



Journal of International Business, Innovation and Strategic Management

2022: 6 (1): 1 - 10

ISSN: 2617-1805

---

**EFFECTS OF GENDER OF THE CELEBRITY ON CONSUMER PURCHASE INTENTION OF PUBLIC UNIVERSITY STUDENTS.**

\* **Trizer Awino Ochieng, <sup>1</sup>Dr. Sylvia Sirai & <sup>2</sup>Dr. Rashid Fwamba**

\* Masters Student, School of Business, Kibabii University, Kenya

<sup>1</sup>Lecturer, School of Business, Kibabii University, Kenya

<sup>2</sup>Senior Lecturer, School of Business, Kibabii University, Kenya

\*Corresponding Author Email: [trizereemma@gmail.com](mailto:trizereemma@gmail.com)

**To Cite this Article:**

Ochieng, T.A., Sirai, S. & Fwamba, R. (2022). Effects of Gender of the Celebrity on Consumer Purchase Intention of Public University Students. *Journal of International Business, Innovation and Strategic Management*, 6 (1): 1 - 10

---

**ABSTRACT**

Celebrities are popular persons due to their physical attractiveness and trustworthiness to the people. Marketers use them for brand advocacy to their targeted consumers by enhancing awareness and credibility. Several previous researches have demonstrated that this as a promotion platform causes positive influence on purchase decision and intentions of many customers more so for new market entry brands. As such, the present study examined the effect of Gender of celebrity on consumer purchase intention of public university students in Western Kenya and employed Proctor & Gamble's Ariel detergent as the study object. The study was anchored on the source attractiveness model, and the dual entertainment model. All the 57,715 students of the public universities in Western Kenya, were targeted, this includes: Masinde Muliro University of Science and Technology, Kibabii University, and Maseno University.



The study used disproportionate stratified simple random sampling to sample 397 students of the three picked public Universities in Western Kenya, purposive sampling was utilized to sample three Ariel merchandisers promoting Ariel detergent in the three major towns in Western Kenya where the universities are located (Kakamega county, Bungoma county and Kisumu County). Data was then gathered through structured questionnaires and interview schedules. Reliability was tested using Cronbach (Alpha –  $\alpha$ ) which found out that the tool was valid and reliable. Both descriptive (means, standard deviations and frequency distribution) and inferential analysis (Pearson correlation and linear regression models) were utilized. The investigation uncovered that gender of the Celebrity had a statistically significant influence on consumer purchase intentions of public university Students in Western Kenya;  $b=0.415$ ,  $p\text{-value} = 0.000 < 0.05$ . The study concluded that gender had significantly strong positive causal influence on the customer purchase intentions.

**Keywords:** *Celebrity, Celebrity gender, Purchase Intentions, Perceived Relative Price*

## BACKGROUND OF THE STUDY

Gender is about the demarcation of being male or being female. Sawatari (2005) asserts that when gender is involved, stereotypes are inevitable. For instance, women are shown as weak but beautiful in sports and are mostly used in feminine sports over males whereas men are considered to be strong and are mostly considered in masculine sports. However, different researchers have differing views on whether gender is an issue of consideration in marketing. Some researchers suggest that the endorser's gender possess no impact on the clients' buying intention (Friedman & Friedman, 1979) while other scholars like (Lafferty, Goldsmith & Newell, 2002) believe that gender is an important consideration during planning for marketing a brand.

Malik & Qureshi (2016) in their study showed that endorser's gender is of importance based on the nature. They reveal that diverse promotions have differing gender inclinations. For example, advertisement of food and beauty feminine, whereas banking, clothing plus financial service advertisements masculine. Phang and de Run (2007) state that women are seen as having ancient functions and they were shown as caring, domestic, as well as nurturing while males were seen as successful, materialistic, as well as leaders. This situation has since changed and consumers are seeing things differently. Male and females are both seen to interchange on roles and perceptions. Boyd & Shank (2004) found that females prefer female celebrities whereas masculine consumers prefer masculine celebrities.

## STATEMENT OF THE PROBLEM

Various celebrities are currently endorsing products. With the huge and massive following, they possess quite some ability of persuading their followers. This can be explained by the tendency of big and world known brands like Gucci, Nike, Adidas, Chanel, setting aside quite a big sum of their budget for such endorsement contracts (Arora & Sahu, 2013). In Kenya, various celebrities have been involved to market various products and it is increasingly becoming a leading strategy among various marketers in the country. Celina is endorsing Harpic toilet cleaner, Grace Msalame endorsing Vivo active wear, Size 8 and her child endorsing diapers, Terry Anne Chebet endorsing Molfix diapers, Jeff Koinange endorsing Standard Chartered Bank on his JKL show.



