The relationship between the race of a celebrity endorser and consumer purchase behaviour in multi-racial societies

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A research project submitted to the Gordon Institute of Business Science, University of Pretoria, in partial fulfilment of the requirements for the degree of Master of Business Administration.

10 November 2014

Abstract

Celebrity endorsement has become a pervasive means of communication strategy by marketing practitioners worldwide. One of the main aims of celebrity endorsement is to utilise the prominent status of the celebrity to positively impact the consumption behaviour of consumers. However, due to globalisation, marketers use internationally renowned celebrities (usually Hollywood stars) to promote products in foreign markets. The costs of using these celebrities are quite significant and as such the objectives of the communication strategy need to be realised if the firm intends to continue with the communication strategy approach.

Social Identity plays an important role in mainstream societies as it provides a basis for identification and belonging for people. Individuals who are part of a specific culture or society are positively influenced by the group norms. The sense of identification can be based on race, religion or cultural dimensions. Literature on celebrity endorsement has discussed in depth the source characteristics required by a celebrity to ensure positive consumption behaviour, but it has not explored the role of racial congruency (in the context of Social Identity) between the celebrity and the target market (i.e. race as a source characteristic). As such, the aim of this research is to investigate the relationship between the race of the celebrity endorser and consumer purchase behaviour in multi-racial societies.

A quantitative design study was conducted with a sample of 278 respondents across two firms. The data collected from the survey was analysed using non-parametric and descriptive statistical methods.

The main finding of the research was that consumers do not outwardly regard the race of the celebrity as an important characteristic in the endorsement process and their subsequent consumption intentions. Interestingly though, the findings showed that consumers have an innate preference for celebrities that are of the same racial profile, which indicates that race plays a role when selecting a celebrity for a specific target market.

Keywords

Celebrity Endorsement; Social Identity; Racial Congruency; Source Characteristics

Declaration

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Asif Alekar

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10th November 2014

Acknowledgement

The two years spent on my MBA journey have been a life changing experience which I will always value and cherish. Specifically, the experience gained from completing this research has been enriching and indispensable. I will like to acknowledge and offer my sincere gratitude to the following key individuals:

- My supervisor, Dr. Clive Corder for being available when I required his input and guidance around the subject matter. I have learnt so much from him that it will shape my future thinking

- My life partner and wife, Safeera Choughuley for her immense support and sacrifice during my MBA. I will be eternally grateful for your encouragement and prayers. I will also like to thank my daughter Madeeha for sacrificing her "daddy time" for the two years

- My senior management team at Hollard Insurance Company for supporting me in my MBA studies, research and granting me time off work to complete my studies and research

- My father, Ali Alekar for inculcating the importance of education and his well wishes and prayers

- My father in law, Abdul Kader Choughuley for being my editor for this research. I have improved immensely under his guidance

This research paper is also dedicated to my late mother Salma Alekar for her love, sacrifice and belief in me.

Table of Contents

List of tables

List of figures

Chapter 1: Introduction to Research Problem

Introduction

Muda, Musa, and Putit (2012) commented that in the contemporary market place, advertisers are faced with a daunting task of communicating their brand message through the immense message clutter that is present in the consumer's market. As such, the authors identified the use of celebrities as one method of breaking through the clutter as they assist in distinguishing the brand offering from other competitive products and create a distinct reference point (Muda et al., 2012). Hung (2014) supports this insight further when the author states that celebrity endorsement is a very effective strategy to elicit consumer interests and brand loyalty in a congested marketplace. The competitive nature of global markets has made it imperative that the identified advertising strategies by marketers yield the appropriate financial benefits which are increased sales volume, brand identification, awareness and recall. As such, Spry, Pappu, and Cornwell (2011) state that celebrity endorsement is also considered as an effective promotional tool by marketers for global products, as these celebrities are well known and have global presence.

Celebrity endorsement strategies financially return 27 times their costs which makes this an economically viable option (Hung, 2014). Hung, Chan, and Tse (2011) mentioned that the popularity of celebrity endorsement has grown rapidly in markets with one out of four advertisements in United States of America using celebrities to gain brand awareness and preference. This is due to the iconic status that people place on celebrities.

Hung (2014) argued that celebrities (which is defined by Lindenberg, Joly, and Stapel (2011) as publicly well-known and compatible people in mainstream culture, entertainment and fashion) serve as a means of escapism from their fan's mundane existence as they use celebrities as their emotional outlets. Furthermore, celebrities are a source of identification for consumers where they enhance their identity and values through the celebrity who is often seen as the embodiment of social acceptance and norms (Hung, 2014). Hung et al. (2011) describe the phenomenon of celebrity worship further when they proclaim that people regard celebrities as heroes or role models who are larger than life and in some cases regarded as a "bridge to god". The authors reason that humans worship celebrities as they represent an ideal state and the subsequent endorsement from the celebrity has high impact (Hung et al., 2011).

The selection of a celebrity to endorse a specific brand has now become an integral and a key decision strategy for multi-national companies (MNCs) to influence purchase behaviour. The impact of globalisation has led to MNCs marketing their brands in different countries which are made up of

multiple races, cultures and creeds. For that reason, it becomes important to understand the impact of the celebrity endorser's race on consumption behaviour and subsequent customer loyalty.

Background of study

Dekker and van Reijmersdal (2013) maintain that celebrity endorsements have become a popular strategy by companies to promote their products. Celebrities have become ubiquitous in the contemporary market-place that are seen promoting brands, products and in some case organisations themselves (Ilicic & Webster, 2011). According to KhongKok and YouLi (2013) companies use celebrity endorsements as a marketing approach to make a product or a service more noticeable, attractive and interesting to consumers. Hung (2014) argued that celebrities are influential as they are regarded as credible spokepersons and opinion experts. Celebrities serve as a source of aspiration for consumers which enables their endorsements to be taken seriously. Importantly, celebrities provide consumers with a sense of confidence and trust in the advertisement message which increases brand acceptance and positively impacting consumer's attitudes (Hung, 2014).

There are numerous benefits of celebrity endorsements as identified by Biswas, Hussain, and O'Donnell (2009) which include heightening the appeal of advertisement, enhancing audience attentiveness, and creating credibility, desirability and glamour to the product or services. The authors further argue that the utilisation of celebrities in company's advertisements has led to favourable responses to advertising and greater purchase intention than a non-celebrity endorser, (Biswas et al., 2009). Hung et al. (2011) expressed that the primary advantage of using celebrity endorsement is promoting brand awareness and brand purchase through the celebrity's source credibility, source attractiveness and image congruence (Chapter 2 will explore these concepts further).

The above-mentioned paragraph highlighted the positive aspects of celebrity endorsements; however, Ilicic and Webster (2011) discussed in their research paper that benefits of celebrity endorsements diminish when celebrities are seen to promote multiple product brands. The promotion of multiple brands reduces the credibility of the celebrity endorser in consumers' views. Biswas et al. (2009) further identified the lack of evidence to which celebrity source characteristics (credibility, honesty and attractiveness) are most effective in influencing consumers to purchase endorsed products. This current research argues that previous academic papers have not explored other source characteristics such as racial congruency and the importance of it in celebrity endorsement. Therefore, one of the source characteristic that requires examination is the importance of racial congruency between the celebrity endorser and the target market. This creates a point of departure for this research to study the influence of celebrity's race on consumer purchase behaviour in a multi-racial society.

Biswas et al. (2009) showed that advertising messages which are congruent with the dominant cultural norms of a society are more persuasive than those that are incongruent with the cultural values of the society in which the advertising is executed. The authors mention that limited research has been conducted for celebrity endorsements from a cultural congruence perspective, (Biswas et al., 2009). This observation is supported when other articles on celebrity endorsement are critiqued. For example, the 14 point model (see Appendix A) suggested by Patel (2009), that is used to evaluate a celebrity suited for an advertising campaign did not include any evaluation factors on ethnicity or race of the celebrity nor does it include culture in general. Ding, Molchanov, and Stork (2011) cautioned that the absence or lack of a clear link between the endorser and the endorsed product would lead to an unsuccessful advertising campaign. These authors placed importance on congruency. Examples of congruency as described by Ding et al. (2011) are athletic and sports related products as well as gender and beauty products. Critically though, their research did not explore racial congruency between the endorser and the target audience which indicates that this is not researched exhaustively.

Congruence between the brand, the endorser and the target audience in celebrity endorsement becomes a pivotal point as alignment of all three elements will impact purchase decisions. From an academic perspective, it is important to continually understand the relationship between the three elements and to improve further on the factors that determine the best celebrity endorser and target audience fit. This best fit results in customer loyalty which benefits practitioners.

The importance of customer loyalty has grown in recent times. Globalisation has led to a plethora of brands entering the market which has resulted in intense competition. Wang and Wu (2012) mentioned that customer loyalty has now become a source of competitive advantage and therefore a core focus of most firms' strategic considerations. They argue that customer loyalty has resulted in an increase in profitability and factors such as corporate image, perceived value and switching costs are the basis of customer loyalty. KhongKok and YouLi (2013) stated that an additional factor that will increase brand loyalty is to associate the brand with a celebrity that is well liked. In this instance, it is imperative to understand whether customers switch brands if they do not associate with the celebrity and identify the source characteristics that are required for celebrity selection process.

Celebrity endorsement in multi-cultural societies becomes a challenging communication strategy as marketers need to ascertain whether consumers will identify with the chosen celebrity especially if that celebrity is not of a similar cultural background. In this regard, investigating the role of Social Identity in celebrity endorsement becomes pivotal.

Social Identity and consumer behaviour

Chattaraman and Lennon (2008) stated that ethnic identification significantly impacts the consumption of products. The authors define ethnic identity as a shared identity of a group of

people based on a common historical background, nationality and religious affiliations. Given the multi-racial and multi-cultural characteristics of global markets, there is increased prevalence from marketers to connect their brand with an aspect of consumer's Social Identity which includes, amongst other identity factors, ethnicity (White, Argo, & Sengupta, 2012). White and Argo (2009) define Social Identity as an aspect of self-concept that is derived from actual or perceived membership in a social group.

The influence of Social Identity on consumer behaviour can be seen in the market place. White et al. (2012) explain that individuals can respond to a given situation in ways that are consistent with their individual's personal identity or many possible social identities. They extend the theory by citing a research which demonstrated that consumers engage in identity-congruent behaviours and evaluate products more favourably when the product is linked with an aspect of Social Identity that is viewed as important. However, a risk for marketers is that identity based strategies can be destructive if the consumers feel threatened by that identity.

Hung et al. (2011) attest that celebrities are cultural symbols who embody the values and ideals of a particular culture. Given this assertion, consumers identify with the common cultural symbolic elements which the celebrity and consumer share. This commonality forms the basis of Social Identity for the consumer. Lindenberg et al. (2011) posits that the power of celebrities is such that consumers who associate with a celebrity strive to be more like that celebrity which results in those consumers emulating the celebrity's attitude, beliefs and behaviours. This only occurs if they identify with the celebrity. The authors further claim that celebrities have a psychological presence in people which results in imaginary relationships and that the success of celebrity endorsement is influenced by the fit with cultural values between celebrity and people which results in brand loyalty (Lindenberg et al., 2011). Muda et al. (2012) expound that consumers idolise celebrities as they embody the shared values, success and enhance self-esteem. As such, consumers identify with celebrities and who are seen as a reference point.

Following from above, this research aims to understand the effectiveness of celebrity endorsements in multi-ethnic (racial) societies based on the Social Identity theory mentioned earlier. Race can be categorized as White, Black, Indian, Chinese etc. Chapter 2 will expand further on the concepts of Social Identity and celebrity endorsements.

Research motivation

Global brands (brands that have presence in more than one country) have to take into account the environment they operate in. Huang, Oppewal and Mavondo (2013) stated that marketers must accommodate their target market by making the communication more similar to the communication target in order to make it more effective. They cited examples such as the usage of ethnic models in

advertisements, using ethnic language, music, art, national flags or other cultural symbols as part of the brand or promotion.

A motivation for this research is to obtain an understanding of the relationship between the race of the celebrity endorser and the effectiveness of the advertisement on the target market within the context of Social Identity (racial congruency). As celebrity endorsement has become a prevalent communication strategy, it would be beneficial to both academia and business to investigate the importance of congruency between the race of the celebrity and the target market that is composed of many different races and the subsequent effectiveness of the advertisement strategy. From an academic perspective, it will assist the marketing field to ascertain whether consumers behave differently from a consumption perspective when the race of the celebrity endorser is different. Likewise the business domain may benefit from the findings as it will provide insight into the importance of race in celebrity endorsement, as it has a direct impact on advertising effectiveness in multi-racial societies.

Vida, Dmitrovic, and Obadia (2008) proposed that further research be done to gain a better understanding of the interplay between ethnicity (race) and consumption and evaluate the impact of these factors on society. They have observed that a consumer's identification with their ethnic sentiment may be reflected in their consumption behaviour. This research will utilise race and ethnicity interchangeably as has been done in other academic journals such as Chattaraman and Lennon (2008). For the purpose of this study, these terms have a similar meaning and are a subset of Social Identity.

Based on the above-mentioned research suggestion, understanding the relationship between the race of celebrity endorser and consumer purchase behaviour in multi-racial societies is justified. A significant amount of money is invested in celebrity endorsement campaigns with the view to attracting sales and new customers (Elberse & Verleun, 2012). Hence, it is important for business to have a comprehensive view of the factors that will ensure a successful selection of the celebrity endorser which means that the source characteristics cited in literature needs to be continually updated and tested.

Scope and research structure

The thrust of the research will be on celebrity endorsement and Social Identity theory and their combined role in consumer behaviour. This research will be focused on understanding the impact of celebrity's race in the endorsement process and more specifically the influence it has on consumer purchase behaviour.

This research will be based on current academic studies on celebrity endorsement and the role of Social Identity in consumer behaviour. The composition of this research aims to address the research propositions and is organised in the following way:

- **Chapter 2**: The literature review introduces the concepts of celebrity endorsement, source characteristics required by a celebrity and Social Identity theory. The chapter argues the importance of aligning celebrities to the target market to ensure positive purchase intentions by consumers

- **Chapter 3:** This chapter provides the questions and propositions that will be explored for this research based on the arguments advanced in Chapter 2

- **Chapter 4:** explores the research methodology chosen for the research. It also defines the research universe, unit of analysis, sampling technique and the questionnaire design

- **Chapter 5:** The data collected is statistically analysed in order to prove or disprove the stated propositions. A combination of descriptive and non-parametric statistics is used in the chapter

- **Chapter 6:** The chapter discusses the statistical findings from Chapter 5 and provides commentary on the propositions

- **Chapter 7:** The final chapter culminates the research findings and the corresponding impact for business and academia. The chapter also includes a proposed celebrity selection model for both academia and business

Chapter 2: Literature Review

Celebrity endorsement

The phenomenon of celebrity endorsement has become ubiquitous in global marketing strategies due to its potential ability to generate sales for the endorsed product. As per Biswas et al. (2009) celebrities have been found to produce positive responses and greater purchase intentions than a non-celebrity endorser. Halonen-Knight and Hurmerinta (2010) remarked that celebrity endorsement is one of the most popular methods of marketing used to promote a range of consumer products. Spry et al. (2011) support these findings by claiming that one in four advertisements use celebrity endorsements, whilst Hollensen and Schimmelpfennig (2013) enumerated that one in five advertisements in the United Kingdom featured celebrities. Due to the popularity of celebrity endorsements, it is not surprising to witness global firms spending significant amounts of money on endorsement deals. The sporting apparel giant, Nike, spent $ 475 million annually on athlete endorsements as part of its $ 1.7 billion advertising budget in 2006 (Elberse & Verleun, 2012).

As such, a celebrity is broadly defined as any famous public figure or respected personality in a society who stems from any field or background (Dhotre & Bhola, 2010). Dhotre and Bhola (2010) further expanded this definition by stating that celebrities are largely prevalent in the television, movies and the sporting realms. This observation is supported by Dhotre and Bhola (2010) who list the likes of Oprah Winfrey (TV host), Tiger Woods (Sportsman), Madonna and the Rolling Stones (Music) and finally Brad Pitt (Actor) as examples of celebrities. Ogunsiji (2012) provided a practitioner's definition of celebrity endorsement by stating that it is a tool that is used by marketing companies to differentiate the firm from their competitors and create a niche in the market amongst their target market.

Endorsement, on the other hand, is a technique where a well-known or respected individual such as a celebrity or an expert in the product or service area who speaks on behalf of a company or brand and in some cases demonstrates the product such as sporting apparel (Dhotre & Bhola, 2010).

Based on the above, celebrity endorsement has been defined by several authors as any individual who enjoys public recognition and uses it to promote a brand by appearing with it in an advertisement (Erdogan, 1999; Dhotre & Bhola, 2010 and Carroll, 2009). Vaghela (2012) narrowed the definition further by stating that celebrity endorsement is a form of an advertising campaign which involved famous or globally renowned persons who use their fame to promote the firm's product or service. From the definitions provided in the review of literature, it can be concluded that celebrity endorsement includes a domestic or internationally renowned person that has the potential to influence consumer behaviour to purchase a product or a service.

History of celebrity endorsements

Erdogan (1999) was of the view that the concept of celebrity endorsement was not just a 20th century phenomenon fuelled by the growth of media but had been conceptualised since the 19th century. The author cited an example of Cadbury Cocoa endorsed by the Queen Victoria. Keel and Nataraajan (2012) identified Pope Leo XIII and Thomas Edison as those that endorsed wine products in the early 19th century. However, Erdogan (1999) postulated that the prevalence of celebrity endorsements increased drastically as cinema and television became popular in mainstream culture in the 1970s which resulted in a proliferation of famous people.

Rationale for using celebrity endorsers

Given the trend of using celebrity endorsers in marketing campaigns, it is important to understand the reasons why firms use famous people to promote their brand. Patel (2009) posited that one of the main reasons for using a celebrity to endorse a product or a service was that it provided the brand with instant attention and instant recall when the firm leveraged off the celebrity's fame. The ancillary reasons for using a celebrity was that the advertisement with a celebrity stood out from the clutter; prior knowledge of the star and their credibility created instant connection with the customers and finally it provided a source of differentiation from the firm's competitors that did not use a celebrity (Patel, 2009).

Patel's (2009) view around clutter and source of differentiation is reinforced by Dhotre and Bhola. Dhotre and Bhola (2010) argued that due to globalisation and the omnipresent marketing messages had resulted in marketers striving hard to create awareness about their products; consequently companies were investing significantly to create a distinct presence in the consumers' mind by the use of celebrities. This presence was accentuated by the use of celebrities that stood out in mainstream society via their dynamic physical and personal qualities. Erdogan (1999) noted that firms used celebrities due to their dynamic qualities such as physical attractiveness and likeability to gain attention in the market.

Elberse and Verleun (2012) provided a financial perspective for the use of celebrities in addition to the financial statistic mentioned in Chapter 1. They found that the use of celebrity endorsers culminated in an increase in sales volume and more importantly, it strengthened the value of the firm's share price. The authors noted that the company's sales numbers increased by four percent and the share value increased by a quarter of a percent when it utilised a celebrity endorser.

Hollensen and Schimmelpfennig (2013) put forward a more psychological reason for using celebrities in advertisements. They explained that the rationale for using celebrities as endorsers was to leverage off the secondary brand associations. The motive behind this reasoning was to increase the brand's equity when marketers use associations attached to other entities (celebrities) and subsequently link them to their brands creating secondary brand associations. The resultant benefits

of such associations was provided by Spry et al. (2011) which are improved advertising effectiveness in the forms of brand recall, brand recognition and the subsequent positive influence on purchase intention and purchase behaviour.

Summarising the benefits of celebrity endorsements mentioned above, it can be concluded that celebrity endorsement strategies result in financial improvement, favourable purchase intentions and the creation of a distinct presence in the market.

The following section summarises the advantages and disadvantages of using celebrities as endorsers.

Advantages and disadvantages of using celebrity endorsers

The utilisation of celebrities as endorsers has its advantages and disadvantages. This section will highlight the key advantages and disadvantages identified based on the literature review conducted.

Advantages

- Increased attention for the brand (Erdogan, 1999); (D. W. White, Goddard, & Wilbur, 2009); (Dhotre & Bhola, 2010)
- Brand introduction and repositioning (Erdogan, 1999)
- Underpin global campaigns (Erdogan, 1999); (Biswas et al., 2009)
- Increased brand recall and recognition due to the celebrity's prestige and fame (D. W. White et al., 2009); (Ding et al., 2011); (Keel & Nataraajan, 2012)
- Create a unique personality for the brand (example: Jordan Air for Nike) *(D. W. White et al.*, 2009); (Ding et al., 2011)
- Increase in sales volume and company share value (Dhotre & Bhola, 2010); (Keel & Nataraajan, 2012)
- Due to the perception of celebrities as being regarded as trustworthy and credible, they become influential and effective (Dhotre & Bhola, 2010)

As much as there are advantages for using celebrities to endorse the company's brand, there are also noteworthy disadvantages.

