Dewey; he contended that these stages can be used as a framework to evaluate consumer buying behaviour from the time of recognizing a need up to the post purchase behaviour (Su 2007).

Bettam, Luce and Pyne (1998) contended that consumers purchase decision process is a subjective process essentially impacted by the consumers' condition, setting and circumstance in which decision is made. Consumer purchase decision varies across individual, decision and context (Xia and Sudharsha 2002). Subsequently, the above contention infers that consumer won't generally follow after these steps with each purchase. Some purchase decisions are major, for example, purchasing a piece of land some are minor, for example, purchasing washing cleanser, drinking water, garments and so forth. Consumer level of association will additionally change in view of the status of the item that will be acquired. The more major the purchase decision, the more effort is typically put into the process.

2.2.4 Celebrity endorsements advert and Youth purchase decision

Living in celebrity endorsed interceded world were a greater number of individuals imitated from these famous people or their loved one in films, music video, business, adverts and social media. An extremely bigger number of youth have built up feelings of self-character and they need to settle on their own choice in regards to various part of their life. In this manner, youth tend to look for individual relationship that esteem their viewpoint and guarantee their inclinations are comprehended (Chan and Zhang 2007). As of late investigation directed by Cocker and Balustrade (2013) discovered that consumer age 18-24 generally takes an active role in developing their identify and appearance based upon celebrities. The examination results show that youth age 18-24n are more likely to be impact by superstars' brand endorsement than any other

age group. This suggests that the cultural messages and meaning shared by famous people have a huge impact to youth consumers.

In the process of looking for self-identify most youth tend to identify themselves with celebrities. Youth in both developed and developing countries have been associated with worshipping celebrities (Yue and Cheung, 2000). Celebrities are loved by youth since big names are more alluring than customary people. Advertiser and marketers have likewise fixed open door in this and bundle famous people in the media well through make up, photograph edition, apparel and complimenting and utilize them to publicize diverse items they offer targeting youth consumers.

Nelson (2015) directed an examination in his investigation; he separated the level of trust in promotion by various age gatherings. In his examination, he discovered that celebrity endorsed adverts, messages put stock in additional with age Z (age group 15-20) and the Millennial (age assemble 21-34). He likewise presumed that the millennial (age aggregate 21-34) have the most abnormal amount of trust in about all advertising formats. This is based on the grounds that youths have a tendency to impersonate celebrities' lifestyle. So, it will be easy for them to capture their attention if they used celebrities endorsed in adverts. As per Schultze et (1991) he asked the utilization of celebrity endorsers in adverts has turn into a typical system that advertisers and sponsors to impact devotees of these celebrities' value, attitudes, belief and behaviours.

In this way, this research analyzes the impact of celebrity endorsed adverts in influencing youth consumers purchasing decision. As far I have surveyed distinctive writing, yet I barely went over any investigation of this kind in Tanzania. Having the biggest number of youths, an expansive number of celebrities endorsed ads coordinated to youth purchasers. The primary purpose of worry in this examination in to look at, the way the market is soaked with various famous people endorsing items and services, does traits that they depict in adverts have any effect in affecting youth consumers living in Dar es Salaam purchase decision.

2.2.5 Theoretical Literature Review

There are a substantial number of literatures on celebrity endorsement; this can be drawn from three theories, which are sources of credibility model, source of attractiveness model and the last one is the meaning transfer model. But most of these models that are used to discuss about celebrity endorsement currently were originally developed for the study of communication. Examples of these models include the source of credibility model and source of attractiveness model. These two theories have been categorized under the name of source models and this is because the two models reflect and inform directly about research in social influence theory or source effect theory. In late 1980, s McCracken introduced a new model commonly known as the meaning transfer model, this model major assumption is that celebrities' endorser is usually expected to transfer a certain meaning to their target audience to be able to convey the message effectively.

2.2.5.1 Source Credibility Model

This is one among the early model that were used by many researchers to measure the perceived image of consumer and customer about products or services. The major assumption of this model was put forward by Dholakia and Stemthal (1977) they argued that the effectiveness of the message mainly depends on the perceived expertise and trustworthiness in an endorser. What the two authors tried to tell us here is that the perception held by consumers about an endorser play a major role towards influence them to make their purchase decision regarding the endorsed product or services. According to Erdogan (1999) he argued that in most cases information from a credible source can be able to influence beliefs, opinions, attitudes and most of all through the process of internalization which occurs when receiver accept a source in term of personal attitude and value structure.

Trustworthiness refers to the honesty, integrity and believability of an endorser to be able to know the trustworthiness of the celebrity that would depend on the target audience perception of that particular celeb in an advert (Erdogan, 1991). Advertisers

usually selects and evaluate the value of celebrity trustworthiness by choosing endorser who are widely viewed by the population as honest, believable and dependable (Shimp, 1997). Such as, if the endorser herself/himself maintains a good reputation in that particular society, then it will be easy for people or consumer to trust or believe the message that he/she communicate in the adverts. Consumers usually internalize each and every message that they receive before making any purchasing decision.

Friedman et al. (1978) contended that trustworthiness is the major determinant of source of credibility and then tried to discover which source attributes are correlated with trust. The findings showed that likeability was the most important attribute of trust. Based on the result of the finding the author then went forward and urged that advertiser and companies who want to endorse celebrities to select one with personality who is most liked by the majority of the target population for that particular advert. Ohanian (1990) developed a scale to measure celebrity endorsers' perceived expertise, trustworthiness and attractiveness by combining the source-credibility and source attractiveness models. In Ohanian (1991) conducted another study to test the scale that he developed and he found out that trustworthiness was not significantly related to consumer intention to buy an endorsed brand, product or services. Consumer have a tendency of trust people who related to them, therefore advertiser when thinking of using celebrity endorsers in an advert they should usually consider the aspect of ethnic background of that celeb and how that celebrity will be able to convey the intended message to that particular audience.

According to Hovland et al. (1953) in Ohanian (1991) Expertise is the extent to which a communicator is perceived to be a source of valid assertion. It mainly refers to the knowledge, experience or skills that an endorser has about the particular product, services or brand that endorsed him/her. The most important thing that matter here is how the target audience perceive the endorser, and not how she/he is an expert in that particular field. However, the use of expert endorser in communicating with consumer normally it has a higher influence on the perception about the quality of the

product or services. The use of celebrities that has enough knowledgeable, skills and experience of using the product, services or brand, this method can be more persuasive and generate more intention to buy a product or services. On the other hand, use expert celebrities' influences higher ability to consumer to remember information that they conveyed in the adverts than those adverts that use non-expert celebrities.

In the past, there was this saying that, the most credible a source is, the more persuasive the source is likely to be. Credibility is a very important factor to consider when selecting an endorser but this is not the only factor that one is supposed to pay attention to while selecting an endorser. The use of this factor also depends with the type of audience or target population that you want to reach. It is really important to also pay attention to the type of the audience that you want to reach and how that particular celeb relate with them. Erdogan (1999) said that, up to now there are no clear explanations what real construct the credibility model and they were unable to provide a clear explanation about what are the important factors to observe to know a credible source. However, in spite of their failure to identify this factor he went forward and say credibility is one amongst the major factors for advertisers while choosing endorser and this is because credibility has proved to have a direct effect on influencing attitudes and behavioural intentions. He keeps on insisting that this should not be the only factor that advertiser should relay while choosing celebrity endorser.

2.2.5.2 Source of Attractiveness Model

According to McGuire (1985) Source Attractiveness Model considered to be a component of the "source valance" model and it draws its major assumption from research on social psychology. Major factor advertiser need to look and pay attention into in this model are 'familiarity'; knowledge of source through exposure, 'likeability'; affection for source based on his/her physical appearance or behaviour, 'similarity'; resemblance between the source and the audience (McGuire, 1985; McCracken, 1989). The major assumption of source of attractiveness model is that, the

effectiveness of the message highly relies on the three dimensions. According to Ohanian (1990) the source that are likeable, familiar and similar to the consumer then these ads are attractive and will have a huge influence in persuading consumers to first look at the ad and influence their purchase decision. In most cases advertisement usually selects celebrity endorsers basing on their physical attractiveness so as they can gain from the dual impact of celebrity which are their status and the physical appeal (Singer, 1983). It was the assumption in this study that attractiveness relates to physical attractiveness, but in this case the meaning of this word goes beyond that, can include other attributes that a consumer may perceive to be attractive in that particular celebrity.

The attributes can include personal properties, lifestyle, and intellectual skills and of course the physical attractiveness such as having a nice body structure, having a beautiful face or eye and etc. As we are all human beings with our subjective judgement about different issues, situation and circumstance we might as well have different definitions towards the terms. In order to understand the importance of attractiveness in and ads, one need to watch television or look at the print advertisement on the billboards, most of the people used be it a celebrity or non - celebrity the most important attribute that they maintain is that they all need to be attractive in one way or another. This is because people with attractive personality or good looks can be able to capture attention of many consumers and unfortunately influence their purchasing decision in one way or another. It has become a tendency that in order to be endorsed or to appear in advert one first needs to be presentable, handsome or beautiful. These are because consumers in most cases tend to have a positive stereotype about such people. In addition, research conduct by Baker and Churchill (1977) show the physical attractive communicator are more successful at changing belief and generate purchase intention than the unattractive counterpart. According to the study conducted by Patzer (1983), he concluded that attractive models influence consumer positive viewpoints towards the advertisement and stronger purchase intentions.

But according to the research conducted Kahle and Homer (1985) proposed that the physical attractiveness of the celebrity endorser had a very big impact in influencing consumer to recall the product, to remember also product attributes and influencing purchase decisions to a greater extent than endorser likeability or the level of involvement. However, Kamins (1990) and Pajvani (2005) conducted different studies on the attractiveness model they found out that most of the past researcher they did elaborate clear that the attractiveness of the celebrity is of no/less effect when endorsing a product or services that does not enhance one's attractiveness. According to Friedman and Friedman (1979), they argued that in the advertisement of products that involves high psychological or social risk with elements such good taste; self-image and opinion of other relatively normal person can be more effective than the use of celebrity.

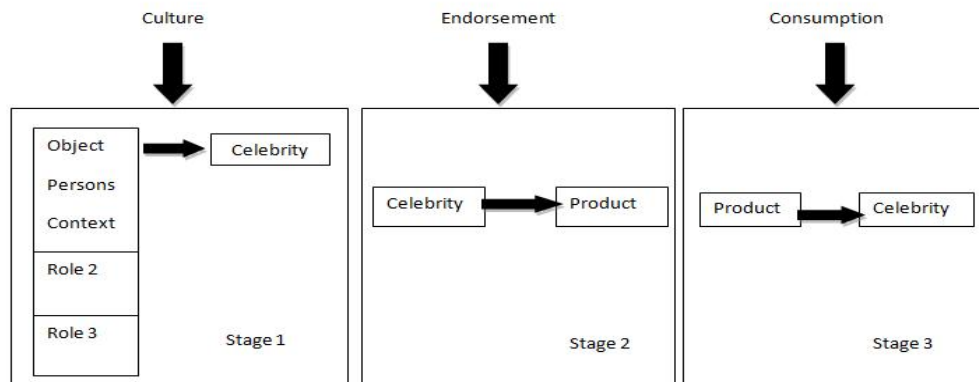
Aristotle is one among the great philosopher to ever exist in the world and he once said that in Ohanian (1991) "*beauty is a greater recommendation than any letter of introduction*". This quotation is suitable for this scenario for a large number of individuals in our society usually have pre-conceived perception that people who are good looking are usually smarter. This circumstance is termed as a halo effect it happens when people who have become successful in one dimension/area are assumed that they will excel in another dimension as well. The halo effect theory has been explained clearly in the consistence theory which states that people are more comfortable when their judgement about a person go together (Solomon, 1996). To date, there is no reservation that attractive celebrity endorser enhances attitude of consumers towards advertising and brand. But when it comes to the part of creating purchasing intention there are lots of uncertainties because majority of studies conducted in the past found that celebrity endorser is unable to initiate behavioural intent, while other studies also found that celebrity are able to create behavioural intentions.

2.2.5.3 Meaning Transfer Model

Erdogan (1999) believed that Celebrity endorser brings their own symbolic meaning to the endorsement process. McCracken (1989) also viewed the endorsement process from culturally perceptive, he concluded that it is important to analyse the effectiveness of celebrity endorser by understanding meaning that different consumers associate with the endorser because usually transfer these meanings to that particular products or brands. Therefore, the cultural meaning that belongs to these celebrities goes beyond the person's personality and is transferred to the product. McCracken has explained the celebrity endorsement process as a very special example of a common meaning transfer process from the companies to the consumers. While explaining the model, he went on and says that the cultural meaning moves through a conventional path to individual consumers.

The convention path of meaning transfer process involves three stages the first one is formation of celebrity image in this stage basically it explains how celebrity is selected, the second one is transfer of meaning from celebrity to product in this stage advertiser/marketer transfer the attributes of celebrities become the attributes of the products. The third one is transfer of meaning from products to consumers it mainly shows how the attributes of both product/celebrities become the properties of the consumer.

Figure 2. 1: Meaning transfer model and endorsement process



Key

➡ = Path of Meaning Transfer

□ = Stage of Meaning Transfer

Source: McCracken (1989), pp 45.

According to McCracken (1989), the first stage is that meanings are something inherent and resident in the culturally constituted world, in the physical, and social world based on the different categories of the prevailing culture in that particular society. McCracken (1987) noted that there is no a motivated or strong relationship between meaning and the products, this is because consumer good meaning changes according to cultural significance. McCracken (1987) also accepts that certain products lead themselves to particular meanings, and he also agreed that that advertising is an effective process of meaning transfer that nearly any product can be made to take any meanings.

The second stage is the transfer of meaning from a celebrity into products. Here commodity develop a personality due to that celebrity will be transferring their meanings to the product. For this stage to be successful advertiser need to select the appropriate celebrity to advertise the product. Furthermore Fortini-Campbell (1992) contended that product just like human being, they also have a self-identity (personality), he went further and claim that people usually consumer brands, product, or services that relate to their own personality or of people who they inspire them

such family member or friends, role models and even celebrities. Fowles (1996) came up with the new rationale that advertiser employs when hiring celebrities to endorse their brand or product, and the assumption is that advertisers usually believes that people will consume the image of the celebrity advertiser and the major hope is that people will also consume the product allied with the endorser.

