

Effect of Multiple Celebrity Endorsement on Consumer Purchase Intention of Public University Students.

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ABSTRACT:- The present study examined the effect of multiple celebrity endorsement on purchase intention of public university students in Western Kenya and employed Proctor & Gamble's Ariel detergent as the study object. All the 57,715 students of the public universities in Western Kenya were targeted, they include: Masinde Muliro University of Science and Technology with a student population of 25,000, Kibabii University with a student population of 11,715, and lastly Maseno University with a population size of 21,000. The study used disproportionate stratified simple random sampling to sample 397 students of the three picked public Universities in Western Kenya, purposive sampling was utilized to sample three Ariel merchandisers promoting Ariel detergent in the three major towns in Western Kenya where the universities are located (Kakamega county, Bungoma county and Kisumu county). Data was then gathered through structured questionnaires and interview schedules. Pilot study was then done to ascertain the study tools reliability as well as validity. Content of the tool was affirmed to be relevant to the study, and construct validity was tested using factor analysis. Reliability was tested using Cronbach (Alpha – α) which found out that the tool was valid and reliable. Both descriptive (means, standard deviations and frequency distribution) and inferential analysis (Pearson correlation and linear regression models) were utilized. The study also employed the use of multiple linear regression to determine the strength of the four variables in influencing consumer purchase intention of public university students in Western Kenya. The investigation uncovered that Multiple Celebrity Endorsement possessed a statistically significant positive influence on the consumer purchase intention of public university students Western, Kenya $\beta = 0.0661$, $p\text{-value} = 0.000 < 0.05$. The study recommends that brands and marketers to have proper consideration of celebrity attributes while selecting celebrity endorsers. Marketers should consider other salient factors involved when using celebrity endorsement as a promotion tool.

Keywords:- Celebrity, endorsement, Consumer, Purchase, Intention

I. BACKGROUND OF THE STUDY

According to Nganga (2013), just a small percentage of consumers are not swayed by celebrity endorsement while buying an item. Likewise, loyalty of customer is impacted by previous product experience, therefore celebrity endorsement is quite successful in raising sales volume (Onyancha, 2016). The findings additionally found that customers decide to buy a product when it has similar traits like those of the products endorsed by the celebrity (Njoroge, 2013).

Akinyi (2017) found that different celebrity attributes positively correlates with middle class consumers intention of purchase. This shows the impact of celebrities on purchasing behavior. According to the study, low-income individuals seldom buy celebrity-endorsed items, hence celebrity endorsements as a marketing approach are ineffective with them. Njuguna and Otieno (2015) in their research of celebrity endorsement and brand recall behavior among youth concluded that celebrity endorsement and more importantly the attractiveness of the celebrity had an influence on the brand recall behavior among the youth in Nairobi. Now it is clear that research has been done on this topic. However, most of it has been based internationally and if locally then focused on the Nairobi locality or a specific product brand.

It is agreeable to say that celebrity endorsement effectiveness is influenced by various celebrity traits which in turn influence the actual buying intention. The current study will examine the impact of celebrity endorsement on purchase intention among public university students in Western Kenya with object of study being Ariel detergent.

II. STATEMENT OF THE PROBLEM

There has been big tendency of big and world known brands like Gucci, Nike, Adidas, Channel, setting aside quite a big sum of their budget for such endorsement contracts (Arora & Sahu, 2013).

In Kenya, various celebrities have been involved to market various products and it is increasingly becoming a leading strategy among various marketers in the country. Celina is endorsing Harpic toilet cleaner,

