ASHESI UNIVERSITY COLLEGE

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR IN THE GHANAIAN FASHION INDUSTRY

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Ashesi University College.
In partial fulfillment of the requirements for the award of Bachelor of Science degree in Business Administration

BY

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DECLARATION

I hereby declare that this dissertation is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: .....

Candidate's Name: …….....

Date:.....

I hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by Ashesi University College.

Supervisor's Signature: .....……

Supervisor's Name: .....

Date: .....

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ABSTRACT

This research paper explores the influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry. The objective of the research is to assess the effects of celebrity endorsement and give recommendations to Ghanaian fashion companies about how they can effectively use it. The study's population consists of all female students of three universities: Ashesi University, Wisconsin University and University of Ghana; out of which a sample of 156 was selected through convenience sampling technique. The study involved both primary and secondary research. Secondary research comprised critical review of past literature on celebrity endorsement and consumer buying behavior. The primary research involved the administration of questionnaires. Data was analyzed by using R statistical tool and Microsoft Excel.

The study established that celebrity expertise, celebrity attractiveness and celebrity credibility have a positive effect on consumer buying behavior. The study finally recommended cosmetic companies about how they should find out the kind of celebrities that their target customers prefer. For instance respondents declared that actors and actresses, sport starts and musicians are the most influential celebrities to them. Hence, the cosmetic companies should consider to use such celebrities. Also, celebrities who endorse cosmetic products should make sure that they prove to society that they use the endorsed products so that the customers will believe them. Lastly, cosmetic companies should make sure that they use effective adverts which will be recalled by consumers and they should also use celebrities who are attractive, credible and skilled.

Key Concepts: Celebrity Endorsement, Consumer Buying Behavior, Source Credibility Model, Source-Attractiveness Model, Meaning Transfer Model, Celebrity/Product Fit

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CHAPTER ONE: INTRODUCTION

1.0 Introduction and background

Celebrity endorsement is observed as "a conventional marketing instrument used by marketers to communicate brand images and information to consumers" (Martey, 2014). It involves the use of celebrity endorsers. McCracken (1989) defines a celebrity endorser as "any individual who enjoys public perception and who uses this perception on behalf of a consumer good by showing up with it in an advertisement". Alternatively, a celebrity endorser is someone who is known by the public because of his achievements such as sportsmen, actors, musicians, lawyers and so on (Kamins, et al; 1989). For instance in the United States, luxury fashion brands use celebrities such as Madonna, Audrey Hepburn and Humphrey Bogart to build their brand images (Dolce & Gabbana; Davies , 2005). In Africa too, celebrities are used to promote different products. For instance, in Ghanaian fashion industry especially in cosmetic companies, different celebrities are used. An example is Jackie Appiah, a Ghanaian movie actress who promotes products of Omolewa Cosmetics Company (Osuji, 2017). Other movie actresses who are used by cosmetic companies to endorse products include Rita Dominic, Omotola Jalade, Juliet Ibrahim and Yvonne Nelson. Other companies in the Ghanaian fashion industry that use celebrity endorsement include M & K Designs Limited which use Niki Samonas, a Ghanaian actress and model to promote its clothes (Myjoyonline, 2016).

The above examples demonstrate how the use of celebrity endorsement as a marketing strategy applies to many businesses and products. The reason for the use of celebrities in marketing is to try to attract people's attention. Companies find it difficult to

gain consumers' attention because customers are becoming smarter, harder to please, more price conscious, more demanding, less forgiving, and they are approached by many more competitors with equal or better offers (Adjei & Denanyoh, 2014). Hence, marketers try to create or capture value for clients through the use of celebrity endorsers who market their products or services. Celebrity endorsement is one of the ways advertisers use to differentiate their products and have a comparative advantage over their competitors. Companies use endorsers because they believe those endorsers possess both attractive and likeable qualities which can be transferred to products via marcom activities (Erdogan, 1999).

Celebrity endorsement is not a new concept. It has been used to promote products since the late nineteenth century (Kaikati, 1987). An instance is the one which involves Queen Victoria in association with Cadbury's cocoa (Sherman, 1985). The advertisement featured Queen Victoria and her daughter Beatrice enjoying a cup of cocoa while they were in the train and the cocoa was Cadbury's (Evans, 2010). However, the use of celebrity endorsement has increased recently compared to the late nineteenth century. This is because the number of film and television roles have expanded and this has led to the disappearance of perceived shame in commercial exploitation of endorsers. This gives advertisers greater choices in the celebrity selection process (Erdogan, 1999).

Additionally, in recent times, there is a very competitive environment and hence many marketers prefer to use celebrity endorsement as their strategy in order to attract people's attention and also differentiate their products (Kumar, 2010). Advertisers spend a lot of money on celebrity endorsement with an expectation that celebrities will help them achieve a distinctive place in customers' minds. For instance, in the United States, about 25% of

television advertisement contains one or more celebrities and celebrity endorsement constitutes 10% of the money spent on advertising (Erdogan, Baker & Tagg, 2001). Marketers believe that celebrity endorsement will draw attention to their brand and shape their brand's perceptions positively. Therefore celebrity endorsement is considered as an effective promotional way to market products or services. It influences advertising effectiveness, brand recall and recognition, purchase intentions and interestingly purchase behavior (Spry, Cornwell & Pappu, 2011).

In spite of all the benefits that lie in the use of celebrity endorsement, some companies today, do not see why they should use the strategy; they believe that it is a very expensive form of advertisement and its benefit cannot be guaranteed with high certainty (Martey, 2004). Moreover, those companies consider that it is associated with some form of investment risks. For some companies, celebrity endorsement is considered as a myth and a theory, with no practicability. Hence, they are not able to gain benefits from it (Martey, 2004). Besides, in spite of the huge amount of money spent by advertisers in the industry for brand endorsers, there is little evidence to justify the real impact on consumer buying decision; it is difficult to isolate the influence on consumer choice from brand endorsement (Martey, 2004). Thus, it is important to find out how celebrity endorsement influences consumer buying behavior and if it actually has an effect on customers buying decisions. This is what this project aims to achieve; finding out whether celebrity endorsement has any effect on people's behaviors and if companies should use it to promote their products.

This study will investigate how celebrity endorsement influences consumer buying behavior in the Ghanaian fashion industry. Moreover, this project aims to give

recommendations to the Ghanaian fashion companies about how they can effectively use celebrity endorsement.

1.1 Problem statement

In today's world, businesses face fierce competition and hence are attempting to use different strategies in order to attract customers. One of the strategies used is celebrity endorsement. Businesses use this strategy with a hope that it will help them achieve a distinctive place in customer' minds. Besides, they believe that celebrity endorsement will help them have a competitive advantage over their competitors (Kumar, 2010). However, some companies do not see the benefits that lie in celebrity endorsement strategy. Moreover, they think that it associated with some investment risks (Martey, 2014). Hence, it is important to find out how celebrity endorsement works and if it actually affects people's buying decisions.

1.2 Project justification

This project is important because it will be assisting to find out if celebrity endorsement has effects on consumer buying behaviors in the Ghanaian fashion industry. Some companies might not understand the reason why they should use celebrity endorsement to promote their products and services. Moreover, as some people may want to have a fashion company in future, they will want to know if the use of celebrities will be necessary or not. Hence this study will help inform how celebrity endorsement works and how it influences consumer buying behavior in the Ghanaian fashion industry. It will also help give recommendations to the Ghanaian fashion companies about how they can

effectively use celebrity endorsement to promote their products and services. Also this project is important because research about the influence of celebrity endorsement on consumer buying behavior have been done not in the Ghanaian fashion industry context. Hence, it is necessary to fill this gap by finding out how this works in the Ghanaian fashion industry specifically.

1.3 Project goals and objectives

This project aims to achieve the following objectives:

1.3.1 Main objective

To assess if celebrity endorsement influences consumer buying behavior in the Ghanaian fashion industry and give recommendations to Ghanaian fashion companies about how they can effectively use celebrity endorsement to promote their products.

1.3.2. Sub Objectives

1) To assess the association between celebrity expertise and consumer buying behavior

2) To evaluate the relationship between celebrity attractiveness and consumer buying behavior

3) To investigate the relationship between celebrity credibility and consumer buying behavior

1.4. Research question

The above research objectives lead to the research questions that my project intend to ask. Those questions are:

1.4.1. Main Question

Does celebrity endorsement influence consumer buying behavior in the Ghanaian fashion industry?

1.4.2. Sub Questions

1) Is celebrity **attractiveness** associated with consumer buying behavior?

2) Is celebrity **expertise** related with consumer buying behavior?

3) Is celebrity **credibility** related with consumer buying behavior?

CHAPTER TWO: LITERATURE REVIEW

This chapter analyses celebrity endorsement as a marketing strategy and how it has been developed and used until now. The chapter will then describe the history of celebrity endorsement in relation to consumer buying behavior, while discussing certain key theories and models and how they have been applied and developed over the years.

2.0. Introduction

Due to a very competitive environment, many companies use different marketing communication strategies in order to attract customers' attention and make them get aware of their products or services. One of the strategies that is being used is celebrity endorsement. Companies spend money yearly on celebrities with an expectation that those endorsers will create a brand's good perceptions in the mind of consumers and then influence their buying behaviors (Erdogan, Baker, & & Tagg, 2001).

Celebrity endorsement is used by many companies since they believe that those celebrities will help them achieve a particular and meaningful place in the minds of customers (Kambitsis et al, 2002). Regardless of the product category, celebrity endorsement is being progressively used by various companies (Temperley & Tangen, 2006). For instance in Ghana, a movie actor John Dumelo endorses South Africa Airways, Telofonika and Best Western hotels (Debrah, 2017). When a brand uses celebrity endorsement as its strategy, it draws attention and generates publicity (Schröder & Mai, n.d). Brands use celebrity endorsement with the hope of increasing the awareness of the value of the brand so that consumers would identify themselves with it when making buying decisions (Barnard & Ehrenberg, 1997).

CELEBRITY ENDORSEMENT

According to Reynolds (2000), celebrity endorsement can boost the attraction and enchant of a brand (Qureshi & Malik, 2017). Celebrities can increase brand equity and improve brand's competitive perspective when they are effectively used (Qureshi & Malik, 2017). Celebrity endorsement application is very useful and has now became an industry. Some advertising companies are specializing in assessing stock value of the celebrities as well as assisting brands to match their products with the proper celebrities (Lafferty & Goldsmith, 2004). During promotional development program, the adopted plan should have significant concentration on unique and different message regarding the product in order to persuade the positive attitude as well as improved buying behavior towards the brand (Lafferty & Goldsmith, 2004). The customer behavior idea is key in the promotion of goods and services since the behavior of customers varies a lot. Therefore, a strong understanding of customer's behavior helps businesses to discover what matters to the customers, and proposes the meaningful effects on the customers buying decisions. This then helps sellers to supply goods and services that match the needs of the target market (Dzisah & Ocloo, 2013).

