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Editor's Desk

When the level of discourse in the media falls to the level of calling names and hurling invectives, media forfeits the right to be the custodian of public opinion. Media enjoys a holy cow status by virtue of the role it is expected to play in the political and social space of a country. Normative mass Communication theories speak at length of the democratic and social responsibility of the media. For this reason, democratic countries grant immunity to either media professionals or to media houses against harassment/intrusion by the executive arm of the state.

In India, it has been enshrined in the core part of the Constitution as a fundamental right of the citizens. As long as India fought for its independence from foreign rule, media fulfilled this expectation by discharging its responsibility towards the citizens. But, as independent India walked the development highway, these commitments were at times met and at times unmet. The post 1990 liberalized India saw the mushroom growth of TV channels along with the rise in the temperature of competition between them for the highest number of eye-balls.

The demands of media economics urged media managers to bid goodbye to many journalistic ethics to be one up in breaking news and sustaining audience attention. Media stories suffered to the extent of looking like fictive stories, high on drama and spectacle but low on content. Journalism abandoned all pretensions to discharging its social responsibility when one news channel turned its news hour into a high decibel noise session with the semblance of a street fight or a cockfight. It pulled crowds and polarized them with each group baying for blood like in a Roman gladiator combat. Short of punching his opponents in the face, the news anchor resorted to all the offensive moves in his fighting repertoire. Media audiences who looked for news in these gladiatorial newscasts were disappointed and gradually drifted away. But the mass of the unsuspecting audiences was made to mistake this skullduggery for news.

In such a scenario in which media serves no other interest but its own, it is hard to defend the right of the media to go scot-free for its various acts of omission and commission and regulators need to pull up media organizations for such acts of omission and commission...

(Ravi K. Dhar)

EFFICACY OF CELEBRITIES AS BEHAVIOURAL INFLUENCE MODELS IN THE FIGHT AGAINST MALARIA IN TANZANIA

Kahenga Daichi* Eno Akpabio**

Since the launch of the "Malaria Haikubaliki" campaign in 2010, little if any attention has been given to assessing the efficacy of celebrity endorsement in achieving the campaign's overarching objectives. The main objective of this study was to assess the component of the campaign that involved the use of celebrities. Using multi-stage cluster sampling, 197 participants were randomly selected in the three regions of Dar es Salaam City; namely Kinondoni, Ilala and Temeke. The findings of this study indicate that a majority of the respondents had positive perceptions and attitudes towards celebrities used in the "Malaria Haikubaliki" campaign and this had positive impact on their adoption of the behaviour in the anti-malaria message.

Keywords: Tanzania, Malaria, Haikubaliki, Campaign, Celebrities, Endorsement, Behaviour.

Malaria is the leading cause of death among Tanzanians, with 14-18 million cases recorded yearly and fatalities of 100,000-120,000, which include 70,000-80,000 children under the age of five (Daily News, 2010). The forty-nine odd million Tanzanians are at risk with the estimated malaria cases put at 8.2 million (Malaria No More Tanzania, 2015). Concerted efforts have been made in the past to contain the scourge of malaria, the latest being the Zinduka! Malaria Haikubaliki (Wake Up! Malaria is unacceptable) campaign which was launched in 2010 with an anthem and a nationally broadcast concert. This campaign used a combination of well-known public figures such as former President Jakaya Kikwete, the former first lady, Salma Kikwete and celebrities – Barnaba, Ditto, Professor Jay, Mwasiti Almasi etc. – the media – Night Watch TV – and radio messages (Staub, 2012; Malaria No More Tanzania, 2015). The music and technology components of the campaign involved downloading the newly released mZinduka! song – which features some of Tanzania's top musicians – (hence) listeners also get the opportunity to receive, respond to and engage with Tanzania's top malaria spokespeople via informative texts, automated calls from pop stars, quizzes and more (Malaria No More Tanzania, 2015). Celebrated performers from the Tanzania House of Talent also visit schools to create awareness about malaria prevention among students through theatre, music and dance (Malaria No More Tanzania, 2015). The main intention in all these is to remind Tanzanians to use mosquito nets every night when they go to bed (Staub, 2012; Malaria No More Tanzania, 2015). The results have been encouraging. The campaign has helped to change the way Tanzanians think about Malaria (Staub, 2012). In addition, a year after the campaign launch, close to half of the population (40%) recognized the Zinduka brand (Malaria No More Tanzania,

