

**SOUTH AFRICAN BLACK GENERATION Y  
STUDENTS' PERCEPTIONS OF LOCAL BLACK  
CELEBRITY ENDORSERS' CREDIBILITY**

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**Vanderbijlpark**

**2012**

## DECLARATION

I declare that:

“SOUTH AFRICAN BLACK GENERATION Y STUDENTS’ PERCEPTIONS OF LOCAL BLACK CELEBRITY ENDORSERS’ CREDIBILITY”

is my own work, that all the sources used or quoted have been identified and acknowledged by means of complete references, and that this dissertation has not previously been submitted by me for a degree at any other university.

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To whom it may concern

This is to confirm that I, the undersigned, have language edited the completed research of Boitumelo Molelekeng for the Master of Commerce thesis entitled:*South African black Generation Y students' perceptions of local black celebrity endorsers' credibility*.

The responsibility of implementing the recommended language changes rests with the author of the thesis.

Yours truly,

Linda Scott

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## ABSTRACT

**Keywords:** Black Generation Y students, South Africa, celebrity endorsements, celebrity credibility, attractiveness, trustworthiness, expertise

The use of celebrity endorsers is a popular marketing strategy in many countries. Typically, many marketers believe that using celebrities is a viable marketing strategy for attracting customers, increasing market share and improving sales for their market offerings. The celebrity endorsement strategy using local celebrities is increasing in South Africa. Many South African marketers are now using popular local black celebrities in an attempt to attract the prosperous black emerging middle class, known as Black Diamonds. Black Generation Y students offer great promise to marketers in the South African market as their tertiary education is likely to lead to higher future earning potential and subsequent entry into the already prosperous black emerging middle class segment. Given the increased use of local black celebrities and the market potential of the black Generation Y cohort in South Africa, it is important to investigate whether this marketing strategy may be effective when used in this segment. Celebrity endorsement may work effectively if the correct celebrity is chosen to promote a product but may have costly results if an inappropriate celebrity is chosen. Ohanian (1990) developed a scale to facilitate the selection of celebrity endorsers. The scale is based on the source credibility model that includes the source attractiveness, trustworthiness and expertise model.

This study set out to determine whether the black Generation Y students have positive perceptions of local black celebrity endorsers using the celebrity endorsers' credibility scale developed by Ohanian (1990). Furthermore, the scale was validated using confirmatory factor analysis and structural equation modelling in order to ascertain whether the scale remains applicable when used in the South African context.

A non-probability convenience sample of 880 (440 per institution) black students aged between 18 and 24 years was taken in 2012 from the two registered public higher education institutions in the Gauteng province of South Africa.

Following a top-of-the-mind-awareness test, four local black celebrities were identified, namely Connie Ferguson, Black Coffee, DJ Sbu and Zahara. In a second

top-of-the-mind-awareness test to determine which product types each celebrity is considered to most suitable to endorse, Connie Ferguson was linked to cosmetics, Black Coffe to hot beverages, DJ Sbu to men's clothing and Zahara to traditional African clothes and jewellery. The relevant primary data was collected using a self-administered questionnaire that had four versions – one per identified celebrity.

Lecturers at the two public HEIs were contacted and asked if they would distribute the questionnaires (four versions) to their students to complete during lecture periods. The questionnaires were hand delivered to the relevant lecturers and those completed were immediately collected.

The questionnaire requested respondents to indicate on a six-point Likert scale their perceptions of the four selected celebrities' attractiveness, trustworthiness and expertise in endorsing their selected product types. In addition, respondents were asked to provide certain demographic data.

Findings from the study indicated that black Generation Y students have positive perceptions of the selected local black celebrity endorsers' attractiveness, trustworthiness and expertise in endorsing their selected product types. In addition, the results of both the confirmatory factor analysis and the structural equation modelling suggest that the scale developed by Ohanian (1990) to be a valid measure for selecting celebrity endorsers when applied in South Africa.

Insights gained from this study will assist both marketing academics and practitioners understand the perceptions of the black Generation Y students towards the use of local black celebrities in product promotions in the South African market.

## OPSOMMING

**Sleutelwoorde:** Swart Generasie Y-studente, Suid-Afrika, beroemdheidsondersteuning, beroemdheidsgeloofwaardigheid, aanloklikheid, betroubaarheid, deskundigheid

Die gebruik van beroemdheidsondersteuning is 'n populêre bemarkingsstrategie in verskeie lande. Baie bemarkers glo dat die gebruik van beroemde persone 'n vatbare bemarkingsstrategie is om klante te lok, markaandele te laat toeneem en verkope van hul markaanbiedinge te verbeter. Die beroemdheidsondersteuningstrategie wat gebruik maak van plaaslike beroemde persone is tans aan die toeneem in Suid-Afrika. Baie Suid-Afrikaanse bemarkers maak nou gebruik van populêre plaaslike swart beroemde persone in 'n poging om die welvarende swart ontluikende middelklas, wat as die Swart Diamante bekend staan, te lok. Swart Generasie Y-studente is baie belowend vir bemarkers in die Suid-Afrikaanse mark, aangesien hulle tersiêre opleiding moontlik tot hoër toekomstige verdienstepotensiaal kan lei en die gevolglike toegang tot die reeds welvarende swart ontluikende middelklas segment bied. Met die toename van die gebruik van plaaslike swart beroemde persone en die markpotensiaal van die swart Generasie Y-kohort in Suid-Afrika in gedagte, is dit belangrik om ondersoek in te stel en te bepaal of hierdie bemarkingstrategie effektief is wanneer dit in hierdie segment gebruik word. Beroemdheidsondersteuning kan effektief wees as die regte plaaslike beroemde persoon gekies word om 'n produk te bemark, maar dit kan negatiewe gevolge hê indien 'n onvanpasde persoon gekies word. Ohanian (1990) het 'n skaal ontwerp om die uitgekose beroemdheidsondersteuners te fasiliteer. Die skaal is gebaseer op die bron geloofwaardigheidsmodel, wat die bronaanloklikheids-, betroubaarheids- en die deskundigheidsmodel insluit.

Met hierdie studie wou die navorser bepaal of die swart Generasie Y-studente positiewe beskouings van plaaslike swart beroemdheidsondersteuning het deur die beroemdheidsondersteuning-geloofwaardigheidskaal te gebruik wat deur Ohanian (1990) ontwerp is. Die skaal is voorts deur bevestigende faktoranalise en strukturele gelykstelling modellering bekragtig om te bepaal of die skaal toepaslik is wanneer dit in die Suid-Afrikaanse konteks toegepas word.

'n Nie-waarskynlikheid-geskiktheidsproef van 880 (440 per instelling) swart studente tussen 18 en 24 jaar is in 2012 geneem van die twee geregistreerde hoër onderwysinstellings in die Gauteng-provinsie, Suid-Afrika.

Na 'n *top-of-the-mind*-bewustheidstoets is vier plaaslike swart beroemde persone geïdentifiseer, naamlik Connie Ferguson, Black Coffee, DJ Sbu en Zahara. Met 'n tweede bewustheidstoets, wat onderneem is om te bepaal watter beroemdhede die mees geskikte sou wees om watter soort produk te ondersteun, is Connie Ferguson aan mooimaakprodukte gekoppel, Black Coffee aan warmdrankies, DJ Sbu aan mansonderklere en Zahara aan tradisionele Afrika-klere en -juwele. Die toepaslike primêre data is ingesamel deur 'n self-toegepaste vraelys met vier weergawes te gebruik – een weergawe vir elk van die genoemde beroemde persone.

Dosente aan twee van die publieke HOI's is gekontak en toestemming is gevra dat studente die vraelyste (vier weergawes) gedurende lesingperiodes voltooi. Die vraelyste is per hand by die toepaslike dosente afgelewer en die voltooide vraelyste is onmiddellik na voltooiing weer afgehaal.

Die vraelys het respondente versoek om op 'n sespunt Likert-skaal hulle waarnemings van die vier beroemdhede wat gekies is se aantreklikheid, betroubaarheid en deskundigheid om die gekose produkte te ondersteun, aan te dui. Studente is daarby gevra om sekere demografiese data te verskaf.

Die bevindings van die studie dui aan dat swart Generasie Y-studente positiewe waarnemings het omtrent die plaaslike swart beroemdheidsondersteuners wat gekies is ten opsigte van hul aantreklikheid, betroubaarheid en deskundigheid om hulle gekose soorte produkte te ondersteun. Boonop het die resultate van beide die geskiktheidsfaktoranalise en die strukturele gelykstellingmodellering gesuggereer dat die skaal wat deur Ohanian (1990) ontwikkel is 'n geldige maatstaf is vir die kies van beroemdheidsondersteuner wanneer dit in Suid-Afrika toegepas word.

Insigte wat van hierdie studie verkry is sal beide bemarkingsakademici en -praktisyns kan help om die waarnemings van swart Generasie Y-studente te verstaan ten opsigte van die gebruik van plaaslike beroemde persone by produkpromosies in die Suid-Afrikaanse mark.

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# CHAPTER 1

## INTRODUCTION AND PROBLEM STATEMENT

### 1.1 INTRODUCTION

In South Africa, as is the case worldwide, celebrity endorsers are used to market a wide range of products and services. In June 2009, Samsung Mobile signed South African local soccer star Teko Tsholofelo Modise as their brand ambassador (Anon., 2009). According to Johnson *et al.* (2010), major multinational companies such as L'Oréal Paris and Avon have targeted black South African consumers by using local celebrities such as Terry Pheto and Lesego Motsepe respectively, in order to cut through cultural divides.

The use of celebrity endorsers is widespread, as marketers believe that using celebrities is worthwhile in terms of gaining attention and achieving good customer recall of advertisements (Pornpitakpan, 2003:179). According to Clark and Horstmann (2005:29), celebrity endorsement is a cost-effective method for the company to achieve large advertising reach in many markets, while using a common advertising campaign.

The cost of hiring a celebrity to endorse a product can be very high, depending on the popularity or status of the celebrity. Coca Cola reportedly spent an estimated \$25 million in an advertising campaign using Bill Cosby as a spokesperson for Coke (Agrawal & Kamakura, 1995:56). The lifestyle of the celebrity that the company plans to use in marketing its products needs to be analysed based on the components of public image of the celebrity, and the brand manager should make sure that the essential values and characteristics of the brand match with those of the celebrity (Swart, 2006). According to Pornpitakpan (2003:180), the celebrity's way of life outside of the spotlight can devalue a brand through distasteful actions such as the use of drugs, immoral behaviour or the use of foul language. Therefore, care should be taken in selecting the right celebrity to endorse a particular product.

Previous studies indicate that factors such as attractiveness, trustworthiness and expertise contribute to the credibility of celebrities as product/service endorsers. The source credibility model postulates that the effectiveness of a message presented by a

celebrity, as a spokesperson for a product, depends upon the perceived level of relevant expertise and trustworthiness the celebrity has, in the eyes of the target market (Amoset *al.*,2008:214). The attractiveness model suggests that if a consumer can relate to the celebrity endorser and likes the celebrity, the celebrity becomes more attractive to the consumer. Subsequently, this may result in the consumer having a positive attitude towards a product advertised by the celebrity endorser (Silvera & Austad, 2004:1512). According to Byrne *et al.* (2003:292), it is important for marketers to match the product or company's image, the characteristics of the target market, and the personality of the celebrity, in order to convey effective messages; that is, there should be a congruency between the celebrity image and product message for effective communication.

The youth represent an important market segment for marketers, as they constitute both current and future market share and profits (Eastman & Liu, 2012:99). Generation Y is a generational tag given to today's youth and Markert (2004:21), together with Eastman and Liu (2012:94), defines this cohort as including individuals born between 1986 and 2005. In the South African market, the African Generation Y (hereafter referred to as black Generation Y) segment represents a market of significant potential to marketers(Bevan-Dye *et al.*, 2009:176), given that in 2011 they accounted for 33 percent of the country's population (Statistics South Africa).

Those attending higher education institutions (HEIs) are of specific interest to marketers, as a tertiary qualification is likely to increase their future potential earning power and make them potential entrants into the profitable South African Black Diamond market segment (Bevan-Dye *et al.*, 2009:180). According to Motlogeloa (2011), Black Diamonds consist of a diverse group of African people, ranging from established wealthy families to students. Studies have shown that between 2001 and 2005, the gross domestic product (GDP) surged from 1.9 percent to 5.5 percent and that consumption growth also increased, this was mostly due to the consumption by the black emerging middle class, referred to as Black Diamonds (Stokes, 2008).

## **1.2 PROBLEM STATEMENT**

In the South African market, international rather than local celebrities were typically used as product endorsers. In recent years, there has been a move to make more use of

local South African celebrities as product endorsers. For instance, Simphiwe Tshabala of Kaizer Chiefs football club is used to endorse Shield deodorant, and his teammate Itumeleng Khune, endorses the shoe polish product named KIWI (Jonas, 2011).

There is a lack of published research regarding South African consumers' perceptions of local celebrity endorsers' credibility. This is especially true concerning the black Generation Y cohort's perceptions of local black celebrity endorsers, even though the literature indicates the necessity of ensuring a congruency between the selected celebrity's image, the desired image of the advertised product or service, and the characteristics of the target market (Ohanian, 1990:49; Biswaset *al.*,2009:134).

In the United States of America (USA), Ohanian (1990) developed and validated a scale to measure celebrity endorsers' credibility. Pornpitakpan (2003) replicated this study in Singapore, to determine whether Ohanian's findings were applicable in Asia using Asian celebrities. Both studies yielded consistent results. In an effort to address the existing gap in the literature, this study aims on replicating these two studies in the South African context, in order to determine whether the same holds true amongst black South African Generation Y students regarding the use of local black celebrities as product endorsers.

### **1.3 STUDY OBJECTIVES**

The objective of this study is to investigate local black celebrity endorsers' credibility by reviewing literature on concepts of attractiveness, trustworthiness and expertise.

#### **1.3.1 Primary objective**

The primary objective of this study is to determine South African black Generation Y students' perceptions of local black celebrity endorsers' credibility.

#### **1.3.2 Theoretical objectives**

In support of the primary objective, the following theoretical objectives were pursued in this study:

- Conduct a literature review on the basic communication process.
- Conduct a literature review on the marketing communication process.

- Conduct a literature review on the use of celebrity endorsers in marketing.
- Conduct a literature review on the concepts of celebrity attractiveness, trustworthiness and expertise.
- Conduct a literature review on the product match-up model.
- Conduct a literature review on the meaning transfer model.
- Conduct a literature review on the Generation Y cohort.

### **1.3.3 Empirical objectives**

In accordance with the primary objective of the study, the following empirical objectives were formulated:

- Determine black Generation Y students' top-of-the-mind awareness of local black celebrities.
- Determine the product type that black Generation Y students consider each identified local black celebrity as being the most appropriate for endorsing.
- Determine whether black Generation Y students have positive perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types.
- Determine whether gender differences exist regarding black Generation Y students' perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product.
- Validate the celebrity endorsers' credibility scale developed by Ohanian (1990:39) to ascertain if it is applicable in the South African context.

The following section outlines the research design and methodology employed in the study.

## **1.4 RESEARCH DESIGN AND METHODOLOGY**

This research study includes a literature review and an empirical study. The empirical portion of the study used a quantitative descriptive research design, using the survey method.

### **1.4.1 Literature review**

The secondary data sources used for the literature review included, relevant textbooks, journals, online academic databases, newspapers and the Internet.

### **1.4.2 Empirical study**

The empirical section of the research comprised the following methodology dimensions:

#### **1.4.2.1 Target population**

The target population for this study was South African male and female African students, aged between 18 and 24 years, registered at South African public registered HEIs in 2012.

#### **1.4.2.2 Sampling frame**

The sampling frame comprises a list of the registered South African public HEIs situated in the Gauteng province of South Africa. Owing to financial and time considerations, this sampling frame was refined using judgement sampling to select two public HEIs situated in the Vaal Triangle region of the Gauteng province from the original sampling frame –one a traditional university and the other a university of technology.

#### **1.4.2.3 Sample method**

From the sampling frame of two public HEIs situated in the Vaal Triangle region of the Gauteng province, a convenience sample of 880 students was drawn, with 440 from each of the participating public HEIs.

#### **1.4.2.4 Sample size**

The sample size in this study consisted of 880 registered students, 440 per institution and 220 per celebrity. The sample size is consistent with the study done by Pornpitakpan (2003).

#### **1.4.2.5 Measuring instrument and data collection method**

The study followed a quantitative survey approach, using a self-administered structured questionnaire to collect the required data. The study replicates those undertaken by Ohanian (1990) and by Pornpitakpan (2003).

In order to select which celebrities to use in the study, 40 black students between the ages of 18 and 24 were allowed three minutes to list the names of local black celebrities they could remember. The four most frequently mentioned celebrities were chosen for the study.

A different group of 40 black students, between the ages of 18 and 24, were then allowed three minutes to list the most appropriate product types they felt each of the chosen celebrities should endorse. The product types selected were ranked by their frequency of mention.

There were four versions of the questionnaire. All versions of the questionnaire were the same, except that each pertained to a different celebrity and associated product type. All questionnaires were in English. The questionnaire included the scale developed and validated by Ohanian (1990:45). The sincere/insincere item from the original scale was excluded, given that a pilot pre-test done by Pornpitakpan (2003:185) revealed this item as difficult for respondents to evaluate. Therefore, the scale used in this study comprised 14 six-point Likert-scaled items divided into the three dimensions of attractiveness, trustworthiness and expertise, designed to measure celebrity endorser's credibility.

Section A of the questionnaire comprised screening questions regarding age, race, HEI registration status, and familiarity with the celebrity used in the questionnaire, to ensure that only qualified candidates took part in the study.

Following the screening questions, Section B of the questionnaire required respondents to indicate their perceptions of the celebrity in question on his or her credibility in endorsing a product matched to the celebrity on a 14 six point Likert scale.

Lecturers at the two selected HEI campuses were contacted and asked if they would be prepared to allow their students to participate in the study during class time. Lecturers, from whom permission was obtained, were then hand-delivered the questionnaires for distribution to students during class time.

### **1.4.3 Statistical analysis**

The captured data was analysed using the Statistical Package for Social Sciences (SPSS) and AMOS, Version 20.0 for Windows. The empirical data sets used the following statistical methods:

- Reliability and validity analysis
- Descriptive analysis
- Significance tests
- Confirmatory factor analysis
- Structural equation modelling (SEM)

## **1.5 ETHICAL CONSIDERATIONS**

The research study complied with the ethical standards of academic research. The research project protected identities of the respondents, interests of the respondents and guaranteed confidentiality of information given by the respondents. In addition, participation in the survey was voluntary.

The following section contains the classification of each chapter in the study.

## **1.6 CHAPTER CLASSIFICATION**

### **Chapter 2: Literature review**

Chapter 2 presents a detailed discussion on celebrity endorsement, based on the following models:

- Source credibility model
- Source attractiveness model
- Celebrity product match-up model
- Meaning transfer model

The chapter highlights a comprehensive review of local and international literature on celebrity endorsement. The terms attractiveness, trustworthiness and expertise are investigated and explained.

### **Chapter 3: Research design and methodology**

This chapter provides a description of the research methodology used, including defining the target population, sampling frame, sample method and problems experienced. In addition, the data analysis and statistical procedures used are discussed in this chapter.

### **Chapter 4: Results and findings**

This chapter provides a description of the analysis, interpretation and evaluation of the collected data. Chapter 4 also indicates the response rate to the questionnaire.

### **Chapter 5: Conclusions and recommendations**

Chapter 5 provides a review of the entire research study, as well as the conclusions and recommendations derived from the study.

## **1.7 GENERAL**

- Tables and figures are placed on the relevant pages in the thesis.

- Referencing is based on the NWU Referencing Guide (2012).

## **1.8 SYNOPSIS**

Marketers in many countries use the use of celebrity endorsement for products widely in an attempt to promote products that they sell. The use of celebrity endorsement over the years, if done correctly, has yielded many positive results (for example, David Beckham endorsing Addidas sportswear). Many marketers invest large sums of money in using celebrities to endorse their products. Therefore, it is important for marketers to take caution in choosing a celebrity to endorse their products to ensure that they get a good return on their investment.

The source credibility model has been created to assist the decision-making concerning selecting the celebrity to endorse a particular product. The model suggests that the following aspects of source credibility be examined before selecting a celebrity endorser:

- The celebrity's attractiveness in conveying a message about the product
- The celebrity's trustworthiness in conveying a message about the product
- The celebrity's perceived expertise (by the target market) in conveying a message about the product
- The match-up between the product and celebrity
- The meaning transfer model that examines if the intended message will be interpreted by the target market as intended by the marketer and celebrity conveying the message.

For this purpose, this chapter provided an overview of the study's problem statement, objectives, research design and methodology, and chapter classification. In the following chapter, Chapter 2, a review of the literature pertaining to the source credibility model is provided.