Terry Anne Chebet endorsing Molfix diapers, Jeff Koinange and Yvonne Okwara Matole endorsing Standard Chartered Bank. The international alcohol brand Glenfiddich unveiled their new bottle in Kenya in the June 2020 which they christened 'the refresh' endorsed by Kenyan reknown chef , Mulunda Kombo. These are all products with different levels of involvement for the customer, they are different product lines and are all using the fame and popularity of these celebrities to gain competitive advantage. Despite the advertisement of products by celebrities, firms and companies still opt for more diverse approaches of advertisements, an indication that endorsement of products by celebrities in Kenya might still not be as effective. In the face of social media, and a world where consumers are very vocal about their brand preferences, it is important for brands and marketers to be strategic with their advertisements. University students particularly have been shown to influence each other and accompany each other to purchase goods (Zhao, Yhang, Liu, Yhang, Bao and Ren, 2020). They form a big population of the market, are young adults who are getting into the independence phase. Being able to understand such a huge market segment and influence their purchasing intentions would be an advantage to any company. Procter & Gamble East Africa (PGEA) in Kenya has been using celebrities such as Mercy Masika (the famous gospel singer in Kenya) to promote Ariel detergent. The advert tends to portray Ariel detergent as the best among other powder detergents in removing stains in one wash (Nzomo, 2013). However, PGEA still resolved to adopting other advertisement approaches such as "One wash" detergent advertising campaign. In a world of cut throat brand competition, scramble for market share, all the while looking at the bottom line, there is need for more insight. This means more insight on categories of consumers that are influenced by celebrity endorsement, selection of celebrity endorsers, and understanding on which particular traits of such celebrity endorsers have more strength. The study therefore sought to examine celebrity endorsement factors that if enhanced, would in return enhance consumer purchase intentions of a given product.

As far as this research is concerned, there are few if any, documented studies which assessed celebrity endorsement efficiency attributes as well as consumer purchasing intentions in Western Kenya. As such, this study assessed efficacy of dimensions of celebrity endorsement on consumer purchase intentions among public university students in Western Kenya, focusing on Ariel detergent as object of study.

III. LITERATURE REVIEW

Multiple Endorsement and Consumer Purchase Intention

Celebrities' can endorse either one product or multiple product lines according to the term of agreement with their producer. Indeed its common place to find a case where a brand ambassador has more than one product to endorse (Nam-Hyun Um 2008). This last approach is known as multiple ambassador brand advocacy (Hsu and McDonald, 2002).

This approach is twofold: an endorsement where two or even more and endorser endorses a brand together or an endorsement in which different brand ambassadors endorse a product brand through many adverts over time (Nam-Hyun Um, 2008). Hsu and McDonald (2002), in a study on multiple endorsements for consumer behaviour found that brand ambassadors complement one another even with their diversities in a multiple endorsement strategy. This ensures that the product or brand promoted acquires a wider view of transferred meanings. However, even in the place of their similarities, the similarities work as emphasis.

Reebok (2005) launched its embarked on a global multifaceted campaign dubbed (I am what I am). It advocated for youngsters in celebrating their icons such as the singers and sports persons. The result of this initiative has been leveraged by several firms that have engaged these icons on the promotional platforms. Some managers however believe that an icon would influence more sales through brand image than any other means. They are seen to have very strong personalities that easily change perceptions of people (Erdogan and Baker, 2000). However it's important to consider this strategy with caution and so mangers who engage in this should be able to balance the mix of preferences and diverse personalities of the celebrities (Erdogan and Baker, 2000). Friedman and Friedman (1977) stated that customers' preferences were enhanced when there is brand endorsement by a celebrity. Schiffman (1997) stipulated that when one brand ambassador endorses one product, consumers were likely to be attracted it to it than many of them.

Previous studies on the subject of brand endorsements including Mowen and Brwon (1981) and Mowen, Brown and Schulman (1979) reveal that using many brand ambassadors may be confused to decide on the product based on mixed feeling about the celebrities. This could be because of the fact that there is limited distinctiveness and divergent interests may arise. Additionally, this may reduce the impact of the brand ambassador on the good. (Tripp and Jensen 1994) as well as the quantity of goods a brand ambassador support negatively affects customer perceptions of the brand. McCracken (1989) says that meanings are carried on through ambassadors from one advert to another, plus this affects those assigned meanings. When a brand ambassador anchors many products, the endorsement influence loses its weight because since consumer preferences will be affected.