Consumer buying behavior has been defined as "The decision process and physical activity individuals engage in when evaluating, inquiring, using or disposing of goods and services" (Loudon & Bitta, 1994). Frequently, customer purchasing behavior is determined by likes and dislikes regarding the marketing of the product that has been advertised (Smith, et al, 2006). Brand face and celebrity endorsement is considered as the fundamental component of effective marketing (Aaker, 1996).

2.0.1 Effects of Celebrity endorsement on consumer buying behavior in Ghana

Different researches about celebrity endorsement in Ghana have been done. Most of the findings showed that celebrity endorsement does affect consumer buying behavior.

Eli-zafoe (2013), studied the effectiveness of celebrity endorsements on consumer buying behavior in the Ghanaian telecommunication industry. His findings revealed that celebrity endorsements affect positively consumer buying behavior in that industry. Also, Baffour (2015) researched on the effect of celebrity endorsement on the competitiveness of Globacom Ghana Limited. He found out that celebrity endorsement is the easiest way of promoting products. He added that credibility, expertise and attractiveness of a celebrity have positive effects on brand positioning. However, Baffour (2015) added that the correct choice of a celebrity can surely increase sales growth, profit growth, productivity growth, net profit, sales revenue. Hence companies, should first know well the kind of celebrities they use to endorse their products. Eli-zafoe (2013) and Baffour (2015)'s literature show that celebrity endorsement in Ghana is actually being used and is effective.

2.1 Models of the celebrity endorsement strategy

The framework for understanding how celebrity endorsement affects consumer buying behavior is presented in the figure below. The framework was adopted from the integrated model for understanding of how celebrity endorsement affects consumers' behaviors (Biswas & Hussain, 2009).

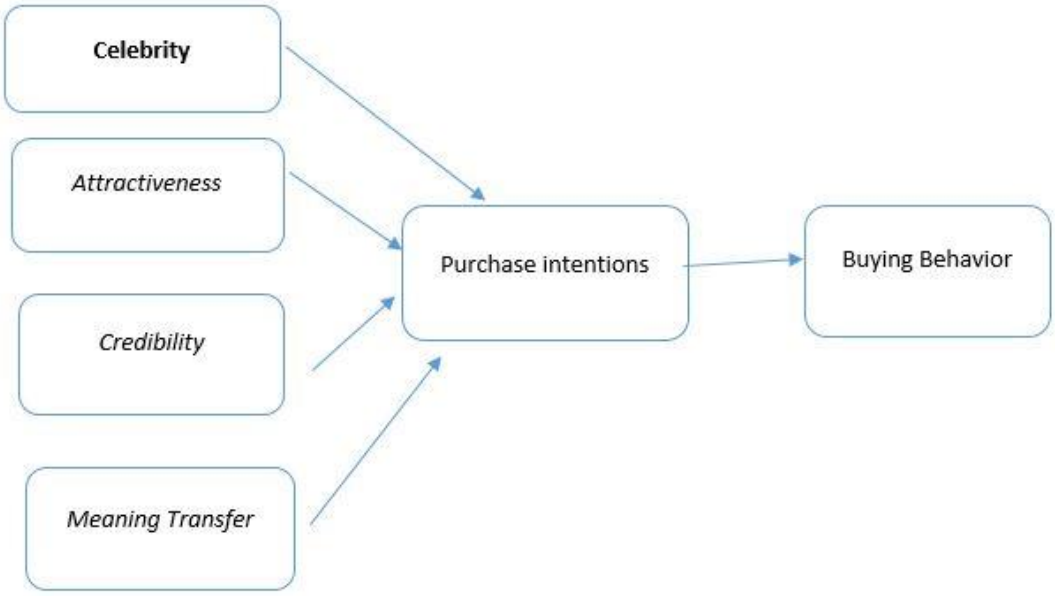

Figure 1: **Source models** Source (Biswas & Hussain, 2009)

2.1.1 The source credibility model

Different researches exploring celebrity endorsement are fundamentally based on the source-credibility and source attractiveness models source (Eli-Zafoe, 2013). In this case, celebrity endorsers are seen by consumers as credible sources of information about the particular product they endorse (Amos, Holmes, & Strutton, 2008).

The source credibility model is defined as "a communicator‘s positive characteristics that affect the receiver‘s acceptance of a message" (Kumar, 2010). On the other hand, Byrne et al (2003) suggest that source-credibility is "the extent to which the recipient sees the source as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information". Thus, the source-credibility model implies that the effectiveness of a message depends upon the perceived level of expertise and trustworthiness associated with an endorser or communicator (Amos, Holmes, & Strutton, 2008).

The source credibility simply reflects the endorser's credibility in an advertisement (Aronson, Turner & Carlsmith, 1963). Credibility is viewed as an important element that can affect customer's buying behavior and their approach towards advertising (Lutz, Mackenzie & Belch, 1983). Endorser's credibility is the most commonly used method in marketing to influence consumer buying behavior (Lafferty & Goldsmith, 2004).

Ohanian proposed a model in 1990, and according to him, there are many different elements that impact the source credibility of an endorser (Ahmad, Iqbal & Farooq, 2014). The source credibility model suggests the effectiveness of the subject matter depends on the expertise and trustworthiness of the celebrity seemed by the customer (Ohanian, 1991).

Figure 2: **Source Credibility Model** Source (Ohanian, 1991)

Expertise is defined as "The extent to which the endorser is perceived to be knowledgeable, skillful and experienced"; and it usually proves to be true (Hovland & Weiss, 1951). Expert endorser gives the benefits such as increasing brand remembrance and good impact on consumer's buying behavior (Qureshi & Malik, 2017). Ohanian (1990)

stated that the expertise observed in a celebrity is more convincing than attractiveness and trustworthiness in influencing purchase intentions.

On the other hand, trustworthiness is defined by Ohanian (1990) as “the listener's degree of confidence in, and level of acceptance of, the speaker and the message”. Therefore, based on this definition, trustworthiness plays an important role in influencing consumer behavior. Alternatively, trustworthiness can be defined as “The extent to which the endorser is perceived to be believable, honest and dependable”. If an endorser possesses these characteristics, then there is greater chances of being hired by marketers (Shimp, 2007). In the ratings of credibility, trustworthiness is most worthy in the eyes of customer because it is the non-physical trait that operates due to trust (Moynihan, 2004). The important elements of the trustworthiness are reliability, dependability, honesty and sincerity. In the desire of following the trend by the celebrity endorsers, most of the adolescents are proved to be more dependable than their old generation (Pandey, 2011).

A celebrity who has all the main factors of credibility source could significantly enhance the buying behavior of customers (Liu et al, 2007). Marketers should take advantage of highly credible celebrity that is the result of high repute, fame, high public image & trustworthiness (Song, Chaipoopiratana et al, 2008). A credible source involves information which influences beliefs, opinions, attitudes and behavior that go through a process called internalization, which occurs when the receiver adopts the opinion of the credible source, since their information is accurate (Byrne, Whitehead, & Breen, 2003).

As mentioned earlier, there are other factors to be considered other than source credibility. Source attractiveness model too plays an important role in influencing consumer buying behavior.

2.1.2 The Source-Attractiveness Model

According to Aristotle Patzer (1985), *"Beauty is a greater recommendation than any letter of introduction"*. *"Physical attractiveness is an informal cue that involves effects that are subtle, pervasive and inescapable"*. Physical attractiveness was defined by Patzer (1985) as "an informational idea which involves effects that are indirect, prevalent and certain; produces a definite pattern of valid differences; and best culture in its effects". Endorser's physical attractiveness does provoke the attention of many people. It is not only restricted to the size of the body but also consists of all physical features such as hair color, facial features as well as physical appearance (Pui Yi, 2012). Besides, attractiveness impacts consumer behaviors in a sense that they want to look attractive and stylish like celebrities (Qureshi & Malik, 2017). For in instance, if young girls finds an American musician, Selena Gomez beautiful and attractive, so she (Selena) can influence consumer attitude towards the brands she endorses. This is because those young girls believe that the products she was endorsing will help them look attractive too. Research has proven that endorsers who are physically attractive are more persuasive in changing people's beliefs and creating buying intentions than the unattractive ones. Many researcher's study shows that exterior and physical beauty is a key factor that assists in determining how effective an endorser is (Qureshi & Malik, 2017).

Source attractiveness essentially leads to persuasion through a process called identification in which the receiver is motivated to seek a relationship with the source and assume the same position in terms of beliefs, attitudes, preferences or behaviors (Byrne, Whitehead, & Breen, 2003). Source attractiveness and its effectiveness are more related to physical attributes, such as similarity, familiarity and likeability, which are key factors in an initial judgment of another person (Ohanian, 1990; McGuire 1985). Similarity is defined as "a supposed resemblance between the source and the receiver of the message" (Belch & Belch, 2001). This means that consumers are more easily influenced by a message coming from someone with whom they feel a sense of similarity. Belch and Belch (2001) also defines familiarity as "the level of knowledge a celebrity possesses of a brand". Finally Erdogan (1999) defines likeability as "affection for the source as a result of the source's physical appearance and behaviors". Briefly, when consumers think that a celebrity endorser is similar and familiar to them, and they even like that celebrity too, then those consumers tend to find that celebrity more attractive (Amos, Holmes, & Strutton, 2008).

Note that attractiveness does not only entail physical attractiveness but it also further includes other virtuous characteristics that receivers may perceive in endorser intellectual skills, personality properties or lifestyle characteristics (Erdogan, 1999). For instance, people might not only like Selena Gomez because she is young and beautiful but also because she is so kind and she is too much involved in philanthropic activities.

However, there are some concerns that have been raised about the application of the source credibility and source attractiveness models. McCracken (1989) criticizes that "*the source models tell us about degrees of attractiveness and credibility when what we need to know about is kinds of attractiveness and credibility*".

In fact, the sources do not explain why celebrity will be successful in endorsing one product but not the other. Moreover, the sources fail to reveal how one endorser is different from another. Hence these issues give rise to the development and introduction of the meaning transfer model.

2.1.3 The meaning transfer model

McCracken (1989) suggested the meaning transfer model to prove that celebrities possess unique sets of meanings which might be transferable to the products endorsed by them (Kumar, 2010).

The model in figure below shows that there is a conventional path for the movement of cultural meaning in consumer societies. McCracken (1989), declared that meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by the categories and principles of the prevailing culture. This meaning is then transferred to consumer goods or products and then finally to the consumer. Besides, it is argued that the movement from the culturally constituted world to consumer goods is assisted by advertising and the fashion system (McCracken, 1989).