2015). This site also reports that by 2013, fifty per cent had listened to the radio programme, 100 per cent visited health facilities if they experienced symptoms of malaria and a majority of children (94%) slept under a mosquito net. These evaluations were not disaggregated to indicate which components of the campaign produced which results. The present study focus solely on the Zinduka! Malaria Haikubaliki campaign's use of celebrities given the variable findings in the literature on celebrity endorsers' effectiveness in bringing about attitudinal change that has informed calls for more studies (Bryne & Breen, 2003; Momeni, 2010). The main objective of this study was to assess the extent to which the use of celebrities has actually led to the achievement of Zinduka! Malaria Haikubaliki campaign objectives. As a consequence, the following research questions guided the study:

RQ1: What constitutes the perceptions and attitudes of the target audience to celebrities featured as behavioural influence role models in the Malaria Haikubaliki campaign?

RQ2: Does celebrity endorsement in the Malaria Haikubaliki campaign positively impact adoption of malaria prevention and control strategies?

I. Review of Literature

Effectiveness of Public Communication Campaigns

The goal of public communication campaigns is to make the

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audience exposed to the message enact the suggested behaviour. Atkin and Rice (2013), for instance, posit that public communication campaigns encompass strategies for producing effects on knowledge, attitudes and behaviour across a variety of domains including political, social, environment and health outcomes. Definition of communication campaigns typically specify the following components: Purposive attempts to inform, persuade or motivate behaviour change in relatively well-defined and large audiences, generally for non-commercial benefits to the individuals and/or society at large, within a given time period, by means of organised communication activities involving mass and online or interactive media, and often complemented by interpersonal support (Rice, 2009). It is arguable that public communication and public information campaigns are one and the same thing (Tench & Yeomans, 2006). There are two type of media campaigns in communication or public relations: The individual behaviour change and public will campaign. The campaigns that fall under the individual change are anti-smoking, seatbelt usage and social marketing that strive to change individual behaviour that lead to social problems or improve individual or social wellbeing while the campaigns that fall under the public will include childcare, parenting as well as healthcare campaigns (Tench & Yeomans, 2006).

Coffman (2002) is of the view that many well-known campaigns are concerned with public health; for example, anti-smoking, and are instigated by government ministries or departments that deal with health issues. The public will campaigns bring social issues to public attention, to influence awareness or knowledge. These are mostly done through news media advocacy and community mobilisation strategies. Public relations in the form of media relations, he notes, plays an important role.

Brannstrom and Lindblad (1994), for instance, investigated the extent to which five years of exposure to news media messages affected the health of 16-80 year olds in an intervention area in Sweden. They found that gender and social class were significant in recalling messages and ordinary people who delivered messages were seen as exemplars. Pinkleton, Weintraub, Cohen, Miller, and Fitzgerald (2007) studied the effectiveness of a media literacy curriculum on tobacco use among 723 adolescents. They found that media literacy had a positive effect on reflective thinking about tobacco use, whether or not the participants had smoked tobacco.

Aborns and Maibach's (2008) research on effectiveness of mass communication in bringing about change in behaviour provide an overview of the ways in which mass communications can be used to promote beneficial changes

among members of a given population. They recommend that in order to have the greatest possible beneficial influence, public health programme planners should assess opportunities to use media to target both people and places in a manner that complements and extends other investments being made in population health enhancement.