## **CHAPTER 2**

### **CELEBRITY ENDORSERS' CREDIBILITY**

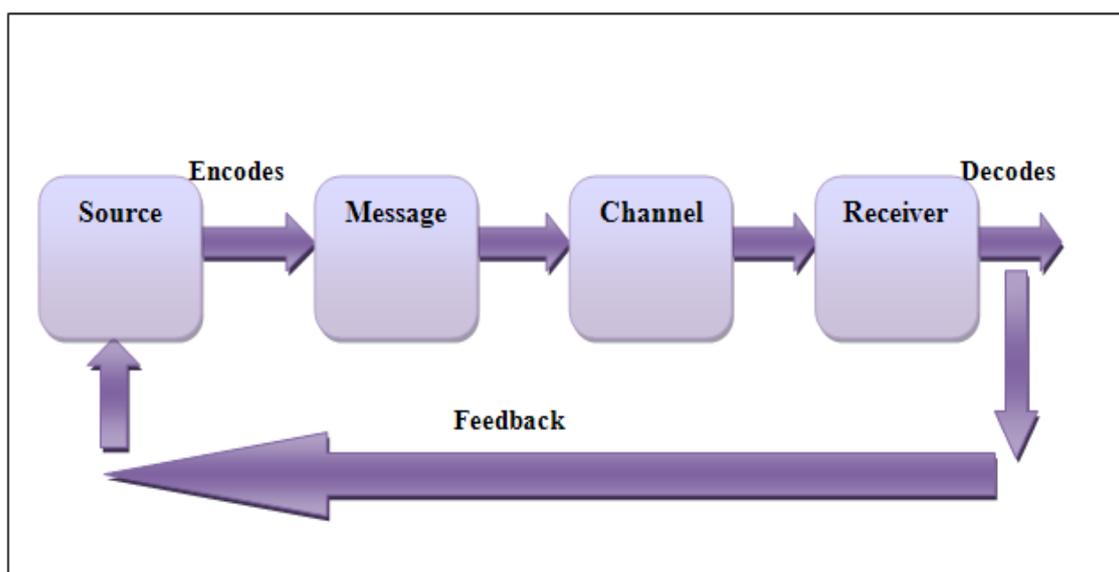
#### **2.1 INTRODUCTION**

As indicated in Chapter 1, this study focuses on determining South African black Generation Y students' perceptions of local black celebrity endorsers' credibility. This chapter comprises the literature review conducted in order to establish the theoretical framework of the study. The chapter is structured to achieve the theoretical objectives that were formulated for the study, as set out in Section 1.3.2.

The chapter begins with a description of the basic communication process in Section 2.2. Following this is a discussion of marketing communication in Section 2.3. Given that this study focuses on celebrity endorsement, Section 2.4 describes the use of celebrities as product endorsers. Section 2.5 discusses the source credibility model and includes an overview that will cover the use of celebrity endorsement in marketing, an investigation of the source credibility model and its underlying concepts of source attractiveness, trustworthiness and expertise. Section 2.6 comprises a review of the product match up model, and Section 2.7 a review of the meaning transfer model. Section 2.8 reports on studies that utilised the celebrity endorser credibility measure for selecting celebrities. The chapter ends with a description of the Generation Y cohort, which is the target population used in this study.

#### **2.2 BASIC COMMUNICATION PROCESS**

In its simplest form, the communication process entails the encoding of a message from a sender via a communication channel to a receiver, who then decodes that message. The feedback sent from the receiver to the sender, serves to indicate to the source of the message whether the meaning of that message was interpreted in the manner that was intended (Schiffman *et al.*, 2010:280). Therefore, the basic communication model consists of five elements, as illustrated in Figure 2.1.



**Figure 2.1: Basic communication model** (adapted from Schiffman *et al.*, 2010: 281)

According to Czinkota and Ronkainen (2007:388), the communication process begins when the source of the message transmits the message through a communication channel with the intention of reaching the receiver (target audience) by encoding the message with words, symbols or gestures. The completion of this process is dependent on the receiver decoding the message, which entails transforming the words, symbols or gestures into thoughts. The source of the message can learn of the receiver's decoding of the message through feedback or response to the message. The response to the message is the receiver's reaction to the message. Vashisht (2005:230) points out that the response may be non-verbal or behavioural (persuasion). Marketers hope to achieve a behavioural response to their marketing efforts, which may lead to the persuasion of the target market to purchase their products. Hence, when marketers make use of celebrities to endorse their products, they do so with the intention that the celebrities will convince the target audience to purchase their products.

The following section discusses the communication process from the perspective of marketing communication.

## **2.3                    MARKETING COMMUNICATION PROCESS**

Marketing communication, which is also known as promotion is, along with product, price and place, an element of the marketing mix (Mowen, 1993:11). The primary purpose of a company's marketing communication efforts is to create awareness and build demand for its market offerings amongst members of its targeted market(s) (Schiffman *et al.*, 2010:28). Ferrell and Hartline (2008:285) indicate that a company's marketing communication strategy is directed at drawing its target customers' attention to its market offering, creating an interest in and a desire for that offering and, ultimately, persuading the target customers to purchase their market offering. As with the basic communication process discussed in Section 2.2, the marketing communication process also includes the five components of source, message, channel, receiver and feedback. These components are discussed from a marketing perspective in the following sections

### **2.3.1                 Marketing communication source**

The marketing communication source, also known as the sender, is the originator in the communication process who intends to share a marketing message with the audience or receiver (Trehan & Trehan, 2011:143). The source component of the communication process is multi-faceted, as a variety of sources may be involved. Examples are an announcement on radio, an article in a specialised publication or a spokesperson in a testimonial advertisement. According to Koekemoer (2004:53), the source is usually judged by its credibility and attractiveness.

Some sources of marketing communication messages are more successful at communicating messages to receivers than others. Reynolds and Lancaster (2002) posit that the degree to which communicators of a message are successful depends on how credible or believable the audience perceives them to be. The perceived credibility of the source by the audience may include factors such as trustworthiness/honesty, expertise and intentions to manipulate. If an audience perceives a communicator to be honest, there is a better chance of that source persuading the audience, than if the communicator is perceived as dishonest. The degree of perceived honesty or trustworthiness of a source depends on the audience's perception of his or her intent. If the audience believes that the communicator has

underlying motives of personal gain, the communicator will be less persuasive than the communicator who is perceived to have no personal gain and who is trusted to deliver an unbiased message. Expertise is another important aspect of credibility, because if the communicator is perceived as being knowledgeable in a given area, he or she will be more persuasive (Koekemoer, 2004:53). Therefore, it appears that expert and/or trustworthy sources tend to be more persuasive than sources that have less expertise and trustworthiness (Reynolds & Lancaster, 2002).

Attractiveness is probably the source characteristic mostly used by advertisers when evaluating a potential source. Source attractiveness includes sub-components such as likeability, similarity and familiarity. When a receiver perceives a source to be attractive, persuasion may occur through a process referred to as identification (Koekemoer, 2004:54). In this instance, the receiver can identify with the model, situation or emotion portrayed by the communicator.

In summary, the audience should perceive the source of a marketing communication message as credible, and the source's degree of credibility will be influenced by the audience's perception of the expertise, trustworthiness and attractiveness of the source.

A discussion on the marketing communication channel follows.

### **2.3.2 Marketing communication message**

A marketing communication message is a message about a particular market offering, relayed to the targeted audience with the intention of persuading the audience to purchase that particular offering. According to Kitchen and Proctor (2001:166), in order for the marketing communication message to be persuasive, it requires understanding by the audience/receiver. Persuasion takes place once the marketing communication message has been decoded (interpreted) by the receivers. The decoding (interpretation) of the message by the audience depends on how the message was communicated by its source. According to Baker *et al.* (1998:357), the source of the marketing message has a marked bearing on the subsequent interpretation of that message. In order to persuade the target audience, the message must be attractive to the audience and presented in a simple, attractive and logical format.

Messages delivered by attractive and popular sources have been found to achieve higher attention, and that is the reason why marketers communicate their messages through celebrities (Trehan & Trehan, 2010:18). These celebrities are paid handsomely to communicate messages on behalf of marketers through various marketing communication channels.

### **2.3.3 Marketing communication channels**

A marketing communication channel is a channel through which a marketing communication message is transmitted from the source to the receiver of the message. A marketing communication channel may be a print (magazines, newspapers and catalogues), broadcast (television and radio), outdoor (billboards) or electronic (Web or mobile telephony) channel (McCalley, 1996:4). According to Crew and Kleindorfer (2012:317), marketing communication channels may be grouped into two categories, namely media advertising and direct marketing. Media advertising channels include radio, television, newspapers, magazines and Internet advertising, whilst catalogues, mails, text messages and telephone calls are classified as direct marketing. Media advertising can be a powerful tool for creating product awareness, retaining customers and acquiring new ones if a great campaign for the product is developed (Aaker & Joachimsthaler, 2000:271). In order to develop successful campaigns, marketers use celebrities to endorse their products on media channels, as this marketing strategy can strengthen brand recognition and increase customer recall (Liu & Brock, 2011:1217).

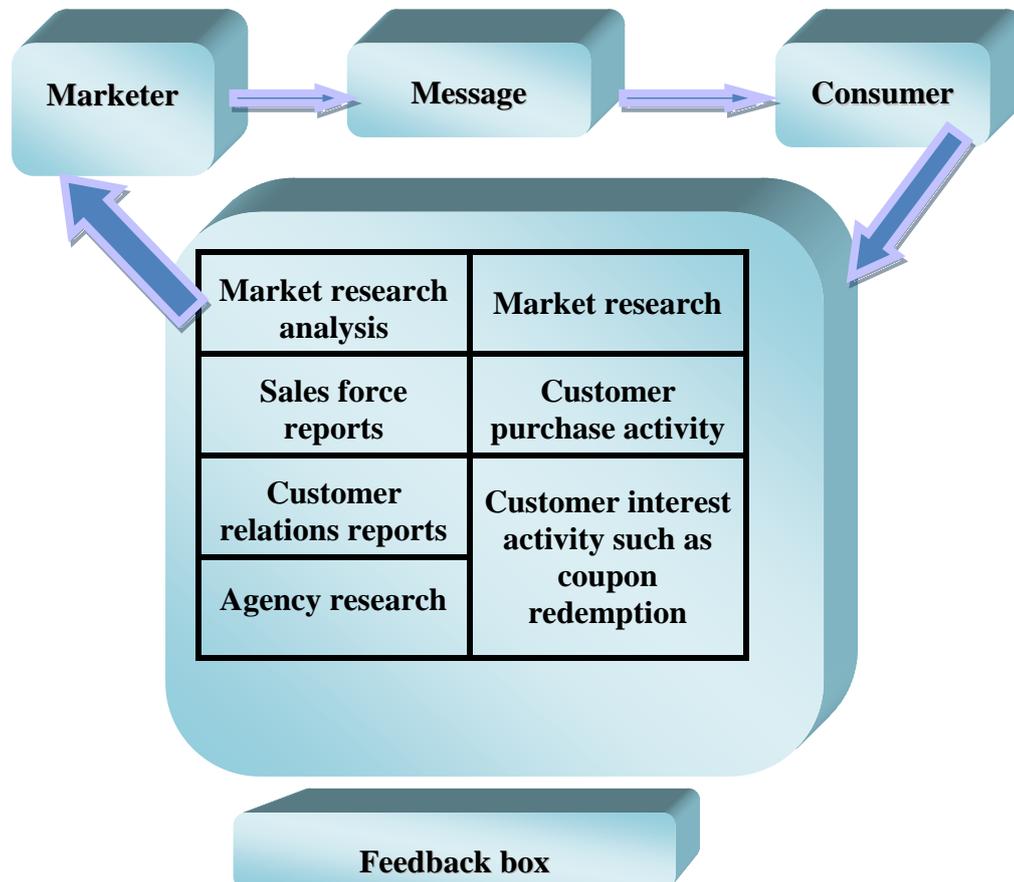
In order to assess the effectiveness of a marketing channel used to transmit a message to customers, marketers receive feedback from customers using various methods and these are discussed next.

### **2.3.4 Marketing communication feedback**

Typically, marketing communication messages are designed for the purpose of persuading targeted audiences to behave in a desired fashion; whether that is to purchase a particular market offering, behave in a specific manner (for example, encouraging audiences to conserve water), or take certain actions (for example, vote for a political candidate) (Schiffman *et al.*, 2010:309). Marketing communication feedback enables marketers to assess how customers received a marketing

communication message, and the extent to which it resulted in a desired response (Smith *et al.*, 1997:25).

A marketer may receive feedback from target audiences in four main ways and Figure 2.2 illustrates these.



**Figure 2.2: Marketing communications feedback** (adapted from Smith *et al.*, 1997:27)

The four main ways in which a marketer can obtain feedback from customers on a marketing communication message include the following:

- Market research analysis results to assess the effectiveness of the marketing message
- Customer interest activity after the delivery of the message
- Customer purchase activity

- Sales reports to assess if sales have increased after the message was delivered (Smith *et al.*, 1997:27).

Feedback enables marketers to determine how the targeted audience receives and interprets a marketing message. Marketers apply different types of strategies to encourage positive feedback on the marketing messages they send to customers; some hire celebrities to send messages on their behalf in order to attract customers (Trehan & Trehan, 2011:143). This process is known as celebrity endorsement.

The use of celebrity endorsement in marketing is discussed next.

#### **2.4 USE OF CELEBRITY ENDORSEMENT IN MARKETING**

The use of celebrity endorsement in marketing is not a new phenomenon and multiple studies have investigated the use of endorsement in advertising (Mehulkumar, 2005:3). Marketers in many countries make use of celebrities to endorse/promote their products and/or brands. It is estimated that one quarter of all advertising makes use of a celebrity as a spokesperson for promoting a product/brand (Biswas *et al.*, 2009:121). Seno and Lukas (2007:121) elucidate that the use of celebrity endorsements is a deliberate and strategic act to attract customers. Their study reported that in 2003, Nike spent more than 1.44 billion US dollars on only two celebrities to endorse their brand, namely Michael Jordan (professional basketball player) and Tiger Woods (professional golf player). According to Van Heerden *et al.* (2008:150), previous research has found supporting evidence that the use of celebrity endorsement affects audience attention, recall evaluations and purchase intentions. Hence, companies worldwide invest large sums of money to align themselves and their brands with the celebrities that have both attractive and likeable qualities (Erdogan, 1999:291).

Despite the potential persuasiveness of celebrity endorsers, marketers need to make certain that they choose the most appropriate celebrity to endorse their market offerings in order to yield positive results. The decision of selecting a particular celebrity to use in endorsing a market offering is a difficult and uncertain decision. The source credibility model of Bearden *et al.* (1993:719) suggests that the target audience should perceive a celebrity endorser as a credible endorser. The model denotes that the credibility of a celebrity is measured by the attractiveness, trustworthiness and expertise of the celebrity. Therefore, the source attractiveness

model, the source trustworthiness model and the source expertise model influence the source credibility model.

Kamins (1990:5) suggests that the source credibility model's aspect of attractiveness alone is not sufficient in choosing celebrity endorsers. The author suggests that in order for a celebrity's attractiveness to enhance a product, there must be a match between the product and the image conveyed by the celebrity. Pornpitakpan (2003:183) prompts that the meaning that the celebrity has within a particular social system is transferred to the market offering when that celebrity endorses that offering in an advertisement message. This suggests that it is important for marketers to understand a celebrity's meaning in specific social systems and cultural settings. The body of literature that investigates the match between the celebrity and product is referred to as the product match-up model, and theory that investigates the transfer of meaning is the meaning transfer model.

## **2.5 SOURCE CREDIBILITY MODEL**

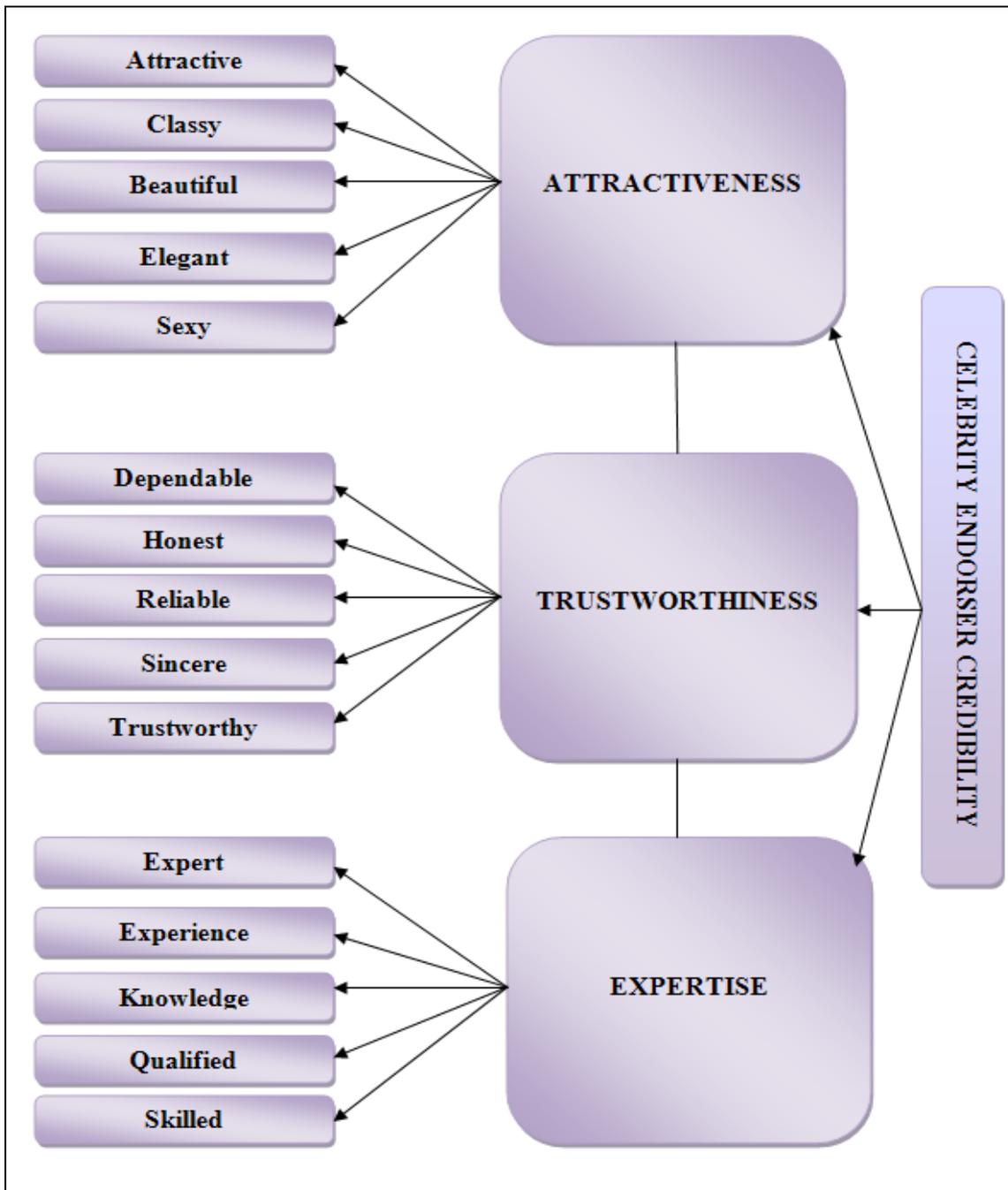
Marketers make use of celebrities to convince the intended target market to purchase their products or brands (Byrne *et al.*, 2003:291; Silvera & Austad, 2004:1521). Consumers may have a desire to purchase a product if the endorsers can effectively create credibility about the product they are endorsing, and create a perception that they like the product and use it themselves (Ohanian, 1991:46; Erdogan, 1999:297). Credibility is the extent to which a recipient of a message sees the source that delivers the message as having the relevant knowledge, skill or experience about the subject, and the extent to which the receiver trusts the source to deliver unbiased, objective information (Byrne *et al.*, 2003:291).

According to Ohanian (1990:41), source credibility is a term that is commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message. If a credible celebrity is used to communicate a message about a particular product or brand, the message is more likely to be appealing to the intended target market. Information from a credible source influences the beliefs, opinions, attitudes and the behaviour, which is a process known as internalisation, whereby the receiver adopts the opinion of the credible source because the information is perceived as accurate (Byrne *et al.*, 2003: 291).

Petty and Mullikin (2006:28) maintain that credible endorsers are effective because they connect with consumers by appearing, at least, to bring some independent credibility to an advertisement. It is vital to select the correct celebrity who will interest the target audience. A practical example of a credible celebrity endorser is that of Tiger Woods for golf paraphernalia. Nike has been highly successful in using Tiger Woods to endorse their golf sportswear, as the audience perceived him as a credible source for promoting this sportswear (Simmers *et al.*, 2009:53). Nike even went so far as to stand by Tiger Woods when the scandal of his extramarital affairs broke (Golden, 2011).

In simpler terms, credibility refers to a celebrity's believability and dependability. According to Byrne *et al.* (2003:291), the value of a highly dependable and believable source becomes evident when the recipients hold a negative view of the brand; the credible source serves to inhibit counter-arguments, which may lead to recipients being persuaded to accept the brand.

Ohanian (1990:42) posits that the effectiveness of celebrity endorsers depends on the celebrity's perceived credibility. She models this celebrity endorser credibility using the dimensions of expertise, which includes possessing expertise, experience, knowledge, qualification and skill; trustworthiness, which includes possessing dependability, honesty, reliability, sincerity and trustworthiness; and attractiveness, which includes possessing attractiveness, classiness, beauty, elegance and sexiness. Figure 2.3 illustrates her proposed dimensions of celebrity endorser credibility.



**Figure 2.3: Celebrity endorser credibility model** (adapted from Ohanian, 1990:46)

### 2.5.1 Source attractiveness model

Source attractiveness refers to the endorser’s physical appearance, personality, likeability and similarity to the receiver of a message, and the perceived social value of the source (Schlecht, 2003).

Using attractive celebrities to market products is common practice in television and print advertising. The source credibility model suggests that using a physically attractive celebrity to endorse a product is effective because attractive people are viewed more favourably on a variety of personal traits, such as social competence, intellectual competence, concern for others and integrity (Till & Busler, 2000:2). According to Schlecht (2003), physically attractive communicators have proved to be more successful in influencing consumers' attitudes and beliefs, than unattractive communicators. The halo effect serves to explain this behaviour, whereby people on one dimension (for example, physical attractiveness) are assumed to excel on other dimensions as well (for example, trustworthiness and expertise).

In order to explain attractiveness further, Roy (2006:141) identified three dimensions of attractiveness, which include likeability, familiarity and similarity. When a celebrity endorser is viewed favourably by the audience on all three of the aforementioned dimensions of attractiveness, the message that the celebrity endorser relays about a particular product will be attractive to the audience, and has a greater chance of being accepted (Tellis, 2004:182).

Roy (2006:141) states that the general belief is that an endorser is considered attractive to receivers if the endorser shares a sense of similarity, in any respect, with the receivers of the message. Tellis (2004:182) describes familiarity as the audience's awareness or knowledge of the celebrity endorser, which stems from exposure to the celebrity endorser, likeability as the acceptance of the source of a message by virtue of its attractiveness and appearance, and similarity as the resemblance between the source and the receiver of the message. According to McCracken (1989:311), sources that are well known, well liked by, and/or familiar to consumers have, to a certain extent, an influence on the consumer's buying decisions.

