The Impact of Celebrity Endorsement on Brand Knowledge: A Comparative Study in Mauritius

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Abstract

Celebrity Endorsement, a tool used by several organisations, has today helped to attract customers so as to build a stronger image. Charisma, achievements and ethical actions are some of the traits of good endorsers. This paper is an effort to establish the relationship between Celebrity Endorsement and Brand Knowledge. This research considered two big brands in the sports apparel industry – Adidas and Nike. The aim was to determine whether there was a difference in the Brand Knowledge of Adidas and Nike consumers when impacted by Celebrity Endorsement. For this purpose, the Brand Knowledge of the respondents was assessed as well as how the latter perceived celebrity endorsers. This study adopted a quantitative survey methodology by distributing digital questionnaires. The study revealed that there was a relationship between Celebrity Endorsement and Brand Knowledge and also, although no significant difference in the Brand Knowledge of Nike and Adidas consumers was recorded earlier, however, when impacted by Celebrity Endorsement, their Brand Knowledge differed. The paper contributes to the creation of knowledge such as understanding the complexity and impacts of Celebrity Endorsement in more depths. Managers of Nike and Adidas could use this knowledge to enhance their endorsement strategies. While previous research focused on other impacts of Celebrity Endorsement, this paper attempted to shed light in an unexplored area.

Keywords: Brand, Celebrity, Endorsement, Knowledge, Image, Nike, Adidas, Consumer

Abbreviations used:

BA – Brand Awareness

BI – Brand Image

BK – Brand Knowledge

CBBE - Customer Based Brand Equity

CE – Celebrity Endorsement

CEP - Celebrity Endorsed Products

EP – Endorsed Products

HSC – Higher School Certificate

SC – School Certificate

SPSS - Statistical Package for the Social Sciences

1. Introduction

The drastic worldwide change in consumer buying behaviour over the last decade augmented the increasing concern of marketing professionals. This concern led to the evolution of marketing strategies as well as the business environment. The world being a global environment, together with the removal of international trade barriers and rapid evolution of technology pushed professionals to redefine and readdress the target population. The American Marketing Association (2015) defined consumer behaviour as a combination of economics, psychology, sociopsychology, sociology and anthropology. As such, marketing campaigns using celebrities became more and more familiar.

In Mauritius, several marketing agencies started using celebrities to persuade consumers to adhere to their brands and eventually their products. Moreover, international brands began using Mauritian celebrities to promote their brand. For example, the brand Organic Care, a hair care brand used Laetitia Darche Sauzier, the Miss Mauritius 2010 to endorse their products. Ul Hassana (2014) explained that consumers eagerly followed their celebrities and they did not look into the material gain of the celebrity. Therefore, it was necessary to determine whether celebrity endorsement impacted on consumer buying behaviour and on Brand Knowledge. As such, this determination led to better use of celebrity endorsers in marketing campaigns.

Esch et al. (2006) explained that Brand Management had two main aspects namely brand awareness and brand image. He also explained that marketers in mainly sports and apparel sector, tract for BK. BA and BI of a company were essential for its survival and success. Consumers did not really know much about the concept of branding and as such, they tend to follow brands without giving much importance to what was really behind a brand and how it pushed consumers toward it. Concrete examples of the importance of branding were consumers adopting the Nike "Just do it" and Adidas "Impossible is nothing" comfort. With

this illustration, it could be understood that behind a brand name, there was a positive image and understanding of a company.

There is a possibility that celebrity endorsement has an impact on both BA and BI and this will create much potential for companies to focus on in order to enhance competitive advantage. On the other hand, Sertoglu et al. (2014) explained that although companies invested hugely on celebrities and coached them about behaviour, it was noticed that several celebrities did not adhere to the coaching and were misbehaving, thus companies started to create their own spokesperson.

Erdogan (1999) explained that companies were deriving various strategies to firstly acquire market share and to secondly invest huge amount of resource to retain consumers. Since consumers had increasingly more options to choose from, their Brand Knowledge of the company's products became crucial. One possible sticky strategy that is, a strategy to make consumers stick to the brand was CE. Therefore, even though the consumers had several options to choose from, they would still stick to the brand. In Mauritius, various companies used celebrities to give a value addition to their products, be it using international or local celebrities. An example was the use of the artists of the famous Mauritian Komiko Group in Permoglaz Paints advertisement. Using celebrities as a means to attract consumers involved huge investment from organisations. Therefore, organisations felt the need to follow up closely the behaviour of the celebrities. Besides, many organisations initially did not know whether investing in this strategy will deem successful to boost up their sales and having a return on investment.

This research attempted to know whether there was a relationship between CE and BK. BK was not an easy concept to work with. Making consumers aware of the brand was a very tedious task for some marketers. Various strategies and techniques have been used by marketers to help create BK for their products. There was yet no concrete research done to determine the relationship between CE and BK and the impact of CE on BK. Whether CE impacted on BK positively or negatively was still unknown. Also, there was a need to know whether CE was the real way to build up BK. Following all these unanswered conceptual questions, it became evident that there was a need to find out whether there is an impact of celebrity endorsement on BK. To better assess this statement, the examples of Adidas and Nike were taken for only comparative purposes.

Nowadays, celebrity endorsement strategy is being used massively in advertising. This study was a way to analyse the relationship/impact of celebrity endorsement on BK. BK as earlier highlighted englobes both BI and BA. In order to test for BK, BI and Awareness had to be addressed. Therefore, the study was based on the impact of celebrity endorsement on BI and BA. Below are the objectives of this study:

Objective 1: To assess how consumers perceived celebrity endorsers.

Objective 2: To assess the Brand Knowledge of respondents.

Objective 3: To establish the difference in the Brand Knowledge of Nike and Adidas consumers.

Objective 4: To determine whether there is a relationship between Celebrity Endorsement and Brand Knowledge.

Objective 5: To determine the impact if any, of Celebrity Endorsement on Brand Knowledge.

Thus the aim of this study was to compare the impact of celebrity endorsement on the brand knowledge for Nike and Adidas consumers.

2. Literature Review

Strategies and their implementation are being made complicated by the global environment we are living today. The dynamic marketing environment that needed to be addressed, questioned our strategies and our target market definition. The marketing concept is defined by Kotler (2002) as the process of identifying and evaluating the needs and wants an environment and addressing it while having a return on investment. Identifying and evaluating the needs and wants of a population required the understanding of the population. Therefore, the population was broken down into different segments and these segments are addressed either by one strategy or by different strategies. Kotler and Armstrong (2005) defined market segmentation as the process of separating people with similar category of needs and wants and they might need different products and services for different categories. Addressing a market is thus being eased by market segmentation. Hence, addressing the target market required the positioning of the product or service towards it. Kotler (2002) explained that positioning is the process of giving customers a clear idea of the company's contribution. The positioning strategy gave a clear-cut idea to the customer and helped the latter understand how the product satisfied his needs and wants. Ries and Trout (1997), two major researchers on this subject analysed that the success of the positing strategy in the global market system, was to make the customer understand how a particular product addressed a particular need and at the same time erasing the competitor's brand and products from the customer's mind.