Salmon and Murray-Johnson (2012) make distinctions between various types of campaign effectiveness: Definitional effectiveness (for example, getting social phenomenon defined as a social problem or elevating it on the public agenda), contextual effectiveness (for example, impact within particular contexts such as education vs enforcement vs. engineering), cost effectiveness comparison and programmatic effectiveness (for instance, testing campaign outcomes relative to stated goals and objectives) etcetera . They further note that campaign effectiveness is increasingly defined using relative rather than absolute standards. For example, a campaign may be deemed "effective" if it attains the objectives set by its planners.

Dorfman, Ervice and Woodruff (2002) assert that communication campaigns are like icebergs, partly visible and mostly hidden. The most visible part is likely to be the media's news coverage, advertising, pamphlets, other promotional materials and may, in fact, be much smaller in scope than either the work that it took to create them or its other non-communication aspects.

Atkin and Rice (2013) are of the view that public communication campaigns have attained modest rather than strong impact, notably in the health domain, arguing that it could partially be due to meagre dissemination budgets, unsophisticated application of theory and models, and poorly conceived approaches. They conclude that, more generally, the degree of campaign success can be improved via greater diversification of pathways, products, incentives and channels beyond the conventionally used approaches.

Communication campaigns do differ, thus making it difficult to generally assess their effectiveness (Dorfman, Ervice & Woodruff, 2002). Public communication campaigns also differ from one another depending on where they fall on the continuum of purpose, scope and maturity and this variation is tremendous and may change over time even within a single campaign (Dorfman et al., 2002).

Celebrity Endorsements

Going by the view that an unconventional approach may be the best pathway for efficacious public communication campaigns; could celebrity endorsement be the answer? According to Balakrishnan and Shalini (2011), celebrities have been used to promote a wide variety of brands, globally.

The pattern of celebrities endorsing brands has been steadily increasing over the past few years. Marketers overtly acknowledge the power of celebrities in influencing consumer purchase decisions. However, it is, and ubiquitously so, a fact that celebrity endorsement can bestow special attributes upon a product or service that it may have lacked (Balakrishnan & Shalini, 2011).

MacInnis, Priester and Park (2009) posit that consumers appropriate brand meanings from celebrity endorsement to construct their self-concepts. This study on celebrity endorsement showed that consumers report higher self-brand connections for brands with images of celebrities that they aspire to be like, particularly in the cases when the image of the celebrity and the brand match. MacInnis et al. further argue that celebrity endorsement effects are moderated by brand symbolism, such that brands that communicate something about the user yield stronger effects than brands that do not. MacInnis et al. (2009) found that for consumers with active self-enhancement goals, the effects of celebrity endorsement on self-brand connection is stronger; both are more positive in the aspirational celebrity condition, compared to consumers who do not have active self enhancement goals.

Veen (2004) notes that celebrity endorsement does work and that consumers do respond to an endorsement of a product by a celebrity. The act of associating the product with a well-known individual acts to increase positive views of consumers. However, celebrity endorsement is a high risk and high-reward strategy. Celebrities may lose their public appeal or do something that undermines the endorsement. He concludes that it is, therefore, necessary for both the brand owner and endorser to be clear about the objectives of the endorsement, risks and the needs of both parties in the deal.

Momeni (2010) argues that the use of a celebrity in advertising impacts brand attitude and purchase intentions of consumers positively. He is also of the view that celebrity endorsement has a strong effect on consumers' memory and learning. Most consumers are not in a purchasing situation when they encounter the brand message, so marketers use celebrity endorsement in order to aid better storage of information in consumers' minds so that they can easily remember and eventually purchase the product. In the same vein, Lui and Fang (2007) note that a successful endorser strategy can enhance the level of consumers' recall of product information. The endorser reinforces consumers' brand recognition abilities, attitude to low-involved products and even enhances purchase intention and preference.

Dix (2009) investigated how sports celebrities perceived as role models exert an influence on young adult consumers'

purchase behaviours. The findings indicate that athlete role model endorsers have a positive influence on young adults' product switching behaviour, compliant behaviour, positive word-of mouth behaviour and brand loyalty. Dix's study on sports celebrity influence provides useful insight into the influence of athlete endorsers on young adults and suggests that athletes should be considered as appropriate and influential spokespersons for brands.