The last stage is the transfer of meaning from product to consumer. McCracken (1986) said that advertise is one of the major means of transferring meaning from culture, to consumers and then to goods. For this movement to be achieved, it is usually accompanied by various promotional agencies. In this case advertising works as a technique of transferring meaning by bringing consumer needs and the representation of the culturally constituted world together within the frame of a particular advertisement in conjunction with McCracken's (1986) argument Domzal and Keman (1992) stated that advertising is a very fundamental part of the social system, whose major purpose is to transfer the culturally constructed meaning of products to consumers. Therefore, according to the author consumer learn the meaning by inferring to product definition, which in this case the meaning of the product is developed in promotional content. McCracken (1989) model of meaning transfer sometimes it seems a merely theoretical concept, but it has been applied in real life by different researchers. In conclusion McCracken model advices advertiser and marketer they should consider and explore symbolism and the actual meaning that celebrity possesses and they should also check if these meanings relate to their product or brand. In reality the effectiveness of the endorser depends on the meaning she/he communicates in the endorsement process during communication with consumer.

2.3 Empirical Literature Review

Apejoye in (2013) examined the influence of celebrity endorsement advertisement of student purchase intention in Ghana. To study this phenomenon, he conducted a quasi-experiment research using a systematic sampling and the sample size of 120 students. The unit of analysis of his study was only student, other element in the population were excluded. This study included all Dar es Salaam city youths with age

range from 20 to 30. He used a case study of Pepsi cola commercial advert featured Osaze Odenwingle and the second ad did not feature any celebrity. This study did not focus only in one specific advert or a company, but instead it general surveyed all adverts using celebrities. In his study Apejoye (2013) found out that celebrities' endorsed advert has a significant influence on student purchase intention.

He went further and suggested that the different element employed in producing celebrity endorsed and non-celebrity endorsed adverts should be combined together in order to achieve desired results. Likewise, the image of a celebrity before the public should be scrutinized before such a celebrity endorses an advert in order not to cast the product in a negative light. The study only used one theoretical model which is source of attractiveness model, source of credibility model. They, however, did not use the meaning transfer model in its course. The study was also conducted in a different context (Ghana) that justifies the need for a study like this in Tanzania.

In another study conducted by Ahmed, Mir & Farooq (2012), its purpose was to find out the influence of celebrity endorsement on consumers' buying behaviour. The researchers observed that celebrity endorsement is a technique to attract greater attention of audiences. The study presented printed advertisement to respondents that comprised of celebrities, and analysed that celebrity endorsement has a positive influence in the consumer purchasing behaviours. However, consumer also considered celebrity product association in their buying decision. This study only examined printed advertisements. This research explored all types of celebrity endorsement advertisement including print, television, radio and billboards among others. The study was carried out to analyse the influence of celebrity endorsement on consumers purchase decision. The research focused on consumers ' interest that they idolized their stars and cricketers, this was the key that promoted products. The quantitative study by Jija (2013) employed systematic research and sample size of 2000 respondents and proved that, 51% of the respondents considered quality of a product, 23% of respondents indicated that they got positive image if their favourite

celebrity endorsed a product, while 40% of respondents posited that celebrity endorsement helped in brand promotion.

Hassan and Jamil (2014) conducted a comparative study between India and Pakistan to examine the influence of celebrity endorsement on consumer purchase intention of existing products, between the two countries where celebrities have a great power to influence consumer purchasing intention. In order to be able to examine the contract the authors used a sample size 300 people. The findings of the study showed that endorsement through local and Indian celebrities has similar and not much significant influence on purchase intention in Pakistan, with no major difference by country origin of celebrity (Hassan and Jamil 2014). The two researchers carefully examined the relationship between celebrity's endorsement adverts and consumer purchase decision and they concluded that attributes of celebrities (India and Pakistan) have lesser power to influence purchasing intent of existing product. But instead the quality of the product, brand image and brand loyalty are the major factors to influence purchase decisions of existing product.

The study conducted by Ravindran (2012) indicated that the influence of celebrity endorsement on consumer buying behaviour is against the study conducted by Hassan and Jamil (2014). In his study Ravindran (2012) suggests that celebrity endorsement has a positive visibility to product endorsed and contented that celebrities are the earliest methods that companies can use to appeal to their target consumer. Although he also acknowledges that if advertiser failed to select celebrity that relate to the product may affect the effectiveness of an advertisement. This study proves that celebrities encourage positive attitude towards the advertisement and brand regardless of the number of endorsements they have.

Khan and Lodhi (2016) conducted a study that concentrated on examining the factors and attributes of celebrities through which marketer endorser looks on celebrity for endorsement. They were more interested in investigating if this factor and attributes can influence consumer purchase decision. The finding of the study concluded that

celebrity endorsed advertisements are not only used to create brand recognition and brand awareness, but this method has been an effective tool to help brand to capture their target audience. They went further and argued that celebrity does not make the advertisement effective and instead other factors and attributes that celebrities possess and product have, such as product performance, quality and brand image, personality and trustworthiness of the celebrities combined together will influence the mind of consumers to choose a particular face product of his/her choice.

Ibok (2013) conducted a study that examined if celebrities' image can have a positive or negative effect on consumer attitude towards endorsed product. He contended that celebrities' effectiveness depends on their credibility and trustworthiness, and advertisers should watch them carefully when selecting celebrities to endorse a product. Because if they select someone that the audience perceived him/her not credible and trustworthy, then this will hinder the effectiveness of the advertising campaign. Celebrities with good public image can enhance product acceptance among consumers because of their perceived characteristics. This study was conducted to shed light about one advertising techniques that have become dominant to all marketers that is celebrity endorsement and how it is and effective methods of delivering different messages to the target audience (K. V, 2012).He argued that the effectiveness of the celebrity endorser highly depends on either the image of the product will relate with the image of the celebrity. However, the findings of the study concluded that the purchase intention of the consumer is influenced by the celebrity endorsement factor, but this is not the only factor that people look into while thinking of purchasing a product they do look also on issue such as quality and price. Celebrity endorsement has a positive impact on consumers as a great number of consumers tend to use or purchase brands that a have been endorsed by celebrities.

The reason for the study on impact of celebrity endorsement on advertisement was to explain that celebrities have credibility and attractiveness that increases the effectiveness of ads. Moreover, celebrity endorsement can make the brand stand out if used effectively. Zippo rah and Mberia (2014) concluded that celebrity's appearances,

likings and credibility are highly correlated with advertising believability. Thus, celebrities are really good at generating attention, whereas it also possesses negative impact on the audience regarding their behaviour in the society. The study was conducted to outline the key elements that make celebrity endorsement more successful methods of advertising for an endorser and brands. The finding of the study suggested that the message that is delivered by celebrities has a huge impact and increase brand or product recall that a those of non-celebrity endorsement. According to the study conducted by Bhargava (2005) in India he concluded that Indian people have a tendency of worshipping their celebrities and in some cases, they consider them as Gods and markers together with advertisers use this as an opportunity to influence their potential target audience.

2.4 Literature Gap

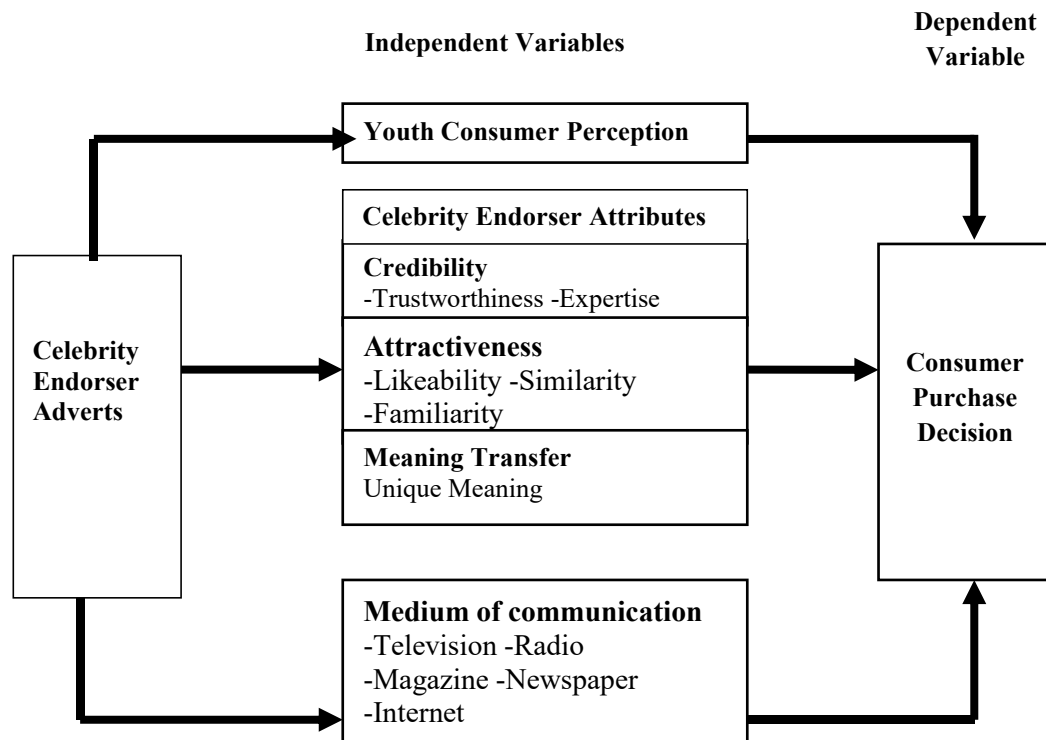
Different researchers have analysed the effect of celebrity endorsement adverts in affecting youth consumers purchasing decision. In any case, writing accessible does not break down the effect of big name supported traits in conjunction with looking at the persuasive media to pass on these adverts. Subsequently, this exploration examines the impact of celebrity endorsed advert on youth consumers purchase decision and at the same time identify and influential media to convey celebrity

2.5 Conceptual Framework

During literature review several attributes of celebrity endorser were discovered ,here we discussed only three which are the first youth perception, second celebrity endorsed attributes which includes credibility which includes expertise and trustworthiness, another celebrity attribute that we take into account is attractiveness which includes likeability(physical attraction, beauty),similarity and familiarity, and meaning transfer which includes the meaning that celebrity transfer to endorsed products and brands. Lastly is the medium of communication here we identity an influential medium to carry celebrity endorsed adverts targeting youth consumers. The dependent variable for this study is youth consumer purchasing decision which will be measured by looking at the impacts of celebrity endorser attributes in influencing youth consumer purchasing decision. It is expected that the dependent

variable is affected by independent variable such as celebrity endorser attributes. The below figure represents framework for understanding the impact of celebrity endorsement on influencing youth consumer purchase decision.

Figure 2.2: Conceptual framework diagram



Source: Research, 2017

2.7 Research Hypothesis

Youth perceived celebrity endorsed adverts to be more attractive and influential when making purchase decisions than non-celebrity endorsed adverts.

Celebrity endorsed attributes combined together are expected to positively/negatively affect youth consumer purchase decision.

- H1 Trustworthiness of a celebrity endorser is expected to positively affect youth consumer purchase decision.
- HO Trustworthiness of a celebrity endorser is expected to negatively affect youth consumer purchase decision.
- H1 Expertise of celebrities' endorser is expected to positively affect youth consumer purchase decision.

- HO Expertise of celebrities' endorser is expected to negatively affect youth consumer purchase decision.
- H1 Similarity of celebrities' endorser to youth consumers is expected to positively influence youth consumer purchase decision.
- HO Similarity of celebrities' endorser to youth consumers is expected to negatively influence youth consumer purchase decision.
- H1 Familiarity is expected to positively affect youth consumer purchase decision.
- HO Familiarity is expected to negatively affect youth consumer purchase decision.
- H1 Likeability of celebrity endorser is expected to positively affect youth consumer purchase decision.
- HO Likeability of celebrity endorser is expected to negatively affect youth consumer purchase decision.
- H1 Meaning that celebrities transfer to products or services they endorsed are expected to positively affect youth consumer purchase decision.
- HO Meaning that celebrities transfer to products or services they endorsed are expected to negatively affect youth consumer purchase decision.

Television, Radio, magazine, Newspapers, internet (social media) are influential medium to convey celebrity endorsed adverts.

2.8 Conclusion

In the literature review, we discussed the main and relevant concepts regarding celebrity endorsements. The chapter made the concept clear, especially the concept of celebrity and celebrity endorsement advertisement. The chapter also provides a well elaborated discussion about different models used to explain celebrity endorsement such credibility model, attractiveness model and the meaning transfer model. After the discussion of different models, the chapter provides a well detailed empirical review of past studies that have been conducted by different researchers. Substantial evidence shows that celebrity involvements in adverts have a great impact in influencing consumer purchase decision.

It has already been contented by different researchers that, celebrities hold a distinct status and position in most societies in the world including Tanzania, celebrity are treated with high regards. Unlike in other countries where one finds a number of previous studies about celebrity endorsement, that is not the case of Tanzania, where it was not easy to locate any prior study in this field. This is the main reason that pushed the author to conduct this type of research.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents various methods and procedures used in this study. The chapter explains the type of the research, research design, research philosophy, research approach, research method, target population, sampling technique and sample size. The chapter also explains how data for the study was collected and the sources of data. The last part of the chapter highlighted the methods of data analysis.

3.2 Type of the Study

The objective of this study is to understand the nature (causal relationship) between variables identified during the literature review. The study is explanatory in nature. It mainly focuses on studying various situations in order to explain the nature of the relationship that exists between variables that are being studied (Saunders et al., 2009). In this study the aim is to understand the impact of celebrity endorsement adverts which is an independent variable in influencing consumer purchasing decision which is the dependent variable.

3.3 Research design

The research design employed in this study is quantitative research. Denzin and Lincoln (2005) refereed quantitative research as the science that silences too many voices, this is because, it collects data through close ended questionnaire in most cases. The quantitative approach involves collecting numerical data and analysing data using statistical tools (Hussey and Hussey, 1997). This design follows accurate methods and procedures which allows researchers to be able to generalize findings (Denzin and Lincoln, 2000). Quantitative research is mostly used by social survey and experimental investigation as to find fact and cause of social phenomena. As of the above discussion and in view of research questions, quantitative research design was adopted. These enabled the study to collect a large amount of data and survey a larger population.

3.4 Research philosophy

There are more than two philosophical assumptions that relate to knowledge development in social science. There are two that are used in most cases which are positivism and interpretive (Saunders et al., 2003). August Comte is one among French philosophers who founded positivism as a philosophical assumption in social science. This method draws most of its assumptions from natural science (Saunders et al., 2009). According to Remenyi et al. (1998) positivist work with an observable social reality that leads to resulting law-like generalizations similar to those produced by the physical and natural scientist. This approach guides the researchers to conduct a research in a value-free way, and stay impartial to the subject of the research (Saunders et al., 2009). The major underlying assumption of this model is that, social world exists outside an individual and its properties should be measured by objective means rather than involving the subjective judgement, feeling and emotion of individuals (Easterby-Smith et al., 2009).

3.5 Research Approach

Deductive approach is mostly used in scientific research and it is a major assumption derived from natural science. It mainly involves developing a theory and hypotheses (or hypotheses) during literature review and designs, a research strategy to test the hypotheses. (Saunders et al., 2000).

