

**EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASING
BEHAVIOR IN THE TELECOMMUNICATION INDUSTRY IN KENYA**

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**A RESEARCH DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION (MARKETING) KCA UNIVERSITY**

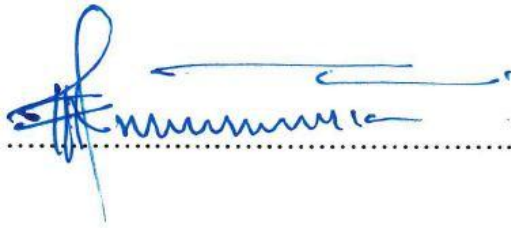
NOVEMBER 2022

DECLARATION

STUDENT'S DECLARATION

I declare that this research dissertation is my original work and has not been previously submitted elsewhere for the award of a degree.

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SUPERVISOR'S DECLARATION

This research dissertation has been submitted for examination with my approval as a university supervisor.

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ACKNOWLEDGEMENTS

I wish to acknowledge the Almighty God for the gift of wisdom, life and sound intellect to undertake this research successfully.

I wish to give special thanks to my wife Everlyne Kwamboka and my mum Mary Bosibori, for being the greatest source of positivity and encouragement throughout all the stages of the research. To my kids Shyline, Hope and Angel for the biggest source of Joy during this process.

I am indebted to my supervisor Dr. Edward Owino for his guidance and monumental support enabling successful completion of this study.

Finally I wish also to acknowledge Mr. Omondi – NCWSC Finance Director for mentorship and encouragement.

Thank you.

ABSTRACT

Celebrity endorsement is deemed to have a huge and significant influence on consumer purchasing behavior. Globally firms have been relying on this type of marketing to drive brand awareness and improve the recognition as well as purchase intention of their products and services. In the local market most of the telecommunication firms have been relying on celebrity endorsement as key component of changing consumer behavior within the market. However, there has been limited empirical evidence showing how the utilization of the celebrity endorsement practices have influence consumer purchasing behavior in the country. This research sought to fill this gap by reviewing how celebrity trustworthiness, expertise, attractiveness and respects influence the consumer purchase behavior. The study was premised on the TEARs mode, AIDA model and the Source Credibility Theory. A descriptive study design was employed using quantitative approaches to determine the relationship between the research variables. The study population was tabulated from the 4,397,073 residents within Nairobi County. Using the Yamane formula, the sample size of this study was 399 residents. The research developed a structured research questionnaire in the data collection process. Google forms and physical questionnaires was used in the data collection procedures. The collected study data was analyzed using quantitative techniques such as; descriptive measures, correlation tests and regression analysis. The study conducted various diagnostic tests to ensure the research adheres to the standard requirements. The findings were presented using charts and tables. The survey was able to obtain 344 responses translating into 86% response rate with only 14% of the respondents not able to participate within the study time window. Regression results showed there existed a positive and significant effect of celebrity trustworthiness on the consumer purchasing behavior in the telecommunication industry in Kenya. Regression results showed that the coefficient for celebrity expertise had a positive and significant effect of celebrity expertise on the consumer purchasing behavior in the telecommunication industry in Kenya. Regression results showed that there was a positive and significant effect of celebrity attractiveness on the consumer purchasing behavior in the telecommunication industry in Kenya. Findings further led to conclusion that there existed a positive and significant effect of celebrity respect on the consumer purchasing behavior in the telecommunication industry in Kenya. The results led to the recommendation that telecommunications firms conduct extensive research on a celebrity to ensure that they have a trusting relationship with the customer base. Failure to do this beforehand can lead to loss of customers due to the lack of trust in the celebrity and the firm. The study recommends that the telecommunication firm conduct a rigorous hiring process to ensure that the selected celebrity to endorse the product has all the required qualifications and sufficient experience in the industry. The study recommends that the telecommunication firms put in place clear guidelines and rules regarding how celebrities engage consumers especially for the period they are endorsing a product.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The global economy is characterized by faster communication and businesses are adopting marketing strategies that would transform them into more relational, reputable and popular entities (Oloko, Anene, Kiara, Kathambi, & Mutulu, 2014). Businesses regard advertisements to be the fastest and most effective communication tool to build an association and attract their target consumers, and in the digital age, the process has been evolving. The ability of popular personalities to influence their followers has become a critical strategy for most brands which consider attaching their products with well-known and respected personalities as a safe means of developing an association and bond with their consumers (Adnan, Jan, Ali, & Shah, 2018). In recent years, celebrities have emerged as trusted individuals and many people have been treating them like role models, and some are even changing their lifestyles to imitate that of their favorite celebrity (Parmar & Mann, 2019). For some brands, attaching their products to appropriate role models has seen them gain significant value (Sharma, 2016).

According to Wu and Wen (2021), the consumer's mind is influenced in one way or the other by the perception created by advertisements, and technological development has seen a significant increase in the use of celebrity-endorsed advertisements. Glucksman (2017) avers brands attach their products with famous personalities to gain curiosity, concentration, longing, and high brand revelation. Adnan, Jan, Ali and Shah (2018) confirmed that celebrity endorsements enable brands to influence consumers' purchasing intention, develop positive associations, induce purchasing behavior, and attract new consumers. With the proliferation of the internet, celebrities and influencers have become a vital element in corporate marketing

strategies (Haenlein, et al., 2020). Guruge (2018) argues that it is paramount to influence consumer decisions and selecting the celebrity with the right attributes can, and has become a significant source of competitive advantage, and a facilitator of successful marketing campaigns.

Development in digital technologies has enhanced firms' ability to reach a wider network of customers. Most of the population with digital devices have social media accounts-and so do celebrities who enjoy some of the biggest following (Jin, Muqaddam, & Ryu, 2019). The researchers affirm celebrities have been successfully converted into effective salespeople, with their accounts playing a big part in the rise of their use. Globally, more companies are investing large sums of money to celebrities to give their products a differentiated identity. Studies show an increase in the involvement of celebrities in major promotional campaigns (Bergkvist & Zhou, 2016), with the association having a significant impact on brands' perceived value, and brand credibility (Nelson & Deborah, Celebrity endorsement influence on brand credibility: A critical review of previous studies, 2017). Rachmat, Hurriyati and Sultan (2019) affirm that endorsed products are successful because consumers prefer them to "ordinary" unendorsed products. Furthermore, due to the psychological factors, brands give consumers the means to express their choices and judgments in reflection of their favorite personalities (Rachmat, Hurriyati, & Sultan, 2019).

Marketers use celebrity endorsement to gain competitive advantage, but according to Muda, Musa and Putit (2017), employing celebrities requires a deep understanding of the various considerations that would increase successful marketing campaigns. The celebrity has to have an in-depth understanding of the product, the objective of the brand and then the product customers to leave a lasting impression on the consumers (Fahy & Jobber, 2019). Vietnam's entertainment industry has the 'Idol Culture' whereby celebrities use their faces to represent domestic and

international brands (Nguyen, the influence of celebrity endorsement on young Vietnamese consumers' purchasing intention, 2021). Bakhtvar and Piri (2018) affirm that celebrities make advertisements more conspicuous and endorsed products more outstanding and attractive to consumers. According to Luu Jr (2020), the Chinese-based phone brand OPPO was successful when it utilized a host of celebrities to influence users' perception regarding the quality of Chinese products. The campaigns resulted in the company capturing the young generation, creating positive attitudes, inspirations and, triggering the consumer purchase behavior. This study aims to investigate some of the celebrity attributes that make product endorsement impact consumers' buying motives.

Herjanto, Adiwijaya, Wijaya and Semuel (2020) study showed a positive relationship between celebrity endorsement, brand image and brand trust, which in turn influenced Indonesian consumers repurchase decisions. Similar findings were also reported in the study by Phua, Syan and Lim (2018) which showed a positive effect of celebrity endorsement (CE) on US online E-cigarette consumption behavior, noting a significant improvement in consumer engagement. Similarly, Djafarova and Rushworth's (2017) evaluated online consumers' purchasing habit and documented a positive impact of CE on young females' online purchases. Ahmad, Idris, Mason and Chow (2019) used the TEARS model and found a strong effect of respect towards the celebrity and similarity influence the effectiveness of CE, while celebrity trustworthiness and attractiveness had an insignificant effect. Chen, Xie, Zhang and Li (2021) suggested that a celebrity's image can overpower fashion brands, while Park, Im and Kim (2020) reported that featuring celebrities can potentially lower a brand's perceived uniqueness.

The above studies show conflicting views about the relationship between CE and consumer purchase behaviour. Further, the literature identifies various factors within the context

of CE that determine a celebrities' success. This study sought to o investigate some attributes of celebrity endorsement and their impacts on consumers' buying motives.

1.1.1 Celebrity Endorsement

Celebrity endorsement is a million-dollar industry that refers to a form of brand communication in which a celebrity acts as a brand ambassador; confirming claims of the brand and position by lending their fame, personality and status in the society as well as knowledge in the field to the product (Yang, 2018). A celebrity endorser is a well-known person who receives large public recognition, or is recognized by target communities of specific brands, in which he/she takes advantage of their reputation to direct customers attention towards certain products (Ford, 2018). Endorsements are the validating statements made by celebrities or public figures to increase the attractiveness of a particular brand (Zamudio, 2016). Celebrity endorsement dates back to the 19th century when adverts of Cadbury were endorsed by Queen Victoria, a time when the image of Leo XII was employed in the Mariane wine advert. Zakari, Dogbe and Asante's (2019) study shows that numerous companies around the world are investing on famous, attractive and credible celebrities to promote their brands.

According to Nguyen (2021), celebrity endorsement (CE) involves prominent and influential persons like politicians, entertainers and philanthropists whose opinions are highly revered and respected. CE is successful through three domains; that public attaches a variety of meaning to celebrities such as classy, credible or truthful, that celebrity endorsement transfers these meanings to products, and that this meaning is reflected in induced product purchase (Abbas, Afshan, Aslam, & Ewaz, 2018). Celebrities, therefore, attach their credibility to brands to aid in the selling of products or services, hence fostering brand reputation. Calvin Klein has had one of the most successful celebrity endorsements in recent years, with their partnership with

David Beckham, and consequently Justin Bieber increased the brand's relevance and value within the younger generations. Social media posts by Justin Bieber generated 1.6 million Twitter mentions and 10.7 million views on YouTube (O'Connor, 2021). The firm reported high returns from their celebrity endorsements.

However, Emmadi (2017) reported that celebrity endorsement can be a two-edged sword, and its attractiveness might encroach negatively upon consumers' mood and image. This risky aspect of celebrity endorsement makes it vital for brands to choose endorsers with the right qualities to build a strong, positive link between the brand and the endorsement. Dissanayake and Weerasiri (2017) suggest that more credible and attractive celebrities can reach a larger consumer base, affirming Ohanian (1990), who asserted that the celebrity's degree of credibility enhances brand trustworthiness, and that his/her degree of attractiveness improves its likeability. Generally, credibility is a product of the celebrity's relevant knowledge, expertise and consumption experience of that brand, while attractiveness refers to the celebrity's attractive physical characteristics. Abbas, Afshan, Aslam and Ewaz (2018) paper found celebrity likeability, attractiveness, experience and personality are key CE components that influence mobile phone purchase intention among male customers. Ifeanyichukwu (2016) concludes that celebrity expertise, attractiveness, and respect influence consumer purchase decision in Nigeria. According to Wang and Scheinbaum (2018), celebrity credibility is influenced by physical attractiveness, trustworthiness attention gaining, entertaining ability and believability.

These components can be summed up into three main models related to celebrity endorsements. The credibility model was developed by Hovland (1950) and encompassed dimensions of trust, expertise and attractiveness (similarity, familiarity and liking). Ismagilova, Slade, Rana and Dwivedi (2020) argue that trust is the most important determinant of source

credibility, while Ohanian (1991) aver that expertise is the most influential dimension of source credibility. Gupta, Kishor and Verma (2017), on the other hand affirm that source attractiveness is the key dimension. The Meaning Transfer Model (MTM) was developed by McCracken (1989), and it argues that celebrities present an image with certain personalities that appeal to consumers, and that attaching these meanings to brands enhances the relationship between the brand and the consumer. According to Aaker (1997), brand personality dimensions include sincerity, excitement, competence, sophistication and ruggedness (Ahmad & Thyagaraj, 2017).

These components can be summed into Shimp's (2003) TEARS Model which identifies Trustworthiness, Expertise, Attractiveness, Respect and Similarity as the key components of CE. However, according to the Credibility Model, similarity, familiarity and liking are all functions of attractiveness. Therefore, this study condensed the TEARS model and explore Trustworthiness, Expertise, Attractiveness, Respect as the key dimensions of celebrity endorsement. Trustworthiness refers to the honesty, integrity and believability of a source (Koththagoda & Dissanayake, 2017). Trust reduces the risk level associated with products and the more trustworthy the source the less risk consumers attach to the products. Expertise refers to the endorser's knowledge, experience or skills regarding the product. Chaddha, Agarwal and Zareen (2021) defined expertise as the extent to which a communicator is perceived to be a source of valid assertions. Therefore, if people perceive a celebrity to be more informed and experienced in the endorsed field, he/she will easily gain trust and produce positive recognition, and even generate consumer intentions to make purchases (Gupta, Kishor, & Verma, 2017).

Attractiveness refers to the degree of pleasantness and appeal of the physical features of an individual, and is a factor of the viewers' perspective (Abbas, Afshan, Aslam, & Ewaz, 2018). According to Mehrabian and Blum (2018), sources attain their attractiveness from components

such as similarity, familiarity and liking. Similarity refers to the resemblance between the source and the receiver of the message, familiarity refers to the awareness about the existence of the source, while likeability refers to the acceptance of the source's physical characteristics. The admiration that arises from acceptance and desire to model certain behaviors is respect, which is the fourth dimension of the TEARS Model. According to Schouten, Janssen and Verspaget, (2020), brands have to ensure that there is little disharmony between celebrity personalities and product values. They have to promote a 'fit' between celebrities' attributes and the desired message to build up brand characteristics, recognition and image.

Chang, O'Boyle, Anderson and Suttikun (2016) concludes that celebrities have to be relevant to the product and induce emotional responses. Incongruence between the celebrity and the message might be interpreted as a money-making scheme, thus damaging firm reputation (Um & Kim, 2016). Khan, Memon and Kumar (2019) provide evidence that the use of celebrity endorsement in advertising has been found as a useful means of creating product awareness and altering consumer market perceptions regarding certain products and services in the telecommunication industry. Celebrities are often considered role models and opinion leaders, and most have earned social respect and even become presidents. Pinariya, Ikhsano and Sutjipto (2020) suggested that celebrities can accelerate diffusion innovation. Due to their social status and fame, people have the tendency to emulate the behaviors of celebrities, how they dress, and even look (Majilang, 2017). Kaushalya and Ranaweera (2021) assert that celebrities create a long-lasting memory in the minds of consumers, resulting in repeat purchases, with Johansson and Bozan (2017) reporting high product recall and purchase intention among accessories purchasers when celebrities are involved in marketing.