Dix (2009), however, acknowledges that despite the widespread use of celebrity endorsers, there are a number of differing views on the effectiveness of sports celebrity endorsers in advertising. Some scholars have reported negative or no effect. Miciak and Shanklin (1994) note that only one in five commercials using celebrity endorsers lived up to the sponsor's expectations. Schaefer and Keillor (1997) posit that, although the use of celebrity endorsers is a good foundation for effective advertisements, it does not significantly influence consumers' attitude and behaviour.

Eltom (2006) examined the effect that celebrity endorsement has on brands and its potential effects on consumers' purchasing behaviour. The researcher specifically examined celebrity-endorsed fragrances in comparison to premium fragrance brands. The results of the study revealed that a majority of consumers purchased only celebrity-endorsed fragrances. In sharp contrast, Momeni's (2010) study indicated that there was a distinct preference for consuming premium branded fragrances over celebrity-endorsed fragrances due to the fact that consumers considered celebrity endorsed fragrances to be lacking in credibility. The concept of celebrity endorsement is not effective in fragrances when consumers are highly involved because they view perfumes as something personal and do not want it to be associated with a celebrity.

Eltom (2006) further notes that celebrities are brands in themselves, and in recent years, the number of celebrities that have launched fragrances in their names have increased. Many celebrities see the multibillion dollar fragrance market as a lucrative way to expand their already famed brand names. Celebrities that were formerly associated with the music industry or/and film industry are extending their presence into the consumer market, particularly the fragrance market. The scents are marketed with the celebrity's name being the selling point. In Eltom's view, celebrities are taking full advantage of their fame whilst it lasts, and therefore want consumers to listen to their music, watch their movies, and buy garments from their latest launched clothing line and indulge their latest signature perfumes.

Others scholars like Till and Busler (2000) examined the relationship between the match of the product or service

offering and the celebrity endorser. The match-up hypothesis posits that the message of the celebrity endorser, image and the offering must be congruent in order to be effective (Kamins, 1990). This congruence is essential to ensure that consumers remember the product instead of only the celebrity. In fact, research confirms that if there is no relationship between the celebrity and the product, consumers will remember celebrities rather than the product (Kamins, 1990).

Misra and Beatty (1990) are of the view that spokesperson-brand congruence match-up entails that the highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand. According to Kamins (1990), there is a necessity for the existence of a meaningful relationship between the celebrity, the target market and the product. According to Evans (1988), in the absence of a distinct and specific relationship between the product and the celebrities, celebrities suck the life blood of the product dry - the vampire effect.

It is arguable that genuine support is a relevant criterion for endorser effectiveness. Genuine support increases the audience's credibility perceptions (Magnini, Honeycutt & Cross, 2007) and they, thus, perceive authenticity in the celebrity endorser. This authenticity is related to the support of the celebrity for the product s/he endorses. Not only is this support important in front of the camera, but also in the lifestyle of the celebrity (Magnini et al., 2007), as this will likely motivate consumers to become frequent users of the product or service.

Byrne and Breen (2003) studied the process of transference of celebrity images to the product's image by examining the usage of celebrity endorsement in the formation of the retail image of a leading European grocery distribution group. The analysis relates to a field research of consumers and interviews with advertising agency personnel who had identified the criterion for the choice of a celebrity. The extent to which the market place recognises and consumers associate themselves with the image of a celebrity endorser was explored. The findings revealed that attitudes towards celebrity endorsement have no significant effect on purchase intention.

To Erdogan (2001), the threats occasioned by proliferation of products, competition and technology can be eased with the use of celebrity endorsement. Celebrities can help focus and maintain consumers' attention to advertisements. Celebrities are, according to Erdogan (1999), a powerful device when one wants to enter foreign markets and there are also potential hazards when using celebrities in marketing campaigns. The benefits can be turned into problems if a celebrity suddenly changes his or her image, drops in popularity, gets into a

situation of moral turpitude or loses credibility due to over endorsing. Some of the most difficult problems with global marketing are centred on cultural roadblocks, such as time, space, language, relationships, power, risk, masculinity and femininity (Bergstrom & Skarfstad, 2004).