Disadvantages

- The immense fame and prestige of the celebrity may overshadow the brand (Erdogan, 1999); (Dhotre & Bhola, 2010); (Patel, 2009)
- Increase use of the celebrity (over exposure) and the celebrity's image change may lead to the campaigns becoming ineffective (Erdogan, 1999)
- Negative publicity of the celebrity (Tiger Woods; Oscar Pistorius; Lance Armstrong) may lead to the endorsements being cancelled which results in significant financial loss (D. W. White et al., 2009)

- Marketers are dependent on celebrities in all their campaigns because they feel the campaigns will fail without them (Patel, 2009)
- Customers may question the credibility of the celebrity if there is incongruence between the celebrity and the brand being endorsed (Patel, 2009)
- Celebrity endorsements cannot guarantee success for the campaign as consumers are becoming more knowledgeable and the phenomenon of celebrity endorsement is common (Dhotre & Bhola, 2010)

The utilisation of celebrity endorsers in advertising campaigns requires thorough planning. Erdogan (1999) argued that companies that utilised celebrities whose public persona matched their brand and target audience, led to a successful endorsement but if there was no match between the celebrity, the brand and the target audience, the campaigns failed.

Based on the above, it is important that once a company takes a decision to use a celebrity to endorse its product then the appropriate celebrity selection process is initiated to ensure there is alignment between the celebrity, the product and the individual.

Celebrity selection process

The celebrity selection process entails that there is uniformity between the celebrity, the brand and the target audience. These are the core elements that are critical in the endorsement process as per Erdogan's findings mentioned in the previous section (Erdogan, 1999). It then becomes critical that the selection process is well understood.
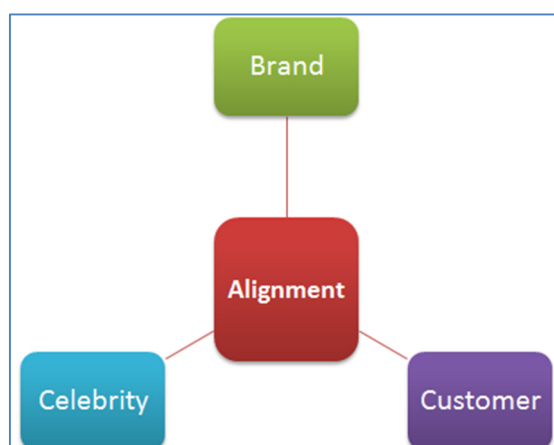
Figure 1: Congruency between the 3 core elements of endorsement process

Source: Erdogan (1999)

Wei and Wu (2013) stated that celebrity endorsement selection was typically based on the source effect construct which highlighted different source characteristics of the endorser. The source characteristics collectively influenced the persuasiveness of the communication conveyed to the target audience (Wei & Wu, 2013).

Hollensen and Schimmelpfennig (2013) include the Source models in their summary of three models that were developed to explain the core trait(s) an endorser should have that would enable the successful transfer of positive meaning to a brand. These models that Hollensen and Schimmelpfenning explained in their article are Source Attractiveness, Source Credibility and Meaning Transfer (Hollensen & Schimmelpfennig, 2013). The source effect models (attractiveness and credibility) are explained below.

Source Attractiveness model

Keel and Nataraajan (2012) explained that the Source Attractiveness Model (SAM) was based on the notion that the attractiveness or the physical appeal of the celebrity influenced the effectiveness of the advertising message. The model suggested that the endorser's attractiveness impacted the attitudes and persuasion of the consumer even if he/she was highly involved with the product, which resulted in a direct correlation between preference, brand recall and purchase intent when the celebrity was attractive (Keel & Nataraajan, 2012).

There are four core elements to SAM. Patra and Datta (2012) list these four elements as familiarity, likability, similarity and attractiveness. Similarity is defined as the resemblance between the sources and the receiver of the message, whilst familiarity is the knowledge of the celebrity through their exposure and likability is the affection for the celebrity based on the celebrity's physical features and behaviour (Patra & Datta, 2012). However, Patra and Datta, distinguished attractiveness from likability by stating that attractiveness did not pertain to the physical attributes of the celebrity but rather to personality skills such as intelligence and lifestyle (Patra & Datta, 2012).

Source Credibility model

Aggarwal-Gupta and Dang (2009) defined Source Credibility as a communicator's positive characteristics that affect the receiver's acceptance of a message. The definition is further explored by the authors when they stated that, credibility of an endorser was based on them possessing expertise relevant to the subject or the industry in which the brand belonged to; and these celebrities can be trusted to give an honest and believable view or opinion on the subject (Aggarwal-Gupta & Dang, 2009).

A celebrity is considered as an effective endorser when the target audience perceives them as credible and attractive (Halonen-Knight & Hurmerinta, 2010). The Source Credibility Model (SCM) was based on the premise that the consumer's perception of a celebrity endorser's expertise and trustworthiness influenced the advertising message's effectiveness (Keel & Nataraajan, 2012). Keel and Nataraajan (2012) stressed that the underlying essence of the model was that the more credible the celebrity was perceived the greater the purchase intentions would be from the target audience. McCracken (1989) expanded on the credibility view by stating that expertness in the field was a key element of credibility and it was the perceived ability of the celebrity to make valid assertions whilst

being trustworthy. Trustworthiness was defined by Aggrarwal-Gupta and Dang (2009), as the degree of confidence that consumers placed in the communication of the celebrity.

The credibility characteristic of a celebrity is important as it can lead to making the brand credible. Spry et al. (2011) illuminated this rationale by arguing that one of the main objectives of an advertisement campaign was to create brand credibility and if the celebrity was credible, it would lead to the brand becoming credible as well.

Limitations of the Source models

McCracken (1989) observed that both the Source Credibility and the Source Attractiveness models were developed originally for the study of communication and only applied in contemporary times to celebrity endorsements. McCracken, therefore, argued that Source models have their limitations. The downside to the models is that they have not effectively provided reasons as to why certain celebrity endorsements were unsuccessful and subsequently did not warn the marketers of the inappropriateness of the celebrity choices (McCracken, 1989). McCracken (1989) contended that the Source models have not served practically and more importantly do not provide the reasons for the mismatch between product and celebrity.

To address the limitations of the Source models, McCracken (1989) recommended the Meaning Transfer model. Erdogan (1999) explained that this model was based on the premise that celebrity endorsers brought their own symbolic meaning to the endorsement process and that there was an association between the brand and the celebrity. This is discernible when the cultural meanings embedded in a celebrity are extended beyond the person and are passed onto the product.

Halonen-Knight and Hurmerinta (2010) mentioned that celebrity endorsers gain associations from outside the endorsement process and subsequently transfer these associations to the endorsed product. Celebrities become a vessel through which cultural meaning is transferred from an outside world through to a brand (Lord & Putrevu, 2009). This process of association has been termed as Associative Learning or classical conditioning. Spry et al. (2011) described Associative Learning by stating that a celebrity and a brand represented individual nodes which became associated with each other. In other words, when consumers thought of a brand they would subsequently think about the endorser and vice-versa. Examples of symbolic meanings cited by Erdogan (1999) are status, class, gender as well as lifestyle and personality traits. Importantly, the author did not list culture or ethnicity as examples of symbolic meanings.

Meaning Transfer model

The Meaning Transfer model is made up of 3 stages, (McCracken, 1989). The following section will describe these stages as developed by McCracken.
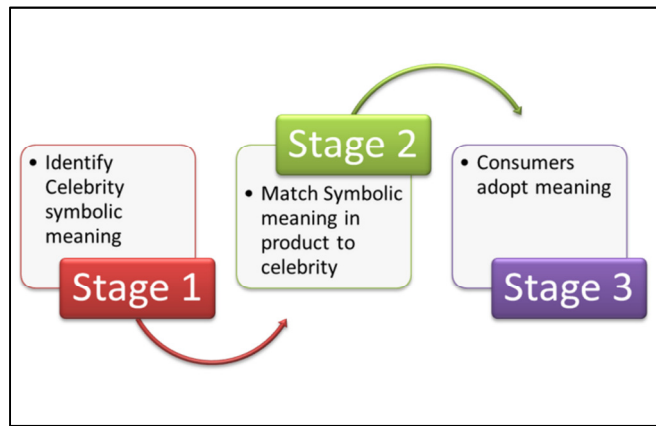
Figure 2: Meaning Transfer model

Source: McCracken (1989)

Stage 1

Stage 1 requires the firm to identify celebrities that have powerful meanings that they have attained through their culturally constructed world. McCracken argued that celebrities brought unique sets of meanings which ordinary people or advertising models did not. Celebrities offered a range of personality and lifestyle meanings and they had the ability to transfer those meanings more powerfully than models could. They have attained the symbolic meanings through their craft (sport and art).

Stage 2

Stage 2 necessitates marketing companies to identify the symbolic properties in their product and match it to a celebrity that has similar symbolic meanings. Accordingly, the advertisers then package a campaign that will serve to communicate these symbolic meanings to their target market ensuring that the similarities between the celebrity and the product is pointed out to the consumer so that they can adopt it in the final stage.

Stage 3

The final stage of McCracken's model involved the transferring of meanings from the product to the consumer. However, McCracken warned that the meanings embodied in the product did not automatically transfer into the consumer's world but, rather, the consumer must claim those meanings.

Hollensen and Schimmelpfennig (2013) concluded that the 3 models described above suggested that there was an intrinsic link or relationship between the celebrity and the brand they were endorsing. McCracken (1989) added another dimension to the link between the product and celebrity by recommending that there needed to be a final link with the target audience and the 3 core elements

(celebrity, product and consumer) must be closely linked to positively influence consumer behaviour.

The Meaning Transfer model is predominantly focused on the meaning transfer between the celebrity and the product and then subsequently to the target audience which in itself is very important. However, it does not address the symbolic alignment between the celebrity and the target audience which this research argues is becoming more pertinent in this era of globalisation.

Globalisation

Reed, Forehand, Puntoni, and Warlop (2012) defined globalisation as the increasing inter-connection of economic, social and technological processes across regions and countries. Globalisation has an impact on consumer behaviour and that requires consumers to make difficult trade-offs and also make difficult choices (Reed et al., 2012).

The emergence of multi-national companies (MNCs) in the wake of globalisation has resulted in companies focusing on global marketing. The impact of globalisation on celebrity endorsement has seen, for example, foreign Hollywood actors promoting Japanese products where before, the concept was unheard of (Direction, 2013). The consequence of global marketing requires MNCs to tailor their product and messages to suit the needs of the target audience. Erdogan (1999) argued that some of the difficult challenges of global marketing by MNCs are cultural obstacles such as language, relationships, power distance, masculinity and feminity amongst others.

Carroll (2009) observed that due to the proliferation of brands in the market and the associated bundle of benefits, it has increasingly led to a reduction in brand differentiation. The implication of this reduction has resulted in MNCs revisiting their strategies as consumers are spoilt for choice and thus brand choice by a consumer cannot be relied upon just on the product offering (Carroll, 2009). Therefore, Carrol posited that there was an increasing emphasis shift to symbolic/emotional features that generated more socio-psychological associations in the mind of the consumer (Carroll, 2009).

The socio-psychological associations of a consumer are influenced by their identity and their social surroundings. Social Identity theory is discussed in the next section.

Social Identity theory

Vida et al. (2008) asserted that due to globalisation an individual's control and sense of identity have been eroded and therefore international marketers are currently aware of cultural differences between nations and their respective characteristics of the market. The authors stressed that marketers need to gain insight of the interplay between ethnicity and consumption and ascertain the impact of these factors on society as consumer's identification with their ethnic sentiment may be reflected in the shopper's consumption behaviour (Vida et al., 2008).

Definition of Social Identity

Prior to exploring the definition of Social Identity, it is important to define identity. Accordingly, identity is any category label to which a consumer self-associates voluntarily and that label becomes an identity once the consumer has begun to incorporate it into their sense of who they are to aspire to become that person (Reed et al., 2012).

Social Identity can be defined as those traits, characteristics and goals that are linked to a social role or social group of which an individual is a member of and these social identities include broad identities or labels such as gender, culture, racial-ethnic or religious symbols (Oyserman, 2009; Antioco, Vanhamme, Hardy, & Bernardin, 2012). Building on ethnic identity, Chattaraman and Lennon (2008) explained ethnic identity as the shared identity of a group of people based on a common historical background, ancestry and knowledge of identifying symbolic elements such as nationality, religion affiliation, race and language. White and Argo (2009) used a more narrowed definition of Social Identity which they state is part of the consumer's self-concept that is derived from actual or perceived membership of the social group.

Choi and Rifon (2012) postulated that consumers' self-concept has been shown to influence their consumption behaviour. The authors defined self-concept as the sum of an individual's thought and feelings about themselves with respect to others and they identified 2 themes with respect to self-concept which are: the actual self and the ideal self. The authors defined actual self as how they perceived themselves whilst ideal self-referred to how they would like to be perceived, as such, they observed that consumers behaved in a manner that maintained and enhanced their self-concept and strived to match their actual self with their ideal self (Choi & Rifon, 2012).

Social Identity and consumption

The phenomenon of Social Identity has immersed itself in the consumption process as well. Escalas (2013) commented that researchers have acknowledged that people consume in ways that are consistent with their sense of self. This theory is very evident in consumer ethnocentrism. Consumer ethnocentrism is centred around the sentiments held by consumers about the appropriateness and morality of purchasing foreign made products (Vida et al., 2008). Vida et al. (2008) evaluated the effects of consumer ethnocentrism in a multi-ethnic state. They found that the

combination of national identity and nationalism are significant predictors of consumer ethnocentrism and preference for domestic goods (Vida et al., 2008). The authors argued that this was due to the evolution of ethnocentric tendencies based on a person's identification with his country and the feeling of economic superiority and dominance (Vida et al., 2008). Consumer ethnocentrism is an indication that consumer behaviour is influenced by Social Identity and therefore cannot be ignored in the celebrity endorsement process and in fact forms a significant component of the endorsement strategy. Indeed Vida et al. (2008) observed that despite the growing homogeneity of world markets, ethnicity and nationalism are amongst the strongest motivations in the contemporary market place. This observation suggests that using global stars to promote products or brand may not be an effective communication strategy.

Chattaraman and Lennon (2008) highlighted that major retailers in the United States of America (henceforth stated as America), such as Walmart and K-Mart have realised the importance of ethnic marketing and are focused on increasing the market share by implementing ethnic specific strategies such as ethnic specific brand and jewellery. The success of implementing ethnic specific strategies can be attributed to identity based motivation. Identity based motivation is a consumer's readiness to engage in identity-congruent action and that consumers use identities in their decision making and to make sense of the world around them (Oyserman, 2009).

Identity based motivation has led to firms building symbolic attributes in their brands. Carroll (2009) suggested that consumers regard brands as less bundles of utility but rather as a source of social meaning and the power to generate social acceptance. Carroll argued that brand consumption has evolved into a process of self-reference, self-identity and self-articulation (Carroll, 2009).

The application of Social Identity theory to marketing and consumer consumption has created the need to understand the impact of race/ethnicity in the celebrity endorsement process.

Celebrity endorsement and Social Identity

Social influence is made up of three factors as listed by Choi and Rifon (2012); Compliance, identification and internalisation. These authors stressed that identification was a key element in the celebrity endorsement process and through which individuals conformed to the behaviours of other people as they derived satisfaction from the belief that they were similar to that person (Choi & Rifon, 2012). Oyserman (2009) stated that Latin consumers in America have been found to prefer detergents associated with a similar ethnicity of the spokesperson. Furthermore, when racial ethnic identity is consistently on the participant's mind and linked to a product through a same race-ethnicity spokesperson it embodies the product with identity relevance and facilitates consumption (Oyserman, 2009). However, it is not clear in Oyserman's (2009) research whether the spokesperson was a celebrity as defined in the previous sections. Importantly though, Oyserman (2009) concluded that identity congruent brand choices are more likely than identity-incongruent brand choices.

Choi and Rifon (2012) revealed that celebrities can represent a reference group which has significant relevance on a consumer's evaluations, aspirations or behaviour and as such celebrities play an important role in influencing consumer behaviour.

Globalisation, migration patterns and satellite television are creating multi-cultural populations in domestic markets and exposing consumers to alternative behaviours and wants (Biswas et al., 2009). This has resulted in a complex and dynamic market with differing consumer behaviour patterns. Biswas et al. (2009) prescribed that as celebrities represented the symbolic meanings and values that were closely tied to the culture in which they attained their distinction, the selection of the celebrity endorses and the subsequent creative execution of the advertising strategy must reflect the fundamental cultural orientation and the value of the consumer society.

Given the challenges of cultural obstacles, Erdogan (1999) stated that using the Meaning Transfer model, there was a conventional path for the transfer of cultural meanings in a consumer society and as such there needed to be congruence between the symbolic meaning the celebrity encompassed and the target audience. Erdogan (1999) further argued that firms invested significant amount of capital in funding an endorser that had Source Credibility and Source Attractiveness qualities, however, these celebrity qualities may have been inappropriate, irrelevant and undesirable for the target market.

Consumption behaviours of consumers are influenced or swayed, in some cases, by the cultural norms they prescribe to. Purchase intentions are not formulated in a vacuum but are a manifestation of the interplay between culture, social environment and marketing messages. With this in mind, it becomes pivotal to understand the influence of culture in the consumption process and specifically Hofstede's cultural dimension.

Hofstede's cultural dimensions

Hui (1988) observed that human behaviour is a function of both the person and the environment which is the physical and social. However, people behave differently in the environment with some individuals being independent whilst others need to share the environment with others (Hui, 1988).

De Mooij and Hofstede (2010) maintained that Hofstede's model (which incorporated the concept of individualism and collectivism) has emerged as the most applicable to global marketing and advertising. The model has been used to explain the differences of the concepts of self, personality and identity and adopted in branding strategy and communication (De Mooij & Hofstede, 2010). Soares, Farhangmehr, and Shoham (2007) expanded the significance of the Hofstede framework by claiming that it is the most widely used national cultural framework in psychology, sociology, marketing and management studies.

Hofstede (1984) extended Hui's observation to show how society was made up of distinct behavioural traits which the author ascribed as Individualists and Collectivists. De Mooij and Hofstede (2010) suggested that the concept of individualism and collectivism is used to distinguish between the individuals (Individualists) who are predisposed towards self-interest and focused on reaching their own goals and those who gravitate towards the collective (Collectivists) and focus on the social system rather than themselves.

The nature of such traits has an influence on the consumption behaviour of customers. This is supported by Triandis (2001) who observed that individualism and collectivism cultural syndrome is the most significant pointer of cultural difference.

The following is an explanation of each trait.

Individualism

Hui (1988) defined individualism as those who accentuate the self independently of the group and thus regarded themselves as individualists. Hofstede (1984) described individualism as an inclination of a loosely knit social framework in society wherein individuals were supposed to take care of themselves and their immediate family.

There are certain psychological characteristics that are linked to an individualist (Hui, 1988, p. 18). These are:

- A sense of personal identity with the knowledge of accepting who one is and what ones goals and values are
- The imperative of self-actualisation which is striving to be one's true self
- Assuming responsibility for one's actions (internal locus of control)
- Moral reasoning

Collectivism

Collectivist societies have a broad responsibility to not only themselves or their core family but to the extended family or clan in return for unquestionable loyalty (Hofstede, 1984). In Collectivists culture, the individual is motivated by group interest which is composed of the family, clan or some type of in-group with which people have learned to identify (Hofstede, 1984). Hui (1988) stated that the Collectivist society is centred on the group and as such the person's identity is derived from the social system rather than from individual attributes. The characteristics of a Collectivist society are those with feelings, emotions, beliefs, ideology and actions related to the group and importantly they subscribe to the following seven categories (Hui, 1988, p. 19):

1. A Utilitarian perspective on decision making considering the impact on people
2. Sharing of tangible goods
3. Sharing of non-tangible goods

4. Highly influenced by society and receptive to social influence
5. Sense of respectability
6. Sharing of outcomes
7. Sense of community

De Mooij and Hofstede (2010) argued that the utilisation of celebrities in advertising can be linked to collectivism with the intention to use the celebrity as the face to the brand and therefore invoke group identification. Hence, a celebrity endorser may have a greater influence on purchase intentions in Collectivist society.

Hofstede's cultural dimensions play an integral role in marketing and more importantly in consumer behaviour. De Mooij and Hofstede (2010) mentioned that the impact of culture presents a global local dilemma for advertising. Given the unique behavioural traits of consumers and the subjective interpretation of advertising messages, De Mooij and Hofstede (2010) postulated that marketers need to balance between standardised advertising for efficiency reasons with customisation of advertisements to local habits and consumer motive for effectiveness. Nelson and Paek (2007) remarked that standardisation in advertisement occurred when the advertising elements are kept consistent or similar across the countries where advertisements occurred.