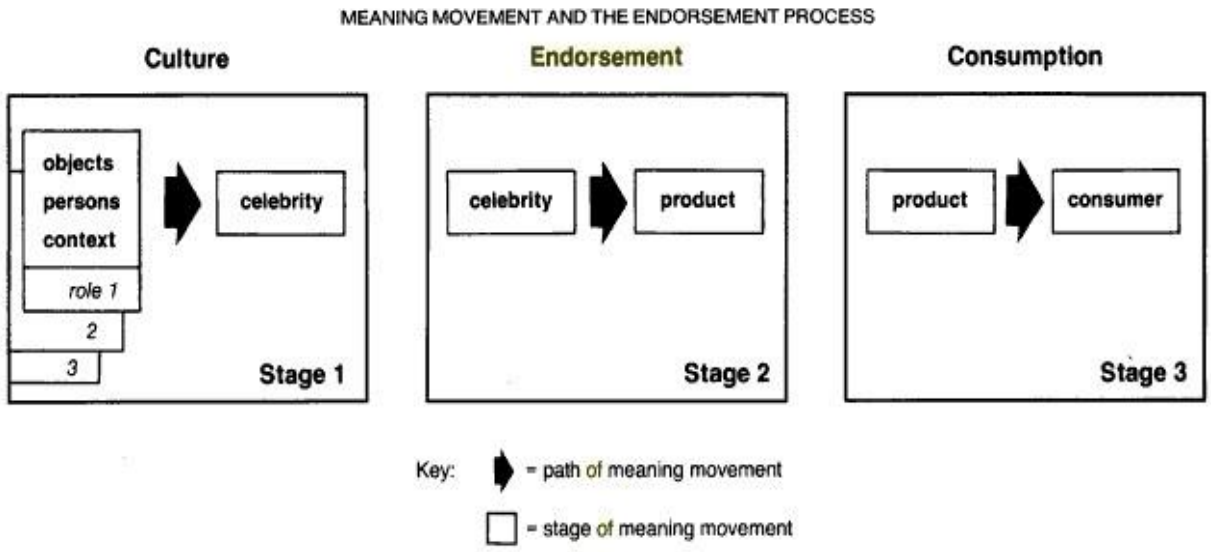

Figure 3: **Meaning Transfer Model** Source: (McCracken, 1989)

As the figure 3 portrays, in stage 1, the meaning that begins in the dramatic roles of the celebrity comes to reside in the celebrities themselves. In stage 2, this meaning is transferred when the celebrity enters into an advertisement with a product. Thus, some of the meanings of the celebrity become the meanings of the product. The final stage, the meaning moves from the product to the consumer. Celebrity endorsement makes a very particular contribution to each of these three stages (McCracken, 1989).

In fact, this model suggests that celebrities develop a persona through the types of roles they play in society and how the media portrays them. Then, the culturally constituted society assigns meaning to celebrities. Essentially, when celebrities endorse a product, the meanings developed around them get transferred to the product. Consumer buys a product after identifying it with the celebrity and hope that some meanings will be transferred to them (McCracken, 1989).

Fowles (1996) summarizes this model concisely by stating that “marketers employ celebrities in advertisements assuming that since people follow celebrities and try to look like them, they may also consume products associated with them”.

2.2 The celebrity/product fit

In order to ensure the effectiveness of the celebrity endorsement, it is important to pay attention to the connection between endorser, product, and the target market, which is known as celebrity/product fit. This fit is stated as the match-up hypothesis and discusses the harmony of the match between the celebrity endorser and the brand or product being endorsed (Till & Busler, 2000).

In effect, the match between the product and celebrity depends on the common features between product features and celebrity image (Kumar, 2010). Furthermore, in order to be successful, the product or company’s image, the characteristics of the target market, and the personality of the celebrity must all be matched in an effort to establish effective messages (Byrne et al, 2013).

In the utilization of celebrity endorsements as a tool for advertising, the importance of establishing a fit cannot be overstated. Kumar (2010) agrees with this statement and cites Erdogan (1999): “advertising through a celebrity with relatively high product compatibleness leads to effective advertising as compared to an advertisement featuring less compatible celebrity”. It is actually critical to employ celebrities who directly resemble to the brand or product and are perceived to be experts by the target audiences (Byrne et al, 2003; Kumar, 2010).

Moreover, previous studies on this established hypothesis state that "customers make a perceived image about the product by comparing the qualities of the product and the celebrity" (Kumar, 2010). This argument is also discussed by Erdogan (1990), cited by Kumar (2010) that if there is no congruence, however, between the celebrity and the endorsed product, it will glare in the consumer's eye that the celebrity is obviously faking it. Hence, advertisers should steer clear off the "Vampire Effect", which is described by Evans (1989) and cited by Kumar (2010) as "a situation where the celebrity overshadows the endorsed product and the pool of consumers remember only the celebrity and not the product".

2.3 Celebrity vs non-celebrity endorsement

It is not a coincidence that celebrity endorsement is one of the most common methods used in advertisement. Foregoing studies show that celebrity endorsers proved to be more efficient in affect than other type of endorsers like company employee, usual customer and the professional adept (Seno & Lukas, 2007).

Previous studies on celebrity endorsement reveal that as compared to a non-celebrity endorser, celebrity endorsers has generated more affirmative behaviors in the direction of marketing and increased buying target (Atkin & Block, 1983). However, Mehta (1994) claimed that there are no strong variations in behaviors towards marketing, and buying behaviors regarding perception of a celebrity endorsed brand and a non-celebrity endorsed brand.

CELEBRITY ENDORSEMENT

In order to estimate the financial value of celebrity endorsement agreements on the anticipated productivity of a business, two distinctive researches have been done by Agrawal and Kanakura (1995) and, Mathur and Rangan (1997). They have used event study methodology, with the help of which the assessment properties of advertising verdicts can be classified (Mathur et al, 1997). Unpredictably, both the studies resulted into proving the importance of using celebrity endorsers (Erdogan, 1999).

Furthermore, McCracken (1989) discovered that using endorsers who are celebrities, is more suitable way to meaning to the brands because of the perception that celebrities add their own symbolic meaning to the whole process of endorsement and cultural denotation of celebrity transferred from celebrity to product and then to the customer.

When one brand is using a celebrity while another is not, customers represent the higher purchase intentions towards product the celebrity has endorsed (Qureshi & Malik, 2017). Besides, it has been proven that celebrity endorsers are more credible, skilled and even more beautiful than the non-celebrity endorsers (Atkin and Block, 1983). Research on perception of advertising and celebrity endorsement shows that content rating of the advertisement improved by using popular and famous celebrity as an endorser (Rashid & Nallamuthi, 2002). Besides, Silvera and Austad (2004), suggests that if a company uses famous celebrities and endorsers rather than unknown person, it will have a comparative advantage as customers can distinguish products from that of competitors.

2.4 Consumer buying behavior

Consumer buying behavior is defined as “the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products,

services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Kumar, 2010). In fact, having enough information on consumer buying behavior is vital to the development of business marketing strategies and advertising campaigns.

There are four types of consumer buying behavior that can affect the purchase decision making of a consumer. These are mostly grounded on the level of consumer-product involvement, interest in a product, situation and difference between the products available (Kumar, 2010)

The first one is complex buying behavior which usually takes place when the customer is highly involved in the product purchase decision. This high product involvement occurs when the product to be bought is expensive, infrequently bought, and highly expressive (Kumar, 2010). With such type, advertisers need to be strategic and differentiate properly their product from others.

The second type of consumer buying behavior is dissonance-reducing buying behavior which arises when the customer is highly involved with the product purchase and observes little difference among the options available (Kumar, 2010). The customer can gather the product's favorable characteristics that validate the purchase decision, only after the acquisition of the product. This type of purchasing behavior involves the creation of trust, belief and attitude towards a particular brand.

The third one is habitual buying behavior and as the name suggests, it normally occurs when the customer buys the same product on a regular basis over a period of time. With this buying behavior, consumer-product involvement is low and there is little

difference between the brands available (Kumar, 2010). Hence, it suggests that the customers buy these products out of their habit or due to their trust or brand loyalty.

The fourth one is variety seeking buying behavior which regularly arises if the customer is not happy with an earlier product purchase or just out of boredom. However, with this type, consumer–product involvement is low but the differences among the brands are significant (Kumar, 2010). This particular buying behavior is recognized as a key determinant factor for brand switching in consumer product category (Kumar, 2010).

The description of all these types show that consumer buying behavior is therefore a crucial and multifaceted area that must be taken into consideration by businesses, as different people have different needs and the meeting of these needs leads to profitability. Thus, for celebrity endorsement to work effectively, consumer buying behavior should be considered.

2.5 Conclusion

In this second chapter, models on celebrity endorsement strategy that have been used are credibility model, source attractiveness model and meaning transfer model. These models show how celebrity endorsement strategy can be used to influence consumer buying behavior. They show how the use of celebrities can influence customer buying decisions more than use of any other person. Besides, consumer buying behavior and its four types have been discussed. The description of those types show that consumer buying behavior is very key and it should be considered by businesses.

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter contains the research design, population, sample size and sampling techniques, data collection instruments, data collection procedures and methods of data analysis of the study.

3.0.1 Research objectives

This project aims to achieve the following objectives:

1.1 Main objective

To assess if celebrity endorsement influences consumer buying behavior in the Ghanaian fashion industry and give recommendations to Ghanaian fashion companies about how they can effectively use celebrity endorsement to promote their products.

1.2. Sub Objectives

1) To assess the association between celebrity expertise and consumer buying behavior
2) To evaluate the relationship between celebrity attractiveness and consumer buying behavior
3) To investigate the relationship between celebrity credibility and consumer buying behavior

3.1 Scope of the study

The purpose of this study is to ascertain the impact of celebrity endorsements on consumer buying behavior in the Ghanaian fashion industry. However, due to time constraint, this study focused on cosmetics companies which are included in the fashion industry. The researcher chose to focus on cosmetics companies over others because most of celebrity endorsements in the Ghanaian fashion industry are used by cosmetics companies. For instance, Ghandour cosmetics use Omotola Jalade, a Nollywood movie actress and Omolewa cosmetics uses Jackie Appiah, a Ghallywood movie actress. Therefore, focusing on cosmetics companies was to help a researcher do a research in companies that surely use celebrity endorsements.

3.2 Research design

Saunders et al (2011) defines research as "a careful outline of the systematic and scientific procedures adopted in conducting a study". This study is an exploratory and descriptive research as it explores and describes how celebrity endorsements as an advertisement tool in Ghana's fashion industry influences consumer buying behavior and further recommends how Ghanaian firms can effectively leverage it to their advantage. Nimako and Azumah (2009) states that, "descriptive research involves formalizing the study with definite structures in order to better describe or present facts about a phenomenon as it is perceived or as it is in reality". Hence, a descriptive research is relevant to this study because it portrays an accurate profile, events or situations of customers with regard to their behavior in relation to adverts that portray celebrities. Moreover, the

research seeks to find the causal relationship between some variables. Thus, it is suitable for the research to adopt the deductive approach to inquiry. Also, because the researcher hopes to draw conclusions from the statistical data, the study is quantitative.

3.3 Population

The population of this study consists of all female students of three universities: Ashesi University College, Wisconsin University and University of Ghana. The researcher chose to have only female students as population because females are mostly the ones who are known to use cosmetic products such as lipsticks, foundation, eyeshadows and other more. Thus, cosmetic companies' main targets are females mostly. In addition, the researcher chose to use those three universities because this would help to easily find participants for the study which would help avoid limited time constraints.