IV. RESEARCH METHODOLOGY

Research Design

As per Mugenda and Mugenda (2006), descriptive research design is employed to get data on the prevailing status of a phenomenon in comparison with prevailing conditions. The researcher will use a descriptive research design. This investigation utilized descriptive research design because it plans to collect quantitative data that would explain the traits of celebrity endorsement and purchase intention among Kenyan consumers. The descriptive survey was picked since it is ideal in collecting data in social research that is concerned with the description of the state of the variables and detailed description of phenomena that has already occurred (Punch and Oncaea, 2014; Mertler, 2019). Sabana (2014) states that this strategy is recommendable because the approach researchers to gather quantitative data that can be analyzed quantitatively using inferential analysis. The researcher prefers this design because it facilitates collecting of reliable information while demonstrating the real traits of celebrity endorsement and buying intentions among consumers in Western Kenya.

Target Population

This is units sets, entirely, for which research data are to be utilized for conclusions; it identifies the units for which study discoveries are expected to generalize (Mertler, 2019). This study targeted population is 57,715 students of the public universities and University colleges in Western Kenya, this include: Maseno University, Masinde Muliro University of Science and Technology, as well as Kibabii University. To determine the target population size, the study adopted the student population from the various university websites.

Table 1: Study Target Population

University/ College	Target Population	% Population
Masinde Muliro University of Science and Technology.	25,000	43%
Kibabii University	11,715	20%
Maseno University	21,000	37%
Total	57,715	100%

Source: Respective University Websites for 2020

The study involved three Ariel product merchandisers from each of three towns (Kakamega town, Bungoma town and Maseno town, where the respective universities are located), as key informants to provide key information on the celebrity endorsement and Ariel product consumer purchase intentions.

Sampling Procedure

According to Ustafa (2010), sampling is about obtaining a desired sample of items out of a study population. For this study, more than one sampling approach were used because of characteristics unique to the targeted population. For instance, in this research the population size to be sampled is large and it varied substantially in its composition. And therefore, sample procedures were utilized in this study included: stratified simple random sampling and purposive sampling (Kothari, 2010). Numerous experts have recognized that stratified sampling is suitable when dealing with non-uniform populations (Vaus, 2001).

The study applied stratified simple random sampling to sample respondents from the students of the three selected public Universities in Western Kenya (Maseno University, Masinde Muliro University of Science and Technology, as well as Kibabii University). Purposive sampling was used to obtain the four Ariel product merchandisers who will be key informants in giving information on celebrity endorsement and the Ariel product purchase intention among consumers in Western Kenya.

Sample Size

This research utilized the following formula to establish the study sample size:

Equation 1: Formula for Determination of Sample Size (Yamane, 1967);

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = the sample size

N = the population size

e^2 = desired level of statistical significance (0.05)

Therefore;

$$n = \frac{N}{1 + Ne^2} = \frac{57,715}{1 + 57,715(0.05)^2} = 397.2468 \approx 397$$

Thus, the study adopted a sample of 397 respondents that was a representative of the consumer residents of the three universities in Western Kenya.

To determine the sample size of each i^{th} town, the study used proportionate stratified random sampling. A proportion of the sample size was calculated to establish the respondents in each stratum (i^{th} town) to be examined as follows:

$$Proportion = \frac{Sample}{Population} = \frac{397}{57,715} = 0.00687862773975569$$

Therefore, the i^{th} town sample size was as calculated in table 3.2 below:

Table 2: Study Population and Sample Sizes

City/Town	Population Size	Proportion	Sample size
MMUST	25,000	0.00687862773975569	172
Kibabii University	11,715	0.00687862773975569	81
Maseno University	21,000	0.00687862773975569	144
Total	57,715		397

Source: Respective University Websites

Data Collection Instruments

Well-designed structured questionnaires was employed to get information from the study respondents who are part of the student population in three selected public Universities in Western Kenya (Masinde Muliro University of Science and Technology, Maseno University and Kibabii University). Interview schedule was employed to gather information from key informants, who are the Ariel product merchandisers in the major towns where the Universities are located; Kakamega town, Bungoma town and Luanda town). This was through purposive sampling to ensure the merchandisers were serving a huge student population in the area, and are indeed merchandisers of the Ariel detergent.