The concept of standardisation is more apt for companies that utilise celebrities. The challenge for these companies is to balance between standardising advertisements for global/national marketing campaigns and determining when to deploy a targeted approach.

Advertising and culture

The impact of cultural behaviour on advertising was illustrated by De Mooij and Hofstede (2010), see Figure 3 below.
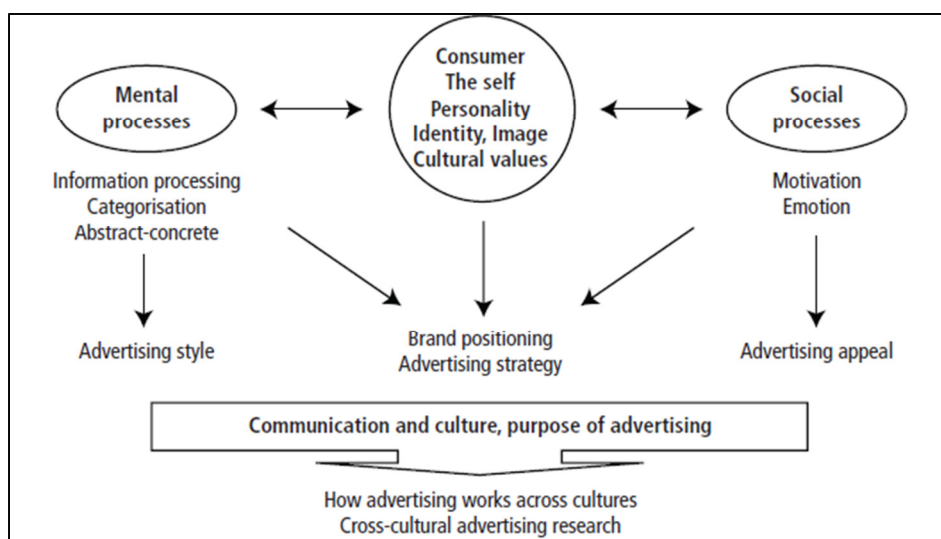
Figure 3: Global advertising research - Understanding cultural values of consumers

Source: De Mooij and Hofstede (2010)

De Mooij and Hofstede (2010) explained that cultural value was viewed as an integrated part of the consumer's self and not as an environmental factor. As a result, effective advertising development required the consumer to be the central focus as cultural values defined the personality of the consumer. The authors stated further that mental processes were mostly internal processes that focused on how people thought, learned, perceived, categorised and synthesised information. On the other side of the spectrum, social processes dealt with how individuals interacted with other people, their motivation and emotions (De Mooij & Hofstede, 2010). Social and mental processes affect advertising appeals and styles, as such, De Mooij and Hofstede (2010) advocated that all elements of the model (Figure 3 above) must be taken into account when researching how advertising worked across cultures.

Taking into account the multi-faceted nature of consumer behaviour, it becomes imperative that advertising strategies are balanced between a focused and targeted strategy and not purely based on standardised models. The adoption of standardised advertising elements by MNCs can create a conflict in a multi-cultural society due to consumers not identifying with the message or in some cases the spokesperson. This requires marketers to focus on targeting messages.

Butt and de Run (2011) defined targeting as determining a segment that a firm wanted to serve and customised the communication in such a manner that the consumer perceived that they were the intended target. The authors reasoned that targeted advertisements manifested into positive affiliation for the brand by the consumer which resulted in higher purchase intentions (Butt & de Run, 2011).

Lau-Gesk (2003) observed that persuasion appeals which were congruent with cultural values were evaluated more favourably than appeals that were culturally incongruent. As celebrities are integral to the persuasion appeal in an advertisement, Nelson and Paek (2007) pointed out that spokespersons or models were the most easily standardised advertising element across MNCs and often utilised Western models whose race were incongruent with the race of the intended market. Furthermore, the authors expanded the importance of customising advertising cues by providing an example of an international magazine (Cosmopolitan) that had to modify the content of the magazine to reflect the national culture with the aim to positively influence purchase intentions (Nelson & Paek, 2007). De Mooij and Hofstede (2010) confirmed the importance of congruency when they claimed that when the values of a consumer were congruent with the values reflected in advertising, the probability of consumers liking the advertisement and therefore the brand increased which resulted in advertising effectiveness.

Sallaz (2010) stated that in this progressive 21st century ideology of being colour-blind, racial identities remained salient and were topical in social gatherings which implies that, race cannot be ignored in marketing and indeed in consumer behaviour.

Ethnicity targeting in advertising

The concept of ethnicity in advertising has been previously discussed in literature. Butt and de Run (2011) elucidated that when ethnicity is used as a targeting strategy, the persuasion powers of an advertisement will increase as the intended respondent will identify similarities between the characteristics of the advertisement and himself/herself. The effectiveness of the targeting strategy is predominantly due to the insertion of meaningful variables as cues in the advertisement which are understood by the customers through their cultural models and ethnic identification (Butt & de Run, 2011). This ethnic identification rationale is best illustrated by the Dual Mediation Hypothesis (DMH) model.

The DMH model entails the process of understanding attitude formation as well as the interaction of these attitudes with behavioural outcomes (Butt & de Run, 2011).

Modified DMH model for attitude formation. SEI = strength of ethnic identity; SR = self reference; ADC = ad cognition; ADA = ad attitude; CB = brand cognition; AB = attitude towards brand; PI = purchase intention.
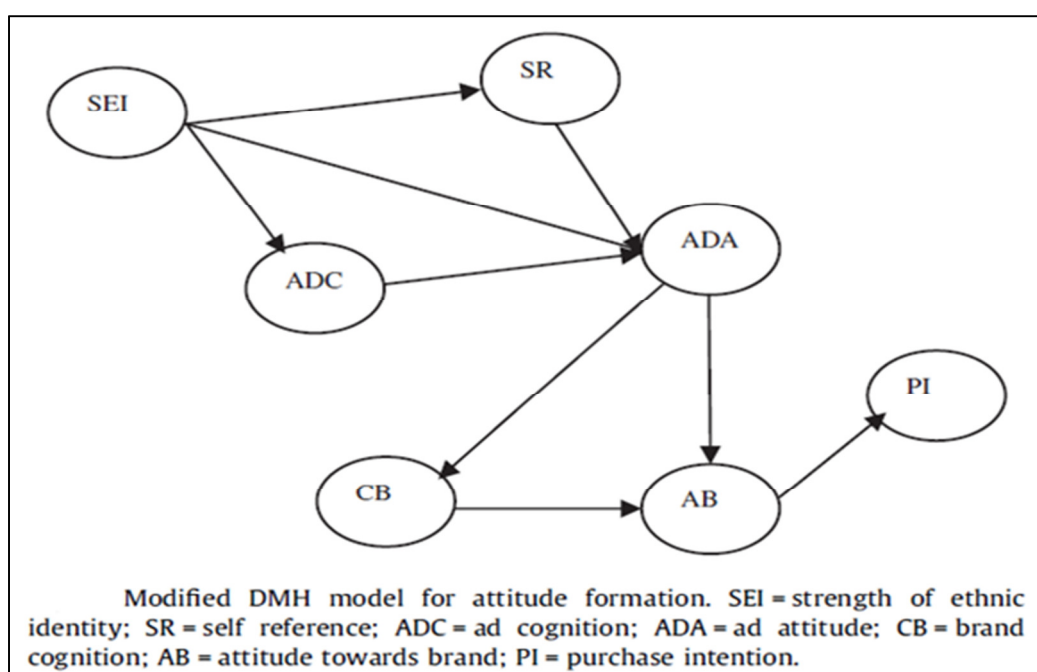
Figure 4: Dual Mediation Hypothesis model (DMH)

Source: Butt and de Run (2011)

Butt and de Run (2011) stated that the DMH model represented how consumers interpreted advertisement messages and formulated attitudes for the brand or product. The authors explained that the strength of ethnic identity (SEI) and self-reference (SR) are important factors that influenced attitudes (ADA) towards ethnic aligned advertisements. Butt and de Run (2011) argued that consumers' sense of ethnic identity may positively impact the degree to which purchase intentions (PI) are formed. This rationale can also be applied to understand whether it is important to align the race of the celebrity endorser to the target market.

Conclusion

The Literature Review section explored the concept of celebrity endorsement and provided an integrated view of its effectiveness in marketing. Consequently, celebrity endorsement is a key marketing strategy used by companies as it has an impact on consumer's purchase behaviour.

It was argued in the Literature Review that culture and specifically Social Identity play a critical role in consumption behaviour and the use of standardised advertising messages may prevent the intended advertising objectives from materialising. It was also highlighted, that the consumer's concept of self (subscribing to individualism or collectivism) influences how the advertising campaign is interpreted.

In retrospect, limited study has been done to understand the relationship between the race of the celebrity endorser and consumer's purchase behaviour which underpins the role of Social Identity. Chapter 3 will focus on the research methodology that will be used to investigate the gap identified in literature around racial congruency.

Chapter 3: Research Questions/Propositions/Hypotheses

Introduction

The literature review in Chapter 2 outlined the prominence of celebrity endorsements in advertising campaigns and its effectiveness in marketing. It covered the source attributes theory which describes the attitudes consumers have towards celebrity endorsers. Source attributes are focused on the attractiveness, expertise and trustworthiness of the celebrity which are all important traits in celebrity endorsements. That said, it does not take into account Social Identity nor does it evaluate its impact on consumer purchase behaviour. Social Identity plays an integral role in marketing and consumption behaviour and it therefore impacts the celebrity endorsement process. Whilst there were few articles found on race and celebrity endorsement congruency, this has not translated into a significant body of academic literature on the relationship of celebrity endorser's race (as part of Social Identity) and consumer purchase behaviour in a multi-racial society.

As such, it is important to explore further other "source" attributes that will enable a successful celebrity endorsement campaign in a multi-ethnic society. With this in mind, it becomes pivotal to understand the influence of race and culture of the celebrity endorser on the target audience and the subsequent purchase intentions. The significance of such a study is imperative as it tests the impact of race in celebrity endorsement and the subsequent success of a brand and product in terms of awareness and sales.

The research questions and propositions for the study have been developed to ascertain whether race plays an important role in the celebrity endorsement process. The concepts of individualism and collectivism have been included in the research as they are also an important composition of Social Identity.

Research questions

The following research questions will be focused upon:

1. How important is the celebrity endorser's race to consumers and their purchase intentions?
2. What attributes (religion, nationality, language and race) are important in a celebrity endorser for consumers?
3. For which type of product (high-end vs practical) does the race of a celebrity endorser influence consumer's purchase behaviour?
4. What impact do individualism and collectivism have on celebrity endorsement process in a multi-racial society?

Propositions

The research will test a set of propositions (P) that are considered to be applicable to the research topic. Saunders and Lewis (2012) define testable propositions as assertions that something is true and can be tested using a set of available data.

Propositions 1 and 2

Keel and Nataraajan (2012) stated that the importance of ethnicity in celebrity endorsement is dependent on the nature of product or service consumed. The authors claimed that consumers' purchase intentions were not influenced by the ethnicity of the celebrity endorser for practical or functional products, however they found that consumers paid importance to the ethnicity of the celebrity endorser when the ethnicity matches their own for high-value/ high-end products, (Keel & Nataraajan, 2012). It is important to note that these authors did not specifically test race in their research.

Based on the above, the following research propositions have been identified:

P1: A celebrity endorser's race does not positively influence consumer purchase behaviour for practical/functional products

P2: A celebrity endorser's race does positively influence consumer's purchase behaviour for high-end/high-valued products

Propositions 3 and 4

Biswas et al. (2009) use Hofstede's Individualism-collectivism dimensions to explain that individualistic cultures have lower power distance scores compared to collectivistic cultures which have higher power scores. They argued that the higher the power distance score the greater the influence status and glamour of the celebrity has on the consumer whilst the lower the power distance score, the less the impact celebrities have on consumers (they view celebrities as mere individuals with no status), (Biswas et al., 2009). Hofstede (1984) stated that power distance was the extent to which the members of a society accepted that power in institutions and organisations was distributed unequally. Large power distance societies acknowledge that there is hierarchy in which people have a place, whilst small power distance societies do not believe in hierarchies and strive for equal power (Hofstede, 1984).

Using the above-mentioned observation, the following propositions are presented:

P3: For a Collectivist, race of the celebrity endorser will positively influence consumer purchase behaviour

P4: For an Individualist, race of the celebrity will not positively influence consumer purchase behaviour

Proposition 5

Choi and Rifon (2012), regard Identification as a key element of social influence theory. They opine that individuals conform to the behaviours of other people as they derive satisfaction from the belief that that they are like that person and are therefore influenced by them and aspire to imitate them. Stemming from this observation, the following proposition has been developed:

P5: Racial congruency between the celebrity endorser and the individual will lead to positive purchase intention

Chapter 4 will discuss the research methodology that will be used to test these propositions and answer the research questions.

Chapter 4: Research Methodology

Introduction

The aim of the chapter is to describe the research methodology that was used to explore the research propositions identified in Chapter 3. The chapter defines the universe of the research; specifies the unit of analysis; identifies the sampling technique used and finally elucidates the research tool (questionnaire) that will be used to collect the data.

Saunders and Lewis (2012) discussed two types of research approaches: inductive and deductive. The deductive research approach is a method which entails the study of theoretical propositions, whilst inductive research is focused on the development of a theory based on existing data.

Chapter 2 examined the literature on celebrity endorsement and the subsequent impact it has on consumer purchasing behaviour. The concept of celebrity endorsement is not new and has indeed been studied extensively in academia. The focus in celebrity endorsement has been on the actual effectiveness of celebrity endorsement as well as the investigation into the character traits (source characteristics) of the celebrity that are required to positively influence purchase behaviour. This research took a step further by exploring the role Social Identity and race played in the endorsement process. As such, the purpose of this research was not to develop new theoretical constructs (inductive) but rather contribute further to the existing body of knowledge by testing specific propositions (deductive). As a result, this research had utilised a deductive research approach to test the propositions mentioned in Chapter 3.

The deductive research approach provides an accurate representation of persons, events or situations by asking questions that require quantitative responses that are used to confirm an existing theory (Saunders & Lewis, 2012). Saunders and Lewis (2012) stated that deductive research is descriptive in nature which involved specific methods such as:

– Questionnaire surveys
– Sampling
– Interviews
– Re-analysis of secondary data

This research administered questionnaires to respondents selected via a sample.

Research methodology chosen

Saunders and Lewis (2012) recommended that the chosen research strategy must enable the research to answer the research questions identified which would result in the research objectives being met. Given the study is descriptive and aims to confirm a set of propositions; the questionnaire research was used as part of a survey. A survey is a research strategy which involves the structured collection of data from a sizeable population and is typically quantitative in nature (Saunders & Lewis, 2012).

As the collection of data through a survey was conducted at a particular time, the research was deemed to be cross-sectional. A cross-sectional study is a snapshot of the respondent's views at a specific time as opposed to a longitudinal study which is a study of a particular topic over a period of time (Saunders & Lewis, 2012). Longitudinal studies are typically used to measure skills development or spending trends over a specific time period which is not applicable for this research.

The survey approach involves a series of steps that are required to collect data from respondents. Czaja and Blair (2005, p. 11) list the following procedural steps when conducting surveys:

1. Define the population or universe
2. Identify the unit of analysis
3. Determine the sampling frame
4. Select a sample
5. Design questionnaire
6. Administer the questionnaire
7. Analyse the collected data

Research Universe/Population and scope of study

Saunders and Lewis (2012) mentioned that a population is the complete set or group of members that the research will be conducted on, whilst Polit and Beck (2010) defined a population as the totality of elements or people that have common characteristics and are the focus of the study. Polit and Beck (2010) stated that in quantitative research, generalizability was considered as a major criterion for evaluating the quality of a study. Generalizability is defined as the act of reasoning that entails drawing broad conclusions, that is, making an inference about the population based on the sample results (Polit & Beck, 2010). It is therefore important that the process of identifying the respondents for the research ensured that they were representative of the population and the outcome of the research could be generalised with some level of statistical confidence.

Furthermore, it was imperative that the population was defined in line with the research topic. That is, the respondents were qualified to answer the research questions posited above and the

propositions could be tested from the data collected from the population. An important factor in defining the population was to ensure that it explicitly identified the scope and the geographic area.

Polit and Beck (2010) cautioned that there was a tendency in research to define the target population based on the convenience of accessing a sample. The authors explained that researchers had access to a specific sample and worked backwards to define the population which resulted in the target population not containing all the characteristics required for the research (Polit & Beck, 2010). The convenient identification of the population based on accessibility of the sample makes it difficult to generalise the findings of the research.

Taking the above mentioned warning by Polit and Beck into account, the population consisted of South African adults who were above the age of 16 and were active consumers in the economy. The definition of the population was based on the research questions and propositions identified in Chapter 3. As the research was restricted due to limited time, the respondents were from the author's work place (Hollard) and its partner service providers.

Unit of analysis

The unit of analysis was a consumer that was an active participant in the economy as they were employed and was above the age of 16 sourced from the work place (Hollard) and Hollard's partner businesses.

Sampling technique

Due to the size of the population, it is impractical to survey each and every element of analysis present in the universe/population as it is too time consuming and resource intensive. Therefore, a sample is taken from the population that is representative of the population, (Polit & Beck, 2010). Saunders and Lewis (2012) defined a sample as a sub-group of the population or universe. The authors recommended that as researchers it was important to consider the appropriateness of the sample used as the sample chosen needed to answer the research questions posited (Saunders & Lewis, 2012).

As mentioned above, a population consists of a comprehensive list of respondents that will qualify to answer the research questions. A sampling frame, on the other hand, is a list that contains a set of respondents from the population and is accessible to the researcher (Saunders & Lewis, 2012). When a sample frame is accessible to the researcher, probability sampling techniques can be applied to identify the required sample. Probability sampling is a sampling technique for selecting a sample from the sample frame, such as, each member has a known or equal chance of being selected (Saunders & Lewis, 2012).

The research utilised systematic probability sampling, which entailed an equi-interval after a random start. Systematic probability sampling entails randomly selecting the first sample member from the

sampling frame and the remainder of the sample members are chosen at regular intervals from the sampling frame (Saunders & Lewis, 2012).

For a quantitative study to be meaningful and add further the knowledge in the research area, a minimum sample size of 30 respondents is required. This research identified the respondents from the author's work place and partner businesses (as the topic is applicable to consumers in general). A target of 120 plus responses was set as a minimum sample target and a response rate of 60% plus was aimed for.

Questionnaire design

As the research is descriptive in nature, a structured questionnaire approach was deemed to be most suited to test the propositions identified in the previous section. A questionnaire, according to Saunders and Lewis (2012), is the best approach to collecting data about similar constructs from a sample of respondents.

The proposed structure of the questionnaire (see Appendix B) was broken down into the following sections:

Demographic

The purpose of the demographic section was to obtain an understanding of the respondents' characteristics in terms of their gender, age, occupation and population group (race). As the research was focused on Social Identity, Collectivism and Individualism within the context of Social Identity theory and racial congruency, this section was of utmost importance.

Initially, the demographic section had a question around income levels. However, from the initial pilot conducted with a small sample, it was observed that respondents were hesitant to select their income level as it was regarded as confidential. Given the income level question had no bearing on the research questions or the testing of the propositions, this question was removed from the questionnaire.

The demographic questions are categorical which required the respondents to select a specific category they belonged to.

Core section

The core section of the questionnaire was designed to test the propositions identified in Chapter 3. Propositions 1 and 2 are aimed at understanding the relationship between the consumption of high-end and practical products and the race of the celebrity. As such, respondents were asked to select products purchased from a list of high-end and practical products and indicate through a rating scale, which channels positively influenced their purchase decisions. This provided an indication of the impact celebrity endorsement would have in their decision making. Furthermore, to directly test

the influence the race of the celebrity endorser had on purchase decisions for high-end and practical products, respondents were asked to rate (on a 5 point scale) the celebrity endorser's characteristics that resonated the most with them.

Propositions 3 and 4 used Hofstede's cultural dimensions to ascertain the role Social Identity plays in consumer purchase behaviour and specifically in celebrity endorsements. In order to categorise the respondent's cultural dimension, Hofstede's cultural dimension scale developed by Singelis, Triandis, Bhawuk, and Gelfand (1995) was used. The scale consisted of statements that best characterised Individualistic and Collectivist traits. The respondents then had to select a value on a 9-point scale which indicated how applicable the trait was to them. A rating of 1 indicated that the trait is not applicable to them whilst a rating of 9 indicated that the trait is strongly applicable to them. After rating 12 dimension traits, the research would identify the respondent's cultural dimension.