The international alcohol brand Glenfiddich unveiled their new bottle in Kenya in the June 2020 which they christened 'the refresh' endorsed by Kenyan reknown chef, Mulunda Kombo. These are all products with different levels of involvement for the customer, they are different product lines and are all using the fame and popularity of these celebrities to gain competitive advantage. Despite the advertisement of products by celebrities, firms and companies still opt for more diverse approaches of advertisements, an indication that endorsement of products by celebrities in Kenya still not much effective. For example, Procter & Gamble East Africa (PGEA) in Kenya has been using celebrities such as Mercy Masika (the famous gospel singer in Kenya) to promote Ariel detergent. However, PGEA still resolved to adopting other advertisement approaches such as "One wash" detergent advertising campaign which led it to be sued by UK for which the Omo manufacturer alleged the message as non-factual.

The advert tends to portray Ariel detergent as the best among other powder detergents in removing stains in one wash (Nzomo, 2013). This shows that for the Ariel product, endorsement by celebrities has not been conclusively effective. The study therefore sought to examine celebrity endorsement factors that if enhanced, would in return enhance consumer purchase intentions of a given product. As far as this research is concerned, there are few if any, documented studies which assessed celebrity endorsement efficiency attributes as well as client's purchasing intentions in Western Kenya. As such, this study assessed efficacy of dimensions of celebrity endorsement on consumer purchase intentions among public university students in Western Kenya, focusing on Ariel detergent as object of study.

## **RESEARCH HYPOTHESES**

H<sub>01</sub>: Gender of the celebrity has no significant influence on the consumer purchase intention of public university students.

## **LITERATURE REVIEW**

### **Gender of Celebrity and Consumer Purchase Intention**

Gender is about the demarcation of being male or being female. Sawatari (2005) asserts that whenever gender is involved, stereotypes are inevitable. For instance, women are showed as weak but beauty in sports and are mostly used in feminine sports over males whereas men are considered to be strong and are mostly considered in masculine sports. However, different researchers have differing views on whether gender is an issue of consideration is marketing. Some researchers suggest that the endorser sex orientation has no impact on customer purchasing intentions (Friedman & Friedman, 1979) while other scholars like (Lafferty, Goldsmith & Newell, 2002) believe that gender is an important consideration during planning for marketing a brand. Debevec and KerTian (1984) conducted research on the effect of brand ambassadors' gender on customer perception. The study uncovered a link amongst the celebrity brand ambassador as well as the customer acceptance of the celebrity's message.

Klaus and Bailey (2008) found that consumers relate in different ways when the brand ambassadors are female compared to male. Female brand ambassadors were also showed to be more credibility over their male counterparts in these study findings (Goldman, 1995; James and Swartz, 2004). Caballero and Pride (1984), in a study about gender of brand ambassadors and the receivers purchase intentions.



Female endorsers were preferred for female viewers, while male endorsers were preferred for male audiences. Tom, (1992) in a study interrogating TV viewer-ship interest on brands showed that females were appropriate for the females while males were appropriate for the males. This could be because of the reference power of both females and males being unique. This supports Boyd and Shank (2004) assertion who said that consumers associate a product with the gender of the ambassador notwithstanding the type of product. Peetz (2012) further revealed that even though female respondents did not prefer females as celebrity endorsers or males brand endorsers, male endorsers affected male respondents 2.51 times higher compared to female endorsers in purchasing plan.

Baker and Churchill (1977) found further those clients rank an advert with opposite sex models as higher than one with a model of their own gender. Malik and Qureshi (2016) using a descriptive survey study using quantitative data with a relatively small sample, they found that every product calls for a unique blend of its celebrity ambassadors and gender is an important consideration. Products, just like consumers are gender sensitive and marketers must consider these phenomena. For instance, in advertising food and beauty products it would need a female ambassador while clothing and financial services promotions would be good with males. Phang and de Run (2007) ancient research showed ladies in traditional duties as motherly, caring while men are seen as leaders who are successful and with material wealth. However, the current society looks at women differently and views them as equals of men in roles and in status. Both women and men are seen as successful and partake of advertisement of varied nature. Boyd and Shank (2004) suggested that consumer audiences trust messages from endorsers of their gender.

## RESEARCH METHODOLOGY

Mugenda and Mugenda (2006), states that, descriptive research design is employed to get data on the prevailing status of a phenomenon in comparison with prevailing conditions. In this study, the researcher adopted a descriptive research design. This research adopted descriptive research design because quantitative data was collected and explains the traits of celebrity endorsement and purchase intention among consumers in Kenya. Sabana (2014) states that this strategy is recommendable because the approach allows researchers to obtain quantitative data that can be analyzed quantitatively using inferential analysis. The researcher preferred this design because it facilitates collecting of reliable information while demonstrating the real traits of celebrity endorsement and buying intentions among consumers in Western Kenya.