The attractive physical features of the celebrity endorser increases the product's appeal and, as a result, persuades targeted consumers to purchase the product and/or service (Hosey *et al.*, 2008:184).

Liu and Brock (2011:1218) argue that the definition of physical appearance, which is an element of physical attractiveness, should be treated separately from other elements of physical attractiveness (such as familiarity, likeability and similarity) in

order to avoid bias, as the other elements are significantly related to the individual endorser. This is because physically attractive celebrity endorsers are more effective endorsers for products that are used to enhance individuals' attractiveness and, in turn, leads to higher brand attitude and purchase (Chen & Huddleston, 2009:338).

However, according to a study conducted by Amoset *al.* (2008:213), any negative information about the celebrity may negatively influence the endorsed brand, regardless of the celebrity's attractiveness. For example, pop star Michael Jackson's child molestation indictment caused negative connotations, and this would have reduced his effectiveness in promoting Pepsi had the company not opted to remove him as their brand's spokesperson due to his prior alleged indiscretions.

### **2.5.2 Source trustworthiness model**

Trustworthiness is the degree of confidence consumers have in a communicator's intent to convey a message that the communicator considers most valid (Amoset *al.*, 2008:215). This translates as the honesty, integrity and believability of the endorsee (Van der Walddet *al.*, 2009:104), which implies that the communicator of the message must, therefore, be well informed about the product or brand that he/she discusses and recommends to consumers. For example, a world footballer-of-the-year such as Lionel Messi of the Barcelona football club may be trustworthy when he recommends soccer boots that maximise a player's performance, given his skill and knowledge in this field.

A positive disposition, acceptance, psychological safety, and a perceived supportive climate, are all favourable effects of trust (Ohanion, 1990:41). This means that if the consumers trust the communicator, and feel safe to trust the communicator, they are more likely to value the positive message they receive from him/her about a certain brand and, as a result, may be persuaded to buy that brand.

To add on this statement, Pornpitakpan (2004:246) reveal that a trustworthy communicator is more influential than an untrustworthy one, regardless of his/her expertise on that particular subject.

Furthermore, according to Chen and Huddleston (2009:339), the impact of source trustworthiness on the persuasiveness of the communication is perceived to be more

significant when it comes from a celebrity than from a non-celebrity. This suggests that celebrity characters may be more effective endorsers than non-celebrity characters.

A source that is considered trustworthy is persuasive, as the consumer places a certain degree of trust in the source's judgement and expertise concerning that particular market offering. It is important to take note that the most important attribute by which trustworthiness is measured is the likeability of the endorsee. Likeability is correlated with ethnic issues, and likeability is prone to increase when using endorsers that are similar to the intended target market (Van der Waldt *et al.*, 2009:104).

Therefore, the focus of this research is on determining which local black celebrities would be best suited to endorse certain products to the black youth of South Africa. The recommendation of rather using local black celebrities to reach black youth in South Africa is based on the premise that this target market is likely to share similarities with these celebrities, which will increase their predilection of these celebrities.

### **2.5.3 Source expertise model**

“Expertise refers to the extent to which a speaker is perceived to be capable of making correct assertions” (Pornpitakpan, 2004:244). Expertise may be viewed as the degree to which an endorser of a product ostensibly has adequate knowledge, experience or skills to promote that particular product (Van der Waldt *et al.*, 2009:104). For instance, professional football players are likely to be perceived as experts in choosing which brand of soccer footwear is better than others, as it is understood they have adequate knowledge and experience concerning soccer footwear. Former footballer-of-the-year Ronaldinho is considered as one of the top-ten all time celebrity endorsers for Nike sportswear (Anon., 2008). His success in endorsing Nike sportswear is as a result of his own performance in the field, which built up his reputation as a football expert; therefore, any product recommendation he makes regarding the sport, is considered as having a basis on his level of expertise.

According to Canning and West (2006:3), for an audience to deem a spokesperson capable of making correct assertions about a brand, it is necessary for the source to be perceived as experienced, knowledgeable, qualified, skilled, and ultimately, as an

expert. It is important to note that it is not of great importance whether the endorser possesses the expertise to endorse the product, as long as the intended target market perceives it to be so (Van der Waldt *et al.*, 2009:104).

## **2.6 PRODUCT MATCH-UP MODEL**

The product match-up theory reveals that a celebrity endorser or spokesperson of a certain product/brand should interact with that particular advertised product or brand. The theory of product match-up model further suggests that the characteristics of an endorsed product should match the image of the celebrity endorsing it (Kamins, 1990:5).

According to Braunstein-Minkoveet *al.* (2011:95), it is crucial to enhance the match between the product and the endorser in order to maximise the potential of an endorsement. For example, well-performing professional soccer players would be better able to endorse soccer boots, such as Nike football sportswear. To further support the product match-up theory, Nike sportswear increased their deal with soccer sensation, Cristiano Ronaldo, and went from paying him 4 million Euros a year, to 6 million Euros a year until 2014, due to the company's success in the past with using him as an endorser for their soccer boots (Chang, 2010). Ronaldo is a successful spokesperson for Nike soccer footwear, simply because there is a compatible match between the soccer player and the product he is endorsing.

## **2.7 MEANING TRANSFER MODEL**

According to Charbonneau and Garland (2005:3), the meaning transfer model centres on the transfer of meaning from the celebrity to the product and ultimately, from the product to the target audience. They argue that the effectiveness of celebrity endorsers is, to a large extent, not related to their attraction or credibility, but more to their social demographic factors, such as age, social status, gender, lifestyle and personality traits. According to Tellis (2004:183), celebrity endorsers bring a unique set of own meanings to the subject of an advertisement or message about the endorsed product. Most marketers hire celebrities under the assumption that consumers start by consuming the image of the celebrity and then purchase products associated with the celebrity.

Yang, Lo and Wang (2012:92) indicate that the effectiveness of celebrity endorsement depends on the meanings and associations that an endorser brings to the product. Given that consumers often buy products that are meaningful to them, the celebrity endorser's role is to transfer a message about the product that would be meaningful to the consumer in order to induce the consumer to buy the product. Celebrity endorsers are able to transfer meaning for two reasons. First, celebrities act as role models to the public. During their careers, celebrities create images for themselves through the roles they play in society. By purchasing the endorsed product (with it the meaning that has been transferred to it), consumers have this meaning at their disposal. Secondly, the meanings represented by celebrities are attractive to the receiver (consumer). In this instance, the celebrity is, not only an example of the meaning related to him/her, but also provides the receivers of the message with the attractive meanings that they can use. The message about the product will be successfully conveyed when a celebrity manages to get the audience to associate that which he or she radiates with the product (Pickton & Broderick, 2005:61; Yang, Lo & Wang, 2012:92).

It is also important to identify a measure that can assess a celebrity's perceived credibility when selecting an endorser for a particular product. The next section will discuss measures used to select celebrities for advertising campaigns

## **2.8 CELEBRITY ENDORSER CREDIBILITY MEASURE FOR SELECTING CELEBRITIES**

Given the increased use of celebrity endorsers in advertising, it is important to have a valid instrument for measuring the celebrity's characteristics to facilitate the selection of the right celebrity. In response to this need, Ohanian (1990:39) developed a measure of celebrity endorsers' credibility. The scale consists of a 15 semantic differential items encompassing the dimensions attractiveness (attractive/unattractive, classy/not classy, beautiful/ugly, elegant/plain and sexy/not sexy), trustworthiness (dependable/undependable, honest/dishonest, reliable/unreliable, sincere/insincere and trustworthy/untrustworthy) and expertise (expert/not an expert, experienced/inexperienced, knowledgeable/unknowledgeable, qualified/unqualified, and skilled/unskilled). In order to test whether the indicators were sufficiently representative of the constructs and to establish the relationship between the constructs, Ohanian tested the model in the USA, using Linda Evans endorsing a new

brand of perfume and Tom Selleck endorsing a new brand of men's cologne. The results of this study are reported on in Table 2.1. Pornpitakpan (2003:179) replicated this study in Singapore using Chinese celebrities - Jackie Chan endorsing medication for bruises, Yun Fatt Chow endorsing household appliances, Faye Wong endorsing clothes and Zoe Tay endorsing jewellery - in order to determine the validity of the scale amongst Singaporeans. In this study, the sincere/insincere indicator was dropped following the pilot pretest, where it was established that it was a difficult item for respondents to evaluate. The results of this study are included in Table 2.1.

**Table 2.1: Construct reliability, average variance extracted and construct correlation**

	<b>Ohanian</b> (1990: 47)			<b>Pornpitakpan</b> (2003: 189)		
	Linda Evans	Tom Selleck	Jackie Chan	Yun Fatt Chow	Faye Wong	Zoe Tay
<b>Attractiveness</b>						
Construct reliability	0.904	0.893	0.793	0.836	0.844	0.848
Average variance extracted	0.653	0.629	0.441	0.508	0.521	0.531
Correlation: Attractiveness and Trustworthiness	0.477	0.621	0.239	0.575	0.374	0.521
<b>Trustworthiness</b>						
Construct reliability	0.895	0.896	0.886	0.879	0.863	0.885
Average variance extracted	0.630	0.633	0.661	0.645	0.615	0.659
Correlation: Trustworthiness and Expertise	0.319	0.579	0.751	0.622	0.462	0.610
<b>Expertise</b>						
Construct reliability	0.885	0.892	0.882	0.884	0.875	0.848
Average variance extracted	0.607	0.623	0.601	0.603	0.583	0.527
Correlation: Expertise and Attractiveness	0.350	0.553	0.245	0.589	0.570	0.529

As presented in Table 2.1, both studies report good construct reliability, ranging from 0.793 to 0.904 (Malhotra, 2010:734) and acceptable average variance extracted values

ranging from 0.441 to 0.661 (Pornpitakpan, 2003:189). Furthermore, both studies report positive and significant inter-construct correlation coefficients.

Next, the black Generation Y cohort will be discussed in order to achieve a deeper understating of this segment.

## **2.9 GENERATION Y COHORT**

Age is viewed by marketers as an important variable in segmenting people into sub-cultures that reflect distinctive consumption orientations (Assael, 1987:330). Identified generational cohorts alive in this decade include seniors, Baby Boomers, Generation X and the youth, who are referred to as the Generation Y cohort (Schiffman *et al.*, 2010:410). While experts agree that the defining characteristic of Generation Y members is that they have grown up in the digital age (Wolburg & Pokrywczynski, 2001:35; Nicholaset *al.*, 2011:28), there is a certain degree of dispute as to the start and end dates that delineate this generational cohort (Eastman & Lui, 2012:94).

This study adopts the definition of Generation Y, as proposed by Markert (2004:21), and followed by Eastman and Lui (2012:94), who indicate that Generation Y includes individuals born between 1986 and 2005. According to Johnson (2011), members of the Generation Y cohort are more likely to acquire products that would help them blend in with their peers. This would suggest that this generation is likely to favour products endorsed by popular celebrities with whom they relate to and aspire to be like. Hence, this cohort is an important segment for marketers that intend on using celebrity endorsement as an advertising strategy.

However, marketers need to be wary when using celebrities to endorse their products in order to attract this segment. According to Van Den Bergh and Behrer (2011:115), the Generation Y cohort is very critical of this marketing strategy. To this cohort, celebrity endorsement implies that the brand endorsed is not confident enough to have an image of its own. It shows that the brand has no real personality and needs to associate with 'cool' people, to buy 'coolness', by using 'cool' celebrities. Therefore, celebrity endorsement only pays off in certain circumstances whereby the product sector is related to the skills of the celebrity. For example, a soccer star like Lionel Messi could be effective when endorsing soccer boots because his profession is

soccer, unlike Zahara (African traditional musician) endorsing financial products. This supplements the importance of the product match-up theory as discussed above, namely that there must be a match between the celebrity and the endorsed product in order for endorsement to be effective.

The target population for this study was the black Generation Y cohort. This target population signifies an important market segment in South Africa. In 2011, Generation Y made up approximately 40 percent of South Africa's estimated 50 586 757 population, with members of the black Generation Y cohort accounting for 84 percent of country's Generation Y population and 33 percent of the entire South African population (Statistics South Africa, 2011). Black Generation Y individuals engaged in tertiary education offer particular promise to marketers, as having a tertiary qualification is generally linked to increased future earning potential and greater social standing in a community. In addition, having a tertiary qualification is likely to ease black Generation Y students' entry into the prospering South African black middle class, labelled 'Black Diamonds' (Bevan-Dye *et al.*, 2009:177; Bevan-Dye & Surujlal, 2011:48).

Black Diamonds is the term coined to describe South Africa's growing black middle class that emerged following the first democratic elections in 1994, who are classified as falling into the middle- and upper-income groups of the country. The reason why they are referred to as Black Diamonds is their annually increasing spending power in the South African market. According to Joubert (2010:29), the average monthly income of Black Diamonds has risen from R2 435 in 1994 to R5 870 in 2008, thus doubling their spending power. Therefore, it is important for marketers to target this group and find ways to attend to their needs, while at the same time making a profit.

The Black Diamonds' spending power has increased significantly since 1994. The combined annual spending power of this segment has grown from R130-billion at the end of 2005 to R180-billion at the beginning of 2007 (Anon., 2007). This signifies the major role this group plays in the South African market, and hence many marketers are beginning to channel their resources towards this group.

As already noted, the black Generation Y student cohort offers promise as future members of the prospering black emerging class. It is important for marketers to

understand this cohort's perceptions of celebrity endorsers if marketers intend on using celebrity endorsement as a marketing strategy to attract this market. The use of celebrity endorsement to reach this segment of future Black Diamonds is not an easy process, as this segment of the population (Generation Y) is more critical of its use (Van Den Bergh & Behrer, 2011:115). Therefore, marketers need to find the correct formula for selecting a celebrity to promote their brands to this segment.

The importance of the target population in this research is highlighted by the major role that the targeted population is expected to play in the South African market. Marketers need to seize the opportunity now to entrench their brands on the emotions of this cohort so that the cohort would be loyal to their brands. According to Pride and Ferrell (2012:401), if marketers can entrench their brands on the emotions of consumers, it is likely that consumers will remain loyal to the brand. The customer will have favourable attitudes and behaviours towards the brand, and if the brand loyalty is strong enough, the customer will consistently purchase the brand when in need of a product in the brand's product category. It is therefore vital for marketers to know how to choose the relevant celebrity endorsers if they intend to entrench their brands on the emotions of the black Generation Y cohort.

## **2.10 SYNOPSIS**

Celebrity endorsement effectiveness rests on the source credibility model that includes source attractiveness, trustworthiness, and expertise model. This means that marketers must follow the source credibility model theory as a guideline to selecting which celebrity to use for a certain product.

In summary, the source credibility model suggests that in choosing a celebrity to endorse a product, it is important to ensure that the celebrity meets all the source credibility criteria. For instance, in order to ensure that the right celebrity is used, marketers need to first understand the intended target group, in this instant the black Generation Y student cohort, who are likely to be part of South Africa's future Black Diamonds.

By understanding the intended target population, marketers will be better equipped to identify local black celebrities that are likely to act as role models and be successful product endorsers. In addition, marketers need to ensure that the selected local black

South African celebrity endorser's image fits with the characteristics of the product (product match-up model). For example, soccer star Teko Modise is well suited to endorse soccer boots. Furthermore, the lifestyle of the celebrity to be used needs to be monitored, as any negative information about the celebrity may hinder his/her effectiveness in endorsing a product.

The next chapter contains a discussion on the research design and methodology.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

Chapter 3 reports on the research methodology used in conducting this study. This chapter describes the research methods used in the study and explains why those methods were selected.

The chapter begins with a discussion of the research design of the study in Section 3.2. Following on this Section 3.3 explains the research approach of the study. Section 3.4 describes the sampling strategy and includes a description of the target population (Section 3.4.1), the sampling frame (Section 3.4.2), the method of sampling (Section 3.4.3) and the sample size (Section 3.4.4).

Section 3.5 explains the questionnaire development procedure, which includes the questionnaire design (Section 3.5.1), the questionnaire layout (Section 3.5.2) and the pilot testing of the questionnaire (3.5.3). Section 3.6 explains how the questionnaire was administered.

Section 3.7 describes the data preparation that includes the editing (Section 3.7.1), the coding (Section 3.7.2), the data cleaning (Section 3.7.3) and the data analysis strategy (Section 3.7.4). Section 3.8 explains statistical methods used to analyse the collected data. The chapter concludes with a synopsis in Section 3.9.

#### **3.2 RESEARCH DESIGN**

There are three main research design categories, namely exploratory research, descriptive research and causal research (Kent, 1993:5). Research may fall into one or more of these categories. The research objectives guide the selection of the appropriate research design (Stevens *et al.*, 2006:26). Malhotra (2010:102) describes the research design as the framework that guides the execution of a research project. An exploratory design research is in some ways akin to detective work, in that the researcher searches for insights and clues into a research problem through a variety of sources (Stevens *et al.*, 2006:27). In contrast, conclusive research designs, such as

descriptive research and causal research, are more structured and formal (Malhotra, 2010:104). According to Kent (1993:5), descriptive research focuses on measuring and estimating the frequencies with which things occur. Descriptive research typically involves measuring market characteristics, for example, consumer behaviours, perceptions and attitudes (Malhotra, 2010:106). Casual research aims at establishing cause and effect relationships among variables (McDaniel & Gates, 1998:196).

The primary objective of this study, as set out in Chapter 1, was to determine black Generation Y students' perceptions on the credibility of local black celebrity endorsers. Therefore, a descriptive research design was adopted to meet the primary objective of the study.

The following section describes the research approach used in the study.

### **3.3 RESEARCH APPROACH**

In any research study, there are two basic research approaches that may be used, namely quantitative and qualitative research. An exploratory research design typically involves qualitative research, whereas descriptive research designs and causal research designs are quantitative in nature (Schiffman *et al.*, 2010:42).

Qualitative research focuses on gaining an in-depth understanding of social and human behaviour and the reasons behind such behaviour. "The qualitative method depends on the reported experiences of individuals through ethnographic analyses, fieldwork and case studies" (Hoy, 2010:1). Quantitative research strives to quantify data in order to generalise such data from a sample to a wider population, and typically involves statistical analysis (Malhotra, 2010:171).

For the purpose of this study, a quantitative approach was chosen, given that the objective of the study was to determine whether local black celebrities are perceived as credible endorsers of selected products using a descriptive research design.

Next, the sampling procedure applied in this study is discussed.

### **3.4 SAMPLING STRATEGY**

The study followed a formal sampling strategy that included defining the target population, selecting a sampling frame and selecting a sampling technique.

#### **3.4.1 Target population**

A target population consists of a collection of individuals, elements or objects that have the information that the researcher requires for a research study (Kazerooni, 2001:993). According to Malhotra (2010:372), when defining a target population, it is necessary to specify the study's elements, sampling units, geographical boundaries and time period.

For this study, the target population included black South African males and females, between the ages of 18 and 24 years, registered at South African public HEIs in 2012.

#### **3.4.2 Sampling frame**

Neill (2003) describes a sampling frame as a group of elements that have a real chance of selection for a sample. For this research study, the sampling frame was generated from a list of South African registered public HEIs within the Gauteng province of South Africa. Given time and cost constraints, this sampling frame was refined further to include only two South African registered public HEI campuses in Gauteng, one of which is a university of technology and the other a traditional university.

#### **3.4.3 Method of sampling**

There are two types of sampling methods, namely probability sampling and non-probability sampling. With non-probability sampling, members of a population do not have an equal chance of being selected for a study. Rather, their selection for inclusion in the study is a product of the researcher's judgement (Malhotra, 2010:376; Hair *et al.*, 2009:312). Non-probability sampling techniques include convenience sampling, whereby population members are selected because of their convenient accessibility and proximity to the researcher, judgement sampling, whereby members are selected because they are judged by the researcher to be accurate sources of the information required, and quota sampling, which entails selecting a prescribed

number of respondents within a specified number of categories based of the researcher's judgement (Schiffman *et al.*, 2012:64).

With probability sampling,each and every individual in the population has an equal chance of being selected as a respondent in the research study (Malhotra, 2010:376; Hair *et al.*, 2009:312). Probability sampling techniques include, simple random sampling, systematic random sampling, stratified random sampling and cluster sampling (Hair *et al.*, 2009:312).

For the study, a non-probability convenience sample of 880 students was drawn, with 440 from each of the participating HEIs. While convenience sampling is a commonly used sampling technique, Malhotra (2010:377) indicates that caution needs to be exercised in interpreting the results of such studies given that convenience samples are not truly representative and, as such, sample data cannot be generalised properly to a defined target population.

#### **3.4.4 Sample size**

A sample size refers to the number of participants in a research study (Braud, 2010). The sample size in this study consists of 880 registered students, 440 per institution and 220 per celebrity. The sample size is consistent with the research done by Pornpitakpan (2003:185).

### **3.5 QUESTIONNAIRE DEVELOPMENT**

There are several methods that may be used to collect the required information in a descriptive research design study, and these include the survey method such as telephone interviews, personal interviews, mail interviews, electronic interviews, and the observation method such as personal observation, mechanical observation, the audit, content analysis and trace analysis (Malhotra, 2010:212,236). In the case of the survey method, a questionnaire is typically used to collect the information. For this study, data were collected using a self-administered questionnaire. The procedure used to develop this questionnaire is described in the following sections.

### 3.5.1 Questionnaire design

A questionnaire is a collection of questions that are designed specifically to generate the data necessary to accomplish the objectives of a research study (McDaniel & Gates, 2001:289). Questionnaires require careful planning and execution. For a questionnaire to have a good design the research study needs to have well-defined goals; that is, it is necessary to know which type of data needs to be produced from answering the questionnaire, and the type of questions that need to be posed in the questionnaire to attain such data (Malhotra, 2010:336). Webb (2002:89) posits that a questionnaire is designed for the following four purposes:

- “To maximise the accuracy and relevancy of information to be obtained
- To maximise the participation of relevant elements in the sample
- To facilitate the gathering of information
- To meet the research objectives”

Baker (1999:162) points out that a good questionnaire should fit the respondent’s requirements, provide the necessary information needed, and meet the editing, coding and data processing requirements. The questionnaire design used in this study was compiled in a simple, logical and understandable format. The questionnaire was written in straightforward, understandable English to enable respondents to understand the questions posed. Furthermore, the questionnaire met the coding, editing and data processing requirements.