BK became an ever-important aspect in the formulation of marketing strategies. Keller (2001) explained that BK was the understanding of the brand perception and consciousness along with the BI. The brand perception and consciousness referred to whether the customer needed the product and when it is needed. On the other hand, the BI referred to the concept of affiliation of the customer with the product. On the same note, the understanding the product by the customer was of prime importance. Thus, for the information flow, companies were using different key strategies. CE was one of these strategies. CE was explained by McCracken (1989) one of the pioneers in the field, as a fast channel to unite with customers by using celebrities that have a good audience while their presence with a particular product gave a boost in the product recognition and belief.

Theoretical Review

2.1 Brand Knowledge

BA and BI were the two backbones for BK. A celebrity can give BA by making the product well-known to customers and on the other hand creates BI. Farquhar (1989), one of the key

player explained that brand equity can be defined as the value addition a brand gives to a product. A product on its own will give a perception while associated with a brand name, the same product has better visibility and attractiveness from customers. Consumers are better off with a brand name than with a product not associated with a brand name. Nike launching a new sport shoes will give a better perception to the population and the brand name brings along the feel-good factors of quality, reliably and effectiveness. The work of Till (1998) cannot be ignored when considering CE. Till and Busler (1998) analysed that celebrity endorsers speed up the brand equity process. Celebrities who are associated with a particular brand bring the product closer to the customer and push customers to accept the product. The spoken knowledge about the product along with the celebrity endorser has a great impact in achieving the marketing strategy. The transmission of information from customers to customers is better when it is spoken for a particular brand name. Seno and Lukas (2007) argued that the endorser also acted as a co-brand to the goods and on the other hand Block and Atkin (1983), two of the most renowned researchers on the topic, explained that there is empirical evidence to show that there is a greater force of attraction from the advertisement to the consumer when CE is associated to a brand and a product. The BA is directly linked to the recall in our memory. In this way, a customer can easily know which product to select based on the BI and associated brands and co-brands.

Keller (1993) explained that BA is the ability of the customer to recognise a brand and this gives the strength of the brand. The brand recognition and brand recall is of great importance as the customer will selected this brand among many other brands. BI is only created when there is BA. Kapferer (1994) analysed that BI is achieved when the customer can decode all signals delivered by the brand. In this way, it can be sure that the customer has all data about the brand, hence in a position to have a strong BK. From BK pyramid adapted from Keller (2001), it can be understood that BK is perceived in the customer's mind.

2.1.1 The Brand Equity Concept

The incredible work of Keller (1998) cannot be missed who explained that the marketing of a product had different outcomes depending on whether it had a brand associated with it or not. The study of the brand equity concept had two main functions according to Keller (1998) – the financial aspect and the marketing strategy concept. The financial concept help in making financial decision in terms of mark-up and profitability while on the other hand the marketing strategy concept helped to know whether the product was viable on the market or a new strategy needed to be implemented. Therefore, we cannot ignore Bagozzi et al. (1998) who stated that there was value creation for both the consumer and the company. This was explained by the fact that information was built on and analysed from both the marketer and the consumer perspective. For the aspect of this research, the consumer based brand equity will be studied. Keller (2003) defined consumer based brand equity as the difference in response a customer can have when having BK.

2.2 Celebrity Endorsement and Models

A well-defined celebrity usage strategy helped in driving customers to outlets and for the search of specific products and services. On the other hand, the CE strategy helped the brand

to connect in favour of quality, reliably, effectiveness and efficiency. McCracken (1989) explained how CE works in a three-dimension model.

Table 1. Dimensions of CE

Dimensions	
1	Build knowledge of the product by the celebrity.
2	Transfer of knowledge to the brand.
3	Transfer of knowledge to the target audience.

The first dimension was the transmission of the knowledge to the endorser reliability. This course of action will build knowledge of the product by the celebrity and will help the celebrity to transfer knowledge to the brand which was the second dimension. The third dimension was the transfer of knowledge to the target audience.

The three-dimension model helped to ensure knowledge is transferred and maximised the intensity of the approach through the celebrity. The CE approach influence the customer buying behaviour and creates an attractiveness source. Mukherjee (2009) explained that there are several advantages of using celebrities as a source of attractiveness. The celebrity brings value addition to the product via his imposing personality, communication is passed on effectively to the target segment as the target market responses well to the celebrity and short talking's makes big action.

Andersson (2014) analysed that one of the most successful company using the celebrity endorser effect was Volvo. Volvo was advertising its new model XC70 with the campaign known as "Made by Sweden" and the celebrity was Zlatan Ibrahimovic. Four weeks after the launching of the advert, there was an increase of 269% in terms of sales (Byberg et al 2015). Edwards (2011) also explained that the celebrity image has a huge impact on the success of the strategy. When Mr Woods was involved in an infidelity affair, many sponsors left him for fear their good image can take a blow. There are several theories used for the understanding of the CE effect. However, Erdogan (1999) explained that the source attractiveness and credibility model along with the product match up and the meaning transfer models were the most discussed and applied one.

2.2.1 The Source Attractiveness Model

McGuire's (1985) Source Attractiveness Model was one amongst the most used model in CE studies. It stipulated that the status and physical attractiveness of the celebrity helped to increase efficiency and effectiveness. The physical attractiveness was about how the consumer felt about the celebrity. The feel factor was mainly comparing one-self with the celebrity and how similar the celebrity was. The target market may found itself attracted towards the physical, attitude or the athletic characteristics of the celebrity. Eventually, the target market was attracted by the product and climbed the ladder to become a potential purchaser. For this to happen, the consumer must find himself fond of the characteristics of the source. In this model, the source and receiver was defined. The source was represented by the celebrity and the receiver by the consumer. It can be understood that there was a crucial relationship between these two. However, the origin efficiency could change depending on

particular characteristics. BK became crucial in order for flow of information for both the consumer and the company. Based on information flow, better strategies could be put in place.

2.2.2 The Source Credibility Model

Another most applied model was the Source Credibility Model developed by Hovland et al. (1953). The model explained that the trust and expertise of the celebrity were keys for the development of effective information. A celebrity having good attitudes and beliefs along with seriousness had a positive impact on consumer buying behaviour and generated a feel-good factor. The feel-good factor put the consumer at ease and the latter questioned little before initiating a purchase. The consumer looked at the endorser as a professional and reacted accordingly. The honesty attribute of the endorser also helped in gaining the trust of customers.

2.2.3 The Product Match-up Hypothesis

A highly-discussed model in the field of CE was the Product Match-up Hypothesis, explained by Kamins (1990) which stated that for the effectiveness of the advertising, both the product message and celebrity image should be compatible**.** Most studies showed that this model worked on the physique of the celebrity. The logic utilized was that physical attractiveness of the endorser drove the buyers towards the product and services in such a way that the consumer felt privileged and encouraged friends and relatives to this prestige. Till and Busler (2000) analysed the two aspects of driving force towards the product which was attractiveness and expert knowledge. Their research showed that the expert knowledge had better drive power than attractiveness. Debates and researches were continuous processes to evaluate the driving power of segments.