Chasosa (2012) discusses celebrity endorsement in the Tanzanian context. He argues that celebrity endorsement in Tanzania is at an embryonic stage; therefore, cultural factors, among others should be considered. He further posits that not all products and companies need celebrities; and when using celebrity endorsement, it needs to be undertaken in a careful and cautious manner, especially, when it is incorporated into a communication strategy. Challenges still remain; finding the appropriate celebrity endorser, examining the celebrity persona, expertise and the culture of a particular place.

From the review of the literature, it is clear that the impact of celebrity endorsement on behavioural change is ambiguous. The reasons for ambiguity in the research findings are attributable to divergences between the message being communicated and the technique itself (celebrity endorsement). It is for this reason that scholars have called for further studies on its various perspectives (Byrne & Breen, 2003; Momeni, 2010). This study is, but one way of attempting to fill this gap.

II. Research Design and Methods

The study employed the survey design because the research attempts to describe or document current conditions (Wimmer & Dominick, 2006) which, in this instance, is the use of celebrity endorsements in a campaign; and determine whether this can lead to change in behaviour. This study was done in Dar es Salaam, Tanzania. Dar es Salaam is one of the 27 administrative regions of the United Republic of Tanzania. It is made up of three districts, namely, Ilala (centre), Temeke (south) and Kinondoni (north). The districts are made up of divisions, which are further divided into wards. Wards are divided into villages in the case of rural areas and streets in the case of urban areas. The villages are further divided into hamlets which are the smallest units (Dar es Salaam City Council, 2013). Dar es Salaam has a unique status, being a major City in Tanzania and the centre of government administration, industry, commerce and banking activities (Dar es Salaam City Council, 2013).

Population and Sample

The population of this study consisted of all individuals resident in Dar es Salaam City. According to Tanzanian Bureau of Standards (2012), the population of Dar-es-Salaam is 4,364,541. In this study, the sampling design that was used is multistage (clustering). Cluster sampling is ideal when it is

impossible or impractical to compile a list of elements composing the population (Wimmer & Dominick, 2006). Through the use of cluster sampling, areas, streets, houses in the three regions in Dar es Salaam City; namely Kinondoni, Ilala and Temeke were randomly chosen. The sampling method was also used to pick the study's respondents from each residence. In each region, 67 copies of the study questionnaire were administered thus making a total of 201 respondents.

Study Instrument

The main data collection method was the questionnaire. This enabled the researchers to solicit information on individuals' attitudes towards celebrity endorsements in the context of the "Malaria Haikubaliki" campaign. The questionnaire items included questions about facts, (baseline data such as the demographic information which incorporate age, gender, education as well as the socio-economic status of respondents) and attitude towards the campaign. Those who were willing to participate in the study also completed the consent form.

Due to having multiple Likert questions in a questionnaire that forms a scale, the researchers used Cronbach's alpha to measure the internal consistency ("reliability") of the questionnaire items so as to determine whether or not the scale is reliable. The questionnaire was piloted on samples that represented the target population as closely as possible. This provided an opportunity to determine the extent to which the instrument covered the intended ground to be explored and conveyed the intended meaning to the respondents. The pre-test was conducted in Sinza Ward, Kinondoni District. Copies of the questionnaire were administered to 15 randomly selected individuals. The main goal of the pre-test was to determine from their responses if the items were clear, consistent, and unambiguous and could be answered accurately.

Six questions were devised to measure whether the use of celebrities called attention of people towards the 'Malaria Haikubaliki' campaign and whether the use of celebrities in the campaign helped to influence the behaviour of the target population. The questions were set into 5-point Likert scale from "strongly agree" to "strongly disagree". In order to determine whether these items in the questionnaire were reliable and would accurately measure the same latent variable, a Cronbach's alpha was run on Statistical Package for Social Sciences (SPSS/PASW). In the measurement, both raw variable columns and the standardised columns were used. The output had an overall raw alpha of 0.79 and the standardised alpha of 0.808 respectively. This measure is acceptable considering that 0.70 is the cut-off value for being acceptable (Cronbach, 1951). Given this process, the study

was able to produce an improved and reliable construct.