3.6 Research Method

Survey strategy is a very popular method used in most of business management research. It usually relates to the deductive approach and is mainly conducted to answer the following questions: how many, who, what, where, and how many questions (Saunders et al., 2009). This method will also be useful for this study since it enables researchers to collect a larger amount of data from the population in a highly economical way (Saunders et al., 2009). Finally, this method is usually perceived as more reliable and solid by a larger number of people and it is also easy to explain and understand (Saunders et al., 2009).

3.7 Target population

This research focused on exploring the impact of celebrity endorsement in influencing consumer purchasing decision among Dar es Salaam city youth. Therefore, the targeted population for this study youths aged between 20 and 30.

3.8 Sampling Technique

Sampling is a very important aspect of research, since it is through sampling that one identifies research respondents. To be able to collect the most appropriate primary data one need to be very kin in the process of selecting the sample size. It is important to select respondents that are genuine and represent the characteristics of the population that is to be studied. The overall sampling technique employed in the study is convenience sampling (or haphazard sampling), which involves selecting randomly respondent who are easiest to obtain for the study. This sampling technique allowed the researcher to collect information from the targeted group of people more easily. The sample selection process continued until the desired sample size was reached (Saunders et al., 2008).

3.9 Sample size

Sample size normally entails the number of people to be your respondent. Crimp and Wright (1995) offered some guidance by proposing that sample size anything larger than 30 and below 500 is appropriate for the research methods. The minimum target sample size for this study was 200 Dar es Salaam city youths.

3.10 Data Collection Methods

To be able to answer research questions primary data was collected by administering structured questionnaire to youth living and studying in different districts, streets in Dar es Salaam city. The structured questionnaire was designed so as to make it easy for the respondent to answer the questions. The questionnaires were administered through Email, Facebook messenger, LinkedIn, WhatsApp, Google form to the respondents in Dar es Salaam through friends, colleagues and relatives.

3.11 Data Analysis Methods

Collection of data is one of the major parts when conducting a research. Nevertheless, another most significant part and more rational the analysis and interpretation of data. This study employed quantitative methods of data analysis Statistical Package for Social Sciences (SPSS), in SPSS Descriptive Statistic Frequency Analysis was used to analyze three specific the objectives and Microsoft Excel was used analyse the third specific objective which aimed at identify an influential media to convey celebrity endorsed adverts. Correlation coefficients was employed to analyse the second objective examine the nature of relationship that exist between celebrity attributes and consumer purchase decision. To provide a clear picture of the research findings are presented using pie chart, bar graphs and tables.

3.12 Limitation of the study

The sample size of the study was small compared the actual number of youth population in Dar es Salaam, which is more than 800,000 population. The sample for the study involved 200 respondents who were selected using convenience sampling techniques. On this basis, the finding of this study makes it difficult to generalize over the larger population.

Time was the major constraint during the whole time of conducting research starting from writing the proposal, collecting data, during data analysis and report writing of the findings. During data collection the researcher encountered some reluctance to complete questionnaires or sending them back in time. This necessitated the researcher to send lots of reminder emails, and message of WhatsApp groups, Facebook pages to ensure that people completed and returned the completed questionnaires.

The study employed online means to collect data, and this means that research did not involve relatively much of face to face interaction with the respondent. This created a room for respondent to manipulate data in term of age, gender and their occupation.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1 Introduction

This chapter presents findings of the study after careful data analysis using pie charts, grouped bar graph, Simple bar graph and tables. These findings will provide answers to the research questions.

4.2 Responses rate

Approximately 400 youths received an invitation link to fill the questionnaires and 227 turn up to fill the questionnaire. However, after careful editing and screening of data only 200 respondents turned up to be valid and reliable for analysis.

4.3 Demographic Characteristics of respondents

4.3.1 Age of the respondent

From Table 4.1, it can be observed that 81 respondents which is equivalent to (40.5) of the sample size are 27-30 years old by the time of collecting data, 76 of respondents (38%) are 24-26 years old, and lastly 43 respondents (21.5%) are aged 20-23 year old. Results presented in Figure 4.3 show that respondent aged 27 to 30 perceive celebrity endorsed adverts to be more attractive than non-celebrity endorsed adverts and that they also think the use of endorser in adverts is an effective tool to influence consumer purchase decision

4.3.2 Gender of respondent

The findings presented in Table 4.1 show that, 114 respondents which is equivalent to (57%) sample size are male and 86 respondents are female (43%). From Figure 4.4 results shows that males often come across celebrities endorsed adverts, and perceive the used of celebrity endorser in adverts to be attractive.

4.3.3 Occupation of respondents

Results presented in Table 4.1 shows that out of 200 respondents who filled the survey questionnaires 54 respondents (27%) are employed, 45 respondents (22.5%) are students, 35 respondents which is equivalent to (17.3%) are entrepreneur, 29 respondents (14.4%) are businessmen or women, 2 respondents (1%) did not fill their occupation, 1 respondent (0.5%) is a lawyer and the remain 1 respondent (0.5%) she is a sociologist.

4.3.4 Geographical location

It can be observed from Table 4.1 below that, 83 of respondents (41.1%) are from different streets in Kinondoni, 36 respondents, 17.8% are from Ilala district, 33 respondents (16.3%) are from Ubungo district, 32 respondents (15.8%) lives in Temeke, 8 respondents did not fill the district they come from (because it was optional).

Table 4. 1: Demographic characteristics of respondents

Age		
	Frequency	Percentage (%)
27-30	81	40.5
24-26	76	38
20-23	43	21.5
Total	200	100
Gender		
	Frequency	Percentage (%)
Male	114	57
Female	86	43
Total	200	100
Occupation of respondents		
	Frequency	Percentage (%)
Employed	54	27
Student	45	22.5
Unemployed	35	17.5
An entrepreneur	35	17.5
Businessmen/women	29	14.5
Lawyer	1	0.5
Sociologist	1	0.5
Total	200	100
Districts of respondent		
	Frequency	Percentage (%)
Kinondoni	85	42.5
Ilala	36	18
Ubungu	33	16.5
Temeke	32	16
	6	3
Kigamboni	6	3
Kibaha	2	1
Total	200	100

Source: Field Data, 2017

4.4 Tanzania youth's perceptions of celebrities' endorsed advertisement

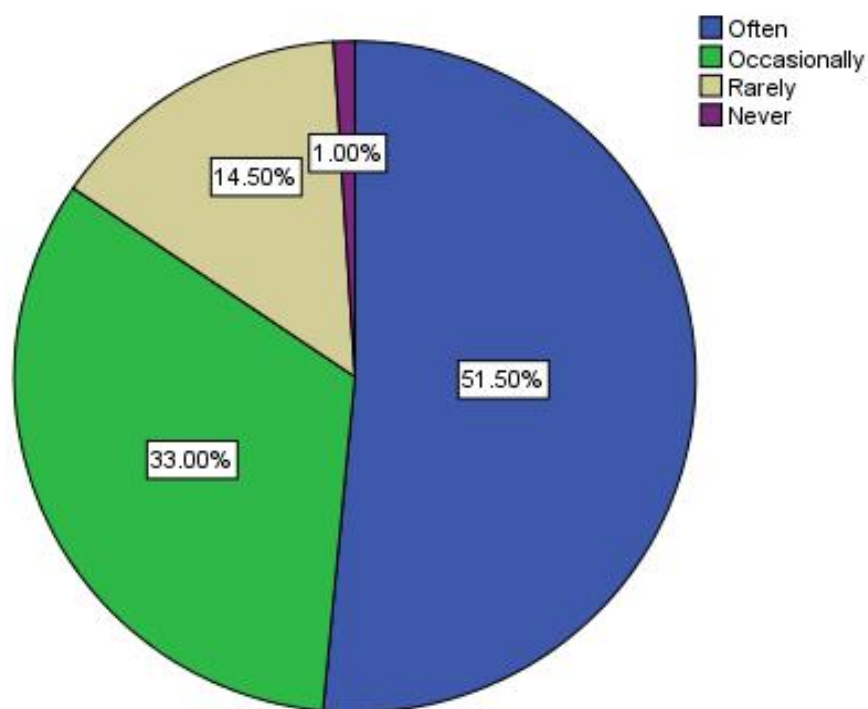
In the first research question, the major aim was to examine and evaluate common perception that youth have regarding celebrity endorsement adverts. Based on the research question, respondents were asked to rate a number of questions with the aim to understand views that they have regarding celebrity endorsement adverts.

4.4.1 Frequency of contract with celebrity endorsement advertisement

Firstly, respondents were required to state how often they do come across celebrity endorsement adverts in their daily life: 51.5% of respondent contended that they often come across celebrity endorsement adverts, 33.0% occasionally come across celebrity

endorsement adverts, 14.5% of the respondent rarely come across celebrity endorsement adverts and remain 1.0% said they never come across celebrity endorsement adverts. Therefore, 84.5% of the respondent contended that they often and occasionally come across celebrity endorsement adverts. The pie chart (Figure 4.1) below shows the summary of the findings for this question.

Figure 4. 1: Frequency of contract with celebrity endorsement advertisement.



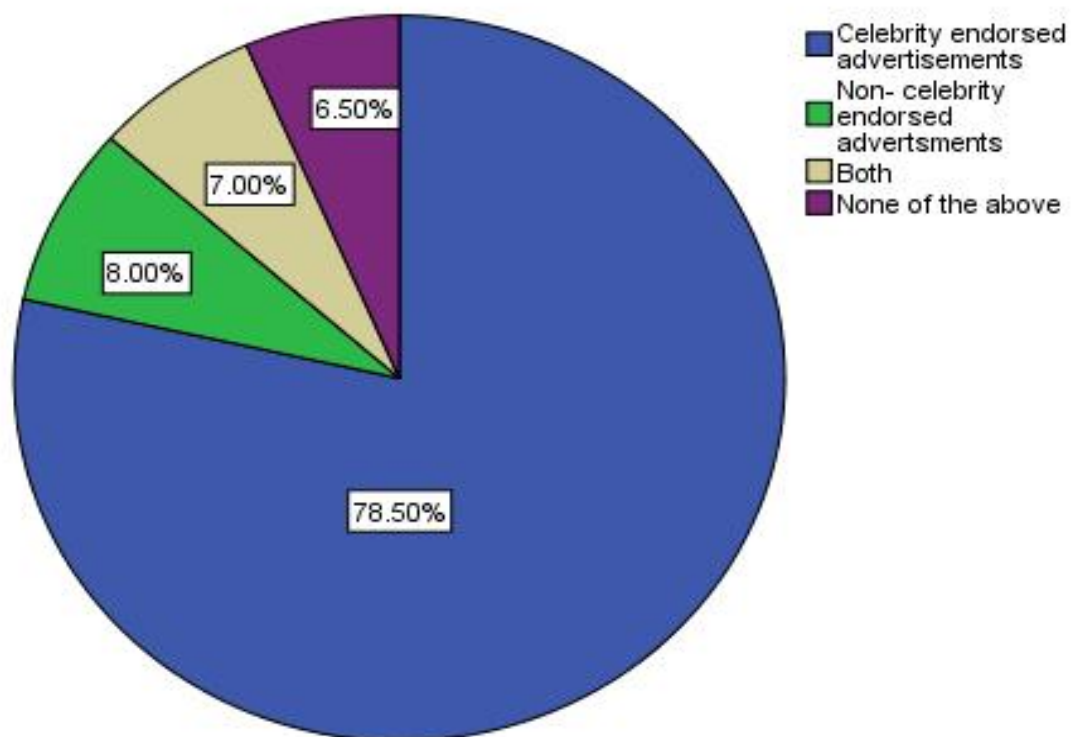
Source: Field data, 2017

4.4.2 Attractiveness (celebrity endorsement adverts vs. Non celebrity endorsed adverts)

At the other level, respondents were required to evaluate celebrities' endorsement advertise compared to non celebrity advertisement on the bases of what attracts their attention and which one they preferred. Respondents were asked to rate the factor which attracts them more between celebrities endorsed adverts and non celebrity endorsed advisement. Results show that people like more celebrity endorsement adverts as compared to non celebrity endorsed advertisement. The descriptive

frequency analysis shows that 78.5% of respondents perceive celebrity endorsement advertisement to be more attractive, as compares to 8.0% who prefer non-celebrity endorsement adverts. Whereby 7.0% of respondent said they preferred neither of the two, 6.5% said they are attracted to both. Therefore, from above results it can be established that, celebrity endorsed adverts are highly preferred and considered attractive by a larger number of our respondent. As it can be observed in figure 4.2 below

Figure 4. 2: Attractiveness (celebrity endorsed vs. non-celebrity advertisements).