1.1.2 Consumer Purchasing Behaviour

A consumer is any individual or organization that is the end user of any acquired product or service that is available in a particular market (Pradhan, Duraipandian, & Sethi, 2016). Lou and Yuan (2019) affirm that since products and services come in different quantities and qualities, consumers can make decisions regarding the types of goods and products that they wish to consume. Consumer behavior details the action or plan that consumers undergo before making consequent purchases (Pemani & Massie, 2017). According to Khuong and Duyen (2016), researchers define the process differently given that it is a complex and dynamic process. However, Djunaidi, Oktavia, Fitriadi and Setiawan (2021) argue that although consumers tend to make different decisions when making purchases, consumer behavior is a structurally standardized process. Nguyen and Nguyen (2021) define consumer behavior as the summation of consumer tastes, choices, attitudes and plans in the marketplace when purchasing a service or a product to satisfy their wants and needs.

Iyer and Jayasimha (2021) assert that information gathering is the first stage of consumer purchasing behavior. Accordingly, a consumer must first identify a need or want that is yet to be fulfilled, embark on searching for useful information concerning the want or need, then evaluate this information against tastes, financial resources, and urgency. A purchase is only complete after making a cost-benefit analysis then making a conscious decision to willingly incur the financial cost of acquiring the product or service. Rahman and Mannan (2018) identified personal, cultural, social, and psychological dimensions of consumer purchase behavior. The personal dimension encompasses factors such as age, occupation, income, and lifestyle. Younger purchasers were more enthusiastic and make more repeat purchases than older generations, and preferences change with age and gender (Fekete-Farkas et al., 2021). Similarly, married couples

with large families will have different purchasing behaviors than single consumers (Ramya, 2016). Mateen Khan (2016) determined that buying decisions are also significantly influenced by income and social status, with individual's profession playing a significant role in determining the volume of income available for spending.

Cultures also influence purchasing behaviors. Lai, Chong, Sia and Ooi (2010) confirm that while Muslims will make purchases from close associates' opinions and recommendations, Chinese consumers respond more to personal opinions. Classes within these cultures also determine purchases, with higher ranked members of the society appearing to purchase more branded products than lower ranked communities (Mateen Khan, 2016). On the psychological level, buying behavior is influenced by perceptions about products, drawn from motivations, adverts, experience, reviews and attitudes based on their beliefs and values (Feng, Fu, & Qin, 2016). Businesses play a key role in influencing consumers' psychological choices since their projection mediates their continued use, resulting in behavioral intention (Changchit, Cutshall, Lonkani, Pholwan, & Pongwiritthon, 2019). When products have similar qualities, consumers will make a psychological decision to make repeated purchases depending on previous users' reviews, their personal experience, or the meanings attached to the products by important figure-heads, including celebrities, who many consider to be role models.

Four main types of consumer behaviors exist, that is, habitual buying, complex buying, dissonance buying and variety seeking (Palalic et al., 2020). Habitual purchasing behavior is when the consumer buys the product on a regular basis as a result of necessity with low involvement in the selection of the product given that there exist some differences between the brands. Complex purchasing behavior is when a consumer is actively involved in the purchase of products with significant differences hence requiring detailed information concerning the product

quality and features. In case of variety seeking behavior, the involvement of consumers is minimal despite key differences between products and brands. On the same note, dissonance purchasing behavior is whereby the consumer gets involved in purchase of the product even though there exist variety of brands with dismal differences between (Hidalgo-Baz, Martos-Partal, & González-Benito, 2017).

It is important for advertisers to understand how to increase the attractiveness of their products, and understanding consumer decision-making is essential to successful marketing strategies (Muniady, Mamun, Permarupan, & Zainol, 2014). Businesses try to increase product relatability by using celebrities to endorse their products and lend them their credibility. However, the research on the effect of celebrities' use on marketing excellence reports varied results. The current study sought to evaluate Kenya's telecommunications' industry to determine the whether the use of celebrities to endorse products has any impact on consumers' purchasing behavior. Purchase behavior was measured with 3 (three) indicators from studies by Wang, et al., (2013), Peng and Go, (2015), and Kudeshia and Kumar, (2017). These elements include transactional interest which shows the tendency to purchase a product, the referential interest which is an individual's likelihood to voluntarily refer a product to others, and the preferential interest which denotes preferential intention to primarily utilize a particular product, regardless the cost or quality.

1.1.3 Telecommunication Industry in Kenya

The telecommunications industry is made up of different organizations that actualize global communication, whether it is through the phone or the internet, airwaves or cables, or through wires or wirelessly (Asimakopoulos & Whalley, 2017). Essentially, telecommunications are defined as long-distance communication, and the industry's origin emerged in the 1830s with

the invention of the telegraph. As much as the telegraph shortened communication from days to hours and even minutes, modern telecommunications' firms provide services and technologies that significantly shorten the time span of sending large amounts. New inventions such as telephones, radios, televisions, computers and mobile devices, and internet services work together to actualize the telecommunications' sector around the world (Shahzad, Yaqub, Di Vaio, & Hassan, 2021). The technologies evolved from wired and is now facilitated by wireless services, with the Bell Telephone Company and American Telegraph and Telephone Company (AT&T) being among the first firms after regulations were enforced to provide operational guidelines to the sector.

The telecommunications sector is a critical prerequisite for economic growth and development of any given country, and Kenya's earliest telecommunications experience was in 1988 when the South and East Africa Telegraph Company laid down submarine cables connecting Mombasa, Zanzibar and Dar-es-Salaam (Kenya Telecommunication Industry, 2020). Telkom Kenya Ltd was Kenya's first state owned telecommunications company and it had exclusive monopoly stake in Nairobi's local telephone industry. This monopoly was terminated in June 2004 when foreign and local investors were invited into the young economy (KTI, 2020). Today, most of the world communicates through broadband connections, with Voice over Internet Protocol (VoIP) services such as Skype and Zoom playing a central role in facilitating communications (Njeri, 2017). Other products and services in Kenya's telecommunications' sector include internet services, Short Messaging Services (SMS), phone call services and mobile money services (Barefoot, Curtis, Jolliff, Nicholson & Omohundro, 2018).

Indeed, telecommunication firms make money through wireless communications, sale of telecom equipment and offering telecom services. Being highly sensitive to technological

developments, and there is increasing shift in consumer demand, with communications are shifting to mobile devices and cloud-based technologies and services (Srivastava & Tiwari, 2014). Further, there is increased demand for speedier data connectivity, higher resolution, quicker video streaming, and ample multimedia applications. Companies that can meet these demands also still have to attract and retain existing consumers. In today's era of strong business rivalry, understanding, meeting consumer demands, and making consumers aware of such products is a key source of competitive advantage (Bhat & Darzi, 2016). This entails businesses have an acute understanding of consumer purchasing behavior, and celebrity endorsements are a means to make advertisements more meaningful. It is essentially critical to evaluate and provide deep insights towards the role of celebrity endorsement in influencing the consumer purchasing behavior in the Kenyan telecommunication industry.

1.2 Problem Statement

Celebrity endorsement is deemed to have a huge and significant influence on consumer purchasing behavior. Celebrities are omnipresent features of the society, and they leave lasting impressions in the memories many who interact with them, either directly or indirectly. Advertisers often hire celebrities to attach their personality to a product or brand (Nelson & Deborah, 2017). Research shows that celebrities' use has been expanding due to their ability to provoke attitudinal and emotional reactions more than non-celebrity endorsers. Successful celebrity marketers should be credible enough to attract attention and inspire their followers to want to associate with the endorsed product (Ohanian, 1991). Kaushik and Baliyan (2017) revealed that use of celebrities in advertising results in faster spread of information, greater discussion around new/modified products and greater behavioral change than use on non-celebrity endorsers.

Although it is evident that celebrities are being used extensively to market a wide variety of products, there is still a lack of consensus regarding its effectiveness in inspiring change in consumption behavior. In India, Chakraborty (2018) study revealed that familiarity has a significant positive influence of the success of celebrity endorsement programs in rural areas. Chekima, Chekima and Adis (2020) showed that there is positive relationship between celebrity trustworthiness and customer purchase consumer intention. Among developing economies, Osei-Frimpong, Donkor and Owusu-Frimpong (2019) ascertained that endorsers should be attractive, trustworthy, and familiar with consumers to induce purchase decisions. However, endorser's negative publicity did not change consumers' preferences. In Kenya, Njuguna and Otieno (2015) determined that CE has a significant effect on young consumers' brand recall, while Oloko, Anene, Kiara, Kathambi and Mutulu (2014) found successful use of celebrities to market and induce purchase behavior of Safaricom products.

However, Abdurrahman, Owusu, Iadaye and Kalimuthu (2018) showed a negative relationship between perceived celebrity expertise and consumers' purchasing behavior in Nigeria. In the Japanese jewelry industry, Hani, Marwan and Andre (2018) demonstrated celebrity attractiveness has a negative influence on consumer purchasing behavior, while Jaffari and Hunjra (2017) found evidence that celebrity characteristics have a moderating effect on the relationship between endorsement and purchase intention. The researchers confirmed that Pakistani marketers have to consider cultural implications before making endorsement decisions. The Marketing Society of Kenya (2019) is affirmative that the use of celebrities in the country has doubled in the last decade. Given that the concept of celebrity endorsement is relatively new in Kenya, its relationship with consumer purchasing behavior is still debatable as there arise contradictory results from the previous studies. This study sought to explore the celebrity-

specific factors and their influence on consumer purchasing behavior in Kenya's telecommunication industry.

1.3 Research objectives

1.3.1 General Objective

The main objective of this study was to determine the effect of celebrity endorsement on consumer purchasing behavior in the telecommunication's industry in Kenya.

1.3.2 Specific Objectives

Specific objectives of the study include:

- i. To examine the effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya.
- ii. To ascertain the effect of celebrity expertise on consumer purchasing behavior in the telecommunication industry in Kenya.
- iii. To determine the influence of celebrity attractiveness on consumer purchasing behavior in the telecommunication industry in Kenya.
- iv. To investigate the impact of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya.

1.4 Research Questions

- i. What is the effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya?
- ii. To what extent does celebrity expertise influence consumer purchase behavior in the telecommunication industry in Kenya?
- iii. What is the influence of celebrity attractiveness on consumer purchasing behavior in the telecommunication industry in Kenya?

- iv. What is the impact of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya?

1.5 Justification of the Study

This study was of great significance to the Government of Kenya and other stakeholders. Given that it intends to determine how celebrity endorsement influences consumer purchasing behavior in the telecommunication industry, the government can make use of the findings to formulate policies that aim at regulating use of celebrities in advertising government projects and services. The study will also be of benefit to the telecommunication industry for it will show how celebrity endorsement contributes to consumer purchasing to increase sales and growth of the industry. The telecommunication industry might make necessary adjustments so as to improve on the type of celebrities that attract consumers in the industry. This might increase the sales of products and consumption and in the long run increase dividends to the shareholders.

The study was beneficial to the business community in general for it will send a signal on the most preferred type of celebrities that are attractive in advertisements. This will help businesses increase sales and maximize profitability with minimal costs. The study will also be of great significance to celebrities who will identify the personality traits that signal credibility. By identifying the components that marketers desire and the factors that consumers respond to, this study will increase the knowledge of celebrities and increase their effectiveness in marketing different brands.

The study will also be useful to researchers and academicians in Kenya who wish to know more about celebrity endorsements in Kenya. The study will also function as a reference

material and a source of citation. It will also suggest possible gaps in that future researchers can investigate.

1.6 Scope of the Study

Contextually, this study reviewed the effect of celebrity endorsement on consumers' purchasing behaviour in the Kenyan telecommunications' industry. Geographically, the study focused on celebrity endorsements in the capital city, Nairobi. The theoretical scope of the study was the source credibility model and the TEARS model. The study sampled consumers to examine whether their consumption is influenced by celebrity endorsements.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section presented the theoretical and empirical review sections. The theoretical review section provided the theoretical underpinning this study while the empirical section reviews what other researchers found out in their investigations.

2.2 Theoretical Review

The study was grounded on the Credibility Theory, TEARS model and the AIDA model. The TEARS model was utilized to anchor the attributes that determine celebrity endorsement effectiveness, while the AIDA model explained the process through which consumers undergo before making purchase decisions.

2.2.1 TEARS Model

The TEARS Model emerged from the works of Shimp (2003) who identified five discreet attributes of celebrity endorsement: trustworthiness, expertise, physical attractiveness, respect and similarity (Shimp, 2003). This was an expansion into the study by Ohanian (1990), whose study was based on three of the five attributes; trustworthiness, expertise, physical attractiveness. According to these researchers, celebrities who possess these attributes will have successful marketing campaigns and influence consumers' purchasing decisions.

According to Merriam-Webster (2017), trustworthiness refers to the worthy of confidence, and in an advertising concept, trustworthiness refers to the degree of confidence portrayed by consumers towards a company or brand's attempt to convey a message (Ohanian, 1990). The study by Ohanian (1990) affirmed that trustworthy attributes include dependability, honesty, reliability and sincerity. According to Shimp (2003), the more trustworthy an endorser

the more effective the endorsement process. Other researchers such as Parmar and Patel (2015) also determined a significant positive effect of trustworthiness on CE. The study by Wang and Scheinbaum (2018) found evidence that trustworthiness is more influential than expertise in inducing endorser effectiveness.

Expertise is another attribute of the TEARS model and it refers to an individual's knowledge or skill level (Cambridge University Press, 2017). In the context of celebrity endorsement, expertise will refer to the knowledge possessed by celebrities regarding a particular product, brand or sector being represented. Ohanian (1990) remarks that experts should be experienced, knowledgeable, qualified and skilled, arguing that celebrity endorsers with high expertise generate more trust and confidence than less knowledgeable endorsers. However, according to Parmar and Patel (2015), celebrity expertise has an insignificant influence on the purchase of beauty products. Wang and Scheinbaum (2018) showed a stronger influence of celebrity attractiveness on endorsement success than their level of expertise, providing evidence that trustworthiness trumps both.

Attractiveness refers to the extent of pleasantness and appeal of physical features or qualities that would capture the interest of the viewer (Oxford University Press, 2017). Ohanian (1990) noted that celebrity attractiveness could be identified by their appearance, class, elegance or sex appeal. Erdogan (1999) expanded these variables by including celebrity skills, personalities and abilities as determinants of attractiveness; variables that closely mirror celebrity expertise. Schouten, Janssen and Verspaget (2020) determined that celebrity attractiveness and expertise all have a strong influence on endorsement success. Ahmed, Seedani, Ahuja and Paryani (2015) also found a positive effect of attractiveness on brand image. However, Wang and Scheinbaum

(2018) determined that respect can trump attractiveness and has a stronger influence on individual's behaviour.

Respect refers to feelings of deep admiration for someone's qualities, achievements or abilities (Oxford University Press, 2017). Shimp (2003) defined respect as the quality of being esteemed thanks to a celebrity's personal accomplishments, noting that respect towards a celebrity induces the need to associate and can stimulate purchase intention. Wang and Scheinbaum (2018) has emphasized that respect significantly affects the success of celebrity endorsement. The last variable in the TEARS model is similarity and it refers to the resemblance or correspondence that consumers feel towards celebrities. It is a state of being almost, or exactly the same (Merriam-Webster, 2017). Although similarity is a variable in the TEARS model, this study did not include the similarity variable since they did not assess the consumers' characteristics such as gender, age, ethnicity and cross-relate them with those of the celebrities to determine similarity.