The analysis was based on the data extracted from 197 copies of the study's questionnaire out of 201 that were administered. Thus, the response rate was 97%. The majority of the studied population were females. More than three quarters of the study's respondents were between the ages of 16 and 31. Most were secondary school leavers (33.1%) and earned below 1,000,000/= Tsh per month (76.2%). [See Table 1]

Respondents' Attitudes towards Celebrities in the "Malaria Haikubaliki" Campaign

The study investigated the perceptions and attitudes of the target audience towards celebrities featured as role models in the "Malaria Haikubaliki" Campaign. A majority of respondents (63.9%) indicated that the use of celebrities was in order, made them pay attention to the campaign message (59.7%) and was quite an effective strategy (63%). [See Tables 2, 3 and 4].

III. Results & Discussion

The findings of this study indicate that a majority of the respondents paid attention to the "Malaria Haikubaliki" campaign as a result of the involvement of celebrities, which is its *raison d'être* for the use of this approach (Coffman, 2002). The campaign itself falls under the public will variety that is intended to improve health and general wellbeing (Tench & Yeomans, 2006). The use of a variety of strategies such as an anthem and a nationally-broadcast concert, theatre, music and dance as well as public figures and celebrities etc. is in line with the view that diversification of pathways is a guarantee of campaign success (Atkin & Rice, 2013). However, the public visibility of the "Malaria Haikubaliki" campaign belies the work that goes into this and other campaigns (Dorfman, Ervice & Woodruff, 2002). In other words, the creativity and innovative strategies deployed in this campaign move it away from charges of limited funding, poor use of extant theories and models and poor execution which is seen as the bane of unsuccessful public communication campaigns (Atkin & Rice, 2013).

That respondents had positive perceptions and attitudes towards the "Malaria Haikubaliki" campaign means that it met the entire gamut of campaign effectiveness criteria – definitional, contextual, cost, and programmatic, in addition to achieving its stated objectives (Aborns & Maibach, 2008; Pinkleton, et al., 2007; Salmon & Murray-Johnson, 2012). It can also be assumed that it was relatively easier to break through the barriers that are intrinsic among the target population in relation to the adoption of new behaviour (Erdogan, 2001). These barriers include readiness to accept change and the individuals' belief system embedded in the

institutionalised routines and ones' practices. These are precisely the sort of barriers that deploying celebrities can assist in overcoming by conferring special status upon such activities thus breaking through ad clutter and ensuring that attention is paid to the message (Balakrishnan & Shalini, 2011; Lui & Fang, 2007; Momeni, 2010; Veen, 2004).

This line of argument is supported by various scholars. Dix (2009), for instance, investigated how sports celebrities could be perceived as role models that exert an influence on young adult consumers' purchase behaviour. Dix's (2009) findings indicated that teenagers were positively influenced by the messages endorsed by athlete role models. Same also applies to fragrances, with celebrity endorsement making the difference (Eltom, 2006). While it is true that consumers display high involvement in making fragrance purchase decision, hence Momeni's (2010) findings that report the opposite effect more so as respondents view celebrity-endorsed fragrances as lacking credibility, no such negative effect was observed in this study.

Perhaps one reason for the effectiveness of the campaign under study is the fact that the celebrities and the target audience are in the same boat – the scourge of malaria – hence perception of genuine support of the celebrities towards the campaign (Magnini et al., 2007). As a consequence, the vampire effect (Evans, 1988) by which celebrities overshadow the message and render same ineffective did not hold sway in this instance. In other words, there was a match-up between the celebrities that endorsed the campaign and campaign's core message, which is seen as an ingredient for success in the use of this approach (Evans, 1998; Kamins, 1990; Misra & Beatty, 1990; Till & Busler, 2000).