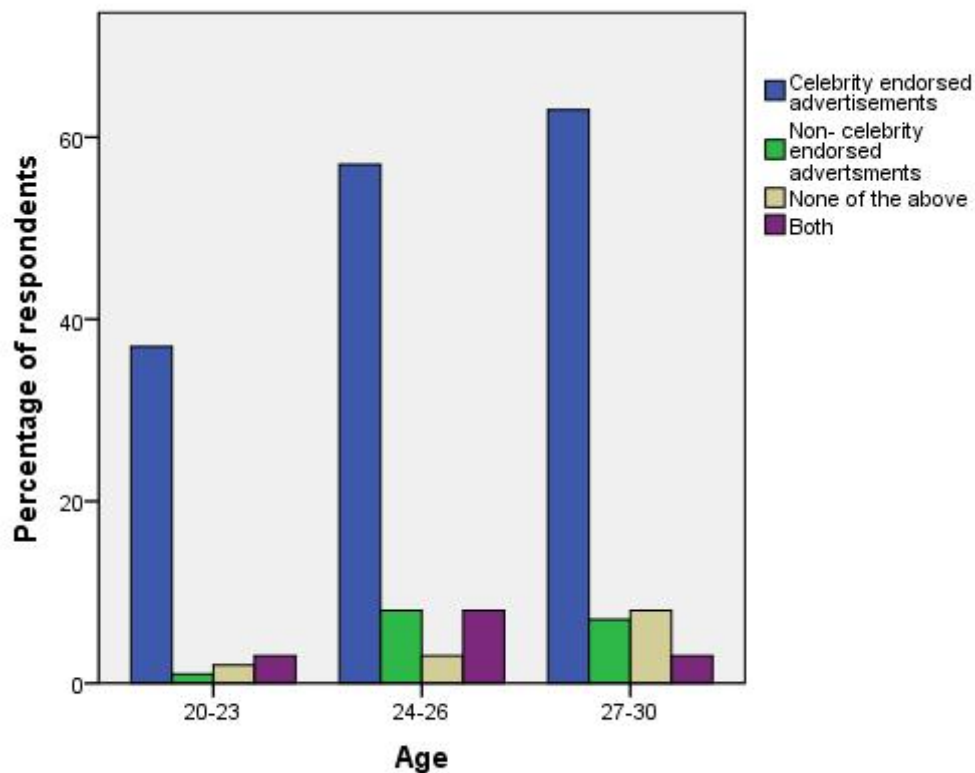
Source: Field data, 2017

4.4.2.1 Age Group analysis of attractiveness of celebrity endorsed' advert vs. Non-celebrity endorsed adverts

A descriptive statistical analysis was conducted to examine the age group which is highly influenced by celebrity endorsement adverts. 40.1% respondent aged 27-24 are highly influenced by adverts that contains celebrity endorsers, followed by 36.3% of

respondent age 24 and 26 believe that the present of celebrity in advert make that advert more attractive compared to non celebrity endorsed adverts. 23.5% of respondent age 20-23 also observed advert contain celebrity to be more attractive than any other type of endorsers. Therefore, it can be generalized that celebrity endorsed adverts are considered to be attractive to all age groups of youth found in Dar es Salaam

Figure 4. 3: Age group analysis of attractiveness of celebrity endorsed' advert vs. Non celebrity endorsed adverts



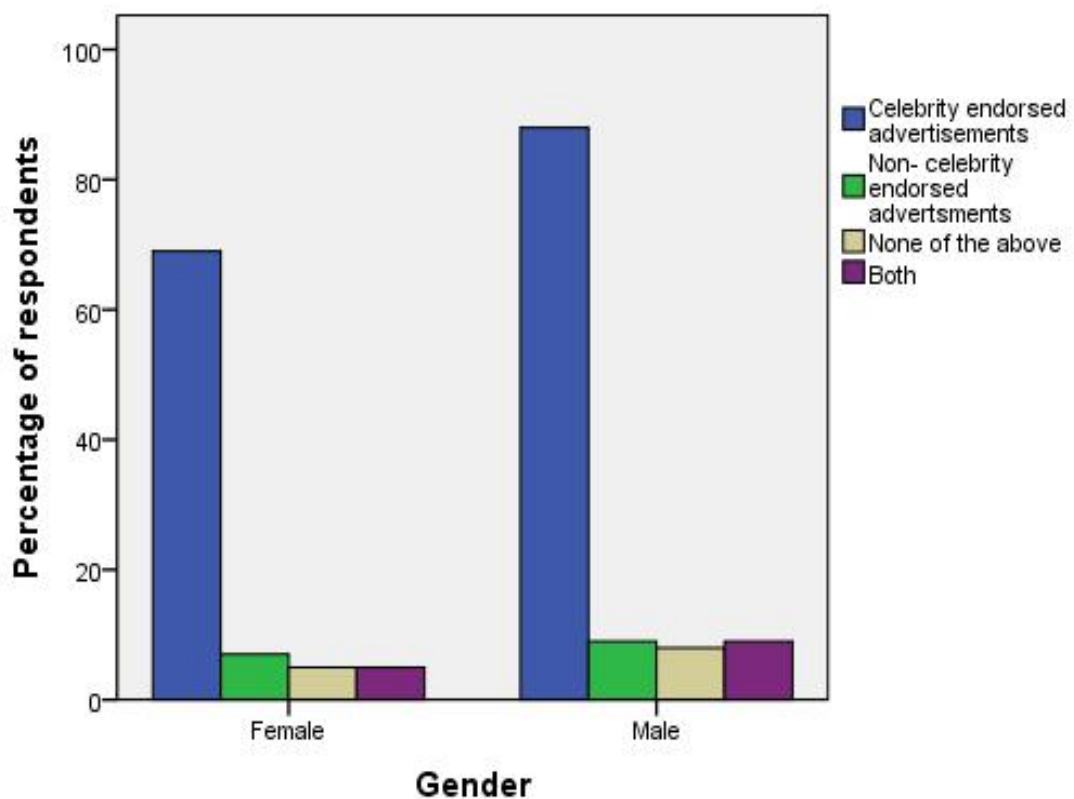
Source: Field data, 2017

4.4.2.2 Gender analysis

A cross tabulation of data was done to analyze the gender which finds, celebrity endorsement adverts to be more attractive. 56.1% of male respondents find celebrity endorsed advert to be more attractive unlike advert which are not endorsed by any

celebrities or famous personalities. 43.9% of female believe celebrity to be more attractive and influential in the adverts. Generally, there is a very small variance between the two genders which provides for a conclusion that celebrities' endorsed adverts are perceived to be attractive to both gender.

Figure 4. 4: Gender analysis of attractiveness of celebrity endorsed advert vs. Non celebrity endorsed adverts



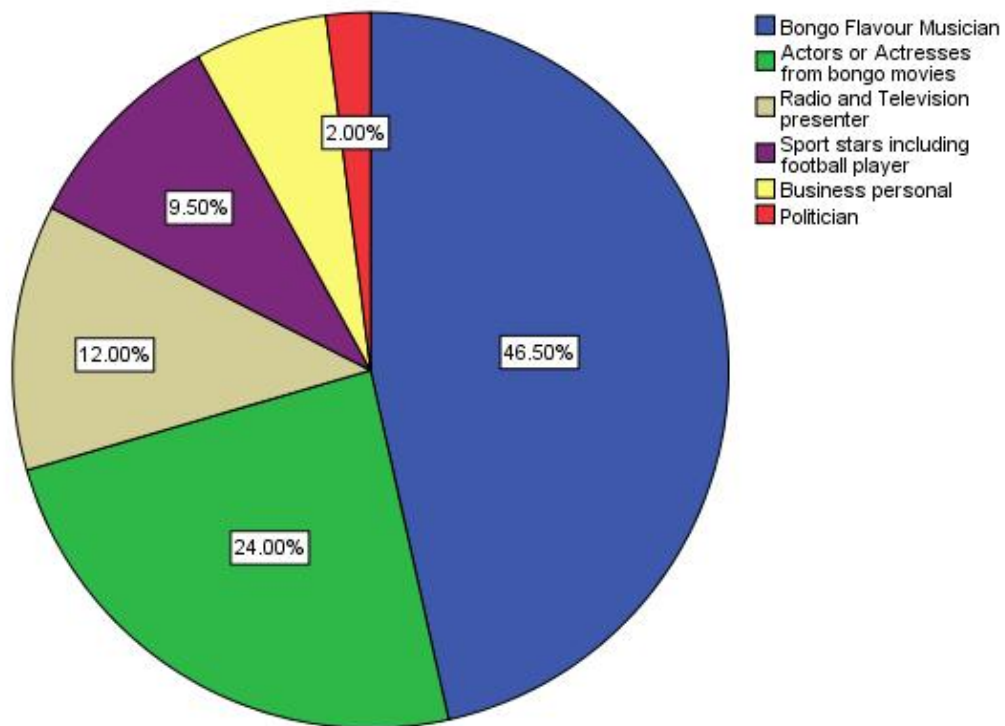
Source: Field data, 2017

4.4.3 Celebrities who are more influential endorser in advertisement.

Over 46.5% of the respondent claimed that bongo flavour musician to be the most influential celebrity endorser, followed by 24.0% of the respondent observed that a actor and actress from Bongo movies to be more influential endorser in advertisement, whereby 12.0% believed radio and television presenter to be more influential endorser in advertise, 9.5% said sport star including footballer are influential endorsers, 6.0% of the respondent said business personnel are more influential, 2.0 %

said politician are the most influential. Overall, a majority of respondents believe bongo flavour musician to be more influential when they appear in advertisement as endorser.

Figure 4. 5: Celebrities who are more influential endorsers in advertisements.



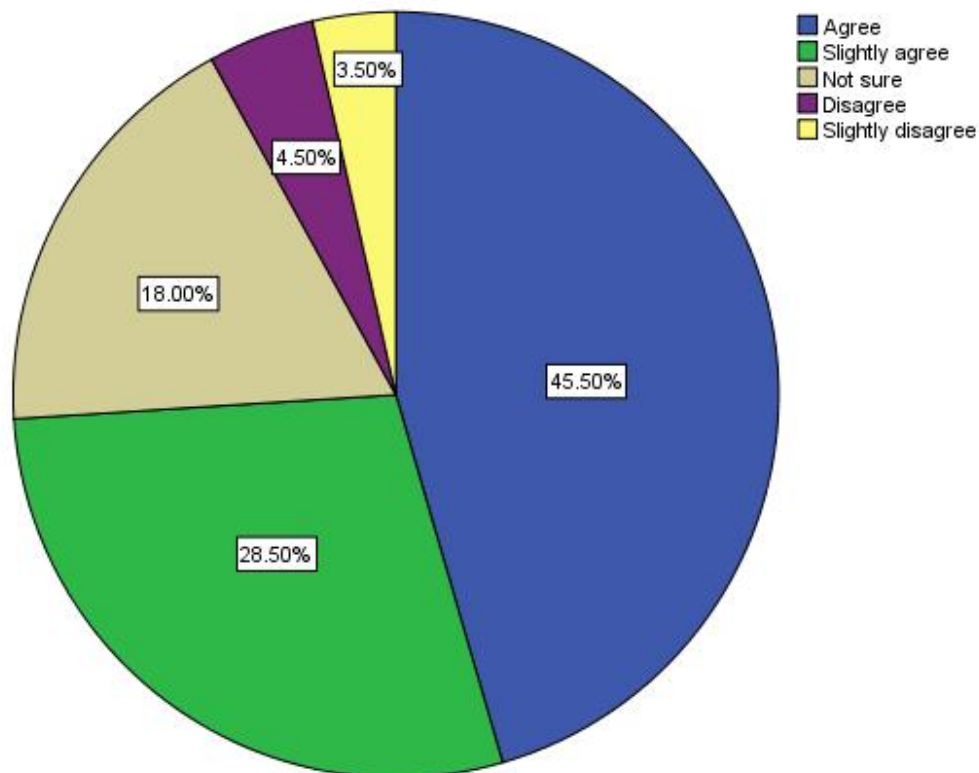
Source: Field data, 2017

4.4.4 Consumers' recall rate of product with celebrities' endorser in advertisement

Thirdly, respondent we asked to rate whether the presence of celebrity endorser in different advertisement helped to remember or identify products or services quickly. The findings show that, 45.5% of the respondents agreed that the presence of an endorser in an advert helped them to recall the product or services; 28.5% of the respondent slightly agree, 18.0% are not sure in regards to the statements, 4.5% of the respondent slightly disagreed with the statement and only 3.5% of the respondent completely disagreed that the presence of celebrity in an advert does not help them to recall or identify a product or services quickly. Generally, 64.0% of the respondent

did agree that the presence of an endorser in adverts helped them to recall and product or services quickly. As it can be observed in figure 4.6 below.

Figure 4. 6: Consumers' recall rate of product with celebrities' endorser in advertisement.

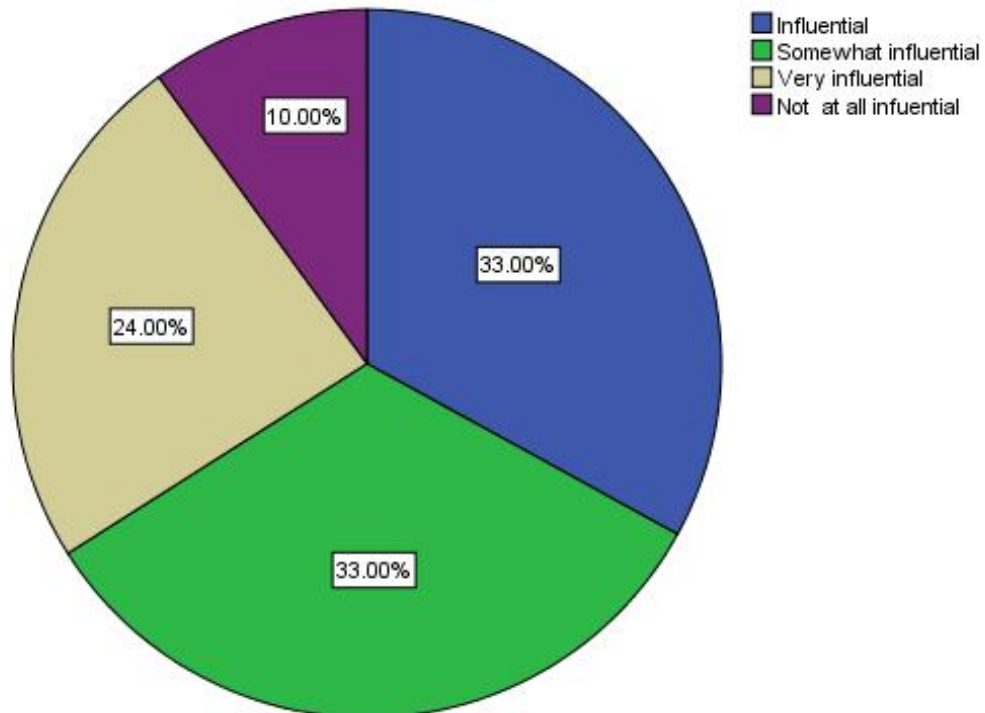


Source: Field data, 2017

4.4.5 Influence of celebrity endorsed adverts on the consumer purchase decision.

The findings from a descriptive analysis of the question indicate that, 33.0% of the respondents perceive celebrity endorsement adverts as influential to purchasing decision, 33.0% of respondent said they are somewhat influential, 24.0% said that celebrity endorsement adverts have a very high influence to purchase decision of product and services. The remaining group which is 10.0% of the respondent said celebrity endorsement adverts are not at all influential to purchase decision. Therefore, 67.0% of the respondent did agree that celebrity endorsed adverts are influential to purchase decision. As it can be observed in figure 4.7 below.