The TEARS model has been used extensively in the marketing domains to explain marketing communications. Banytė, Stonkienė and Piligrimienė (2011) used the model to develop a strategy for selecting celebrities to represent the Lithuanian national team, while Kaushalya and Ranaweera (2021) used the model to understand Sri Lankan consumer's perceptions towards celebrity endorsers. This model formed the basis of this study and it guided the researcher in determining the key attributes that consumers look up to in a celebrity and in doing so increase telecommunication firms' ability to make the right choice when selecting celebrity endorsers.

2.2.2 AIDA Model

The AIDA model represents an acronym that stands for the Attention, Interest, Desire, and Action model describing the four stages that consumers move through before making a purchase decision. St. Elmo Lewis developed the AIDA model in 1898 in an attempt to explain a consumer's journey from ignorance to knowledge and to understand personal selling. The sequence in the AIDA model describes the process by which a salesperson must take a consumer through to achieve a sale. According to Lewis (1898), consumer purchase decisions can be represented in a linear hierarchy. Before making a purchase, Lewis asserts that a consumer has to be aware of a product, gain interest and research its advantages and disadvantages, have desire to benefit from the product's advantage, and finally make the decision to purchase it.

Although the model was developed to explain personal selling, marketing and advertising theorists have extended the theory since its conception, and the action stage has emerged as the ultimate goal of all marketing and advertising projects. This model is the approach for most advertisements, including influencer marketing and celebrity endorsement, to create the content needed to generate awareness, interest and purchase intent (Chen, Xie, Zhang, & Li, 2021). According to the AIDA model, an effective salesperson (the endorser) has to first gain the attention of the consumer, use their knowledge to peak the viewer's interest and use their charm/personality/influence to plant the seed of desire which will lead to the decision to purchase.

The AIDA model works effectively with the TEARS model and has been adopted by celebrities when endorsing different types of products, and has been used in previous literature by researchers such (Nga, 2013) to understand the effectiveness of celebrity endorsement. Hansen, Erlandsson and Mokhtari (2013) also used the model to understand CE and the gender

perspective of consumption behaviour in the fashion industry. In Japan, Armielia (2018) used the model to understand the effect of celebrity endorsement and uptake of tourist destinations. These researchers affirm that people want to be associated with good looking, trustworthy, informative and respectable people and by using these two models, this study developed a better understanding of how celebrities can use their personality attributes and social standing to influence consumer decisions in the telecommunications sector.

2.2.3 Source Credibility Theory (SCT)

Credibility is a multi-dimensional concept that refers to a person's perception regarding the truth of information. It measures the degree to which an information recipient rates, believes or trusts the source or the sender of the information. The SCT theory was formulated by Hovland, Janis and Kelley (1953) who affirm that people were persuaded to behave in a certain manner as long as the source of the instruction presents themselves as credible. Hovland (1963) and Weiss (1974) examined the relationship between sources and persuasion and determined that credible sources tend to create the desired impact on the audience. Source credibility shows the recipients' perceptions of the credibility of the source of a message. According to Brook (1974), receivers' attitudes have a bearing to source credibility, with highly recognized and respected professionals being considered to be more believable and trustworthy. According to Ohanian (1990), source credibility refers to the positive characteristics of a communicator that influence the receiver's likelihood to accept the message being delivered. Highly credible sources are more persuasive than sources with low levels of credibility.

The SCT theory has received much attention in the communication literature and has been utilized extensively by researchers attempting to understand the impact of word of mouth on behavioral intention. Rahim, Sulaiman, Chin, Zaidin and Zakuan (2015) used the theory to

investigate the effect of e-WOM on adoption and green purchase intentions. The study by Lowry, Wilson and Haig (2014) leveraged on the theory and developed a better understanding about the impact of heightened credibility on customer trust. According to Jang, Kim, Kim and Chun (2021), more attractive sources command significant engagement, while active following predicts expertise. On using the credibility theory, Wang and Scheinbaum (2018) found evidence that a source's level of trustworthiness and respect trumps their attractiveness and respect. Ismagilova, Slade, Rana and Dwivedi (2020) connected source credibility with increased confidence and self-belief among consumers, while Hsieh and Li (2020) determined that source credibility influences consumers trust in messages originating from online sources.

However, it is interesting to note that many studies have also revealed that source credibility has minimal impacts on attitude change. Chakraborty (2019), for instance, concluded that brand equity dimensions mediate the effect of source credibility and purchase intention. Further, Wang, Kao and Ngamsiriudom (2017) determined that the consumer's attitude towards the source have a significant impact on purchase intention. However, behavioral psychologists assert a significant effect of model messages on individuals' behavior. Hovland, Janis and Kelley (1953) SCT suggest that trustworthiness and expertise influence consumers, while McGuire's (1985) demonstrated a strong effect of familiarity, likability, similarity and attractiveness on positive message reception. This study utilized this theory to anchor the independent variables of this study and try to link the variables with consumer purchase intentions in the telecommunications' sector.

2.3 Empirical Review

This section presents previous researchers' findings on the relationships between celebrity attributes and endorsement success. The section is organized in line with the study objectives and included sections reviewing the effects of celebrity trustworthiness, expertise, attractiveness and respect on consumers' purchase intentions.

2.3.1 Celebrity Trustworthiness and Consumer Purchasing Behavior

Adam and Hussain (2017) researched young female consumers' purchase behaviour of cosmetics products to determine the effect of celebrity endorsement on their preferences. A descriptive design was utilized, and data were collected from Karachi's urban population. CE was assessed by investigating celebrity endorsement, attractiveness, credibility, meaning transfer and product matchup. Regression analysis was applied to the collected data revealing that celebrities play an essential role in transferring meaning to products and that in Karachi, young females associate endorsed products with class, glamour and social status. More credible, informed and trustworthy celebrities influenced purchase intention more than attractive celebrities who were familiar and likeable. The study determined that attractiveness had minimal impacts on purchase intention but high degree of a product recall in the country's cosmetics industry. This study centered on young females' purchase of cosmetics products, while the current analysed the same in the telecommunications industry.

A Malaysian study by Aziz, Omar and Ariffin (2019) used a quantitative approach when examining the effect of CE on smartphone purchasing intention. Specifically, the study investigated the influence of celebrity attractiveness, expertise, trustworthiness and fit with the advertiser; hence two celebrity endorsers were compared. The study collected data from public university students and applied Pearson correlation and regression analyses to ascertain the

strength of the relationship between the two variables. Analysis showed that apart from the fit between the endorser and the product, attractiveness, expertise, and trustworthiness had an insignificant effect on consumers' intention to purchase particular smartphone brands. This study limited itself to exploring university students' purchase intentions, the current analysed the purchase intentions of individuals of all ages.

Adnan et al. (2018) explored the effect of celebrities' use to advertise products and its impact on buyers' purchase intention. The study collected data from 790 respondents aged between 16 and 45 years in Pakistani's Khyber Pakhtunkhwa province. The study adopted a quantitative research style and employed simple random sampling on the data collected. Regression analyses were used to determine the extent of the relationship. The analysis determined that CE, and especially appropriate congruence (match-up), have a significant positive influence on consumers' purchase intention. The study also determined that celebrities can increase their influence on buying behaviour by transferring meaning and lending their social value to the brands they endorse to strengthen brand recall as well as induce the overall brand equity. This study focused on CE factors such as congruence and meanings transfer; the current study investigated these two factors.

Chung and Cho (2017) developed a theoretical research model which was then tested using online survey data collected from 400 Korean wave fans in Singapore to develop a clearer understanding of the relationship between celebrity endorsement, social media interactions as subconstructs of parasocial relationships (friendship, understanding, and identification) and source trustworthiness (honesty, sincerity, dependability and reliability), brand credibility, and consumer purchase intentions. Hypothesis testing involved the use of covariance- based SEM structural equation modelling (SEM). Analysis revealed that celebrities' use of social media

improved their parasocial relationships with consumers as the interactions were associated with the celebrities' perceived self-disclosure. Perceived self-disclosure increased source trustworthiness and brand credibility, which, in turn, induced product purchase intention. However, lack of self-disclosure on social media negatively influenced their trustworthiness as they lost their authenticity. The study ascertained that celebrities should use social media to build sustainable parasocial relationships as this improved their marketing value, source trustworthiness, credibility and increased sales of endorsed brands. This study involved celebrities' use of social media, creating a contextual gap as the current study does not address celebrities' social media use.

Abdurrahman and Osman (2017) carried out an investigation into the relationship between celebrity brand endorsement and generation Y-ers attitudes towards making product purchases in Nigeria. The study focused on the purchase of mobile services and adopted a quantitative research design, and respondents were selected using a probability sampling methodology. The study delved into CE by investigating celebrity attractiveness, expertise and trustworthiness and how these influence the attitudes of Generation Y consumers. Regression analyses were applied, revealing that attitude (mediator) has a direct positive effect on consumers' purchase intention and an indirect effect on CE. Celebrity matchup congruence was also determined to moderate the relationship between celebrity attractiveness, expertise and trustworthiness, and purchase intention construct. The study asserts marketers have to use celebrities who match the target market to influence their attitude toward making certain purchases. This study limited its findings by focusing on Generation Y consumers.

Onu, Nwaulune, Adegbola and Kelechi (2019) examined selected telecommunication firms in Nigeria to determine the effect of celebrity physical attractiveness and trustworthiness

on consumer purchase intentions. The study randomly targeted 529 students whose data was analyzed using descriptive and inferential statistics involving Structural equation modeling. Findings revealed that celebrity physical attractiveness and trustworthiness had positive and significant effects on consumer purchase intention. Chan, Selvakumaran, Idris and Azharuddin (2021) examined the influence of celebrity endorser characteristics on the brand image of Vivo. The quantitative survey used purposive sampling to collect data from 207 Vivo smartphone users. The study was guided by the TEARS model, and the multiple regression analysis revealed that all dimensions of the TEARS model were key predictors of a brands' image.

Ochieng, Chebet and Fwamba (2022) sought the impact of celebrity matchup congruence to determine whether celebrity gender has any influence on consumer purchase intention among university students in Western Kenya. The study used disproportionate stratified simple random sampling and purposive to select respondents who had made purchases of Proctor & Gamble's Ariel detergent. Descriptive and inferential analysis was utilized, revealing that the endorsers' gender has a significant positive influence on purchase intention. The analysis showed that for cleaning products, the use of female celebrity endorsers generated significant positive brand attention and interest than the use of male celebrities. The study concluded that brands should pay attention to celebrities selected as products, and celebrity matchup is key to effective marketing campaigns. This study investigated the purchase intention of university students and specified detergent purchases; the current specified telecommunications purchases.

The above studies provide evidence that celebrity trustworthiness had an effect on purchasing intention. The first research hypotheses are thus drawn.

H_{01} : There is no significant effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya.

2.3.2 Celebrity Expertise and Consumer Purchasing Behavior

Nguyen (2021) examined the influence of CE on brand perception and purchase intention of the OPPO F-series phone brands. The study specified the brand's use of famous Vietnamese celebrity and singer Son Tung MTP. The quantitative research sourced data from previous purchasers and analysis revealed that the endorser's physical attractiveness, credibility, popularity, expertise, match-up, and presence in multiple endorsements all positively influence purchase intention. The findings showed that Son Tung's popularity and physical appeal, coupled with his method of message delivery and professional demeanor, were key to influencing product perception, credibility and value. The study recommended celebrity endorsers do more research about the products they are endorsing to enhance their message delivery, while advertisers were advised to associate with respected figures in the society. This study specified one celebrity who is well known, experienced and respected in Vietnam, and his methods and qualifications cannot be generalized across other fields and with other celebrity endorsers.

Khalid and Yasmeen (2019) assessed the relationship between endorsers' attractiveness and consumers' intention to purchase mobile phone brands. The study collected data from undergraduate students aged between 17 and 30. Simple random sampling was used to select the respondents, and regression analysis was employed to model the variables' relationship. Findings showed that the level of presentation of the endorser and their physical attractiveness do have a significant positive impact on purchase intentions. While the celebrities' gender, age and educational background did not determine brand attractiveness, their physique, persona,

credibility, respect and expertise influenced brand attractiveness and purchase intentions. This study was limited to university students in Multan city, its findings may not be appropriate to generalize the total population.

Domfeh, Kusi, Nyarku and Ofori (2018) investigated the relationship between CE, customer satisfaction and purchase intention among students at the University of Cape Coast, Ghana. The study used a descriptive survey design involving 392 university students and applied regression analysis in hypothesis testing. The relationships between the variables were tested using the Pearson product-moment correlation tests, and the findings revealed that customer satisfaction has a partial mediating effect, predicting the relation between CE and university students' intention to make purchases. Further, customer satisfaction fully mediates the predictive relation between celebrity personality characteristics and purchase intention, revealing that it is essential for advertisers to use celebrities with market-oriented personality characteristics such as attractiveness, credibility, expertise, likeability, familiarity, trustworthiness and match-up congruence as part of their corporate communication strategy to increase brand association with consumers.

In Nigeria, Kwa Jaffa, Balami and Dauda (2021) investigated fast-food chains to determine whether CE impacts purchase and consumption behaviour. Specific objectives were to determine the effect of the endorser's trustworthiness and physical attractiveness on purchase behaviour. A survey research design utilizing correlation analysis was employed. The analysis determined that the use of celebrities significantly improves purchase intentions as celebrity-endorsed products capture the attention and enhance consumers' product recall. In the food market, the expertise of the celebrity improved perceived credibility and their level of societal respect were associated with the respective brands being endorsed. The celebrities' physical

attractiveness, however, did not significantly influence buying intention. Recommendations were for the selection of endorsers who can project multiple attributes that would capture the interest and attention of the consumers. This study investigated food products purchases, while the current examined on the same within Kenya's telecommunication sector.

Omorodion and Osifo (2019) focused on Nigeria's telecommunications sector when examining the impact of CE on purchasing of four brands of telecom network products. The study specified assessing how celebrity expertise, respect, trustworthiness, familiarity and attractiveness influence undergraduate students of the University of Benin's attitude towards purchase of different services and products. The study used a survey research design and employed convenience sampling in selection of the participants. Analysis of the parameters was done through the Ordinary Least Squares (OLS) estimation technique. The study concluded that all the attributes examined positively influenced purchase intention, recommending telecommunication firms make use of respected and well-recognized celebrities in their marketing campaigns to build positive perceptions and induce consciousness of their products in consumers' minds.

Clearly, the level of expertise that a celebrity explicates impacts consumers' intentions to purchase specific product brands. The following hypothesis was tested:

H₀₂: There is no significant effect of celebrity expertise on consumer purchasing behavior in the telecommunication industry in Kenya.

2.3.3 Celebrity Attractiveness and Consumer Purchasing Behavior

Tangkuman and Saerang (2017) study focused on marketing strategies adopted by Samsung to determine how their use of celebrities influenced phone sales. The causal research type investigated product placement in movies and its influence on purchase behaviour. The study used ordinal regression analysis on data collected from 110 residents of Manado state. The analysis revealed a significant positive influence of product placement and CE on consumer purchase intention of mobile brands. Recommendations were for smartphone firms to form deals with high profile/recognizable, good looking and likeable celebrities to sustain product exposure and introduce new brands to prospective consumers. The study ascertained that product placement in high ranking movies increases product exposure and generates significant interest and motivate purchases on an international scale. This study investigated the nexus between product placement, celebrity endorsement and purchase intentions; the current study did not investigate the relationship between product placement and purchase intentions.