IV. Conclusion

This study probed the perceptions and attitudes of the target audience to celebrities featured as role models in the "Malaria Haikubaliki" campaign. In this regard, a majority of respondents expressed positive attitudes and perceptions. In terms of the impact of celebrity endorsement on malaria prevention and control strategies, the results suggested that celebrity endorsement in the "Malaria Haikubaliki" campaign positively impacts the adoption of malaria prevention and control strategies. Considering the objectives of this study, it can be asserted that celebrities in the "Malaria Haikubaliki" campaign are perceived positively by a majority of Tanzanians and thus elicit behavioural change as per the intention of the campaign promoters.

As regards to managerial implications, sponsors of behavioural change campaign would do well to assess whether or not celebrity endorsement has any appeal among

the target population and would not elicit the vampire effect before subscribing to it. This assessment should be regarded as a feasibility study which will assist in effective campaign planning.

Additionally, there should not be a divergence between the celebrity and message endorsed. Sponsors of behavioural change campaign must take cognizance of the celebrity's persona. For instance, the image of a given celebrity in terms of how s/he has been perceived by the audience may affect his/her role in the campaigns. This is to assert that if the image of the given celebrity is tarnished, it may have a negative impact on the message endorsed.

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Table 1: Demographic Characteristics of Respondents.

Demographic Attributes	N	%
Gender		
Female	107	54.8
Male	88	45.2
Sub-total	195	100%
Age		
16-23 years	70	36.1
24-31 years	73	37.6
32-39 years	28	14.4
40-47 years	17	8.8
48-55 years	3	1.6
56 years and above	3	1.6
Sub-total	194	100%
Income (Monthly Tsh)		
Below 1,000,000	141	76.2
1,000,001 – 5,000,000	35	18.9
5,000,001 – 10,000,000	6	3.2
Over 10,000,000	3	1.7
Sub-total	185	100%
Level of Education		
Primary School	32	16.6
Secondary School	64	33.1
A-Level/Teacher Grade II	21	10.9
Post-Secondary Certificate	34	17.6
Diploma	15	7.8
Degree	20	10.3
Higher Degree	7	3.7
Sub-total	193	100%
Occupation		
Student	52	27.7
Business Persons	48	25.5
Public Service Employee	24	12.8
Private Sector Employee	43	22.9
Homemaker	21	11.1
Sub-total	188	100%

Table 2: Impact of Celebrities on Respondents' level of Attention to the "Malaria Haikubaliki" Campaign.

Statement	Level of Agreement	Frequency	Percent	Percent in aggregate
Celebrities and Attention to the Malaria 'Haikubaliki'	Strongly Agree	71	36.0%	Aggregate value of positive attitudes 63.9%
	Agree	55	27.9%	

Campaign	Neutral	45	22.8%	Aggregate value of negative attitudes 12.2%
	Disagree	15	7.6%	
	Strongly Disagree	9	4.6%	
Total		195	99.0%	99.0%

Table 3: Opinions on the use of Celebrities to Endorse the Message of "Malaria Haikubaliki" Campaign.

Statement	Level of Agreement	Frequency	Percent	Percent in aggregate
No purpose served by using celebrity to endorse the message of the campaign	Strongly Agree	35	17.8%	Aggregate value of negative opinions 33.6%
	Agree	31	15.7%	
	Neutral	31	15.7%	Aggregate value of positive opinions 59.7%
	Disagree	42	21.3%	
	Strongly Disagree	56	28.4%	
Total		195	99.0%	99.0%

Table 4: Efficacy of Celebrity Endorsement.

Statement	Level of Agreement	Frequency	Percent	Percent in aggregate
The use of celebrities made me adopt the messages contained in the campaign	Strongly Agree	64	32.5%	Aggregate value of efficacy 63%
	Agree	60	30.5%	
	Neutral	45	22.8%	Aggregate value of inefficiency 12.7%
	Disagree	13	6.6%	
	Strongly Disagree	12	6.1%	
Total		194	98.5%	98.5%

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