Figure 4. 7: Influence of celebrity's endorsement adverts influence on consumer purchase decision



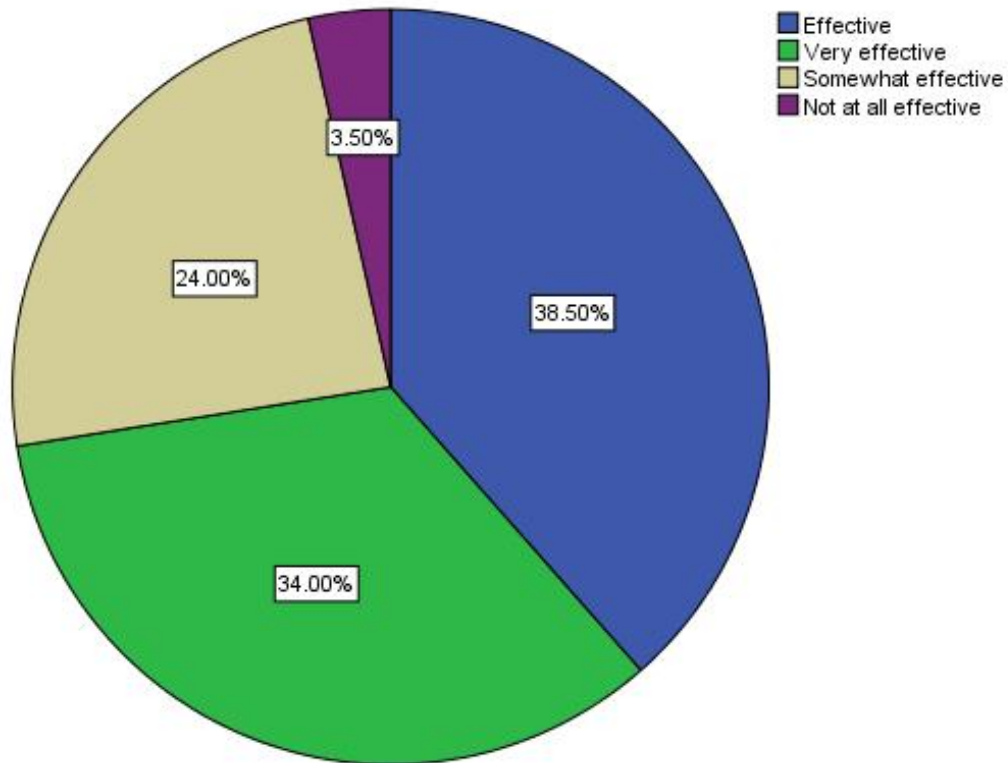
Source: Field data, 2017

4.4.6 Consumers' perception of celebrity endorsement adverts

In this regard, respondents were asked to indicate their opinions about the effectiveness of celebrity endorsement in adverts. By getting an answer to this question the researcher drew a picture of consumers' attitudes and perception towards celebrity endorsement adverts. The results obtained through descriptive analysis show majority of the respondents perceive celebrity endorsement to be an effective tool of advertisement. 38.5% of the respondent said that they perceived celebrity endorsement advertisement to be effective, 34.0% of them perceive celebrity endorsement adverts to be very effective. The responses mean that, 72.5% of respondent believe that celebrity endorsement is an effective feature of advertisement. On the other hand, 24 % of the respondent argued that celebrity endorsement adverts

are somewhat as an effective mean of advertisement and the remain 3.5% contended that celebrity endorsement is not effective at all.

Figure 4. 8: Consumers' perception of celebrity endorsement adverts



Source: Field data, 2017

4.4.7 Summary of findings

To understand the perception of respondent towards celebrity endorsed adverts, 200 respondents were asked four questions. Firstly, respondents were asked to state how often they came across celebrity endorsement adverts. The result obtains after analysis data using descriptive analysis show that, 84.5% of the respondent often and occasionally came across celebrity endorsement adverts. Secondly, respondents were asked to state factors which attract them more between celebrity endorsement and non-celebrity endorsement adverts. The data analyzed shows that, 78.5% of the respondent favoured celebrity endorsement adverts, where by 40.1% of respondents age 27-30 consider celebrity endorsed adverts to be more attractive than any other age

group, 56.1% of male considered celebrity endorsed adverts to be more attractive than female whereby only 43.9% consider celebrity endorsed adverts to be more attractive. Respondents were asked to state if the presences of celebrities in advert help them to recall the product or services being advertised more quickly or easily: Up to 64.0% of the respondents argued that the presence of celebrities increased their ability to recall the product or services being advertised. Furthermore, respondents were also asked to state the extent to which influential celebrities endorsed adverts are influential to them when making purchase decision; whereby 67.0% of respondents' perceived celebrity endorsed to be more influential to them to purchase decision. Finally, respondents were asked to state their perception on the use of celebrity endorsers in adverts, and 72.5% of the respondents perceived that the presence of celebrity endorsers in adverts as an effective technique to advertise and influence youth's consumers' purchase decision. Therefore, data analysis suggested that a larger number of respondents perceive celebrity endorsed adverts to be attractive, influential, effective when induce purchase intent to buy a product or service.

4.5 Celebrity endorsers' attributes in advert and its influence on consumer purchase intention

Degree of Correspondent between Variable.

The purpose of this part of the study is to evaluate and investigate the attributes that might affect the consumers, purchase intention as a result of viewing celebrity endorsed advertisements.

Therefore, the calculation of correlation is important in order to examine the relationship of each variable/attribute with dependent variable (Purchase Intention). The figure below represents the correlation among six attributes, namely expertise, trustworthiness, similarity, familiarity, likeability and meaning transfer with purchase intention.

Table 4.2 Correlation matrix showing the degree of correspondence between variables

Correlations Matrix								
		PD	EX	TW	SL	FL	LK	MT
Purchase decision	Pearson Correlation	1.00						
	Sig. (1-tailed)							
Expertise	Pearson Correlation	.072	1.00					
	Sig. (1-tailed)	.160						
Trustworthiness	Pearson Correlation	-.026	.309**	1.00				
	Sig. (1-tailed)	.358	.000					
Similarity	Pearson Correlation	-.010	.136*	.412**	1.00			
	Sig. (1-tailed)	.444	.028	.000				
Familiarity	Pearson Correlation	-.003	.257**	.360**	.189**	1.00		
	Sig. (1-tailed)	.484	.000	.000	.004			
Likeability	Pearson Correlation	-.068	.134*	.302**	.595**	.218**	1.00	
	Sig. (1-tailed)	.175	.030	.000	.000	.001		
Meaning Transfer	Pearson Correlation	-.030	.305**	.230**	.096	.337**	.031	1
	Sig. (1-tailed)	.340	.000	.001	.087	.000	.332	
N= 200								
**. Correlation is significant at the 0.01 level (1-tailed).								
*. Correlation is significant at the 0.05 level (1-tailed).								

Source: Field data, 2017

The figure below represents the correlation among seven attributes, namely expertise, trustworthiness, similarity, familiarity, likeability and meaning transfer with purchase intention. Among all the six attributes of celebrity endorser, it is only expertise that has tested to have a relative weak positive relationship with youth consumer purchase decision whereby the $R=0.072$, $P=0.160$, this means there is no statically significant correlation between expertise and consumer purchase decision. This implies that increase or decrease expertise do not significantly relate to an increase or decrease in consumers purchase decision. The remaining celebrities' endorser attributes have tested to have a relatively weak negative relationship with youth consumer purchase decision. Trustworthiness $R= (-0.026)$, $P=0.358$, similarity $R|= (-0.010)$, $P=0.444$,

familiarity $R = (0.003)$, $P = 0.484$, likeability $R = (-0.068)$, $P = 0.175$ and lastly meaning transfer $R = (-0.030)$, $P = 0.340$.

With these findings we can conclude that advertiser and marketers increase the use of endorser who are either trustworthiness, similar, familiar, likeable and transfer cultural meaning to products and services, the impact or influence youth consumer purchase decision decreases. We found that there is no statistically significant correlation between the tested celebrities endorsers attributes and its influence youth consumers purchase decision. Therefore, the decrease or increase in all the six attributes do not significantly relates to increase or decrease in another variable. In these matters, we failed to reject the null hypothesis. However, Table 4.2 it can be observed that there is a strong positive relationship among celebrities' attributes and a statistically significant correlation between celebrity endorsers attributes.

4.6 Descriptive Frequency analysis of celebrity endorsers' attributes in advert and its influence on consumer purchase intention

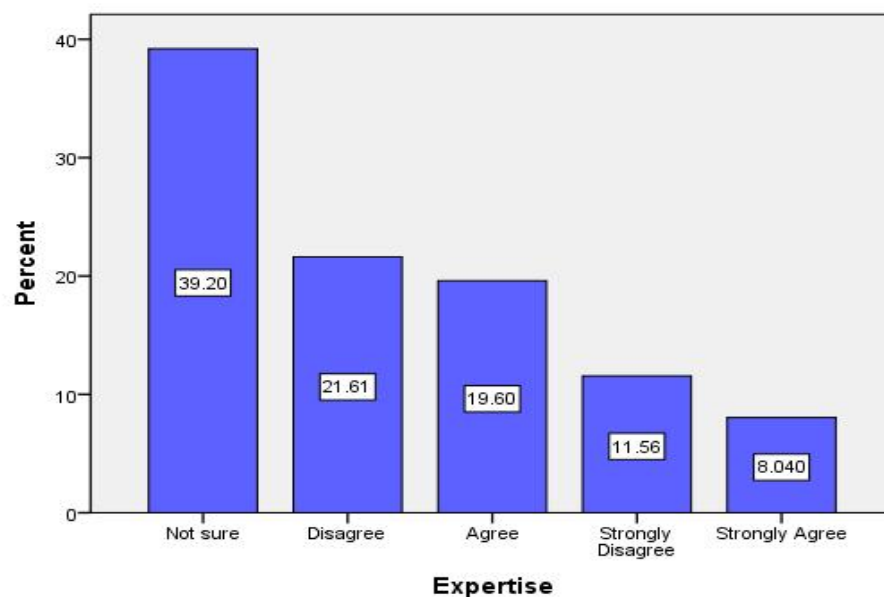
The study sought to elicit the attributes with the highest influence on youth consumers aged 20 and 30 years' purchase intention of product and services. A descriptive analysis was produced the following results.

4.6.1 Credibility and consumer purchase intention

Expertise refers to the level of knowledge, experience and expertise a celebrity has in particular field. 78 (37.8%) respondents who are the majority of respondents are not sure if expertise is a major attributes that can influence their purchase intention; 43(21.6%) respondent disagreed with the statement, 39(19.6%) did agree with the statement that expertise of the celebrity endorsers is one of the major factors that can influence their purchase intention: 23(11.6%) of the respondent strongly disagreed with the statement that expertise of an endorser in adverts is not the major factor that can influence their purchase intention. It only 16(8.0 %) of the respondent strongly agree. Therefore, the finding shows that, expertise as an attribute of an endorser is not one of the attribute that has a strong influence to youth consumer purchase intention,

as 55(27.6%) respondents agreed to mean that adverts influence their purchase decision. On the other hand, 78(37.8%) which is the majority of the respondent are not sure if expertise does influence their purchase intention.

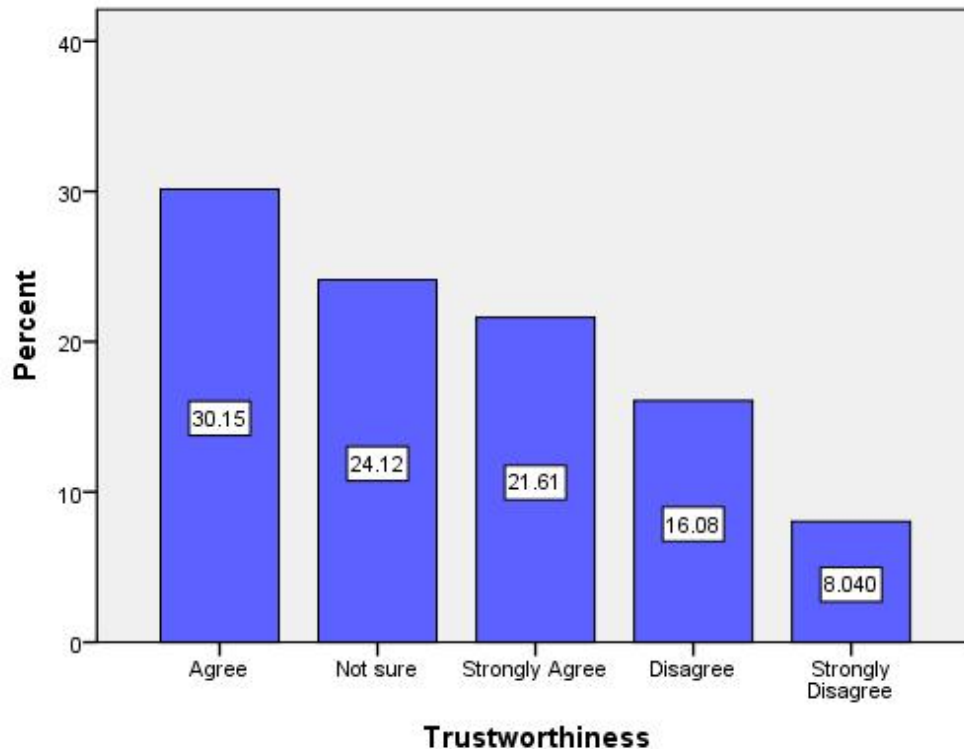
Figure 4. 9: Expertise and consumer purchase intention



Source: Field data, 2017

Trustworthiness (honest and believability) of an endorser is an important factor that influences youth consumers in Tanzania purchase decision of product and services. 60(30.2%) of the respondent did agree that this is one of the major factors that influence their purchases intention. 48(24.1%) are not sure as to either it is an important attribute that can influence them; 43(21.6%) of respondents strongly agreed that honest and believability of an endorser is a major factor that usually influence purchase decisions. In the same line, 32(16.1%) respondents disagreed that trustworthiness does not have any impact or influence purchasing decision, 16(8.0%) strongly disagree that trustworthiness of an endorser does influence. Generally, 103(51.8%) of the respondent did agree to some extent that, trustworthiness of an endorser does have an influence on purchasing decision of product and services

Figure 4.10: Trustworthiness and purchase intention



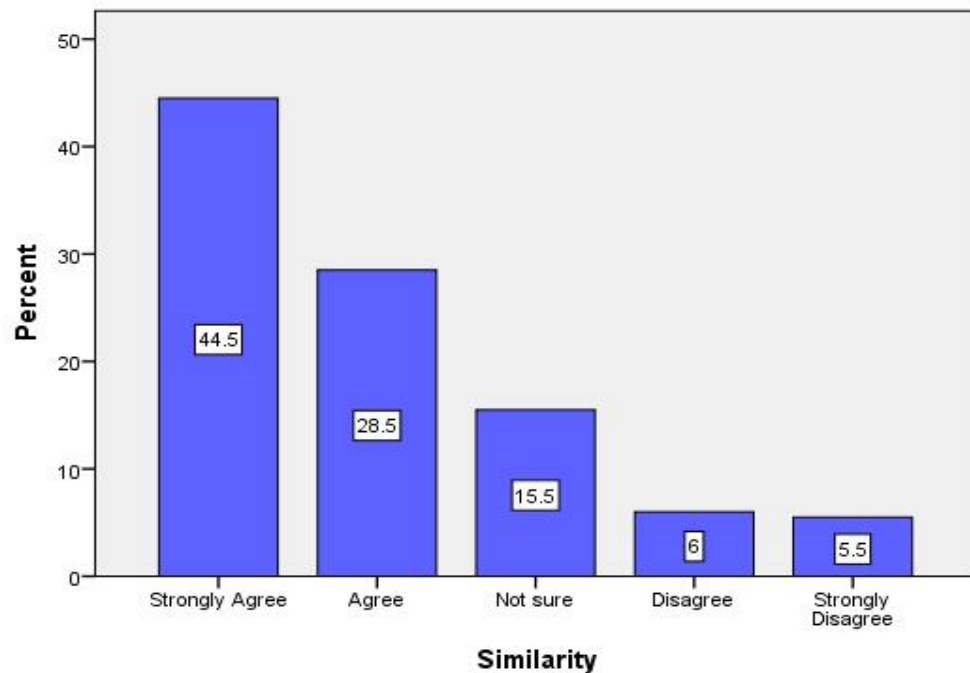
Source: Field data, 2017

4.6.2 Attractiveness and consumer purchase intention

The aim of this question was to examine if the sense of similarity that consumer feel with a celebrity endorser can influence youths' purchasing decision of product and services. Findings reveal majority of the respondent over 89(44.5%) did agree that they feel that they relate with the celebrity endorser in adverts has a huge impact on their buying a product or services endorsed by that particular celebrity. On the other hand, 57 (28.5%) of the respondent strongly agreed that the feeling that they relate with that particular celebrity endorser plays a major role to influence their purchase intention of product and services. 31 (15.5%) respondents are not sure if similarity is one of the attributes that influence their purchasing decision. 12 (6.0%) respondent disagreed with the statement and 11 (5.5%) of the respondents strongly disagreed. The above finding proves that, similarity has strong influence to youth consumers' purchase intention, as over 146 (73.0%) which is the majority of respondent did agree

that that sense of similarity that they feel with endorsers does influence their purchase intention to buy a product or services.