Hikmawati (2019) carried out a quantitative study that used a survey method to investigate the influence of celebrity influencers on consumers purchase intention of haircare products. The study sampled viewers of a female YouTube celebrity influencer's channel using non-probability and purposive sampling techniques. Data analysis involved multiple regressions to determine the extent of influencer attractiveness on purchase intentions. Analysis revealed that the respondents were interested in the endorsed products due to the endorser's confidence, charisma, knowledge about the product, ability to deliver resonating messages and experience since they shared similar skin problems. The endorser's attractiveness predicted purchase intention more than their credibility, meaning advertisers of similar products have to pay more attention to how their endorsers look, present themselves, and relate with their consumers. This

study presents a knowledge gap since it failed to assess how other celebrity attributes such as trustworthiness influence consumers' purchase intentions while the current study analysed this relationship.

In another study, Bachrun (2015) sought after the influence of celebrity brand ambassadors on female intentions to purchase endorsed beauty products in Indonesia. The study adopted purposive sampling and applied linear regression analysis in the data that were collected from 100 female consumers. The analysis revealed that the use of celebrities as brand ambassadors improves product sales significantly. The celebrities' level of popularity, attractiveness and believability were determined to directly influence purchase behaviour, while the endorser's credibility had a partial influence on the purchase of female beauty products. Savitri, Suliyanto and Setyanto (2021) focused on the effect of an endorsers' physical attractiveness on purchase behaviour. The study was based on the Social Influence Theory (SIT) and focused on female Instagram users. Analysis involved causal step-mediated regression analysis and findings provided evidence that influencer attractiveness has a positive effect on purchase intention and brand trust.

Rizan, Allan, Suhud, Hapsoro and Allan (2021) sought after the determinants of sharia mobile payment adoption by investigating the influence of celebrity endorsement, perceived usefulness, and religiosity. The study specified the adoption of the application Paytren which targets Indonesia's Muslim community. The study collected data through online surveys. Data analysis involved exploratory and confirmatory factor analysis as well as structural equation modelling. The analysis showed that perceived usefulness and religiosity significantly predicted purchase intention which was also associated actual usage. However, the celebrity that was used to endorse the product only provided increased product exposure and recognition, having little

impact on application usage. This study measured consumer behaviour in the context of sharia payment application usage while the current focused on purchase intention.

Aka, Kehinde and Ogunnaike (2020) investigated Nigerian university students to determine the impact of celebrity attractiveness on quality positioning. A descriptive research design using the survey method was employed. Convenience sampling was utilized to select respondents, while celebrity attractiveness was measured as per the celebrities' intellectual knowledge, personality and lifestyle features. Data analysis involved both descriptive and inferential statistics. Analysis revealed that CE attractiveness improved quality positioning which influenced product loyalty. The analysis revealed that celebrity endorsers have to be marketable, knowledgeable, standout and lead class lifestyles to earn a loyal customer following who created a unique identity and serve as a source of value through strategic planning.

Amollo (2019) investigated the impact of CE on cosmetics' brand image, loyalty and customer attraction. The study used a descriptive research design and employed purposive sampling in selection of study respondents. Analysis revealed CE had an insignificant impact on brand image, but a strong and positive relationship with brand loyalty and customer attraction. The products' image was shaped by its price, quality, quantity and packaging. The endorser's personality had a strong influence on the product's likeability, while their credibility, knowledge, expertise, and physical attraction predicted purchase intention. This implied the use of successful, popular and good looking celebrities who are involved in community building would yield desired results for cosmetics marketers.

From the above studies, more attractive celebrities should attract more customers. The following hypothesis was developed:

H₀₃: There is no significant effect of celebrity attractiveness on consumer purchasing behavior in the telecommunication industry in Kenya.

2.3.4 Celebrity Respect and Consumer Purchasing Behavior

Mekonen and Ababa (2017) focused on the determinants of the use of innovative bank products by investigating the influence of CE on customer's awareness and motivation towards the products. The study limited its findings to Ethiopian banks that utilize local celebrities in their marketing campaigns. CE was investigated from the perspectives of celebrity attractiveness, trustworthiness, expertise and familiarity. Multiple-stage sampling and descriptive statistical analysis and multiple regression analysis were applied on the data collected from the products' consumers. Findings showed that CE significantly motivated consumer adoption. The celebrity's credibility and familiarity also improved customer awareness while attractiveness and expertise did not influence customer awareness. This study looked at bank products' adoption, while the current focused on purchase behaviour.

Pokharel and Pradhan (2017) focused on the fast-food industry to investigate whether CE influences purchase intentions of Fast Moving Consumer Goods (FMCG) in Kathmandu valley. The attributed investigated were endorsers' attractiveness, expertise, respect, trustworthiness and popularity. Descriptive and correlational analysis were applied, revealing that CE variables do have a significant impact on consumer purchase intentions. However, upon integrating factors such as brand value, quality and price, the endorser played the least significant role in influencing purchase intentions, implying that successful use of CE in marketing relies on the quality, value and price of the product. However, for products that meet quality standards, using endorsers would significantly improve their market performance. This study incorporated factors that this study did not address such as product price and brand value.

Parajuli's (2021) study sought after the influence of CE on bank customer's behaviour in Nepalese commercial banks. A descriptive design was adopted to direct the study. Regression analysis were applied to the data collected from bank customers. Analysis determined that the customers felt that the style adopted by the celebrity during the endorsement process had influenced their consumption behaviors of bank products, albeit negatively. The study recommended that marketers utilize celebrities with a professional demeanor and knowledge regarding bank products (congruence). Banks and financial institutions were recommended to focus more on individuals with a high degree of credibility, trustworthiness and legitimacy instead of physical attributes since the industry is more information demanding. This study focused on banking products while the current examined the telecommunications' sector.

Kajojo (2020) used a descriptive research design and collected data from 60 respondents selected using probability sampling to determine the influence of CE on consumer purchase intentions in the telecommunications' sector. The study applied descriptive, inferential and thematic analysis and determined that the use of celebrities resulted in significant improvements in increased sales. The study also determined that negative publicity on the part of the celebrity damaged firms' reputation but did not significantly alter consumption behavior. Conclusions showed that marketers have to scrutinize a celebrity's life style and consider their personalities before having them endorse their products to avoid scandals that would otherwise damage the company's reputation.

Kraa, Osei, Cofie and Quaye (2018) carried out a study off private universities in Kumasi region of Ghana to investigate the effect of celebrity endorsement on purchase of Samsung phone brands. The study adopted an exploratory design, collecting data through convenience and purposive sampling. Analysis involved multiple linear regressions and Pearson correlation,

concluding that the level of popularity and professionalism exhibited by the celebrity endorser significantly influences the purchasing behaviour of private university students. The personality of the celebrity did not really matter to the consumers since the celebrities portrayed different personalities in different endorsements. This study was limited as it examined sales of one phone brand. The current study analysed purchase intention in the larger telecommunications sector.

Onyancha (2016) specified on the influence of endorsers' credibility and physical attractiveness on smartphone brand loyalty. The researcher adopted a mixed-method approach involving 250 young respondents, interviews with key informants from mobile phone firms and three focus group discussions. Regression and correlation analysis were applied on the quantitative while thematic analysis was employed on the qualitative. Findings showed that although CE influences customer sales, it has no significant impact on brand loyalty which is a factor of consumer experience. CE was also associated with breaking message clutter, increasing the advertiser's credibility and effectiveness, enhanced brand recognition and positive attitudes towards brands, agreeing with the meaning transfer theory and contradicting the source credibility and physical attractiveness theories. Production of quality products thus trumps CE. This study presents a methodological gap as it employs a mixed-method approach.

Research evidence shows that respected individuals wield significant influence over peoples' behaviour as role models and important figure-heads. The following hypothesis was tested.

H₀₄: There is no significant effect of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya.

2.4 Research Gaps

The section above presents a critical review of literature from past researchers. These researchers have investigated celebrity endorsement but from different perspectives. These studies post varied but related findings- that the use of celebrities in product advertisements has an influence on consumers' purchase intentions. However, these studies do not present an accurate representation of the whole population. The study by Onyancha (2016), for instance, used a mixed research method, the current study did not collect interview data, which presents a methodological gap. The study also presents a contextual gap since it investigated the relationship between CE and consumer loyalty. Mekonen and Ababa's (2017) study were based on consumers' use of bank products, a contextual gap. Another contextual gap appears in the study by Kwa Jaffa, Balami and Dauda (2021), which focused on the food industry. This study also presented a geographical gap.

In Vietnam, Nguyen (2021) chose to focus on one brand and its use of a popular national celebrity, a geographical and knowledge gap since it targeted one celebrity with unique characteristics. This study focused on multiple celebrities to get a bigger representation. Hikmawati's (2019) study was also limited since it explored celebrity endorsement from the lens of a Video Blogger and her female consumers. This study filled these gaps by focusing on Kenya's telecommunications sector. It specifically investigated the influence of celebrity attractiveness, expertise, trustworthiness and respect on consumers' purchase intentions.

Table 2.1 Summary of Research Gaps

Author	Title	Findings	Research Gap to be Filled
Onyancha (2016)	Influence of celebrity endorsement of smartphones in creating customer loyalty among university youth in Nairobi	Findings showed that although CE influences customer sales, it has no significant impact on brand loyalty	This study looked into brand loyalty, an aspect that the current study does not investigate, hence a contextual gap
Kajojo (2020)	Enhancing Sales in Telecommunication Industry Through Celebrity Endorsement and Advertising: Impact and Influencing Factors	CE increases product sales	This study used a mixed research method involving interview data; the current study relied on data from the consumers collected through questionnaires
Kraa, Osei, Cofie and Quaye (2018)	Effect of celebrity endorsement on consumer buying behaviour of Samsung mobile phones in Ghana.	The level of popularity and professionalism exhibited by the celebrity endorser significantly influences the purchasing behaviour of private university students	The current study expanded the parameters of this study to the larger telecommunications market
Parajuli (2021)	Impact of Celebrity Endorsement on Customer Behavior in Nepalese Commercial Banks.	The know-how exhibited by the celebrity during the endorsement process has a significant influence on their consumption behaviors	This study was based in Nepal, while the current analysed the same in the Kenyan context
Rizan, Allan, Suhud, Hapsoro and Allan (2021)	Technology Adoption of Sharia Mobile Payment: The Role of Perceived Usefulness, Celebrity Endorsers, and Religiosity.	CE increases product awareness, but other factors such as perceived usefulness and religiosity significantly predict purchase intention of Muslim-designed products	This study specified uptake of Muslim-designed products, while the current did not specify a religious affiliation

2.5 Conceptual Framework

The conceptual framework is utilized in research work to describe the interaction between the various variables captured in the study. The below framework identifies the relationship between the celebrity endorsement concepts and the consumer purchasing behavior in the telecommunication industry in Kenya.

Independent Variables

Dependent Variable

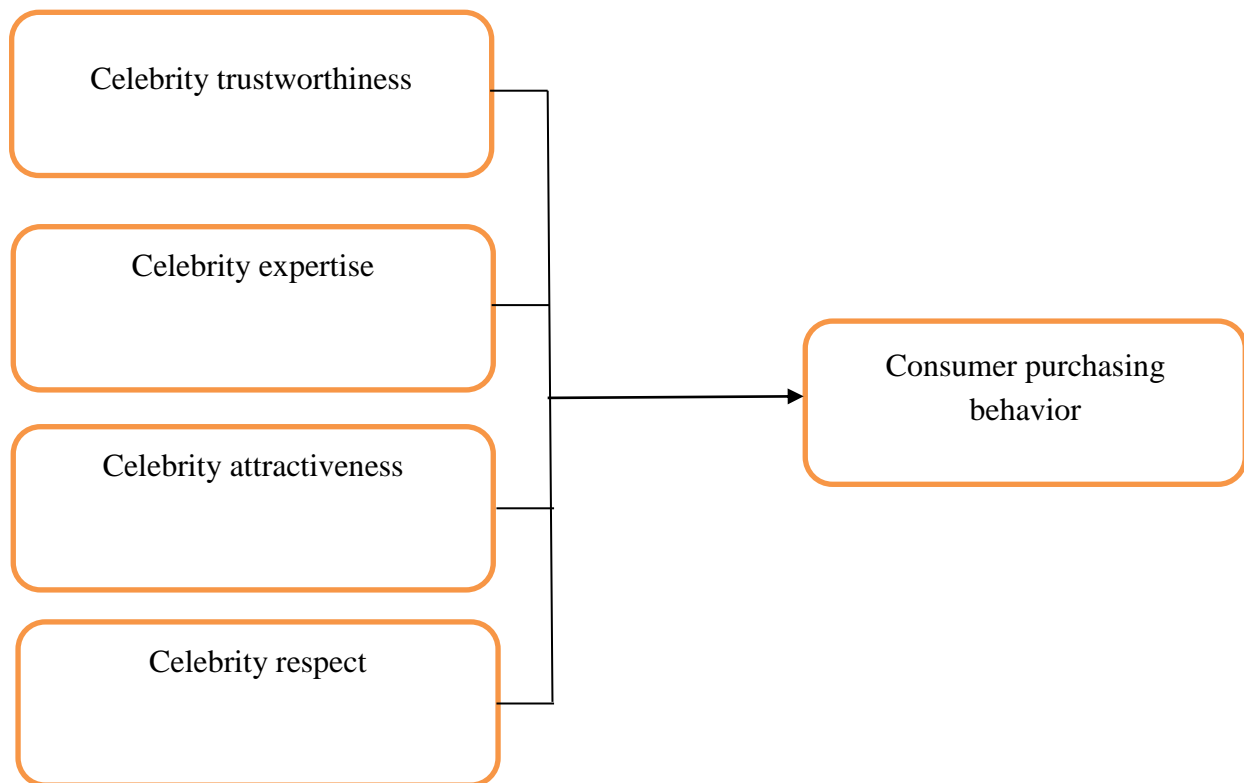


Figure 2.1 Conceptual Framework

The above conceptual framework identified the nature of the relationship between celebrity trustworthiness, expertise, attractiveness, respect and the consumer purchase decision in the telecommunication industry. The study variables were operationalized as shown in Table 2.2 below;

Table 2.2 Operationalization of Variables

Objective	Variable Type/Variable	Indicator(s)/ measurement	Measurement scale	Question in Questionnaire
To examine the effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya.	Independent celebrity trustworthines	Credibility Honesty Integrity Believability	Ordinal	Part B
To ascertain the effect of celebrity expertise on consumer purchasing behavior in the telecommunication industry in Kenya.	Independent celebrity expertise	Knowledge Experience with product Technical skills	Ordinal	Part C
To determine the influence of celebrity attractiveness on consumer purchasing behavior in the telecommunication industry in Kenya.	Independent celebrity attractiveness	Familiarity Physical appeal Pleasantness Similarity	Ordinal	Part D
To investigate the impact of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya.	Independent celebrity respect	Admiration Model behavior Personality Recognition	Ordinal	Part E
Consumer purchasing behavior	Dependent Consumer purchasing behavior	Intention to purchase product Referential interest Preferential interest	Ordinal	Part F

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The third chapter presented the methodological plan that was applied in the course of answering the research problem. The chapter focused on the design that was used, the population of interest, sampling procedures and instruments that was employed in the study. The chapter also outlined the validity and reliability tests, the data collection procedures and the analysis approach that was used.