3.4 sample size and data collection techniques

In this study, a sample size of 156 participants was used. Such a sample size has been chosen because it was considered as a good representation of the population. Moreover, Sekaran (2003) stated that if a sample size is larger than 30 and less than 500, then it is appropriate for most researches, thus the sample used in this study could be considered as appropriate. Convenience sampling technique was used while collecting data. This method helped to reduce research cost and also made sure that sample included respondents who were knowledgeable, willing and available to respond on the subject matter.

3.5 Sources of data collected

In order to make conclusive claims and establish or disprove facts, the necessary data for the particular study needed to be collected. For this study, the data to be collected

was both primary and secondary. Secondary data was obtained from relevant journals, texts, articles and from the internet. An extensive work on the topic of celebrity endorsement has been done worldwide especially in the United States of America. However, no substantial work has been carried out on how it plays out in Ghana. This particular study was guided by the previous work that has been already done. On the other hand, primary data was collected through closed ended structured questionnaires and this required the researcher to go to the field.

3.6 Research instruments

In this study, the research instruments used were questionnaires. This is because they were the most appropriate tools for collecting data from a large group of respondents by asking them to answer to the same set of questions, were subservient to this study. The questionnaires were self-administered electronically and by hand-delivery. Hence, structured questionnaire was the main data collection method. Structured questionnaire is "a closed-ended questionnaire that promotes low level involvement of the researcher and high participation of individual respondents" (Baffour, 2015). The questionnaires were designed to enable the researcher achieve the objectives of the study.

The questionnaires were structured in seven segments which involved a combination of both close and open-ended questions that were short and clear to guarantee easy understanding. The first segment of the questionnaire looked at celebrity endorsement in the Ghanaian fashion industry (cosmetic companies specifically). The second segment was designed to discover the current state of consumer perception about celebrity endorsements. The third segment was designed to assess the impact of celebrity endorsement on consumer buying behavior. The fourth segment was aimed at assessing the

impact of celebrity expertise on consumer buying behavior. The fifth segment was designed to assess the impact of celebrity attractiveness on consumer buying behavior. The sixth segment focused on evaluating the impact of celebrity credibility on consumer buying behavior. The last segment contained questions that were designed to gather demographic data of respondents such as age, school, year group and major (faculty). Some questions were drawn up to a five point Likert scale in order to enable easy answering of respondents. Also, this was to help the respondents to indicate their attitude by checking from a range of options, say from very high to very low. The questionnaire is attached in the appendix.

3.7 Data Collection Period

Data was largely collected in 3 weeks in order to do analysis on the study. The researcher had to use one week to collect data from each university. Both the online and hand-delivery questionnaires were collected and the target number of responses was obtained.

3.8 Data analysis

Data was analyzed using R statistical software and Microsoft Excel. The questions presented on the questionnaires were analyzed individually by producing bar charts which helped in showing specific frequencies and emphasizing the strengths of the attributes being studied. Also, correlation analysis was used to test the dependence between different variables. The tool to be employed was thus appropriate for analyzing the relationship between consumer behavior and the celebrity endorsement attributes mentioned in the second chapter.

3.9 Ethical considerations

Ethical consideration is key when it comes to research. It helps to ensure that the appropriate means of collecting data from the respondents are followed and adhered to. Consequently, the researcher sought the consent of Institutional Review Board (IRB) regarding the ethical issues that would be adopted that it conforms to standards of research. Furthermore, all secondary data and ideas of other researchers that were included in the study were appropriately acknowledged and cited to avoid plagiarism.

A researcher ensured confidentiality of information that was provided by participants of the study. Moreover, respondents were given the option to voluntarily participate in the study or opt out of the study after knowing the rationale behind it.

3.10 Limitations of the study

The study was limited on generality as the researcher sought to deduct from cosmetics companies and make generalizations on fashion industry in Ghana. The findings of the study were however not applicable to other aspects of the industry. Also, the study was limited in a sense that the researcher focused on only female university students and made generalizations on all Ghanaian females. Within particular bound significant findings of this study may infer a general cause, however the presence of other variables that may not be measured in this study can limit that inference.

CHAPTER FOUR: FINDINGS AND DISCUSSION

4.0 Introduction

This chapter presents analysis of the data collected in relation to the influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry. The data was analyzed using R statistical tool and Microsoft Excel. One hundred and fifty six questionnaires were administered to the female students of Ashesi University, Wisconsin University as well as University of Ghana.

4.1 Demographic information

This section contains the background information of respondents such as age, level, major and school of the respondents. The demographic information analysis is very critical when it comes to assisting the researcher identify the percentage of people who contributed to the research in order to make it valid. The demographic information is displayed in the table below.

Variables	**Measures**	**Frequency**	**Percentage (%)**
Age	15-20 years	74	47
	21-25 years	68	44
	26-30 years	10	6
	31-above	4	3
Schools of respondents	Ashesi University	50	32
	Wisconsin University	46	30
	University of Ghana	60	38
Year groups of respondents	First Year	43	28
	Second Year	47	30
	Third Year	24	15
	Fourth Year	42	27

Table 4.1: Table of Demographic Information

As the above table 1 shows, the information displayed revealed that the dominant age range of the respondents was between 15 and 20 years who comprised 47%. Also, 44% of the respondents were between 21 and 25, 6% were between 26 and 30 years followed by 3% of respondents who were 31 years old and above. This implies that the age of university students ranges mostly between 15 and 25. Also, respondents included female students of Ashesi University College, Wisconsin University and University of Ghana (Legon). A high proportion of respondents is University of Ghana which compromises 38%, followed by Ashesi University College which contains 32% and finally Wisconsin

University with 30%. In addition, respondents were in four different year groups. The highest year group of respondents is second year which had 30% of the total respondents. Other year groups included first year with 27% of respondents, fourth year with 27% and third with 15% of respondents.

4.2 Celebrity Endorsement in Ghana's Cosmetic Companies

This section of the study sought to test the effectiveness of celebrity endorsement in the Ghanaian cosmetic companies and to also test the respondents' ability to recall celebrities who endorse cosmetic products in Ghana.

4.2.1 Respondents who use cosmetic products

Firstly, the respondents were asked to say whether they use cosmetic products or not. In 156 of people who responded, 120 of them (77%) use cosmetic products.

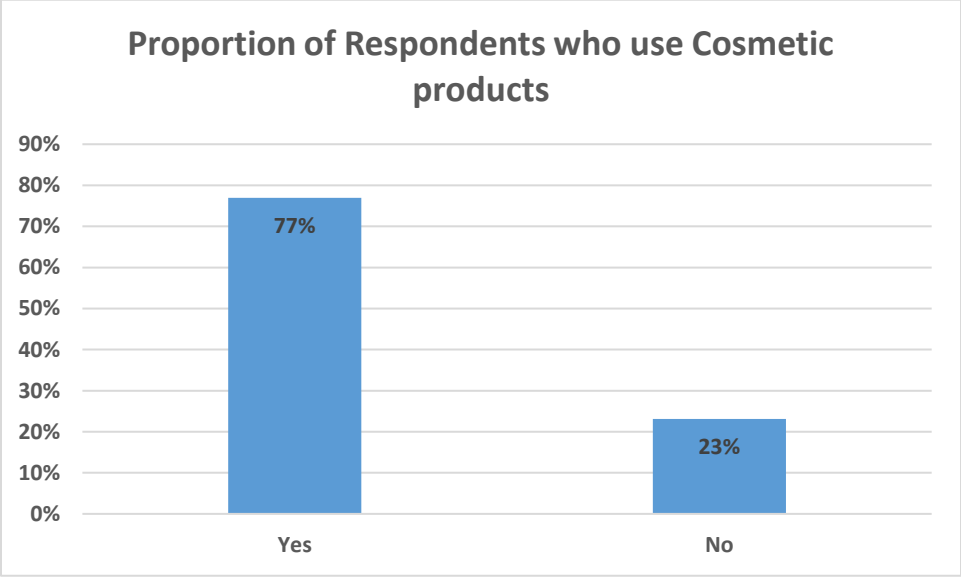

Figure 4: **Proportion of respondents who use cosmetic products**

4.2.2 Motivating factors to buy cosmetic (or any other) products

Respondents were then asked to mention any factor that motivates them to buy cosmetic products or any other product (for those who do not use cosmetics). The factors included discounts and offers, lower prices, recommendation from peers, celebrity endorsement and any other factor. Respondents were allowed to choose more than one factor. Lower prices was the first factor which motivates respondents to buy the products as 47% of respondents chose it. The second factor was discounts and offers with 46% of respondents. The third and fourth factors were recommendation from peers and “other” with 45% and 18% respondents respectively. People who chose other as their factor considered internet, quality of the products, personal experience, personal interests and need of the product. Interestingly, celebrity endorsement was the last motivating factor with only 8% of respondents. This may imply that celebrity endorsement as a marketing strategy is not effective enough in the Ghanaian cosmetic companies. This is because the strategy does not motivate people to buy the products; people are rather motivated by lower prices and discounts.

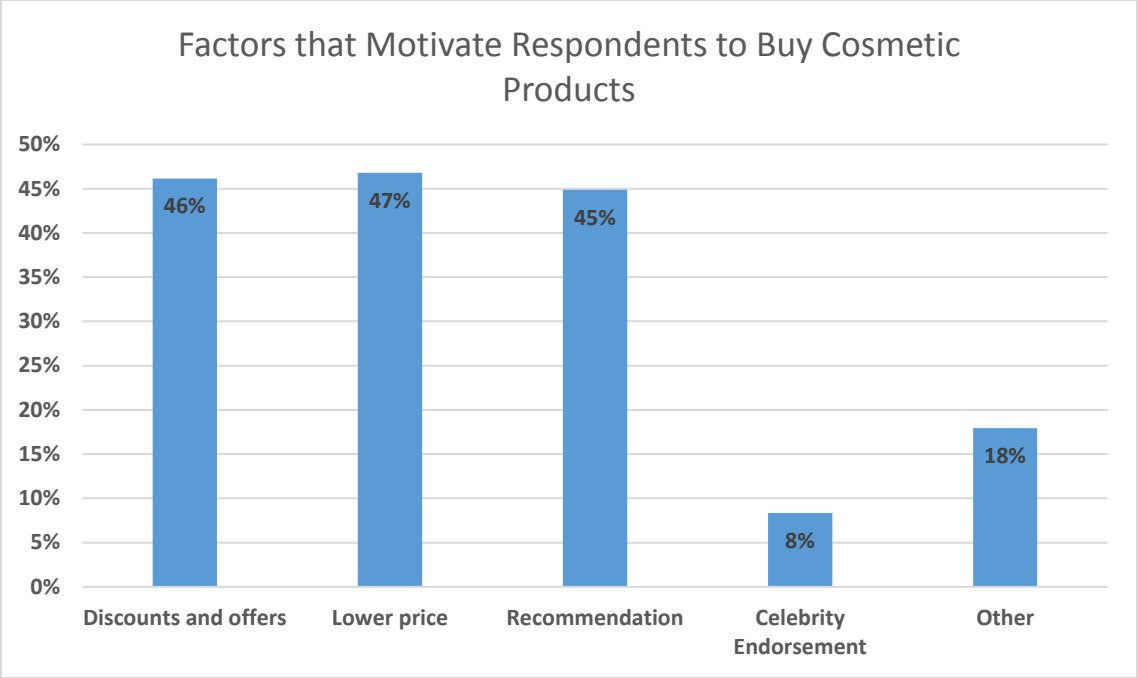

Figure 5: **Motivating factors of respondents**

4.2.3 Test of respondents' ability to recall celebrities who endorse cosmetic products in Ghana

In order to test well if respondents knew celebrities who endorse cosmetic products, names of some cosmetic companies were provided and respondents had to fill names of celebrities who endorse those companies' products. The researcher also included names of other Ghanaian companies which do not sell cosmetic products to find out if respondents will be able to recognize celebrities who endorse their products. This was also to find out if those who are not able to recognize celebrities in cosmetic companies will recognize the ones in other companies.

