INVESTIGATING CELEBRITY ENDORSEMENT IN RELATIONS TO CONSUMER BEHAVIOR
(A SURVEY OF REXONA DEODORANT OF UNILEVER KENYA)

Job Ochieng Nyakado - MBA

Department: Business Administration
Supervisor: 1. Mr. Chrispen Maende

The study aimed to investigate celebrity endorsement in relations to consumer behavior. In the present time there is enormous increase in information systems and media influence. Due to this trend more and more people have gained a lot of attachments to the celebrities. Celebrity endorsement plays a major role in changing the perception or thinking, of the consumer and also the consumption pattern of the society in general. This study focused on (1) identifying the influence of celebrity match on consumer behavior (2) effects of celebrity attractiveness on consumer behavior. The target population of this study was 300 direct sales men and women at the distribution channels of Unilever Kenya. Random sampling technique was used to obtain representative sample. Sample of 20% was selected from the group to bear the study population. This generated a sample of 60 respondents which the study sought information from. Primary data will be collected. The data collected through use of self-administered questionnaires. Descriptive statistical methods were used to analyze the coded data. The data was analyzed with the help of computer software package for social science (SPSS). Data was then presented by use of tables, bar chart, frequency distribution tables, pie charts, and graphs. In additions, the researchers conducted a multiple regression analysis. This provided the generalization of the findings on the relationship between celebrity endorsement and consumer behavior. The study concluded that physical attractiveness influences customer’s attitude towards the product. Physical attractiveness also makes people pay attention to the adverts either in the TV or billboards. The study therefore recommends that Unilever should not only appoint a celebrity who is admired but also who has credibility and his values relevant to the target audience and matches the brand values. Secondly the product they are endorsing must make sense for them to be affiliated with it. If this isn’t immediately obvious then the endorsement may look contrived and actually damage the brand. As an extension to this, a star shouldn’t endorse a product that he/she actually does not believe in or value.