3.2 Research Design

Tobi and Kampen (2018) opined that research design refers to the specific strategy that is adopted by the researcher in investigating the problems and focuses on the procedures that was used, the instruments to be used in data collection and the analysis techniques. Cooper and Schindler (2014) observe that research design reflects the framework that was adopted in selecting the best techniques and methods in addressing the research problem appropriately. The researchers classify the research designs into descriptive, exploratory and explanatory. The current study was based on descriptive research design. Erickson (2017) contends that descriptive research is ideal in gathering information that can be used to describe events within their natural setting. The design also allows the researcher to determine the nature of relationship between one or more variables using quantitative approaches and project the results to a larger representative sample. Lastly, by using the design the researcher does not interfere with the variable under examination hence the design is appropriate for the current study.

3.3 Target Population

Cooper and Schindler (2014) characterize the population of the study as the collection of observables items, elements or individuals that are of interest to the research. A population can

also be defined as the total set of entities from which one wishes to learn more of, or more properly and from which one wishes to draw conclusions (Saunders, Lewis, Thornhill, & Bristow, 2015). The population for this research was drawn from the adult population within Nairobi County. With the high proliferation of telecommunication devices within the county, the targeted members of the population are expected to have awareness on how various celebrity endorsement attributes impacted their purchase decision of products from the telecommunication industry. The Kenya Population and Household Census data (2020) indicated that Nairobi County has a population of 4,397,073. This formed the population of interest for the survey.

3.4 Sample and Sampling Procedure

The sampling design represents the framework that is adopted in guiding the selection of an appropriate sample for the research (Saunders *et al.*, 2015). A sampling frame is a list of actual instances from which a sample was drawn, and it must be representative of the entire population (Taherdoost, 2018). The sample frame for this survey was derived from the 4,397,073 residents within Nairobi County. The sampling procedures presents the various approaches that are used in selecting a sample from the complete population and are divided into; probability and non-probability-based approach (Sekaran & Bougie, 2016). With probability sampling all the respondents have an equal chance of being selected to participate in the survey while with non-probability the same selected is dependent on the convenience and judgement of the researcher (Cooper & Schindler, 2014). The study applied non-probability sampling due to the large population of interest and the geographical location since it is simple to implement and usually less expensive than probability sampling approaches. The sample size for the study was computed using the Yamane formula as shown below;

$$n = \frac{N}{1 + N (e)^2}$$

where; n is the sample size, N is the total population, and e is the level of precision.

$$\text{Thus; } n = \frac{4,397,073}{1+4,397,073 (.05 \times .05)} = 399 \text{ respondents}$$

The sample size of this study was 399 residents, assuming a 95% confidence level and a 5% margin of error.

3.5 Research Instrument

Data collection revolves around the various processes, techniques and instruments that are used in acquiring relevant research information that supports the answering of the research questions of testing the hypotheses of the research (Cooper & Schindler, 2014). This research relied dominantly on primary research data that was collected using self-administered research questionnaires. The study instrument was limited to a structured format which eases the data collection process and ensures there is uniformity in the analysis of the research data (Taherdoost, 2018). The questionnaire was developed using a 5 point Likert scale with first section containing demographic information and subsequent section 2-6 contained statements on the independent and dependent variables respectively. The research instrument development was guided by the empirical literature and in accordance with the specialization of the study variables.

3.6 Validity and Reliability of Research Instrument

The study sought approvals from the institution and was acquired a pilot was conducted using 10% of the respondents that did not participate in the actual study. Data obtained from the respondents was used in determining the reliability and validity of the study instrument.

3.6.1 Validity of Research Instrument

Cooper and Schindler (2014) validity are the degree by which the sample represents the content that the test is designed to measure. Content validity which was employed to measure the degree to which data collected using the questionnaire represents a specific domain or content of the study concept. To establish the validity of the research instrument the researcher obtained the opinion of experts in the field of study especially the supervisors and other marketing managers within the industry on the completeness and accuracy of the research instrument.

3.6.2 Reliability of Research Instrument

The reliability of the research instruments is measured to show that the data collected is reliable. In order to test the reliability of the instruments, an internal consistency technique was applied using Cronbach Alpha co-efficient (Taherdoost, 2018). The alpha value ranges between 0 and 1 with reliability increasing with the increase in value. A Cronbach Alpha co-efficient of 0.7 or higher indicates a good reliability and this was accepted in the current research.

3.7 Data Collection Procedure

The research procedures refer to the step by step process that are employed by researchers in conducting the study and supporting the collection of study data and meeting the objectives of the study in a logical manner (Taherdoost, 2018). Once the proposal process is completed the researcher obtained the approval of the supervisor and the internal ethics review board before conducting the field work. Further, the study sought research permit from the National Commission for Research, Technology, and Innovation (NACOSTI) before embarking on the field work. With all the approvals in place the researcher transformed the research instrument to a Google form to support electronic data collection from the residents of Nairobi County. The electronic data collection was favored due to the ongoing pandemic, large sample of the study and the convenience it accords in data collection and editing process.

3.8 Data Processing and Analysis

According to Cooper and Schindler (2014), data analysis refers to the process of inspecting, transforming, and modelling of raw data gathered from the respondents with the purpose of discovering useful information and informing conclusions. The collected research data was edited and coded into SPSS 25 to support the quantitative data analysis approach. The study conducted descriptive analysis that involved the calculation of frequencies, percentages, means and standard deviation to summarize the responses obtained from the respondents. The study further conducted correlation analysis to determine the direction of relationship between variables. Lastly a multiple linear regression was used to estimate the magnitude of influence of the independent variables on the consumer purchase behavior. Figures and tables were used in the presentation of the research findings. The below regression model was adopted in the survey;

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \dots \dots \dots \text{Equation (1)}$$

Where,

Y is the consumer purchase behavior

X₁ is the celebrity trustworthiness

X₂ is the celebrity expertise

X₃ is the celebrity attractiveness

X₄ is the celebrity respect

ε is the estimated error of the overall model

β₁- β₄ is coefficients of the independent variables

3.8.1 Diagnostic Tests

The study also conducted diagnostics tests prior to implementing the regression analysis; collinearity, normality, linearity and autocorrelation tests.

3.8.1.1 Collinearity Tests

Multi-collinearity is said to occur in a situation where two or more independent variables in a multiple regression model are highly correlated (Sekaran & Bougie, 2016). Multi-collinearity test is carried out to isolate and collapse the study variables that measure the same construct thus eliminate redundancy (Hair, Black, Babin, & Anderson, 2010). This suggests that one or more independent variables can linearly be predicted from the other independent variable(s). The study will conduct both Tolerance and Variance Inflation Factor in testing for collinearity. Both require a standard value of above 0.1 and below 10 respectively to indicate there is no collinearity problem in the research variables.

3.8.1.2 Normality Tests

The study performed normality tests on the variables to check whether the data provided is normally distributed to inform the utilization of correlation and regression analysis in the study (Cooper & Schindler, 2014). The research adopted the Normal Q-Q plot to check if the observations are aligned to the normality line and ensure that the data used adheres to normal distribution standards before conducting the inferential testing (Hair, Black, Babin, & Anderson, 2010).

3.8.1.3 Autocorrelation Tests

The study conducted autocorrelation tests to review whether the residuals and estimation from the regression model is not affected by serial correlation issues. The research applied the Durbin-Watson statistics tests to check the autocorrelation between the variables (Hair, Black, Babin, & Anderson, 2010). A Durbin-Watson statistic of between 1.5-2.5 was considered suitable for application in this study.

CHAPTER FOUR

DATA ANALYSIS, FINDINGS AND DISCUSSIONS

4.1 Introduction

The fourth chapter of the study focused on the presentation of the results arising from the analysis of the collected study data. The findings were arranged in the following chronological order; response rate, demographic findings, dependent variable and the findings in line with the study objectives. Further, the diagnostic tests were presented prior to the overall regression summary. The results were also discussed in line with the empirical studies.

4.2 Response Rate

The study was interested in collecting 399 responses from the general public within Nairobi County on how celebrity endorsement influences consumer purchasing behavior in the telecommunication's industry in Kenya. The survey was able to obtain 344 responses translating into 86% response rate with only 14% (n= 55) of the respondents not able to participate within the study time window. This response rate was deemed suitable for quantitative analysis as outlined by Cooper and Schindler (2014) who opined that responses above 60% are adequate for providing a representation of the overall sample in quantitative research.

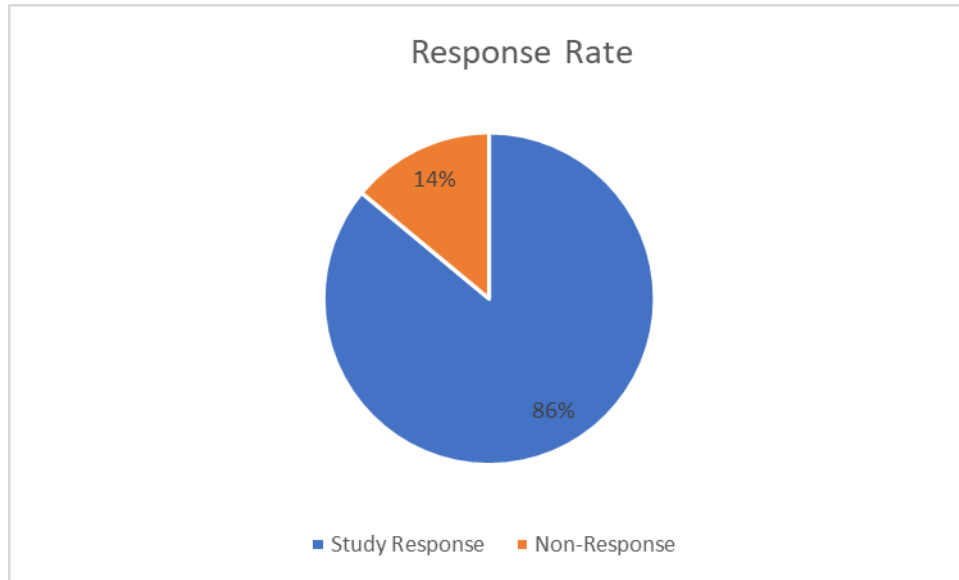


Figure 4.1 Response Rate

Source: Survey Data (2022)

4.2.1 Demographic Findings

The research was interested in analysing the demographic attributes of the participant such as their age, gender, education level and products/services accessed.

4.2.1.1 Gender Identity of Respondents

The research analysed the gender distribution of the respondents and findings revealed that 57% (n= 196) of the participants were male public members and 43% (n= 148) were female indicating gender parity in the representation of respondents for this research.

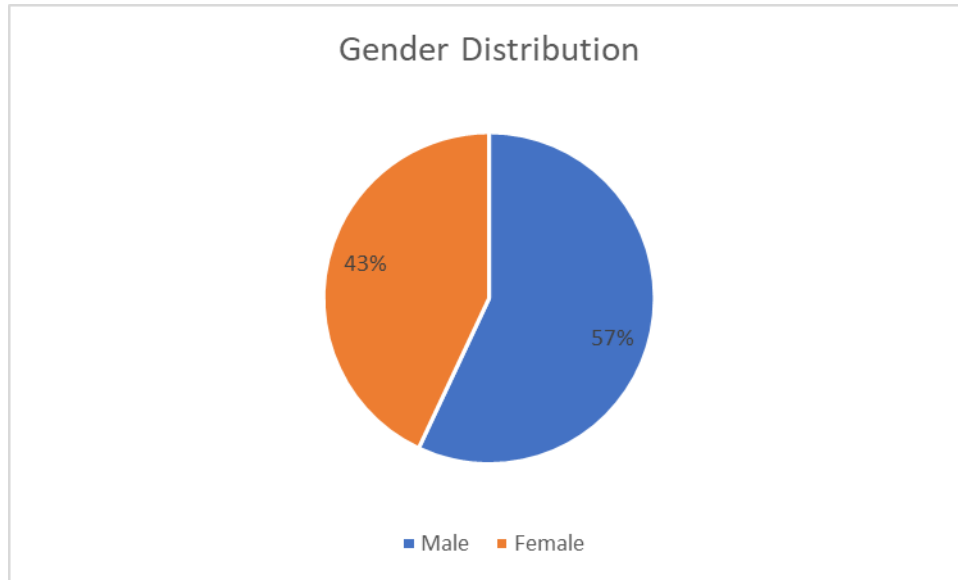


Figure 4.2 Gender Distribution of Respondents

Source: Survey Data (2022)

4.2.2.2 Age Distribution of Respondents

The research presented the participants with various age cohorts and requested them to select the age group that best matches their current age in years and the findings are shown in Table 4.1

Table 4.1 Age Distribution

	Frequency	Percent
18-35 years	240	69.8
36-55 years	96	27.9
Over 56 years	8	2.3
Total	344	100.0

Source: Survey Data (2022)

The analysis showed that majority of the respondents 70% (n= 240) were between the age 18-35 years, 28% (n= 96) were between 36-55 years of age with just 2% of the responses obtained from participants above 56 years. These findings illustrated that divergent opinions were availed for the study owing to the various age groups represented in our respondents.

4.2.2.3 Highest Education Level

The research reviewed the highest education attainment among the participants of the survey and the findings are shown in Table 4.2 below.

Table 4.2 Highest Education Attainment

	Frequency	Percent
O-level certificate	48	14.0
College diploma	145	42.2
Graduate degree	128	37.2
Post-Graduate degree	23	6.7
Total	344	100.0

Source: Survey Data (2022)

Findings showed that most of the respondents 42% (n= 145) had attained a college diploma, 37% (n= 128) have a graduate degree, 14% (n= 48) had a o-level certificate with 7% having a post-graduate degree. The high education attainment among participants was key to the respondents understanding the aims of the survey and providing reliable responses on the various statements.

4.2.2.4 Product/Service Purchased by Respondents

The study further analysed the purchase trend of the respondents and findings showed that 77% (n= 266) of the participants had bought a product/service from the mobile service providers, 33% (n=114) from the internet service providers in the country, 13% (n=45) from various satellite TV providers. This showed that participants included in the survey have at some point in the recent past bought a product from the telecommunication's industry in Kenya which is key to understanding if celebrity endorsement shaped their purchase behavior.

In the last 6 months which of the following telecommunication industry providers have you purchased a product or service from?

344 responses

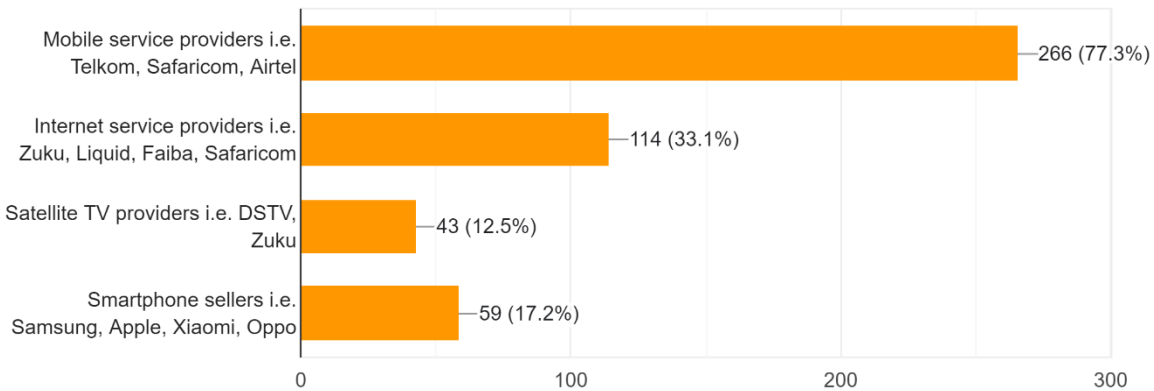


Figure 4.3 Product/Service Purchased by Respondents

Source: Survey Data (2022)

4.3 Consumer Purchase Behavior

The study relied on a Likert scale questionnaire to collect study data from the various respondents and means, standard deviation, sum and frequencies were adopted as the main descriptive analysis measures.