As the graph below shows, Omolewa Cosmetics was the first company whose celebrity endorser was recognized by many respondents who were 13% of the total

population. Other companies whose celebrities were recognized were MTN Ghana and Ghandour Cosmetics with both 11% of respondents who were able to recognize the celebrities. Kasapreko's endorser was recognized by 3% of the respondents while Unilever and Zaron Cosmetics were both 2% of the population. Prestige Cosmetics' celebrity endorser was only recognized by 1 person while Moda Cosmetics was recognized by none. These results show that Ghanaian celebrity endorsers are not very known for the products that they endorse. Looking at a sample size of 156 participants, one would expect to find at least a half of respondents knowing celebrities who endorse different companies' products. Hence the fact that not even one fourth of the respondents was able to recognize at least a celebrity who endorse one of these companies' products, then their celebrity endorsement strategy seems to be questionable.

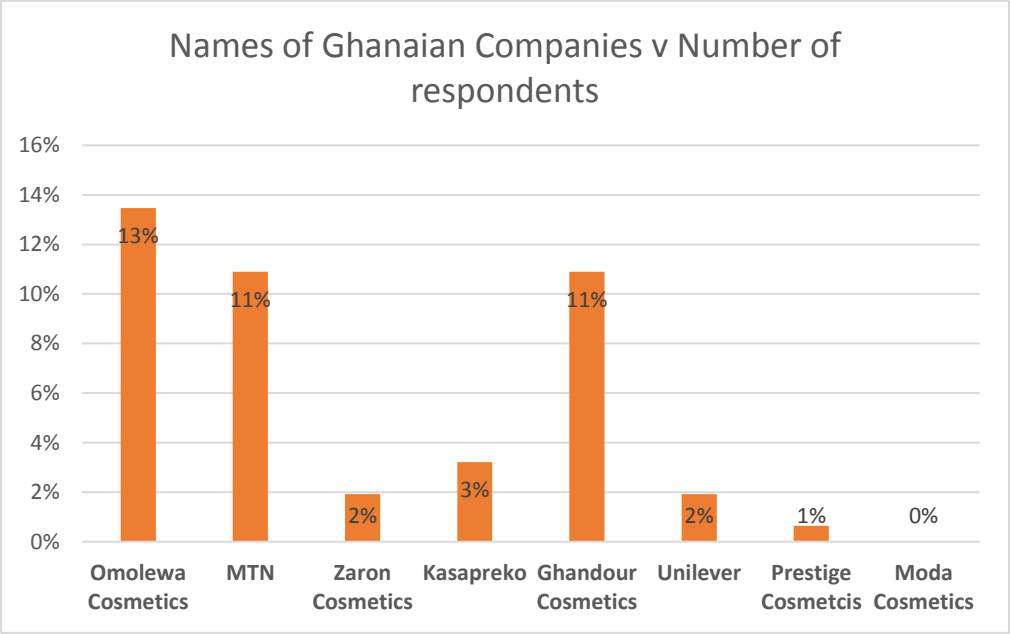

Figure 6: **Respondents' ability to recall celebrity endorsers**

4.3 Consumer perceptions and celebrity endorsement

This section was to find out what respondents think or feel about celebrity endorsement as a whole. Consumer perception refers to the concept of sensory perception to marketing and advertising. Consumer perception is about how people form views about companies and the merchandise they offer through the purchases they make, just as sensory perception relates to how humans observe and process sensory stimuli through all five senses (Eli-Zafoe, 2013). Basically, buyers use consumer perception theory in order to develop marketing and advertising strategies envisioned to retain current customers -- and attract new one (Eli-Zafoe, 2013). Hence, the data gathered aims to know how respondents see celebrity endorsements currently and how it is being employed in the country. These questions asked were very direct and therefore extracted very valuable opinions from the respondents.

4.3.1 Recall of an advert endorsed by a celebrity

The respondents were first asked if the presence of celebrities in advertisements can help them recognize and recall the product more promptly. The question was drawn up a five point Likert scale and the options were: strongly agree, agree, neutral, disagree and strongly disagree. Out 156 respondents, 92 of them, 59% agreed that celebrity endorsement makes them recall an advert and 32 respondents; 21%, strongly agreed. 16% of respondents were neutral about the question, 4% disagreed and 1% of respondents strongly disagreed. These results imply that celebrity endorsement can actually help people recall an advert when it is effectively used. This is similar to what Spry, Cornwell and Pappu (2011) stated that celebrity endorsement influences advertising effectiveness, brand recall and recognition, purchase intentions and interestingly purchase behavior.

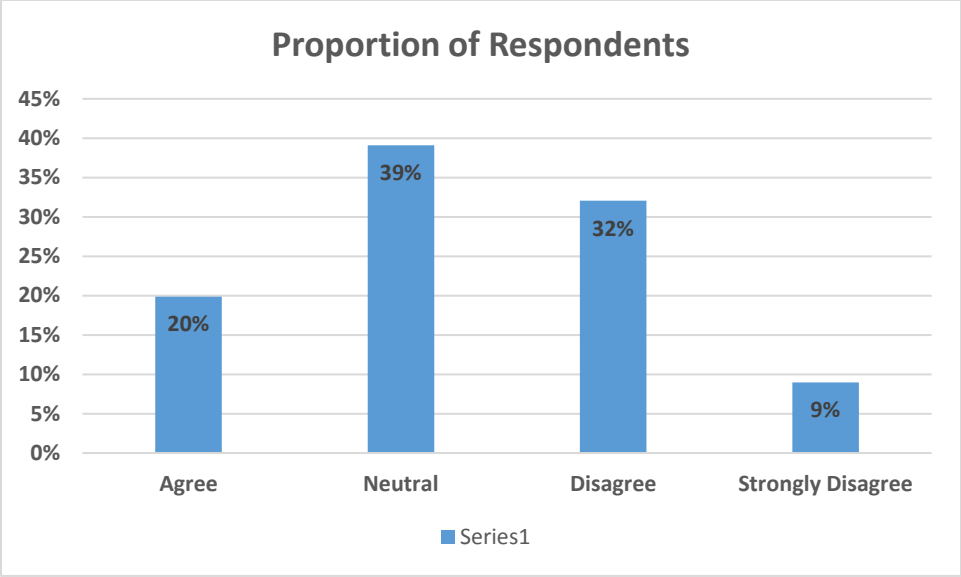

Figure 7: **Recall of an advert**

4.3.2 The most influential celebrities

The researcher went ahead to find out what kind of celebrities that respondents see as the most influential when it comes to celebrity endorsement. The celebrities who were given were actors and actresses, sport stars, businesspeople, politicians and others. The respondents were allowed to choose more than one celebrity. As the figure below shows, actors and actress were chosen as the most influential celebrities as 140 of respondents, 90% chose them; other influential celebrities were sport stars with 45 respondents, 29% who chose them. 30 respondents, 19% also chose “other” as their option in which most of them chose musicians and other people who work in entertainment industry. The least chosen group of celebrities were politicians and businesspeople as only 1% of respondents

chose them. These results imply that young people prefer celebrity endorsers who are in entrainment industry such as actors and actresses, sport stars, musicians and so on. Interestingly, these findings are similar to what Eli-Zafoe (2013) found when he was doing his research which was to find out how celebrity endorsement affects people's behaviors in the Ghanaian Telecommunication industry.

Hence, companies whose targets are young people like university students, should focus on actors, sport stars and musicians when they are selecting celebrity who will endorse their products.

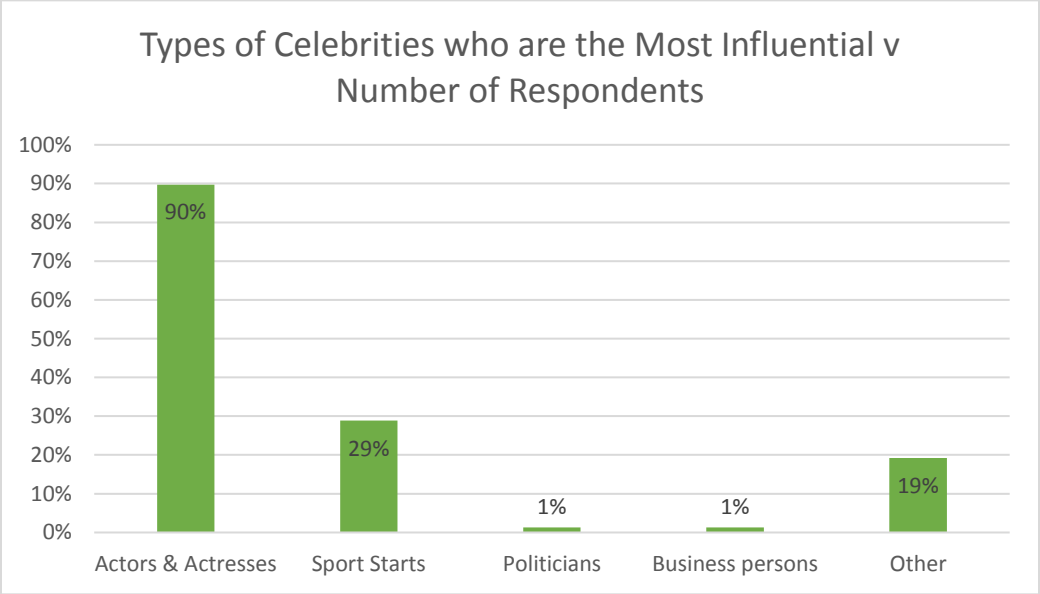

***Figure 8*: The most influential celebrities**

4.3.3. Real life usage of products by celebrities who endorse them

The respondents were also asked what they think about whether celebrities actually use the product endorsed by them in real life. Many respondents disagreed that celebrities actually

use the products they endorse. In 156 respondents, 32% of respondents disagreed and 9% strongly disagreed. Only 20% of respondents agreed with the real life usage idea while 39% of them chose neutral. This may imply that people do not believe that celebrities use the products they endorse. This is similar to what Eli-Zafoe (2013) found as his findings also showed that most of his respondents did not agree that celebrities use in real life the products that they endorse.

