



Factors Influencing the Celebrity Advertising Endorsement in Consumer Purchase Decision on Beverage Goods in Tanzania

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Abstract

The aim of the study will be to determine the factors influencing the celebrity advertising endorsement in consumer purchase decision in Tanzania, specifically on non-alcoholic beverages goods (carbonated soft drinks) at Kinondoni in Dar es salaam. Theory of Reasoned Action (TRA) was validated in answering the studied objectives. The study used the Survey strategy in data collection by administering the questionnaires. A sample of 400 respondents was taken from the population of under the study. Data were analyzed by using descriptive statistical analysis and multiple linear regression Analysis. Attitude and subjective norms is the determining significant factor on consumer's purchasing decision through Celebrity Endorsement in Tanzania, while behavior intention is not a significant factor. Business stakeholders should consider these findings and incorporate them into their strategies to enhancing Consumer's Purchasing decision through Celebrity Endorsement in Tanzania

Keywords: *Consumer's Advertising Attitude; Advertising Subjective Norms; Advertising Behavior Intention; Consumer Purchase Decision Through Celebrity Endorsement*

1.0 Introduction

Consumers are attracted everyday with many numbers of images in newspaper, magazines, billboards, television, radio, social networks and websites. Marketers use different strategies for creating advertisement which will grab customers' attention and interest on their product and services. The idea it not is only capturing customers attention but also to make customer interested on product and make purchased decision. Many companies invest a large amount of money in advertising their product and service, using of celebrities in their commercial advertising as a means of promotion help their brands to become popular and sales increase.(Erdogan, 1999)

Celebrity endorsement has been creating positive impact on company product and services, creating brand awareness, increasing brand visibility and help companies in capturing the target market. Celebrity advertising become very useful due to the reason of attracting more customers and more helpful in capturing customers attention. Celebrity endorsement is very powerfully marketing technique and become a Centre of attraction to many consumers in the market place (& Cabelleza, Gonzales 2016)

Today many companies' use celebrities to promotes their product and service with the celebrities as a results sales increase, company brands become very popular, change the attitude of the consumer towards of the brands and impacts in consumers purchase decision. (Qureshi & Malik, 2017). Previous studies has indicated that uses of celebrities as advertising tools will lead to create better storage of information in customers mind, which will lead consumer improving in product recall(Babu & Latha, 2014)

Despite the general positive impact of celebrity endorsement on companies product performance which has been shown by others studies (Erdogan, 1999; Gonzales & Cabelleza, 2016) in others cases celebrities can damage the brand of the company, due to bad behavior like drugs abuse shown by those celebrities (Munyoru & Nhevere, 2019). That implies that, signing a celebrity as endorser can cost a company brand, it is important to select right celebrity that will result in success of the company.

Celebrity endorsement it is one of the marketing strategies which use individuals who are famous and well known by the society(Babu & Latha, 2014). These people they have ability to influence other to engage, purchase, use a product or service and they have greater impact on company success. Celebrity endorsement become one of the best marketing tools of 21 century in advertising and changing perception, attitude, behavior of consumer buying behavior especially. 25 percent of advertising in United Kingdom and United States, 70 percent of all advertisement made in japan they have used celebrities to send message to consumers and capturing his attention toward company product and service (Carroll, 2009).

Celebrity endorsement produce more positive results than negative, it seems that celebrity endorsement helps to increase purchase intention and create positive attitude of the company product in customers mind(Gonzales & Cabelleza, 2016). As attitude is a typical determinant factor of purchasing behavior, the Theory of Reasoned Action (TRA) describes that, consumers will have positive attitude and develop brand loyalty towards certain products or services by consideration of tendentious behavior, behavioral response and the preference of the specific brand among the many brands in the products lines. This is also determined by the psychological stance by the consumers towards the product brand, which will further determine his/her purchasing and product choice among the many alternatives of products and services (Bass & Talarzyk, 1972).

Many studies have been done to assess on the factors influencing celebrity on consumers purchase intention in both developed and developing countries specifically in Tanzania (Akinyi, 2021; Chan *et al*; 2013; Gupta *et al*.,2015; Hani *et al*., 2018.). Despite the presence of all these studies, little is known on how on how attitude, subjective norms and behavior intention influence the consumers purchase intention Tanzania. Also, it is theoretically unknown on how the variables from the Theory of Reasoned Action (TRA) influence the influence of celebrity on consumer's purchase in Tanzania. Therefore, this study wanted to validate the theory of Reasoned Action (TRA) in determining the factors influencing the celebrity advertising endorsement in consumer purchase decision in the purchase of beverage products in Tanzania.