Proposition 5 aimed to test whether racial congruency between the celebrity endorser and the consumer would lead to positive purchase intentions. As such, respondents were asked to select one celebrity that would endorse a product of their choice. The celebrities that were listed in the questionnaire were South African but selected across different gender and race such as White, Indian, Blacks and Coloured. The intention of the question was to test whether they selected a celebrity that was of the same population group to which they belonged. To remove subjective interpretation of their selection, an open-ended question was included in the questionnaire that required the respondent to provide reasons for their choice.

A combination of lists and open ended questions were asked. Respondents were then asked directly whether the race of the celebrity endorser affected their purchase intentions. This allowed the research to analyse the impact race had on celebrity endorsement and form an important conclusion.

Administering the questionnaire

The questionnaires were administered by hand to the respondents. They were allowed to complete the questionnaires in their own time and were collected upon their completion. The main reason for physically delivering the questionnaires was that the respondents did not have access to internet or email as such it made it difficult to distribute the questionnaires via these media.

Reliability and validity

The questionnaire was piloted (pre-tested) amongst 5 respondents to ensure that the questionnaire was easy to understand and was not ambiguous. The outcome of the pilot showed that some questions (Questions 5.3 and 6.3 of the questionnaire) were interpreted incorrectly which resulted in an example being inserted in the questionnaire to aid the respondents in answering the questions correctly.

All questionnaires were hand delivered to the respondents and collected upon completion.

Analysis of the collected data

Chapter 5 will discuss the results of the data collected as well as the statistical analysis that have been used to interpret the data.

Chapter 5: Results

Introduction

This chapter focused on the statistical findings of the 278 collected questionnaires from the sample. The aim of the chapter is to outline the survey responses from the sample to test the propositions set out in Chapter 3 in order to understand whether the race of the celebrity endorser had an influence on the consumption behaviour of consumers in multi-racial societies.

The chapter format is broken down into various sections beginning with the generic statistical description of the sample in terms of demographics and overall response rate. The subsequent sections looked at the statistical output for the individual propositions, as defined in chapter 3, to ascertain whether the propositions were statistically shown to be positive or negative.

Response rate

The sample consisted of 350 individuals with 278 completing the survey. The response rate was therefore 79% from the Hollard and partner call centres. The response rate was above the target of 60% aimed for the research.

Sample characteristics

Sample population group breakdown

This section provides an overview of the population group (racial) breakdown of the sample. The majority of the responses came from the Black population which made up 73% whilst the Indians and Coloureds made up the balance at 9%. The White population group was the smallest response group at 8% response.
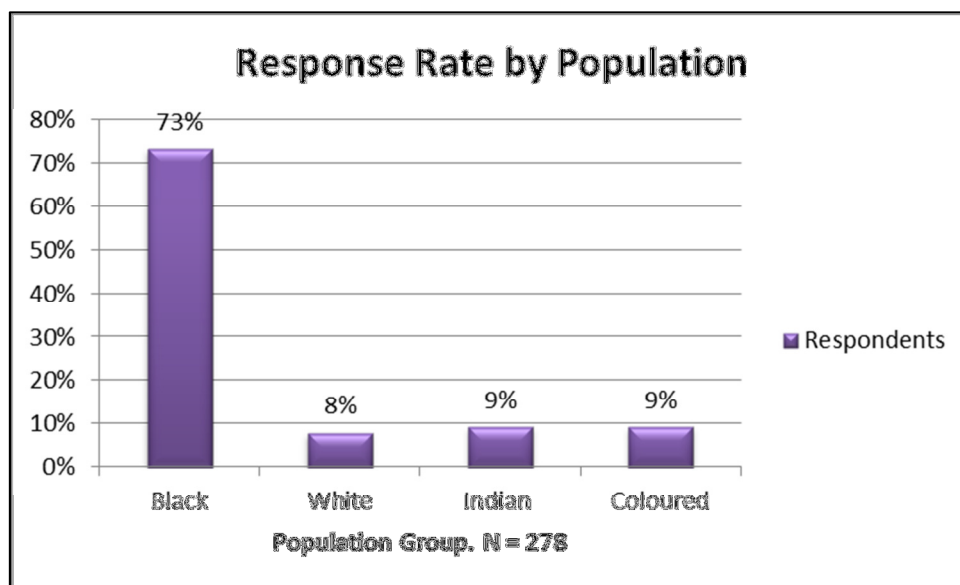
Figure 5: Sample characteristics – Population Group

Sample gender distribution

There were a higher number of female respondents (60%) compared to male respondents (40%) in the sample.

Gender Breakdown

(bar chart: Male 40%, Female 60%)
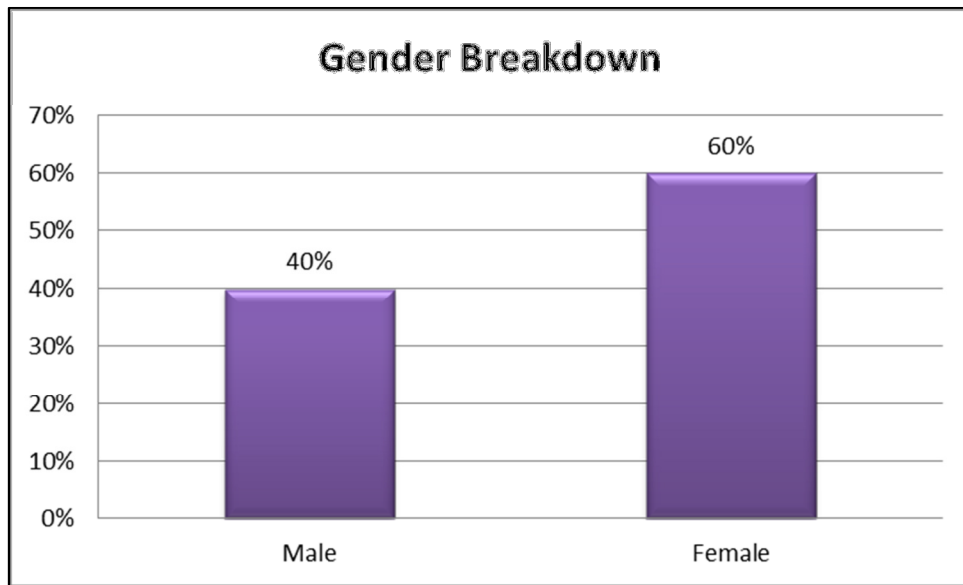
Sample age distribution

The age of the respondents was quite young with 62% being between the ages of 22 and 30. Respondents below the age of 22 and above the age of 40 made up 8% and 6% respectively.

Sample Age Distribution

(bar chart: 19-21: 8%, 22-25: 25%, 26-30: 37%, 31-35: 16%, 36-40: 9%, older than 40: 6% — Percentage)
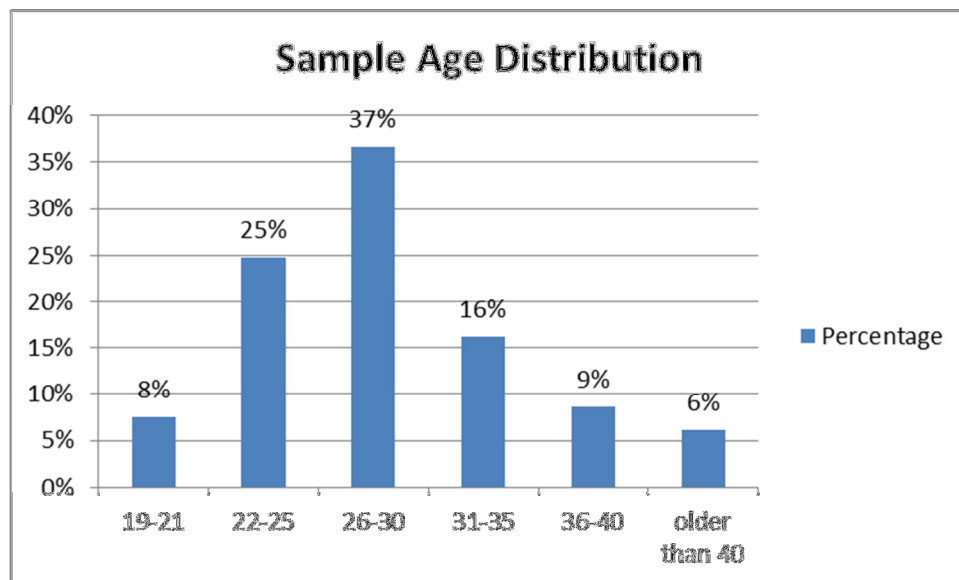
Figure 7: Age distribution of the sample

Sample occupation distribution

The majority of the respondents were sales consultants making up 64% of the sample who work at the respective call centres (Hollard and partners). Typically the sales consultants at the call centres are young which was indicative in the age distribution mentioned above. As they are in sales, they earn commission which in some cases can be above R50 000 per month. They, therefore, have disposable income to spend on both practical and high-end goods. Middle and junior management made up 17% of the sample whilst other job profiles such as administration made up 16%.
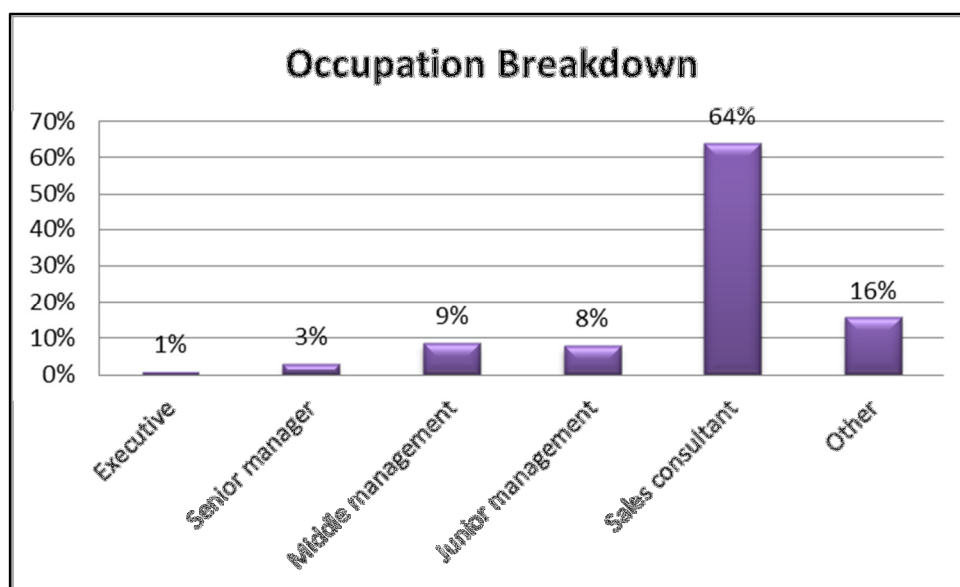
Figure 8: Occupation distribution of the sample

Testing of the propositions

Chapter 3 provided a breakdown of the propositions that were developed to answer the research questions posited around the impact of the race of the celebrity endorser on consumer purchase behaviour in multi-racial societies. This section tackles each of the propositions identified in Chapter 3 and uses statistical analysis to evaluate the propositions.

Proposition 1

Proposition 1 stated that a celebrity endorser's race did not positively influence consumer purchase behaviour for practical/functional products. In order to test the proposition, respondents were asked to select from a list of practical products items that they had purchased in the last 4 weeks. Once the respondent selected their list of practical products, they were asked to rate the level of influence a list of communication channel had on their purchase decision. The respondents were then asked to rank the communication channels in general as well as provide ratings on the celebrity endorser's characteristics required to endorse practical products.
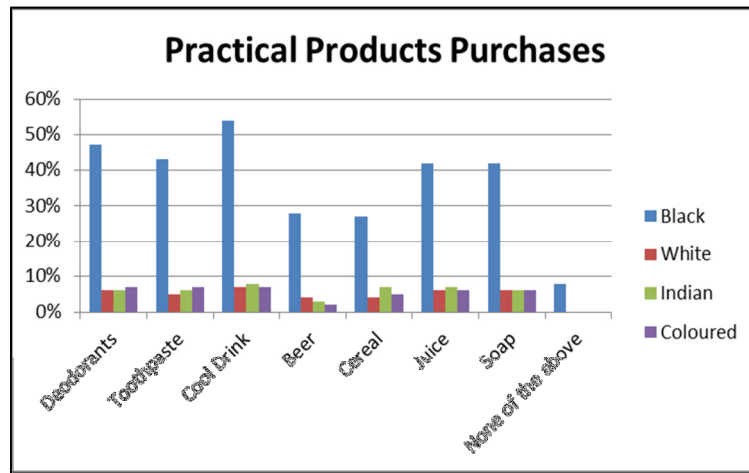
Figure 9: Distribution of practical products purchases across racial groups

The above graph shows the percentage of practical products purchased across the racial groups. It is evident that the majority of the Black population purchased cool drink with the second highest purchase being deodorants. Given that the sample size of the Whites, Indians and Coloureds was significantly smaller than the Blacks; their purchase percentage will always be dwarfed by the responses from the Black sample.

The Chi-square test for independence was used to test whether there were any significant differences between the purchase of the practical products and the population groups. The following hypotheses were defined:

H_0: Buying / not buying of practical products are independent of population group (null hypothesis)

H_a: Buying / not buying of practical products are dependent on the population group (alternative hypothesis)

The level of significance chosen was α = 0.05 or 5%. The above hypothesis was tested for each practical product and the subsequent p-values were analysed. The overwhelming conclusion from the analysis was that since the null hypothesis was not rejected (the values were above 0.05) there was insufficient statistical evidence to suggest that the buying or not buying of practical products (other than cereal) is dependent on the population group. Appendix C shows the statistical output per practical product. The null hypothesis for practical products is not rejected with the exception of Cereal. However, there was statistical evidence to suggest that the purchase of cereal was dependent on the population group. Table 1 below shows that the p-value of 0.0018 is less than 0.05 which means that the null hypothesis of the test can be rejected at a 5% level of significance. Therefore, there is enough statistical evidence to suggest that the buying of the cereal group is dependent on the population group. Specifically it was more prevalent between the Black and Indian population groups.

Table 1: Chi-square analysis for Cereal

Statistic	DF	Value	P-Value
Chi-Square	3	15.0634	**0.0018**
Likelihood Ratio Chi-Square	3	15.1101	0.0017
Mantel-Haenszel Chi-Square	1	10.3303	0.0013
Phi Coefficient		0.2328	
Contingency Coefficient		0.2267	
Cramer's V		0.2328	

Influence of communication channel

Descriptive analysis

Once the respondents selected the practical products that they purchased, they were then asked to indicate the level of influence a set of communication channels had on their purchase. A rating of 1 for a communication channel indicated that the specific channel had very little influence on their purchase decision whilst a rating of 5 indicated that the channel had a very high influence on their purchase decision. Table 2 below shows the mean scores as rated by the respondents for the communication channels as well as the percentage of responses to each channel. The percentage is calculated by the number of respondents who rated the channel over the total responses per population group (for TV Advert, 179 Black respondents rated it 4.21 out of 204 Black respondents in the survey).

Table 2: Mean score for communication channel used for practical products

Channel	Black		White		Indian		Coloured	
	%	Mean	%	Mean	%	Mean	%	Mean
TV Advert	88%	4.21	91%	2.9	100%	3.38	88%	3.7
Radio Advert	74%	2.82	91%	2.55	96%	2.76	85%	2.91
Newspaper Advert	75%	2.88	91%	2.45	100%	2.73	85%	2.82
Celebrity Endorsement	75%	2.82	91%	2.15	88%	2.22	81%	2.76
Family/Friend	78%	3.57	95%	4.05	96%	4.12	81%	3.71
Social Media	77%	2.76	91%	2.4	92%	2.29	81%	2.38
Billboard	77%	2.96	91%	2.6	92%	2.5	81%	3.43
Magazine Advert	76%	3.36	91%	3.15	100%	2.96	85%	3.55
Total Responses	204		22		26		26	

A descriptive analysis of Table 2 shows that television advertising played a significant role in influencing purchase decisions for the Black population but had very little influence for the remaining population groups. Family or friend was the preferred communication channel for the White, Indian and Coloured population groups.

Celebrity endorsement was not rated highly as a communication channel that would influence any of their practical products purchase decisions. The mean score was between the lowest 2.15 and the highest being 2.82 across the racial groups.

Statistical analysis

The sample data suggests that the normality assumption was violated which required the Kruskal-Wallis test to be used to test for differences between k independent samples (see Appendix F for further analysis of the sample normality assumption). The non-parametric Kruskal-Wallis test was used to ascertain whether there were any statistically significant differences in how the population groups rated each communication channels. The non-parametric Kruskal-Wallis test is based on the analysis of independent random samples from k populations. The ANOVA procedure (the standard parametric procedure to compare independent random samples from k populations) requires the assumption that the k populations are normally distributed.

The Kruskal-Wallis test statistic is based on the sum of ranks for each of the samples and this statistic is used to decide whether the null hypothesis can be rejected or not. Statistically, the rule states that when the p-value < α-value, the null hypothesis is rejected. The level of significance is 5% (α-value=0.05).

The following is the statistical output for Kruskal-Wallis test done for the television advertisement.

H_0: Different population groups are identical in how they rated TV adverts as communication channel.

H_a: Not all population groups are identical in how they rated TV adverts as communication channel.

Table 3 below shows the p-value of 0.0001 for Television advertisement which is less than 5%, therefore the null hypothesis can be rejected at a 5% level of significance. This means that there is sufficient statistical evidence to suggest that there were differences in preference detected between some of the population groups.

Table 3: Kruskal-Wallis test for channel ranking

Kruskal-Wallis Test	
Chi-Square	35.6132
DF	3
P-value	<.0001

Table 4 below is the statistical output for Kruskal-Wallis test done for the television advertisement across the population groups.

Table 4: P-values for Television Advertisement across the population group

Television Advertisement			
Population Group	Wilcoxon Z	DSCF Value	P-value
Black vs. Coloured	3.0244	4.2771	0.0133
Black vs. Indian	3.6129	5.1094	0.0017
Black vs. White	4.6811	6.6200	<.0001
Coloured vs. Indian	0.7408	1.0476	0.8806
Coloured vs. White	2.0538	2.9046	0.1685
Indian vs. White	1.2780	1.8074	0.5770

The last column shows the p-values for the test conducted. The highlighted p-values are less than 5% therefore there were statistically significant differences between the Black and Coloured, Black and Indian, and Black and White population groups in terms of how they rated the influence of television advertisement in their purchase decision. Since the p-value is less than 0.05, the null hypothesis is rejected and the alternate hypothesis is accepted. This, therefore, statistically re-enforced that television advertisement was very likely to have influenced Black respondents' purchase of practical product when compared to all other groups.

The remainder of statistical analysis did not provide any significant differences in the population group's preferences for other communication channels. Table 5 below provides the appropriate p-values confirming the observation.

Table 5: Kruskal- Wallis p-values for communication channels

Communication Channel	Kruskal-Wallis p-Values
Radio Advertisement	0.8176
Newspaper Advertisement	0.5359
Celebrity Endorsement	0.0769
Family/Friend Recommendation	0.1313
Advertisement on social media sites such as Facebook	0.2688
Billboard	0.0343
Magazine Advertisement	0.373

Ranking of communication channel

Respondents were asked to rank their preferred communication channels in order of importance with 1 being the most preferred and a ranking of 8 being the least preferred (See Appendix B question 5.3 of the questionnaire). The aim of the question was to ascertain whether celebrity endorsement was a preferred communication channel amongst others when purchasing practical products in general.

The following table provides the frequencies (F) and percentages (Per) of the responses to the ranking of celebrity endorsement as communication channel. Frequency refers to the number of respondents that completed each ranking whilst percentage is calculated by the frequency relative to the total number of respondents that completed the question (in this case 129).

Table 6: Celebrity endorsement ranking

Across Races	Celebrity endorsement								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**
Total (F)	9	11	13	16	7	19	21	33	129
(Per)	6.98	8.53	10.08	12.40	5.43	14.73	16.28	25.58	100.00

As can be seen from table 6 above, 42% (overall ranking of 7 and 8) of the respondents ranked celebrity endorsement as the least preferred channel used to purchase practical products. Only 16% (rounded) ranked it as the top two channels (overall ranking of 1 and 2).

The most preferred communication channels used to buy practical products was split between television advertisements and recommendation from family and friends (See Appendix D for the tables). When analysing the ranking for each channel, 55% of the respondents ranked television

advertisements as either 1 or 2 whilst 56% of the respondents ranked family and friend as either 1 or 2. The rankings of 1 and 2 indicated the respondents' strong preference for those channels.