2.2.4 The Meaning Transfer Model

The Meaning Transfer Model was described by influential key player McCracken (1989) explaining how the existing personality and status drove consumers towards a product. The model explained the cultural aspect involved in buying behaviour with respect to different aspects of everyday living. The cultural factor involved the status of living, style, age and gender. The lifestyle of celebrities had a direct impact on how the consumer can built in and trust the product. The analysis also described that the celebrity endorsed image build up the brand and eventually the product. The advertising tool linked the brand and the consumers and on the other hand it was understood that the celebrity gave his/her loyalty to the product which was then transferred to consumers. Hence it can be noted that this model comprised of three stages where the celebrity created his image, secondly the celebrity transferred the image to the brand and finally the brand to the customers.

2.2.5 Summary of the Models

Table 2. Summary of CE Models

Models/Hypothesis	Authors	Summary
Source Attractiveness	McGuire	The model emphasises on the celebrity status and physical

Model	(1985)	attractiveness to gain efficiency. It mentions that greater brand recall is generated for an attractive celebrity compared to an unattractive one.
Source Credibility Model	Hovland et al. (1953)	Expertise and trustworthiness are two dimensions of this model. These 2 dimensions are dependent for the message's effectiveness.
Product Match Up Hypothesis	Kamins (1990)	This model argues that there should be congruency between the product message and the celebrity image for advertising to be effective.
Meaning Transfer Model	Mc Craken (1989)	There are three main characteristics for this model, namely: the celebrity image formation, the celebrity transfers meaning to the product and finally the customers gain it from the product.

2.2.6 Advantages and Disadvantages of Celebrity Endorsement

During several years', companies have been using celebrity endorsers as a strategy to increase value addition hence creating a bigger market share and sustain customers. A prominent fact explained by Croft et al. (1996) was that the power of consumers had increased up to a level that advertising in itself was becoming more challenging. Erdogan (1999) explained that there are advantages and disadvantages of CE strategy, summarized in table 6.

Table 3. Advantages and disadvantages of Celebrity Endorsement

Advantages	
Attention Creation	When a company has negative public reputation, a celebrity can help the company to distract from the negative connection. The celebrity can create a new image via the Meaning Transfer model and attract customers again.
Repositioning of the brand	A celebrity can help reposition the brand thus driving customers to it. Especially when a company wants to launch a new product after the fading of old products.
Introduction of new brands	Customers can have better assurance of new products by the image and trustworthiness of the celebrity. Hunter (2010) explained that a celebrity helped in the emotional and trust aspect of an advertising campaign while simultaneously the personality and appeal of the celebrity helped to position better products
Competitive Advantage	Celebrity acted as a package to create competitive advantage needed for brand introduction and repositioning. Besides, De Mooij and Keegan (1994) explained that there is a cultural advantage which also helped in the communication strategy of the company.
Disadvantages	
Negative image transfer	Negative image transfer from celebrity to the brand was a risk that many companies took. Very often, when the celebrity is chosen based on the good image addition along with the trust which helped customers to adhere to the brand. With a negative image creation along the way, the trust was broken repelling customers from the brand.
Celebrity outclassed products	In the pioneer work of Cooper (1994), he explained that the main focus should be on the product and not on the celebrity. There was also possible that the celebrity outclassed the product and that all attention was directed towards the celebrity rather than the product.

CE strategy was not an easy strategy to adopt for many companies. When a company decided to adopt this strategy, the planning as well as the continuous improvement on the aspect of the endorsed celebrity was be of prime concern. The importance of the celebrity should be focus of the product and above all driving the consumers towards the product and brand. With this mind-set and a well-planned strategy to overcome the disadvantages, the CE strategies can be very fruitful to companies.

Empirical Review

2.3 Empirical Evidence

Important studies conducted in previous years on CE and BK are summarized in table

Table 4. Empirical Evidence Table

SOURCE	TITLE	AUTHOR	MAJOR FINDINGS
Research Gate	Dimensions of BK.	Alimen and Cerit (2010)	The consumption of a brand increased BA and BI. This study suggested that fashion brands having the youth as target market should consider the impact of BK on their target segment.
ProQuest	Celebrity effect on Brand positioning: A study with reference to female personal care products.	Muruganantham and Kaliyamoorthy (2009)	CE was an efficient process for positioning the brand among consumers if properly used. The research added that consumers liked to watch different celebrities in an advertisement and so managers can use this as a means to eradicate boredom and increase brand appeal.
Research gate	CE, brand credibility and brand equity.	Spry (2011)	This research studied how CBBE of the supported brand was impacted by celebrity credibility. This study showed that the credibility of an endorser was based on his attractiveness, expertise and trustworthiness.
JSTOR	Conceptualizing, measuring and managing customer-based brand equity.	Keller (1993)	This research conceptualized BK according to the associative network memory model in terms of BI and BA.
Research gate	The Impact of BA on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty	Chi (2009)	The authors concluded that the better the BA, the better was the intention to purchase. The results showed that BA was positively related to brand loyalty.
SSRN	The Relationship Variables to CE and Brand Equity: A Comprehensive Review.	Thusyanthy and Tharanikaran (2015)	A model was presented in this study to demonstrate the connection variables to CE and customer based brand equity. The authors suggested that this paper can assist

			further research relating to CE and CBBE.
Emerald insight	Resolving contradictions in human brand celebrity and iconicity	Eagar and Lindridge (2015)	Celebrities owned the symbolic meanings associated with both their private and public selves, for a time period. On the other hands, icons reflected wider cultural concerns as they converge and transform meanings over time.
Research gate	Impact of CE on BI	Mukherjee (2009)	This research paper proposed a CE model comprising of 20 attributes. The author suggested that others to carry out research on other aspects of endorsements.
Emerald insight	Impact of CE in advertising on BI among Chinese adolescents	Chan (2013)	It was found that many respondents believed that the use of celebrities in advertisement would increase brand awareness and amplify purchase confidence.
Emerald insight	CE, self-brand connection and consumer-based brand equity	Dwivedi (2015)	This paper examined the tools by which celebrities influenced CBBE of the supported brand. According to the authors celebs can now be utilized as aid to create significant self-idea related associations with buyers.
Emerald insight	An empirical assessment of factors affecting the brand-building effectiveness of sponsorship	Donlan (2014)	Successful sponsorship contributed to build brand association, perceived quality and brand loyalty.
Emerald insight	Brand communication, BI and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa.	Chinomona (2016)	The findings indicated that brand trust and brand loyalty were strongly influenced by brand communication via BI. It suggested that customers were likely to be loyal to brands having good reputation and image.
Emerald insight	Consumer values of corporate and celebrity brand associations	Ilicic and Webster (2015)	Purchasers esteemed expertise in brands endorsed by celebrities and valued achievement in both corporate and big name brands. The genuineness of brands endorsed by celebrities made intrigued the attentions of consumers and amplified the trustworthiness of celebs.
ProQuest	To Use the Obvious Choice: Investigating the Relative Effectiveness of an Overexposed	Roy (2012)	Utilizing a celebrity may be a superior choice than not utilizing one. Also, having a celebrity endorsed numerous brands can lead consumers to believe that he is doing it for the financial rewards.

