Research Article

Effects of Celebrity Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania

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Research Purpose: The study attempted to find an answer to the effect of celebrity endorsement on customer purchase intention for soft drinks in Tanzania.

Conceptual Foundation: The current study is built on the three main aspects of celebrity endorsement: (source attractiveness, source expertise, and match-up). It was hypothesized that source attractiveness, source expertise, and match-up positively affect consumer purchase intention of soft drinks in Tanzania.

Method and Design: The study employed a cross-sectional research design whereby data were collected from 450 customers of soft drinks in Dar es Salaam, Tanzania. Descriptive analysis and stepwise multiple regression models were used to analyze the data collected for this study.

Main Results: The current study found that celebrity endorsement positively impacts consumer buying intention because it ensures the attainment of product recognition, advertisement, promotions, and others, which automatically assures consumers of buying intent. Apart from that, with the relationship between celebrity endorsement and consumer buying intention, all three predicting variables tested on the dependent variable have been found positive with a significant effect statistically on consumers' buying intent. However, of the three explanatory variables, celebrity attractiveness has more weight in explaining the impact than the other two variables.

Theoretical/Methodological Contributions: This paper contributes to the body of literature by showing that many studies employ only two models (source attractiveness and source expertise) in studying celebrity endorsement as independent variables, with match-up being utilized as a moderating variable. The current study has employed all three variables as independent variables, resulting in a 56.7% ability of the variables to explain the variance of the dependent variable.

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1. Introduction

It is indicated that advertising has undergone various changes over many years, starting from what is known as classical to the modern view (Bergkvist & Zhou, 2016; Liu et al., 2019).

However, it is provided that in the contemporary era, marketers tend to develop mechanisms or strategies by using techniques like sexual appeal, emotional appeal, and humor (Bergkvist & Zhou, 2016; Liu et al., 2019).

Marketers employ different marketing strategies to achieve a competitive advantage in the modern era. Gaining what is called brand exposure at the higher end depends on the ability of the marketers to draw the attention, desire, and interest of the customers (Aw & Labrecque, 2020). One of the strategies marketers employ is to use well-known and fantastic personalities in society. Here, we refer to engaging celebrities in driving traffic toward products and services. The study conducted by McCracken (1989) revealed that using celebrity advertising created a greater understanding of consumer buying behavior. Furthermore, McCracken (1989) contends that celebrity endorsement advertising has been applied globally and is regarded as a modern marketing phenomenon.

Just like the wind called Harmattan from the desert of Sahara and West Africa, the celebrity endorsement emergence started slowly sweeping through what is known as the crevice of the global business. This led researchers to study celebrity endorsement's usage in influencing consumers' buying behavior. These early researchers are McCracken (1989) and Erdogan (2000).

Subsequently, both types of research revealed that most businesses tend to employ celebrity endorsement due to the overwhelming changes in what happens globally in the market, and this is due to the competitors. Findings revealed that we live in a world where those engaged in retailing and manufacturing goods and services seek divided attention from customers to influence both the decision of purchasing and spending. In that regard, these retailers and manufacturers tend to apply techniques such as celebrity endorsement. However, it is indicated that celebrity endorsement is a familiar phenomenon or idea in the current global business environment (Chen et al., 2022; Liu et al., 2007; Osei-Frimpong et al., 2019). In addition to that, celebrity endorsement plays a significant role in the purchasing intention of consumers at large. This is very important for retailers and manufacturers to employ it extensively.

According to Chen et al. (2022), celebrities are such people who tend to get public attention and be recognized; hence, they tend to be favored/followed by a large group of people. In that case, many companies and big firms with big brands have a significant role played by celebrity endorsement, a communication tool (Beliaevaet al., 2022). It is highly recognized that celebrity endorsement is a multi-million-dollar industry in the era of competition in the world market (Chen et al., 2022).