Statistical analysis

The following hypotheses were constructed to test whether there were any significant differences in how the respondents ranked the communication channels:

H_0: There is no difference in the ranking of the communication channel by the respondents.

H_a: There are differences in the ranking of the communication channel by the respondents.

The statistical analysis of the ranking question provided indication of significant differences in the responses from the population group in their ranking of the communication channels specifically for television advertisement, celebrity endorsement, family and friends as well as advertisement on social media. The p-values for the Kruskal-Wallis test for these communication channels were below 0.05 which meant that the null hypothesis is rejected and the alternate hypothesis is accepted at 5% level of significance.

The table below shows the Kruskal-Wallis test for the communication channel rankings.

Table 7: Kruskal-Wallis test for the communication channel rankings

Communication Channel	Kruskal-Wallis p-values
Television Advertisement	0.0244
Radio Advertisement	0.5545
Newspaper Advertisement	0.3848
Celebrity Endorsement	0.0047
Family/Friend Recommendation	0.0007
Advertisement on social media sites such as Facebook	0.0214
Billboard	0.0595
Magazine Advertisement	0.0589

Characteristics of celebrity endorser

Descriptive analysis

Respondents were asked to indicate the level of importance they placed on the characteristics of the celebrity endorser when endorsing practical products (See Appendix B question 5.4 of the questionnaire).

Table 8: Characteristics of the celebrity endorser for practical products

Characteristics of celebrity endorser	Black %	Black Mean	White %	White Mean	Indian %	Indian Mean	Coloured %	Coloured Mean
Living the brand name	77%	3.59	91%	3.15	96%	3.56	96%	3.6
Honesty	89%	**4.26**	100%	3.45	100%	4	96%	**4.32**
Sincerity	87%	3.97	100%	3.45	100%	3.96	96%	4.28
Attractiveness	83%	3.83	95%	2.86	96%	3.52	96%	3.76
Credibility	77%	3.85	100%	3.55	96%	**4.16**	81%	4.1
Same population group	89%	2.93	100%	2.18	100%	2.46	92%	2.58
Same culture	87%	2.62	100%	2.27	100%	2.23	88%	2.52
Knowledgeable	86%	4.21	100%	**3.73**	96%	3.52	96%	4.28
Expert on the brand	86%	3.82	100%	3.5	100%	3.31	96%	4
Same age	88%	2.88	95%	2.67	100%	2.15	92%	2.88
Same life stage	88%	2.92	100%	2.86	100%	2.27	92%	2.92
Same nationality	88%	2.72	100%	2.32	100%	2	92%	2.75
Similar language	89%	2.59	100%	2.41	100%	2.54	92%	2.88
Same religion	89%	2.44	100%	2.27	100%	1.88	92%	2.79
Total Responses	204		22		26		26	

*The numbers in red font indicate the celebrity characteristic that was the most important for the respondents across the racial groups

** The highlighted cell was the rating given to race as an important characteristic required in a celebrity endorser across the racial groups

The characteristics above make up a celebrity endorser's personality traits as well as those that define his/her Social Identity. Social Identity characteristics are made up of Same population group, Same culture, Same nationality, Same language and Same religion. Neither of the population groups scored highly on these traits.

The characteristic traits that were rated as important by the population groups were focused on the personality types such as honesty and credibility of the celebrity endorser as well as knowledge of the product and service being endorsed. These are highlighted in red.

Statistical analysis

Spearman's rank correlation co-efficient was used to test whether there were positive relationships between the Social Identity characteristics of the celebrity endorser as rated by the respondents. According to Field (2009) Spearman's rank correlation coefficient or Spearman's rho, is a non-parametric measure of statistical dependence between two variables. It measures how well the relationship between two variables can be described using a monotonic function. A perfect Spearman correlation of +1 (positive) or −1 (negative) occurs when each of the variables is a perfect (positive or negative) monotone function of the other (Field, 2009). If the Spearman correlation is zero there is no association between the two variables.

In table 9 below, the results of a statistical test is conducted to test whether the correlation coefficient doesn't differ from zero or whether the correlation coefficient differs from zero. If the correlation coefficient differs from zero there is an association between the two variables. That is, if the correlation coefficient is positive, there is a positive association; if the correlation coefficient is

negative there is a negative association. Therefore, if you find that two variables are positively correlated with one another, it means that if the respondent rated the one variable high, in general the respondent would rate the other variable also high. The hypotheses to test each association at 5% level of significance are as follows:

H_0: There is no linear association between characteristic A and characteristic B

H_a: There is a linear association between characteristic A and characteristic B

Observing the association between "same population group" and "same nationality as you" characteristics in table 9, the first value of **0.52799** is the correlation coefficient between the characteristics. The second value of **<.0001** is the p-value of the statistical test and the third value of **249** is the number of respondents that answered the questions. Since the p-value is less than 0.05 (level of significance), the null hypothesis is rejected at a 5% level of significance. It can be concluded that there is enough statistical evidence to suggest that there is a positive association between "same population group" and "same nationality as you" characteristics. Therefore, if a person rated "Same population group" as high (important or very important) in general the person would also rate "Same nationality" as high (important or very important) there is a positive association between the two variables

Applying a similar mode of statistical analysis for the remainder of the characteristics, the p-values are .0001 which is less than the significance level of 0.05. This means that there is a strong association between the Social Identity characteristics of the celebrity endorser for practical products.

Table 9: Spearman's Correlation Co-efficient for practical products

	Spearman Correlation Coefficients					
	Same population group	Same culture	Same nationality as you	Similar language as you	Same religion as you	Celebrity endorsement
Same population group	1.00000 254	0.66383 <.0001 246	**0.52799** **<.0001** **249**	0.29147 <.0001 250	0.48171 <.0001 251	0.10099 0.1437 211
Same culture as you	0.66383 <.0001 246	1.00000 248	0.63059 <.0001 246	0.54219 <.0001 247	0.58167 <.0001 248	0.15881 0.0210 211
Same nationality as you	0.52799 <.0001 249	0.63059 <.0001 246	1.00000 251	0.56379 <.0001 250	0.61647 <.0001 251	0.12572 0.0684 211

Spearman Correlation Coefficients						
	Same population group	Same culture	Same nationality as you	Similar language as you	Same religion as you	Celebrity endorsement
Same language as you	0.29147	0.54219	0.56379	1.00000	0.58768	0.05611
	<.0001	<.0001	<.0001		<.0001	0.4175
	250	247	250	253	252	211
Same religion as you	0.48171	0.58167	0.61647	0.58768	1.00000	0.12829
	<.0001	<.0001	<.0001	<.0001		0.0622
	251	248	251	252	253	212
Celebrity endorsement	0.10099	0.15881	0.12572	0.05611	0.12829	1.00000
	0.1437	0.0210	0.0684	0.4175	0.0622	
	211	211	211	211	212	216

Conclusion on Proposition 1

Proposition 1 stated that the race of the celebrity endorser did not influence consumer's purchase behaviour for practical products. The descriptive and statistical analysis revealed that the respondents were not influenced or reliant on celebrity endorsers to purchase practical products. Specifically, this is supported by low ranking of celebrity endorsement as a communication channel as well as the low importance given to the race of the celebrity endorser when endorsing practical products. In conclusion, Proposition 1 has been shown to be true.

Proposition 2

Descriptive analysis

Proposition 2 looked at testing whether the race of the celebrity endorser had an impact on consumer's purchase decision for high-end products. The survey followed a similar questioning style that was used for Proposition 1.

Respondents were asked to indicate which high-end products they had purchased in the last two years.
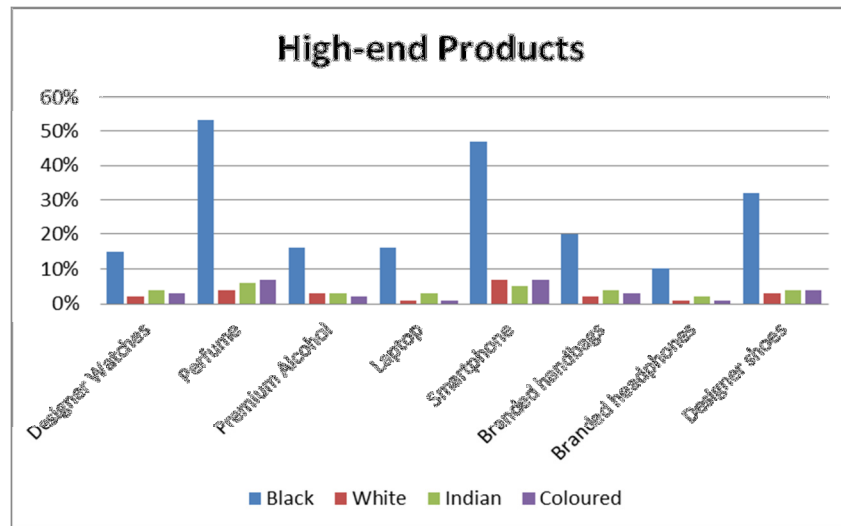
Figure 10: Distribution of high-end purchases across racial groups

The above graph shows the percentage of high-end products purchased across the racial groups. The majority of the black population purchased perfume with the second highest purchase being smartphones. As was the case with Proposition 1, the sample size of the Whites, Indians and Coloureds is significantly smaller than the Blacks which resulted in their purchase percentage being lower than the responses from the Black sample. However, analysing specifically the non-Black population's purchases of high-end products, it followed the same trends of the Black population group where the respondents preferred perfumes and smartphones.

Statistical analysis

The Chi-square test for independence was used to test whether there were any significant differences between the purchase of the high-end products and the population groups. The following hypotheses were defined:

H_0: Buying / not buying of high-end product is independent of population group (null hypothesis)

H_a: Buying / not buying of high-end product is dependent on the population group (alternative hypothesis)

The level of significance chosen was α = 0.05 or 5%. The above hypotheses were constructed for each high-end product and the subsequent p-values were analysed. The main conclusion from the analysis was that since the null hypothesis was not rejected (the values were above 0.05) there was insufficient statistical evidence to suggest that the buying and not buying of high-end product is dependent on the population group.

Influence of communication channel for high-end products

Descriptive analysis

As was the case for Proposition 1, similarly respondents were asked to indicate the level of influence a set of communication channels had on their purchase of high-end products (see Appendix B question 6.2 of the questionnaire). The set of communication channel were the same set that was used for practical products. A rating of 1 for a communication channel indicated that the specific channel had very little influence on their purchase decision whilst a rating of 5 indicated that the channel had a very high influence on their purchase decision. The questioning style followed the same pattern as Proposition 1.

Table 10: Mean score for high-end communication channel

Channel	Black		White		Indian		Coloured	
	%	Mean	%	Mean	%	Mean	%	Mean
TV Advert	87%	4.22	86%	3.47	88%	3.61	92%	3.96
Radio Advert	83%	2.82	86%	2.95	88%	2.87	88%	2.91
Newspaper Advert	81%	3.22	86%	2.68	88%	2.78	88%	3.17
Celebrity Endorsement	83%	3.52	86%	2.47	92%	3.29	81%	2.86
Family/Friend	83%	3.87	91%	4.2	88%	3.96	92%	4.04
Social Media	86%	3.26	86%	2.47	92%	2.67	88%	3.09
Billboard	82%	3.35	86%	2.84	88%	3	88%	3.26
Magazine Advert	84%	3.97	86%	3.42	88%	3.22	88%	3.87
Total Responses	204		22		26		26	

The table above shows that television advertisement communication channel is still the preferred medium for the Black population. Family and friend remains the first choice for the White, Coloured and Indian population groups. It is noticeable that the influence of the preferred communication channel did not alter between the purchasing of practical product and high-end products.

An interesting observation though is that the rating for celebrity endorsement improved for all the population groups albeit marginally. The greatest improvement in rating was in the Black population group which increased from 2.82 to 3.52 when compared to practical products.

Statistical analysis

Using the Kruskal-Wallis test at a significance level of 5%, there were statistically significant differences for the television advertisement, celebrity endorsement and magazine advertisement. The following hypotheses were tested using Kruskal-Wallis:

H_0: Different population groups are identical in how they rated TV adverts as communication channel.

H_a: Not all population groups are identical in how they rated TV adverts as communication channel.

The following is the statistical output for Kruskal-Wallis test done for the above-mentioned channels.

Table 11: P-values for Television Advertisement across the population group for high-end products

Television Advertisement			
Population Group	Wilcoxon Z	DSCF Value	P-value
Black vs. White	3.8720	5.4758	0.0006
Black vs. Indian	2.3013	3.2545	0.0977
Black vs. Coloured	1.4662	2.0735	0.4581
White vs. Indian	-0.9562	1.3522	0.7743
White vs. Coloured	-1.7757	2.5112	0.2850
Indian vs. Coloured	-0.7016	0.9922	0.8965

Table 12: P-values for Celebrity Endorsement across the population group for high-end products

Celebrity Endorsement			
Population Group	Wilcoxon Z	DSCF Value	P-value
Black vs. White	3.2565	4.6053	0.0062
Black vs. Indian	1.0145	1.4347	0.7410
Black vs. Coloured	2.1766	3.0782	0.1297
White vs. Indian	-2.1237	3.0034	0.1455
White vs. Coloured	-0.9056	1.2808	0.8018
Indian vs. Coloured	1.1175	1.5804	0.6787

Table 13: P-values for Magazine Advertisement across the population group for high-end products

Magazine Advertisement			
Population Group	Wilcoxon Z	DSCF Value	Pr > DSCF
Black vs. White	2.6246	3.7117	0.0431
Black vs. Indian	2.6104	3.6917	0.0448
Black vs. Coloured	0.8246	1.1662	0.8428
White vs. Indian	0.0682	0.0964	0.9999
White vs. Coloured	-1.5995	2.2620	0.3789
Indian vs. Coloured	-1.5154	2.1431	0.4282

The p-values for the above channels were less than 5% which means that the null hypothesis can be rejected and the alternate hypothesis accepted. This indicates that there were statistical differences in how the population groups rated the communication channel in terms of level of influence.

Ranking of communication channel

Descriptive analysis

Respondents were then asked to rank their preferred communication channels in order of importance with 1 being the most preferred and a ranking of 8 being the least preferred (see Appendix B question 6.3 of the questionnaire). The objective of the question was to determine whether celebrity endorsement was a preferred communication channel amongst others when purchasing high-end products in general.

The following table provides the frequencies (F) and percentages (Per) of the relationship between population group and celebrity endorsements.

Table 14: Celebrity endorsement ranking for high-end products

Across Races	Celebrity endorsement									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**Total**
Total (F) (Per)	10 8.20	10 8.20	15 12.30	16 13.11	12 9.84	15 12.30	19 15.57	24 19.67	1 0.82	122 100.00

Respondents ranked celebrity endorsement lower than other communication channels. This is indicated by the fact that 48% of the respondents gave celebrity endorsement a ranking between 6 and 8 whilst only 29% ranked it in the top 3. However, the top 3 ranking for celebrity endorsement as a communication channel improved when compared to the rankings of the practical products. For practical products 57% ranked celebrity endorsement between 6 and 8 whilst 26% ranked it in the top 3. Therefore, there was an average change in ranking score of approximately 3% to 8% at each end of the scale between practical and high-end products.

Similar to practical products, 70% of the respondents ranked television advertisement within the top 3 as their preferred communication channel for high-end products whilst 54% ranked family and friends within the top 3 (See Appendix E for the tables). This indicates that the preferred communication channels did not change between practical and high-end products for respondents when making their purchasing decisions.

The statistical analysis of the ranking questions did not provide any significant differences in the responses across the population group in their ranking of the communication channels. The p-values

for the Kruskal-Wallis test were all above 0.05 which meant that the null hypothesis could not be rejected at 5% level of significance.

Characteristics of celebrity endorser for high-end products

Descriptive analysis

Respondents were asked to indicate the level of importance they placed on the characteristics of the celebrity endorser for high-end product purchases (See Appendix B question 6.4 of the questionnaire).

Table 15: Mean scores for celebrity endorsement for high-end products

Characteristics of celebrity endorser	Blac %	Mean	White %	Mean	Indian %	Mean	Colou %	Mean
Living the brand name	82%	3.8	100%	3.41	96%	3.6	96%	3.92
Honesty	90%	4.12	100%	3.55	96%	**3.84**	96%	**4.4**
Sincerity	88%	3.93	100%	3.55	96%	3.8	96%	4.2
Attractiveness	85%	3.98	100%	3.14	92%	3.46	96%	4
Credibility	81%	3.77	100%	**3.59**	96%	3.92	88%	4.22
Same population group	88%	2.77	100%	2.23	96%	2.2	92%	2.71
Same culture	89%	2.59	100%	2.18	96%	2.08	92%	2.54
Knowledgeable	88%	**4.25**	100%	3.55	96%	3.4	96%	**4.4**
Expert on the brand	87%	3.85	100%	3.27	96%	3.24	96%	4
Same age	87%	2.93	100%	2.86	92%	2.08	92%	2.96
Same life stage	88%	2.88	100%	2.86	96%	2.24	92%	2.83
Same nationality	87%	2.58	95%	2.05	96%	1.92	92%	2.71
Similar language	87%	2.6	100%	2.45	96%	2.6	92%	2.75
Same religion	87%	2.45	100%	2.05	96%	1.92	92%	2.54
Total Responses	204		22		26		26	

*The numbers in red font indicate the celebrity characteristic that was the most important for the respondents across the racial groups

** The highlighted cell was the rating given to race as an important characteristic required in a celebrity endorser across the racial groups

The respondents across the population groups did not deem the race of the celebrity endorser as an important characteristic. This is a similar observation for practical products. Honesty, credibility and the celebrity endorser's knowledgeability were rated as important characteristic for a celebrity endorser when endorsing high-end products.

Statistical analysis

Table 16 below provides Spearman's correlation co-efficient for the associations between the characteristics of celebrity endorser as rated by respondents for high-end products. As was the case for proposition 1, the following hypotheses were developed to test the associations statistically at 5% level of significance:

H_0: There is no association between the characteristics of the celebrity endorser

H_a: there is an association between the characteristics of the celebrity endorser

The p-values (second line) that were calculated were less than 0.05 which meant that the null hypothesis is rejected at a 5% level of significance and the alternate hypothesis accepted. It can be concluded that there is enough statistical evidence to suggest that there are strong associations between the Social Identity characteristics of the celebrity endorser for high-end products.

Table 16: Spearman Correlation Co-efficient for high-end products

	Spearman Correlation Coefficients for high-end products					
	Same population group	**Same culture as you**	**Same nationality as you**	**Similar language as you**	**Same religion as you**	**Celebrity Endorser**
Same population group	1.00000	0.71697	0.57516	0.55974	0.58102	0.21957
		<.0001	<.0001	<.0001	<.0001	0.0010
	250	248	245	246	247	221
Same culture as you	0.71697	1.00000	0.72286	0.64685	0.68684	0.11643
	<.0001		<.0001	<.0001	<.0001	0.0828
	248	252	247	248	248	223
Same nationality as you	0.57516	0.72286	1.00000	0.67436	0.72749	0.10034
	<.0001	<.0001		<.0001	<.0001	0.1370
	245	247	248	247	247	221
Similar language as you	0.55974	0.64685	0.67436	1.00000	0.62445	0.04541
	<.0001	<.0001	<.0001		<.0001	0.5009
	246	248	247	249	248	222
Same Religion as you	0.58102	0.68684	0.72749	0.62445	1.00000	0.05110
	<.0001	<.0001	<.0001	<.0001		0.4487
	247	248	247	248	249	222

Conclusion on Proposition 2

Proposition 2 stated that the race of the celebrity endorser positively influenced the purchase behaviour of consumers for high-end products. Although, there were statistical correlations between the Social Identity characteristics of celebrity endorser, this did not exclusively translate into whether it influenced their consumption of high-end products.

There were no differences in the respondent's preference for the communication channels between practical and high-end products. In addition, respondents did not deem the race of the celebrity endorser as important when purchasing high-end products. In conclusion, there is no statistical

evidence to suggest that the race of the celebrity endorser influences positively on the consumption of high-end products. Therefore, the proposition is rejected.

Propositions 3 and 4

Proposition 3 and 4 dealt with the concepts of collectivism and individualism in societies. Chapters 2 and 3 provided a description of the concept of collectivism which is based on the need to feel part of society and influenced by its cues whilst people who are individualistic have a sense of independence and are not easily influenced by society, family or friends.

Using the concept of collectivism, Proposition 3 entailed understanding whether the race of the celebrity endorser positively influenced their purchase decisions. Proposition 4 stated that for individualists the race of the celebrity endorser did not influence their purchase decisions. To identify whether the respondents where strongly aligned to collectivism or individualism, respondents were asked to rate a set of constructs. There were 12 constructs split into 6 Collectivist and 6 Individualist descriptors (See Appendix B question 9 of the questionnaire). To test the propositions, Cronbach's alpha was used.