Questionnaire

Gupta et al. (2011) discovered that questionnaires are data collection instruments that give an efficient method of collecting responses from a broad sample prior to quantitative analysis

A systematic questionnaire was utilized to collect information from respondents who are students at three chosen public Western Kenya public Universities (Maseno University, Masinde Muliro University of Science and Technology, as well as Kibabii University). The questionnaire had both closed and open-ended question items. Some of the closed-ended questions required five-point Likert scale measurement usage because the research variables would be ranked to determine respondents' level of agreement or disagreement. Also, open-ended questions that involved will be used for instance, verify information given by respondents, to clarify facts, or control a conversation (Gupta *et al*, 2011) on celebrity endorsement and its effect on the purchase intentions among buyers Ariel product among the students of the selected public Western Kenya public Universities (Maseno University, Masinde Muliro University of Science and Technology, as well as Kibabii University). The questionnaire for study was divided into five parts.

The first section was utilized in demographic data collection from respondents, while the next four sections addressed every factors outlined in the conceptual framework of the research.

Interview Schedules for Key Informants (Ariel product Merchandisers)

This was employed to get data from Ariel merchandisers. The data gathered was used to corroborate and triangulate information gained from research participants via questionnaires. According to Ahuja (2010), it is simpler for a researcher to collect information from an interview compared to questionnaire since the interview improves data quality, confirms and/or obtains some of the discovered information in a questionnaire; it is for this reason that the interview schedule contained questions similar to items in the study questionnaire.

Piloting

A questionnaire was issued to 40 (10%) of the respondents that are Ariel product consumers who are students of Alupe University College, Kenya. According to Gill *et al* (2010), sample size for pilot testing always vary between 5-10 % of the core survey sample size based on costs involved, time to be consumed and actual practicality. The pilot participant respondents was randomly selected. Alupe University College was chosen for piloting since it is within Western Kenya, experiencing a similar environment and it will not be covered in the research. The pilot study was utilized to determine the research tool's reliability as well as validity before using in main survey.

Reliability of the Research Instruments.

The internal consistency of the questionnaire scale internal consistency was assessed for reliability; this will be measured and calculated using the Cronbach's alpha coefficient. The Cronbach's alpha coefficient was calculated using the following formula.(Gill et al, 2020)

Here N is equal to the number of items, $\bar{c}$ is the average inter-item co variance among the items and $\bar{v}$ equals the average variance. Alpha coefficient of between 0.6 and 0.9 was considered sufficient for yielding consistent results for the study. To enhance reliability of results, the responses have to be consistent. The greater the consistency, the more dependable the data would be.

Validity of Research Instruments.

The study ensured that both construct and content validity are done so as to ascertain validity of the study tools. Experts in the field of celebrity endorsement and purchase intention, and University supervisors was involved in intensive analysis of both the structured questionnaire and the interview schedule and assessed their relevance and appropriateness to the study. The content validity targets adequate and sufficient coverage of the content of interest by the study items (Oluwatayo, 2012).

For this study, construct validity was used to measure if items that are used to measure a particular construct of the study actually measure the same thing. For the purpose of construct validity, the study questionnaire had several sections; this ensured that each segment analyzed data for a specific objective while also ensuring that it was clearly related to the study's conceptual framework. Construct validity was tested using principal component analysis, in specific, Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO) test of sampling adequacy. Kaiser-Meyer-Olkin (KMO) test was used to measure the adequacy of the sample size of items utilized in measurement of a certain construct. The KMO was calculated using the following formulae (Engellant et al, 2016).

$$KMO_j = \frac{\sum_{i \neq j} r_{ij}^2}{\sum_{i \neq j} r_{ij}^2 + \sum_{i \neq j} u_{ij}^2}$$

where the correlation matrix is $R = [r_{ij}]$ and the partial co variance matrix is $U = [u_{ij}]$. Bartlett's Test of Sphericity was employed in the analysis to see if sampled respondents have similar variances. Factor loading will be determined to measure if the items actually measure the same thing.

V. RESULTS AND DISCUSSIONS

Multiple Celebrity Endorsement.

The study sought to assess the descriptive statistics of multiple celebrity endorsement plus its influence on the purchase intention among public university students in Western Kenya. This would assist in determining the level of satisfaction among the public university students in Western Kenya on multiple celebrity endorsement and how it would influence the Ariel detergent intentions to purchase. Table 3 exhibits the findings.