2.0 Literature Review and Theoretical Framework

Theory of Reasoned Action (TRA) is the theory that shows the relationship between behavior and attitude within human actions. The theory consists of the constructs of attitude, behavior intention and

subjective norms to undertake that behavior, of which are the constructs which were assessed under this study (Trafimow, 2009). The decisions made by the individuals to engage in a particular behavior is based on the outcomes the individuals expect will come as a result of performing the behavior. The decision of the consumers towards the product is mostly determined by the attitude of a person, either positive or negative towards that brand. If the consumer has positive attitude s/he will choose the particular brand, and thus create brand loyalty, the opposite of that the consumer will not prefer on choosing the particular brand (Porter and Kramer, 2002). Therefore, this study was guided by the TRA on assessing the consumers purchasing decision in relation with attitude, subjective norms and behavior intention, and how they have an effect on consumer's decision through the Celebrity Endorsement. Therefore, this study filled the gap by assessing on factors influencing the celebrity advertising endorsement in consumer purchase decision in Tanzania by validating the TRA constructs of attitude, subjective norms and behavior intention and how these constructs influence the consumer's purchase decision through the Celebrity advertisement Endorsement in Tanzania specifically in purchase of beverage goods.

There are few studies on the factors influencing the celebrity advertising endorsement in consumer purchase decision in Tanzania (Adu & Amponsah, 2020; Akinyi, 2021; Mhela et al., 2020). However, the available studies have been done in both developed and developing countries have mixed results, that there are differences on interpretations found on the factors influencing the influencing the celebrity advertising endorsement in consumer purchase decision, as some studies indicates that attitude, behavior intention and subjective norms have influence on the celebrity advertising endorsement in consumer purchase decision (Réthi, 2012; Saka et al., 2019). However other study findings indicated that attitude, behavior intention and subjective norms have no influence on the celebrity advertising endorsement in consumer purchase decision (Fjeldstad et al., 2012). With these mixed results and scanty studies in the developing countries, particularly in Tanzania. There is a need of further study, thus, this study will fill that gap. From the above literature review and theoretical framework, the following hypothesis were developed.

H1: Advertising attitudes has significance and positive effect on consumers purchasing decision through Celebrity Endorsement

H2₁: Advertising Subjective norms has significance and positive effect on consumers purchasing decision through Celebrity Endorsement

H3: advertising behavior intention has significance and positive effect on consumers purchasing decision through Celebrity Endorsement

3.0 Methodology

3.1 Research Approach, Population, Sample and Measurement Used

This research adopted the deductive approach. This is due to the reason that the study started with the theories which been already developed from literature review and then design the research strategy to test the theories (Saunders et al., 2012; Kothari and Garg 2014). Since, the deductive approach is suitable for a research problem that seeks to explain causal relationship between two or more variables or concepts. The study adopted survey strategy, survey helps or assists to collect huge amount of data using questionnaires administered to a population sample to enable the researcher to test the study hypothesis (Saunders et al 2012). The population of this study were the customers of the non-alcoholic beverages coca cola drinks in Kinondoni municipals, the municipality was selected due to the fact that it is a commercial city with a large number of running businesses, with a population of 1,800,000 as per census of 2012 with a growth rate of 5 percent (URT, 2022). The study used a multi stage sampling procedures. Its estimated that there are 808,803 consumers of beverages in Kinondoni municipality (Coca

cola first Quarter Report, 2022). Sampling frame refers to the intended units of sample to be collected from the population (Saunders *et al.*, 2012) The sampling frame included the consumers who are students from both secondary and tertiary education and adult consumers. Primary data was done on data collection. A total of 398 questionnaires out of 400 were returned. The independent variable was measured using 7 Likert scale ranging from strongly disagree to strongly agree. The independent variables comprised of customers attitude, subjective norms and behavior intention towards products purchasing decision were measured against the dependent variable of the celebrity advertising endorsement in consumer purchase decision be measured using seven point Likert scale ranging from strong disagree to strong agree, adopted (Mansoori *et al.*, 2018; Shafinah *et al.*, 2013; Venkatesh *et al.*, 2003).

Data Analysis

Table 1.0 Demographic characteristics of respondents

Variable	Frequency (Percentage)
Age	
12-19	51(12.8)
20-40	285(71.3)
41-60	61(15.3)
61-81	3(8)
sex	
Female	249(62.3)
Male	151(37.8)
Occupation	
Business person	96(24.0)
Employed	115(29.8)
Student	86(21.5)
Not employed	101(25.3)
Unknown (not indicated)	2(5)
Municipality	
Kibamba	32(8)
Ubungo	78(19.5)
Kigamboni	27(6.8)
Ilala	142(35.5)
Kinondoni	121(30.3)

3.2 Reliability Analysis Results

Table 2.0 indicates that Reliability Statistics was performed to assess the internal consistency and the reliability of a scale or measurement tool by using Cronbach's Alpha, the value of 0.808 suggests that there is a reasonably good level of internal consistency among the items in the scale used on the study. Cronbach's Alpha values range from 0 to 1, with higher values indicating greater internal consistency

However, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was done to assess the adequacy of the data for conducting a factor analysis. The value of 0.801 suggests that your data is generally suitable for factor analysis. KMO values range from 0 to 1, with higher values indicating better sampling adequacy (Heale & Twycross, 2015).