The measurement scale used to collect data in the questionnaire was a replica of a scale developed and validated by Ohanian (1990:49), which was designed to measure celebrity endorsers’ perceived credibility. Pornpitakpan (2003:184) replicated the study in Asia, to validate if the scale can produce consistent results when used on Singaporeans. Results from both studies proved that the celebrity endorsers’ credibility scale was a reliable measure that may be used to test a celebrity endorser’s credibility. The original scale developed by Ohanian (1990) was a 15-item six-point semantic differential scale. The validation of the scale by Pornpitakpan (2003:185) revealed that respondents found the item on dealing with sincerity/insincerity difficult

to evaluate after a pilot test and, as such, excluded it from the main survey. Therefore, for this study a 14-item scale was adopted.

The next phase in the questionnaire development was to identify relevant local black celebrities and the product types that they are most suited to endorsing. In order to accomplish this, 40 black students, who were not included in the pre-testing, piloting or main survey, were given three minutes to list the names of local black celebrities they could remember, with the four most frequently mentioned celebrities chosen for the study. Following this, a different group of 40 black students, who again were not included in the pre-testing, piloting or main survey, were given three minutes to list the most appropriate product types they felt each of the chosen celebrities should endorse. The product types selected for the questionnaire were ranked by their frequency of mention.

Both the Ohanian (1990:48) and Pornpitakpan (2003:185) studies utilised a semantic differential measurement scale. However, during a debriefing session conducted on three black students who were excluded from the pilot testing of the questionnaire and the main survey, it emerged that respondents did not understand how to answer semantic differential scaled items. As such, the semantic differential scale was replaced with a six-point Likert scale in an effort to overcome this obstacle.

Another debriefing test was done on three different black students, who were also excluded from the pilot testing of the questionnaire and the main survey, as well as one experienced researcher, using the six-point Likert scale ranging from 1=strongly disagree to 6=strongly agree. Respondents understood the questionnaire and were able to respond to the survey. Therefore, the final questionnaire comprised 14 items anchored on a six-point Likert scale, which was then pilot tested.

### **3.5.2 Questionnaire layout**

The questionnaire used for this research study comprised two sections, namely Section A and Section B. Section A covered screening questions where students were asked questions regarding age, race, registration status, year of study, type of HEI attended, and familiarity with the celebrity used in the questionnaire to ensure that only qualified candidates took part in the study. Section B required respondents to indicate their perceptions of the celebrity in question on his or her attractiveness,

trustworthiness and expertise in endorsing a specific product on a six-point Likert scale. The questionnaire included a cover letter that explained the purpose of the study and explained reasons for selecting black Generation Y students as the target population.

The next section discusses the pilot testing of the questionnaire.

### **3.5.3 Pilot testing of the questionnaire**

Moore (2001:21) describes the pilot testing of a questionnaire as a small-scale, 'dry-run' survey that is conducted in order to ensure that everything about the survey is correct prior to conducting a larger survey study. There may be problems in the way questions are written (respondents not understanding the questions), or perhaps there may be too many questions that may lead to respondents being bored.

For this study, a pilot test was conducted on 40 (10 respondents per celebrity version) black Generation Y students aged between 18 and 24 years of age, who did not form part of the final study. The number of respondents used for this pilot is consistent with the pilot conducted by Pornpitakpan (2003:185). The pilot study results indicated that no question in the questionnaire was problematic to respondents. Respondents had no problems with the content of the questionnaire, its wording, layout and instructions. Only one question in the screening section of the questionnaire (Section A) proved difficult to evaluate. The question required respondents to indicate the profession of the celebrity in the questionnaire after indicating whether they know the celebrity or not. It was then decided to drop this question for the main survey, as it was difficult to evaluate.

## **3.6 ADMINISTRATION OF THE QUESTIONNAIRE**

For the study, four versions (one per celebrity) of one standardised questionnaire were used to ensure that all the data obtained for the study from the respondents was provided in the same format. The formal survey for this research study was conducted between the start of May 2012 and the end of August 2012 on a sample of 880 students, 440 per institution and 220 per celebrity.

Lecturers at each of the two selected HEI campuses were contacted with a request for permission for their students to participate in the study during class time. Lecturers from whom permission had been obtained, were then hand-delivered the questionnaire for distribution to students during class time. Questionnaires were collected immediately after completion during lectures.

### **3.7 DATA PREPARATION**

Data preparation begins with a preliminary check of all questionnaires for completeness and interviewing quality. This includes checking, editing and reviewing the questionnaire, coding the responses, data cleaning for consistency checks and treatment of missing responses, and selecting the data analysis strategy (Dawn, 2007).

In order to ensure proper preparation of the data, the following steps were followed:

#### **3.7.1 Step 1: Editing**

According to Shao (1999:76), editing involves checking completed questionnaires or other data collection forms for omissions, illegibility, incompleteness or otherwise unusable responses, and obvious inconsistencies. The researcher should check that the majority of questions are completed and that the handwriting of the respondents is legible.

Incomplete, illegible and unusable questionnaires were discarded during this stage. Questionnaires of respondents who did not qualify in terms of the specified age and race of the target population for the study were also discarded.

#### **3.7.2 Step 2: Coding**

Perreault and McCarthy (1996:114) explain that coding involves establishing meaningful categories for responses collected by means of surveys or other data collection forms, so that the responses may be categorised into usable classifications.

In this study pre-coding was used, which Jarboe (1999:78) defines as “the assignment of codes to the different responses on the questionnaire before the questionnaires are distributed”. The pre-coding in this study was done with the assistance of a statistician the study’s supervisor. Table 3.1 illustrates how the questionnaire was coded before distribution.

**Table 3.1 Coding information**

<b>TYPE OF DATA</b>	<b>VARIABLE</b>	<b>QUESTION NUMBER</b>
<b>Section A</b>		
Demographic Data	A1 to A7	Section A, Questions A1 to A7
<b>Section B</b>		
The black Generation Y students’ perceptions of the attractiveness of a celebrity endorser	B1 to B5	Section B, Questions B1 to B5
The black Generation Y students’ perceptions of the trustworthiness of a celebrity endorser	B6 to B9	Section B, Questions B6 to B9
The black Generation Y students’ perceptions of the expertise of a celebrity endorser	B10 to B14	Section B, Questions B10 to B14

### **3.7.3 Step 3: Data cleaning**

According to Dawn (2007), data cleaning involves consistency checks and the handling of missing responses. There are several options available for handling missing responses, including substitution of a neutral value such as the mean, substitution of an imputed response, case removal, and pair-wise removal. A consistency check was conducted on the questionnaire and it was also treated for missing responses.

### **3.7.4 Step 4: Data analysis strategy**

The data analysis strategy followed should be based on the earlier steps of the marketing research process, as well as the known characteristics of the data, the properties of statistical techniques, and the background in philosophy of the researcher (Dawn, 2007). For this study, the selected data analysis techniques are discussed in Section 3.8.

### **3.8 STATISTICAL ANALYSIS**

SPSS and AMOS, Version 20.0 for Windows, were used to analyse the captured data. The following section describes the statistical methods applied on the empirical data sets.

#### **3.8.1 Descriptive statistics**

Descriptive statistics is a set of summary measures of a given data set that serve to condense information and show underlying patterns in the data (Hair *et al.*, 2009:483). These summary measures include measures of central tendency (for example, the mean, median and mode), measures of variability (for example, range, variance and standard deviation) and measures of shape (for example, kurtosis and skewness) (Malhotra, 2010:486).

For this study, a combination of the three most common descriptive statistics, namely measures of location (means), measures of variability (standard deviations) and measures of shape (skewness and kurtosis) were used.

##### **3.8.1.1 Measures of location**

Measures of location were calculated in this study. According to Marques de Sá (2003:45), measures of location are used to determine where the data distribution is concentrated. The most common measures of location include the mean, median and mode. This study makes use of one measure of location known as the mean, calculated by taking the total sum of the observations and dividing that by the number of observations

##### **3.8.1.2 Measures of variability**

The measures of variability give an indication of how dispersed values in a data distribution are relative to the central tendency (Hair *et al.*, 2009:486). The measure of dispersion may be explained as the “extent to which data values scatter about their central location value” (Wegner, 2007:121).

This study makes use of a standard deviation as the measure of dispersion. According to Wegner (2007:217), the standard deviation expresses dispersion as computed by

the variance in the original units of the random variable. The standard deviation is found by taking the square root of the variance. Standard deviation is a preferable measure of dispersion because it is expressed in the same units as the original data (Marques de Sá, 2003:49).

### **3.8.1.3 Measures of shape**

Along with measures of dispersion and location, there are measures of shape that aid in understanding the nature of a data distribution. There are two different methods used to measure shape, namely skewness and kurtosis (Malhotra, 2010:488).

### **3.8.2 Reliability and validity**

When using a multi-item scale, it is necessary to ascertain its accuracy in terms of its reliability and validity (Malhotra, 2010:317). Whereas reliability refers to the extent to which a given scale is free of random error according to the test-retest or internal consistency reliability indicators, validity pertains to the degree to which a scale measures that which it was intended to measure (Pallant, 2010:6,7). Validity measures include content validity, criterion validity and construct validity (Malhotra, 2010:320; Pallant, 2010:7).

In this study, the internal consistency reliability was used to determine the reliability of the scale. According to Burns and Burns (2008:417), measuring the internal consistency of scale items determines reliability of a scale by assessing the commonness of a set of items (questions) that measure a particular construct. Internal consistency reliability was measured using the Cronbach alpha. According to Han (2007:69), the Cronbach alpha should at least be above 0.70 for a scale to be reliable.

An experienced researcher in the marketing field assessed the scale's content validity. In addition, convergent validity was assessed by looking at the average inter-item correlation value, which Clark and Watson (1995:316) suggest should be between 0.15 and 0.50 to indicate convergent and discriminate validity.

### **3.8.3 T-tests**

T-tests are statistical procedures used to determine if there is a statistically significant difference between a sample mean and an expected mean (a one-sample t-test), the

means of two independent samples (a two-sample independent t-test) or the means of one sample taken on two different occasions (a paired-sample t-test) (Malhotra, 2010:503).

In this study, a one-sample t-test was used to determine whether black Generation Y students had a statistically significant positive perception of the identified local black celebrities' credibility as endorsers for the selected product types. In addition, a two-sample independent t-test was carried out to determine whether there were any statistically significant differences between the study's male and female participants concerning their perception of the credibility of the identified local black celebrities' as product endorsers. The significance levels for both t-tests were set at the conventional 5 percent level.

### **3.8.4 Model validation**

In this study, one of the important empirical objectives was to test if the celebrity endorsement credibility model is valid in the South African context. Specifically, this study sought to determine if the Pornpitakpan (2003) version of the Ohanian (1990) scale is a valid model for selecting local black celebrities as endorsers of selected product types for targeting black Generation Y students in South Africa. In order to test this model, two tests were undertaken, namely confirmatory factor analysis, and structural equation modelling.

#### **3.8.4.1 Confirmatory factor analysis**

Factor analysis is the name given to a set of procedures utilised for data reduction (Hair *et al.*, 2009:563; Malhotra, 2010:636; Pallant, 2010:181). That is, factor analysis involves taking a large number of variables, and reducing and refining them into a smaller subset underlying dimensions or factors (Hair *et al.*, 2009:563; Malhotra, 2010:636). The two primary types of factor analysis are exploratory factor analysis and confirmatory factor analysis (Pallant, 2010:181).

Exploratory factor analysis is used determine the structure of a set of variables, to construct a measuring scale to measure an underlying dimension and to reduce a large set of variables to a smaller manageable set (Field, 2009:628). In contrast,

confirmatory factor analysis is used to confirm specific theories and models in terms of their underlying structure (Pallant, 2010:181).

Confirmatory factor analysis, using varimax rotation, was used in this study to determine if the items in the celebrity credibility model loaded as specified by the Ohanian (1990) and Pornpitakpan (2003) studies when applied to the South African market.

#### **3.8.4.2 Structural equation modelling**

In addition to confirmatory factor analysis, structural equation modelling was used to validate whether each of the indicators in the celebrity credibility model related significantly to their specified factors within the South Africa environment.

Malhotra (2010:723) describes structural equation modelling as “a procedure for estimating a series of dependence relationships among a set of concepts or constructs represented by multiple measured variables and incorporated into an integrated model”. An important benefit of this method is that it may be used to assess relationships among latent factors that have multiple indicators, and is applicable to both cross-sectional and longitudinal studies (Lei & Wu, 2007:33).

Structural equation modelling begins with the specification of the model to be estimated (Hoyle, 1995:2). According to Tenenbaum and Discroll (2005:332), model specification concerns the initial formulation of the equations of the model based on a theory. The theory should suggest the general pattern of relationships among variables. There are three types of relationships among variables, namely a free relationship, a fixed relationship and a constrained relationship. A free relationship is when it is assumed that the variables are related to each other, and a constrained relationship is when two sets of relationships are set equal to each other.

This study used a fixed relationship. A fixed relationship is when a parameter is fixed to a specified value, typically zero or one (Tenenbaum & Discroll, 2005:332). For this study, the first loading on each dimension for each model was fixed at one.

Next, it is necessary to assess the model for any offending estimates, namely negative error variances for any factor and any standardised coefficients that exceed, or are

close to, the fixed parameter (Pornpitakpan, 2003:187). In this study, all four models were assessed for any standardised coefficients close to one or exceeding one. In addition, an assessment of any negative error variance on factors was conducted.

Following this, is the process of assessing the model for fit. The model may be assessed for fit using various fit indices, such as the Goodness of Fit Index (GFI), Adjusted Fit Index (AFI) and Comparative Fit Index (CFI). The CFI index is recommended as the fit model of choice and it should be above 0.90 (Pornpitakpan, 2003:187).

### **3.9 SYNOPSIS**

This chapter discussed the research methodology used in the design of the research study. This study followed a descriptive research design using the quantitative approach, and a non-probability convenience sample was selected for the study. The statistical techniques utilised to analyse the gathered data included descriptive statistics, t-tests, confirmatory factor analysis and structural equation modelling.

In the following chapter, the data that was obtained during the research study is analysed and interpreted.

# **CHAPTER 4**

## **ANALYSIS AND INTERPRETATION OF EMPIRICAL FINDINGS**

### **4.1 INTRODUCTION**

This chapter reports on the analysis and interpretation of the empirical findings obtained from the main survey questionnaire of this study. The chapter starts with a description of how the local black celebrities were selected, together with a description of the method used to determine the product type that black Generation Y students deem each of the identified celebrities most appropriate for endorsing (Section 4.2). Section 4.3 discusses the pilot test results, followed by Section 4.4 that presents the preliminary data analysis.

Section 4.4 is followed by the descriptive analysis conducted in all four main study surveys (Section 4.5). Section 4.6 presents the t-test results preceded by Section 4.7 that discusses the procedure followed in validating the scale used in the study. The chapter ends with a synopsis that provides an overview of the chapter.

### **4.2 LOCAL BLACK CELEBRITY IDENTIFICATION AND CELEBRITY-PRODUCT MATCH UP**

In order to meet the first empirical objective formulated in Chapter 1, which was to determine black Generation Y students' top-of-the-mind-awareness of local black celebrities, 40 black students were allowed three minutes to list the names of local black celebrities they could remember. A simple frequency count established that the most frequently mentioned local black celebrities included Connie Ferguson, Black Coffee, DJ Sbu and Zahara. Connie Ferguson is a local black actress (Anon., 2010), while Black Coffee (Nkosinathi Maphumulo) is a local black house disk jockey and music producer (Mabandu, 2011). DJ Sbu (SbuLeope) is a South African black radio disk jockey (Sibiya, 2009) and Zahara is a local black singer and musician (Madikane, 2012).

The second empirical objective specified in Chapter 1 was to determine the product type that black Generation Y students deem each of the identified celebrities most

appropriate for endorsing. In order to achieve this objective, a separate group of 40 black students were allowed three minutes to list the most appropriate product types they felt each of the chosen celebrities should endorse. The product types were ranked by frequency of mention, which resulted in Connie Ferguson being linked to cosmetic products, Black Coffee to hot beverages such as tea and coffee, DJ Sbu to men's clothing and fashion accessories and Zahara to traditional African jewellery and clothes.

The 40 students used to identify the four local celebrities, as well as the 40 students used to determine the product type each of those celebrities would be most suited to endorse were excluded from the pilot testing of the questionnaire and from the main study.

### **4.3 QUESTIONNAIRE PILOT TESTING RESULTS**

Following the initial pre-testing of the questionnaire, the questionnaire was piloted on 40 black Generation Y students not included in the main study in order to ascertain its reliability. Out of the 40 pilot test questionnaires returned, 38 qualified for testing, with two discarded because those respondents had not completed the questionnaires.

In order to test the reliability of the questionnaire, the Cronbach alpha and average inter-item correlation was calculated for the overall scale as well as for the individual constructs. Reliability testing is important as it ensures the capability of a measure to generate consistent results when the same entities are measured under different conditions (Snively, 2012:35). Average inter-item correlation and Cronbach Alpha measures the reliability of a scale by assessing the internal consistency of scale items. Measuring the internal consistency of scale items determines reliability of a scale by assessing the commonness of a set of items (questions) that measure a particular construct (Burns & Burns, 2008:417).

The average inter-item correlation measures the extent to which responses to one test item (question) correlate with responses to other test items (Mitchell & Jolley, 2010:153).

The Cronbach alpha, as a measure of scale items' consistency, is important when using multi-item scales. According to Burns and Burns (2008:417), the Cronbach

alpha indicates whether scale items are measuring the same construct that they should be measuring. Cronbach alphas between 0.70 and 0.90 indicate internal consistency and thus good reliability of a scale (De Vetet *al.*, 2011:300).

Table 4.1 presents the summary of the pilot test’s reliability and average inter-item correlation.

**Table 4.1: Summary of the pilot test’s reliability and average inter-item correlation**

<b>Overall scale and individual constructs</b>	<b>Number of items</b>	<b>Cronbach alpha</b>	<b>Average inter-item correlation</b>
<b>Overall scale</b>	14	0.846	0.282
<b>Construct 1: Attractiveness</b>	5	0.877	0.588
<b>Construct 2: Trustworthiness</b>	4	0.705	0.374
<b>Construct 3: Expertise</b>	5	0.835	0.503

As indicated in Table 4.1, the Cronbach alphas for all three constructs were computed at levels ranging from 0.705 to 0.877, with the alpha for the overall scale computed at 0.846. Therefore, the Cronbach alphas for all three constructs fall within the recommended range of 0.70 to 0.90, thereby indicating that the scale is reliable.

The average inter-item correlation was computed at 0.286 for the scale overall, which falls within the acceptable range of 0.15 to 0.50 (Lenz & Shortridge-Baggett, 2002:46). Constructs 1 and 2 were slightly above the recommended range at 0.588 and 0.503, respectively.

#### **4.4 PRELIMINARY DATA ANALYSIS**

The literature recommends that a preliminary data analysis be conducted on the data set before analysing the data (Coldwell & Herbst, 2004: 96). Preliminary data analysis includes coding of the questionnaire and tabulation. The following section will discuss the coding followed by the response rate and tabulation of the questionnaire in Section 4.3.2.

#### 4.4.1 Coding

The questionnaire used for this study comprised two sections, namely Section A and Section B.

Section A had seven questions designed to gather the demographical data from the respondents. Section B comprised 14 statements designed to test black Generation Y students' perceptions of local black celebrity credibility as endorsers of selected product types.

Responses to the questions in Section A were measured using categorical scales. In contrast, the responses in Section B were measured using a six-point Likert interval scale.

Table 4.2 presents the variable codes and assigned values.

**Table 4.2: Coding of the questionnaire**

Question	Code	Variable	Value assigned to responses
<b>Section A: Demographical data</b>			
Question 1	A1	Type of institution	Traditional university (1) and University of technology (2)
Question 2	A2	Year of study	1 <sup>st</sup> Year (1); 2 <sup>nd</sup> Year (2); 3 <sup>rd</sup> Year (3) and Post graduate (4)
Question 3	A3	Full-time or part-time student	Full-time (1) and Part-time (2)
Question 4	A4	Gender	Male (1) and Female (2)
Question 5	A5	Race	African (1);Asian (2); Coloured (3); White (4) and Other (Please specify) (5)
Question 6	A6	Your age at last birthday	18 (1); 19 (2); 20 (3); 21 (4); 22 (5); 23 (6) and 24 (7)
Question 7	A7	Do you know the celebrity?	Yes (1) and No (2)

**Table 4.2: Coding of the questionnaire (continued ...)**

<b>Section B: Celebrity endorser credibility data</b>			
<b>Item</b>	<b>Code</b>	<b>Variable</b>	<b>Value assigned to responses</b>
<b>Construct 1: Attractiveness</b>			
Item 1	B1	Attractive	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 2	B2	Classy	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 3	B3	Handsome/ beautiful	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 4	B4	Elegant	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 5	B5	Sexy	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
<b>Construct 2: Trustworthiness</b>			
Item 6	B6	Dependable	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 7	B7	Honest	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 8	B8	Reliable	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 9	B9	Trustworthy	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
<b>Construct 3: Expertise</b>			
Item 10	B10	Expert	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 11	B11	Skilled	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 12	B12	Experienced	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 13	B13	Qualified	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)
Item 14	B14	Knowledgeable	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5) and Strongly agree (6)

The following section reports on the response rate and frequency distributions from the study.

#### 4.4.2 Response rate and tabulation of scaled responses

As indicated in Chapters 1 and 3, 880 questionnaires were distributed. These questionnaires were split into four versions of the questionnaire; that is, 220 questionnaires per identified celebrity.