According to Ustafa (2010), sampling is about obtaining a desired sample of items out of a study population. For our study, more than one sampling approach was used because of certain issues unique to the targeted population. For instance, in this research the population size sampled was large and it varied greatly in its composition. The sampling techniques used in this study include: stratified simple random sampling method and purposive sampling (Kothari, 2010). Several scholars have observed that stratified sampling is acceptable when handling populations that are not uniform (Vaus, 2001). The study applied stratified simple random sampling to sample respondents from the students of the three selected public Universities in Western Kenya (Masinde Muliro University of Science and Technology, Kibabii University, and Maseno University). Purposive sampling was used to obtain the four Ariel product merchandisers as key informants in giving information on celebrity endorsement and the Ariel product purchase intention among consumers in Western Kenya.



Gupta *et al* (2011) were able to observe that questionnaires are tools for collecting data and provides an efficient way of response collection from a large sample prior to quantitative analysis. The study used a structured questionnaire to gather information from respondents who are part of the student population in three selected public Universities in Western Kenya (Masinde Muliro University of Science and Technology, Kibabii University, and Maseno University). The questionnaire had both closed and open-ended question items. Some of the closed ended questions involved use of five-point Likert scale measurement since the study variables would be ranked to measure the degree of agreement or disagreement of respondents. Also, open-ended questions involved were used for instance, to verify information given by respondents, to clarify facts, or control a conversation (Gupta *et al*, 2011) on celebrity endorsement and its influence on the purchase intentions among consumers Ariel product among the students of the selected public universities in Western Kenya (Masinde Muliro University of Science and Technology, Kibabii University, and Maseno University).

The study questionnaire had five sections. Section one was used to capture the demographic characteristics of the respondents and each of the remaining four sections tackled each of the variables as detailed in the study conceptual framework. Interview schedules were employed to get data from Ariel merchandisers. The information collected was used for corroboration and triangulation of information gathered from study respondents through questionnaires. Ahuja (2010) observe that it is easier for a researcher to obtain information from an interview than through a questionnaire as the interview will enhance quality of data, confirm and/or solicit some of the uncovered information in a questionnaire; it is for this reason that the interview schedule contained questions similar to items in the study questionnaire.

## RESEARCH FINDINGS

Table 1 shows that the communalities for all five items in the Gender of Celebrity Construct were all greater than 0.3 (Costello & Osborne, 2008), exhibiting that the items shared a similar variance. The factor loadings for all the five items were more than 0.4 exhibiting that the sample size of the five items was sufficient to test the Gender of Celebrity construct. The results are shown in Table 1.



**Table 1: Factor Analysis for Gender of Celebrity**

| Statement                                                                                                                                       | Factor Loading | Communalities | Decision |
|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------------|----------|
| The use of female celebrity endorsers creates more interest on the product compared to when a male celebrity is used.                           | .503           | .401          | Retained |
| The use of female celebrity endorsers plays an important role in the advertisement of this product compared to when the male celebrity is used. | .411           | .672          | Retained |
| The use of female celebrity endorsers highly motivates me for advertisement of the product compared to when a male celebrity is used.           | .617           | .583          | Retained |
| The use of female celebrity endorsers positively changes my evaluation about the product compared to when a male celebrity is used.             | .892           | .856          | Retained |
| I'm likely to buy the product if the female celebrity endorsers are used compared to male celebrity being used.                                 | .851           | .798          | Retained |

**Description of Gender of the Celebrity**

The first objective of this study was to determine the effect of gender of the celebrity on consumer purchase intention of public university students. The descriptive findings about the respondent’s general view of gender of the celebrity on consumer purchase intentions were as shown in table 2.



**Table 2: Descriptive Analysis for Gender of the Celebrity**

| Statement                                                                                                                                       | Strongly Disagree                  | Disagree                    | Undecided                            | Agree                  | Strongly Agree         |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------------------------|--------------------------------------|------------------------|------------------------|
| The use of female celebrity endorsers creates more interest on the product compared to when a male celebrity is used.                           | 118<br>32%                         | 18<br>5%                    | 36<br>10%                            | 57<br>15%              | 141<br>38%             |
| The use of female celebrity endorsers plays an important role in the advertisement of this product compared to when the male celebrity is used. | 95<br>26%                          | 38<br>10%                   | 46<br>12%                            | 132<br>36%             | 59<br>16%              |
| The use of female celebrity endorsers' highly motivates me for advertisement of the product compared to when a male celebrity is used.          | 21<br>6%                           | 44<br>12%                   | 129<br>35%                           | 126<br>34%             | 50<br>14%              |
| The use of female celebrity endorsers positively changes my evaluation about the product compared to when a male celebrity is used.             | 18<br>5%                           | 26<br>7%                    | 65<br>18%                            | 152<br>41%             | 109<br>29%             |
| I'm likely to buy the product if the female celebrity endorsers are used compared to male celebrity being used.                                 | 22<br>6%                           | 25<br>7%                    | 51<br>14%                            | 193<br>52%             | 79<br>21%              |
| <b>Average level of Gender of Celebrity</b>                                                                                                     | <b>Mean (%Mean)</b><br>3.4524(69%) | <b>Std. Dev.</b><br>0.86795 | <b>Std. Error of mean</b><br>0.04512 | <b>Minimum</b><br>1.40 | <b>Maximum</b><br>5.00 |