The Cronbach's alpha is a measure of the internal validity of the constructs. This is a measure based on the correlations between different items on the same scale. As a guide, an alpha of between 0.6 and 0.7 is regarded as acceptable reliability (split-half) and 0.8 or higher indicated good reliability, (Field, 2009). A reliable instrument, such as a survey, is one which requires scores on similar items to be internally consistent. However, ideally each of the items needs to contribute unique information to the proposed construct.

The tables below provide the Cronbach's alphas for Individualism and Collectivism.

Table 17: Cronbach's Alpha for Individualism

Cronbach's Coefficient Alpha	
Variables	**Alpha**
Raw	**0.437532**
Standardized	0.497479

Table 18: Cronbach's Alpha for Collectivism

Cronbach's Coefficient Alpha	
Variables	**Alpha**
Raw	**0.333755**
Standardized	0.351484

For the Individualist construct the Cronbach alpha is 0.4375 and for collectivism it is 0.3337 which related to low internal consistency between the items used to form these constructs. There is, therefore, no statistical justification to combine these items which made it difficult to identify the respondents as Collectivists or Individualists. Chapter 6 will discuss in detail the analysis of Propositions 3 and 4.

Proposition 5

The last proposition investigated whether racial congruency between the celebrity endorser and the individual will lead to positive purchase intention. The survey questions for Proposition 5 were structured in two parts. The first part required the respondent to select **one** celebrity endorser from a list which they would want as their ideal endorser. The list contained celebrities from differing population groups which are White, Indian, Coloured and Black. The intention of such a question was to determine if the race of the respondent tied to the race of the celebrity endorser which they selected.

The second part of the question asked a direct question to the respondent as to whether the race of the celebrity endorser was important to them. The section below provides the descriptive, statistical and qualitative responses from the respondents.

Part 1

Descriptive analysis of responses

Table 19 below enumerates the percentages associated between the race of the respondent and the race of the celebrity endorser.

Table 19: Association between race of the respondent and race of celebrity endorser

Respondent's Race	Race of the respondent vs. Race of celebrity chosen				
	Black Celebrity	White Celebrity	Coloured Celebrity	Indian Celebrity	Total Responses
Black	76%	7%	15%	2%	192
White	10%	57%	24%	9%	21
Indian	27%	36%	14%	23%	22
Coloured	29%	17%	29%	25%	24

It can be observed from the table that there was a strong association between the race of the respondent and the race of the celebrity endorser. That is, 76% of the Black respondents selected Black celebrities as their preferred choice of celebrity whilst the selections of White, Indian and Coloured celebrities were minimal. Similarly, 57 % of White respondents selected White celebrities and 24% Coloured celebrities. Coloured respondents had an equal preference for Black, Coloured and Indian celebrities (83%) but very low for the White celebrities (17%). The only anomaly in the

selection processes was witnessed with the Indian respondents who had equal preference in terms of the racial profile of the celebrity endorsers.

Statistical analysis of responses

The statistical analysis below shows the hypotheses constructed to test whether there were any statistical differences in the responses from the respondents at 5% significance level.

H_0: Selection of celebrity endorser based on similar racial profile is independent of population group (null hypothesis)

H_a: Selection of celebrity endorser based on similar racial profile is dependent on the population group (alternative hypothesis)

Table 20: Statistical output to test the association between race of the respondent and race of celebrity endorser

Statistic	DF	Value	p-value
Chi-Square	9	97.0447	<.0001
Likelihood Ratio Chi-Square	9	84.9241	<.0001
Mantel-Haenszel Chi-Square	1	42.9120	<.0001
Phi Coefficient		0.6121	
Contingency Coefficient		0.5221	
Cramer's V		0.3534	

As can be seen in the above table, the p-values are less than 0.05 which means the null hypothesis can be rejected and the alternative hypothesis accepted, which states that there is a relationship between the race of the respondent and the race of the celebrity endorser. However, 56% of the cells had expected count less than 5 (insufficient data in some responses). Therefore, the Chi-Square calculated above may not be a valid test. Based on this warning, I decided to group the "non-Black" population together (i.e. White, Indian and Coloured).

The following results were obtained.

Table 21: Statistical output for Black versus non-black

Statistic	DF	Value	p-value
Chi-Square	1	59.3807	**<.0001**
Likelihood Ratio Chi-Square	1	59.5781	<.0001
Continuity Adj. Chi-Square	1	57.1519	<.0001
Mantel-Haenszel Chi-Square	1	59.1515	<.0001
Phi Coefficient		0.4788	
Contingency Coefficient		0.4319	

Statistic	DF	Value	p-value
Cramer's V		0.4788	

Based on these results (p-value is less than 0.05) it can be seen that the celebrity endorser chosen by the respondents is dependent on the population group of the respondent which means that the alternative hypothesis can be accepted and the null hypothesis was rejected.

Qualitative responses

Respondents were asked to complete an open-ended question requesting reasons as to why they selected that specific celebrity out of the remaining listed celebrities in the table. The following are selected key verbatim excerpts from their responses:

1. *"he is a fun crazy guy and I think that he will be able to sell the product well. He knows how to get the people's attention."*
2. *"She represents all qualities I like in a person, she is confident, attractive, down to earth and she is her own person, doesn't try to be somebody else, she enjoys being in her own skin"*
3. *"Firstly because we are the same culture and religious belief, secondly he is caring person for fellow human beings"*
4. *"I think she is successful, attractive, sincere and well-spoken. In my opinion these are some of the most important characteristics to consider when selecting a brand ambassador"*
5. *"DJ Fresh is a very inspiring celebrity that lives up to his name and also respects people's view. He normal multitasks rather than be self-centred. He normally believes in people's vies and knows his crowd."*
6. *"Similar age and life stage, good media presence, his public personality"*
7. *"Because we the same age group and we almost like the same brands and lifestyle as we the same age group and stage"*
8. *"He is the most respected of all on the list. Also I have never seen angry on the cricket field nor has he ever disrespected another player."*
9. *"Same religion"*
10. *"She is the same age and we have similar appearances"*
11. *"Because we speak same language and we same culture and I love his style and of kind of music"*
12. *"She is someone who I believe is very attractive and whose style in high-end products I can relate to."*
13. *"She is very beautiful and ataractive and very influencial, she is everyone's favourite."*

Descriptive analysis

To test the second part of the proposition, respondents were asked whether the race of the celebrity endorser was important to them in the purchase decision. The table below shows the responses that were provided by the respondents. The first row is the number of respondents out of the total respondents per race who answered either Yes or No. Second row is the percentage of the respondents out of the total number of respondents that answered the question across the race (for Yes response this will be 77/258). The third row is the percentage calculated per response out of the number of respondents for that race (in the case Black respondents this will be 77/187 which results in a percentage of 41%). The fourth row is the percentage number of a specific response either Yes or No over the total number of responses for that specific response (for example, the 84% of Black respondents that said race is important is calculated as 77/91).

Table 22: Importance of celebrity endorser's race in the purchase decision

Race	Importance of celebrity's race		
	Yes	**No**	**Total**
Black	77	110	187
	29.84	42.64	72.48
	41.18	**58.82**	
	84.62	65.87	
White	1	20	21
	0.39	7.75	8.14
	4.76	**95.24**	
	1.10	11.98	
Indian	5	20	25
	1.94	7.75	9.69
	20.00	**80.00**	
	5.49	11.98	
Coloured	8	17	25
	3.10	6.59	9.69
	32.00	**68.00**	
	8.79	10.18	
Total	91	167	258
	35.27	64.73	100.00

The data above overwhelmingly shows that Indians, Whites and Coloureds do not believe that the race of the celebrity endorser is important whilst there was near equal split from the Black responses.

Statistical analysis of responses

The statistical analysis below shows the hypotheses constructed to test whether there were any statistical differences in the responses from the respondents at 5% significance level.

H_0: There is no difference in the respondent's view of celebrity endorser's race (null hypothesis)

H_a: There is a difference in the respondent's view of celebrity endorser's race (alternative hypothesis)

Table 23: Chi-Square output to test the importance of race of celebrity endorser

Statistic	DF	Value	P-Value
Chi-Square	3	14.0890	0.0028
Likelihood Ratio Chi-Square	3	17.1536	0.0007
Mantel-Haenszel Chi-Square	1	4.5079	0.0337
Phi Coefficient		0.2337	
Contingency Coefficient		0.2276	
Cramer's V		0.2337	

The p-value for the test is 0.0028 which is less than 0.05. As such, the null hypothesis is rejected and the alternate hypothesis is accepted which states that there is a significant difference in the responses received.

Qualitative responses

Respondents were asked to complete an open ended question providing reasons as to why they felt the race of the celebrity endorser was either important or not important. The following are key direct quotes split between those that believed race was an important criterion in celebrity endorsement versus those that didn't believe race was an important criterion:

Respondents who believed race was an important factor:

14. *"We share same belief on brands speak similar language."*
15. *"He looks like a trustworthy person."*
16. *"When you like, trust that particular celebrity for me as a person it will be much easier to be influenced because I trust him."*
17. *"They still young and fresh I understand them more because we are the same age group."*

18. *"Because the celebrity that is of my population group is most likely to convince that what he/she endorses is real and could get me interested."*

19. *"I am more likely to relate to a product endorser if they are of a similar demographic as myself, especially from a gender and age perspective."*

20. *"it is important to be able to relate"*

Respondents who believed race was not an important factor:

21. *"The endorsers population group does not determine the value of the purchase. As long as the product good I will purchase."*

22. *"I make my decisions based on what I see and how that looks and then would try that on myself first, if I lyk (sic) and will buy if it don't look good on me why buy even if it looks better than the other person"*

23. *"we are a diverse population, so I don't see why it should affect any purchase"*

24. *"No it is his personality and not his population group that breeds trust."*

25. *"Population group should not make a difference on the quality of the product. Knowledge of the product and backing is far more important."*

Conclusion for Proposition 5

The findings from proposition 5 provide a combination of sentiments around the importance of the race of the celebrity endorser to the respondent. The selection of a celebrity endorser was associated highly with the race of the respondent but the direct question around the race of the celebrity endorser concluded that the race of the respondents was not important. Furthermore, the qualitative responses also had a balanced view around whether the race of the celebrity endorser influenced purchase behaviour. As such, there is no conclusive evidence to disprove the proposition.

Chapter 6 will discuss the statistical analysis of the stated propositions further.

Chapter 6: Discussion of Results

Introduction

Chapter 5 provided the analysis of the results that were obtained for each proposition defined in Chapter 3. The aim of this Chapter is to further expound on these results. Each proposition is analysed individually and where required supported by the relevant literature.

Proposition 1: A celebrity endorser's race does not positively influence consumer purchase behaviour for practical products

Definition of the proposition

The proposition's objective was to ascertain whether the race of the celebrity endorser played any significant role in influencing consumers in their purchase behaviour for practical products. As was discussed in Chapter 2, practical products are products that are commodities and regularly purchased by consumers. They do not require any emotional or financial investment in the decision making process (they are of low involvement or low risk). Specifically, the proposition stated that a celebrity endorser's race did not positively influence consumer purchase behaviour for practical or functional products.

Discussion on statistical findings on proposition one

Keel and Nataraajan (2012) mentioned that the ethnicity of celebrity endorsers plays an insignificant role when consumers purchase practical or commodity based products. That is, the purchase is not influenced by the celebrity's endorsement or their ethnicity as well as any cultural affiliation.

The statistical analysis of Proposition 1 in Chapter 5 confirmed the observation as stated by Keel and Nataraajan above, that the race of the celebrity endorser indeed did not positively influence purchase decisions for every day products. Table 2 in Chapter 5 showed the communication channel preferences for each racial profile. For all races, celebrity endorsement was regarded as one of the least preferred communication channel. Black respondents identified television as the preferred medium whilst the other races (White, Indian and Coloured) preferred family and friends as their source of influence. An interesting observation from the Black respondent's partiality towards television as the source of influence is the lack of clarity whether commercials (and specifically celebrity endorsements) are the basis of influence. However, this confusion is mitigated by the fact that the questionnaire separated TV and celebrity endorsement as communication channels which allowed respondents to rate the two channels separately. Further to this, there was no significant statistical difference in the perception of celebrity endorsement as a communication channel in the survey.

The respondent's low ranking of celebrity endorsement as a communication channel in this research is a counter observation when compared to a study conducted by Biswas et al. (2009) who stated that celebrity endorsement produced greater purchase intentions than a non-celebrity endorser. Furthermore, Biswas et al. (2009) asserted that the reason for the positive influence is embedded in the belief that celebrities represent a source of aspiration for consumers, which has a positive influence on their purchase intentions. However, the same authors claimed that in mature market such as the America, celebrity endorsement had become ineffective as they did not find celebrities as persuasive (Biswas et al., 2009). The analysis conducted in this survey supports Biswas et al.'s observation as it indicated that respondents did not view celebrity endorsement highly, which raises the question whether celebrity endorsement will be an effective communication channel in the future in emerging markets for practical products. From the research, it is evident that consumers are becoming more knowledgeable about products and are financially conscious of their purchase decisions which mean that they are not easily influenced by celebrity endorsement.

Taking note of the low ranking of celebrity endorsement as a communication channel, it is important to further scrutinise the survey responses. An analysis of the survey respondents' views with respect to the characteristics of the celebrity required in the endorsement process showed that the race ("population group") of the celebrity endorser when endorsing practical products was not important for the consumer. The respondents across the racial groups in this research rated the importance of race as low. Similarly, the Social Identity characteristics of the celebrity endorsement when grouped together (population group, culture, nationality, language and religion) were also rated as of low importance for the respondent. The respondent's low rating of Social Identity characteristics showed that for practical product consumption, consumers tend not to give any significance to celebrity endorsement and furthermore little importance to the race or ethnic characteristics of the celebrity endorser.

Table 8 in Chapter 5 shows that the respondents rated honesty, sincerity, attractiveness, credibility and knowledge of products as important characteristics that celebrities should have when endorsing a product (if a firm selects a celebrity as part of their advertising strategy). Honesty as a source characteristic was rated highly. An analysis of the qualitative responses received from the respondents (see Proposition 5 in Chapter 5 for the verbatim extracts) showed that consumers are not easily influenced by firms using celebrities to promote products or their brands for their endorsement strategy. They are sceptical of the endorsement as they seek out honesty of the brand communication.

The importance of the above-mentioned characteristics to the respondents mentioned in the preceding paragraph is evident in literature utilised in this study as well. Erdogan (1999) mentioned that effectiveness of advertising messages is contingent on the level of expertise and trustworthiness (credibility) of the endorser. Consumers are suspicious if there is no affinity between

the brand and the celebrity which requires the brand message to be delivered through credible sources. Aggarwal-Gupta and Dang (2009) researched that utilising an expert celebrity for an endorsement of a product (product and celebrity are aligned) would result in positive perception of the communication. The analysis of this survey showed that the source credibility characteristics were rated higher than Social Identity characteristics, which confirms the findings of Aggarwal-Gupta and Dang.

The respondent's high rating of attractiveness as a key celebrity characteristic (Table 8) is in line with literature as well. McCracken (1989) commented that a source attractiveness model suggested that celebrities that were liked by or shared similar traits to the consumer are perceived as attractive, which results in the celebrity being persuasive. McCracken's argument is supported by Aggarwal-Gupta and Dang (2009) and Erdogan (1999) who found that brand attitude increased positively when a brand/product was paired with an attractive endorser as opposed to an unattractive endorser.

The influence of family and friends was cited as one of the major triggers by the respondents which led to positive purchase decisions for practical products. The influence of family and friends is indicative of the strength that word of mouth has on consumer behaviour. South Africa has one of the highest gini co-efficients in the world (Owen, 2014). As such, low income consumers cannot afford to make mistakes with their purchase decisions which results in them being reliant on the opinions of their family and friends. For that reason, firms must ensure that they produce services and practical products that deliver quality and longevity at an affordable price and not be too reliant on celebrities to endorse standard quality products.

Proposition 1 confirmed that celebrity endorsement is of little significance in promoting practical products much less racial congruency between the celebrity and the target market. It should be noted that as practical products require low purchase involvement, consumers look at the brand and the quality promise rather than the celebrity that is endorsing it. Management must understand when to use celebrities and when not to for products that are utilitarian in nature. The utilisation of celebrities must only occur if firms intend to add credibility to their brand message which would require endorsement from a credible source. An example of using a celebrity endorser for practical products could be using sports celebrities to endorse energy drinks.

In conclusion, the statistical analysis of Proposition 1 showed that the race of the celebrity endorser did not play a major role in the endorsement process for practical products. Furthermore, the celebrity themselves have little influence on the purchase intentions as the purchasing of practical products are of low involvement. However, characteristics such as attraction, credibility and honesty are essential if celebrities are to be utilised in advertisements. As such, Proposition 1 is proven to be true.

Proposition 2: A celebrity endorser's race does positively influence consumer purchase behaviour for high-end/ high-valued products

Definition of the proposition

Keel and Nataraajan (2012) stated that consumers paid importance to the ethnicity (culture and nationalism) of the celebrity endorser when the race matched their own for high-end products. Based on this rationale, Proposition 2 tackled whether the race (going beyond culture and nationalism) of the celebrity endorser was a source of influence when purchasing products (high-value/high-end products) that required high-involvement decision making. As was defined in Chapter 2, high-end products are those that are associated with premium prices and entail involved decision making. In conclusion, the analysis in Chapter 5 showed that there was no statistical evidence to suggest that the race of the celebrity endorser influenced positively on the consumption of high-end products. Subsequently, Proposition 2 is rejected.

Discussion on statistical findings on proposition two

The statistical analysis for Proposition 2 provided minimal difference in the outcome when compared to Proposition 1. For high-end products, celebrity endorsement as a communication channel was not the preferred medium for the respondents (see Table 10). Following a similar trend to Proposition 1, Black respondents ranked television advertisements as their preferred channel whilst the remainder of the groups relied on their family and friends for recommendations. Statistical analysis of the ranking of the communication channels showed that there were significant statistical differences in how the respondents rated the communication channels in terms of level of influence (see page 46 of Chapter 5).

Butt and de Run (2011) found that interaction between high-involvement product and ethnic identity strength was low when compared to low involvement products. In spite of that, the respondents in this research rated the influence of celebrity endorsement higher for high-end products than they did for practical products which is at odds (and contradicts) with Butt and de Run's findings (see page 45 for the analysis). The increase in the rating of celebrity endorsement for high-end products can be attributed to the significance of such a purchase and consequently the relevance of the communication channel. Keel and Nataraajan (2012) underpin this research's findings when they suggested that the utilisation of a celebrity is appropriate when the purchase involved high social or psychological risk.

High-end products are aspirational in nature and in most cases serve as a symbol of success. In a study conducted on the base of the pyramid (BoP) in Brazil, Barki and Parente (2006) stated that consumers were willing to pay for premier designer labels as these purchases become symbolic. This survey showed that the influence of celebrity endorsement increased slightly for high-end product which indicates that consumers invest their time and are influenced by their emotions in purchasing

high-end products. Consequently, the endorsement message and the celebrity play a role in the consumption process.

Following a similar pattern to Proposition 1, the respondents rated honesty, credibility and knowledgeability as important characteristics for a celebrity endorser for high-end products. The Social Identity characteristics (as defined in Chapter 5) including racial profile were given a low rating.

In conclusion, there is insufficient statistical evidence to suggest that race is important in the purchase decisions for high-end products even though there was a slight increase in how they perceived celebrity endorsement. This results in Proposition 2 being rejected.

Propositions 3 and 4

Definition of the proposition

Propositions 3 and 4 aimed to understand whether consumers that were aligned to either collectivism or individualism placed any significance on race of the celebrity endorser as an important criterion in the endorsement process. Proposition 3 stated that for a Collectivist, race of the celebrity endorser will positively influence consumer purchase behaviour whilst for an Individualist race of the celebrity will not positively influence consumer purchase behaviour (proposition 4). In essence, the research aimed to explore individualism and collectivism within the domain of celebrity endorsement.

The rationale behind the Propositions 3 and 4 was based on the findings of Biswas et al. (2009) who stated that Collectivist individuals respond favourably to celebrities of higher status and perceived as glamourous. Following this observation, this research intended to gauge if Collectivist respondents would deem race of the celebrity as an important criterion or basis of influence.

The analysis for Propositions 3 and 4 in Chapter 5 concluded that the collected data could not be statistically analysed for question 9 (see Appendix B for the questionnaire). Specifically, it was difficult to ascertain the relationship between the respondent's subscription to either Individualism or Collectivism and the importance of the race of the celebrity endorser.