Research gate	It is a match: The impact of Congruence between celebrity image and consumer ideal self on endorsement effectivess.	Choi and Rifon (2012)	The harmony between own consumer image and that of the celebrity was discovered to play an important role in the CE process.
JSTOR	Two-Sided versus One-Sided Ces: The Impact on Advertising Effectiveness and Credibility	Kamins et al (1989)	This study examined celebrity endorsers which made both positive and negative comments about the product/brand they endorsed. It stated that credibility and effectiveness were significantly enhanced when two sided celebrities were used.
JSTOR	Brand Synthesis: The Multidimensionality of BK	Keller (2003)	BK influenced the response of consumers present advertising efforts then customer reacted positively to any future marketing campaign.
JSTOR	Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process.	McCracken (1989)	The author defined celebrities as highly individualized and complex bundles of cultural meaning. The meaning transfer model presented in this research showed that endorsement was the process of transfer of meaning from the celebrity to the product from the product to the customer.
JSTOR	Lessons from the Rich and Famous: A Cross-Cultural Comparison of CE in Advertising	Choi et al. (2005)	The study analysed TV advertisement in two different countries – US and Korea. The countries differed in terms cultural dimensions that is, low v/s high context and individualism v/s collectivism. According to the findings, advertising appeals differed between the American and Korean commercial using celebrities. Cultural influences on the CE strategy were highlighted by the findings.
JSTOR	The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions: The Role of Consumer Knowledge, Perceived Congruency, and Product Technology Orientation	Biswas et al. (2006)	This paper compared the two types of endorsement – celebrity v/s expert endorsement. The authors concluded that the differential effect of the two types of endorsement depends on the type of product and level of consumer knowledge. The perceived congruency between endorser and the product also plays an important role.
Emerald Insight	Are brands forever? How BK and relationships affect current	Esch (2006)	This research paper concluded that BK alone did not suffice to build strong brands

and future purchases		in the long run. Thus, brand relationship factors must be considered as well.

Mukherjee (2009) examined the impact of CEs on BI and explained that CE has many positives and it drives the public towards the product. Credible celebrity endorsers have great impact on the purchase buying behaviour while on the other hand if there is any negative situation of the endorser can push the driving factor away. The study also explained that the celebrity endorsed is directly linked to quality at every level and that the public is holds on to the celebrity endorsed. Besides, Chan et al. (2013) assessed the impact of CE in advertising on BI among Chinese adolescents. This study showed that is a CE is a common strategy and it has shown marvellous results. With CE, there is maximisation of effectiveness and efficiency of an advertisement. There is a complete enhancement of the brand and the products associated with the brand and celebrities give assurance that these brands are reliable and trustworthy. The study also revealed there is definitely an impact of CE on BI. Moreover, the expertness, trustworthiness and physical appeal of a celebrity could be measured using Ohanian's (1990) scale. This research showed that trustworthiness is a key perusal characteristics needed in a celebrity endorser and the second main characteristic is expertise and the third one is physical attractiveness. All these characteristics if available in a celebrity endorser creates a good environment for pulling customers towards a brand. Following the three researches described it this sub chapter, it can be analysed that the outcomes are the same as it should that there is a positive impact of CE on purchase buying behaviour and BI.

On the other hand, BK was examined by Keller (2003) and addressed the Brand synthesis: The multidimensionality of BK. In this study, he explained how customer thinks and behave. The study also explained how customers behave towards different brands and as such how the choice of brands is made. Moreover, Alimen and Cerit (2010) explored the Dimensions of BK through Turkish university students'. The research showed that the more a brand is consumer, it increases BA and BI. Also, it has showed a that a strong brand creates greater international exposure. As such, BK is key for products to succeed. Furthermore, Esch et al. (2006) analysed "Are brands forever? How BK and relationships affect current and future purchases". This research showed that present purchases are affected directly by the BI and indirectly by the BA. The stronger the bond the stronger the purchases. The bond represents the BI and the research showed that BA affects BI and that both BI and awareness has direct relationship with consumer buying behaviour.

2.4 About Adidas and Nike

Adidas Group is a German company specialised in clothing and shoes wear with three parallel bars. Adidas has been using celebrities in advertisement for the past twenty years among including David Beckham, Parell Williams, and mostly recently Kanye West which endorsed the best-seller Adidas Superstar sneakers. On the other hand, Nike is an American Manufacturer of sportswear, established since 1964. Nike has been one of the most spending companies in terms of using CE. According to Isidore (2015) the company had spent around one billion US Dollar on CE in 2015. Nike used Michael Jordan as an endorsed celebrity for

the past ten years. With this strategy, Nike has achieved heights that no other company had been able to do. It can be understood that both Adidas and Nike had major CE strategies. Celebrities found that along with their career, endorsing brands was an easy way for them to make money. Adidas' markets were mainly soccer and tennis whereas Nike's markets focussed mainly on basketball and running. Nike was by far more powerful - it has expanded from within the country of origin and has endorsed celebrities from the country of origin (Anon, 2015). Michael Jordan as celebrity endorser ensured that Americans believed in the goodwill he brought to the brand name and created the required BK about Nike. Once the contact made with customers, Nike enhanced more and more on this strategy and never left it. Adidas was mainly focussed on Europe and has been quite timid about investing on celebrities compared to Nike. However, since the market was ever changing, these big brands used different endorsers for different products and/or different campaigns.

It was evident that both Adidas and Nike used CE in their marketing strategy, as a means to create BK. But, Nike, spending more than Adidas, created a solid base in America before international exposure. Nike founded great endorsement with Michael Jordan and on the other hand Adidas used numerous endorsers.

2.5 Research Gap Analysis

As seen in the empirical review, there are several studies that has been done involving CE with different comparisons or variables namely customer buying behaviour, BI and advertising. As such it is vital to understand whether the knowledge of the brands have been affected by CE. Much research has been done on the several sub topics of branding. However, there is still room for further research especially in the case of BK. CE has often been linked to brand credibility, brand equity, consumer risk perception, BI but never directly to BK. The relationship between CE and BK is yet to be explored. Of one the purpose of this study was to fill the knowledge gap that existed concerning explicit findings to establish the relationship between CE and BK. This paper will provide insight to the relationship between CE and BK.

The aim of this research was to determine whether the impact of CE on BK would be different for Nike and Adidas. From the theoretical and empirical review, earlier stated objectives were generated.

3. Methodology

The purpose of this chapter was to describe the strategies used to tackle this research and was guided towards the data collection process, data analysis and development of respective hypothesis. The research questions of this study were explained in the next sub-chapter.

3.1 Research Questions

Below are the research questions that were set for this study:

Table 5. Research Questions

1	Were celebrities well-perceived by Mauritians?
2	Did the respondents have BK of Nike and Adidas?

3	Were the BK of Nike and Adidas consumers different?
4	Were there a relationship between CE and BK?
5	What was the impact of CE on BK?
6	Were BK of Adidas and Nike different when CE impacted on BK?