Table 4.3 Descriptive Findings of Consumer Purchase Behavior

	N	Sum	Mean	Std. Deviation
I will purchase a telecommunication product or service that is endorsed by a celebrity as they seem to be of superior quality.	344	1494.00	4.3430	.77030
I would refer to my friends a telecommunication product or service that is endorsed by a celebrity as they appear to be a of a better taste	344	1483.00	4.3110	.77820
I tend to use telecommunication products/services endorsed by celebrities as they are highly accepted by my peers	344	1433.00	4.1657	.82164
I feel more comfortable when purchasing a telecommunication products/services endorsed by celebrities	344	1465.00	4.2587	.80446
I prefer telecommunication products/services endorsed by celebrities since I think they have more advantages than other products	344	1468.00	4.2674	.82135
I do not overly think of the cost of a telecommunication product or service when it's endorsed by a celebrity.	344	1276.00	3.7093	1.03147

Source: Survey Data (2022)

The respondents strongly agreed (M= 4.343, Dev = .7703) they will purchase a telecommunication product or service that is endorsed by a celebrity as they seem to be of superior quality. Participants strongly agreed (M = 4.311, Dev = .7782) they would refer to my friends a telecommunication product or service that is endorsed by a celebrity as they appear to be a of a better taste. The results noted agreement that respondents prefer telecommunication products/services endorsed by celebrities since I think they have more advantages than other products (M = 4.2674, Dev = .8213). The analysis showed agreement that respondents do not overly think of the cost of a telecommunication product or service when it's endorsed by a celebrity (M = 3.7093, Dev = 1.0314).

4.4 Effect of Celebrity Trustworthiness on Consumer Purchasing Behavior in The Telecommunication Industry in Kenya

The first study objective focused on the effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya. In this section, the descriptive analysis, correlation tests and regression analysis will be presented for the objective.

Table 4.4 Descriptive Findings of Celebrity Trustworthiness

	N	Sum	Mean	Std. Deviation
I find that most celebrities in the country are credible thus I can base my decision on their word on telecommunication products and services	344	1495.00	4.3459	.66093
I feel that most celebrities within the country are honest when they push telecommunication products and services	344	1486.00	4.3198	.75752
I feel that most celebrities within the country are believable when providing information on the various telecommunication products and services	344	1467.00	4.2645	.83461
I think most of the celebrities in the country have strong moral principles that would influence my decision on telecommunication products and services	344	1466.00	4.2616	.79439
I find the celebrities who endorse telecommunication products and services to be dependable people	344	1414.00	4.1105	.91919
I find the celebrity who have endorsed telecommunication products and services to be sincere in representation of the products.	344	1451.00	4.2180	.78738

Source: Survey Data (2022)

The participants strongly agreed they find that most celebrities in the country are credible thus they can base my decision on their word on telecommunication products and services (M = 4.3459, Dev = .6609). Results noted strong agreement that respondents feel that most celebrities within the country are honest when they push telecommunication products and services (M = 4.3198, Dev = .7575). Respondents agreed (M = 4.1105, Dev = .9191) they find the celebrities who endorse telecommunication products and services to be dependable people. Results showed agreement participants find the celebrity who have endorsed telecommunication products and services to be sincere in representation of the products (M = 4.218, Dev = .7873).

4.4.1 Correlation between Celebrity Trustworthiness and Consumer Purchase Behavior

The research conducted a Spearman rank correlation test to establish the nature of the relationship between the variables and results are presented below.

Table 4.5 Correlation Test for Celebrity Trustworthiness and Consumer Purchase Behavior

			Celebrity Trustworthiness	Consumer Purchase Behavior
Spearman's rho	Celebrity Trustworthiness	Correlation Coefficient	1.000	.301 ^{**}
		Sig. (2-tailed)	.	.000
		N	344	344
	Consumer Purchase Behavior	Correlation Coefficient	.301 ^{**}	1.000
		Sig. (2-tailed)	.000	.
		N	344	344

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

Source: Survey Data (2022)

The findings above on the first objective established there existed a weak positive and significant relation between celebrity trustworthiness and consumer purchase behavior in the telecommunication industry in Kenya ($r = .301^{**}$, $Sig = .000 (<.05)$).

4.4.2 Regression between Celebrity Trustworthiness and Consumer Purchase Behavior

The research analyzed the magnitude of the effect of celebrity trustworthiness on consumer purchase behavior by conducting simple linear regression and findings are shown in the Table below.

Table 4.6 Regression Tests for Celebrity Trustworthiness and Consumer Purchase Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368 ^a	.135	.133	3.30756

a. Predictors: (Constant), Celebrity Trustworthiness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	584.487	1	584.487	53.427	.000 ^b
	Residual	3741.464	342	10.940		
	Total	4325.951	343			

a. Dependent Variable: Consumer Purchase Behavior

b. Predictors: (Constant), Celebrity Trustworthiness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.408	1.332		11.568	.000
	Celebrity Trustworthiness	.378	.052	.368	7.309	.000

a. Dependent Variable: Consumer Purchase Behavior

Source: Survey Data (2022)

The research results on the regression analysis indicated a coefficient of determination ($R^2 = .135$), which revealed that 13.5% of the variations in consumer purchase behavior in the country are determined by the level of celebrity trustworthiness. The ANOVA test aimed at determining

the statistical significance of the regression model employed. The results indicate a F-calculated = 53.427 > (f-critical = (1.96), Sig = .000<.05. This is a clear indication there is a statistically significant relationship between celebrity trustworthiness and consumer purchase behavior in the telecommunication industry.

The constant B-value (15.408) was statistically significant, as indicated by Sig = .000<.05. The B-value of the celebrity trustworthiness (.378) was statistically significant, Sig = .000<.05. This indicates that a unit change in celebrity trustworthiness will positively improve the consumer purchase behavior in the telecommunication industry by a level of .378. These study findings were corroborated by Aziz, Omar and Ariffin (2019) who used a quantitative approach when examining the effect of CE on smartphone purchasing intention in Malaysia, investigating the influence of celebrity attractiveness, expertise, trustworthiness and fit with the advertiser. The study collected data from public university students and showed that apart from the fit between the endorser and the product, attractiveness, expertise, and trustworthiness had an insignificant effect on consumers' intention to purchase particular smartphone brands which was in line with the current study. Adam and Hussain (2017) further researched young female consumers' purchase behaviors of cosmetics products to determine the effect of celebrity endorsement on their preferences utilizing data collected from the urban population in Karachi. The study revealed that celebrities play an essential role in transferring meaning to products and that in Karachi and that more credible, informed and trustworthy celebrities positively influenced purchase intention.

4.5 Effect of Celebrity Expertise on Consumer Purchasing Behavior in The Telecommunication Industry in Kenya

The second research objective focused on the effect of celebrity expertise on consumer purchasing behavior in the telecommunication industry in Kenya. In this section, the descriptive analysis, correlation tests and regression analysis will be presented for the objective.

Table 4.7 Descriptive Findings of Celebrity Expertise

	N	Sum	Mean	Std. Deviation
The celebrity who has been used in endorsing telecommunication products and services seem to be knowledgeable on the features	344	1402.00	4.0756	.81178
The celebrities endorsing telecommunication products and services have the requisite qualifications and technical know-how	344	1313.00	3.8169	.93750
The celebrity relied on in endorsing telecommunication products and services have track experience in similar products/services	344	1357.00	3.9448	.88055
The celebrities used by telecommunication firms have demonstrated relevant skills to present required information by users	344	1416.00	4.1163	.80695
The celebrities who endorse telecommunication products and services are able to help users in solving complaints and technical issues	344	1275.00	3.7064	1.09777

Source: Survey Data (2022)

The participants agreed ($M = 4.1163$, $Dev = .8069$) the celebrities used by telecommunication firms have demonstrated relevant skills to present required information by users. Results revealed agreement ($M = 4.0756$, $Dev = .8117$) the celebrity who has been used in endorsing telecommunication products and services seem to be knowledgeable on the features. The respondent further agreed that the celebrities who endorse telecommunication products and services are able to help users in solving complaints and technical issues ($M = 3.7064$, $Dev = 1.0977$).

4.5.1 Correlation between Celebrity Expertise and Consumer Purchase Behavior

The research conducted a Spearman rank correlation test to establish the nature of the relationship between the variables and results are presented below.

Table 4.8 Correlation Test for Celebrity Expertise and Consumer Purchase Behavior

			Celebrity Expertise	Consumer Purchase Behavior
Spearman's rho	Celebrity Expertise	Correlation Coefficient	1.000	.427**
		Sig. (2-tailed)	.	.000
		N	344	344
	Consumer Purchase Behavior	Correlation Coefficient	.427**	1.000
		Sig. (2-tailed)	.000	.
		N	344	344

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

Source: Survey Data (2022)

The results for the correlation tests on the second objective established there existed a moderate positive and significant relation between celebrity expertise and consumer purchase behavior in the telecommunication industry in Kenya ($r = .427^{**}$, $\text{Sig} = .000 (<.05)$).

4.5.2 Regression between Celebrity Expertise and Consumer Purchase Behavior

The research analyzed the magnitude of the effect of celebrity expertise on consumer purchase behavior by conducting simple linear regression and findings are shown in the Table below.

Table 4.9 Regression Tests for Celebrity Expertise and Consumer Purchase Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424 ^a	.179	.177	3.22157

a. Predictors: (Constant), Celebrity Expertise

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	776.502	1	776.502	74.818	.000 ^b
	Residual	3549.449	342	10.379		
	Total	4325.951	343			

a. Dependent Variable: Consumer Purchase Behavior

b. Predictors: (Constant), Celebrity Expertise

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.623	.990		16.788	.000
	Celebrity Expertise	.429	.050	.424	8.650	.000

a. Dependent Variable: Consumer Purchase Behavior

Source: Survey Data (2022)

The research results on the regression analysis indicated a coefficient of determination ($R^2 = .179$), which revealed that 17.9% of the variations in consumer purchase behavior in the country are determined by the level of celebrity expertise. The ANOVA test aimed at determining the statistical significance of the regression model employed. The results indicate a $F\text{-calculated} = 74.818 > (f\text{-critical} = (1.96))$, $\text{Sig} = .000 < .05$. This is a clear indication there is a statistically significant relationship between celebrity expertise and consumer purchase behavior in the telecommunication industry.

The constant B-value (16.623) was statistically significant, as indicated by $\text{Sig} = .000 < .05$. The B-value of the celebrity trustworthiness (.429) was statistically significant, $\text{Sig} = .000 < .05$. This indicates that a unit change in celebrity expertise will positively improve the consumer purchase behavior in the telecommunication industry by a level of .429. These study findings were in line with research by Nguyen (2021) who examined the influence of CE on brand perception and purchase intention of the OPPO F-series phone brands specifying the brand's use of famous Vietnamese celebrity and singer Son Tung MTP. The findings showed that Son Tung's popularity and physical appeal, coupled with his method of message delivery and professional demeanor, were key to influencing product perception, credibility and value. Khalid and Yasmeen (2019) further assessed the relationship between endorsers' attractiveness and consumers' intention to purchase mobile phone brands among undergraduate students aged

between 17 and 30. Findings showed that the level of presentation of the endorser(expertise) and their physical attractiveness do have a significant positive impact on purchase intentions similar to the current study findings.

4.6 Effect of Celebrity Attractiveness on Consumer Purchasing Behavior in The Telecommunication Industry in Kenya

The third objective focused on the effect of celebrity attractiveness on consumer purchasing behavior in the telecommunication industry in Kenya. In this section, the descriptive analysis, correlation tests and regression analysis will be presented for the objective.

Table 4.10 Descriptive Findings of Celebrity Attractiveness

	N	Sum	Mean	Std. Deviation
The celebrities who endorse telecommunication products and services are familiar	344	1488.00	4.3256	.68626
The telecommunication firms have relied on the physical attractiveness of the celebrity to drive demand for their product/services	344	1431.00	4.1599	.79760
I consider how fashionable celebrities in the endorsement of their products/services are before making a decision.	344	1408.00	4.0930	.94302
I consider the pleasantness of the celebrities who endorse the telecommunication products and services as a key factor	344	1430.00	4.1570	.87652
I find the celebrities who are used in the endorsement by telecommunication firms presentable and classy.	344	1444.00	4.1977	.76847

Source: Survey Data (2022)

The findings showed strong agreement ($M = 4.3256$, $Dev = .6862$) celebrities who endorse telecommunication products and services are familiar. The respondents agreed ($M = 4.1977$, $Dev = .7684$) they find the celebrities who are used in the endorsement by telecommunication firms presentable and classy. Participant agreed ($M = 4.157$, $Dev = .8765$) they consider the pleasantness of the celebrities who endorse the telecommunication products and services as a key factor.

4.6.1 Correlation between Celebrity Attractiveness and Consumer Purchase Behavior

The research conducted a Spearman rank correlation test to establish the nature of the relationship between the variables and results are presented below.

Table 4.11 Correlation Tests for Celebrity Attractiveness and Consumer Purchase Behavior

			Celebrity Attractiveness	Consumer Purchase Behavior
Spearman's rho	Celebrity Attractiveness	Correlation Coefficient	1.000	.454**
		Sig. (2-tailed)	.	.000
		N	344	344
	Consumer Purchase Behavior	Correlation Coefficient	.454**	1.000
		Sig. (2-tailed)	.000	.
		N	344	344

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

Source: Survey Data (2022)

The findings of the correlation tests on the third objective established there existed a moderate positive and significant relation between celebrity attractiveness and consumer purchase behavior in the telecommunication industry in Kenya ($r = .454^{**}$, $\text{Sig} = .000 (<.05)$).

4.6.2 Regression between Celebrity Attractiveness and Consumer Purchase Behavior

The research analyzed the magnitude of the effect of celebrity attractiveness on consumer purchase behavior by conducting simple linear regression and findings are shown in the Table below.

Table 4.12 Regression Tests for Celebrity Attractiveness and Consumer Purchase Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513 ^a	.263	.261	3.05277

a. Predictors: (Constant), Celebrity Attractiveness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1138.717	1	1138.717	122.188	.000 ^b
	Residual	3187.234	342	9.319		
	Total	4325.951	343			

a. Dependent Variable: Consumer Purchase Behavior

b. Predictors: (Constant), Celebrity Attractiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.053	1.188		10.148	.000
	Celebrity Attractiveness	.621	.056	.513	11.054	.000

a. Dependent Variable: Consumer Purchase Behavior

Source: Survey Data (2022)

The research results on the regression analysis indicated a coefficient of determination ($R^2 = .263$), which revealed that 26.3% of the variations in consumer purchase behavior in the country are determined by the level of celebrity attractiveness. The ANOVA test aimed at determining

the statistical significance of the regression model employed. The results indicate a F-calculated = 122.188 > (f-critical = (1.96), Sig = .000<.05. This is a clear indication there is a statistically significant relationship between celebrity expertise and consumer purchase behavior in the telecommunication industry.