The scale utilised to identify Individualists and Collectivists was adopted and adapted from Singelis et al. (1995) who had designed it to identify Individualists or Collectivists in a society. Question 9 in Appendix B shows the various Individualists and Collectivists constructs. Ideally, respondents who have strong Individualist or Collectivist traits would rate the respective constructs highly. For example, an Individualist respondent should rate the constructs for Individualism (9.1, 9.3, 9.5, 9.7, 9.9, and 9.11) higher than the constructs for collectivism (the remainder of the constructs). In contrast to this rationale, the respondents in this research rated all the constructs highly making it difficult to distinguish Individualist or Collectivist traits.

The reason for the data challenges can be placed on the scale used in this research. As can be seen from the above-mentioned paragraph, the process of grouping respondents into either Individualist or Collectivist is very dependent on the scale used. The limitation of the analysis for Propositions 3 and 4 can be attributed to the application of the scale designed by Singelis et al. (1995). Respondents related to both the Collectivists and Individualists traits which may also indicate that the concepts of Individualism and Collectivism may be blurring in societies in this case.

It can be argued that the respondents found the Individualist and Collectivist traits collectively applicable to them. This is observed in academia when Hui (1998) found that humans (respondents in this research) tended to demonstrate both Individualist and Collectivists traits. Hui (1998) explains that an individual may be a Collectivist when it came to their friends but an individualist when it came to their family. This means that the interpretation of Question 9 of the questionnaire is context based making it difficult for the respondent to be biased towards a specific trait and consequently made it challenging to discriminate between Individualist and Collectivist respondents for this research.

In conclusion, this research could not show whether Propositions 3 and 4 are true or false. Taking into account the failure of this research to analyse Propositions 3 and 4, establishes an exciting opportunity for future research to test how the race of the celebrity endorser is viewed amongst Collectivists and Individualists when an appropriate scale is used.

Proposition 5: Racial congruency between the celebrity endorser and the individual will lead to positive purchase intention

Definition of the proposition

Proposition 5 explored explicitly the concept of racial congruency between the celebrity endorser and the consumer. Specifically, the proposition focused on whether the racial alignment between the consumer and the celebrity endorser would lead to positive purchase behaviour. The premise of the proposition was based on the findings from Choi and Rifon (2012) who stated that humans follow the behaviours of others and are influenced by them when they identify with those people. The underlying theory that was tested in Proposition 5 was that of Social Identity and more so the racial aspect of it.

Discussion on statistical findings on proposition five

Respondents were asked to select a celebrity endorser that they would prefer to promote a product of their choice (see question 7.1 of the questionnaire in Appendix B). The intention here was to ascertain whether the selection of the celebrity coincided with the respondent's racial profile. That is, was there racial congruency between the respondent and the selected celebrity?

The outcome of the selection process conclusively showed that there was racial congruency. For instance, 75% of the Black respondents selected Black celebrities whilst 57% of White respondents selected White celebrities and very minimal Black or Indian celebrities (see Table 19). Added to this, 83% of Coloured respondents selected Black, Coloured and Indian celebrities but very few White celebrities (they mainly selected non-white celebrities). The statistical analysis showed that there was a strong relationship between the race of the respondent and the race of the celebrity endorser.

The qualitative responses from the respondents regarding their selection of one specific celebrity provided valuable insights. Some respondents attributed their selection to Social Identity in that they selected the celebrity because they were of the "same culture" and "religious beliefs". Other respondents were more specific when they stated that they selected that celebrity because they had "similar appearances" and spoke the same language (vernacular language). Other respondents looked at the attractiveness, confidence and humbleness of the celebrity. Finally, there was evidence of life stage association between the celebrity and the respondent. The tendency to select a celebrity that is of a similar ethnic or cultural origin was best described by Chattaraman and Lennon (2008) in Chapter 2 as ethnic identity.

The combination of the statistical evidence around celebrity selection and the respondents' descriptive reasoning suggests that there is indeed congruency between the race of the celebrity and the respondent's racial profile. Furthermore, given that the respondent selected (subconsciously) one celebrity that leads to the belief that they are highly influenced by that celebrity. The resultant influence will have an impact on their purchase decision if the product is endorsed by the respondent's preferred celebrity. There was a mention in Chapter 5 that respondents are influenced by endorsers if they trust that celebrity (see Chapter 5, Proposition 5, response number 16). Erdogan (1999) postulated that the celebrity endorser's ethnic status affects their trustworthiness in that people tend to trust those who are of a similar background to themselves.

The above findings are in contrast to the second part of Proposition 5. The second part posed a direct and explicit question to the respondent as to whether the race of the celebrity endorser was important to them in the endorsement process (see question 8 of the questionnaire in Appendix B). The statistical findings showed that for the Black population (the majority of respondents) the split between the important and not important was equal. Some of the qualitative responses supporting the importance of the race of the celebrity endorser were provided by the respondents when they mentioned that as the celebrity was from their population group it would most likely convince them to purchase the product (see Chapter 5, Proposition 5, response number 18). Others mentioned that they were more likely to relate to a product endorser if they were of a similar demographic as themselves. Further supporting evidence centred on the concept of trust, belief and language spoken by the celebrity.

The above mentioned observation is noted in literature as well. As was stated in Chapter 2, Biswas et al. (2009) mentioned that celebrities have been found to be effective endorsers due to their symbolic aspirational reference group associations because they reflect the symbolic meanings and values that are embedded in their culture. As such, consumers seek out cultural and racial commonalities in the celebrities so that they can trust their endorsement.

Respondents who felt that the race of the celebrity endorser was not important stressed that it did not determine the "value of their purchase" and that the quality of the product determined the purchase decision (see Chapter 5, Proposition 5, response number 21). South Africa is a multi-racial society which has enjoyed 20 years of democracy and is affectionately known as the "rainbow nation" (melting pot of cultures races, religions and languages). As such, the importance of racial profiling for some respondents has become less significant. This is supported by a respondent's comment who stated that "we are a diverse population" and questioning the importance of the celebrity endorser's race on their purchase decision. Another respondent mentioned that it is the personality of the respondent and not their population group that bred trust (see Chapter 5, Proposition 5, response number 24). Carroll (2009) posited that in some cultures, individuals believe that other individuals should not attempt to be different or regard themselves as more valuable than others. Clearly, some respondents in this research felt that celebrities distinguished themselves as superior to the "common man" and as such did not regard them as important and therefore would not be influenced by their endorsements.

Further reasons as to why celebrity endorsement is not important for the respondents can be attributed to the voluntary product information gathering done by consumers. Consumers in this digital and social media era have become very knowledgeable of brands and product quality. This is confirmed when one of the respondents mentioned that, "Population group should not make a difference on the quality of the product, knowledge of the product and backing is far more important". Carroll (2009) commented that the proliferation of advertisements has invoked cynicism which has resulted in consumers screening out advertisements. Furthermore, the resultant effect of the said proliferation has created advertising literacy where consumers have become proficient in deconstructing the message and choosing to distance themselves from the advertising influence (Carroll, 2009).

An interesting insight from Proposition 5 is the contrasting results between the explicit Question 8 and Question 7 (hidden motif) of the questionnaire. South Africa had been subjected to racial oppression for decades and as such the dawn of the democracy heralded initiatives to eradicate racism. Anciano-White and Selemani (2012) found that there was an active drive to promote non-racialism in South Africa which aimed to transcend race and adopt multi-racialism. As such, when explicit questions are asked to respondents whether the race of the celebrity endorser is important, an unsurprising response would be in the negative and this is supported by the statistical analysis in

Chapter 5. Albeit, the respondent's instinctive celebrity choice in question 7 of the questionnaire showed an association between the race of the respondent and the race of the celebrity. The inclusion of question 7 allowed this research to provide evidence of racial congruency. More importantly, it also confirmed that consumer behaviour in some instances is intrinsic. As a result, utilising a celebrity of a similar cultural or racial background may lead to positive purchase behaviour.

Analysis of proposition 5 provided dichotomous views on the importance of race in the celebrity endorsement process. For some, race is not important whilst for others it is. There is no conclusive statistical evidence to confirm the proposition that racial congruency of the celebrity endorser and the respondent will lead to positive purchase intentions. However, there is some evidence (qualitative and statistical) that suggests that through Social Identity, respondents are susceptible to influence by celebrities that are of the same racial or cultural background. As a result, the importance of the celebrity's race to a target audience is contextual and race dependent (in this research it is for all races except White).

Research question's summary answers

Chapter 3 asked the following research questions on which this research is based. The following section repeats the research question and provides a summary response based on analysis from Chapters 5 and 6.

1. How important is the celebrity endorser's race to consumers and their purchase intentions?
   a. Race does not play a significant role in the celebrity endorsement process. However, analysis of Proposition 5 showed that consumers are influenced by celebrities that are of a similar Social Identity with race being one of the identities. As a result, racial congruency between celebrity and target market plays some role in celebrity endorsement and the subsequent purchase intentions.

2. What attributes (religion, nationality, language and race) are important in a celebrity endorser for consumers?
   a. Respondents found credibility, honesty and attractiveness as key characteristics which a celebrity should have when endorsing a product. Race, as a characteristic, was rated low.

3. For which type of product (high-end vs practical) does the race of a celebrity endorser influence consumer's purchase behaviour?
   a. The importance of race in celebrity endorsement was rated slightly higher for high-end products than it was for practical products. This is due to the nature of the high-end purchase being of greater importance.

4. What impact do Individualism and Collectivism have on celebrity endorsement process in a multi-racial society?

   a. Unfortunately this research question cannot be answered in this research due to the challenges experienced in distinguishing between Individualist and Collectivist respondents via the selected scale. As such the appropriate statistical analysis could not be conducted to analyse the research question.

Chapter 7: Conclusion

Introduction

Chapter 7 is the final and concluding chapter of this research. The aim of the chapter is to conclude the findings from Chapters 5 and 6 and provide recommendations to both practitioners and academics alike. Based on the literature review and the outcome of this research, a celebrity endorser selection process/model is proposed. Finally, the chapter will conclude with suggestions for future research.

Main findings of the research

The aim of this research, as per Chapter 1, was to ascertain whether the race of the celebrity endorser had any positive impact on consumers' purchase intentions. Specifically, the propositions tested the importance of race of the celebrity endorser to the consumer for practical and high-end products. The outcome of the research showed that celebrity endorsement as a communication channel did not play an integral role in the respondent's consumption behaviour. However, when respondents were prompted to select a celebrity endorser that they strongly preferred, they selected one that was aligned to their racial profile. This finding is in stark contrast to the responses from the respondents to the explicit question asked around the importance of race of the celebrity in the endorsement process. They mentioned that race was not important to them. Chapter 6 argued that respondents of the research would not publicly admit in a survey that race played an important role in their consumption behaviour.

Chapter 6 reasoned that consumers are subliminally influenced by individuals of similar racial and cultural background and that Social Identity still plays an integral role in consumer behaviour. Chapter 5 also showed that respondents trusted individuals that were similar to them. As such, this research accepts that celebrity endorsement may not be important to consumers but if marketers opt to use celebrities as part of their communication strategy then racial congruency is important for high-end products (high-end products were chosen due to the respondents rating the importance of celebrity endorsement as higher than it did for practical products).

Managerial implications

The figure below shows the recommended steps to be taken when using celebrity endorsement as a brand communication strategy. The proposed model incorporates academic findings around source characteristics mentioned in Chapter 2 as well as the findings from this research around racial congruency between the celebrity and the consumer.
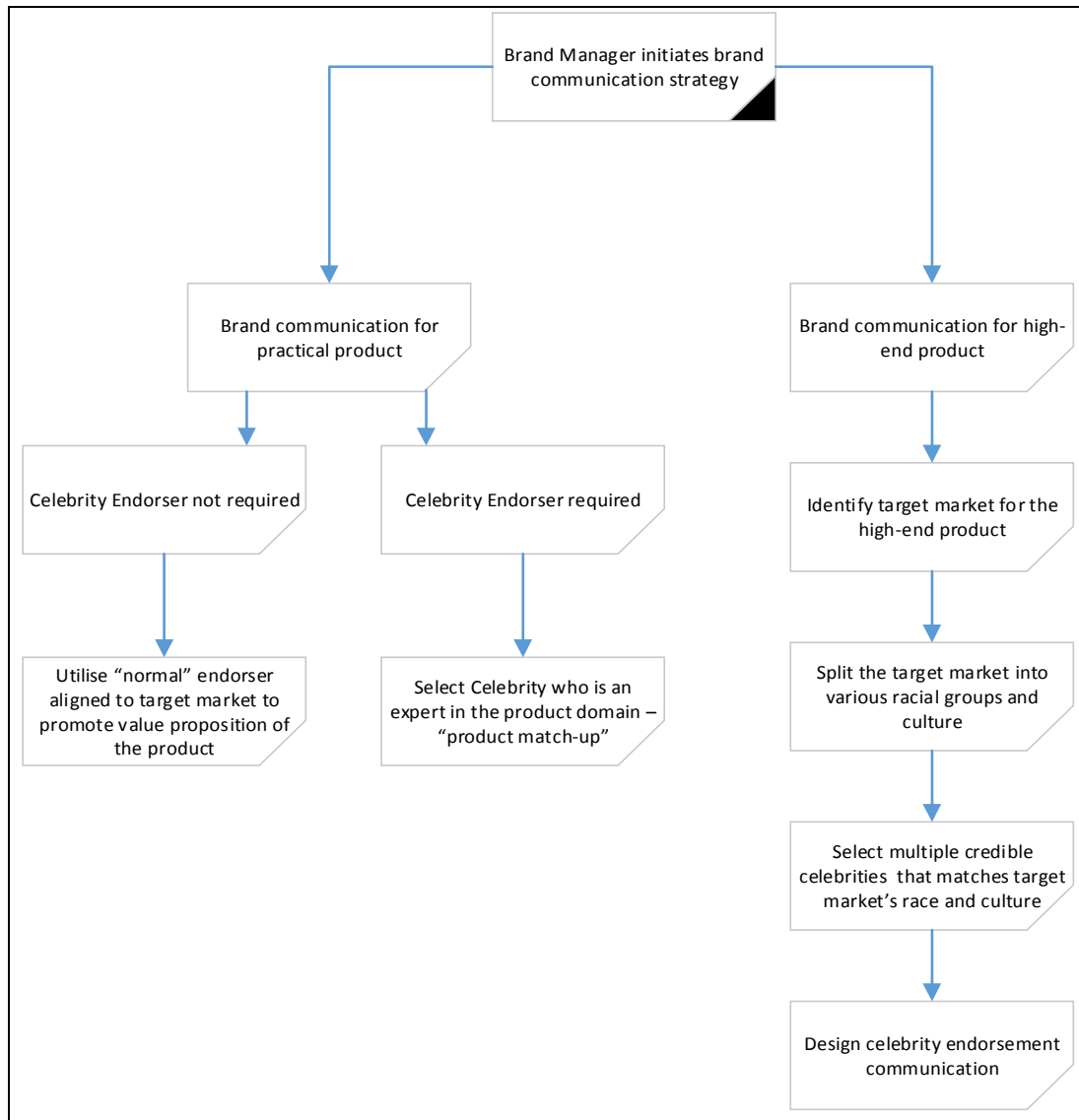
Figure 11: Proposed model showing celebrity endorser selection process

Figure 11 shows a suggested celebrity endorser selection model for practical and high-end products. The model can be utilised if the firm decides that the brand or product required a celebrity endorser as part of their marketing communication strategy. The following section will split the description of the model between practical and high-end products.

Use of the model for practical products

As mentioned in Chapter 6, respondents did not regard celebrity endorsement as a communication channel that positively influenced their purchase decision for practical products. As such, firms or brands must seriously consider whether the practical product requires a celebrity in the communication strategy or that a non-celebrity to promote the product will suffice. If a celebrity endorser is not required to promote a practical product then the brand manager should select an endorser who is credible and attractive and racially aligned to the target market.

If the firm decides to utilise a celebrity as part of the communication strategy, they should select a celebrity who is an expert in that product field. This lends credibility to the communication strategy. Aggarwal-Gupta and Dang (2009) defined expertise as the endorser's level of product knowledge they had. These authors found that consumers that are exposed to a celebrity that is regarded as an expert in the product's domain accept the celebrity's endorsement more than those that are of low expertise (Aggarwal-Gupta & Dang, 2009). Erdogan (1999) asserted that expertise is the extent to which the consumer perceives the endorser as the basis of valid assertion. As such, their endorsement is more influential and persuasive. By ensuring that the celebrity and the product are associated this meets the Product Match-up theory. The Product Match-up theory suggests that the celebrity and the product should be related so that so that consumers do not doubt the communication message (Erdogan, 1999).

The above recommendation utilises the principles of the Source Credibility model discussed in Chapter 2. The Source Credibility model entails that the success of the marketing communication is dependent on the level of expertise and credibility of the endorser (Erdogan, 1999). The importance of trust was also evident in the qualitative responses from this research's respondents.

Use of the model for high-end products

The proposed model above suggests that for high-end products, firms should utilise celebrities to gain maximum exposure for their products as celebrities create mass brand appeal and awareness. The brand manager must identify the target market for their product. Once the target market has been identified, the communication strategy team should split the target market into the respective racial demographics.

When the target market has been segmented into the various racial groups, the firm must identify celebrities that are of a similar cultural and racial background (each target market will have its own celebrity). If the firm operates globally they would need to identify celebrities that racially align to that country's target market. For example, if a firm wants to market a sports car in India, they would need to appoint a celebrity who is Indian and famous in the country. It would not make sense to have a Latin or a White global celebrity endorsing the product in the Indian market which the consumer has no sense of identification with. Biswas et al. (2009) mentioned that advertising messages should be aligned to the values of local cultures which result in the messages being more persuasive.

Matching the race of the celebrity to the race of the target market is not sufficient. Chapter 2 discussed the source characteristics that celebrities should encompass in the endorsement process. Furthermore, Chapter 5 showed that the respondents valued credibility, expertise and attractiveness as important characteristics that are required in a celebrity. Taking those source characteristics into consideration, the celebrity selected should be attractive, credible and an expert in the field. The

combination of the source characteristics and racial alignment adds authenticity to the endorsement process which increases consumer purchase intentions.

Chapter 2 explored the Source Attractiveness model which described that consumers formed positive attitude towards attractive people and are therefore susceptible to their messages, (Erdogan, 1999). One of the main reason why respondents selected Bonang Matheba as their preferred celebrity in question 7 of this research's questionnaire was due to the attractiveness of the actress. Attractiveness as a source characteristic plays a role in the communication strategy and should not be ignored when selecting a celebrity especially for products that are in the fashion or beauty industries.

The final step of the model entails the designing of the communication strategy. Firms should use media which will allow maximum exposure of their brand to the target market. A combination of television, print, billboards, radio and social media channels are available. The majority of the respondents in this research preferred television as a communication channel but marketers must not ignore the impact social media has on consumers.

It was argued in Chapter 6 that aligning the race of the celebrity endorser to the target market will result in consumers identifying with that celebrity endorser and being influenced by their endorsement strategy. The aim of the proposed model is to ensure that firms utilise target marketing as part of their communication strategy as opposed to mass communication with a generic celebrity. Butt & de Run (2011) defined targeting as selecting a segment that a firm wants to serve and communicating with that segment so that the customer feels that they are the intended target. Furthermore, the authors state that intention of targeting is to increase higher purchase intentions (Butt & de Run, 2011). As part of the targeting strategy, the authors found that when ethnicity as a target variable is used, the respondent will find similarities between the endorser and themselves (Butt & de Run, 2011). As such, by using a celebrity of a similar race to the consumer, the race becomes the symbolic cue for the consumer. An example of aligning an endorser to the target market for a product is seen in Figure 12 below.

In conclusion, aligning the race of the celebrity endorser to the target audience creates a symbolic cue for the consumer through which they are able to identify themselves with the celebrity. Through the process of social identification, consumers are more likely to take notice of the product and communication message than they would if the celebrity was not from their social background. The reason for this is that celebrities that are from a similar background to the consumer serve as aspirational reference points as was discussed in-depth in Chapter 1. This rationale was evident from the qualitative responses in Chapter 5 where the respondents mentioned that they want to be like their chosen celebrity.

Figure 12: Target advertising in Malaysian market

Source: Butt and de Run (2011)

Implication for academia and suggestion for future research

The preceding chapters argued that the race of the celebrity endorser has some influence on consumer behaviour. Consumers', through the process of Social Identity, will respond positively to products endorsed by celebrities that are of similar racial background. As a consequence, from an academic perspective, the racial congruency finding of this research must be included as a source characteristic when selecting a celebrity for product endorsements. That is, along with credibility, honesty and attractiveness as source characteristics; racial alignment with the target audience must also be considered when selecting a celebrity.