Evidently, majority of the respondents strongly agreed that the use of female celebrity endorsers creates more interest on the product compared to when a male celebrity is used as indicated by 38% in table 2. Similarly, 36% of the respondents agreed that the use of female celebrity endorsers plays an important role in the advertisement of this product compared to when the male celebrity is used while 35% were undecided of whether the use of female celebrity endorsers highly motivates them for advertisement of the product compared to when a male celebrity is used. Additionally, 41% and 52% of the respondents respectively agreed that the use of female celebrity endorsers positively changes their evaluation about the product compared to when a male celebrity is used and that they are likely to buy the product if the female celebrity endorsers are used compared to male celebrity being used. Generally, the average level of gender of the celebrity was at 69% (Mean = 3.4524, Std. dev. = 0.86795) rated high. An implication that gender of the celebrity seems to have a high influence on the consumer purchase intention of public university students in Western Kenya.

**CONCLUSION**

The study concludes that the gender of the celebrity seems to have a high influence on the consumer purchase intention of public university students in Western Kenya. It was also concluded that the use of female celebrity endorsers creates more interest on the product compared to when a male celebrity is used.



## RECOMMENDATIONS

Companies should carefully consider the gender of the celebrities that they choose to endorse their products since the study established that the gender of the celebrity seems to have a high influence on the consumer purchase intention. The type of product should guide a company on the gender of the celebrity to endorse that particular product.

## ACKNOWLEDGEMENT

The authors would like to recognize the support and guidance offered by The School of Business and Economics at Kibabii University, family and friends who made this possible through encouragement and immense support.

## CONFLICT OF INTEREST

No potential conflicts of interest was recorded by the authors.

## REFERENCES

Ahuja Ram, (2010), Research Methodology, New Delhi: Rawat Publication.

Caballero, M. J., Lumpkin, J. R., & Madden, C. S. (1984). Using physical attractiveness as an advertising tool: An empirical test of the attraction phenomenon. *Journal of Advertising Research*, 29(4), 16-22.

Friedman, H & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.

Gupta Mukul and Gupta Deepa, (2011), Research Methodology, New Delhi: PHI Learning Private Limited.

Jain, A., & Patel, R. (nd). Effectiveness of Celebrity Endorsers in Various Product Categories. *Journal of Marketing Trends*, 1(2).

Jain, V. (2011). Celebrity Endorsement and Its Impact on Sales: A research Analysis Carried Out in India, *Global Journal of Management and Business Research*, 11(4), 67-84.

Jamil, R.A. & Hassan, S.R. (2014). Influence of celebrity endorsement on consumer purchase intention for existing products: A comparative study. *Journal of Management Info*, 4(1), 1-23.

Lafferty, B.A., Goldsmith, R.E., & Newell, S.J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10(3): 1-11.

Malik, H.M. & Qureshi, M.M. (2016). The Impact of celebrity endorsement on consumer buying behavior. *Journal of Marketing and Consumer Research*, 26, 112-127.





Peetz, T. B (2012). Celebrity Athlete Endorser Effectiveness: Construction and Validation of a Scale. University of Nevada, Las Vegas.

Phang, G., & de Run, E.C. (2007). Celebrity endorser and respondents gender: Its impact on company, behavioral and attitudinal variables. *Jurnal Kemanusiaan*, 5(2), 1-15.

Porter, M. E. (1974). Consumer behavior, retailer power and market performance in consumer goods industries. *The Review of Economics and Statistics*, 56(4), 419-436.

Sabana, B. M. (2014). Entrepreneur financial literacy, financial access, transaction costs and performance of micro enterprises in Nairobi City County, Kenya. *An unpublished PHD project University of Nairobi, Nairobi, Kenya*.

Ustafa A., (2010), *Research Methodology*, Delhi: A.I.T.B.S Publishers, p. 86,87

Vaus David de. (2001), *Research Design in Social Research*, New Delhi: Sage Publication, p.16