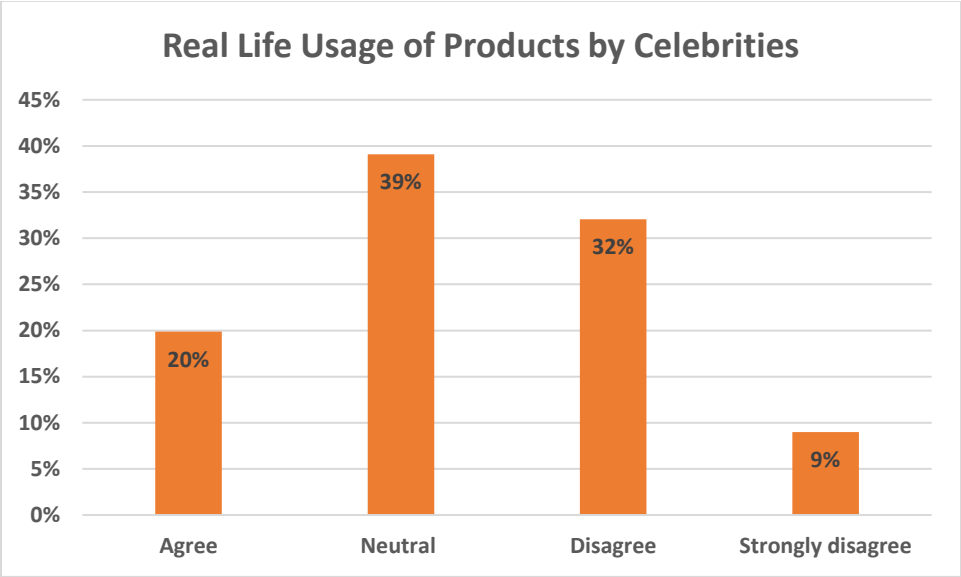

Figure 9: Real life usage of products

4.3.4 Effects of celebrity without expertise on buying decisions

In order to measure the efficacy of celebrity expertise, respondents were asked whether a celebrity with no expertise can have a negative influence on their buying decisions. In 156 respondents, 10% of them strongly agreed and 37% agreed. 19% of respondents disagreed and 3% strongly disagreed. So, the fact that more than a half agreed that a celebrity with no expertise can influence negatively their purchasing decisions,

Ghanaian cosmetic companies should consider celebrity who have skills, knowledge and experience in what they are endorsing.

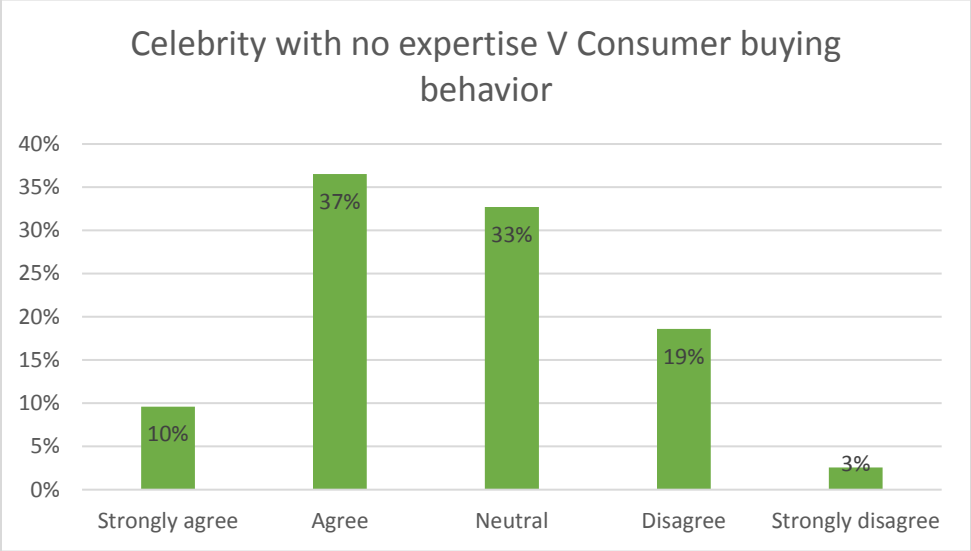

***Figure 10*: Effects of Celebrity with no expertise on Buying Behavior**

4.3.5 Celebrity attractiveness and Smartness of an advert

In order to measure the effectiveness of celebrity attractiveness, respondents were asked what they think about celebrity attractiveness making an advert more smart and catchy. In 156 respondents, 19 % of them strongly agreed and 61% agreed. 8% of respondents disagreed and 1% strongly disagreed. The fact that more than half of the total respondents agreed that the attractiveness of an advert can make an advert smarter and catchy, Ghanaian cosmetic companies should consider celebrity who are physically attractive.

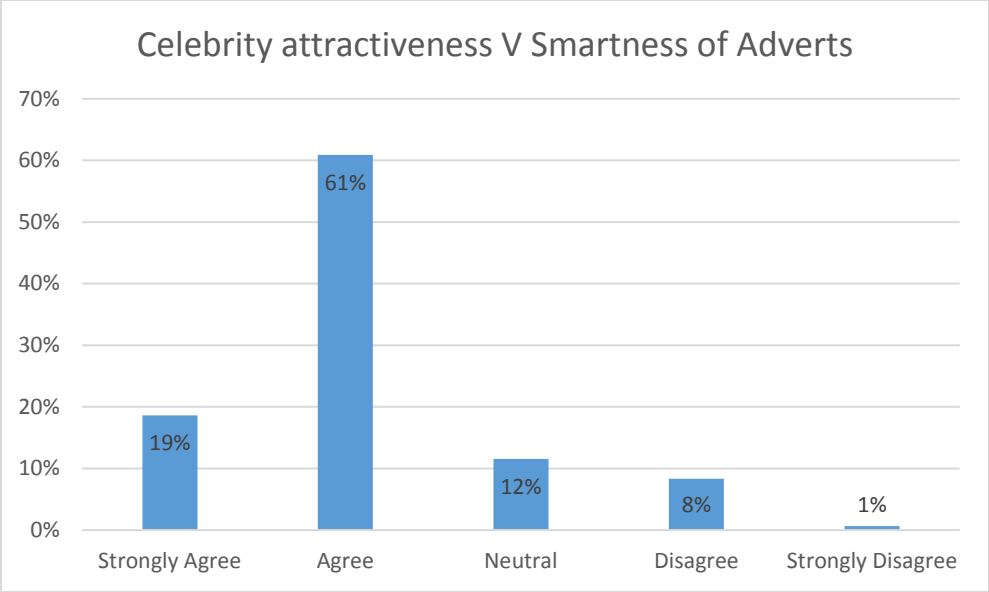

***Figure 11*: Celebrity Attractiveness v Smartness of an advert**

4.4 Celebrity endorsement and consumer buying behavior

In this section, consumers were asked if they would buy cosmetics or other products if they were to be endorsed by their favorite celebrities. The question was drawn up to a five point Likert scale: extremely likely, very likely, somewhat likely, not so likely and not at likely. As the figure below shows, people who responded that they would likely (extremely likely, very likely and somewhat likely) buy the products are more than a half of 156 respondents. This implies that people who actually buy the products if their favorite celebrities would be endorsing the products. Hence Ghanaian cosmetic companies should find out celebrities that people like, and use them to endorse their products.

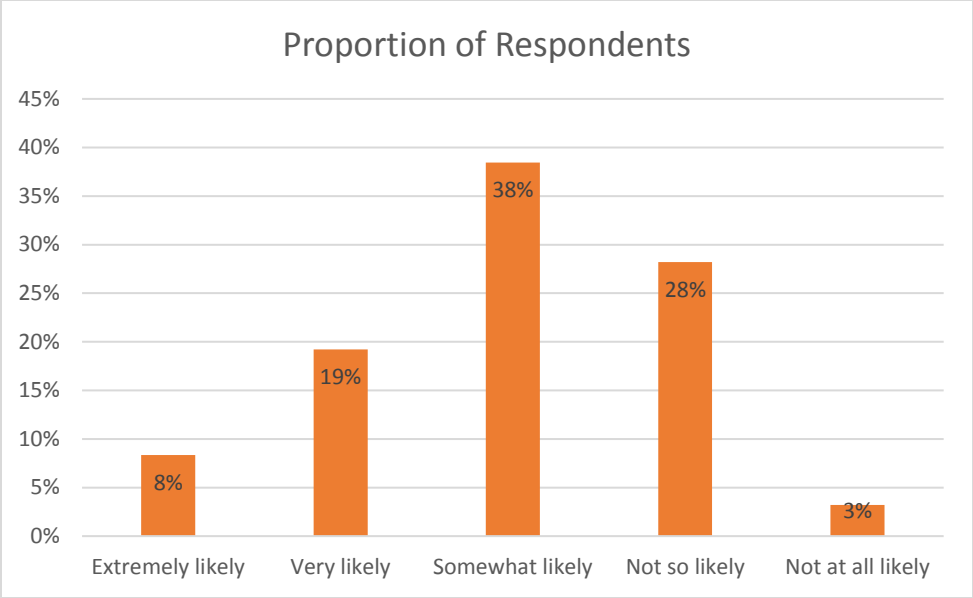

Figure 12: **Proportion of respondents**

4.5 Testing the relationship between celebrity attributes and consumer buying behavior

As explained in the previous chapters, the attributes of a celebrity are expected to be transferred unto a product or service and thenceforth influence the consumers buying behavior in favor of that product or service. The celebrity attributes used are celebrity expertise, celebrity attractiveness and celebrity credibility.

Table 4.2: Descriptive statistics on measured variables

	N	Minimum	Maximum	Mean	Standard deviation	Alpha
Expertise	156	-2.2170	1.7830	2.6	0.82	0.69
Attractiveness	156	-1.8384	3.1173	2.4	0.8	0.59
Credibility	156	-2.7912	2.3218	2.2	0.74	0.68

4.5.0 Measured variables

Expertise (α = 0.69): Expertise refers to the knowledge a person has in a particular field. Hence, celebrity expertise was measured by focusing on items such as skills, knowledge and experiences of a celebrity. The mean for these responses was 2.6; between 2 and 3 (agree and Neutral). A Cronbach alpha analysis on the three items was conducted to assess the reliability, or internal consistency, of a set of scale or test items. The observed alpha (α) in table 4.2 implies that the items have relatively high consistency. This is because many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficients that are less than 0.5 are usually unacceptable (Goforth, 2015). The coefficient found was acceptable and is indicative that the responses are consistent and reliable that celebrities' skills and experiences have an impact on consumer buying behavior.