Celebrity was first used in the 18th century, specifically in the mid-1880s during Queen Victoria's reign (Sherman, 1985). The first form of celebrity endorsement is Queen Victoria's endorsement of Cadbury chocolates (public figure). Long after Queen Victoria endorsed Cadbury, Goodwin and Co., an American tobacco manufacturer, printed baseball cards on every pack of tobacco they sold. Baseball players were featured on these cards (Cycleback.com). As a result, celebrity endorsement has changed and will continue to evolve. Unsurprisingly, Badenhausen (2013) described our culture as a "celebrity-crazed world," which is a fair assessment.

It is possible to argue that Queen Victoria's endorsement of Cadbury Chocolates was the first celebrity endorsement ever seen globally. This individual was recognized as a public personality. Apart from that, another thing happened whereby a company such as Goodwin and Cwhichwhic, an American company, engaged in tobacco-made printing of their baseball cards, which was in every single pack of the tobacco sold. These two scenarios show the trend of celebrity endorsement, and from that time up to the modern era, celebrity endorsement has been considered the critical engine for the success of big brands, and that is why Badenhausen (2013) denoted the world we live in as a "celebrity crazed world."

According to Zhang & Huang (2018), advertising is a practical concern that is separate from marketing; marketing pushes items and services to customers, whereas advertising drives customers to the product or services. Moreover, advertising is regarded as marketing goods or services to draw people's attention toward consumer purchasing behavior; celebrities appear as a prevalent promotional tactic in modern-day marketing (Jin & Ryu, 2020; Swallehe, 2021).

Several factors motivate the investigation of this research topic. It aims to investigate whether and how celebrity endorsement in commercials is practicable. This study also examined how consumers perceive celebrity endorsements in commercials as influencing their shopping decisions. Advertisements are designed to increase client awareness and stimulate attention (Arens & Weigold, 2012; Saumendra & Padhy, 2012). Celebrity endorsement is one of these powerful strategies that advertisers employ to promote a business by capitalising on the celebrity's image and recognition. Because the public considers the star a role model, the advertising becomes alive, appealing, engaging, and attention-grabbing (Arens et al., 2010).

Many companies in the market have recently adopted this new marketing strategy of celebrity endorsement to boost product sales. Endorsement is considered among the industries with multimillion amounts across the world (Biocca, worldwide point of view, it can be said marketers tend to endorse celebrities with their products and brands through an advertisement to increase customers' perceptions regarding their brand with the positive intention to influence consumer buying behaviour (Mansour & Dia, 2016).

Given the current attention on the influence of celebrity endorsement on consumer purchasing behavior, the scale of its impact needs to be adequately investigated, necessitating this study. As a result, the study tries to evaluate the influence of celebrity endorsement on customer purchase intentions. Although comparable studies have been completed (for example, Khan, (2018), Saumendra & Padhy, 2012), more research needs to be conducted on the relationship between celebrity endorsement and customer purchase behavior. As a result, the current study was designed expressly to address and fill the gap.

According to Kotler and Keller (2016), it is well-known worldwide that consumers are used to differentiating various products and services through different strategies. In that regard, emphasis is put on market strategies because of high and fierce competition from manufacturing the same products or related products in the market. Hence, it is crucial to state that businesses have sustained a competitive advantage in the world environment through ties (Halder et al., 2021). In the modern world, particularly in marketing, celebrity endorsement is often used, particularly in promotion (studies indicate that companies that use celebrity endorsement in advertising their products and services tend to attract purchasers (Carrillat & Ilicic, 2019). The argument that celebrity endorsement is eye-catching makes it easier to influence customers, mainly when there are worries among the customers about perceptions and opinions, and some seek social acceptance (Lee & Eastin, 2021).

Nevertheless, using celebrities is costly, so big firms and companies spend vast amounts of money to endorse them.

Furthermore, Nike is still willing to make huge payments as much as possible to capture these celebrities and publicly endorse their brands. However, Tantawi & Sadek (2019) contended that using celebrity endorsers tends to attract customers to purchase. Similarly, Paul & Bhakar (2018) contend that, for enforcement to get results and achieve the desired outcomes, only knowledgeable and experienced celebrities should be involved.