Also, Bartlett's Test of Sphericity was performed to determine whether there is a significant relationship between variables in the dataset. In this case, the test statistic is approximately 3185.066,

with 253 degrees of freedom (df). The significance value (Sig.) of 0.000 indicates that there is a significant relationship among the variables.

These results on table 2.0 collectively indicate that the data is suitable for factor analysis, there is a significant relationship among the variables, and the scale used demonstrates a good level of internal consistency.

Table 2.0 on Reliability, Sample adequacy and relationship of variables on the dataset (KMO) and Bartlett's Test)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.801
Bartlett's Test of Sphericity	Approx. Chi-Square	3185.066
	df	253
	Sig.	.000
Reliability Statistics		
Cronbach's Alpha	N of Items	
.808	23	

3.3 Exploratory Factor Analysis

Exploratory factors analysis was performed in order to relationship between the observed variables and the latent variable, which were purchase decision by Celebrity Endorsement (EN), consumers advertising attitudes (ATT), consumer's advertising Behavior Intention (BI), consumer's advertising Subjective norms (SN) by Consumers These factor loadings represent the relationships between the observed variables and the underlying latent factors. Based on the provided values, it appears that factor loadings above the commonly used cutoff of 0.3, suggesting a significant relationship with the latent factor (Basto & Pereira, 2012)

Table 3.0: Analysis for Principle component for variable EN.ATT, BI and SN

END Variables		ATT variables	
Variable	Factor loadings	Variable	Factor loadings
END7	0.518	ATT1	0.651
END3	0.561	ATT7	0.442
END6	0.519	ATT5	0.545
END1	0.630	ATT2	0.639
END2	0.619	ATT6	0.466
END6	0.511	ATT4	0.589
END4	0.525		
SN variables			
Variable		Factor loadings	
SN3		0.580	
SN1		0.609	
SN7		0.476	
SN4		0.535	
SN5		0.519	

SN6	0.530
SN2	0.585
BI variables	
Variable	Factor loadings
BI3	0.461
BI2	0.464
BI1	0.467
BI4	0.434

Source; Field Data (2023)

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Only one component was extracted per each construct from its related variables.

The solution was not rotated (No rotated component matrix)

3.4 Correlation Results

Results of the correlation in Table 4.0 indicates the correlation coefficients range from 0.266 to 0.625. This implies that the independent variables of Consumers advertising Attitude(ATT), Subjective norms(SN) and Behaviour Intention(BI) have strong association with the dependent variable of Celebrity Endorsement(EN). As per Senthilnathan (2019) multicollinearity should be \geq to +0.9. This indicates there were no multicollinearity in the model

Table 4.0 Inter Correlations

		END	ATT	SN	BI
Pearson Correlation	END	1.000	.447	.599	.266
	ATT	.447	1.000	.446	.625
	SN	.599	.446	1.000	.316
	BI	.266	.625	.316	1.000
Sig. (1-tailed)	END	.	.000	.000	.000
	ATT	.000	.	.000	.000
	SN	.000	.000	.	.000
	BI	.000	.000	.000	.
N	END	400	400	399	399
	ATT	400	400	399	399
	SN	399	399	399	398
	BI	399	399	398	399

Source; Field Data (2023)

3.5 Multiple Linear Regression Analysis

3.5.1 Effect of Consumer's Advertising Attitudes (ATT) towards Consumer's Purchasing Decision Through Celebrity Endorsement (EN)

The results showed that coefficient for ATT(Attitude) is 0.296, and the p-value (Sig.) is 0.000, which is less than the significance level of 0.05. This indicates that the relationship between Attitudes (ATT) towards consumer's purchasing decision through Celebrity Endorsement (EN) is statistically

significant. A one-unit increase in ATT is associated with a 0.296unit increase in END, holding other variables constant.

3.5.3 Effect of Consumer's Subjective Norms (SN) towards Consumer's Purchasing Decision Through Celebrity Endorsement (EN)

The results showed that the Subjective Norms (SN) coefficient is 0.558, and the p-value (Sig.) is 0.000, which is less than the significance level of 0.05. relationship between Subjective Norms (SN) towards consumer's purchasing decision through Celebrity Endorsement (EN) is statistically significant. A one-unit increase in SN is associated with a 0.558unit increase in END, holding other variables constant.