Table 3: Descriptive Analysis for Multiple Celebrity Endorsement. Strongly Disagree (SD) = 1, Disagree (D) = 2, Undecided (U) = 3, Agree (A) = 4, Strongly Agree (SA) = 5.

Statement		SD	D	U	A	SA
The presence of more than one celebrity in an advertisement makes it persuasive.		18	22	127	149	54
		5%	6%	34%	40%	15%
The presence of more than one celebrity in an advertisement makes it convincing.		18	25	126	160	41
		5%	7%	34%	43%	11%
More than one celebrity in a single advertisement makes it appealing		94	22	119	55	80
		25%	6%	32%	15%	22%
More than one celebrity in a single advertisement makes it dynamic.		14	91	38	69	158
		4%	25%	10%	19%	43%
Average Level of Multiple Celebrity Endorsement	Mean(%Mean)	Std. Dev.	Std. Error of mean	Minimum	Maximum	
	3.4677 (69%)	0.78721	0.04092	2.00	5.00	

The findings of table 13 shows that majority of the respondents, 40% agreed that the presence of more than one celebrity in an advertisement makes it persuasive to buy the product. Similarly, majority of the respondents, 43% agreed that presence of more than one celebrity in an advertisement makes it convincing for the customer to buy the Ariel detergent. Also, most of the respondents, 43% strongly agreed that more than one

celebrity in a single advertisement makes it dynamic and thus attracting more customers to buy the product. However, most of the respondents, 32% were uncertain if having more than one celebrity in a single advertisement makes it appealing. Overall, the average level of multiple celebrity endorsement was at 69% (mean= 3.4677, Std. dev. = 0.78721) rated moderate signifying that most of the selected public university studies in Western Kenya were moderately satisfied in the multiple celebrity endorsement in the advertisement of the Ariel detergent in Western Kenya. The research therefore purposed to evaluate the impact of multiple celebrity endorsement on the Consumer's Purchase Intentions among the public university students in Western Kenya.

Simple Linear Regression between Multiple Celebrity Endorsement and Consumer Purchase Intentions

The study's fourth objective of the study was to determine the effect of multiple celebrity endorsement on consumer purchase intention of public university students in Western Kenya. The following hypothesis (H04) was tested by the researcher: *H₀₄: Multiple Celebrity Endorsement has no significant influence on the consumer purchase intention of public university students.*

Table 4.20 summarizes the discoveries.

Table 4: Linear Regression Analysis for the Multiple Celebrity Endorsement and Consumer Purchase Intentions

Model Summary						
Model		r	r-square	Adjusted r-square	Std. Error of the Estimate	
1		.735 ^a	.540	.539	.48043	
a. Predictors: (Constant), Multiple Celebrity Endorsement						
b. Dependent Variable: Consumer Purchase Intentions						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	p-value
1	Regression	99.771	1	99.771	432.268	.000 ^b
	Residual	84.937	368	.231		
	Total	184.708	369			
a. Dependent Variable: Consumer Purchase Intentions						
b. Predictors: (Constant), Multiple Celebrity Endorsement						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	p-value
		β	Std. Error	Beta		
1	(Constant)	1.145	.113		10.140	.000
	Multiple Celebrity Endorsement	.661	.032	.735	20.791	.000
a. Dependent Variable: Consumer Purchase Intentions						

The F (1, 368) = 432.268, p-value = 0.000 < 0.05 ANOVA test findings from table 4. implies that the Simple Linear Regression model was an excellent match to our dataset. The model (Multiple Celebrity Endorsement) managed to clarify 54% of the variation in consumer purchase intention of public university students Western, Kenya as indicated by the r-square = 0.540 as shown in table 4's model summary. The unstandardized beta coefficient was significant, β = 0.661, p-value = 0.000 < 0.05 as depicted by the regression coefficient outcomes; therefore, the study rejected the null hypothesis and conclude that Multiple Celebrity Endorsement has a statistically significant positive influence on the consumer purchase intention of public university students Western, Kenya. Multiple celebrity endorsement had a positive standardized beta coefficient = 0.735 as exhibited in table 4's coefficients outcomes; this uncovers that a unit increment in the Multiple Celebrity Endorsement would probably cause an improvement in the Consumer Purchase Intentions of University Students in Western Kenya by 73.5%. To predict the consumer purchase intention of public university students Western, Kenya when provided the multiple celebrity endorsement level, The following model is suggested by the study;