Studies have established that celebrity endorsement influences consumers' mindsets toward commercials and products. This may perhaps affect the improvement of product quality and result in an increase in sales. Nevertheless, Khan, M. (2018) asserts that using famous people (celebrities) for advertisement and the company's brands is not influential in persuading consumers. According to him, companies that advertise and promote their offerings without using celebrity people have at least a performance of 9.2% better than those firms or companies that use celebrities. In addition, Badenhausen (2013) suggests that companies that use animals to advertise their products tend to attain at least 21 per cent better. They are practical and persuade customers at large compared to companies that use celebrities to promote their products. Nevertheless, there is no doubt that no kind of endorsement has had the same profit as that of Nike (Kumar & Tripathi). As stated by Rai & Sharma (2013), "We live in a world where people focus a lot of their attention on other people's lives, especially celebrities; this has resulted in celebrity worship shame."

On the same view, Zhang & Huang (2018) suggested that "indeed celebrities have many things of persuading people and through that, these people form a kind of bond in their mind." Thus, through that, people tend to act like the celebrities whom the companies use to promote their products or services. They tend to imitate everything their celebrities do. In that sense, they will even support their stars by using advertised products. People tend to feel better each time and act like their celebrities. However, most of the big firms (companies) tend to hold what is known as limited control over celebrity endorsers. This is because they made them public figures aside from celebrity endorsement. Other studies found that celebrity endorsers who could advertise tend to attain more positive attitudes through advertisement and more excellent purchases than endorsers who are not (Zhang & Huang, 2018). However, Paul & Bhakar (2018) argued that there was no statistically significant difference in brand and the purchase intention of the brand, which is endorsed between celebrity and endorsements without a celebrity.

From the studies conducted on celebrity endorsement, there is agreement on the effectiveness of this form of advertising on the company's overall performance. Conversely, the survey conducted by Agrawal & Kamakura (1995) concluded that products endorsed by celebrities tend to generate higher stock returns than

those which do not. One of the critical objectives of advertising is to create awareness of the company's offerings. This being the case, celebrities perform better than non-celebrities in enhancing brand name recall (Khan, 2018; Zhang & Huang, 2018). For example, a physically attractive star paired with beautiful adverts will improve product recall. However, what counts in the advertisement is the ability to persuade the targeted consumers to purchase a product.

There has yet to be an agreement among researchers in advertising regarding the effectiveness of deploying celebrities on the performance of organizations, so this study was conducted to stimulate the debate and add to the body of knowledge, especially in developing countries. It is noted from the reviewed studies that there is a mixture of findings regarding the effectiveness and efficiency of celebrity endorsement in organizational performance. The context also matters a lot, as most reviewed studies have indicated that the developing world needs studies of this nature. The business environment between developed and developing countries differs significantly, calling for more and more studies in developing countries. It is yet to be discovered whether strategies like celebrity endorsement could work in the developing world the same way as in developed countries.

The methodology also matters, as the current study has employed a robust multivariate Regression Technique that holds other factors constant while dealing with the study's variables. This study attempted to find the answer to the research question '*What are the effects of celebrity endorsement on Consumer's purchase intention for soft drinks in Tanzania?*

2. Theoretical review of literature: Attractiveness, Credibility & Match-up Theories

Marketing usually considers the customer the most critical person in the organization (Kotler & Keller, 2016; Swallehe, 2021). In this case, therefore, the focus is always put on meeting the needs and requirements of the customers. It employs persuasion to convince customers to buy a marketed brand or product. It thrives on instilling the ad in the user's mind artistically and repetitively. An endorser is expected to play a central role in attracting the consumer's attention toward themselves and the ad. The process of engaging commercials is common practice for larger companies and fashion brands, such as in the apparel industry (Rai & Sharma, 2013). The essence of

celebrities might incur consequences on consumers relevant to their perception of the bond, their brand preferences, and their willingness to buy (Kumar & Tripathi, 2019). Before choosing a celebrity endorser, marketers need to research the product's endorser. A poor choice of celebrity can result in the ad's intended message not being communicated, resulting in the consumer's passive buying intention (Chen et al., 2021). When selecting a celebrity, the area of recognition, level of fame, marketed brand, and targeted audiences are all considered.