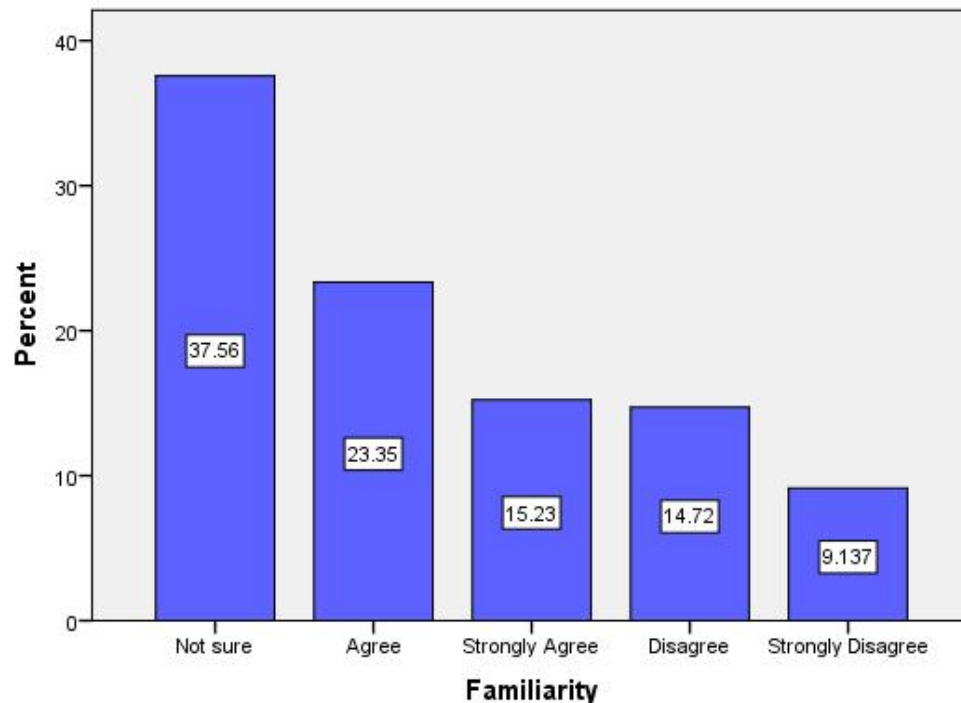
Figure 4.11: Similarity and purchase intention



Source: Field data, 2017

This question aimed to examine if the (familiarity) consumer exposure, information and knowledge that a consumer has regarding endorsers can influence their purchasing decision. 74 (37.6%) respondents are not sure if familiarity does influence their purchase intention; 46(23.4%) did agree that if they have a certain level of knowledge about an endorser then that does influence their purchase intention. A total of 30 (15.2) respondents who strongly agreed that familiarity is an attribute of the celebrity endorser that will influence their purchasing decision, 29 (14.5%) disagreed, and 18 (9.1%) strongly disagreed that familiarity is not an attribute that will influence their purchase intention. Overall 76 (38.6%) of the respondent did agree that familiarity influence their purchase intention while on the other hand, over 47 (23.6%) respondents disagreed that it does not. Therefore, from the analysis, it shows that familiarity has a very low impact in influence purchase intention.

Figure 4. 12: Familiarity and purchase intention

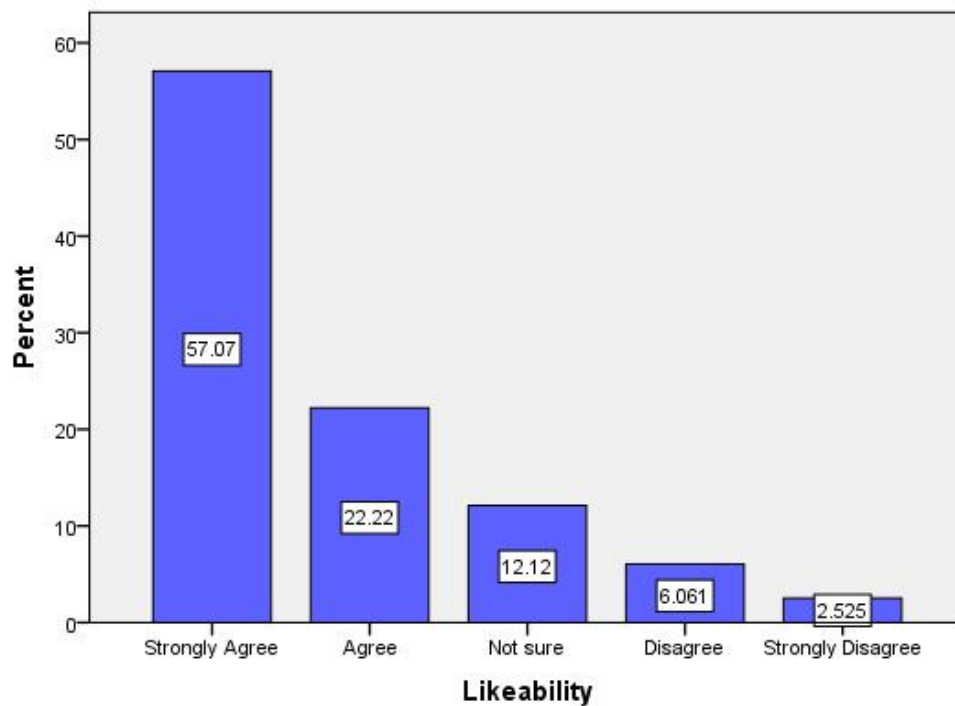


Source: Field data, 2017

The question required respondents to examine if the affection for celebrity endorser that youth consumer have as a result of celebrities' likeability (physical appearance, behaviour or lifestyle) has any influence to them when mankind purchasing of product or services. 113(57.1%) respondent agreed that celebrities physical appearance, behaviour and lifestyle in their real life does influence their purchase intention on products and services, 44(22.2%) strongly agreed that it heavily influence their purchase decision, 24(12.1%) of respondent are not sure if likeability attributes has any influence on the decision to purchase product or services, 12(6.1%) respondent disagreed and 5(2.5%) strongly disagreed that likeability attributes does not influence the purchase intention. Overall from the result from descriptive analysis of likeability attributes shows that 157(79.3%) did agree that they are influenced by likeability as attributes. Therefore, this mean physical appearance, behaviour and lifestyle of an endorser might be the major factor that influence a larger group of

youths aged 20 to 30 in Dar es Salam to make purchase decision of product and services.

Figure 4. 13: Likeability and purchase intention



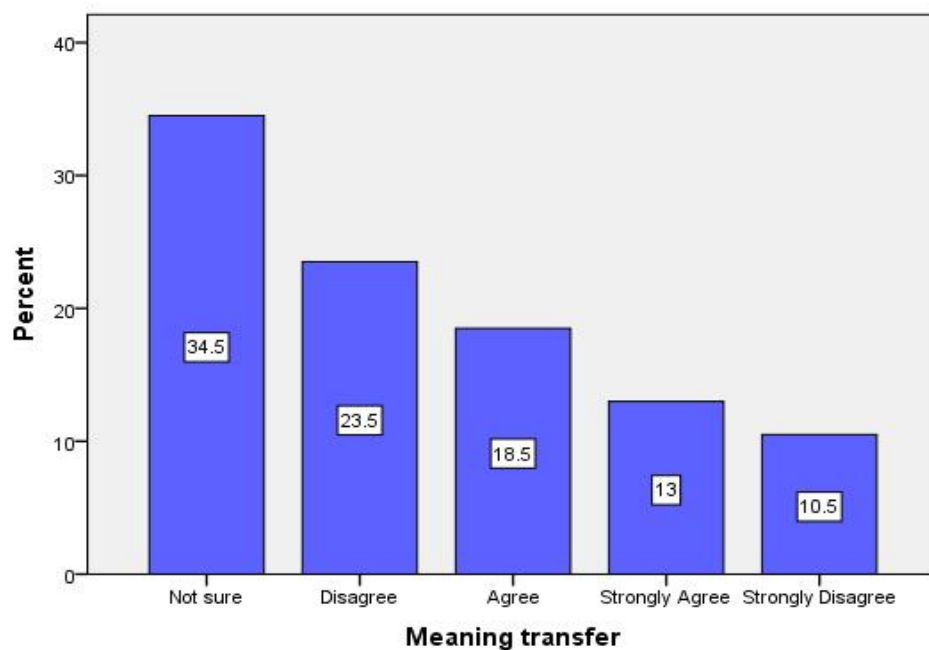
Source: Field data, 2017

4.6.3 Meaning transfer and Consumer purchase intention

The question was meant to find out if the meaning that celebrity transfer to a product and services through adverts can influence youth consumer purchase decision in Dar es Salaam. Findings show that, 69 (34.5%) which is the majority of the respondent are not sure if the meaning transfer by celebrities can influence their purchase intention. Otherwise, 47 (23.5%) disagreed that meaning transfer does not influence their purchase intention, 37 (18.5%) respondent did agree that meaning transfer influenced by this attribute of celebrity endorser, 26 (13.0%) strongly agreed that meaning transfer attributed does play a major role when making purchasing decision of product and services, 21 (10.5%) strongly disagreed that this attribute does not have any impact on the decision to buy product and services. From the overall

analysis of the findings, it may be established that 63 (31.5%) respondent did agree that meaning transfer influence their purchase intention and 68 (34.3%) disagree that the factor does not influence their purchase intention.

Figure 4. 14: Meaning transfer and purchase intention



Source: Field data, 2017

4.7 Influential mediums to convey celebrity endorsed adverts.

Television

In assessing the influence of television, the findings show that 150 (75.0%) respondents consider television to be a very influential medium to convey celebrity endorsed adverts, 22 (11.0%) regarded it as influential, 15 (7.5%) respondent believes the television is somewhat an influential medium to convey celebrity endorsed adverts. A total of 9 (4.5%) respondents indicated television as not influential at all when used to convey celebrity endorsed adverts and that (2.0%) are not sure either or not influential to convey celebrity endorsed adverts.

Table 4.3: Television

	Frequency	Percentages (%)
Very Influential	150	75
Influential	22	11
Somewhat Influential	15	7.5
Not influential at all	9	4.5
Not sure	4	2
Total	200	100

Source: Field Data, 2017

Radio

In assessing the influence of the radio, the findings show that, 87 (43.5%) respondents considered radio to be an influential medium to convey celebrity endorsed adverts, 44(22.0%) said it is somewhat influential, 32 (16.0%) of respondent said it is a very influential medium to convey celebrity endorsed adverts, 24 (12.0%) of the respondent are not sure if radio is an influential medium to convey celebrity endorsed adverts. Otherwise, 13 (6.5%) respondents posited that radio is not influential in conveying celebrity endorsed adverts at all.

Table 4.4: Radio

	Frequency	Percentages (%)
Influential	87	43.5
Somewhat Influential	44	22
Very Influential	32	16
Not sure	24	12
Not influential at all	13	6.5
Total	200	100

Source: Field data, 2017

Magazine

The findings in Table 4.4 suggest that, 64 (32.0%) respondent who considered magazine to be an influential medium to convey celebrity endorsed adverts, 51(25.5%) of respondent said it is a very influential medium to convey celebrity endorsed adverts, 36(18.0%) said it is somewhat influential, 25(12.5%) of the respondent are not sure if magazine is an influential medium to convey celebrity endorsed adverts. Otherwise, 24(12.0%) respondents posited that magazines are not influential at all to convey celebrity endorsed adverts to youths.

Table 4.5: Magazine

	Frequency	Percentages (%)
Influential	64	32
Very Influential	51	25.5
Somewhat influential	36	18
Not sure	25	12.5
Not influential at all	24	12
Total	200	100

Source: Field data, 2017**Newspapers**

Results obtained through a descriptive analysis indicate that, observe in Table 4.5 found that 59(29.5%) of the respondent claimed that newspaper is not influential at all to be used to convey celebrity endorsed adverts, followed by 42(21.0%) who said that is an influential media, while 42(21.0%) said it somewhat influential when it used to convey celebrity endorsed adverts, 29(14.5%) respondent believe that newspaper to be a very influential medium to convey celebrity endorsed adverts to young consumer, and 28(14.0) respondent are not sure if newspapers is influential to convey celebrity endorsed adverts to youth consumer found in Dar es Salaam city

Table 4.6: Newspapers

	Frequency	Percentages (%)
Not influential at all.	59	29.5
Influential	42	21
Somewhat influential	42	21
Very Influential	29	14.5
Not sure	28	14
Total	200	100

Source: Field data, 2017**Internet**

The study result presented in Table 4:6 propose that, 129(64.5%) respondent consider internet to be a very influential media to convey celebrity endorsed adverts, 36(18.0%) said it an influential media, 17(8.5%) of respondent contended internet to be somewhat influential in convey celebrity endorsed adverts, it only 11(5.5%) of the respondent who contended internet(social media) is not influential at all when convey celebrity endorsed adverts. 7 (3.5%) of the respondents are not sure either it is influential or not influential media to convey celebrity endorsed adverts.

