

Effect of Athlete Expertise On Brand Endorsement in Manufacturing Companies in Kenya Anthony Juma Wagoki¹.

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Abstract

Despite the widespread use of athletes as product or brand endorsers, there is a relative lack of published research that investigates the influence these athletes may have on a target market particularly in Kenya. The study has global implications as our athletes have been known world champions for along time. This study therefore looks at the effect of athlete expertise on product endorsement among manufacturing firms in Kenya. The study employs a cross sectional survey research design. The target population is comprised of all the marketing officers in the 625 manufacturing firms in Kenya. A sample of 166 respondents is drawn from the target population to participate in the study. Simple random sampling is used to select 166 firms to take part in the research. The study uses structured questionnaires that are distributed to the 166 marketing officers. The questionnaire was pilot tested before commencing data collection to help in removing errors and enhance clarity. The questionnaire was further tested for validity and reliability. Data collected was analyzed using Statistical Package for Social Sciences (SPSS) version 24. Analysis was done using both descriptive and inferential statistics. Descriptive statistics were used in the form of percentages, frequencies, standard deviation and mean scores. Pearson correlation coefficient was used to test for the relationship between variables. Multiple regression analysis was also used to fit the regression model and to test the study's hypothesis. Analysis of findings indicated that athlete expertise has a significant effect on brand endorsement in manufacturing firms in Kenya. The study therefore concluded that athlete expertise has a significant role in brand endorsement as a marketing strategy. It was therefore recommended that manufacturing firms be careful when selecting endorsers for products with an aim of maximizing the value of endorsement by having athletes with high expertise level.

Keyword: Athlete, Brand Endorsement, expertise, celebrity, marketing