Those theories are constructed about the effectiveness of a celebrity in promoting a product. Source-based theories such as source credibility and source attractiveness theory can be considered. Those stipulate that celebrities control their characteristics while advertising agencies and their brand managers have no significant control. There are also management-based theories, such as the match-up and personality transfer theories. Those tackle celebrity-product congruency and celebrity activation while discarding his qualities and giving managers control over decisions (Khan, 2018; Paul & Bhakar, 2018).

The celebrity's familiarity, likeability, and proximity to the audience contribute to their attractiveness. In other words, the customer imitates his favorite star (Chen et al., 2022). Physical appearance, intellect, and charm are all factors that are taken into account. It is commonly assumed that a well-known person in society who is also attractive turns an advertisement into a memorable experience for the audience. The latter regards a celebrity's presence in an advertisement as a testimonial to the personal use of the product (Halder et al., 2021; Tantawi & Sadek, 2019).

It has been proven that various studies conducted previously, as well as the recent one based on attitude and change, indicated that the effectiveness and success of a celebrity endorsement depend on some vital determinant factors. In that regard, there are two models that help to inform research and hence reflect on the influence of celebrity endorsement. These are the credibility and source attractiveness models (Khan, 2018; Tantawi & Sadek, 2019). The purpose of these models was to study communication. Still, various scholars have recently employed them for celebrity endorsement to determine what makes a celebrity message persuasive and practical (Hani et al., 2018). A brand match-up with the celebrity is an important factor without which the other factors may lose all their significance if a celebrity endorsement is used in advertisements. Brand match-up means the celebrity's personality match-attributes should match the

endorsed brand. The more profound the product–celebrity match is, the higher the effectiveness of the message (Kennedy et al., 2021).

Although it is stated that source attractiveness, as well as source credibility, are very crucial for a person who is a celebrity to pass a message that is essential or persuasive, earlier studies stipulated that businesses should be capable of engaging most celebrities who are fit or match perfectly to the product or service they are about to endorse to others to yield an expected result (Lee & Eastin, 2021).
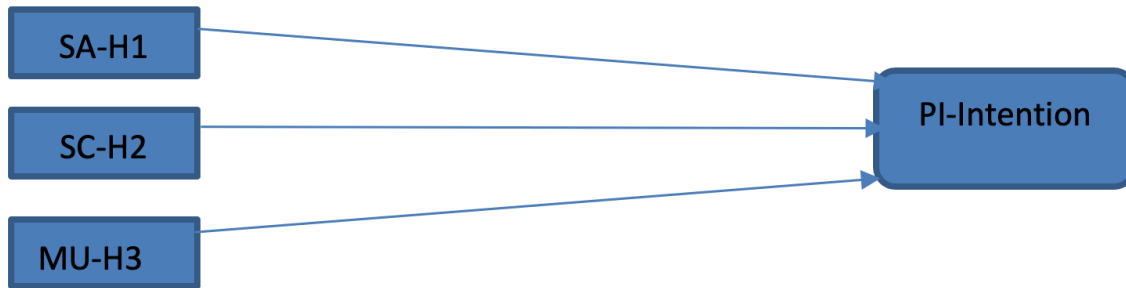
Figure 1. The Study Model. *Source: Researcher own construct 2022*

i. **Source Attractiveness**

This study hypothesized that Source Attractiveness (SA) positively affects consumers' purchase intention of soft drinks in Tanzania. Source Attractiveness is a significant factor influencing consumer conduct toward celebrity endorsement. The attractiveness of a celebrity endorser (SA) is measured using six items: (1) Celebrities in soft drinks ads are usually well-known faces; (2) Beautiful celebrities appear in soft drinks ads; (3) Attractive celebrities endorse strong brands of soft drinks; (4) Sexy celebrities are endorsed in soft drink ads; (5) Elegant celebrities appear in soft drinks commercials; and (6) Celebrities that are endorsed in soft drinks ads are classy.