The positivism philosophy was adopted for the present study. The choice of the positivism philosophy was based on many factors. An objective approach was adapted by the surveyor. As Remenyi et al. (1998, p.33) explained the researcher neither affected nor was affected by the subject of the research. Secondly the researcher viewed the nature of reality as being objective, external and independent of other factors. Lastly as for what constitutes acceptable knowledge, the present research included only observable phenomena providing credible data. It is the approach used by the natural scientist. The deductive approach was used for this research. The research involved the development of theories subjected to a test. Hypotheses were formed. Casual relationship between CE and BK were explained. It was wise to adopt this approach as the results could be inferred to Mauritius, if statistically significant. For the purpose of the present study, explanatory research approach was used with a mixture of descriptive approach. Descriptive analysis was used to explain demographics, objectives 1 and 2. On the other hand, the exploratory design was used as it helped be understand the reason behind relationships in the case of objective 4 which intended to determine the relationship between CE and BK. A survey was done for this research. More specifically digital questionnaires were distributed. It was highly economical and time saving as at lesser cost and time it was possible to generate findings that represented Mauritius. For this research paper, both primary and secondary data were used. Primary data collection were achieved through digital questionnaires while secondary data made used of government sponsored research. A mixture of both qualitative and quantitative were used.

According to Mauritius Statistic (2015), the Mauritian population was 1,262,600 amongst which 624,800 were males and 637,800 were females. The study population was Mauritius, from which a sample was derived. As per Newaj et al. (2016), to carry out a survey of the whole population relies both on the time factor and cost and therefore, the solution sought by many is to find an appropriate sample of the population who can respond to the study. Thus, considering the time and cost factors, non-probability convenience sampling was used to collect data from around 206 respondents, using digital questionnaires. This sampling method is about selecting cases from the study population based on their availability. Undeniably, there can be variations in a sample of selected people so future studies can focus on similar or in-depth studies whereby larger sample size or even a census can be considered. The collected information was not biased and the target population was free to express themselves. The data collected was well analysed along with proper deductions. Questions with Likert Scale answers were included in the questionnaire based on past studies conducted by reputable researchers in the field of marketing. A pilot test was carried out amongst fifteen persons. This test was carried out before distribution of the digital questionnaires. The purpose of the pilot test was to determine whether the respondents could understand the questions hence eliminating any ambiguity in the questionnaire as well as to check for any errors made in the questionnaire. Feedback was strongly solicited for this phase.

The Cronbach's alpha test was conducted for the first 15 response. The first test yielded a value of 0.694. Then two questions were deleted. Since the new significance level was > 0.7 as shown in Table 6, the questionnaire was carried forward.

Table 6. Cronbach's Alpha for all Likert scale questions

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.713	0.694	18

For each objective, different variables were used. However, the main ones are summarized in table 7.

Table 7. Variables

Celebrity Endorsement	Independent variable	Measured at scale level
Brand Knowledge	Dependent variable	Measured at scale level
Preference	Independent variable	Categorical variable

All information collected was treated with strict confidentiality and was used only for the scope of this research. Information obtained was not changed nor distorted. It was taken into consideration that any values during data collection, during analysis or even during presentation and visualization of data are not overstated.

For the context of this study, non-probability convenience sampling was used. It was one of the limitations of this study as a full review of the sample size would have given more accurate results. For a better analysis and as the world is being considered as a global market, the study could have been extended to the Indian Ocean. This can be justified by several treaties that are signed among countries of the Indian Ocean and where the COI work towards trade agreements between countries.

4. Analysis and Discussion of Findings

This chapter comprised of three parts – demographics, descriptive and hypothesis testing. This chapter was divided into different sections according to the aim and objectives of this study. Each section relating to the objectives focused on a particular research in order for each objective to be met. Different tests are conducted and the results of each test are interpreted accordingly. The collected data was analysed and discussed using Microsoft Excel 2007 and SPSS 20.0 software. Only 203 questionnaires were valid and taken into consideration for this study resulting in 98.5 % valid questionnaires.

Table 8. Tests used for hypothesis testing

Tests	
1	Pearson's Product Moment Correlation
2	Independent Sample T-Test
3	Simple Linear Regression (Normal)
4	Simple Linear Regression (Split)

4.1 Respondents' Demographic Profile

From 203 questionnaires, only two respondents chose 'others' as their gender. In the Mauritius Statistics report (2015, p.8) females represented 50.5% while males represented 49.5% of the Mauritian population. As the study was conducted solely in Mauritius, a higher number of females in the Mauritian population was hence represented in the sample of the population for the study.

Participants above 18 years had a higher percentage in the sample of the study. Similar tendency was found in the Mauritian population, whereby Mauritians aged below 15 years comprised of 19.6 % of the population while people aged between 15 to 59 years comprised 65.6 % of the Mauritian population according to Statistics Mauritius (2015, p.8). However, it is to be noted that the report from Statistics Mauritius contained other age composition such as 60 to 64 years and 65 years and above, and no response for these age groups were obtained for the current survey thus accounting for the even higher percentage of Mauritians aged above 18 years in the present study compared to the Statistics Mauritius report. The age group 18-25, with a percentage of 76.5 had the highest number of respondents to this survey followed by the age group 26-30 which came in the second position.

Most of respondents' level of education was the Undergraduate level and only 0.49% of the respondents had no school of education. From Statistics Mauritius (2015), the literacy rate in 2011 was 89.8%. The literacy rate of the Mauritian population was reflected in the sample of our study; higher percentage of respondents having school education than those having no school education.

Most respondents' income was less than Rs 5,000. Studying income in this research was important so as to determine whether the respondents could afford the products of brands Nike and Adidas. From the report of Statistics Mauritius (2015, p.23), the monthly median income was Rs 21, 850 in 2012; 4.5 % of the monthly household expenditure was for clothing and footwear. From the figures in the Mauritius in Figures report from Statistics Mauritius (2015, p.24), it could be understood that Mauritius spent a little amount on Footwear compared to other expenses like Food, Housing and Transport.

4.2 Objective 1 - To Assess How Celebrity Perceived Celebrity Endorsers of Nike and Adidas

4.2.1 Level of Awareness of the CE Concept

A definition of CE was given along with examples of few celebrity endorsers to help respondents understand the concept. Then they were asked if they knew about the concept before reading the definition.

Most respondents (69 %) were aware of the Celebrity endorsement concept while 15.2 % were unaware. Having a mean value of 1.47 while the maximum value is 3.

4.2.2 Qualities of Celebrity Endorsers

Respondents were given the choice of "Attractiveness", "Expertise" and "Trustworthiness" to the question what qualities they believe celebrities should possess. Trustworthiness was the

quality with the highest frequency that a celebrity should possess followed by attractiveness and expertise. Ohanian (1990) developed a CECS which consisted of the three dimensions given above. While validating the scale, other dimensions were eventually removed leading to only three dimensions. The dimension trustworthiness consisted of traits such as dependable, honest and trustworthy which were found to be the most appreciated among the respondents.

4.2.3 Mean Test for Celebrity Endorsement

A mean less than 3, indicated that participants do not consider the celebrity endorsers of Adidas and Nike before buying the products of these brands. On the other hand a mean higher than 3 indicated the contrary.