The constant B-value (12.053) was statistically significant, as indicated by Sig = .000<.05. The B-value of the celebrity trustworthiness (.621) was statistically significant, Sig = .000<.05. This indicates that a unit change in celebrity attractiveness will positively improve the consumer purchase behavior in the telecommunication industry by a level of .621. Findings from the study were corroborated by Tangkuman and Saerang (2017) whose study focused on marketing strategies adopted by Samsung to determine how their use of celebrities influenced phone sales. The analysis revealed a significant positive influence of product placement and CE on consumer purchase intention of mobile brands with further recommendations for firms to form deals with high profile/recognizable, good looking and likeable celebrities to sustain product exposure and introduce new brands to prospective consumers. Hikmawati (2019) also carried out a quantitative study that used a survey method to investigate the influence of celebrity influencers on consumers purchase intention of haircare products and revealed that the respondents were interested in the endorsed products due to the endorser's confidence, charisma, knowledge about the product, ability to deliver resonating messages and experience since they shared similar skin problems. The endorser's attractiveness had a positive and significant effect on the purchase intentions which is similar to the current study findings.

4.7 Effect of Celebrity Respect on Consumer Purchasing Behavior in The Telecommunication Industry in Kenya

The fourth objective focused on the effect of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya. In this section, the descriptive analysis, correlation tests and regression analysis will be presented for the objective.

Table 4.13 Descriptive Findings of Celebrity Respect

	N	Sum	Mean	Std. Deviation
I would consider a telecommunication product/service that is endorsed by a celebrity with good model behavior	344	1498.00	4.3547	.61263
I feel more attached to telecommunication products and services that are endorsed by a celebrity that I admire	344	1476.00	4.2907	.74609
I would trust the telecommunication products and services that are endorsed by a celebrity that I recognize	344	1465.00	4.2587	.77868
I feel closer to a telecommunication products and services that is endorsed by a celebrity with a positive personality and image	344	1500.00	4.3605	.71490
I consider telecommunication products and services positively if they are endorsed by a celebrity who portrays positive behavior to the public	344	1508.00	4.3837	.69850

Source: Survey Data (2022)

The analysis revealed strong agreement ($M = 4.3837$, $Dev = .6985$) they consider telecommunication products and services positively if they are endorsed by a celebrity who portrays positive behavior to the public. The participants strongly agreed they would consider a telecommunication product/service that is endorsed by a celebrity with good model behavior ($M = 4.3547$, $Dev = .6126$). The study showed agreement that the participants would trust the telecommunication products and services that are endorsed by a celebrity that they recognize ($M = 4.2587$, $Dev = .7786$).

4.7.1 Correlation between Celebrity Respect and Consumer Purchase Behavior

The research conducted a Spearman rank correlation test to establish the nature of the relationship between the variables and results are presented below.

Table 4.14 Correlation tests for Celebrity Respect and Consumer Purchase Behavior

			Celebrity Respect	Consumer Purchase Behavior
Spearman's rho	Celebrity Respect	Correlation Coefficient	1.000	.440**
		Sig. (2-tailed)	.	.000
		N	344	344
	Consumer Purchase Behavior	Correlation Coefficient	.440**	1.000
		Sig. (2-tailed)	.000	.
		N	344	344

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

Source: Survey Data (2022)

The findings of the correlation tests on the fourth objective established there existed a moderate positive and significant relation between celebrity respect and consumer purchase behavior in the telecommunication industry in Kenya ($r = .440^{**}$, $Sig = .000 (<.05)$).

4.7.2 Regression between Celebrity Respect and Consumer Purchase Behavior

The research analyzed the magnitude of the effect of celebrity respect on consumer purchase behavior by conducting simple linear regression and findings are shown in the Table below.

Table 4.15 Regression Tests for Celebrity Respect and Consumer Purchase Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.238	3.09957

a. Predictors: (Constant), Celebrity Respect

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1040.245	1	1040.245	108.276	.000 ^b
	Residual	3285.706	342	9.607		
	Total	4325.951	343			

a. Dependent Variable: Consumer Purchase Behavior

b. Predictors: (Constant), Celebrity Respect

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.928	1.463		6.785	.000
	Celebrity Respect	.699	.067	.490	10.406	.000

a. Dependent Variable: Consumer Purchase Behavior

Source: Survey Data (2022)

The research results on the regression analysis indicated a coefficient of determination ($R^2 = .240$), which revealed that 24% of the variations in consumer purchase behavior in the country are determined by the level of celebrity respect. The ANOVA test aimed at determining the statistical significance of the regression model employed. The results indicate a F -calculated = 108.276 > (f -critical = (1.96), Sig = .000 < .05. This is a clear indication there is a statistically significant relationship between celebrity respect and consumer purchase behavior in the telecommunication industry.

The constant B-value (9.928) was statistically significant, as indicated by Sig = .000<.05. The B-value of the celebrity trustworthiness (.699) was statistically significant, Sig = .000<.05. This indicates that a unit change in celebrity respect will positively improve the consumer purchase behavior in the telecommunication industry by a level of .699. Findings from the final objective were consistent with studies by Pokharel and Pradhan (2017) who focused on the fast-food industry to investigate whether CE influences purchase intentions of Fast-Moving Consumer Goods (FMCG) in Kathmandu valley and found that endorsers' attractiveness, expertise, respect, trustworthiness and popularity have a significant impact on consumer purchase intentions. Parajuli's (2021) study further sought after the influence of CE on bank customer's behavior in Nepalese commercial banks and determined that the customers felt that the style adopted by the celebrity during the endorsement process had influenced their consumption behaviors of bank products, albeit negatively.

4.8 Diagnostic Tests

4.8.1 Normality Tests

The research adopted the Normal Q-Q plot to check if the observations are aligned to the normality line and ensure that the data used adheres to normal distribution standards before conducting the inferential testing. The findings below show that the observations adopted in the study fitted along the normality curve thus showing normal distribution was attained in the research.

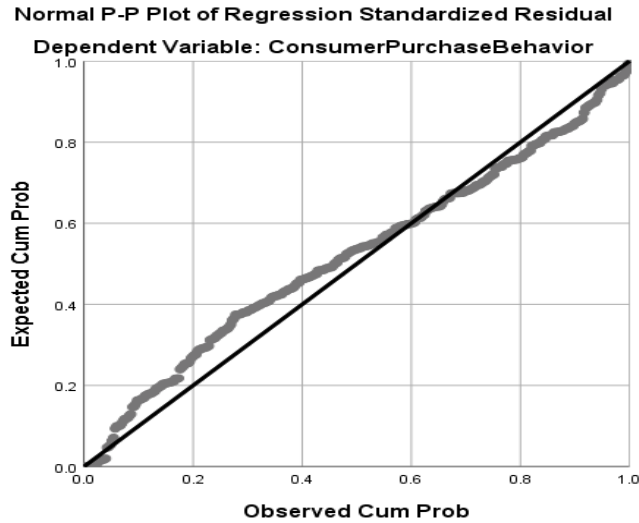


Figure 4.4 Normality Tests

Source: Survey Data (2022)

4.8.2 Collinearity Tests

The study will conduct both Tolerance and Variance Inflation Factor in testing for collinearity. Both require a standard value of above 0.1 and below 10 respectively to indicate there is no collinearity problem in the research variables.

Table 4.16 Collinearity Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Celebrity Trustworthiness	.608	1.645
Celebrity Expertise	.653	1.531
Celebrity Attractiveness	.571	1.751
Celebrity Respect	.617	1.622

a. Dependent Variable: Consumer Purchase Behavior

Source: Survey Data (2022)

The findings in the Table 4.16 below indicated the study was able to meet the threshold for collinearity as the VIF values were below 10 with respective tolerance values of above 0.1.

4.9 Effect of Celebrity Endorsement on Consumer Purchase Behaviour

The study adopted a multiple linear regression analysis to determine the nexus between celebrity endorsement and consumer purchasing behavior in the telecommunication's industry in Kenya. Assuming a linear relationship existed between celebrity endorsement and consumer purchasing behavior, the Ordinary Least Square (OLS) method was applied in extracting a regression line of best fit. The study used the estimated model depicted in equation (1) below.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \dots \dots \dots \text{Equation (1)}$$

Where,

Y is the consumer purchase behavior, X_1 is the celebrity trustworthiness, X_2 is the celebrity expertise, X_3 is the celebrity attractiveness, X_4 is the celebrity respect, ε is the estimated error of the overall model and $\beta_1 - \beta_4$ is coefficients of the independent variables. The effect of celebrity endorsement on consumer purchasing behavior was determined by testing the following research hypothesis.

H_{01} : There is no significant effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication industry in Kenya.

H_{02} : There is no significant effect of celebrity expertise on consumer purchasing behavior in the telecommunication industry in Kenya.

H_{03} : There is no significant effect of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya.

H_{03} : There is no significant effect of celebrity respect on consumer purchasing behavior in the telecommunication industry in Kenya.

By applying multiple regression analysis, the effect of celebrity endorsement on consumer purchasing behavior gave rise to three tables; a model summary, ANOVA and coefficients

tables. The model summary in Table 4.16 shows Model 1 had a coefficient of determination (R^2) = 0.470. This meant that model 1 could predict 47.0% of the variations in a consumer purchasing behavior in the telecommunication's industry in Kenya and hence provided a moderately good fit.

Table 4.16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.686 ^a	0.470	0.459	0.45738	0.470	41.943	4	189	0.000

a. Predictors: (Constant), Celebrity Respect, Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness

b. Dependent Variable: Consumer Purchasing Behavior

The ANOVA output in Table 4.16 associated with Model 1 shows a sig-value = 0.000. The resulting sig. value = 0.000 meant that the model predicted by; celebrity respect, celebrity trustworthiness, celebrity expertise, celebrity attractiveness was significant in explaining the linear relationship between the four predictor and the dependent variable consumer purchasing behavior in the telecommunication's industry in Kenya.

Table 4.16: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.097	4	8.774	41.943	.000 ^b
	Residual	39.538	189	0.209		
	Total	74.635	193			

a. Dependent Variable: Consumer Purchasing Behavior

b. Predictors: (Constant), Celebrity Respect, Celebrity Trustworthiness, Celebrity Expertise, Celebrity Attractiveness

Table 4.17 presents the resulting analysis based on the coefficients of celebrity endorsement. The coefficients of celebrity trustworthiness was significant with a p-value = 0.037 and therefore the study rejected H_{01} at 5% level, and the results were instead interpreted to mean that celebrity trustworthiness significantly affected consumer purchasing behavior in the telecommunication industry in Kenya. On regressing celebrity expertise on consumer purchasing behavior, a significant p-value = 0.001 was realized and therefore H_{02} was rejected at 5% level and celebrity expertise interpreted as having a significant effect on c consumer purchasing behavior in the telecommunication industry in Kenya. The effect of celebrity respect on consumer purchasing behavior was significant with p-value = 0.000 and therefore H_{03} was rejected at 5% level. The results meant that celebrity respect had a significant effect on consumer purchasing behavior in the telecommunication industry in Kenya. Finally, the multiple regression analysis shows that celebrity respect had a significant p-value = 0.000 and therefore H_{04} was rejected at 5% level. This therefore meant that celebrity respect significantly influenced consumer purchasing behavior in the telecommunication industry in Kenya.

Table 4.17: Coefficients of Celebrity Endorsement

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	0.574	0.312		1.841	0.067	-0.041	1.189
	Celebrity Trustworthiness	0.139	0.066	0.119	2.102	0.037	0.009	0.269
	Celebrity Expertise	0.222	0.067	0.242	3.338	0.001	0.091	0.353
	Celebrity Attractiveness	0.248	0.087	0.237	2.854	0.005	0.076	0.419
	Celebrity Respect	0.261	0.072	0.263	3.621	0.000	0.119	0.402

a. Dependent Variable: Consumer Purchasing Behavior

From Table 4.17, the coefficients of celebrity endorsement were fitted into the model in equation (2) as follows;

$$Y = 0.574 + 0.139X_1 + 0.222X_2 + 0.248X_3 + 0.261X_4 \quad \text{equation (2)}$$

Based on equation (2), Y is the consumer purchase behavior, X₁ is the celebrity trustworthiness, X₂ is the celebrity expertise, X₃ is the celebrity attractiveness and X₄ is the celebrity respect. The fitted model shows celebrity respect had the highest influence on consumer purchase behavior, where a unit change in celebrity respect would result in a 26.1% positive change in consumer purchase behavior. It can be noted that celebrity attractiveness had the second highest effect on consumer purchase behavior, where a unit change in celebrity attractiveness would result in a 24.8% positive change in consumer purchase behavior. Celebrity expertise had the third highest effect on consumer purchase behavior. A unit change in search celebrity expertise would result in a 22.2% positive change in consumer purchase behavior. Celebrity trustworthiness had the fourth highest effect on consumer purchase behavior, where a unit change in celebrity trustworthiness would result in a 13.9% positive change in consumer purchase behavior. From the results of the fitted model it was construed that celebrity endorsement significantly affected consumer purchasing behavior in the telecommunication's industry in Kenya. The key endorsement elements were identified as celebrity trustworthiness, celebrity attractiveness, celebrity expertise and celebrity expertise respect respectively.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Chapter five of the study focused on presenting the discussion of the findings in line with the objectives of the research. The chapter then presented the conclusions and recommendations of the study as guided by the results. Lastly, suggestions for further studies were presented.

5.2 Summary of Findings

This section presents a discussion of the findings. The findings are presented in line with the objectives of the study. The main objective of the study was to determine the effect of celebrity endorsement on consumer purchasing behavior in the telecommunication's industry in Kenya. From the analysis, the study determined that celebrity endorsement had a positive and significant relationship with consumer purchasing behavior in the telecommunication's industry in Kenya.

5.2.1 Celebrity Trustworthiness and Consumer Purchasing Behavior

The first objective of the study sought to investigate the effect of celebrity trustworthiness on consumer purchasing behavior in the telecommunication's industry in Kenya. The study established that there existed a positive and significant effect of celebrity trustworthiness on the consumer purchasing behavior in the telecommunication industry in Kenya. In Africa, studies by Onu, Nwaulune, Adegbola and Kelechi (2019), Chan, Selvakumaran, Idris and Azharuddin (2021) and Ochieng, Chebet and Fwamba (2022) were consistent with the study findings. Abdurrahman and Osman (2017) carried out an investigation into the relationship between celebrity brand endorsement and generation Y-ers attitudes towards making product purchases in Nigeria revealing that trustworthiness has an insignificant positive effect on consumers' purchase intention and a direct effect on Celebrity endorsement.

Onu, Nwaulune, Adegbola and Kelechi (2019) examined selected telecommunication firms in Nigeria to determine the effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions and revealed that celebrity physical attractiveness and trustworthiness had positive and significant effects on consumer purchase intention. Chan, Selvakumaran, Idris and Azharuddin (2021) examined the influence of celebrity endorser characteristics on the brand image of Vivo and revealed that all dimensions of the TEARS model were key predictors of a brands' image. Ochieng, Chebet and Fwamba (2022) further sought the impact of celebrity matchup congruence to determine whether celebrity gender has any influence on consumer purchase intention among university students in Western Kenya. The analysis showed that for cleaning products, the use of female celebrity endorsers generated significant positive brand attention and interest than the use of male celebrities.