ii. **Source Credibility**

Another main factor influencing consumers' conduct is their actions toward celebrity-based advertisements. The credibility of a celebrity endorser (SC) is measured using five items: (1) I believe that soft drinks endorsed by celebrities are their favorite brands; (2) I trust celebrities endorsed in soft drinks ads; (3) Celebrities are experts in this industry; (4) I trust soft drinks brands that are endorsed by celebrities; and (5) Celebrities are experienced in the Food & Beverage industry.

iii. **Match-up**

Although the two variables above are crucial, with brand match-up, the whole thing might be relevant. The attractiveness and credibility of the celebrities should match the brands to be endorsed. Here, we put forward a single question to the respondents on whether the selection of the stars in those brands (soft drinks) matches the attractiveness and credibility of the endorsers. We wanted to ascertain the effects of celebrity match-ups on consumer buying intention.

iv. **Purchase intention of consumers for soft drinks**

This variable indicates an individual's willingness to buy promptly or shortly. The intention of the consumer (PI) is measured by five items: (1) I follow on social media a brand that is endorsed by a celebrity; (2) I am willing to buy a brand that is endorsed by a celebrity; (3) Celebrity endorsers encourage my purchase decision; (4) Celebrity brands are a must-buy; and (5) I am always aware of new brands that were endorsed previously by celebrities.

3. Methodology

A cross-sectional descriptive design was used for the research. Cooper & Schindler (2003) state that a descriptive research design concerns where, when, and how much. A research design is also structured, contains investigative questions, and is a component of formal studies.

The design was appropriate because the primary goal was to investigate the relationships among variables under investigation. A cross-sectional study examines data gathered across a population to provide a snapshot of that population simultaneously. The descriptive design method should provide results—the cross-section of the people's interests. By describing the variables of the research problem, this design is expected to provide additional insight into the research problem.

A sample of 450 soft drink consumers in the country was employed in this study. According to the literature, there needs to be a clear-cut answer to what constitutes a sufficient or adequate sample (Franken & Wallen, 2000). Because the study is quantitative, the

respondents were to be adequate and reasonable. This study takes into account the appropriate sample size. The 450 respondents were chosen as a representative sample size based on the assumption that all else being equal, the larger the sample, the greater the precision. The effect size denotes the strength of the relationship between variables in the population. If all other variables are held constant, the larger the effect size, the greater the degree to which a phenomenon manifests itself (Cresswell, 2003). All data collected from the questionnaire were treated through Pearson Correlation analysis to check for significant correlation and Stepwise Multiple Regression analysis to test if they are linearly related to all three hypotheses developed as the independent variables. Finally, the researcher compared the analysis results with the theory available to conclude.

In that case, the results are described by the model, which is illustrated in the manner that

$$CBI = \beta o + \beta 1CA + \beta 2CE + \beta 3CM + e$$

Where by

- CBI = Customer Buying Intention
- βo= Constant factor
- β1CA = Celebrity attractiveness
- β2CE= Celebrity expertise
- β3CM = Celebrity match up

4. Results

Variables	Frequencies	Percentages
Gender		
Male	261	58%
Female	189	42%
Total	450	100%
Age		
18-25	77	17%
26-35	95	21%
36-50	171	38%
50+	107	24%
Total	450	100%
Education		
Secondary Education	78	17%
Tertiary Education	252	56%
Postgraduate Level	130	27%
Total	450	100%
Occupation		
Students	117	26%
Professional	220	49%
Entrepreneurs	113	25%
Total	450	100%