Means greater than 3

Participants in the present survey were more attracted to celebrity endorsed products; mean=3.08. A more specific question on whether the participants were more attracted to products endorsed by famous celebrities than non-famous celebrities also yielded a positive response; mean=3.22. Most respondents agreed that will continue to buy the brand if the celebrity was involved in a scandal; mean=3.29. From the findings of this study, it could be understood that celebrities help consumers recognize brands; mean 3.08. As McCracken (1989) mentioned celebrities help recognize brand names. This is supported by the statement of the question on whether the celebrity gave a positive image of the endorsed brand had the highest mean, which was 3.25.

Means lesser than 3

However, when it came to buying decisions, the participants were not likely to buy celebrity endorsed products; mean=2.91. Also, participants to this survey will discontinue to buy celebrity endorsed products if they felt that the products were not value for money; mean = 2.40. Therefore, it can be deducted that value for money was an important factor for purchase decision in this survey. Moreover, the participants did not agree that it was the celebrities that drove them towards the brands; mean= 2.95.

From the findings in table 21 and the interpretations given above, it can be concluded that big brands like Nike and Adidas mastered the strategy of CE. They used celebrities to transfer meanings to their products. As stated by Keller (2013), marketers inculcated EB with desirable associations by connecting brands to famous celebrities. Obviously other marketing strategies must have been used by these brands to create customer satisfaction and brand loyalty. What was interesting to note here, it that when all the meanings were transferred to the brand, most consumers did not follow their celebrities if the latter were to switch brand and endorse a new brand. Most probably culture played a role in the participants' response. In some other cultures where fans worshiped their celebrities, the response for this question could have yielded a different answer. It can be understood that Nike and Adidas succeeded to create brand love for their products such that after associating themselves with celebrities, the consumers could look past these celebrities stuck with the brands.

4.2.4 Reliability Test for CE

To test the internal consistency of the Likert scale questions, the Cronbach's alpha test was conducted on the ten questions for celebrity endorsement.

Table 9. Cronbach's Alpha Coefficient for CE

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.90	0.90	9

Since the Cronbach's Alpha was greater than 0.7, the ten items analyzed had great internal consistency (Alpha = 0.90).

4.2.5 Composite Score for CE

A composite score was created for CE on SPSS for further analysis. The mean value was 3.05. From the findings of this section it can be summarized that respondents knew about celebrity endorsers and were attracted towards them. They agreed that celebrities gave them a positive image of the brand. This finding was in agreement with Roy (2012) who expressed that using a celebrity to endorse was better than not using a celebrity.

4.3 Objective 2- To Assess the Brand Knowledge of the Respondents

4.3.1 Familiarity with the Brand

All the participants to this study knew about their preferred brands Adidas and Nike. 82.27 % of the respondents were well acknowledged with the brands as they have used them. When selecting their preferred brand, the respondents were aware of them. Therefore, determining their BK becomes easier.

4.3.2 Mean Test for BK

A mean test was conducted to determine whether the respondents had BK with respect to Adidas or Nike.

Table 10. Mean test for BK

Descriptive Statistics		
	N	Mean
Do you trust the brand you have selected?	203	3.80
Based on your own experience, are you satisfied with the selected brand?	203	3.83
Does the symbol of the brand help you identify the brand?	203	4.08
Do the values of the brand you have selected give you confidence in its products?	203	3.66
Does the selected brand fulfil your functional needs?	203	3.71
Does the selected brand fulfil your emotional needs?	203	3.29
Do you intend to buy the brand in the near future?	203	3.78
Can you recall the advertising of the selected brand easily?	203	3.26
Can you recall the logo of the selected brand easily?	203	4.11
Valid N (listwise)	203	

A mean smaller than 3, indicated little BK where as a mean greater than 3, indicated higher BK. The means of all the items were greater than 3 which indicated positive response. The highest mean was 4.11 which meant that participants recalled clearly the advertising of their preferred brands. Also, customers strongly believed that the symbol of the brand help them identified the brand; mean=4.08. The respondents were satisfied with the brands and their products.

4.3.3 Reliability Test for BK

The Cronbach's Alpha was used to calculate the reliability for the above-mentioned items. With a coefficient as high as 0.94, the items in the Likert scale were considered to have very high internal consistency.

4.3.4 Composite Score for BK

For the testing of relationships and differences of this chapter, a composite score for BK was created. The mean value was 3.73.

4.4 Objective 3- To Investigate Whether There Was a Difference in the BK of Adidas and Nike

Ho: There was no difference in the BK for Nike and Adidas consumers.

H1: There was a difference in the BK for Nike and Adidas consumers.

To attain this objective, an inference test for differences was used. Since all the assumptions for the test were not violated, a parametric test was used. The dependent variable is BK measured at scale level whereas Preference was an independent variable measured at nominal level. Preference consisted only of two categories Nike and Adidas, coded respectively as 1 and 2 on SPSS. A paired sample t-test was conducted for these two variables.

4.4.1 Independent Sample T Test

Table 11. Groups statics for Objective 3

	Preference - Which of the following brands do you prefer?	N	Mean	Std. Deviation	Std. Error Mean
TotalAverage_BK	Nike	72	3.66	.92	.11
	Adidas	131	3.76	.86	.08

Table 12. Independent Sample T Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
TotalAverage_BK	Equal variances assumed	.117	.733	-.781	201	.435	-0.101	.12946	-.35644	.15410
	Equal variances not assumed			-.768	139.203	.444	-0.101	.13169	-.36155	.15921

Nike consumers (N=72) had a mean score of m=3.66 with respect to their brand knowledge.

By comparison, the mean score for Adidas consumers (N=131) was higher, mean=3.76. To test the hypothesis that Nike and Adidas consumers had statistically different mean Brand Knowledge, a sample T-Test was conducted. The significance level, from the Levene's Test for Equality of variances was p=0.0733. Since the significance value is larger than 0.05, the assumptions for equal variances had not been violated. Assumption of homogeneity of variances was tested and satisfied by the Levene's F test, F(201)=0.117, p=0.733. The significance difference (two tailed) was 0.435. Since the value is above 0.05, there is was no significance between the two groups Pallant (2013). The alternative hypothesis was rejected while the null hypothesis which stated that there was no difference in the mean brand knowledge score for Nike and Adidas consumers was accepted. This meant that both Adidas and Nike consumers had the same knowledge of the brand.

4.5 Objective 4 - To Determine the Relationship between Celebrity Endorsement and Brand Knowledge

H_o: There was no relationship between CE and BK.

H_1: There was a relationship between CE and BK.

All assumptions (linearity, normality and homoscedasticity) were met. The relationship between celebrity endorsement and brand knowledge was thus investigated using the Pearson's Product Moment Correlation Coefficient.

4.5.1 Pearson's Product Moment Correlation Coefficient

The following results were obtained.