Attractiveness (α = 0.688): Attractiveness refers to the quality of being pleasing or appealing to the senses. Celebrity attractiveness was measured using physical beauty. However, measuring beauty is not easy and there is no fixed definition of beauty because as the cliché says, "beauty is in the eye of the beholder" (Journalism Editor, 2013). Hence, for some people, slim ladies are beautiful while for others, fat ladies are beautiful. So, this vagueness made defining measurement of beauty difficult. The mean for these responses was 2.4 approximately 2 (agreed). A Cronbach alpha analysis on the items was conducted to assess the reliability of the test items. The observed alpha (α) in table 4.2 implies that the items have relatively high consistency. Though the reliability for attractiveness (0.59) was not good enough but it was acceptable. Hence, there was an implication that

respondents agreed that the physical beauty of celebrity is key in influencing consumers' buying behaviors.

Credibility (α = 0.662): Credibility refers to the quality of being trusted and believable. Hence, celebrity credibility was measured by focusing on items such as honesty and reputation of a celebrity. The mean for these responses was 2.2; approximately 2 (agreed). A Cronbach alpha analysis on the items was conducted to assess the reliability of the test items. The observed alpha (α) in table 4.2 implies that the items have relatively high consistency. This implies that respondents agreed that the reputation of a celebrity is key in influencing consumers' buying behaviors.

4.5.0.1 Reliability analysis

The reliability of the variables in the study were evaluated using Cronbach alpha (α) coefficients. The Cronbach alpha of the measures that range from 0.709-0.939 indicates that all the construct measured variables are reliable. However, α coefficient between 0.65 and 0.8 (or higher in many cases) are acceptable; what matters is that they are not less than 0.5 (Goforth, 2015). The reliability coefficients (Cronbach alpha (α)) are displayed in table 4.2 above. The overall results indicate that, the alpha coefficients are acceptable. Hence, because the association in reliability analysis is somehow high, the scale yields consistent results and is therefore reliable.

4.5.0.2 Correlations

Table 4.3 shows the correlation matrix between all variables used in the regression

Table 1.3: Correlation matrix of regression variables.

		Celebrity Expertise	Buying Behaviour /Expertise	Celebrity Attractiveness	Buying Behaviour/Attractiveness	Celebrity Credibility	Buying Behaviour/ Credibility
Celebrity Expertise	Pearson Correlation	1	0.5322045	0.4532055	0.3388858	0.4134581	0.4913733
	N	156	156	156	156	156	156
Buying Behaviour/Expertise	Pearson Correlation	0.5322045	1	0.4182448	0.3409834	0.4633341	0.5103229
	N	156	156	156	156	156	156
Celebrity attractiveness	Pearson Correlation	0.4532055	0.4182448	1	0.4220351	0.3985829	0.5933800
	N	156	156	156	156	156	156
Buying Behaviour/Attractiveness	Pearson Correlation	0.3388858	0.3409834	0.4220351	1	0.2240360	0.3656171
	N	156	156	156	156	156	156
Celebrity Credibility	Pearson Correlation	0.4134581	0.4134581	0.3985829	0.2240360	1	0.5191090
	N	156	156	156	156	156	156
Buying Behaviour/Credibility	Pearson Correlation	0.4913733	0.4913733	0.5933800	0.3656171	0.5191090	1
	N	156	156	156	156	156	156

In assessing the association between celebrity attributes and consumer buying behaviour, correlation analysis was used to describe the strength and direction of the linear relationship between variables of celebrity attributes and consumer buying behaviour. As the correlation matrix above shows, the correlation between celebrity expertise and consumer buying behaviour was 0.5322045 which implies that there is a positive linear relationship between them. As the statistical interpretation of correlation states, a correlation coefficient which is more than 0 implies that there is a positive correlation between variables. Moreover, this correlation is strong because the correlation coefficient is more than 0.5 (Kozak, 2009). There is also a positive linear relationship between celebrity attractiveness and consumer buying behaviour as the correlation coefficient is 0.4220351. In addition, table 4.3 shows that the correlation coefficient between celebrity credibility and consumer buying behaviour is 0.5191090 which implies that there is a positive linear relationship between them. Note that the N which is shown in table1 represents the number of respondents which is 156.

4.5.0.3 Multiple Regression

Table 4.4 shows the main output of the Multiple Regression.

Table 2.4: Main Output of Multiple Regression

Model		Coefficient	R	R Squares	T value	Std. Error	Sign. Value
	Intercept	3.7746			8.556		< .0005
	Celebrity Expertise	0.4993	0.5322045	0.5322045	7.801	0.7733	8.676e-13
	Celebrity Attractiveness	0.4779	0.4220351	0.1781	5.777	0.9207	4.08e-08
	Celebrity Credibility	0.5282	0.5191090	0.2695	7.537	0.7316	156

Dependent Variable: Consumer buying behavior

The table above shows the regression analysis of all the celebrity attributes. The table shows that celebrity expertise, celebrity attractiveness and celebrity credibility ($p < 0.05$) were significant predictors of consumer buying behavior, as shown by the values of R Square. Below is the breakdown of the table which shows the extent to which celebrity attributes can predict the consumer buying behavior.

4.5.1 Relationship between Celebrity Expertise and Consumer Buying Behavior

Table 4.5: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.5322045	0.2832	0.2786	0.7733

Predictors: Celebrity Expertise

The above table provides the R Square or the coefficient of determination which shows the percentage variation in y and this is explained by all the x variables. The R Square (R^2) value is 0.2832 representing a positive correlation though it is not strong; when the R^2 value falls between .70 and .90, it is considered as a strong correlation. Hence, in this case, the correlation is not strong. The R^2 value shows how much of the dependent variable, consumer buying behavior can be explained by the independent variable, celebrity expertise. In this case, 28.32% of the buying behavior can be explained by the celebrity expertise. Thus, to a small extent, buying behavior by customers does not occur by chance but rather based on the celebrity expertise.

Table 4.6: Anova of Regression

Model	Sum of Squares	Degree of freedom (Df)	Mean Square	F value	Significance value
Regression	36.391	1	36.391	60.856	8.676e-13
Residual	92.090	154	0.598		
Total	128.481	155	36.989		

a. Predictors: (Constant), celebrity expertise.

b. Dependent Variable: Consumer buying behavior

The table above shows ANOVA of regression. The ANOVA test indicates how well the independent variables significantly predict the outcome variable that is consumer buying behavior. The Significance value on the regression row indicated 8.676e-13 which is less than the p-value of 0.05 and this implies that, the model applied is significantly good enough in predicting the outcome variable (consumer buying behavior).

Table 4.7: Regression equation

	Intercept	Celebrity Expertise (Skills a nd experiences of a celebrity)
Coefficients	1.2198	0.4993

Dependent Variable: Consumer buying behavior

The above coefficient table shows that the extent of consumer buying behavior can be established as a function of celebrity expertise and the intercept. For example, in estimating the buying behavior of consumers in a case where we use number of awards a celebrity attained due to his skills; Predicted impact on buying behavior will be equal to 1.2198+ 0.4993x (where x is celebrity expertise). Therefore, if the number of awards attained by a celebrity is 2.6 (the mean of celebrity expertise), then the impact on consumer buying behavior will be equal to 1.2198+0.4993 * 2.6 = 2.51798; where 1 shows the lowest impact on consumer buying behavior and 4 shows the highest impact (1 is strongly disagree and 4 is strongly agree). The value 2.51798 shows high impact and therefore implies that number of awards attained by a celebrity due to his skills was effect ive and the impact on consumer buying behavior was high. The regression model shows

that a variable of celebrity expertise has a positive linear relationship with consumer buyi ng behavior.

4.5.2 Relationship between Celebrity Attractiveness and Consumer Buying Behavior

Table 4.8: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.4220351	0.1781	0.1728	0.9207

Predictors: Celebrity Attractiveness

The above table provides the R Square or the coefficient of determination which shows the percentage variation in y which is explained by all the x variables. The R^2 value is 0.1781 representing a positive correlation though it is not strong. The R^2 value shows how much of the dependent variable, consumer buying behavior can be explained by the independent variable celebrity attractiveness. In this case, 17.81% of the buying behavior can be explained by the celebrity attractiveness. Thus, to a small extent, buying behavior by customers does not occur by chance but rather based on the celebrity attractiveness.

Table 4.9: Anova of Regression

Model	Sum of Squares	Degree of freedom	Mean Square	F value	Sign.
Regression	28.292	1	28.2915	60.856	4.08e-08
Residual	130.548	154	0.8477	33.374	
Total	158.84	155	29.1392		

a. Predictors: (Constant), celebrity attractiveness.

b. Dependent Variable: Consumer buying behavior

The table above shows ANOVA of regression. The ANOVA test indicates how well the independent variables significantly predict the outcome variable that is consumer buying behavior. The Significance value on the regression row indicated 4.08e-08 which is less than the p-value of 0.05 and this implies that, the model applied is significantly good enough in predicting the outcome variable (buying behavior).

Table 4.10: Regression equation

	Intercept	Celebrity Attractiveness (Physical beauty)
Coefficients	1.4048	0.4779

Dependent Variable: Consumer buying behavior

The above coefficients table shows that the extent of consumers' buying behavior is a function of celebrity attractiveness and the intercept. For example, in estimating the

buying behavior of consumers in a case where we use a celebrity who is physically attractive; Predicted impact on buying behavior will be equal to 1.4048+0.4779x (where x is celebrity attractiveness). Therefore, if we take a celebrity with an attractiveness level of 2.4, then the Impact on consumer buying behavior will be equal to 1.4048+0.4779* 2.4 = 2.55176; where 1 shows the lowest impact on consumer buying behavior and 4 shows the highest impact. The value 2.55176 shows a high impact and therefore implies that the use of a celebrity who is physically attractive was effective and the impact on consumer buying behavior was high. The regression model shows that a variable of celebrity attractiveness has a positive linear relationship with consumer buying behavior.

4.5.3 Relationship between celebrity credibility and consumer buying behavior

Table 4.11: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.5191090	0.2695	0.2647	0.7316

Predictors: Celebrity Credibility

The above table provides the R Square or the coefficients of determination which shows the percentage variation in y which is explained by all the x variables. The R^2 value is 0.2695 which represents a positive correlation though it is not strong. The R^2 value shows how much of the dependent variable consumer buying behavior can be explained by the independent variable celebrity credibility. In this case, 26.95% of

the buying behavior can be explained by the celebrity credibility. Thus, to a small extent, credibility influences people's buying behavior.

Table 4.12: Anova of Regression

Model	Sum of Squares	Df	Mean Square	F value	Sign. value
Regression	28.292	1	28.2915	60.856	3.845e-12
Residual	130.548	154	0.8477	33.374	
Total	158.84	155	29.1392		

a. Predictors: (Constant), celebrity credibility.

b. Dependent Variable: Consumer buying behavior

The table above shows ANOVA of regression. The ANOVA test indicates how well the independent variables significantly predict the outcome variable that is consumer buying behavior. The Significance value on the regression row indicated 3.845e-12 which is less than the p-value of 0.05 and this implies that, the model applied is significantly good enough in predicting the outcome variable (buying behavior).