This research has also shown that celebrity endorsement as a communication strategy may not have the required impact on consumer purchase intention as it once did for some consumers. Consumers have become product and market savvy and are not automatically influenced by a celebrity's endorsement. Consumers utilise internet research and first-hand feedback from their social circle to obtain views on products and services. This is mostly applicable for high-end products as these purchases involve significant financial commitment. As such, it is recommended that future research is conducted to ascertain the impact of celebrity endorsement in emerging markets and its effectiveness as a marketing tool.

An interesting observation from this research showed that respondents are increasingly reliant on recommendations from family and friends. The importance of relying on word of mouth marketing will place increasing expectations on firms to deliver on their promised value propositions. From an academic perspective, research should be conducted in order to determine whether consumers have become sceptical of mass marketing communication and are now basing their purchase decisions on word of mouth (first-hand experience).

One of the limitations of this research is that the respondents were from two companies with the majority of the respondents being young and mainly sales agents. Further studies should research a wider range of demographics to ascertain their sentiments around the importance of race in celebrity endorsement. The focus should be on the mass market for practical products and higher income earners for high-end products. In addition, it is recommended that a qualitative study be done. Qualitative studies will allow researchers to explore in detail questions around culture and race. Furthermore, it allows researchers to conduct interactive question and answer sessions (focus groups) with the respondents such as showing advertisements with celebrities from different races and then asking them which advertisement they prefer and why. This type of rich insight would not be gained via a quantitative study.

Finally, this research failed to analyse statistically whether the race of the celebrity endorser was important for an Individualist or Collectivist. Future research must be conducted to explore the associations between the two.

Limitations of research

There are some limitations to this study.

1. This research was conducted in a specific geographic area within South Africa and more specifically focused only on two companies

2. The majority of the respondents were of a similar age band which generalises the responses to the survey

3. This research had a higher Black population responding to the survey than Indians, White and Coloured. This also skews the findings to one population group

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Appendices

Appendix A

Table 1: Celebrity and the 14-Point Model	
Celebrity Profession	Fit with the Advertising Idea
Celebrity Physical Attractiveness	Whether Celebrity is a Brand User
Celebrity Values	Multiple Endorsements
Celebrity Availability	Celebrity Controversy Risk
Cost of Acquiring Celebrity	Celebrity-Product Match
Celebrity Regional Appeal	Celebrity-Target Audience
Celebrity Credibility	Celebrity Popularity

Figure 13: 14 Point Model.

Source: Patel (2009)

Introduction

My name is Asif Alekar and I am currently studying for a Master of Business Administration degree at the Gordon Institute of Business Science (GIBS). The focus of my study is on consumer purchase behaviour and the title of my research is: **The relationship between the race of celebrity endorser and consumer purchase behaviour in multi-racial societies**.

I would like to invite you to participate in this survey. The survey will take you no more than 5 minutes to complete and there are no costs to you. Your participation is voluntary and you can withdraw at any time without penalty. Of course, all data will be kept confidential. By completing the survey, you indicate that you voluntarily participate in this research. If you have any concerns, please contact me or my supervisor. Our details are provided below.

Researcher name: Asif Alekar   Research Supervisor Name: Dr. Clive Corder

Email: AsifAlekar6@Gmail.com   Email: Cliveco@icon.co.za

Phone: 083 444 3569   Phone: 082 655 6740

1. Please select your gender by marking an X.

Gender	Mark X
1.1) Male	
1.2) Female	

2. Please select your age band by marking an X.

Age	Mark X
2.1) 16 - 18 years old	
2.2) 19 - 21 years old	
2.3) 22 - 25 years old	
2.4) 26 - 30 years old	
2.5) 31 - 35 years old	
2.6) 36 - 40 years old	
2.7) +41 years old	

3. Please select your position by marking an X.

Occupation	Mark X
3.1) Executive	
3.2) Senior Manager	
3.3) Middle-management	
3.4) Junior Management	
3.5) Sales Consultant	
3.6) Self-employed	
3.7) Unemployed	
3.8) Other	

4. Please select your population group by marking an X.

Population Group	Mark X
4.1) Black	
4.2) White	
4.3) Indian	
4.4) Coloured	

5. Practical or functional products are products that are readily available and require minimum purchase involvement. Examples of practical or functional products are carbonated soft drinks, deodorants, toothpaste and other low priced items.

   5.1) Which of these products have you purchased in the last 4 weeks? You can mention more than one.

Practical Products	Mark X
5.1.1) Deodorants	
5.1.2) Toothpaste	
5.1.3) Cool Drink	
5.1.4) Beer	
5.1.5) Cereal	
5.1.6) Juice	

5.1.7) Soap	
5.1.8) None of the above	

If you have purchased none of the above, PLEASE SKIP TO QUESTION 5.3

5.2) Thinking about your purchase(s) from above, which of the following channels below were likely to have influenced what brands of product you purchased. Please select the appropriate response **per** channel

Channels	Very unlikely to influence (1)	Unlikely to influence (2)	Neither likely nor unlikely to influence (3)	Likely to influence (4)	Very likely to influence (5)
5.2.1) Television Advertisement					
5.2.2) Radio Advertisement					
5.2.3) Newspaper Advertisement					
5.2.4) Celebrity Endorsement					
5.2.5) Family/Friend Recommendation					
5.2.6) Advertisement on social media sites such as Facebook					
5.2.7) Billboard					
5.2.8) Magazine Advertisement					

5.3) Thinking about your purchase of practical products in general, please **rank in order of importance** which of the following 8 channels you take into consideration when buying practical products with 1 being your most preferred and 8 being the least preferred.

For example, "John" would **rank** the following channels as follows:

Example	
Channels	**Rank**
Television Advertisement	5
Radio Advertisement	3
Newspaper Advertisement	6
Celebrity Endorsement	7
Family/Friend Recommendation	1
Advertisement on social media sites such as Facebook	2
Billboard	4
Magazine Advertisement	8

Using the above example as a guide, in general please **rank in order of importance** which of the following 8 channels you take into consideration when buying practical products with 1 being your most preferred and 8 being the least preferred.

Channels	Rank
5.3.1) Television Advertisement	
5.3.2) Radio Advertisement	
5.3.3) Newspaper Advertisement	
5.3.4) Celebrity Endorsement	
5.3.5) Family/Friend Recommendation	
5.3.6) Advertisement on social media sites such as Facebook	
5.3.7) Billboard	
5.3.8) Magazine Advertisement	

5.4) A lot of products currently are being endorsed by celebrities. For practical products, how important are **each** of the following celebrity characteristics to you.

Characteristics	Very Unimportant (1)	Unimportant (2)	Neither very important or unimportant (3)	Important (4)	Very Important (5)
5.4.1) Living the brand values					
5.4.2) Honesty					
5.4.3) Sincerity					
5.4.4) Attractiveness					
5.4.5) Credibility					
5.4.6) Being of the same population group as you					
5.4.7) Being of the same culture as you					
5.4.8) Knowledgeable					
5.4.9) Expert on the brand					
5.4.10) Being of the same age as you					
5.4.11) Being at the same life stage as you					
5.4.12) Being of the same nationality as you					
5.4.13) Speak a similar language as you					
5.4.14) Being of the same religion as you					

6. High-end or high-valued products are products or services that require maximum purchase involvement from the consumer and are priced at the high-end. Examples of such products are cars and luxury items (watches, perfume and premium alcohol).

6.1) Thinking about high-end products, which of these have you purchased for yourself in the last 2 years. You can mention more than one.

High-end Products	Mark X
6.1.1) Designer Watches	
6.1.2) Perfume	
6.1.3) Premium Alcohol	
6.1.4) Laptop	
6.1.5) Smartphone	
6.1.6) Branded handbags	
6.1.7) Branded headphones	
6.1.8) Designer shoes	
6.1.9) None of the above	

If you have purchased none of the above, PLEASE SKIP TO QUESTION 6.3.

6.2) Thinking about your purchase(s) from above, which of the following channels below likely influenced your brand purchase choice for high-end products? Please select the appropriate response **per** channel

Channels	Very unlikely to influence (1)	Unlikely to influence (2)	Neither likely nor unlikely to influence (3)	Likely to influence (4)	Very likely to influence (5)
6.2.1) Television Advertisement					
6.2.2) Radio Advertisement					
6.2.3) Newspaper Advertisement					
6.2.4) Celebrity Endorsement					
6.2.5) Family/Friend Recommendation					
6.2.6) Advertisement on social media sites such as Facebook					
6.2.7) Billboard					
6.2.8) Magazine Advertisement					

6.3) Thinking about your purchase(s) of high-end products, in general please **rank in order of importance** which of the following 8 channels you take into consideration when thinking of buying products with 1 being your most preferred and 8 being the least preferred. Please refer to the example provided in question 5.3 as a guide.

Channels	Rank
6.3.1) Television Advertisement	
6.3.2) Radio Advertisement	
6.3.3) Newspaper Advertisement	
6.3.4) Celebrity Endorsement	
6.3.5) Family/Friend Recommendation	
6.3.6) Advertisement on social media sites such as Facebook	
6.3.7) Billboard	
6.3.8) Magazine Advertisement	

6.4) A lot of products currently are being endorsed by celebrities. For high-end products, how important are **each** of the following celebrity characteristics to you.

Characteristics	Very Unimportant (1)	Unimportant (2)	Neither very important or unimportant (3)	Important (4)	Very Important (5)
6.4.1) Living the brand values					
6.4.2) Honesty					
6.4.3) Sincerity					
6.4.4) Attractiveness					
6.4.5) Credibility					
6.4.6) Being of the same population group as you					
6.4.7) Being of the same culture as you					
6.4.8) Knowledgeable					
6.4.9) Expert on the brand					
6.4.10) Being of the same age as you					
6.4.11) Being at the same life stage as you					
6.4.12) Being of the same nationality as you					
6.4.13) Speak a similar language as you					
6.4.14) Being of the same religion as you					

7)

    7.1) Thinking about celebrities that are likely to endorse a product you like and will purchase, please select **one** celebrity that you would most like to endorse that product

Celebrity endorser	Tick
7.1.1) Bonang Matheba	
7.1.2) Chad Le Clos	
7.1.3) Itumuleng Khune	
7.1.4) Charlize Theron	
7.1.5) Trevor Noah	
7.1.6) Hashim Amla	
7.1.7) Minnie Dlamini	
7.1.8) Riyaad Moosa	
7.1.9) DJ Fresh	
7.1.10) Khuli Chana	

    7.2) Please provide a reason for choosing your selection in 7.1

8)   Does the population group of the celebrity endorser affect your purchase intentions or not? Please tick one of the options below

	Mark X
8.1) Yes	
8.2) No	

    8.3) Please provide a reason for your selection to question 8 above.

General

9. Please select the value that best represents how you feel about the statements below as they relate to yourself on a scale from 1-9, where 1 is never or definitely No and 9 is Always or definitely Yes.

Statement	1 = never or definitely No……………9 = Always or definitely Yes								
9.1. It annoys me when other people perform better than I do	1	2	3	4	5	6	7	8	9
9.2. I would sacrifice an activity that I enjoy very much if my family did not approve of it	1	2	3	4	5	6	7	8	9
9.3. It is important that I do my job better than others	1	2	3	4	5	6	7	8	9
9.4. I hate to disagree with others in my group	1	2	3	4	5	6	7	8	9
9.5. I enjoy working in situations involving competition with others	1	2	3	4	5	6	7	8	9
9.6. We should keep our aging parents with us at home	1	2	3	4	5	6	7	8	9
9.7. Some people emphasise winning; I am not one of them	1	2	3	4	5	6	7	8	9
9.8. It is important to maintain harmony within my group	1	2	3	4	5	6	7	8	9
9.9. I am a unique individual	1	2	3	4	5	6	7	8	9
9.10. To me, pleasure is spending time with others	1	2	3	4	5	6	7	8	9
9.11. One should live one's life independently of others	1	2	3	4	5	6	7	8	9
9.12. My happiness depends very much on the happiness of those around me	1	2	3	4	5	6	7	8	9

Thank you for completing the questionnaire. If you have any concerns or queries, please do not hesitate to contact Asif Alekar at AsifAlekar6@Gmail.com

Appendix C

Table 24: Chi-Square results for toothpaste

Statistic	DF	Value	Prob
Chi-Square	3	5.0672	0.1669
Likelihood Ratio Chi-Square	3	5.2740	0.1528
Mantel-Haenszel Chi-Square	1	4.6146	0.0317
Phi Coefficient		0.1350	
Contingency Coefficient		0.1338	
Cramer's V		0.1350	

Table 25: Chi-Square results for Cool Drink

Statistic	DF	Value	Prob
Chi-Square	3	2.4533	0.4838
Likelihood Ratio Chi-Square	3	2.6718	0.4450
Mantel-Haenszel Chi-Square	1	0.8726	0.3502
Phi Coefficient		0.0939	
Contingency Coefficient		0.0935	
Cramer's V		0.0939	

Table 26: Chi-square results for Beer

Statistic	DF	Value	Prob
Chi-Square	3	4.9228	0.1775
Likelihood Ratio Chi-Square	3	5.0439	0.1686
Mantel-Haenszel Chi-Square	1	2.3242	0.1274
Phi Coefficient		0.1331	
Contingency Coefficient		0.1319	
Cramer's V		0.1331	

Table 27: Chi-square results for Juice

Statistic	DF	Value	Prob
Chi-Square	3	5.5960	0.1330
Likelihood Ratio Chi-Square	3	5.8381	0.1198
Mantel-Haenszel Chi-Square	1	3.4124	0.0647
Phi Coefficient		0.1419	
Contingency Coefficient		0.1405	
Cramer's V		0.1419	

Table 28: Chi-square results for Soap

Statistic	DF	Value	Prob
Chi-Square	3	2.8178	0.4206
Likelihood Ratio Chi-Square	3	2.9111	0.4055
Mantel-Haenszel Chi-Square	1	1.5485	0.2134
Phi Coefficient		0.1007	
Contingency Coefficient		0.1002	
Cramer's V		0.1007	

Table 29: Ranking outputs for Television advertisement for practical products

Race	Television Advertisements								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**
Black	33	20	6	5	3	2	2	10	81
	25.58	15.50	4.65	3.88	2.33	1.55	1.55	7.75	62.79
	40.74	24.69	7.41	6.17	3.70	2.47	2.47	12.35	
	82.50	62.50	37.50	38.46	37.50	28.57	100.00	90.91	
White	1	5	4	4	3	1	0	0	18
	0.78	3.88	3.10	3.10	2.33	0.78	0.00	0.00	13.95
	5.56	27.78	22.22	22.22	16.67	5.56	0.00	0.00	
	2.50	15.63	25.00	30.77	37.50	14.29	0.00	0.00	
Indian	1	4	4	3	2	3	0	0	17
	0.78	3.10	3.10	2.33	1.55	2.33	0.00	0.00	13.18
	5.88	23.53	23.53	17.65	11.76	17.65	0.00	0.00	
	2.50	12.50	25.00	23.08	25.00	42.86	0.00	0.00	
Coloured	5	3	2	1	0	1	0	1	13
	3.88	2.33	1.55	0.78	0.00	0.78	0.00	0.78	10.08
	38.46	23.08	15.38	7.69	0.00	7.69	0.00	7.69	
	12.50	9.38	12.50	7.69	0.00	14.29	0.00	9.09	
Total	40	32	16	13	8	7	2	11	129
	31.01	24.81	12.40	10.08	6.20	5.43	1.55	8.53	100.00

Table 30: Ranking output for Family and Friends for practical products

Race	Family/Friend								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**
Black	24	16	7	5	10	11	3	5	81
	18.60	12.40	5.43	3.88	7.75	8.53	2.33	3.88	62.79
	29.63	19.75	8.64	6.17	12.35	13.58	3.70	6.17	
	45.28	76.19	77.78	100.00	83.33	84.62	42.86	55.56	
White	15	1	1	0	0	0	0	1	18
	11.63	0.78	0.78	0.00	0.00	0.00	0.00	0.78	13.95
	83.33	5.56	5.56	0.00	0.00	0.00	0.00	5.56	
	28.30	4.76	11.11	0.00	0.00	0.00	0.00	11.11	

Race	Family/Friend								
	1	2	3	4	5	6	7	8	Total
Indian	10	2	1	0	1	1	2	0	17
	7.75	1.55	0.78	0.00	0.78	0.78	1.55	0.00	13.18
	58.82	11.76	5.88	0.00	5.88	5.88	11.76	0.00	
	18.87	9.52	11.11	0.00	8.33	7.69	28.57	0.00	
Coloured	4	2	0	0	1	1	2	3	13
	3.10	1.55	0.00	0.00	0.78	0.78	1.55	2.33	10.08
	30.77	15.38	0.00	0.00	7.69	7.69	15.38	23.08	
	7.55	9.52	0.00	0.00	8.33	7.69	28.57	33.33	
Total	53	21	9	5	12	13	7	9	129
	41.09	16.28	6.98	3.88	9.30	10.08	5.43	6.98	100.00

Appendix E

Table 31: Ranking results for Television advertisements for high-end products

Race	TV advertisement									
	1	2	3	4	5	6	7	8	9	Total
Black	33	15	8	4	0	2	3	11	1	77
	27.05	12.30	6.56	3.28	0.00	1.64	2.46	9.02	0.82	63.11
	42.86	19.48	10.39	5.19	0.00	2.60	3.90	14.29	1.30	
	76.74	62.50	44.44	33.33	0.00	50.00	60.00	91.67	100.00	
White	2	6	2	5	2	0	0	0	0	17
	1.64	4.92	1.64	4.10	1.64	0.00	0.00	0.00	0.00	13.93
	11.76	35.29	11.76	29.41	11.76	0.00	0.00	0.00	0.00	
	4.65	25.00	11.11	41.67	66.67	0.00	0.00	0.00	0.00	
Indian	3	0	7	2	0	2	1	0	0	15
	2.46	0.00	5.74	1.64	0.00	1.64	0.82	0.00	0.00	12.30
	20.00	0.00	46.67	13.33	0.00	13.33	6.67	0.00	0.00	
	6.98	0.00	38.89	16.67	0.00	50.00	20.00	0.00	0.00	
Coloured	5	3	1	1	1	0	1	1	0	13
	4.10	2.46	0.82	0.82	0.82	0.00	0.82	0.82	0.00	10.66
	38.46	23.08	7.69	7.69	7.69	0.00	7.69	7.69	0.00	
	11.63	12.50	5.56	8.33	33.33	0.00	20.00	8.33	0.00	
Total	43	24	18	12	3	4	5	12	1	122
	35.25	19.67	14.75	9.84	2.46	3.28	4.10	9.84	0.82	100.00

Table 32: Ranking results for Family and Friend for high-end products

Race	Family/Friend								
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**
Black	19	7	9	9	12	13	4	2	75
	15.70	5.79	7.44	7.44	9.92	10.74	3.31	1.65	61.98
	25.33	9.33	12.00	12.00	16.00	17.33	5.33	2.67	
	43.18	63.64	81.82	81.82	75.00	81.25	57.14	40.00	
White	14	0	0	1	0	0	1	1	17
	11.57	0.00	0.00	0.83	0.00	0.00	0.83	0.83	14.05
	82.35	0.00	0.00	5.88	0.00	0.00	5.88	5.88	
	31.82	0.00	0.00	9.09	0.00	0.00	14.29	20.00	
Indian	9	2	1	1	1	2	0	0	16
	7.44	1.65	0.83	0.83	0.83	1.65	0.00	0.00	13.22
	56.25	12.50	6.25	6.25	6.25	12.50	0.00	0.00	
	20.45	18.18	9.09	9.09	6.25	12.50	0.00	0.00	
Coloured	2	2	1	0	3	1	2	2	13
	1.65	1.65	0.83	0.00	2.48	0.83	1.65	1.65	10.74
	15.38	15.38	7.69	0.00	23.08	7.69	15.38	15.38	
	4.55	18.18	9.09	0.00	18.75	6.25	28.57	40.00	
Total	44	11	11	11	16	16	7	5	121
	36.36	9.09	9.09	9.09	13.22	13.22	5.79	4.13	100.00

Appendix F

Taking one of the responses for question 5.2 of the questionnaire for TV advert, the test for normality is as follows:

Tests for Normality				
Test		**Statistic**	**p Value**	
Shapiro-Wilk	W	0.697277	**Pr < W**	<0.0001
Kolmogorov-Smirnov	D	0.297698	**Pr > D**	<0.0100
Cramer-von Mises	W-Sq	3.544855	**Pr > W-Sq**	<0.0050
Anderson-Darling	A-Sq	20.52103	**Pr > A-Sq**	<0.0050

Taking the Shapiro-Wilk output the hypotheses were tested as follows:

H_0: The data does not deviate from a normal distribution

H_a: The data does deviate from a normal distribution.

At 5% level of significance the p-Value is 0.001 which is less than 0.05 which means that the null hypothesis is rejected and the alternate hypothesis is accepted. This means that the normality assumption was violated.

This was true for the remainder of the variables for question 5.2.