From the 880 questionnaires distributed, 735 questionnaires were returned, of which 123 were discarded because they were either incomplete (major sections were incomplete) or did not qualify for the study due to age and race. As a result, the number of questionnaires that qualified for the study and were available for analysis equalled 612. The overall response rate of the study was 70percent. For the individual celebrities, the response rate equalled 72percent for Connie Ferguson, 67percent for Black Coffee, 71percent for DJ Sbu and 68percent for Zahara.

Table 4.3 below presents the frequencies recorded per identified celebrity.

**Table 4.3: Frequencies**

Item	N=612	Strongly agree	Agree	Slightly agree	Slightly disagree	Disagree	Strongly disagree
		6	5	4	3	2	1
<b>Connie Ferguson Survey</b>							
B1	159	69	62	20	3	0	5
B2	159	54	75	24	4	1	1
B3	159	56	58	35	9	0	1
B4	159	47	53	41	13	4	1
B5	159	34	40	37	29	17	2
B6	159	36	55	43	12	10	3
B7	159	37	54	43	18	3	4
B8	159	37	58	45	14	3	2
B9	159	37	51	47	19	3	2
B10	159	45	47	41	15	9	2
B11	159	47	66	32	8	4	2
B12	159	64	57	32	4	1	1
B13	159	48	61	24	19	4	3
B14	159	51	63	31	9	3	2

**Table 4.3: Frequencies (continued...)**

<b>Item</b>	<b>N=612</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Slightly agree</b>	<b>Slightly disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
		<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Black Coffee survey</b>							
B1	148	37	55	33	5	11	7
B2	148	29	53	34	18	9	5
B3	148	18	38	42	22	16	12
B4	148	23	44	49	16	7	9
B5	148	13	33	33	23	20	26
B6	148	35	45	36	13	13	6
B7	148	48	39	23	20	10	8
B8	148	36	51	33	17	4	7
B9	148	39	40	40	15	8	6
B10	148	28	35	49	16	10	10
B11	148	38	39	45	10	10	6
B12	148	31	42	35	22	8	10
B13	148	29	44	38	11	16	10
B14	148	36	52	31	14	6	9
<b>DJ Sbu survey</b>							
B1	156	51	57	31	8	6	3
B2	156	39	57	40	9	9	2
B3	156	29	42	44	20	16	5
B4	156	27	43	45	25	10	6
B5	156	15	24	49	31	22	15
B6	156	26	48	50	15	15	2
B7	156	18	44	57	16	14	7
B8	156	21	55	45	23	10	2
B9	156	22	41	52	23	15	3
B10	156	23	45	43	20	20	4
B11	156	35	49	45	17	7	3
B12	156	33	55	44	14	7	3
B13	156	29	55	42	15	10	5
B14	156	42	50	40	14	7	3

**Table 4.3: Frequencies (continued...)**

Item	N=612	Strongly agree	Agree	Slightly agree	Slightly disagree	Disagree	Strongly disagree
		6	5	4	3	2	1
<b>Zahara survey</b>							
B1	149	68	56	18	2	1	4
B2	149	39	61	33	8	5	3
B3	149	44	53	34	7	8	3
B4	149	24	60	47	9	7	2
B5	149	18	30	47	22	26	6
B6	149	30	48	43	14	10	4
B7	149	42	52	33	14	6	2
B8	149	31	57	43	12	3	3
B9	149	27	59	46	15	2	0
B10	149	15	49	51	20	11	3
B11	149	27	47	46	21	5	3
B12	149	25	42	45	24	11	2
B13	149	26	43	40	26	9	5
B14	149	28	51	45	19	3	3

In Section 4.5, the descriptive statistics computed in this study are discussed.

## **4.5 DESCRIPTIVE ANALYSIS**

The descriptive statistics calculated for this study on black Generation Y students' perceptions of local black celebrities' credibility as product endorsers are discussed in the following sub-sections. This section starts with a description of the sample and ends with a description of the reliability and validity of the scaled-measurement instrument used in the final study.

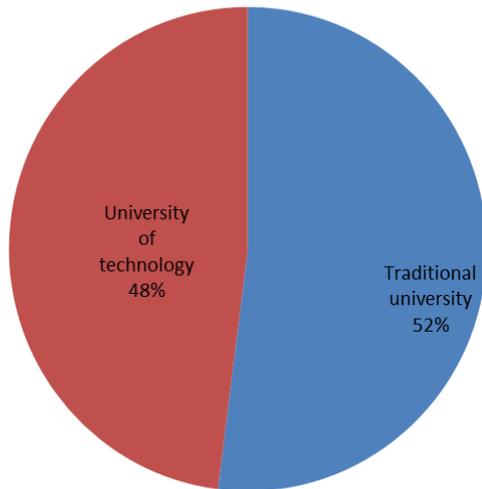
### **4.5.1 Description of the sample**

This section provides a description of the study's sample as per identified celebrity.

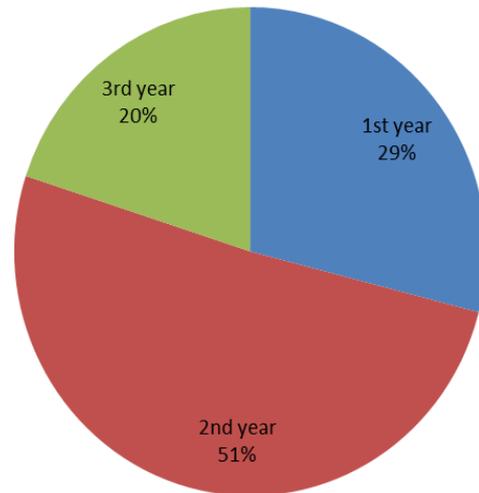
#### 4.5.1.1 Sample description for Connie Ferguson questionnaire version

Figure 4.1 presents a description of those respondents in the sample that completed the Connie Ferguson version of the questionnaire.

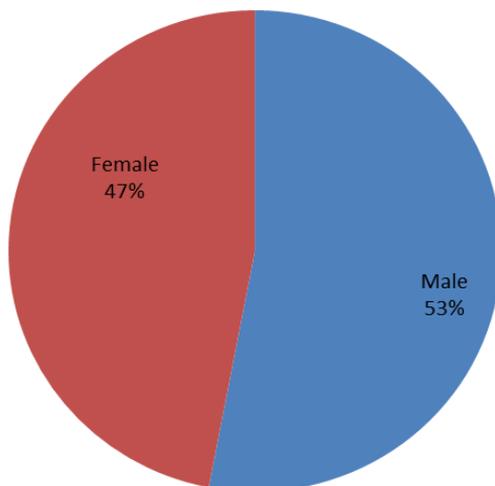
**a. Institution**



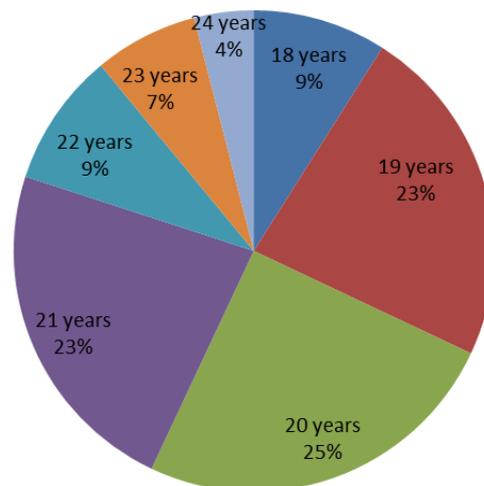
**b. Year of study**



**c. Gender**



**d. Age**



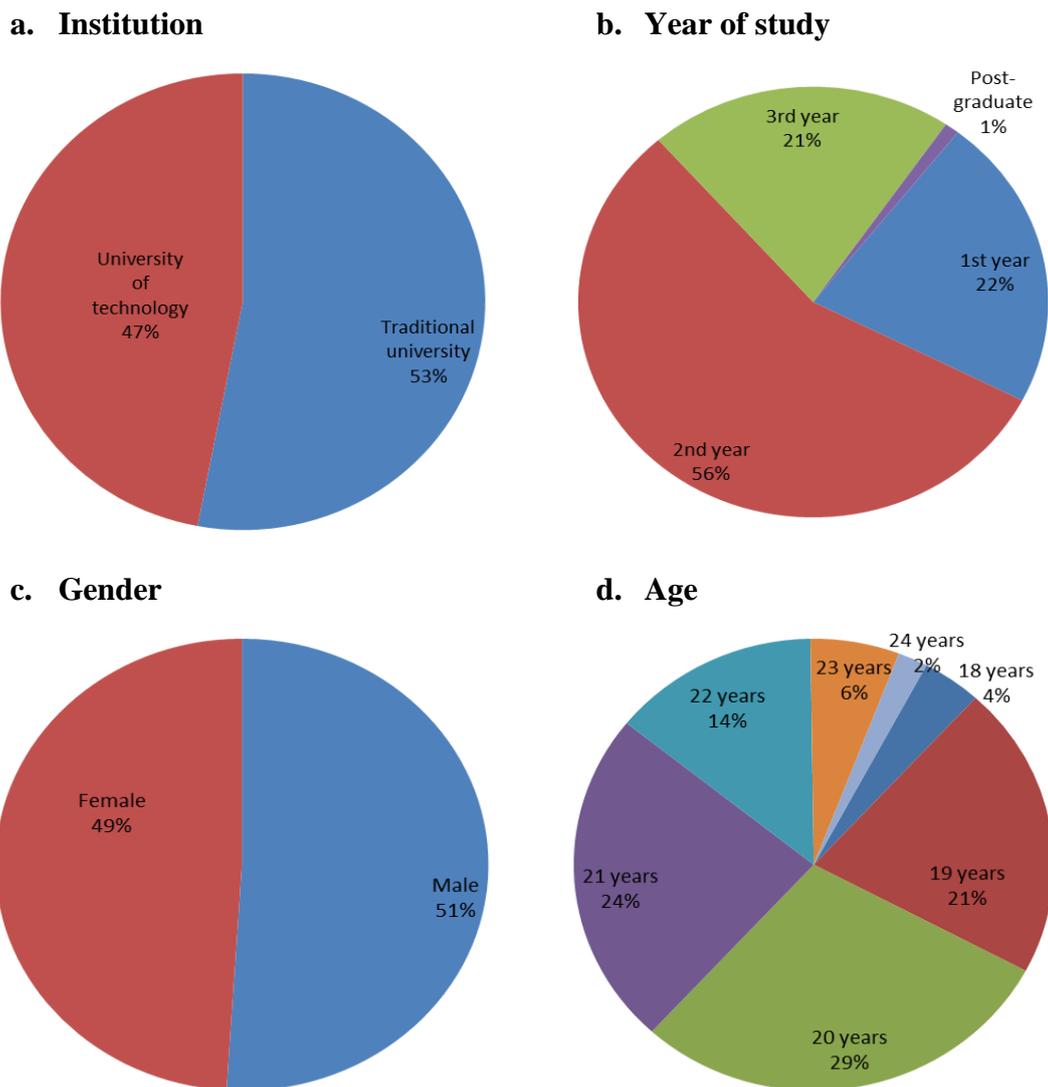
**Figure 4.1: Connie Ferguson: sample description**

Of the 159 respondents that completed the Connie Ferguson version of the questionnaire, 52 percent were registered at the traditional university and 48 percent at the university of technology (Figure 4.1a). As is evident from Figure 4.1b, the majority of the respondents (51%) indicated being second-year students, followed by those who indicated being first-year students (28%) and third-year students (20%). Figure 4.1c shows that there was a relatively even spread of respondents concerning

gender, with 53 percent being male and 47 percent being female. Regarding age, all seven age groups specified in the target population definition were represented, with the majority (71%) falling between 19 and 21 years of age (Figure 4.1d).

#### 4.5.1.2 Sample description for Black Coffee questionnaire version

Figure 4.2 presents a description of those respondents in the sample that completed the BlackCoffee version of the questionnaire.



**Figure 4.2: Black Coffee: sample description**

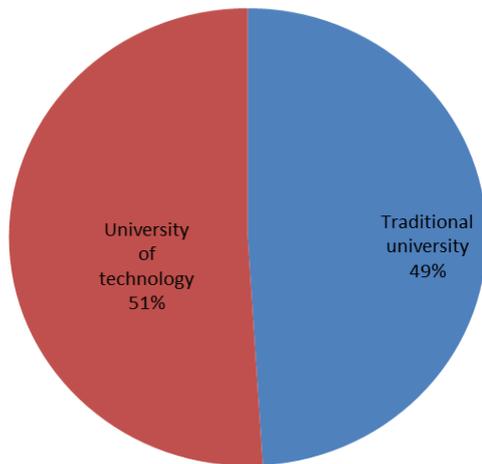
Of the 148 respondents that completed the Black Coffee version of the questionnaire, 53 percent were registered at the traditional university and 47 percent at the university of technology (Figure 4.2a). As is evident from Figure 4.2b, the majority of the respondents (56%) indicated being second-year students, followed by those who

indicated being first-year students (22%) and third-year students (21%). Figure 4.2c shows that there was a relatively even spread of respondents concerning gender, with 51 percent being male and 49 percent being female. Regarding age, all seven age groups specified in the target population definition were represented, with the majority (88%) falling between 19 and 22 years of age (Figure 4.2d).

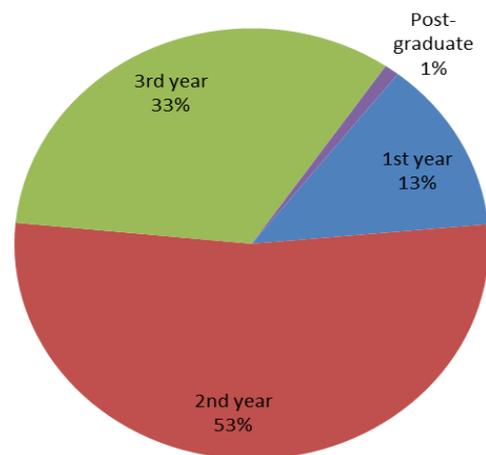
#### 4.5.1.3 Sample description for DJ Sbu questionnaire version

Figure 4.3 presents a description of those respondents in the sample that completed the DJ Sbu version of the questionnaire.

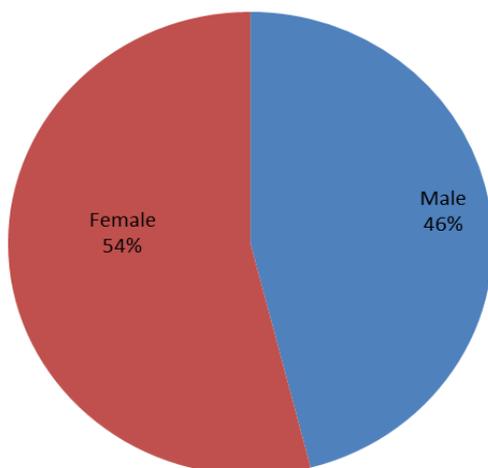
##### a. Institution



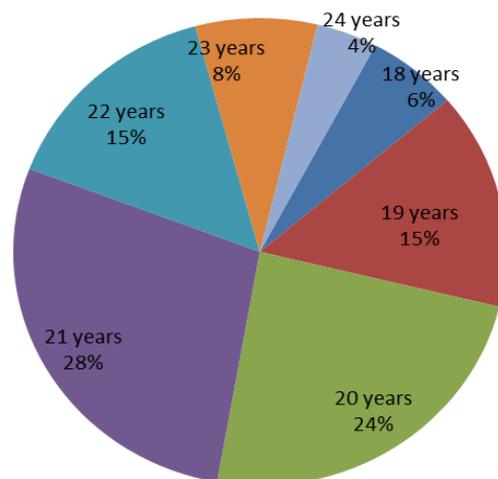
##### b. Year of study



##### c. Gender



##### d. Age



**Figure 4.3: DJ Sbu: sample description**

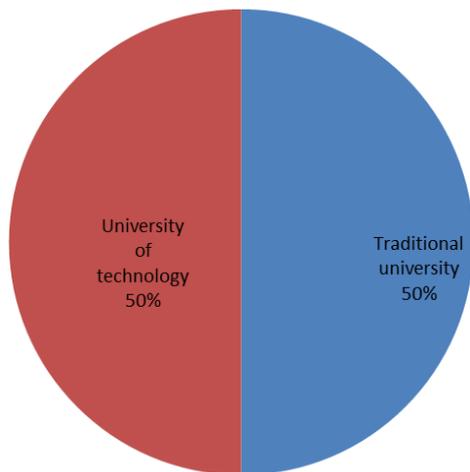
Of the 156 respondents that completed the DJ Sbu version of the questionnaire, 49 percent were registered at the traditional university and 51 percent at the university of

technology (Figure 4.3a). As is evident from Figure 4.3b, the majority of the respondents (53%) indicated being second-year students, followed by those who indicated being third-year students (33%) and first-year students (13%). Figure 4.3c shows that there was a relatively even spread of respondents concerning gender, with 54 percent being male and 46 percent being female. Regarding age, all seven age groups specified in the target population definition were represented, with the majority (82%) falling between 19 and 22 years of age (Figure 4.3d)

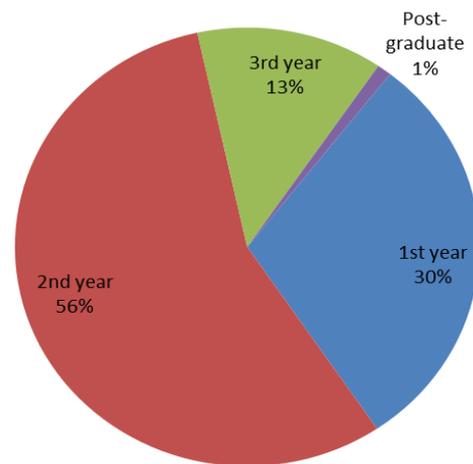
#### 4.5.1.4 Sample description for the Zahara questionnaire version

Figure 4.4 presents a description of those respondents in the sample that completed the Zahara version of the questionnaire.

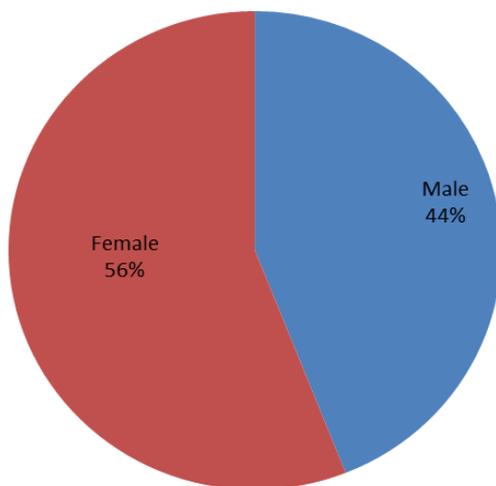
**a. Institution**



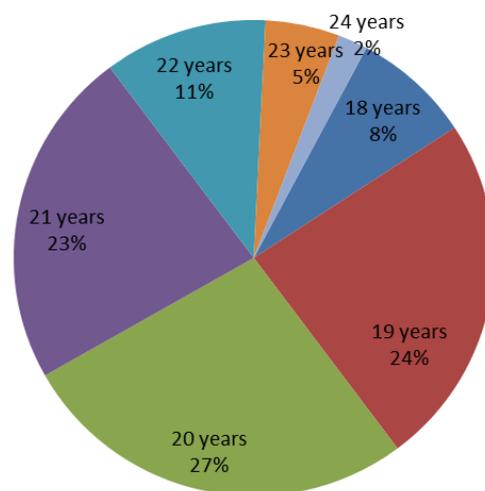
**b. Year of study**



**c. Gender**



**d. Age**



**Figure 4.4: Zahara: sample description**

Of the 149 respondents that completed the Zahara version of the questionnaire, there was an even spread of respondents registered at a traditional university (50%) and university of technology (50%), as indicated in Figure 4.4a. As is evident from Figure 4.4b, the majority of the respondents (56%) indicated being second-year students, followed by those who indicated being first-year students (30%) and third-year students (13%). Figure 4.4c shows that there was a relatively even spread of respondents concerning gender, with 44 percent being male and 56 percent being female. Regarding age, all seven age groups specified in the target population definition were represented, with the majority (74%) falling between 19 and 21 years of age (Figure 4.4d). The following section discusses the descriptive statistics computed in this study, which are presented in Table 4.4.

#### 4.5.2 Descriptive statistics

Measures of central tendency (Mean), dispersion (standard deviation), and shape (skewness and kurtosis) were calculated for all four versions of the scale. In addition, all mentioned measures were also calculated for the different constructs used in all four versions of the scale and are presented in Table 4.4.

**Table 4.4: Descriptive statistics summary**

Item	N	Mean	Standard deviation	Skewness	Kurtosis
<b>Connie Ferguson questionnaire version</b>					
Overall scale: Celebrity credibility	159	4.78	0.737	-1.142	3.689
Construct 1: Attractiveness	159	4.85	0.796	-1.011	2.573
Construct 2: Trustworthiness	159	4.59	0.920	-0.596	0.643
Construct 3: Expertise	159	4.85	0.874	-1.157	2.102
<b>Black Coffee questionnaire version</b>					
Overall scale: Celebrity credibility	148	4.28	0.945	-0.948	1.610
Construct 1: Attractiveness	148	4.10	1.075	-0.689	0.429
Construct 2: Trustworthiness	148	4.46	1.159	-0.929	0.831
Construct 3: Expertise	148	4.31	1.137	-0.807	0.415

**Table 4.4: Descriptive statistics summary (continued...)**

Item	N	Mean	Standard deviation	Skewness	Kurtosis
<b>DJ Sbu questionnaire version</b>					
Overall scale: Celebrity credibility	156	4.33	0.912	-0.631	0.426
Construct 1: Attractiveness	156	4.30	1.073	-0.582	0.194
Construct 2: Trustworthiness	156	4.22	1.033	-0.410	-0.182
Construct 3: Expertise	156	4.44	1.023	-0.780	0.643
<b>Zahara questionnaire version</b>					
Overall scale: Celebrity credibility	149	4.50	0.055	-0.721	1.010
Construct 1: Attractiveness	149	4.60	0.068	-0.770	0.696
Construct 2: Trustworthiness	149	4.59	0.072	-0.630	0.952
Construct 3: Expertise	149	4.32	0.076	-0.629	0.556

As indicated in Table 4.4, data sets for all three versions of the questionnaire (Black Coffee, DJ Sbu and Zahara version) were distributed normally, with none of the skewness and kurtosis scores falling outside the recommended range of -2 and +2 (Bachman, 2004:74). The data distribution for Connie Ferguson version is more peaked on the overall scale and on Constructs 1 (attractiveness) and 3 (expertise) and were slightly above the recommended range.