Consumer Purchase Intentions = 0.991 + 0.569 Multiple Celebrity Endorsement
 These findings were supported by key informants who agreed that endorsement of the Ariel detergent by multiple celebrities had a significant effect on the Ariel detergent consumer purchase intentions as indicated by 100% response in support as shown in figure 1 below.

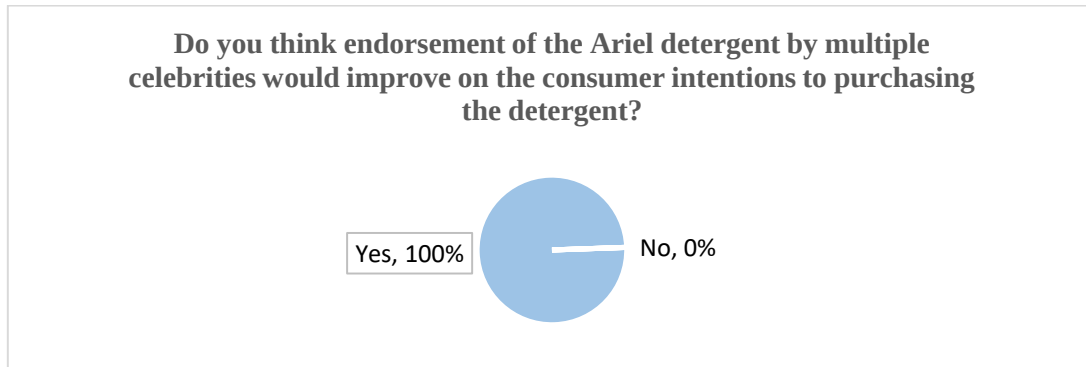


Figure 1: Multiple celebrity endorsement and its influence on customer purchase intentions

The explanation given by the key informants suggested that sales of Ariel detergent in the market also depends on the commodity endorsement by multiple celebrities as indicated in the quote below:

.... when more than one celebrities are used to market any product including the Ariel detergent at the same time, the customers' confidence in the product is likely to increase since it will be like people are for the product.

The study findings complement the findings by Hsu and McDonald (2002) in a study on multiple endorsements for consumer behavior where it was found that brand ambassadors complement one another even with their diversities in a multiple endorsement strategy. This ensures that the product or brand promoted acquires a wider view of transferred meanings. However, even in the place of their similarities, the similarities work as emphasis. Reebok (2005) launched its embarked on a global multifaceted campaign dubbed (I am what I am). It advocated for youngsters to celebrate their icons such as the singers and sports persons. The result of this initiative has been leveraged by several firms that have engaged these icons on the promotional platforms. Some managers however believe that an icon would influence more sales through brand image than any other means; they are seen to have very strong personalities that easily change perceptions of people.

Simple Linear Regression between Multiple Celebrity Endorsement and Consumer Purchase Intentions

The study's fourth objective of the study was to determine the effect of multiple celebrity endorsement on consumer purchase intention of public university students in Western Kenya. The following hypothesis (H04) was tested by the researcher: **H₀₄: Multiple Celebrity Endorsement has no significant influence on the consumer purchase intention of public university students.**

Table 5 summarizes the discoveries.