Table 1. Demographic characteristics of respondents

Source: Study findings 2022

The findings in Table 1 show the results on the profile of the respondents with gender; for instance, 58% of the participants were male, while 42% were female. The results imply that customers of the products are both male and female. Apart from that, the findings on the age of the respondents in the study indicate that 17% of the respondents were aged 18-25 years, 21% of the respondents were aged 26-35 years, 38% of the respondents were aged 36-50 years, and 24% of respondents were aged above 50 years. This implies that customers of soft beverages are individuals with variations in age categories. The assertion is also acknowledged by Swallehe (2021), who suggests that customers in any business consist of individuals of all age categories, from the young generation to aged individuals.

Furthermore, findings on respondents' education revealed that 18% had secondary education, 52% had tertiary education, and 30% had primary education. The results imply that consumers of different levels of education, including all the educated ones, are included. This is also acknowledged by Aczel (2002), who states that customers in any business are individuals with different categories and levels of education, including none formally educated, since they all serve as customers. Furthermore, findings on the occupation of the respondents show that 26% of the respondents were students, 9% were professionals, and 2% of the respondents were entrepreneurs.

The relationship between celebrity endorsement and consumer buying intention is well performed using

inferential analysis, including correlation and multiple regression. These variables were tested because three predicting variables were tested on customer buying intention, the dependent variable. The predicting variables identified include celebrity attractiveness, celebrity expertise, and celebrity match-up. In that case, a reliability test was performed first to determine the variables' consistency level for the current study. Table 2:-

Consistency	Cronbach Alpha
Celebrity attractiveness	0.789
Celebrity expertise	0.842
Celebrity match up	0.825
Customer buying intention	0.757

Table 2. Cronbach Alpha Test

Source: Field Data (2020)

Table 2 describes the reliability analysis results, showing that the study's variables are reliable with positive consistency. This is attributed to the alpha test's values of the coefficients that have exceeded the 0.7 requirements for reliability verification. This is acknowledged by Saunders et al. (2003) that the reliability of study variables is determined by the values of the Cronbach alpha test attaining a 0.7 level and higher.

Inferential Analysis

This was performed to describe the relationship between celebrity endorsements, representing variables tested on consumer buying intention as the dependent variable. Therefore, the overall test of the predicting variables to the dependent variable is performed using a model summary test, with Table 3 illustrating the results.

Model	R	R squared	Adjusted R Square	Standard Error of Estimate	Change statistics			Durbin– Watson
1	.756	.567	.549	43.853	.395	61.046	.000	1.571

Table 3. Model Summary

Source: Field Data (2020)

Dependent Variable: Customer buying intention

Independent Variables: Celebrity attractiveness, Celebrity expertise, and Celebrity match-up.

The study's findings in Table 3 describe the influence of all predicting variables on the dependent variable, verified through the outcome of the R^2 value. In that case, the results depict that customer buying intention through celebrity endorsement in Tanzania is influenced by celebrity attractiveness, expertise, and match-up by 56.7%. The remaining 43.3% implies that the influence is attributed to factors other than the predicting variables. On the other hand, the Durbin-Watson is 1.571, far higher than the threshold of 1, indicating that the sample for this particular study is adequate to draw a reasonable conclusion.

Correlation Analysis

Correlation is performed to show the predicting variable that possesses a more decisive influence on the dependent variable, with findings shown in Table 4.

	Customer buying intention	*Celebrity attractiveness*	*Celebrity expertise*	*Celebrity make up*
Customer buying intention	1.000			
Celebrity attractiveness	.509	1.000		
Celebrity expertise	.314	.016	1.000	
Celebrity match up	.248	.073	.002	1.000

Table 4. Correlation Analysis

Source: Field Data (2020)

Table 4 describes findings on correlation analysis showing the highest correlation between celebrity attractiveness and celebrity expertise. Since that is the concern, celebrity attractiveness substantially influences the customer's buying intention. The expert has a match-up of the celebrities. This implies that customer buying intention through celebrity endorsement is influenced mainly by celebrity attractiveness. Though the correlation is positive, the coefficient is small, meaning there is no multicollinearity.