Table 4.7: Internet

	Frequency	Percentages (%)
Very Influential	129	64.5
Influential	36	18
Somewhat influential	17	8.5
Not influential at all	11	5.5
Not sure	7	3.5
Total	200	100

Source: Field data, 2017

4.7.1 Summary of findings

Three-quarters of the respondents as presented in Table 4.2, that is 150(75.0%), emphasized that Television is either very influential medium to convey celebrity endorsed adverts, followed by internet (social media) were 129 (64.5%) respondents who observe internet to be very influential media to convey celebrity endorsed adverts to youth living in Dar es Salaam city. Radio is also considered by youth to be another influential media by 87 (43.5%), were 13 (6.5%) blamed it as not influential at all. Nevertheless, over 64 (32.0%) of the respondents claimed magazine to be influential medium to convey celebrity endorsed adverts to youths. Whereas Newspaper has the lowest influence to conveying celebrity endorsed adverts 42 (21.0%) respondents who said it is influential and 59 (29.5%) of respondent said it not influential at all to convey celebrity endorsed adverts targeting youths.

4.8 Overall influences of celebrity endorsement adverts on consumer purchase decision.

4.8.1 Celebrity endorsement as a tool to influence consumer purchase decision

Under the first question, respondents were asked to rate the effectiveness of the celebrity endorsed adverts on influencing purchasing/buying products or services. The result of a descriptive frequency analysis reveals that, 93(46.5%) the respondent agreed that celebrity endorsement in advert to be an effective tool to influence their purchase decision of products and services.60 (30.0%) respondents strongly agreed that celebrity endorser in adverts it is an effective tool to influence their purchase decision, 30 (15.0%) respondents are not sure either it is an effective tool or not. Otherwise, 10 (5.0%) respondents strongly disagreed that celebrity endorsed adverts

is not an effective tool to influence their purchase decision. The remaining 7 (3.5%) respondents disagree with the statement.

Table 4. 8: Effectiveness of celebrity endorsement consumer purchase decision or product or services

	Frequency	Percentage (%)
Agree	93	46.5
Strongly agree	60	30.0
Not sure	30	15.0
Strongly disagree	10	5.0
Disagree	7	3.5
Total	200	100.0

Source: Field Data, 2017

4.8.2 Consumers who are likely to purchase products or services endorsed by celebrities.

Findings indicate that 87 (43.5%) respondents are likely to purchase product and services that have been endorsed by celebrities; 58 (29.0%) of the respondents are not sure whether they are likely to purchase product because it has been endorsed by celebrities. 24 (12.0%) respondents disagreed that they are not likely to make purchase decisions or anything they have been endorsed by celebrities in adverts. 18 (9.0%) of the respondent strongly agreed to purchase the product because of the presence of celebrity endorser in the advertisement; 13 (6.5%) strongly disagreed with the statement. In general, it can be observed that a majority, 105 (52.5%) respondents agreed that, they are more likely to make purchase decisions basing on the presence of a celebrity endorser in adverts.

Table 4.9: Youth consumers who are likely to purchase products or services endorsed by celebrities.

	Frequency	Percentages (%)
Agree	87	43.5
Not sure	58	29.0
Disagree	24	12.0
Strongly agree	18	9.0
Strongly disagree	13	6.5
Total	200	100.0

Source: Field data, 2017

4.8.3 Consumers' who purchase products and services endorsed by celebrities and they are overall happy with the products and services.

The requirement to establish the number of respondents who purchase product endorsed which means they are unsure where they do purchase if they are happy with the product that they purchased under the influence of celebrities. 48(24.0%) of the respondent disagreed with the statement, 34(17.0%) did agree to purchase product endorsed by celebrities felt happy, 18(9.0 %) strongly disagreed to have purchased product endorsed by celebrities, and a total of 13 (6.5%) respondents strongly agreed to purchase product endorsed by celebrities and felt happy with the purchases. Otherwise, 87 (43.5%) respondents are not sure, 66 (33.0%) respondent disagreed to have purchased product endorsed by celebrities, and 47 (23.5%) agreed that they had not purchased product endorsed by celebrities and be differently happy with them.

Table 4.10: Consumers who purchase product endorsed by celebrities and they are overall happy with the purchase.

	Frequency	Percentages (%)
Not sure	87	43.5
Disagree	48	24.0
Agree	34	17.0
Strongly disagree	18	9.0
Strongly agree	13	6.5
Total	200	100.0

Source: Field data, 2017

4.8.4 Important factors that consumer value when buy products or services.

Respondents were asked to pick one factor that they valued the most when making purchasing decisions of product or services. In response, a total of 121 (60.5%) respondents said that they valued the quality of the product or services they wanted to purchase, 43 (21.5%) respondent valued the price of the product as the important factor, 18 (9.0%) respondents care more about the value of money whenever they wanted to buy a product. A total of 16 (8.0%) respondents claimed that celebrity endorsement is one of the key factors that they consider when making purchase decision on a product or services; and 2 (1.0%) respondents said they valued recommendation from opinion leaders' view regarding the product. From the finding, in spite of the influence of celebrity endorsement of adverts on youth's consumers'

purchase decision up to 64% of the respondents' value the quality aspects of the products.

Table 4.11: Important factor that consumer value when buying products or services

	Frequency	Valid Percent
Quality of the product	121	60.5
Price of the product	43	21.5
Value of money	18	9.0
Celebrity endorsement	16	8.0
Opinion leader	2	1.0
Total	200	100.0

Source: Field data, 2017

4.8.5. Summary of the findings

The overall findings of the impact of celebrities' endorsed adverts on youth's consumers' purchase decision show that, in spite of celebrity creation of a great appeal to consumers about product and services, this has low impact in influencing youth decision making. The finding in Table 4.7 suggests that, 93(46.5%) respondents think that the use of celebrity endorsers in adverts is an effective tool to influence consumer purchase decision. Furthermore, the majority of respondents, that is 87 (43.5%) presented in Table 4.8 agreed that they were likely to make purchase decision to buy a product or services that are endorsed by celebrities. Otherwise, 34 (17.0%) respondents actually purchased products and services endorsed by celebrities and they were overall happy with the purchase product/services and 48(24.0%) disagreed to actually purchase product or services endorsed by celebrities. In Table 4.10 we asked our respondents to identify factors that they value most when making decision to purchase product or services, 121 (60.5%) respondents mentioned the quality of the product and only 16 (8.0%) respondents contended the value celebrities who are endorsed in adverts of that product they want to buy. Although a larger number of respondents acknowledged celebrity endorsement as an effective advertising tool towards influencing consumer decision making, and they claimed to be more likely to purchase product endorsed by the celebrities in adverts, very small

number of respondents, however, make purchase decision because of the influence of endorser in advert.

CHAPTER FIVE

DISCUSSION OF FINDINGS

5.1 Introduction

This chapter provides a clear justification of the result and the clear answer to the research question. The results are discussed and compared with the view from the empirical research literature reviewed for this study

5.1.1 Youth consumers' perception about celebrity endorsement adverts in Dar es Salaam city

McCracken (1989) contented that celebrity endorsed adverts are essential tools for advertisement in a contemporary globalized world and especially among youth consumers. He went further and contended that consumers come across different celebrity adverts in their everyday life. Undoubtedly, the finding of the study supports the statement where over 84.5% of the respondent acknowledged that they often or occasionally come across celebrity endorsement adverts.

Due to the stiff competition between brand market and advertise to attract more youth consumers attention, Ahmed, Ahuja and Paryan (2015) state that, famous personalities have a great influence over consumer buying behaviours. This is the reason that celebrity endorsement is the most attractive tools for advertisement nowadays than non celebrity endorsed adverts. The findings have shown that 78.5% of respondent finds celebrity endorsement adverts to be more attractive and they likely to watch them. Additionally, 46.5% respondent finds Bongo flavour musicians in particular are the most influential as an endorser in adverts followed by actor and actresses from Bongo movies 24.0%. Attracting youth consumers through the use of celebrity endorser is a one way of influencing consumer to buy products or services. Zipporah and Mberia (2014) observed that, the message delivered by celebrity endorsers has an impact in increasing products and services recall and recognition more quickly than non celebrity endorsed advertisement. Moreover, the findings state that 64.0% of the respondents agreed or slightly agreed that the use of celebrity

endorsers in adverts has helped them to identify, recall and recognize a product or services more quickly. Additionally, most of these celebrities have famous personalities and are known many youth consumers since most of them are musician, actress or actors. The use of celebrity endorsers in advertisement is considered by 67.0% of respondent as influential when making purchase decisions. 72.7% of the respondents perceive celebrity endorsement as an effective means of advertisement.

5.1.2 Celebrities' endorser attributes influencing consumers' purchase intention.

In line with previous studies, like Zipporah and Mberia (2012); Ibok (2013) and Khan and Lodhi (2014) have contended that celebrities' endorsement attributes such as expertise, trustworthiness, similarity, familiarity, likeability and meaning transfer has a high impact in influencing consumers purchase intention. Dhoakia and Stemthal (1977) suggest that, for adverts to convey the message effectively the celebrity endorsers have to be considered expert and trustworthy by that particular group of consumers. And Ohanian (1990) concluded that celebrity' endorsers with high knowledge and skills have strong power of recommendation as compared to the endorsers with low expertise.

Unlike the study conducted by Ohanian (1990) and Dhoakia and Stemthal (1977) who found out that credibility model attributes which are expertise and trustworthiness are the most valuable factors to consumers when making purchase decision regarding celebrities endorsing products and services in adverts. The finding of this study contradicts with the findings by Ohanian in (1990) since its only 27.6% of respondents agreed that expertise influence their purchase intention to buy product or services. Nevertheless, the impact of expertise on consumer purchase intention is likely to be very low as compared to other attributes. This means that consumer do not take expertise of an endorser as a major factor to influence their purchase decision. Furthermore, the descriptive findings showed that, 51.8% of the respondents agreed that they considered trustworthiness of the celebrities to be the major factor that influence their purchase decision. These results suggest that, the more an endorser is

viewed as a trustworthy by consumer is more likely to influence consumer purchase intention of the product or services.

Similarity and likeability attributes found under attractiveness model have proved to high influence on youth consumers purchasing decision and (familiarity) expose of consumer to celebrities' endorser has the least influence on youth consumers living in Dar es Salaam. The findings of the study prove that, the more the consumer feels that there is sense of similarity between them and the endorser they are more likely to purchase product or services advertised. Therefore, as Solomon (1996) stated in his study that similarity is one important factor that marketers need to pay attention to when selecting celebrities to endorse products and services. The findings of this study also suggest that similarity is considered by youths in Dar es Salaam to have an influence on the purchase intention for the product or services.

The results from descriptive analysis show that, 73.0% of the respondent did agree that the level of similarity that they felt with endorsers does influence their purchase decision of product or services. The finding of this study has not deviated far from the study conducted by Hovland et al (1953) where they found that when consumers are familiar with an endorser influence them positive to make purchase decision of product and services. The finding suggests that the more familiar the consumer are about an endorser the increased the chance of him/her to purchase the product or services advertised by that particular endorser. The descriptive analysis of the data shows that, 38.6% of respondent conceived familiarity as an attribute that that influences them to make purchase decision. Unlike other attributes in attractiveness model familiarity has the least influence on youth consumers in Dar es Salaam.

Ohanian (1990) observed that likeability is an instrumental attribute of celebrity endorser in adverts because it plays two roles; first to attract the consumers to watch the adverts, and as something with great power to influence consumer purchase decision purchase decision to purchase that particular product or services. The findings of this study support the argument posited by Ohanian (1990) where 79.3%

of the respondent agreed that likeability does has any influence to youths' consumers' purchase decision unlike other attributes. McCracken (1989) said that the meaning transfer from celebrities' endorser to products and services they endorse have a significant influence of consumer purchase intention. This attribute has less influence as it only 31.5% respondent agreed that the meaning passed by celebrities' endorser product/services does influence their purchase decision. Looking at the correlation matrix it is expertise attribute that has proved to have a relative weak positive relationship with purchase intention whereby $R = (0.072)$, $P = (0.160)$. The remaining celebrities' endorser attributes have tested to have a relatively weak negative relationship with youth consumer purchase decision. Trustworthiness $R = (-0.026)$, $P = 0.358$, similarity $R = (-0.010)$, $P = 0.444$, familiarity $R = (0.003)$, $P = 0.484$, likeability $R = (-0.068)$, $P = 0.175$ and lastly meaning transfer $R = (-0.030)$, $P = 0.340$.

With these findings we can conclude advertisers and marketers increase the use of endorser who are either trustworthiness, similar, familiar, likeable and transfer cultural meaning to products and services, the impact or influence youth consumer purchase decision decreases. Also, there is no statistically significant correlation between the tested celebrities' endorsers attributes and its influence youth consumers purchase decision. Therefore, the decrease or increase in all the six attributes do not significantly relates to increase or decrease in another variable. In these matters, it can be concluded that we failed to reject the null hypothesis.

5.1.5 Identifying influential media to convey celebrity endorsed adverts

The recent advancement in technology has led to the development of satellite, internet and media. This has further led to the increase consumer autonomy to decide either to watch adverts or not, which consequently makes advertising of goods and services to be more challenging and difficult in the current globalized world. Despite the changes which have taken place, the findings of the current study do not vary from previous studies, such as Black Jay et al. (1995) who indicated that media exposes the audience to a lot of information each new day. The authors reiterate that, this has got a lot of influence in that we are most likely to believe in what we see, hear or read.

The authors suggest television, radio and print media as the most effective media that it can be used to convey celebrity endorsed adverts. The result from this study also indicated that, 86.0% of the audience still see that television to be an influential mean to convey celebrity endorsers' adverts, followed by the internet and social media by 82.2% of the respondents, who indicated it as influential. This also means that, 59.5% of respondents believe that radio can be an influential medium. Magazine is also considered by 57.5% to be influential in conveying celebrity endorsed adverts targeting youths aged 20 and 30 in Dar es Salaam city. Newspaper is the least rated by 35.5% of the respondents who claimed it to be an effective means to convey celebrity endorsed adverts.

5.1.6 Impact of celebrity endorsed advert on youth Consumer decision making

A larger number of empirical studies ranging from the oldest research like McCracken (1989), Atkin and Block, (1983) Ohanian (1991) and current one like Jija (2013), Apoyoje (2013), Khan and Lord (2014). All these concur that the use celebrities' endorsers in adverts to have a significant impact towards influencing youth consumer purchase intention to buy product or services. However, result obtained after data analysis suggest that majority of respondents (76.5%) considers celebrity endorsement to be an effective advertising tool to influence consumer purchase decision. 52.5% of respondent were likely to buy products which have been endorsed by celebrity and at least 23.5% of respondents who actually purchase products that has been endorsed by celebrity and they happy with purchase.