3.5.4 Effect of Consumer's Behavior Intention (BI) towards consumer's Purchasing Decision Through Celebrity Endorsement (EN)

The results showed that the coefficient for Behavior Intention (BI) is -0.102, and the p-value (Sig.) is 0.288, which is greater than the significance level of 0.05. This suggests that the relationship between Consumer's Behavior Intention (BI) and Consumer's Purchasing decision through Celebrity Endorsement (END) is not statistically significant in this model. The coefficient is not significantly different from zero, indicating that there is insufficient evidence to conclude that BI has a significant impact on END in this particular analysis.

4.0 Discussion

The findings of this study indicate that consumers' attitudes towards advertising have a significant positive impact on their purchasing decisions through celebrity endorsement in Tanzania. This supports the alternative hypothesis and rejects the null hypothesis, suggesting a positive relationship between advertising attitudes and consumer purchasing decisions through celebrity endorsement. These findings are consistent with the predictions of the Theory of Reasoned Action proposed by Ajzen (1985), which states that individuals' attitudes towards advertising messages, brands, or promotional activities can influence their likelihood of using or not using the product.

By examining the relationship between advertising attitudes and purchasing decisions, researchers and business stakeholders can gain insights into the impact of positive or negative attitudes towards advertising on consumer behaviour. Similar findings have been reported in studies conducted by Min et al. (2019), which also found a relationship between celebrities, celebrity publicity, and customer product choice. This suggests that understanding customer attitudes towards celebrity endorsement can help marketers comprehend the role of advertising in shaping consumer behaviour and develop more effective and persuasive advertising campaigns.

Contrary to the findings of Hani et al. (2018), which indicated that celebrity endorser attractiveness has no effect on customer choice of products or services, this study suggests that celebrity endorsement can sometimes have more harm than benefits on the marketing of products or services. Therefore, it is important to further investigate the behaviour patterns and personal brand of celebrities to avoid potential losses in business. Proper marketing strategies are needed to assess the influence of celebrity endorsement before engaging them, as highlighted by Min et al. (2019).

Furthermore, the findings indicate that subjective norms play a significant role in consumers' purchasing decisions through celebrity endorsement in Tanzania. Subjective norms refer to individuals' perceptions of social expectations and pressures related to their behaviour(Ajzen & Fishbein, 2000). In

the context of advertising, subjective norms can reflect the influence of friends, family, or societal norms on consumers' attitudes and behaviours towards purchasing promoted products or services. By studying the relationship between advertising subjective norms and purchasing decisions, researchers can gain insights into the social factors that shape consumer behaviour and understand how advertising messages interact with cultural and social norms in Tanzania. These findings align with the Theory of Reasoned Action, which suggests that individuals' attitudes and subjective norms influence their behavioural intentions and guide their actual behaviour (Ajzen & Fishbein, 2000).

However, the study did not find a statistically significant relationship between consumers' behaviour intentions and their purchasing decisions through celebrity endorsement in this model. This suggests that behaviour intention is not a predictive factor for purchasing decisions through celebrity endorsement. This finding contrasts with previous studies that have indicated behaviour intention as a determining factor in the adoption and use of products or services (Chille et al., 2021).

5.0 Conclusion

In conclusion, this study supports the significant positive impact of attitudes and subjective norms on consumers' purchasing decisions through celebrity endorsement in Tanzania, while behaviour intention was not found to be a significant determining factor. These findings align with the Theory of Reasoned Action regarding attitudes and subjective norms but not regarding behaviour intention. Therefore, business stakeholders should consider these findings and incorporate them into their strategies to enhance consumers' purchasing decisions through celebrity endorsement in Tanzania.

6.0 Research Implications

The findings of this study validate the Theory of Reasoned Action by highlighting the significance of attitudes and subjective norms in enhancing consumers' purchasing decisions through celebrity endorsement in Tanzania. However, the study indicates that behaviour intention does not influence consumers' purchasing decisions in this context. Therefore, policymakers and business stakeholders in Tanzania should focus on subjective norms and attitudes to enhance consumers' purchasing decisions through celebrity endorsement, ultimately contributing to business growth in the country.

7.0 Study Limitations

One limitation of this study is that it was conducted in only one region of Tanzania, which may limit the generalizability of the findings to the entire population.

The study underscores the significance for researchers to explore additional factors beyond subjective norms, attitude, and behaviour intention in understanding the factors that influence consumers' purchasing decisions through celebrity endorsement. Factors such as perceived reputation, social characteristics, and the ease of use of the advertising platform should be considered. By investigating these factors, researchers can gain a deeper understanding of how they further impact consumers' decision-making processes regarding celebrity endorsement and product or service purchases.

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