Multiple Regressions

This is conducted to describe the influence of each predicting variable on the dependent variable and to correct the multicollinearity problem. Hence, Table 5 illustrates the findings.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
(constant)	–13.573	4.048		–1.361	.364
Celebrity attractiveness	2.263	.235	.572	expertise	.019
Celebrity expetise	1.957	.202	.544	12.263	.041
Celebrity match up	1.410	.171	.518	12.166	.037

Table 5. Multiple Regression

Source: Field Data (2020)

The results in Table 5 show findings on multiple regression analysis, which reveal that all predicting variables are positive and possess a significant outcome on customer buying intention (p<0.05). The results imply that customer buying intention through celebrity endorsement is influenced positively by celebrity attractiveness, celebrity expertise, and celebrity match-up. Furthermore, with such an outcome, this study had no problem with multicollinearity.

5. Discussion

The results show that celebrity endorsement positively influences customer buying intention since all predicting variables are positive, with a significant outcome on the dependent variable. The implication is that celebrity endorsement ultimately facilitates customer buying intention through celebrity endorsement, celebrity attractiveness, celebrity expertise, and celebrity makeup. This is also supported by Chen et al. (2022), who stated that stars have considerable significance in facilitating customers′ intention to purchase soft drinks in Tanzania.

The level of attraction of the celebrity itself facilitates this nicely. Those possessing more considerable significance to the public and society are well utilized in adverts; they attract and influence significant buying intention for the products and services. Apart from that, Lee & Eastin (2021) suggest that some celebrities possess good attractiveness and expertise in several encounters, including advertising, and they become helpful in promoting business brands to maximise the gains of both the entity and personnel, which automatically fosters customers to buy the products and/or services provided.

This study provides exciting results to be discussed. All three hypotheses were accepted. Celebrity endorser attractiveness positively affects consumer recall in line with H1. People tend to recall advertisements with celebrities due to their elegance, classiness, notoriety, and beauty. Marketers usually choose beautiful stars to appear in product ads. In Tanzania's soft drinks sub-industry, companies use well-known stars to promote the products. These stars are like role models to many customers, ultimately influencing their purchase intention of soft drinks. The findings reveal that what is taking place elsewhere, the country is not an Ireland. Celebrity endorser attractiveness does not significantly affect consumers' purchase intention, contradicting H2. The latter might be because the new society trusts some soft drink brands, not their celebrity endorsers. People followed the ad to gaze at celebrities, not the promoted brands. Then, one might consider other factors to mediate that relationship, such as brand preference and celebrity endorser credibility, which positively affect recall (in line with H3) and purchase intention (in line with H4). The Tanzanian soft drinks sub-industry findings revealed further that customers consider elements such as honesty, trustworthiness, and experience of the individual endorsers in their promotion. The celebrity endorser's fame and esteem incite consumers' willingness to buy the promoted soft drink brands. Both local and overseas endorsers hugely dominate the markets. Their attractiveness and credibility positively influence ad recall. Purchasing intention is motivated mainly by the credibility of the celebrity endorser. It has been proven by various studies that were conducted previously and the recent one based on attitude and change that the effectiveness and success of a celebrity endorsement depend on some vital determinant factors (see, for example, Aw &

Labrecque, 2020; Jin & Ryu, 2020; Mansour & Dia, 2016; Paul & Bhaker, 2018; Zhang & Huang, 2018).