These show that a very small group of consumers tend to buy products and services which are popular or just because they are endorsed by famous celebrities regardless of the quality. The findings prove that there is a greater variation between what respondent think, believe and perceives and what is actually the reality. In a view that celebrities endorsed advert may be attractive, one would assume a very large number of respondents purchase products based on what they perceive but that is not the case. K.V (2012) argued that, it's true that consumers' purchase intention is influenced by celebrities endorsed in adverts. Although this is one of the factors, it is however not

the only thing that people think of when they go to purchase a product or services. Other factors, such as quality of the product have a huge influence to consumers when making purchase decision.

When respondents were asked to state the aspects, they value the most when making purchase decision for products or services unlike in the early research conducted by Sybille and Schach (1977) which observed that, most consumers often relied on brand name and the price of the product when making purchase decision to buy a product or services. The result from this study suggests otherwise that over 60.5% of respondents indicated that it is the quality of the products that they valued most when making purchase decision. Otherwise, 8.0% said they valued celebrities who endorsed the product.

The current study provides an impression that, respondents believe that celebrities are there just for advertisement and raise the awareness about products or services. Generally, it is evident from the findings that celebrity endorsement in advert has a great impact on raising awareness about products. The opposite is also true at some point in that this has no impact to influencing youth consumers' purchase decision

CHAPTER SIX

CONCLUSION AND RECOMMENDATION

6.1 Introduction

This chapter provides an overall summary of the entire study on impact of celebrity endorsed adverts in influencing consumer purchasing decision on Dar es Salaam city youths. The conclusion is drawn based on the results after a comprehensive data, analysis of data in line with the objectives of the study and the implication on policy spectrum. Lastly, the limitation of the study is put forward plus areas for further studies.

6.2 Summary of the study

The study investigated the impact of celebrity endorsed adverts in influencing consumer purchase decision. The objective of the study was, to elicit Tanzania youths' perception toward celebrity endorsement adverts; to identify, celebrity attributes that have the highest influence on consumer purchase intention, to identify influential media to convey celebrity endorsement adverts, and to examine the overall impact of celebrity endorsement adverts in influencing consumer purchase decision among Dar es Salaam city youth. A survey design was employed to collect data in the different district of Dar es Salaam, namely, Kinondoni, Ilala, Temeke and Kigamboni. Respondents were drawn from the different streets. However, the majority of respondents were from Kinondoni district. A total of 200 respondents were selected through convenience sampling technique. The primary data was collected by using questionnaires both online means such as Facebook, WhatsApp group, LinkedIn, emails and print form for physical completion.

The findings of the study indicated that, 78.5% youth living in Dar es Salaam aged 20 to 30 perceived celebrity endorsed adverts as attractive unlike the non-celebrity endorsed adverts. Up to 72.5% perceived celebrity endorsement adverts as an effective means of advertisements. At most 79.3% of respondents conceived physical appearance and lifestyle of (likeability) an endorser as having great influence on their

purchase intention followed by similarity 73%. On the other hand, familiarity and trustworthiness have moderate influence. However, expertise (27.6%) and meaning transfer (31.5%) have the least influence on youth consumer purchase decision. Television (86.0%) is still considered to be an influential medium to convey celebrity endorsement adverts to youths followed by 82.5% of respondents who support internet (social media). Radio (59.5%) and magazine (57.5%) on the hand newspapers are considered by many youths as not influential means to convey celebrity endorsed adverts for which only 35.5% of respondents agreed that are influential.

Lastly the general objective of this research was to examine the impact of celebrity endorsement adverts towards influencing youths' purchase decision on product and services. Although majority (76.5%) of youths agreed that celebrity endorsement is an effective tool to influence consumer purchase decision and that 52.5% agreed that they were likely to purchase product or services endorsed by celebrities, only 23.5% did agree to actually buy products endorsed by a celebrity in adverts and became happy with the purchases. At most 60.5% of respondent preferred quality of the product as influential product or services purchase decision and 8.0% of respondents agreed to have made purchase decision under the influence of the celebrity endorsers in adverts. This shows that there is a significant difference between what consumers think and what they practice. In this regard, the majority of respondents perceived celebrity endorsement as attractive and influential on their purchase decision. Nevertheless, the study also observed some few respondents who actually made purchase decision on products or services as a result of influence from celebrity endorsers of adverts.

6.3 Conclusion

The use of celebrity endorsement in adverts has brought revolution in advertising and marketing world. The method has been identified as one of the most effective mechanisms to attract consumer attention and influence their purchase decision. This is the case we can see a larger number of companies investing huge amount of money

towards endorsing different famous personalities in Tanzania. Therefore, evidence from the above argument, as grounded in the findings, suggests the importance of marketer or advertiser to understand their consumer perception regarding the use of celebrities' endorsement in the advertisement of their product. Nevertheless, what is even more important is for them to understand which attribute has the highest impact in influencing consumer purchase intention and most important is the use of celebrity has any impact in influencing Dar es Salaam youth purchasing decision to purchase product or services and these were the major objective of this research.

Firstly, we explored the current state of Dar es Salaam city youth's consumers' perception about celebrity endorsement advert. The findings of the study proved/suggested that a majority of youths are aware and familiar with celebrity endorsement adverts. Youth perceive celebrity endorsement adverts to be attractive and especially the one with Bongo flavour musician who are very influential and helpful in recalling a product/or services being advertised. Youth in Dar es Salaam perceive celebrity endorsements to be an effective advertising tool.

Secondly, the findings of the study identified likeability attribute to have a greater influence of consumer purchase intention, followed by similarity, trustworthiness, familiarity, meaning transfer and lastly expertise has the least impact on consumer purchase intention. From the finding one is convinced that, some attributes have more influence on purchase intention than others. This does not mean that market should neglect the attributes with the least impact, but what is rather needed is to integrate all attributes together in order to strengthen the impact of consumer purchase decision. Generally, it can be concluded that, celebrities shape the attitude and have influence on consumers' purchase intention for products and services.

Thirdly television is identified as one of the most influential media to convey celebrity endorsed adverts, followed by internet (social media), radio and print media, which in spite of the major revolution brought by social media, some respondent still believed magazines, newspaper are influential media to convey celebrity endorsed

adverts targeting youths. In regard to impact of celebrity endorsement adverts on youth consumers' purchase decision, the findings of the study conclude that, celebrity endorsement advert has a very little impact on influencing youth consumers' purchase decision of product or services endorsed by celebrities. This is evident as few respondents agreed to purchase product/services after some influence from celebrity endorsement in adverts. Respondents of this study are mainly university student, earlier working class, entrepreneur, and businessmen and women. The majority of them did agree that celebrities' endorsements are attractive and do influence people to look at the product, but when they actually want to buy they look at the quality of the product and services instead of the celebrity who endorsed that particular product advert.

6.4 Implication of the study to advertiser and marketer

1. Marketers and advertisers should include celebrities in adverts, since celebrities endorsed adverts are exceptionally favoured by a bigger number of youths living in Dar es Salaam. These adverts rouse young people to either watch or take a gander at the adverts, since they are seen to be more alluring than celebrity endorsed adverts.
2. Using celebrity' endorsers in adverts empower youth consumers to brisk review products and services being advertised.
3. Advertisers and advertisers should ought to choose celebrity endorsers basing on the credits that are thought to be persuasive to a specific populace, for example, physical appearance (Likeability) and Similarity are the real characteristics that impact youth consumer decision making in Dar es Salaam, in this manner they ought to be exceedingly watched while choosing celebrities to endorsing products or services targeting living in Dar es Salaam.
4. Advertisers and marketers should feature Bongo flavour musician, because they can easily capture the attention of the majority of youth consumers and they are influential to youth consumers when making purchase decision.
5. Advertisers and marketers should use mostly television and internet (social media), since majority of youth suggested that they are influential medium to

convey celebrity endorsed adverts among youth consumer living in Dar es Salaam.

6. Celebrity endorsed adverts, some extent does influence youth consumers' purchase decision

6.4 Recommendation for further research

In a course of this study, factors to influence brand recognition and awareness drew the researcher's attention. In this view, further studies can focus on exploring issues such as celebrity endorsement and its impact on sales of products or services among different telecommunication companies as they are leading in endorsing bongo flavour musician, actor/actress, comedian etc. Further studies can also focus on one type of endorser such as comedians, bongo flavour musician etc, and examine the impact that they have in influencing consumer purchase decision or bursting up sales of a particular company that they endorse.

Further studies can integrate people from different demographic areas as perceptions of individual differ based on their age, gender, income level, etc. This study only involved youths aged 20 to 30; it did not explore the perception of teenagers and elderly people, as individual from these different age groups might have different view, perception and opinion towards celebrity endorsement of adverts. Also, people from the lower classes are excluded from this study and it is my assumption that these groups of people would have a different attitudes, view and perception when it comes to celebrity endorsement adverts and its influence on purchase decision.

The study only involved youths living in Dar es Salaam city, and thus excluded youths from remote areas of Dar es Salaam city. This confirms that the perceptions and opinions of these individuals were not captured in this study. Future studies can integrate youth from both remote and urban areas. Limitations which are highlighted in this study offer a wide-ranging platform for forthcoming researches. In addition, the findings of the study have also raised questions that can be explored further to elicit more on celebrity endorsement in advertisement and marketing.

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APPENDENCES

Research Questionnaire

Dear Respondent I'm **MAGRETH THADEI MWAKILASA** pursuing Masters in Marketing Management at Mzumbe University Dar es Salaam Compass College. As a part of my course I need to submit a research project. My research project is based on exploring the Impact of Celebrity Endorsements Adverts in Influencing Consumer Purchasing Decision. The questions asked in the questionnaire are very simple and related to what we see and observe in common daily life. Please rate the questions according to what you actually feel about celebrity endorsements in real life.

The whole questionnaire may take around 5 minutes of your precious time. I promise that your response will remain confidential, will only be used for the purpose of the study.

Demographic Profile

Name of the respondent.....

1. What is your age?
 - a. Below 19
 - b. 20-23
 - c. 24-26
 - d. 27-30
 - e. Above 31
2. What is your gender?
 - a. Male
 - b. Female
3. What is your occupation?
 - a. Student
 - b. Businessmen/women
 - c. Professional/Business
 - d. Unemployed
 - e. Employed

- f. An entrepreneur
 - g. Others (Please Specify)
4. What district in Dar es Salaam do you live?
- a. Temeke
 - b. Kinondoni
 - c. Ubungo
 - d. Ilala
5. Which ward/street in Dar es Salaam do you live?
- a. Mbezi Luis/Mwisho
 - b. Kimara
 - c. Ubungo
 - d. Sinza
 - e. Specify if other.....

Consumer Perception about Celebrity Endorsements

6. How frequently do you come across advertisements using celebrity endorsements?
- a. Often
 - b. Occasionally
 - c. Rarely
 - d. Never
7. What attracts you more: celebrity endorsed advertisements or non-celebrity advertisements?
- a. Celebrity endorsed advertisements
 - b. Non-celebrity advertisements
 - c. None of the above
 - d. Specify if other.....
8. What type of celebrities do you think are more influential as endorsers?
- a. Actors or Actresses from bongo movies
 - b. Sport stars including football player
 - c. Radio and Television presenter
 - d. Business personal

- e. Bongo Flavour Musician
 - f. Politician
9. Does the presence of celebrities in the advertisements help you recognise and recall product more promptly?
- a. Agree
 - b. Slightly agree
 - c. Not sure
 - d. Slightly disagree
 - e. Disagree
10. How influential do you think are celebrity endorsement adverts in influencing purchasing decision of product/services?
- a. Very influential
 - b. Influential
 - c. Somewhat influential
 - d. Not at all influent
11. How do you perceive celebrity endorsements?
- a. Very effective
 - b. Effective
 - c. Somewhat effective
 - d. Not at all effective

Celebrity Attributes and Purchase Intention

12. As a consumer, do you consider —Expertise of the celebrity as an attribute that can influence your purchase decision? (Expertise refers to the level of knowledge, experience and expertise a celebrity has in particular field)
- a. Strongly Disagree
 - b. Disagree
 - c. Not sure
 - d. Agree
 - e. Strongly Agree

13. As a consumer, do you consider —Trustworthiness of the celebrity as an attribute that can influence your purchase decision? (Trustworthiness refers to the honesty and believability of the celebrity)

- a. Strongly Disagree
- b. Disagree
- c. Not sure
- d. Agree
- e. Strongly Agree

14. As a consumer, do you think the sense of —Similarity between you and the celebrity endorser can influence your purchase decision for a certain product or service? (Similarity refers to the sense of similarity a consumer feels with a celebrity)

- a. Strongly Disagree
- b. Disagree
- c. Not sure
- d. Agree
- e. Strongly Agree

15. As a consumer, do you consider the —Familiarity of the celebrity as an attribute that can influence your purchase decision for a certain product or service? (Knowledge of that a consumer has about particular celebrity)

- a. Strongly Disagree
- b. Disagree
- c. Not sure
- d. Agree
- e. Strongly Agree

16. As a consumer, do you consider the —Likeability of the celebrity as an attribute that can influence your purchase decision for a certain product or service? (Likeability refers to affection for the celebrity as a result of the celebrity's physical appearance and/or behaviour and lifestyle.

- a. Strongly Disagree
- b. Disagree
- c. Not sure

- d. Agree
- e. Strongly Agree

17. Do you think celebrities can provide or transfer meaning to the product and influence your purchase intentions based on celebrity 's age, gender and lifestyle? (Meaning Transfer refers to the meaning a celebrity brings or transfers to a certain product with the help of their personality and lifestyle)

- a. Strongly Disagree
- b. Disagree
- c. Not sure
- d. Agree
- e. Strongly Agree

Determine the effective of media to convey celebrity endorsed advert.

19. Which of the following medium do you think is more likely to convey celebrity endorsed advertisements? (Rate according to your experience)

Medium of advertisement	Very Influential	Influential	Not sure	Somewhat Influential	Not Influential at all.
Television					
Radio					
Magazines					
Newspapers					
Internet					

Celebrity Endorsements and Purchase decision

19. Do you think celebrity endorsed adverts is it an effective tool of influencing purchasing/buying products or services” Rate this statement.

- a. Strongly Disagree
- b. Disagree
- c. Not sure

- d. Agree
 - e. Strongly agree
20. I 'm likely to purchase products or services that have been endorsed by celebrities.
- a. Strongly Disagree
 - b. Disagree
 - c. Not sure
 - d. Agree
 - e. Strongly Agree
21. I do purchase products and services endorsed by celebrities. In overall, I 'm happy with purchasing products or services advertised by celebrities.
- a. Strongly Disagree
 - b. Disagree
 - c. Not sure
 - d. Agree
 - e. Strongly Agree
22. What do you value the most when buying a product or services?
- a. Price of the product
 - b. Celebrity endorsement
 - c. Quality of the product
 - d. Value of money
 - e. Opinion leader

Thank you for your participation