Table 13. Correlations between CE and BK

		Total Average_BK	ZscoreCE
TotalAverage_BK	Pearson Correlation	1	.584[**]
	Sig. (2-tailed)		.000
	N	203	203
TotalAverage_CE	Pearson Correlation	.584	1
	Sig. (2-tailed)	.000	
	N	203	203

Direction of the Relationship

The first interpretation from table 13 was to determine the direction of the relationship between the two variables. A positive R-value indicated a positive correlation between Celebrity Endorsement and Brand Knowledge while a negative R-value would indicate a negative correlation. For the present research, there was a positive correlation between the dependent and the independent variable since r=0.584. This meant that high levels of celebrity endorsement were associated by high level of Brand Knowledge.

Strength of the Relationship

Secondly, the size of the R-value should be considered to assess the strength of the

relationship between the two variables. The following guidelines Cohen (1988) were used to interpret the R-value:

r =.10 to .29 or r = -.29 small

r = .30 to .49 or r = -.30 to -.49 medium

r = .50 to 1.0 or r = .50 to -1.0 large

From the table above, r=0.584. From the guidelines, it could be understood that there is large relationship between CE and BK. It could be understood that the independent variable celebrity endorsement affected brand knowledge strongly.

Significance of the results

There was a moderate, positive correlation between the two variables [r= 0.584, n=203, p<0.05], with high levels of perceived celebrity endorsement associated with high levels of brand knowledge. Thus it was concluded that there was enough evidence that a moderate postive corelation existed in the study population which is Mauritius.

The BK that a consumer has about a product depended on the position straegies that the company adopted. In fact, CE can help companies create better postioning strategies. Shimp (2003) brought up that a good positioning strategy should firstly mirror the brand's upper hand and push customers to actions like purchase. From initial part of this chapter, it was noted that celebrities helped respondents to recognize brands and gave them a postive image of the brand. This confirmed the results about in the correlation test about CE helping create good branding statement increasing hereby the knowledge a consumer had about a particular brand. Also, the results of this test were in line with Chinomona (2016) who stated that customers trust more and were faithful to brands having good reputation and image. Furthermore, since Brand image was a part of BK, an increment in CE caused an expansion in BK.

4.6 Objective 5 - To Determine The Impact Of Celebrity Endorsement On Brand Knowledge

H_o: Celebrity endorsement has no significant impact on BK.

H_1: Celebrity Endorsement has a significant impact on BK.

4.6.1 Simple Regression Analysis

A Simple Regression analysis was conducted and the results obtained were given below:

Table 14. Model Summary for Objective 5

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584[a]	.342	.338	.717
a. Predictors: (Constant), Total Average CE				

The coefficient of determination R Square was 0.342. 34.2 % of variance in BK was explained by CE which was the predictor variable. The higher the amount of variance, the better the regression model can be in predicting the relationship. Since only one independent

variable was used in this case and the value of R square (0.342) was high therefore a substantial amount of variance in BK was predicted by CE.

Table 15. ANOVA[a] for Objective 5

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	53.634	1	53.634	104.300	.000[b]
	Residual	103.360	201	.514		
	Total	156.994	202			
a. Dependent Variable: Total Average_BK						
b. Predictors: (Constant), Total Average_CE						

From the ANOVA table, the significance value is 0. Since the significance value is less than 0.05, therefore the regression model was statically significant. The results of this study were inferred to Mauritius.

Table 16. Coefficientsa for Objective 5

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.914	.184		10.380	.000	1.550	2.278
	Total Average_CE	.593	.058	.584	10.213	.000	.479	.708
a. Dependent Variable: Average_Brand Knowledge								

Considering the Unstandardized Coefficients, the constant=1.914 while the CE=0.593.

Any mathematical equation can be summarized by using Y=mX+C.

For this study, Brand Knowledge=m(Celebrity Endorsement) + C. Since m= 0.593 and C=1.914, therefore BK = 0.593CE + 1.914. For one unit change in CE, BK will increase by 2.51 (0.593+1.914).

The results from the coefficient table demonstrated that CE has a significant positive effect on BK (Beta=0.584, p<0.05). Using the results of the simple regression analysis test, the null hypothesis was rejected. There was enough evidence to accept the alternative hypothesis. The results of the simple regression analysis did not only reveal the impact that CE had on BK but confirmed the results gained from the Pearson's Correlation which stated a relationship between Celebrity Endorsement and Brand Knowledge. In fact, Keller (2013) recommended that BK affected the response of customers to advertising and marketing efforts. Thus, consumers responded positively to advertising campaigns.

4.7 Aim of Study - To Compare the Impact of Celebrity Endorsement on the Brand Knowledge for Nike and Adidas Consumers.

The aim of this research was to determine whether there was a difference in the Brand Knowledge of Nike and Adidas consumers, when Brand Knowledge had been impacted by Celebrity Endorsement. The null and the alternative hypotheses were given as follows:

H$_o$: There was no significant difference in the BK of Nike and Adidas consumers when impacted by CE.

H$_1$: There was a significant difference in the BK of Nike and Adidas consumers when impacted by CE.

4.7.1 Simple Regression Analysis (Split)

The split file tool from SPSS was used to split the data into two groups Adidas and Nike after which a simple linear regression was conducted. The following results were generated.

Table 17. Model Summary table for Aim

Preference - Which of the following brands do you prefer?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Nike	1	.404[a]	.163	.151	.84385
Adidas	1	.681[a]	.464	.460	.63474
Predictors: (Constant), Total Average_CE					

From the table, Adidas had a higher R square value than Nike. 68.1% of variance in BK was explained by CE for Adidas consumers while 40.4 % of variance in BK was explained by CE for Nike. It implied that there was a difference in the BK of Adidas and Nike consumers when impacted by CE.

Table 18. ANOVAa table for aim

Preference - Which of the following brands do you prefer?	Model		Sum of Squares	df	Mean Square	F	Sig.
Nike	1	Regression	9.707	1	9.707	13.631	.000[b]
		Residual	49.846	70	.712		
		Total	59.553	71			
Adidas	1	Regression	44.993	1	44.993	111.673	.000[b]
		Residual	51.973	129	.403		
		Total	96.966	130			

a. Dependent Variable: TotalAverage_BK; b. Predictors: (Constant), TotalAverage_CE

The Significance value for both Nike and Adidas were 0. Since both values were less than 0.05, therefore the results for this test for both consumer groups Adidas and Nike, were inferred to Mauritius.

Table 19. Coefficients table for aim

Preference - Which of the following brands do you prefer?	Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
			B	Std. Error	Beta		
Nike	1	(Constant)	2.35	0.368		6.383	.000
		Total Average_CE	0.452	0.122	0.404	3.692	.000
Adidas	1	(Constant)	1.68	0.205		8.192	.000
		Total Average_CE	0.664	0.063	0.681	10.568	.000

a. Dependent Variable: Tota l Average_BK

The unstandardized coefficient Beta was higher for Adidas (B=0.681) than for Nike (B=0.404). This implied that Celebrity Endorsement had a higher impact on Brand Knowledge of Adidas consumers compared to Nike consumers.