Table 5: Linear Regression Analysis for the Multiple Celebrity Endorsement and Consumer Purchase Intentions

Intentions

Model Summary					
Model	r	r-square	Adjusted r-square	Std. Error of the Estimate	
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a. Predictors: (Constant), Multiple Celebrity Endorsement					
b. Dependent Variable: Consumer Purchase Intentions					
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Residual	84.937	368	.231		
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Coefficients ^a					
Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	p-value
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a. Dependent Variable: Consumer Purchase Intentions					

The $F(1, 368) = 432.268$, $p\text{-value} = 0.000 < 0.05$ ANOVA test findings from table 5 implies that the Simple Linear Regression model was an excellent match to our dataset. The model (Multiple Celebrity Endorsement) managed to clarify 54% of the variation in consumer purchase intention of public university students Western, Kenya as indicated by the $r\text{-square} = 0.540$ as shown in table 5's model summary. The unstandardized beta coefficient was significant, $\beta = 0.661$, $p\text{-value} = 0.000 < 0.05$ as depicted by the regression coefficient outcomes; therefore, the study rejected the null hypothesis and conclude that Multiple Celebrity Endorsement has a statistically significant positive influence on the consumer purchase intention of public university students Western, Kenya. Multiple celebrity endorsement had a positive standardized beta coefficient $= 0.735$ as exhibited in table 5's coefficients outcomes; this uncovers that a unit increment in the Multiple Celebrity Endorsement would probably cause an improvement in the Consumer Purchase Intentions of University Students in Western Kenya by 73.5%. To predict the consumer purchase intention of public university students Western, Kenya when provided the multiple celebrity endorsement level, The following model is suggested by the study;

Consumer Purchase Intentions $= 0.991 + 0.569$ Multiple Celebrity Endorsement

These findings were supported by key informants who agreed that endorsement of the Ariel detergent by multiple celebrities had a significant effect on the Ariel detergent consumer purchase intentions as indicated by 100% response in support as shown in figure 2 below.

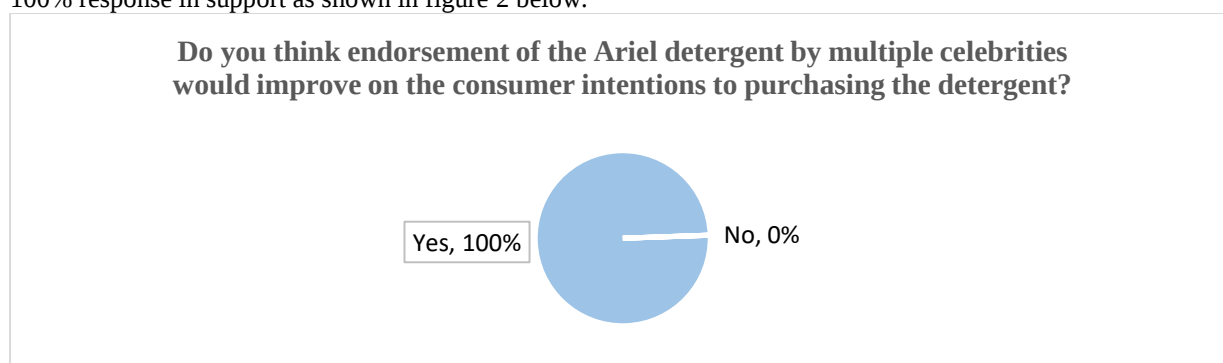


Figure 2: Multiple celebrity endorsement and its influence on customer purchase intentions

The explanation given by the key informants suggested that sales of Ariel detergent in the market also depends on the commodity endorsement by multiple celebrities as indicated in the quote below:

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SUMMARY, CONCLUSION AND RECOMMENDATIONS Multiple Celebrity Endorsement and its Influence on the Consumer Purchase Intentions

According to the study findings, the existence of more than one celebrity in an advertising makes it more appealing to target customers to buy the product being advertised. This makes it convincing, dynamic and thus attracting more customers to buy the advertised product. However, the study revealed that having multiple celebrities endorsing a particular product does not necessarily mean that the product would be appealing in the eyes of the target customers. It was also revealed that multiple celebrity endorsement was not certain in persuading the target customers to buying a certain customers.

Multiple celebrity endorsement had a statistically significant strong positive influence on the customer purchase intentions. That existence of more than one celebrity in an advertisement makes it appealing to target customers to buy the product being advertised; it makes it convincing, dynamic and thus attracting more customers to buy the advertised product.

Brands that wish to use celebrities to market their products should consider using the approach of multiple endorsers since it is indeed convincing, dynamic and thus influencing more customers to buy the advertised product.

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