Means of above 4 were computed in all four versions of the questionnaires. An overall mean of 4.78 was computed for Connie Ferguson, 4.28 for Black Coffee, 4.33 for DJ Sbu and 4.50 for Zahara. This suggests that the black Generation Y cohort perceive all selected local black celebrities to be credible endorsers of the product types matched to them.

High means of 4.85 were computed for the Connie Ferguson version on the attractiveness and expertise constructs. A lower mean of 4.59 was computed on Connie Ferguson's trustworthiness. This construct also had a higher standard deviation of 0.920, indicating less agreement amongst the respondents concerning Connie Ferguson's trustworthiness as a product endorser for cosmetic products.

For the Black Coffee version, the highest mean was computed on Construct 2 (trustworthiness) and the lowest on Construct 1 (attractiveness). The highest standard deviation of 1.159 was computed on trustworthiness construct and the lowest recorded standard deviation was on attractiveness construct. This indicates that participants had a more dispersed opinion concerning Black Coffee’s credibility as a celebrity endorser for hot beverages.

DJ Sbu version had the highest mean computed on the expertise construct (4.44) and the lowest on the trustworthiness construct (4.22). The highest standard deviation was recorded on Construct 1 (1.073) and the lowest was recorded on Construct 3 (1.023). This indicates a high level of agreement amongst respondents regarding DJ Sbu’s credibility as an expert celebrity endorser of men’s clothing and fashion accessories.

For the Zahara version, a high mean of 4.60 was computed on the trustworthiness construct and the lowest on the expertise (4.32). The highest standard deviation was computed on expertise construct (0.076) and the lowest on the attractiveness construct (0.068). This suggests that while the respondents do not necessarily agree with Zahara’s expertise as an endorser of traditional African jewellery and clothes, they do view her as being trustworthy.

### 4.5.3 Validity and reliability of the main study

Table 4.5 represents a summary of the reliability of the research instrument employed in this study. The Cronbach alpha was calculated in order to test the reliability of the scale used in all four versions of the questionnaire, where the guideline for the overall scale and construct should be above 0.70 (De Vet *et al.*, 2011: 300).

**Table 4.5: Main study’s reliability and average inter-item correlation**

Celebrity scales and constructs	Number of items	Cronbach alpha	Average inter-item
Overall Connie Ferguson scale	159	0.910	0.420
Connie Ferguson attractiveness construct	57	0.814	0.467
Connie Ferguson trustworthiness construct	45	0.826	0.543
Connie Ferguson expertise construct	57	0.863	0.557

**Table 4.5: Main study’s reliability and average inter-item correlation  
(continued...)**

<b>Celebrity scales and constructs</b>	<b>Number of items</b>	<b>Cronbach alpha</b>	<b>Average inter-item</b>
Overall Black Coffee scale	148	0.909	0.417
Black Coffee attractiveness construct	53	0.827	0.488
Black Coffee trustworthiness construct	42	0.859	0.604
Black Coffee expertise construct	53	0.867	0.565
Overall DJ Sbu scale	156	0.934	0.503
DJ Sbu attractiveness construct	56	0.896	0.632
DJ Sbu trustworthiness construct	44	0.869	0.625
DJ Sbu expertise construct	56	0.888	0.613
Overall Zahara scale	149	0.849	0.286
Zahara attractiveness construct	53	0.763	0.392
Zahara trustworthiness construct	43	0.800	0.500
Zahara expertise construct	53	0.835	0.504
Overall combined celebrity scale	612	0.910	0.419
Combined celebrity attractiveness construct	219	0.844	0.521
Combined celebrity trustworthiness	174	0.877	0.579
Combined celebrity expertise construct	219	0.870	0.571

As indicated in Table 4.5, the Cronbach alphas for all four versions of the questionnaire (including constructs within the scales) were computed at levels above 0.70, indicating that the scale used in this study is reliable.

Cronbach Alphas for all four versions combined (0.910) was also computed above the recommended level of 0.70.

The average inter-item correlation values for the overall scales of all four versions of the questionnaire was computed at levels that fall within the acceptable range of 0.15 to 0.50 (Lenz & Shortridge-Baggett, 2002:46). For the individual versions, the average inter-item correlation was computed as 0.420 for the Connie Ferguson version, 0.417 for the Black Coffee version, 0.419 for the Zahara version and 0.503 for the DJ Sbu version, which is slightly above the acceptable range of 0.15 to 0.50.

## 4.6 T-TESTS

T-tests were calculated for the purpose of achieving the third and fourth empirical objectives of this study. These included a one sample one-tailed t-test as discussed in Section 4.6.1 and a two-tailed two independent samples t-test, which is discussed in Section 4.6.2.

### 4.6.1 One sample t-test

In order to meet the third empirical objective formulated in Chapter 1, a one sample one-tailed t-test was undertaken to determine whether black Generation Y students' perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types were statistically significant. Given the six-point Likert scale utilised in the questionnaires, the expected mean was set at 3.5 and the significance level at the conventional 5 percent. Table 4.6 reports on the calculated t-values and p-values.

**Table 4.6: Black Generation Y students' perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types**

	Mean	Standard error	t-value	p-value
<b>Connie Ferguson</b>				
Construct 1: Attractiveness	4.78	0.063	21.395	0.000*
Construct 2: Trustworthiness	4.85	0.073	15.007	0.000*
Construct 3: Expertise	4.59	0.069	19.509	0.000*
<b>Black Coffee</b>				
Construct 1: Attractiveness	4.28	0.088	6.829	0.000*
Construct 2: Trustworthiness	4.10	0.095	10.126	0.000*
Construct 3: Expertise	4.46	0.094	8.642	0.000*

**Table 4.6: Black Generation Y students' perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types (continued...)**

	Mean	Standard error	t-value	p-value
<b>DJ Sbu</b>				
Construct 1: Attractiveness	4.33	0.086	9.302	0.000*
Construct 2: Trustworthiness	4.30	0.083	8.665	0.000*
Construct 3: Expertise	4.22	0.082	11.490	0.000*
<b>Zahara</b>				
Construct 1: Attractiveness	4.50	0.068	16.188	0.000*
Construct 2: Trustworthiness	4.60	0.072	15.084	0.000*
Construct 3: Expertise	4.59	0.076	10.848	0.000*
*Significant at the 0.05 level (1-tailed)				

As illustrated in Table 4.6, black Generation Y students perceive all four celebrities as credible endorsers of their selected product type. Means of above 4 were computed in all four scales. The expected mean was set at 3.5, and as illustrated in the table above, all four scales received means that are significantly above the expected 3.5 level. The P-values for all four scales were computed at  $p=0.000 < 0.05$ . This indicates that black Generation Y students have a statistically significant positive perception of local black celebrity endorsers' credibility in endorsing the specified product types.

This suggests that the black Generation Y students have positive perceptions about all four local black celebrities' credibility in endorsing their selected product types.

#### **4.6.2 Independent sample t-test**

In order to achieve the fourth empirical objective specified in Chapter 1, an independent sample t-test was conducted to ascertain whether gender differences exist regarding the combined celebrity constructs of attractiveness, trustworthiness and expertise. Table 4.7 presents the results of this statistical test.

**Table 4.7: Effect of gender difference on perceptions of local celebrity endorser credibility**

<b>Constructs</b>	<b>Male Mean N=295</b>	<b>Female Mean N=314</b>	<b>Male Standard error</b>	<b>Female Standard error</b>	<b>t-value</b>	<b>p-value</b>
Attractiveness	4.39	4.54	0.059	0.055	-1.858	0.064
Trustworthiness	4.39	4.53	0.063	0.053	-1.655	0.098
Expertise	4.41	4.56	0.063	0.053	-1.856	0.064

\*Significant at the 0.05 level (2-tailed)

As indicated in Table 4.7, at the 5 percent significance level, there is no statistically significant difference between male and female respondents on how they perceive local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types.

#### **4.7 VALIDATION OF CELEBRITY ENDORSER CREDIBILITY SCALE IN THE SOUTH AFRICAN CONTEXT**

In order to meet the last empirical objective specified in Chapter 1, which was to validate the celebrity-endorser credibility scale in South Africa, confirmatory factor analysis and structural equation modelling were conducted.

##### **4.7.1 Confirmatory factor analysis**

Confirmatory factor analysis, using the varimax rotation, was conducted on the combined four celebrity scales in order to determine if the items in the scale loaded the same factors in the South African context using local black celebrities as those loaded in the American and Singapore studies conducted by Ohanian (1990) and Pornpitakpan (2003) respectively.

As with the original Ohanian (1990) study conducted in America and the Pornpitakpan (2003) study conducted in Singapore, three factors emerged with eigenvalues greater than 1.0. These three factors explained 65.42percent of the variance.

The factor loadings computed for the current study are presented in Table 4.8.

**Table 4.8: Results of the confirmatory factor analysis**

<b>Item</b>	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>
B1		0.716	
B2		0.707	
B3		0.784	
B4		0.742	
B5		0.696	
B6			0.682
B7			0.825
B8			0.792
B10	0.692		
B11	0.742		
B12	0.815		
B13	0.790		
B14	0.677		

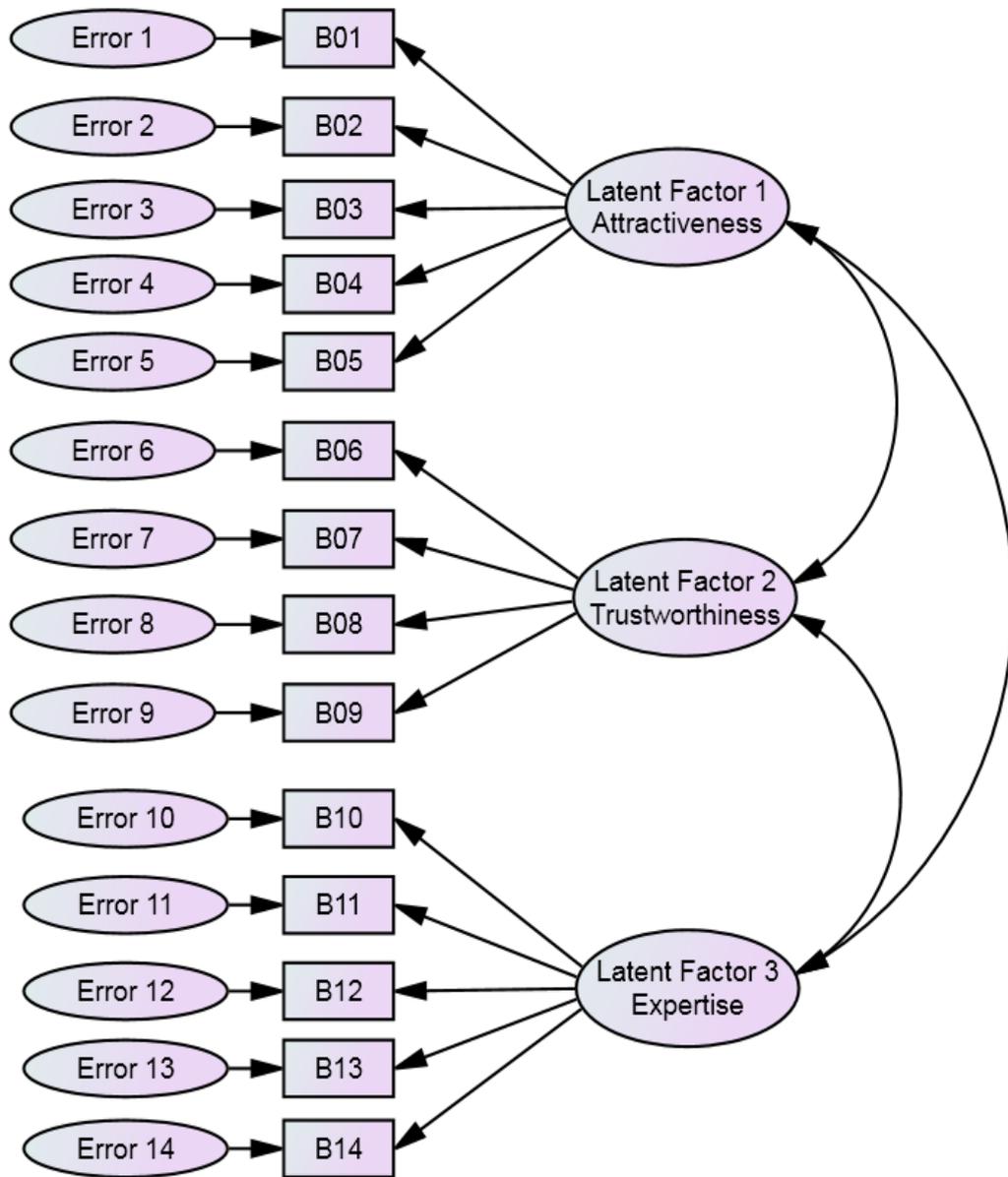
As indicated in Table 4.8, the five items pertaining to celebrity endorser attractiveness loaded on Factor 2. The four items pertaining to celebrity endorser trustworthiness loaded on Factor 3 and the five factors pertaining to celebrity endorser expertise loaded on Factor 1

The following section discusses the structural equation modelling.

#### **4.7.2 Structural equation modelling**

In addition to confirmatory factor analysis, structural equation modelling was undertaken to evaluate the validity of the celebrity-endorser credibility model in the South African environment.

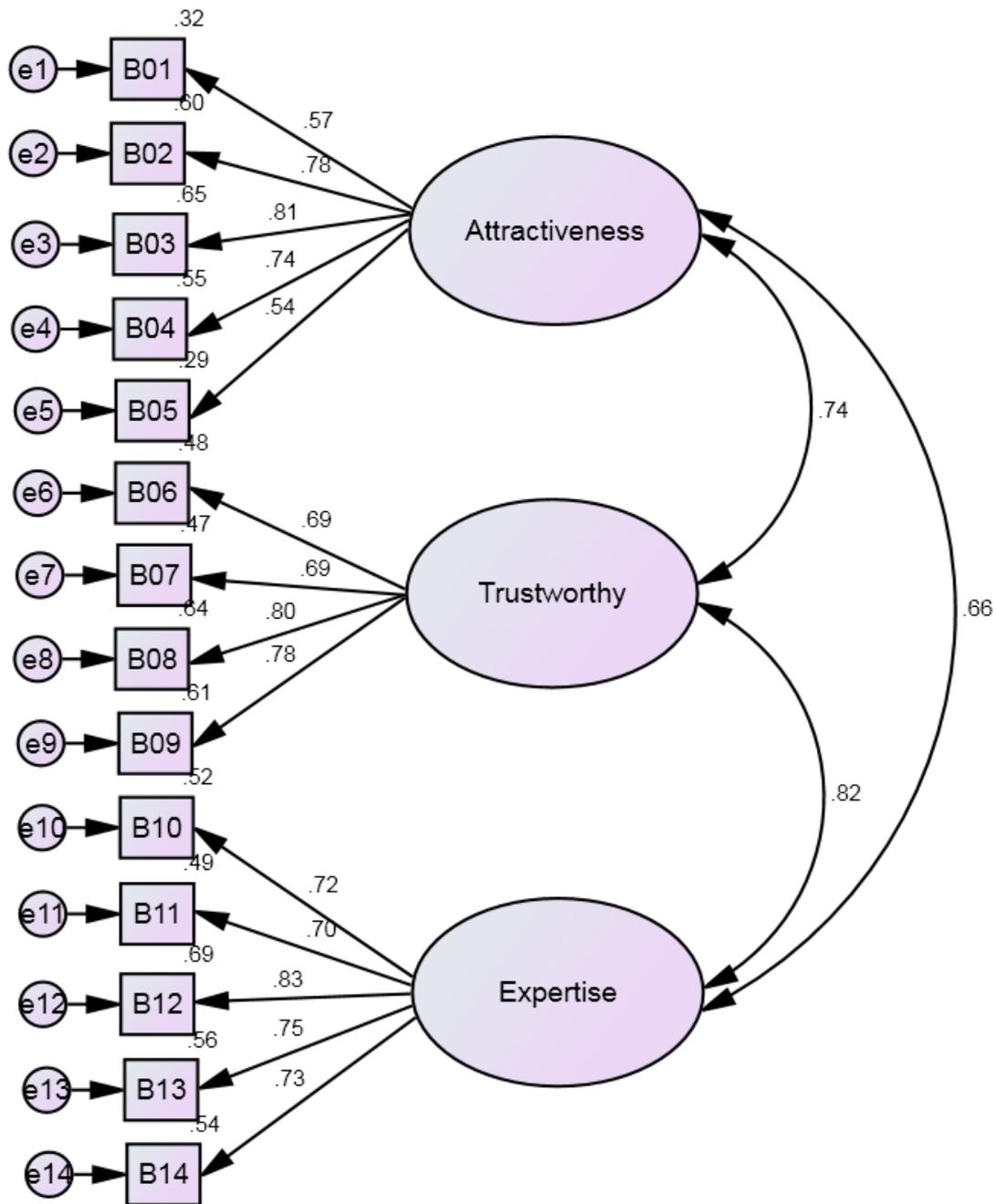
The first step in structural equation modelling is to specify the measurement model. The measurement model for this study is specified in Figure 4.5.



**Figure 4.5: Specification of measurement model**

Once the measurement model has been specified, the second step is to test the model for any abnormalities. The model was tested for each of the identified celebrities concerning their selected product type endorsements. The AMOS, Version 20 program was used to test the models and the first loading on each factor of the four models (Black Coffee model, Connie Ferguson model, Zahara model and DJ Sbu Model) was fixed at 1.00.

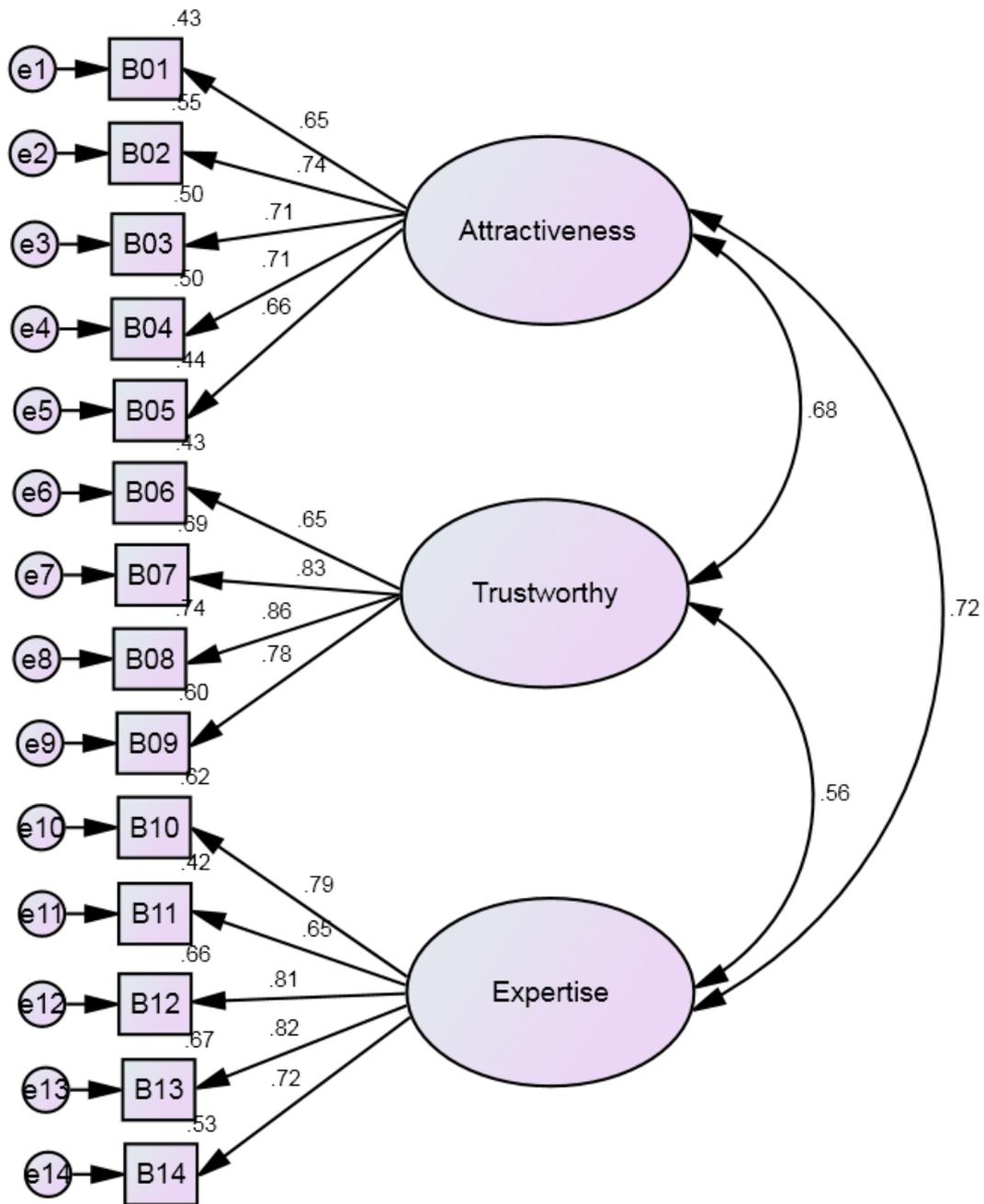
Figure 4.6 presents the test results for the Connie Ferguson model.



**Figure 4.6: Connie Ferguson model**

The Connie Ferguson model, as shown in Figure 4.6, was inspected for any abnormalities. The results of the inspection as reflected in the figure above indicated no abnormalities, as there were no negative error variances on any factor and none of the standard coefficients exceeded 1 or were very close to 1.00.