The study findings were however contrasted by Adnan et al. (2018) who explored the effect of celebrities' use to advertise products and its impact on buyers' purchase intention in Pakistan. The analysis determined that celebrity endorsements, and especially trustworthiness, have a significant positive influence on consumers' purchase intention which was contrary to the current study findings. Chung and Cho (2017) further developed a theoretical research model which was then tested using online survey data collected from 400 Korean wave fans in Singapore to develop a clearer understanding of the relationship between celebrity endorsement, social media interactions as subconstructs of parasocial relationships, source trustworthiness, brand credibility, and consumer purchase intentions. Analysis revealed that celebrities' use of social media improved their parasocial relationships with consumers as the interactions were associated with the celebrities' perceived self- disclosure increasing their source trustworthiness, which, in

turn, induced product purchase intention. They therefore concluded that source trustworthiness had a significant effect on product purchase intention which was contrary to the study.

5.2.2 Celebrity Expertise and Consumer Purchasing Behavior

The second objective of the study explored the effect of Celebrity expertise on consumer purchasing behavior in the telecommunication's industry in Kenya. The study established that celebrity expertise had a positive and significant effect on the consumer purchasing behavior in the telecommunication industry in Kenya. In Africa, Domfeh, Kusi, Nyarku and Ofori (2018) found similar results when they investigated the relationship between CE, customer satisfaction and purchase intention among students at the University of Cape Coast, Ghana and revealed that it is essential for advertisers to use celebrities with market-oriented personality characteristics such as attractiveness, credibility, expertise, likeability, familiarity, trustworthiness and match-up congruence as part of their corporate communication strategy to increase brand association with consumers since they possess a significant effect on purchase behavior.

Further, Kwa Jaffa, Balami and Dauda (2021) investigated fast-food chains to determine whether CE impacts purchase and consumption behavior in Nigeria and determined that the use of celebrities significantly improves purchase intentions as celebrity-endorsed products capture the attention and enhance consumers' product recall. The study further revealed that in the food market, the expertise of the celebrity improved perceived credibility and their level of societal respect were associated with the respective brands being endorsed. The findings were further consistent with Omorodion and Osifo (2019) who focused on Nigeria's telecommunications sector when examining the impact of CE on purchasing of four brands of telecom network products and concluded that expertise was among the attributes that positively influenced purchase intention.

5.2.3 Celebrity Attractiveness and Consumer Purchasing Behavior

The third objective of the study investigated the effect of Celebrity attractiveness on consumer purchasing behavior in the telecommunication's industry in Kenya. The study found that celebrity attractiveness had a positive and significant effect on the consumer purchasing behavior in the telecommunication industry in Kenya. Further study findings were in line with the study findings including Bachrun (2015) who sought after the influence of celebrity brand ambassadors on female intentions to purchase endorsed beauty products in Indonesia and revealed that the use of celebrities as brand ambassadors improves product sales significantly. The celebrities' level of popularity, attractiveness and believability were determined to directly influence purchase behavior. Savitri, Suliyanto and Setyanto (2021) focused on the effect of an endorsers' physical attractiveness on purchase behavior and provided evidence that influencer attractiveness has a positive effect on purchase intention and brand trust.

Further Aka, Kehinde and Ogunnaike (2020) investigated Nigerian university students to determine the impact of celebrity attractiveness on quality positioning and revealed that CE attractiveness improved quality positioning which influenced product loyalty. Amollo (2019) further investigated the impact of CE on cosmetics' brand image, loyalty and customer attraction and revealed that the endorser's personality had a strong influence on the product's likeability, while their credibility, knowledge, expertise, and physical attraction predicted purchase intention. This implied the use of successful, popular and good looking celebrities who are involved in community building would yield desired results for cosmetics marketers.

The study findings were however disputed by Rizan, Allan, Suhud, Hapsoro and Allan (2021) who sought after the determinants of sharia mobile payment adoption by investigating the influence of celebrity endorsement, perceived usefulness, and religiosity targeting Indonesia's

Muslim community. The analysis showed that the celebrity that was used to endorse the product only provided increased product exposure and recognition, having insignificant impact on application usage.

5.2.4 Celebrity Respect and Consumer Purchasing Behavior

The final objective of the study explored the effect of Celebrity respect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study established that celebrity respect had a positive and significant effect on the consumer purchasing behavior in the telecommunication industry in Kenya. In Africa, the study findings were corroborated by Mekonen and Ababa (2017) who focused on the determinants of the use of innovative bank products by investigating the influence of CE on customer's awareness and motivation towards the products among Ethiopian banks. Findings showed that the celebrity's credibility and familiarity improved customer awareness. Kraa, Osei, Cofie and Quaye (2018) carried out a study off private universities in Kumasi region of Ghana to investigate the effect of celebrity endorsement on purchase of Samsung phone brands concluding that the level of popularity and professionalism exhibited by the celebrity endorser significantly influences the purchasing behavior of private university students. Onyanha (2016) specified on the influence of endorsers' credibility and physical attractiveness on smartphone brand loyalty. Findings showed that although celebrity credibility and effectiveness influences customer sales, it has no significant impact on brand loyalty which is a factor of consumer experience.

The study findings were however out of line with Kajojo (2020) who used a descriptive research design and collected data from 60 respondents selected using probability sampling to determine the influence of CE on consumer purchase intentions in the telecommunications' sector. The study also determined that negative publicity on the part of the celebrity damaged firms'

reputation but did not significantly alter consumption behavior. Conclusions showed that marketers have to scrutinize a celebrity 's life style and consider their personalities before having them endorse their products to avoid scandals that would otherwise damage the company's reputation.

5.3 Conclusions

The study findings led to the conclusion that the consumer purchasing behavior in the telecommunication's industry in Kenya is positively related to celebrity trustworthiness, attractiveness, expertise and respect. The study also concluded that celebrity attractiveness, expertise and respect have a significant and positive effect on the consumer purchasing behavior in the telecommunication's industry in Kenya while celebrity trustworthiness possesses a positive and insignificant effect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study results further revealed that consumers would purchase a telecommunication product endorsed by a celebrity as they seem to be of higher quality, better taste and are generally more accepted by their peers. The study further found out that the cost is rarely an issue as long as the product or service is endorsed by a particular celebrity.

The study results on the first objective informed the conclusion that celebrity trustworthiness possesses a positive and insignificant effect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study further established that there is need for celebrities in the country to be more honest and credible about the telecommunications products they push so as to increase the trust base from consumers. The increased sincerity and dependability when endorsing these telecommunication products can go a long way in gaining consumers trust and therefore increasing the purchasing power of the consumer. The study

further revealed that strong moral principles are required in celebrities who endorse products or services.

Findings on the second objective gave the conclusion that celebrity expertise had a positive and significant effect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study results also showed that the telecommunications industry requires celebrities who are knowledgeable on the feature of the products they endorse and possess experience in the particular field for increased consumer purchasing behavior. This will require the celebrities to have the requisite qualifications, relevant skills and technical knowhow of the products they are pushing. The study results further showed that presence of these skills will enable the celebrities to help users in solving complaints and other technical issues thereby increasing the consumer purchasing behavior.

The study results on the third objective informed the conclusion that celebrity attractiveness has a positive and significant effect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study further established that celebrities who endorse telecommunication products and services are usually fashionable celebrities who ooze presentability and class. The study results also showed that telecommunication firms rely on the physical attractiveness of the celebrities in order to increase demand for their products. The results also revealed that most consumers consider the pleasantness of these celebrities as a key factor influencing their purchasing decision.

Lastly, Findings on the final objective brought about the conclusion that celebrity respect had a positive and significant effect on consumer purchasing behavior in the telecommunication's industry in Kenya. The study further established that consumers prefer telecommunication

products and services that are endorsed by a celebrity they admire. The consumers also seem to trust products and services endorsed by celebrities they recognize more than those they don't. Celebrities with good model behavior and positive personality and image were also factors that affected consumers purchasing behavior positively.

5.4 Recommendations

The study concluded that celebrity trustworthiness has a positive and insignificant effect on the consumer purchasing behavior . The study therefore recommends that telecommunications firms conduct extensive research on a celebrity to ensure that they have a trusting relationship with the customer base. Failure to do this beforehand can lead to loss of customers due to the lack of trust in the celebrity and the firm. The study results found that celebrity expertise is an essential aspect in the consumer purchasing behavior . The study therefore recommends that telecommunication firms conduct trainings on the celebrity they select for endorsement. This training will ensure that the celebrity is appraised about the product and all its features and can easily demonstrate to the consumers. The study further recommends that the telecommunication firm conduct a rigorous hiring process to ensure that the selected celebrity to endorse the product has all the required qualifications and sufficient experience in the industry.

Research indicated that celebrity attractiveness is a very vital and important aspect that positively affects consumer purchasing behavior . The study recommends that the telecommunication firms outsource beauty and/or cosmetic firms who will provide the most attractive celebrities for endorsing their products. This will ensure the firms save on the time required in sourcing for physically attractive celebrities and ensures that the celebrities presented are recognized for their physical attractiveness.

Lastly, the study results indicated that celebrity respect positively affect the consumer purchasing behavior . The study recommends that the telecommunication firms put in place clear guidelines and rules regarding how celebrities engage consumers especially for the period they are endorsing a product. These guidelines together with heavy penalties will ensure that celebrities are always in line and always respect the customers thereby increasing their purchasing power.

5.5 Area for Further Studies

The study focused on only on the telecommunications industry in Kenya. However, celebrity endorsement is currently utilized as a marketing technique in various other industries in the Kenya. The study therefore recommends further research in other industries in the country for comparison. This will be ideal in identifying which industry is utilizing celebrity endorsement more efficiently and what the less efficient industry can do to catch up. The study further recommends more research on effect of celebrity endorsement on various social groups or different income level groups e.g., high, middle and low class levels. This will assist in recommending the best areas where celebrity endorsement may be utilized to maximize efficiency.

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APPENDICES

Appendix I: Research Questionnaire

Greetings, the attached questionnaire is focused on the public members within Nairobi County and sought to examine their perception on the ‘**effect of celebrity endorsement on consumer purchasing behavior in the telecommunication’s industry in Kenya**’. The responses obtained from this survey will only be used for academic purposes and your participation in the study was purely voluntary.

Kindly answer the below questions as honestly as possible.

Part A: Demographic Profile

1. What is your gender identity?

Male ()

Female ()

2. What is your current age?

18-35 years ()

36-55 years ()

Over 56 years ()

3. What is your highest education level?

O-level certificate ()

College diploma ()

Graduate degree ()

Post-Graduate degree ()

4. In the last 6 months which of the following telecommunication industry providers have you purchased a product or service from?

Mobile service providers i.e. Telkom, Safaricom, Airtel ()

Internet service providers i.e., Zuku, Liquid, Faiba, Safaricom ()

Satellite TV providers i.e., DSTV, Zuku ()

Smartphone sellers i.e., Samsung, Apple, Xiaomi, Oppo ()

PART B: Celebrity Trustworthiness and Consumer Purchasing Behavior

Please tick the level of agreement of the following statements.

5= strongly Agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

Celebrity Trustworthiness and Consumer Purchasing Behavior		1	2	3	4	5
1.	I find that most celebrities in the country are credible thus I can base my decision on their word on telecommunication products and services					
2.	I feel that most celebrities within the country are honest when they push telecommunication products and services					
3.	I feel that most celebrities within the country are believable when providing information on the various telecommunication products and services					
4.	I think most of the celebrities in the country have strong moral principles that would influence my decision on telecommunication products and services					
5.	I find the celebrities who endorse telecommunication products and services to be dependable people					
6.	I find the celebrity who have endorsed telecommunication products and services to be sincere in representation of the products.					

PART C: Celebrity Expertise and Consumer Purchasing Behavior

Please tick the level of agreement of the following statements.

5= strongly Agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

Celebrity Expertise and Consumer Purchasing		1	2	3	4	5
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	Behavior					
1.	The celebrity who has been used in endorsing telecommunication products and services seem to be knowledgeable on the features					
2.	The celebrities endorsing telecommunication products and services have the requisite qualifications and technical know-how					
3.	The celebrity relied on in endorsing telecommunication products and services have track experience in similar products/services					
4.	The celebrities used by telecommunication firms have demonstrated relevant skills to present required information by users					
5.	The celebrities who endorse telecommunication products and services are able to help users in solving complaints and technical issues.					

PART D: Celebrity Attractiveness and Consumer Purchasing Behavior

Please tick the level of agreement of the following statements.

5= strongly Agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

	Celebrity Attractiveness and Consumer Purchasing Behavior	1	2	3	4	5
1.	The celebrities who endorse telecommunication products and services are familiar.					
2.	The telecommunication firms have relied on the physical attractiveness of the celebrity to drive demand for their product/services					
3.	I consider how fashionable celebrities in the endorsement of their products/services are before making a decision.					
4.	I consider the pleasantness of the celebrities who endorse the telecommunication products and services as a key factor.					
5.	I find the celebrities who are used in the endorsement by telecommunication firms presentable and classy.					

PART E: Celebrity Respect and Consumer Purchasing Behavior

Please tick the level of agreement of the following statements.

5= strongly Agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

Celebrity Respect and Consumer Purchasing Behavior		1	2	3	4	5
1.	I would consider a telecommunication product/service that is endorsed by a celebrity with good model behavior.					
2.	I feel more attached to telecommunication products and services that are endorsed by a celebrity that I admire					
3.	I would trust the telecommunication products and services that are endorsed by a celebrity that I recognize.					
4.	I feel closer to a telecommunication products and services that is endorsed by a celebrity with a positive personality and image					
5.	I consider telecommunication products and services positively if they are endorsed by a celebrity who portrays positive behavior to the public					

PART F: Consumer Purchasing Behavior

Please tick the level of agreement of the following statements.

5= strongly Agree 4= Agree 3= Somewhat Agree 2= Disagree 1= Strongly Disagree

Consumer Purchasing Behavior		1	2	3	4	5
1.	I will purchase a telecommunication product or service that is endorsed by a celebrity as they seem to be of superior quality.					
2.	I would refer to my friends a telecommunication product or service that is endorsed by a celebrity as they appear to be a of a better taste					
3.	I tend to use telecommunication products/services endorsed by celebrities as they are highly accepted by my peers					
4.	I feel more comfortable when purchasing a telecommunication products/services endorsed by celebrities					
5.	I prefer telecommunication products/services endorsed by celebrities since I think they have more advantages than other products					
6.	I do not overly think of the cost of a telecommunication product or service when it's endorsed by a celebrity.					

Thank you for the response provided.

Appendix II: Graduate Studies Introduction Letter



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SCHOOL OF GRADUATE STUDIES

KCA/SGS/Aug.22/1

17th August 2022

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: BENARD ORINA OKEYO REG NO. 12/02817

It is my distinct pleasure to introduce to you Mr. Benard Orina who is a student in our institution pursuing a Master of Business Administration (Marketing Management Option) at the School of Business.

Benard is conducting a research on a topic titled: *"Effect of Celebrity Endorsement On Consumer Purchasing Behavior in The Telecommunication Industry in Kenya"* which is part of the requirements of the program he is pursuing. The research as well as the data procured thereof shall be used for academic purposes only.

Any assistance accorded to him is highly appreciated.

In case of further inquiry, do not hesitate to contact the undersigned.

Yours faithfully,

Dr. Nyaribo Misuko

Dean, School of Graduate Studies

Appendix III: NACOSTI Research License