The current study is consistent with the findings of previous studies in terms of the models used to explain the association between celebrity endorsement and customer purchase intention. In this regard, two models may guide our research and reflect on celebrity endorsement's impact. These are the models of credibility and source attractiveness (McCracken, 2005; Khan, 2018). The goal of these models was to research communication. Nonetheless, some scholars have lately used them for celebrity endorsement to establish what makes a celebrity message convincing and practical (Hani et al., 2018). If a celebrity endorsement is employed in commercials, a brand match-up with the celebrity is a vital aspect without which the other factors may lose all their relevance. The attractiveness of the star is key in attracting customers to purchase a soft drink brand, but it cannot stand alone in this endeavor (Aw & Labrecque, 2020; Jin & Ryu, 2020; Helder et al., 2021; Tantawi & Sadeki, 2019). A more interesting finding from the current study is that even small and medium-sized enterprises (SMEs) utilize this marketing technique. These establishments are utilising the services celebrities offer on their social media platforms, such as Twitter, Instagram, and Facebook, to mention a few. The findings support previous works, for example, Bergkvist & Zhou (2016), Liu et al. (2019), and Chan & Zhang (2019).

Another thing to note from the findings is that celebrity attractiveness is key in creating purchase intention among soft drink customers. The variable seemed to have more weight in explaining the variance in the customer's purchase intention. The findings support the works of other researchers, such as Paul & Bhaker (2018), who found that celebrity attractiveness accounts for more variance than the other variables, such as celebrity expertise and match-up. The finding is not to imply that the other variables are not important. However, they do account for low weight when compared to celebrity attractiveness in explaining the variance in the purchase intention of soft drinks in Tanzania.

6.   Conclusion   and   policy implications

Celebrity endorsement is an effective and efficient strategy for ensuring consumer buying intention in business entities. It assures the generation of several gains for the business as a company, which guarantees growth and development. Since that is the case, the strategy needs to be calculative in assessing cost and benefit analysis and thorough assessment to ensure success in reaching the expected outcomes. It is undoubtedly a fact that once the strategy fails to attain the desired goal(s) and objective(s), it implies a severe loss to the business and/or organization since the process is expensive and high cost. Therefore, measures must be taken to ensure the strategy is effective once employed.

In that regard, with the relevance of celebrity endorsement towards consumer buying intention for soft drinks, the study recommends that the strategy should only be employed at certain times, not frequently. This strategy effectively captures the quick market on specific quick and fast encounters. Therefore, it should be conducted strategically, focusing on short-term opportunities to maximize all the gains and enjoy super profits in relatively short encounters. Hence, it should be noted that the strategy is for something other than a daily undertaking.

The study also recommends that essential cost and benefit analysis be thoroughly completed and not partially executed to ensure gain maximization and not loss. This is important because the strategy drains lots of resources from the company, providing gains for the company to benefit from huge profits.

6.1. Limitations and areas for further studies

The current study employed a cross-sectional design and collected data from customers of soft drinks in Tanzania. This study provides valuable insights regarding the effects of celebrity endorsement on consumer purchase intention.

However, our study has some limitations. One apparent limitation of our research is that it adopted a cross-sectional design using a semi-structured questionnaire to collect data from the respondents. Celebrity endorsement is a dynamic process that differs significantly in its implementation from country to country and company to company. Hence, different conclusions may be reached when a longitudinal approach and other methodologies are used. Nonetheless, the benefits of deploying celebrity endorsement are various across the country in all industries. Adopting the phenomenon should be guided by the research conducted; otherwise, the costs incurred would not be justified. Therefore, future studies should look at larger samples and use different methodologies from the one used in this study. Nevertheless, future studies should examine the critical success factors for the practical application of celebrity

endorsers for small and medium-sized organizations, especially in developing countries. Moreover, researchers should also investigate the determinants for adopting celebrity endorsement for organizations. It should be noted that the researchers' appetite to explore this area is almost nonexistent, as the findings we report in many of the studies are too old. Future researchers should try to create a balance between studying another area, such as social media marketing, and celebrity endorsements. The literature on celebrity endorsement looks flimsy and outdated, requiring researchers to investigate it from different angles. We should expect more studies from developing and emerging economies as the contextual issues are different. Having emerging celebrities regarded as heroes and role models in these societies would benefit both society and organizations.

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Declarations