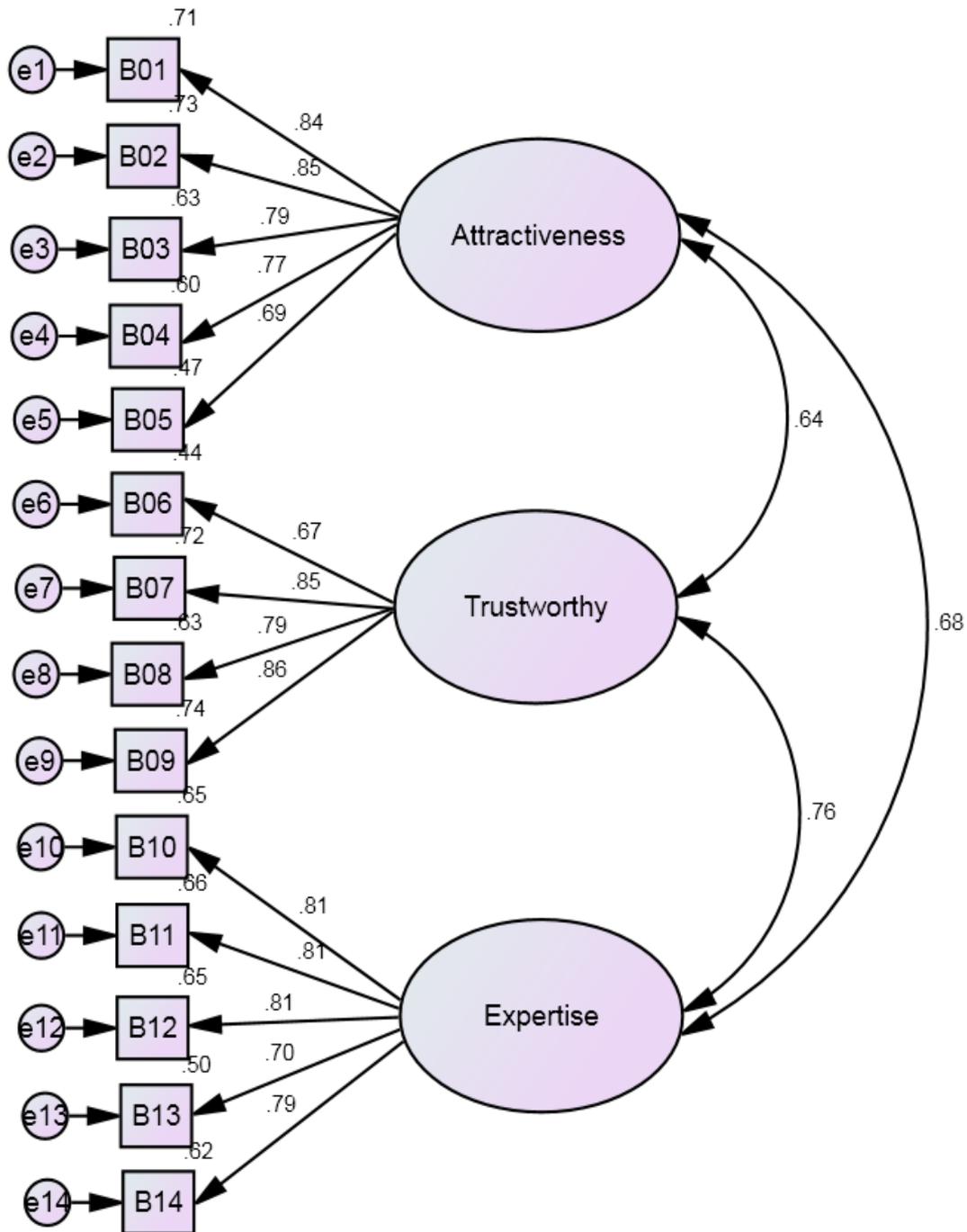
Figure 4.7 presents the model test results for Black Coffee.



**Figure 4.7: Black Coffee model**

As with the Connie Ferguson model, none of the factors in the Black Coffee model presented in Figure 4.7 had factors very close to or exceeding 1.00. In addition, the Black Coffee model had no negative error variances on any factor, indicating no abnormalities to the model.

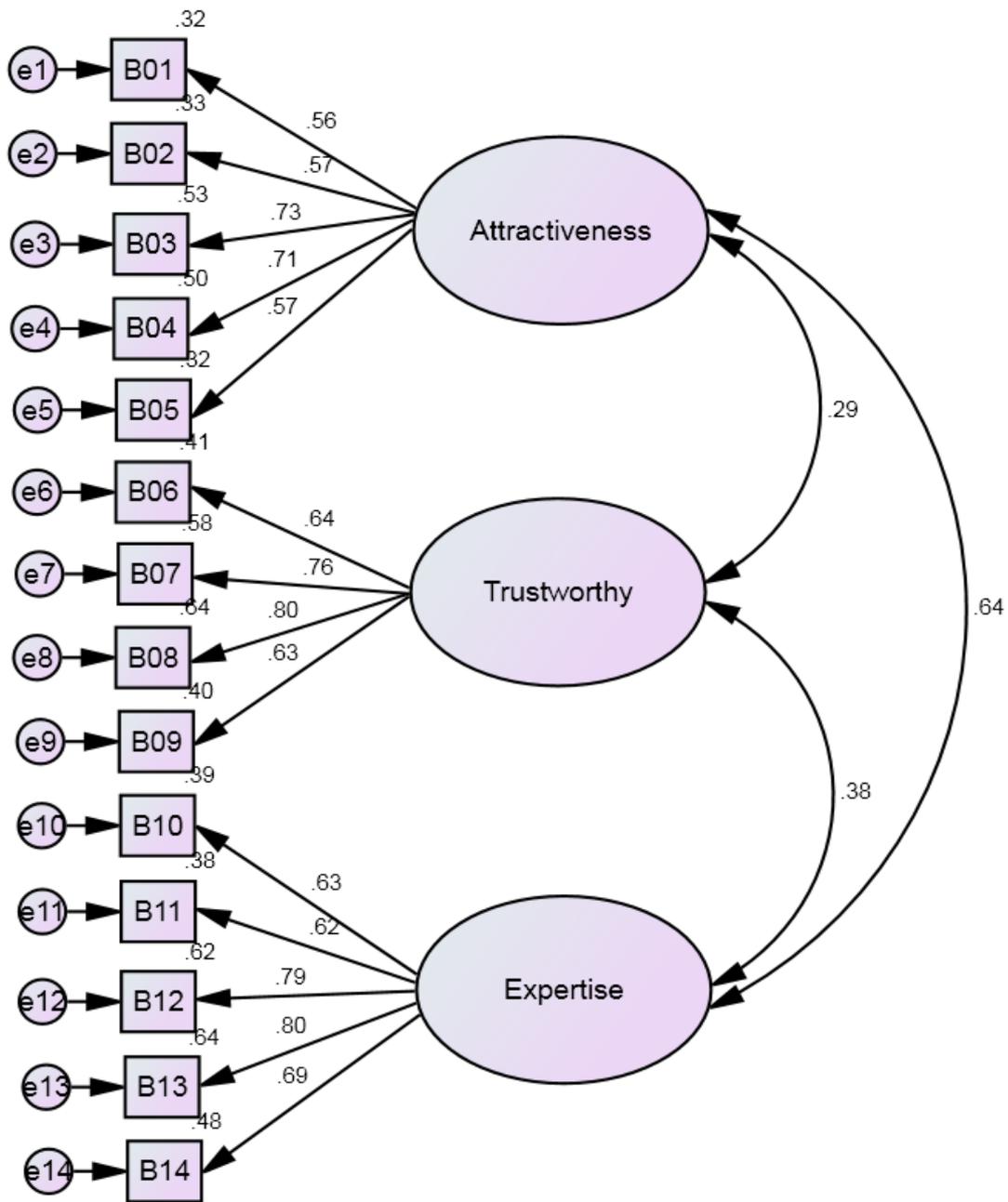
Figure 4.8 presents the DJ Sbu model.



**Figure4.8: DJ Sbu model**

The DJ Sbu model was inspected for any abnormalities. As it can be seen from Figure 4.8, there were no negative error variances on any factor and none of the standardised coefficients exceeded or were very close to 1.00.

Lastly, Figure 4.9 presents the Zahara model.



**Figure 4.9: Zahara model**

As with the other celebrity models discussed, no abnormalities were inspected in the Zahara model illustrated in Figure 4.9. None of the standard coefficients exceeded and/or were close to 1.00 and there were no negative error variances on any factor.

After testing all four models for any abnormalities, the four models were assessed for factor correlations. Table 4.9 displays the standardised path coefficients and the inter-factor correlation coefficients of the four models.

**Table 4.9 Standardised coefficients of the black celebrity models**

Indicator	Items	Connie Ferguson			Black Coffee			DJ Sbu		Zahara				
		Item loadings	Item error	Item loadings	Item error	Item loadings	Item error	Item loadings	Item error					
Attractive	B1	0.57	+	0.32	0.65	+	0.43	0.84	+	0.71	0.56	+	0.32	
Classy	B2	0.78	+	0.60	0.74	+	0.55	0.85	+	0.73	0.57	+	0.33	
Beautiful/ handsome	B3	0.81	+	0.65	0.71	+	0.50	0.79	+	0.63	0.73	+	0.53	
Elegant	B4	0.74	+	0.55	0.71	+	0.50	0.79	+	0.60	0.71	+	0.50	
Sexy	B5	0.54	+	0.29	0.66	+	0.44	0.69	+	0.47	0.57	+	0.32	
Dependable	B6	0.69	+	0.48	0.65	+	0.43	0.67	+	0.44	0.64	+	0.41	
Honest	B7	0.69	+	0.47	0.83	+	0.69	0.85	+	0.72	0.76	+	0.58	
Reliable	B8	0.80	+	0.64	0.86	+	0.74	0.79	+	0.63	0.80	+	0.64	
Trustworthy	B9	0.78	+	0.61	0.78	+	0.60	0.86	+	0.74	0.63	+	0.40	
Expert	B10	0.72	+	0.52	0.79	+	0.62	0.81	+	0.65	0.63	+	0.39	
Skilled	B11	0.70	+	0.49	0.65	+	0.42	0.81	+	0.66	0.62	+	0.38	
Experienced	B12	0.83	+	0.69	0.81	+	0.66	0.81	+	0.65	0.79	+	0.62	
Qualified	B13	0.75	+	0.56	0.82	+	0.67	0.70	+	0.50	0.80	+	0.64	
Knowledgeable	B14	0.73	+	0.54	0.72	+	0.53	0.79	+	0.62	0.69	+	0.48	
Correlation between $\zeta_1$ and $\zeta_2$			0.74			0.68			0.64			0.29		
Correlation between $\zeta_1$ and $\zeta_3$			0.66			0.72			0.68			0.64		
Correlation between $\zeta_2$ and $\zeta_3$			0.82			0.56			0.76			0.38		

**Note:** Indicates an estimated parameter.  $\zeta_1$ =Attractiveness,  $\zeta_2$ =Trustworthiness,  $\zeta_3$ =Expertise. All coefficients are significant ( $p < 0.01$ ).

As indicated in Table 4.9, all standardised factor loadings in each model were above 0.50 with the majority being above 0.70. This indicates that all the indicators are significantly related to their specified latent factor. None of the indicators were below 0.1 ( $p < 0.01$ ). The inter-latent correlation coefficients were moderately significant ( $p < 0.01$ ).

Following the factor correlation assessment, an assessment of the fit of each of the four models was done. The fit for all four models was assessed using the Goodness of Fit Index (GFI), the Incremental Fit Index (IFI), the Tucker-Lewis Index (TLI) and the Comparative Fit Index (CFI).

Table 4.10 presents the Models' fit indices

**Table 4.10: Models' fit indices**

<b>Celebrity</b>	<b>GFI</b>	<b>IFI</b>	<b>TLI</b>	<b>CFI</b>
<b>Connie Ferguson</b>	0.900	0.952	0.941	0.952
<b>Black Coffee</b>	0.884	0.936	0.920	0.935
<b>DJ Sbu</b>	0.829	0.909	0.887	0.908
<b>Zahara</b>	0.908	0.926	0.926	0.940

According to Pornpitakpan (2003:187), the Comparative Fit Index (CFI) is recommended as the fit index of choice, with scores over 0.90 indicating an acceptable fit to the data. As illustrated in Table 4.10, the CFIs for all four models above the recommended level of 0.90. The CFIs ranged from 0.908 to 0.952, indicating that the models fit the data well. This suggests that the dimensions/factors of the celebrity endorsers' credibility scale developed by Ohanian (1990) in America and validated by Pornpitakpan (2003) in Singapore, remain applicable when used in South Africa.

The last step in the procedure is to determine the reliability and validity of each of the four models by calculating the composite reliability (CR) and average variance extracted (AVE).

Table 4.11 shows the composite reliability and average variance extracted.

**Table 4.11: Composite reliability and average variance extracted**

	Connie Ferguson		Black Coffee		DJ Sbu		Zahara	
	CR	AVE	CR	AVE	CR	AVE	CR	AVE
$\zeta_1$								
Attractiveness	0.831	0.502	0.833	0.499	0.832	0.498	0.831	0.500
$\zeta_2$								
Trustworthiness	0.799	0.500	0.798	0.500	0.799	0.501	0.798	0.499
$\zeta_3$								
Expertise	0.832	0.499	0.832	0.499	0.833	0.500	0.832	0.501

Composite reliability across all four models ranged from 0.798 to 0.833, which is considered to be good as it is above the recommended level of 0.70 (Arling, 2006: 202). The average variance extracted ranged from 0.498 to 0.502, which is considered to be acceptable (Pornpitakpan, 2003: 189).

#### **4.8 SYNOPSIS**

This chapter set out to report on the empirical findings of the study and interpret the results. In Section 4.2, the procedure followed to select the four celebrities and their selected product types used for the study was explained. Section 4.3 provided the pilot test results. These results indicated the reliability of the scale used to collect data. The results of the pilot study laid the foundation for preliminary data analysis (Section 4.4) conducted in the form of coding, tabulation and frequencies recorded. Section 4.5 provided the results obtained from the descriptive analysis conducted on all four main study surveys and included sample description (Section 4.5.1), descriptive statistics summary (Section 4.5.2) and the validity and reliability of the main study surveys (Section 4.5.3).

Section 4.6 reported on the t-tests undertaken in the study. The one-sample t-test results in Section 4.6.1 indicate that respondents had positive perceptions about the credibility of the selected celebrity endorsers in endorsing their selected product

types. Section 4.6.2, which reported on the independent t-test indicates no statistically significant differences regarding local black celebrity credibility between the genders.

The last section (Section 4.7) presented the validation of the scale used in the study, to determine if the scale remains applicable when used in South Africa. The findings suggest that this scale is a valid tool for selecting celebrity endorsers within the South African context.

The following chapter, Chapter 5, includes an overview of the study, contributions of the study, recommendations of the study, as well as the conclusions drawn from the study. The chapter concludes with the limitations of the study and future research opportunities.

## CHAPTER 5

### RECOMMENDATIONS AND CONCLUSION

#### 5.1 INTRODUCTION

The use of celebrities as endorsers of products, or spokespersons by marketers, is widespread in many countries. The amount of money involved in using such a marketing strategy is significant and marketers need to make certain that they get a return on their investment. A celebrity endorsement strategy has proved to be very effective for some companies, when applied well, in that it has been found to have a positive influence on audience attention, recall evaluations and purchase intentions (Section 2.4). International companies such as Nike Sportswear have reaped great benefits from using this strategy to grow their market and increase sales. This marketing strategy has grown in South Africa as well, and more and more companies are investing large sums of money in using celebrities to promote their products (Section 1.1).

Several companies, such as Nedbank Limited, Kiwi polish, Samsung and McDonalds fast food restaurant, to name a few, are beginning to use local black celebrities to break through the cultural divide in order to attract the ever growing black emerging middle class, known as Black Diamonds, due the marketing potential that this segment offers (Section 2.9). The growing spending power and populace growth of this segment have presented lucrative opportunities for marketers to acquire this segment. While competing to acquire this lucrative segment, it is also important for marketers to monitor black Generation Y students that are in universities studying towards a qualification. This segment is vital to marketers, as these individuals are likely to obtain well-paid jobs in the future, and enter the already prosperous black emerging middle class (Section 2.9). Marketers need to seize the opportunity now, to entrench their brands on the emotions of this segment, due to their future promise, so that this segment may remain loyal to their brands. Emotional branding is important, as it leads to brand loyalty and loyal customers tend to consume brands consistently, whenever in need of a product that falls in the brand's category (Section 2.9). Marketers intending on using local black celebrities to appeal to black Generation Y

students require an empirical study for selecting the most appropriate celebrity suitable for reaching this segment.

Marketers may apply the celebrity endorser credibility model to aid in selecting credible celebrities for endorsement deals, as perceived by the target audience (Section 2.5). It is important to note that, in general, the Generation Y cohort tends to be critical of celebrity endorsers. This cohort is more likely to be receptive to endorsers that endorse products that are in some way related to the endorsers' professions (Section 2.9). Therefore, it is important to ensure that there is a match between the product endorsed and the celebrity endorsing the product, as outlined in the product match-up model (Section 2.6).

The life style and personal characteristics of the celebrity used need to be evaluated very carefully, given that the Meaning Transfer model suggests that a celebrity brings his or her own unique meanings to the message conveyed in the advertisement (Section 2.7). The interpretation (decoding) of the marketing communication message also depends on the manner in which the source relays the message to the audience (Section 2.3.1). Ohanian (1990) developed a scale that can assist marketers in making certain that only credible product endorsers are selected to convey marketing messages in a way that is credible to the targeted audience (Section 2.8).

Owing to the increased use of celebrity endorsement, high costs involved in its use and the future marketing potential of black Generation Y students in South Africa, this study set out to determine black Generation Y students' perceptions of local black celebrity endorsers. Most importantly, the study sought to determine if the celebrity endorsers' credibility scale, developed by Ohanian (1990), remains applicable when used in the South African context.

As such, the primary objective formulated for this study was stated in Chapter 1 as:

Determine South African black Generation Y students' perceptions of local black celebrity endorsers' credibility.

This primary objective then guided the formulation of seven theoretical objectives (Section 1.3.2), and five empirical objectives (Section 1.3.3).

The objective of this final chapter is to furnish an overview of the study (Section 5.2), lay out the main findings of the study (Section 5.3), and to offer recommendations (Section 5.4) emanating from the findings of the study. In addition, this chapter considers the limitations of the study, makes suggestions for future research possibilities (Section 5.5) and outlines the contribution made by the study (Section 5.6). The chapter closes with the concluding remarks of the study (Section 5.7).

## **5.2 OVERVIEW OF THE STUDY**

This section provides a précis of the previous four chapters in order to enhance understanding of the recommendations made in this chapter.

Section 1.1 in Chapter 1 introduces the study, which is followed by the problem statement (Section 1.2) that indicates why there was a need to determine South Africa's black Generation Y students' perceptions of local black celebrities as product endorsers of selected product types. After the problem statement, Section 1.3 set out the primary objective of the study, and related theoretical and empirical objectives. Section 1.4 provides a brief explanation of the proposed research design and methodology of the study, while Section 1.5 indicates the ethical considerations of the study.

Chapter 2 focuses on meeting the theoretical objectives of the study by providing a review of the relevant literature. The chapter begins with a description of the basic communication process (Section 2.2), the marketing communication process (Section 2.3) and the use of celebrity endorsement in marketing (Section 2.4). This is followed by Section 2.5, wherein the source credibility model and its underlying theories of the source attractiveness model (Section 2.5.1), source trustworthiness model (Section 2.5.2) and the source expertise model (Section 2.5.3) are discussed. Section 2.6 explains the product match-up model, Section 2.7 the meaning transfer model, and Section 2.8 the measure used to select credible celebrity endorsers of products. The chapter ends with the discussion of the Generation Y cohort (Section 2.9).

Chapter 3 focuses on the research methodology followed in the study. The study used a descriptive research design (Section 3.2) and a quantitative research approach (Section 3.3). The study's target population was specified as black Generation Y students who, in 2012, were between 18 and 24 years of age and enrolled at South

African registered public HEIs (Section 3.4.1). The sampling frame in this study consisted of registered public HEIs in the Gauteng province of South Africa, which due to time and cost constraints, was restricted to two institutions - a traditional university and a university of technology (Section 3.4.2). From this sampling frame, a non-probability convenience sample of 880 black Generation Y students was taken; that is, 440 per selected HEI (Section 3.4.3). The required data was collected using a self-administered questionnaire and the development of that questionnaire is explained in Section 3.5. Section 3.6 discusses how the questionnaire was administered, and Section 3.7 explains the data preparation process. Section 3.8 provides an overview of the statistical techniques that were applied to the collected data set.

Chapter 4 reports on the analysis and interpretation of the empirical study.

### **5.3 MAIN FINDINGS OF THE STUDY**

In this section, the main findings of this study are considered in terms of the empirical objectives specified in Chapter 1.

#### **5.3.1 Determine black Generation Y students' top-of-the-mind awareness of local black celebrities**

The first empirical objective was to determine black Generation Y students' top-of-the-mind awareness of local black celebrities. A small sample of respondents from the target population were allowed three minutes to list the local black celebrities that they could recall. The four celebrities selected by frequency of mention included Connie Ferguson (local black actress), Black Coffee (local house disk jockey and music producer), DJ Sbu (local radio disk jockey), and Zahara (local black singer and musician).

#### **5.3.2 Determine the product type that black Generation Y students consider each identified local black celebrity as being the most appropriate for endorsing**

The second empirical objective was to determine the product type that black Generation Y students consider each identified local black celebrity as being the most

appropriate for endorsing. A new, small sample of black Generation Y students were allowed three minutes to list the product types they perceived each of the four selected celebrities as being the most appropriate for endorsing. From this, it emerged that Connie Ferguson was matched to cosmetic products such as face creams and make up, Black Coffee to hot beverages such as coffee and tea, DJ Sbu to men's clothing and fashion accessories, and Zahara to traditional African products such as African jewellery and clothing (Section 4.2).