From the deductions made in the previous section, it became clear that there was no difference between the BK for Nike and Adidas consumers. Not only Adidas and Nike consumers knew their preferred brand pretty well but they had the same level of knowledge about their preferred brand. In more explicit terms, Adidas consumers did not have more knowledge about Adidas and Nike consumers did not have more knowledge about Nike. From results of the split regression, a very interesting fact was unveiled. When impacted by CE, the BK of Adidas consumers changed - a significant positive effect was noted. To be more precise, when CE impacted on Brand Knowledge of both consumer groups, a higher increase in the BK of the Adidas consumers was observed. The BK of Nike consumers also increased, but a more significant increase was noted amongst Adidas consumers. This meant that the use of celebrities in marketing strategies was more fruitful for Adidas than it was for Nike in the Mauritian context. This also implied that for Mauritians, Celebrity Endorsement used by Adidas, created Brand Knowledge for their consumers. It did not mean that Nike consumers did not have knowledge of their brands. On the contrary they had a good brand knowledge but their BK did not increase significantly when CE increase. That is, for Nike used other marketing strategies to increase BK among their consumers.

There could be many reasons for the success of the positioning strategies of Adidas using celebrities. One of them could be that there were many departmental stores of Adidas compared to Nike, which had none. Nike products needed to be bought from shops like City Sport, All sport or Go sport where they also sell products of competitors. Whereas for Adidas in addition to their departmental stores, their products are also sold in shops. The presence of more departmental stores with big pictures depicting celebrities Kanye West help to improve the image the brand and increase brand awareness of consumers. Another possible reason for the effective CE strategies for Adidas is that Mauritius having a huge Manchester United fans following base. Some customers could have adopted Adidas as the latter is the official sponsor of the Manchester United team. All these assumptions need, however, to be tested.

5. Recommendation and Conclusion

The recommendations were based on the findings as well as existing literature. The conclusion comprised of the study's limitations, scope for future research and implications. This research examined the CE concept in relation to BK. Findings of this research were greatly discussed in chapter 4. The implications of these findings both theoretically and practically, were explored to have a meaningful outcome of this research.

Based on the findings, some insightful recommendations were generated.

Table 20. Recommendations

Objectives/Aim	Major findings	Recommendations

To assess how consumers perceived celebrity endorsers	Mauritians had a good perception of celebrity endorsers. They were more attracted to celebrity endorsed products agreeing that celebrities gave them a positive image of the brand.	Since Mauritians appreciate celebrities endorsed products, companies can use this strategy to increase BK. Big international brands can use Mauritians celebrities when targeting the Mauritian population.
To assess BK of respondents	Respondents were familiar with the brand; Most respondents have used the brand several times while others heard about it; They can recall the logo of the brands easily and the values of the brand gave Mauritians confident about the products.	Sales depend mostly on positive image and good awareness of the brand; BK is definitely achieved through CE; As soon as BK is achieved, confidence will be built hence sales and market will increase. It is advisable to use CE to develop BK.
To investigate the difference in BK of Nike and Adidas consumers	No significant difference in the BK of Adidas and Nike consumers; They two consumer groups knew the brand well; Neither Adidas nor Nike consumers had better or greater knowledge of the brand	Adidas and Nike can used these results to establish strategies to create BK.
To determine the relationship between CE and BK	There was indeed a relationship between CE and BK,	Marketers or academics can now predict BK based on CE.
To establish the impact of CE on BK	A positive linear impact was noted. High level of CE was associated with high level of BK.	Companies can deploy means to acquire celebrities to build up BK.
To determine whether BK of consumers changed when CE impacted on BK	There was a significant increase in BK, when CE impacted on BK. A negligible increase was noted with Nike.	If the objective of both Adidas and Nike was to increase BK on the Mauritian market, the only Adidas should use CE strategies; To increase BK, Nike should use other strategies such as market development

This research used non-probability convenience sampling to distribute digital questionnaires. For better inference of the results obtained from the sample to the study population, other sampling design could have been used. In this research only Adidas and Nike were considered. Therefore, it is difficult to generalise the findings of this research to the sports apparel industry. Other sports brands such as Puma or Reebok can also be used in future research.

This research was conducted solely in Mauritius. Future research could consider other countries for the generalisation of the relationship between Celebrity Endorsement and Brand Knowledge for the benefit of these brands and their customers. Also, from this research it was found that Adidas' endorsement strategies were rather powerful to create Brand Knowledge. This finding could be tested in other countries or other cultures to establish whether it holds true universally. Credibility, expertise and trustworthiness of Mauritian celebrities could be

considered as well to investigate whether they are perceived as effective endorsers.

This paper has provided knowledge concerning CE and BK. No research has been done till now to establish the relationship between these two variables. Academics and researchers can make use of this knowledge to help students understand the complexity of the CE concept. Marketers at Adidas and Nike can make use of analytics to understand the level of BK of their respective brands and understand the underlying factors. By predicting BK based on CE, marketers can save on investments costs by knowing what works best for them and hence investing wisely.

Mauritians have a good acceptance of celebrity endorsers. This marketing strategy can be exploited by companies who want to increase their brand knowledge. Companies who have not yet developed any endorsement strategies can consider investing in celebrities to improve the image of the brand as well as increase their brand awareness. International brands can make use of Mauritian celebrities like artists, singers, models or athletes to endorse their products if they want to enter the Mauritian market. However, as per Newaj et al. (2016), this new era customers are well informed, more knowledgeable, less vulnerable to unethical practices and cannot be easily manipulated by marketers. As seen from earlier sections, trustworthiness was the most appreciated dimension among the respondents. Care has to be therefore taken when using this strategy. Since the celebrities would be from Mauritius, they can win the trust of Mauritians consumers better by giving a positive of the brand and making people aware of it.

More specifically for Adidas and Nike, they can make use of this knowledge to optimise their marketing strategies. While Adidas can bet on celebrity marketing to increase BK, Nike would need to use other strategies if it wishes to increase BK. Marketers at Nike should investigate why their CE strategies are not fruitful for increasing BK in Mauritius. They can scrutinize whether their frequency of their advertisements or WOM are still contributing to increase BK. When people have positive image of the brand, they adhere to it provided they have value for money. Adidas can concentrate on CE strategies to increase BK. To push sales, Adidas might need to look into other strategies.

While the first celebrity endorsing a product dated back to the late nineteen (Sherman, 1985), in more recent years CE became an indispensable part of advertising appeals (Chung et al., 2013). Celebrity endorsement became an increasing efficient marketing tool. While the direct link between Celebrity Endorsement and Brand Knowledge was not clear, this paper contributed to knowledge creation by establishing a relationship between Celebrity Endorsement and Brand Knowledge. This new knowledge can be used by academics to describe and explain about the Celebrity Endorsement concept. Marketers can also make use of this knowledge to develop or enhance their endorsement strategies. For the brands Adidas and Nike, specific strategies were developed. Almost all of the findings of this research were in agreement with previous studies carried out by pioneer researchers. The influence of culture cannot be ignored on the responses gathered during this research. This paper therefore adopted a critical approach to existing knowledge. Both conceptually and contextually this research brought new insights helping academics as well as marketers and managers.

Do Celebrities Create Brands Or Brands Create Celebrities?

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