### **5.3.3 Determining whether black Generation Y students have positive perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types.**

The third empirical objective of the study was to determine whether black Generation Y students have positive perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types. A one-sample t-test, where the expected mean was set at 3.5, was employed to determine if black Generation Y students had positive perceptions about all four celebrity endorsers' attractiveness, trustworthiness and expertise in endorsing their selected product types (Section 4.6.1). As evident from Table 4.6, black Generation Y students have statistically significant positive perceptions on the attractiveness, trustworthiness and expertise of the identified local black celebrities, when endorsing their selected product types.

### **5.3.4 Determine whether gender differences exist regarding black Generation Y students' perceptions of the identified local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product**

The fourth empirical objective of the study was to determine if gender had an effect on the perceptions of the respondents regarding the identified celebrity endorsers' attractiveness, trustworthiness and expertise in endorsing the selected product types. In order to achieve the fourth empirical objective, an independent sample t-test was conducted to ascertain whether gender difference exist regarding the combined celebrity constructs of attractiveness, trustworthiness and expertise. As is evident

from Table 4.7, there was no statistically significant difference between male and female respondents on how they perceive local black celebrities' attractiveness, trustworthiness and expertise in endorsing the selected product types (Section 4.6.2).

### **5.3.5 Validate the celebrity endorsers' credibility scale in the South African context**

The last empirical objective of the study was to validate the celebrity endorsers' credibility scale developed by Ohanian (1990:39), in order to ascertain if the scale remains applicable in the South African context. Confirmatory factor analysis was conducted on all four versions of the questionnaire, and the results from Table 4.8 indicate that all items loaded correctly on their expected factors. Structural equation modelling procedure was used to assess the data fit model of all four versions of the questionnaire (Models). The first step in the procedure was to specify the measurement model, which is presented in Figure 4.5 (Section 4.7.2). The second step in the procedure was to assess all four specified models for any abnormalities. All four models were inspected for any abnormalities, and none of the models indicated any abnormalities. There were no negative error variances on any factor (in all four models), and none of the standard coefficients exceeded one (Factor parameter was fixed at one on all four models) or were very close to one (Figure 4.6, Figure 4.7, Figure 4.8 and Figure 4.9). After testing all four models for any abnormalities, the models were assessed for factor correlations. All factors in the four models were significantly correlated to each other, as is evident from Table 4.9. Following the factor correlation assessment, an assessment on the fit of each of the four models was conducted using the comparative factor index (CFI). As evident from Table 4.10, all four models indicated a good fit to the data, with CFI levels on the models above the recommended level of 0.90 (Pornpitakpan, 2003:187). The last step in the procedure was to determine the reliability and validity of each of the four models by calculating the composite reliability and average variance extracted. As is evident from Table 4.11, the composite reliability values across all four levels ranged from 0.798 to 0.833, indicating good reliability, and average variance extracted ranged from 0.498 to 0.502, which is considered acceptable (Pornpitakpan, 2003: 189).

The results of the confirmatory factor analysis and the structural equation modelling process suggest that the celebrity endorser credibility scale remains applicable in the

South Africa context for selecting local black celebrities as endorsers of products targeted at black Generation Y students.

#### **5.4 RECOMMENDATIONS**

Given the pervasive use of celebrity endorsements and the high costs involved in this marketing strategy, it is important for marketers to have knowledge of scientific procedures to follow in selecting an ambassador to market their products. Thus, the celebrity endorser credibility scale can be used in the initial phase of selecting which celebrity to use to endorse products, to avoid costly mistakes of choosing inappropriate celebrities. The black Generation Y cohort offers great future promise for marketers, and marketers need to know which celebrities they can use to appeal to this segment and turn this segment into loyal customers. However, celebrity endorsement strategy needs to be used with caution when applied to the appeal to this important segment, as the black Generation Y cohort is very critical of its use. Therefore, it is important for marketers to ensure that the characteristics of the celebrity endorser selected, match that of the product endorsed. The product match-up model may be used in this regard to ensure that the right person is chosen for the job. In addition, the personal characteristics of the celebrity need to be monitored carefully, as a source of a message brings his or her own unique meanings to a marketing communication message. There is an opportunity for marketers to make use of local black celebrities to appeal to this market, as the black Generation Y cohort perceives local black celebrities as credible endorsers of products. Of great importance is to follow the correct procedure in selecting whom to use to maximise return on investments. As already alluded to above, the celebrity endorsers' credibility scale may be applied to ensure the correct selection of celebrity endorsers. Depending on the user's willingness to generalise the results to other ethnic groups and age groups, the scale may be well applicable to other ethnic groups in South Africa such as Asians, coloureds and whites Generation Y members. This scale may also be used outside the marketing sphere, such as in politics. There is also an opportunity for political parties to use this scale in measuring their leaders' perceived credibility to the public when competing for general national elections or local municipal elections.

## 5.5 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

This study measured the perceptions of the South African black Generation Y students towards the use of celebrity endorsement, using local black celebrities, by measuring if this cohort has positive perceptions on their credibility (local black celebrities) when endorsing the selected products. Furthermore, the study validated the celebrity endorsers' credibility scale. As with other studies, the study has several limitations, which are described in this section. The study also raises new questions that point to future research possibilities.

The first limitation of this study is that, due to time and financial constraints, the study made use of a non-probability convenience sampling method in collecting data for interpretation (Section 3.4.3). This is an important limitation and means that care should be taken in attempting to generalise the sample data to the defined target population (Section 3.4.3).

In addition, the study's sample was drawn only from HEIs located in the Gauteng province of South Africa (Section 1.4.2.2). A national study of students registered at HEI campuses across the nine provinces of South Africa is likely to provide a more accurate view of the black Generation Y students' perceptions on the credibility of local black celebrities as endorsers of products.

Moreover, the study focused exclusively on the student portion of the black Generation Y cohort, under the assumption that they represent the future emerging black middle class of the country. However, a study directed at determining less educated black Generation Y students' perceptions of the credibility of local black celebrities may uncover very different findings. Hence, it is suggested that a similar study be conducted on the entire South African black Generation Y cohort, to determine if there is a significant difference in perceptions towards local black celebrity endorsers between students and non-students.

The celebrity endorsers' credibility scale is primarily designed to evaluate celebrities. It is for this reason, that Ohanian (1990) included attractiveness as part of the credibility measure. The scale seems more suited for endorsing products that enhance a person's appeal such as clothing, jewellery, cars and beverages. Researchers would

need to include other words to the scale that would assist in evaluating endorsers for product types such as financial products offered by banks.

Finally, the celebrity endorser's credibility scale used in the study does not include items that address the meaning transfer from the celebrity to the product and then the consumer, as proposed by the meaning transfer model. Therefore, future research may develop a more comprehensive scale for choosing celebrity endorsers that accommodate the match-up and meaning transfer aspects.

## **5.6 CONTRIBUTIONS OF THE STUDY**

The widespread use of celebrity endorsement as a marketing strategy worldwide, including in South Africa, illustrates how this strategy can yield good results when applied well. This strategy is expensive, and marketers need to ensure that they avoid costly mistakes by choosing inappropriate endorsers. This study validated a scale that can assist marketers in South Africa on how to select appropriate celebrities to endorse their products or brands. The study further revealed that the South African black Generation Y students perceive local black celebrities as credible endorsers of products, should marketers wish to use local black celebrities to appeal to this market.

## **5.7 CONCLUDING REMARKS**

Celebrity endorsement is a viable marketing strategy when it is applied well, and can yield profitable results for companies. Marketing practitioners need to know which procedure to follow in selecting celebrity endorsers to avoid suffering excessive losses due to the selection of inappropriate celebrities. The celebrity endorsers' credibility scale may prove useful in facilitating the proper selection of celebrities who are perceived as credible endorsers of products by the targeted audience.

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**APPENDIX**

**QUESTIONNAIRES**

# BLACK COFFEE



## **SOUTH AFRICAN BLACK GENERATION Y STUDENTS' PERCEPTIONS OF LOCAL BLACK CELEBRITY ENDORSERS' CREDIBILITY**

Dear Student

My name is Boitumelo Molelekeng. I am registered as a full-time student for M.Com in Marketing Management at the North-West University (Vaal Triangle Campus) and I am currently working towards my dissertation under the supervision of Prof A.L. Bevan-Dye.

The purpose of this questionnaire is to research South African black Generation Y students' perceptions of local black celebrity endorsers' credibility. Generation Y refers to people who were born between 1986 and 2005. Black Generation Y students' were chosen because approximately 40% of the South African population can be classified as Generation Y and 84% are African, thereby making you a very important market segment.

Please take a few minutes to assist me and complete the attached questionnaire. All responses will be kept confidential and will merely be outlined in the form of statistical data in the analysis and used for research purposes only.

Thank you for your important contribution to this study.

Thank you most sincerely

Boitumelo Molelekeng

North-West University

0768753972

[boitumelomolelekeng@gmail.com](mailto:boitumelomolelekeng@gmail.com)

### **Section A: Demographic information**

Please mark each question with a cross (X) in the appropriate box.

<b>A1</b>	<b>Name of institution</b>	North West University (Vaal Campus)	Vaal University of Technology
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<b>A2</b>	<b>Year of study</b>	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	Post Graduate
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<b>A3</b>	<b>Are you registered part time or full time</b>	Full time	Part time
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<b>A4</b>	<b>Gender</b>	Male	Female
-----------	---------------	------	--------

<b>A5</b>	<b>Race</b>	African	Asian/Indian	Coloured	White
		Other (please specify):			

<b>A6</b>	<b>Your age at last birthday</b>	
-----------	----------------------------------	--

<b>A7</b>	<b>Do you know the South African celebrity Black Coffee?</b>	Yes	No
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If you know who Black Coffee is, please proceed to answer Section B on the next page.

## SECTION B: Perceptions

Celebrity product endorsers are well-known people who appear in advertisements aimed at promoting certain products or brands.

We are interested in how you perceive our local celebrity BLACK COFFEE as a product endorser for beverages such as tea and coffee.

Please indicate, using a cross (X), the extent to which you agree/disagree with the following statements concerning the use of Black Coffee as a celebrity product endorser for beverages.

		Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
B1	Black Coffee would be an attractive celebrity endorser for beverages	6	5	4	3	2	1
B2	Black Coffee would be a classy celebrity endorser for beverages	6	5	4	3	2	1
B3	Black Coffee would be a handsome celebrity endorser for beverages	6	5	4	3	2	1
B4	Black Coffee would be an elegant celebrity endorser for beverages	6	5	4	3	2	1
B5	Black Coffee would be a sexy celebrity endorser for beverages	6	5	4	3	2	1
B6	Black Coffee would be a dependable celebrity endorser for beverages	6	5	4	3	2	1
B7	Black Coffee would be a honest celebrity endorser for beverages	6	5	4	3	2	1
B8	Black Coffee would be a reliable celebrity endorser for beverages	6	5	4	3	2	1
B9	Black Coffee would be a trustworthy celebrity endorser for beverages	6	5	4	3	2	1
B10	Black Coffee would be an expert celebrity endorser for beverages	6	5	4	3	2	1
B11	Black Coffee would be a skilled celebrity endorser for beverages	6	5	4	3	2	1
B12	Black Coffee would be an experienced celebrity endorser for beverages	6	5	4	3	2	1
B13	Black Coffee would be a qualified celebrity endorser for beverages	6	5	4	3	2	1
B14	Black Coffee would be a knowledgeable celebrity endorser for beverages	6	5	4	3	2	1

*Thank you for your cooperation*

# CONNIE FERGUSON



## **SOUTH AFRICAN BLACK GENERATION Y STUDENTS' PERCEPTIONS OF LOCAL BLACK CELEBRITY ENDORSERS' CREDIBILITY**

Dear Student

My name is Boitumelo Molelekeng. I am registered as a full-time student for M.Com in Marketing Management at the North-West University (Vaal Triangle Campus) and I am currently working towards my dissertation under the supervision of Prof A.L. Bevan-Dye.

The purpose of this questionnaire is to research South African black Generation Y students' perceptions of local black celebrity endorsers' credibility. Generation Y refers to people who were born between 1986 and 2005. Black Generation Y students' were chosen because approximately 40% of the South African population can be classified as Generation Y and 84% are African, thereby making you a very important market segment.

Please take a few minutes to assist me and complete the attached questionnaire. All responses will be kept confidential and will merely be outlined in the form of statistical data in the analysis and used for research purposes only.

Thank you for your important contribution to this study.

Thank you most sincerely

Boitumelo Molelekeng

North-West University

0768753972

[boitumelomolelekeng@gmail.com](mailto:boitumelomolelekeng@gmail.com)

### **Section A: Demographic information**

Please mark each question with a cross (X) in the appropriate box.

<b>A1</b>	<b>Name of institution</b>	North West University (Vaal Campus)	Vaal University of Technology
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<b>A2</b>	<b>Year of study</b>	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	Post Graduate
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<b>A3</b>	<b>Are you registered part time or full time</b>	Full time	Part time
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<b>A4</b>	<b>Gender</b>	Male	Female
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<b>A5</b>	<b>Race</b>	African	Asian/Indian	Coloured	White
		Other (please specify):			

<b>A6</b>	<b>Your age at last birthday</b>	
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<b>A7</b>	<b>Do you know the South African celebrity Connie Ferguson?</b>	Yes	No
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If you know who Connie Ferguson is, please proceed to answer Section B on the next page.

## SECTION B: Perceptions

Celebrity product endorsers are well-known people who appear in advertisements aimed at promoting certain products or brands.

We are interested in how you perceive our local celebrity CONNIE FERGUSON as a product endorser for cosmetic products such as face creams and makeup.

Please indicate, using a cross (X), the extent to which you agree/disagree with the following statements concerning the use of Connie Ferguson as a celebrity product endorser for cosmetic products.

		Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
B1	Connie Ferguson would be an attractive celebrity endorser for cosmetic products	6	5	4	3	2	1
B2	Connie Ferguson would be a classy celebrity endorser for cosmetic products	6	5	4	3	2	1
B3	Connie Ferguson would be a beautiful celebrity endorser for cosmetic products	6	5	4	3	2	1
B4	Connie Ferguson would be an elegant celebrity endorser for cosmetic products	6	5	4	3	2	1
B5	Connie Ferguson would be a sexy celebrity endorser for cosmetic products	6	5	4	3	2	1
B6	Connie Ferguson would be a dependable celebrity endorser for cosmetic products	6	5	4	3	2	1
B7	Connie Ferguson would be a honest celebrity endorser for cosmetic products	6	5	4	3	2	1
B8	Connie Ferguson would be a reliable celebrity endorser for cosmetic products	6	5	4	3	2	1
B9	Connie Ferguson would be a trustworthy celebrity endorser for cosmetic products	6	5	4	3	2	1
B10	Connie Ferguson would be an expert celebrity endorser for cosmetic products	6	5	4	3	2	1
B11	Connie Ferguson would be a skilled celebrity endorser for cosmetic products	6	5	4	3	2	1
B12	Connie Ferguson would be an experienced celebrity endorser for cosmetic products	6	5	4	3	2	1
B13	Connie Ferguson would be a qualified celebrity endorser for cosmetic products	6	5	4	3	2	1
B14	Connie Ferguson would be a knowledgeable celebrity endorser for cosmetic products	6	5	4	3	2	1

*Thank you for your cooperation*

**DJ SBU**



**SOUTH AFRICAN BLACK GENERATION Y STUDENTS' PERCEPTIONS  
OF LOCAL BLACK CELEBRITY ENDORSERS' CREDIBILITY**

Dear Student

My name is Boitumelo Molelekeng. I am registered as a full-time student for M.Com in Marketing Management at the North-West University (Vaal Triangle Campus) and I am currently working towards my dissertation under the supervision of Prof A.L. Bevan-Dye.

The purpose of this questionnaire is to research South African black Generation Y students' perceptions of local black celebrity endorsers' credibility. Generation Y refers to people who were born between 1986 and 2005. Black Generation Y students' were chosen because approximately 40% of the South African population can be classified as Generation Y and 84% are African, thereby making you a very important market segment.

Please take a few minutes to assist me and complete the attached questionnaire. All responses will be kept confidential and will merely be outlined in the form of statistical data in the analysis and used for research purposes only.

Thank you for your important contribution to this study.

Thank you most sincerely

Boitumelo Molelekeng

North-West University

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[boitumelomolelekeng@gmail.com](mailto:boitumelomolelekeng@gmail.com)

### **Section A: Demographic information**

Please mark each question with a cross (X) in the appropriate box.

<b>A1</b>	<b>Name of institution</b>	North West University (Vaal Campus)	Vaal University of Technology
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<b>A2</b>	<b>Year of study</b>	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	Post Graduate
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<b>A3</b>	<b>Are you registered part time or full time</b>	Full time	Part time
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<b>A4</b>	<b>Gender</b>	Male	Female
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<b>A5</b>	<b>Race</b>	African	Asian/Indian	Coloured	White
		Other (please specify):			

<b>A6</b>	<b>Your age at last birthday</b>	
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<b>A7</b>	<b>Do you know the South African celebrity DJ Sbu?</b>	Yes	No
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If you know who DJ Sbu is, please proceed to answer Section B on the next page.

## SECTION B: Perceptions

Celebrity product endorsers are well-known people who appear in advertisements aimed at promoting certain products or brands.

We are interested in how you perceive our local celebrity DJ Sbu as a product endorser for men's clothing and fashion accessories.

Please indicate, using a cross (X), the extent to which you agree/disagree with the following statements concerning the use of DJ Sbu as a celebrity product endorser for men's clothing and fashion accessories.

		Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
B1	DJ Sbu would be an attractive celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B2	DJ Sbu would be a classy celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B3	DJ Sbu would be a handsome celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B4	DJ Sbu would be an elegant celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B5	DJ Sbu would be a sexy celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B6	DJ Sbu would be a dependable celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B7	DJ Sbu would be a honest celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B8	DJ Sbu would be a reliable celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B9	DJ Sbu would be a trustworthy celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B10	DJ Sbu would be an expert celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B11	DJ Sbu would be a skilled celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B12	DJ Sbu would be an experienced celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B13	DJ Sbu would be a qualified celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1
B14	DJ Sbu would be a knowledgeable celebrity endorser for men's clothing and fashion accessories	6	5	4	3	2	1

*Thank you for your cooperation*

# ZAHARA



## **SOUTH AFRICAN BLACK GENERATION Y STUDENTS' PERCEPTIONS OF LOCAL BLACK CELEBRITY ENDORSERS' CREDIBILITY**

Dear Student

My name is Boitumelo Molelekeng. I am registered as a full-time student for M.Com in Marketing Management at the North-West University (Vaal Triangle Campus) and I am currently working towards my dissertation under the supervision of Prof A.L. Bevan-Dye.

The purpose of this questionnaire is to research South African black Generation Y students' perceptions of local black celebrity endorsers' credibility. Generation Y refers to people who were born between 1986 and 2005. Black Generation Y students' were chosen because approximately 40% of the South African population can be classified as Generation Y and 84% are African, thereby making you a very important market segment.

Please take a few minutes to assist me and complete the attached questionnaire. All responses will be kept confidential and will merely be outlined in the form of statistical data in the analysis and used for research purposes only.

Thank you for your important contribution to this study.

Thank you most sincerely

Boitumelo Molelekeng

North-West University

0768753972

[boitumelomolelekeng@gmail.com](mailto:boitumelomolelekeng@gmail.com)

### **Section A: Demographic information**

Please mark each question with a cross (X) in the appropriate box.

<b>A1</b>	<b>Name of institution</b>	North West University (Vaal Campus)	Vaal University of Technology
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<b>A2</b>	<b>Year of study</b>	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	Post Graduate
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<b>A3</b>	<b>Are you registered part time or full time</b>	Full time	Part time
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<b>A4</b>	<b>Gender</b>	Male	Female
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<b>A5</b>	<b>Race</b>	African	Asian/Indian	Coloured	White
		Other (please specify):			

<b>A6</b>	<b>Your age at last birthday</b>	
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<b>A7</b>	<b>Do you know the South African celebrity Zahara?</b>	Yes	No
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If you know who Zahara is, please proceed to answer Section B on the next page.

## SECTION B: Perceptions

Celebrity product endorsers are well-known people who appear in advertisements aimed at promoting certain products or brands.

We are interested in how you perceive our local celebrity ZAHARA as a product endorser for traditional African products such as traditional African jewellery and clothes.

Please indicate, using a cross (X), the extent to which you agree/disagree with the following statements concerning the use of Zahara as a celebrity product endorser for traditional African products

		Strongly Agree	Agree	Slightly Agree	Slightly Disagree	Disagree	Strongly Disagree
B1	Zahara would be an attractive celebrity endorser for traditional African products	6	5	4	3	2	1
B2	Zahara would be a classy celebrity endorser for traditional African products	6	5	4	3	2	1
B3	Zahara would be a beautiful celebrity endorser for traditional African products	6	5	4	3	2	1
B4	Zahara would be an elegant celebrity endorser for traditional African products	6	5	4	3	2	1
B5	Zahara would be a sexy celebrity endorser for traditional African products	6	5	4	3	2	1
B6	Zahara would be a dependable celebrity endorser for traditional African products	6	5	4	3	2	1
B7	Zahara would be a honest celebrity endorser for traditional African products	6	5	4	3	2	1
B8	Zahara would be a reliable celebrity endorser for traditional African products	6	5	4	3	2	1
B9	Zahara would be a trustworthy celebrity endorser for traditional African products	6	5	4	3	2	1
B10	Zahara would be an expert celebrity endorser for traditional African products	6	5	4	3	2	1
B11	Zahara would be a skilled celebrity endorser for traditional African products	6	5	4	3	2	1
B12	Zahara would be an experienced celebrity endorser for traditional African products	6	5	4	3	2	1
B13	Zahara would be a qualified celebrity endorser for traditional African products	6	5	4	3	2	1
B14	Zahara would be a knowledgeable celebrity endorser for traditional African products	6	5	4	3	2	1

*Thank you for your cooperation*