Table 4.13: Regression equation

	Intercept	Celebrity Credibility (honesty of a celebrity)
Coefficients	1.1500	0.5282

Dependent Variable: Consumer buying behavior

The above coefficients table shows that the extent of consumer buying behavior can be estimated established as a function of celebrity expertise and the intercept. For example, in estimating the buying behavior of consumers in a case where we use a celebrity with honesty; predicted impact on buying behavior will be equal to 1.1500+0.5282x (where x is celebrity credibility). Therefore, if we take a celebrity with an honesty level of 2.2 (the mean of celebrity credibility), then the impact on consumer buying behavior will be equal to 1.1500 + 0.5282* 2.2 = 2.31204; where 1 shows the lowest impact on consumer buying behavior and 4 shows the highest impact. The value 2.31204 shows a high impact and therefore implies that the use of a celebrity who is honest was effective and the impact on consumer buying behavior was high. The regression model shows that a variable of celebrity credibility has a positive linear relationship with consumer buying behavior.

CHAPTER V: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of the main findings of the study. The chapter ends with the conclusion and recommendations which have been made based on the findings of the study.

5.1 Summary of Findings

5.1.1 Motivating Factors of Purchasing Cosmetic Products

The analysis revealed that lower price was the first factor that motivates respondents to buy cosmetic products or any other products, followed by discount and offers, and then recommendation from peers as well as other factors such as personal interest, quality of the product and so on. Interestingly, celebrity endorsement was the last factor that motivates respondents to buy the products.

5.1.2 Test of respondents' ability to recall celebrities who endorse cosmetic products in Ghana

There was a test of Respondents' ability to recall celebrities who endorse cosmetic products in Ghana. Omolewa Cosmetics was the first company whose celebrity endorser was recognized by many respondents followed by MTN Ghana and Ghandour Cosmetics. Very few people were able to recognize celebrities who endorse products of Kasapreko, Unilever Ghana and Zaron Cosmetics. No respondent was able to recognize a celebrity endorser that Moda Cosmetics uses.

5.1.3 Consumer perceptions and celebrity endorsement

Out 156 respondents, 59% of them agreed that celebrity endorsement makes them recall an advert and 21% of respondents strongly agreed. 16% were neutral about the question, 4 disagreed and 1% respondent strongly disagreed. Also, the respondents chose actors and actress as the most influential celebrities, followed by sport stars and musicians or other people who works in entertainment industry. The least chosen group of celebrities were politicians and businesspeople as only 2 people chose them.

Another perception that many respondents had on celebrity endorsement is that celebrities do not actually use the product endorsed by them in real life.

In addition, many respondents responded that they would purchase products if promoted by their favorite celebrities.

Lastly, more than a half of respondents agreed that a celebrity with no expertise can influence negatively their purchasing decisions and they supported that the attractiveness of an advert can make an advert smarter and catchy

5.1.4 Celebrity Expertise and Consumer Buying Behavior

Based on the responses collected from respondents, celebrity expertise influences their purchasing decisions. Also, according to the correlation analysis done, there is a strong positive linear relationship between celebrity expertise and consumer buying behavior. In addition, according to the Anova of regression, celebrity expertise and consumer buying behavior are significantly correlated since the significance value was less than 0.05.

5.1.5 Celebrity Attractiveness and Consumer Buying Behavior

According to the correlation analysis, celebrity attractiveness is positively correlated with consumer buying behavior. Also, the Anova of regression showed that celebrity attractiveness and consumer buying behavior are significantly associated since the significance value was less than 0.05.

5.1.6 Celebrity Credibility and Consumer Buying Behavior

The correlation analysis showed that celebrity attractiveness is positively correlated with consumer buying behavior. Besides, according to the Anova of regression, celebrity attractiveness and consumer buying behavior are significantly associated since the significance value was less than 0.05.

5.2 Conclusions

Based on the data analysis, it was determined that there was a relationship between the tested celebrity attributes (obtained from the source-models) and consumer buying behavior; it was obvious that celebrity endorsement as a strategy has an influence on consumer buying behaviors in the Ghanaian cosmetic companies. However, celebrity endorsement as a strategy only works if it is effectively used. This is why Ghanaian companies do need to use that strategy effectively so that the strategy will influence people’s buying decisions

5.3 Recommendations

Celebrity endorsements in the Ghanaian context can be used to influence consumer buying behavior more effectively if the following points discussed below are taken into account. These suggestions are made based on insight obtained from the research:

5.3.1 The kind of celebrities that cosmetic companies in Ghana should use

The analysis of data proved that celebrity expertise, celebrity attractiveness and celebrity credibility contribute to people's buying decisions. Moreover, many respondents agreed that celebrities with no expertise can influence negatively their purchasing decisions and that the attractiveness of an advert can make an advert smarter and catchy. Hence, celebrity attributes play a big role in influencing consumer buying behavior. This is why Ghanaian cosmetic companies should use celebrities who are skilled, attractive and credible.

5.3.2 Motivating factors to buy cosmetic (or any other) products

As shown above from the research, it was obvious that respondents' motivating factors to buy cosmetic products or any other products were mostly based on lower prices and discounts. Some respondents were not motivated by celebrity endorsement which shows that the effectiveness of this strategy in the Ghanaian cosmetic companies is questionable. Hence, the companies should look at what is not going well. For instance, from the research, many respondents agreed that actors and actresses, sport starts and musicians are the most influential celebrities. Thus, cosmetic companies should focus on such celebrities while selecting for some who will endorse their products. This will then influence the buying behaviors of their target customers. Also, from the research, respondents agreed

that they are likely to buy products if promoted by their favorite celebrities. Therefore, cosmetic companies should find out the kind of celebrities that consumers like and use them to endorse their products.

5.3.3 Real life usage of products by celebrities who endorse them

From the research, many respondents believe that celebrities do not use products they endorse in real life. This may affect people's buying behavior in a sense that people think that celebrities lie when they are endorsing the products; they just endorse the products for the sake of endorsing and getting money but later they do not use the products they endorsed. Hence, celebrities who endorse cosmetic products should make sure that they prove to society that they use the endorsed products. A celebrity endorser such as Jackie Appiah always posts Omolewa cosmetic products on social media, and she tries as much as she can to convince people that she uses the products. For instance she always posts Omolewa products and when she posts a picture, she tags Omolewa cosmetics to show people that the makeup on the picture is Omolewa's. Hence, people believe that she uses Omolewa's products. Consequently, cosmetic companies should use celebrities who will be able to prove to society that they use the products they endorse.

5.3.4 Awareness of Celebrity Endorsers

From the research, only few respondents were able to recognize celebrities who endorse cosmetic products. This is a big problem because Ghanaian cosmetic companies use much known celebrities but the fact that young people do not know them, then something needs to be done. Therefore, celebrities who endorse cosmetic products should make sure that people get aware of it. For instance, Omolewa cosmetics have an advert, "I Am Omolewa", where Jackie Appiah and other ladies say repeatedly "I Am Omolewa"

and this helps consumers to recall such an advert. I remember when I was collecting data and respondents were to write a name of a celebrity who endorsers Omolewa cosmetic products, some of them started remembering about the advert. This shows that the advert is effective enough to make consumers recall it. Also, Omolewa cosmetics organize "I Am Omolewa" events where they teach women to cherish their beauty both on their skin as well as on their inside. All this might be the reason why Omolewa cosmetics was the first company whose celebrity endorser was identified by many respondents. So, cosmetic companies should make sure that they use effective adverts which will be recalled by consumers; and this does not only apply to cosmetic companies but also to all Ghanaian companies which use celebrity endorsement. From the research, other companies such as MTN, Unilever and Kasapreko were used but only few people were able to identify celebrities who endorse their products. So, all these companies need to restructure the way they use that strategy by paying too much attention on the kinds of celebrities that they use, and to make their adverts more effective.

5.4. Further Researches

This research studied the influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry. However, the research focused on cosmetic companies only. Hence, I would suggest that further research should look at other companies which are in the fashion industry such as those companies that make clothes. This will then help out to find out if celebrity endorsement as a marketing strategy affects people's buying behaviors in all the companies that are in the Ghanaian fashion industry.

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APPENDIX

The influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry

This questionnaire is designed to seek your opinions about the influence of celebrity endorsement on consumer buying behavior in the Ghanaian fashion industry (cosmetics companies specifically). This questionnaire forms part of an undergraduate thesis study that describes the current use of celebrity endorsement in Ghanaian businesses. Your participation is voluntary and anonymous; and you will not be penalized for deciding to stop at any point. If you agree to be part of this study, your participation will take no more than 10 minutes. Any questions you may have concerning this questionnaire, may be forwarded to me, Ms. Benita Laurianne Tegura, at benita.tegura@ashesi.edu.gh. For further information, you may contact my supervisor; Dr. Gordon Adomdza at gadomdza@ashesi.edu.gh. This study and consent form has been reviewed by Ashesi IRB for Human Subjects Research, to ensure that it does not infringe on the rights of anyone. For further information contact the committee through irb@ashesi.edu.gh

Background information:

Celebrity Endorsements are basically marketing tools that involve a celebrity appearing in
an advertisement showing approval for a particular good or service.

Cosmetic products include makeup products such as lipstick, mascara, eye shadow, foundation, etc.

Celebrity endorsement in Ghana's Fashion Industry

1. Do you use cosmetic products (lipstick, mascara, eye shadow, foundation)?

Yes [ ] No [ ]

2. **If the answer for question 1 is yes**, what are the motivating factor(s) when you plan to buy the products in question 1? **If the answer is No**, what motivates you from buying any other product such as clothes, shoes, etc? (You can select more than one)

CELEBRITY ENDORSEMENT

Discounts and offers [ ]

Lower prices [ ]

Recommendation from peers [ ]

Celebrity endorsing the product [ ]

Other (Please specify) _____

3. Do you buy cosmetic product or any other product because it has been endorsed by a celebrity?

Yes [ ] No [ ] sometimes [ ] Can't tell [ ]

4. An actress, Lupita Nyongo'o, promotes cosmetic products of Lancôme brand, American musicians such as Rihanna and Nicki Minaj promote cosmetic products of MAC brand. Do you know any celebrity who endorses cosmetic products here in Ghana?

Yes [ ] No [ ]

5. **If your answer in question 4 is yes**, please mention his/her name. **If the answer is No**, please mention a name of any other Ghanaian celebrities that you know and the products they endorse (you can mention more than one)

The celebrity is

……

6. When I ask you what celebrities/celebrity endorse(s) these Ghanaian companies, can you fill in the blanks? (Please list as many as you can)

Ghandour Cosmetics Ltd:……

MTN Ghana……

Zaron Cosmetics:…….

Kasapreko……

Omolewa Cosmetics:……

CELEBRITY ENDORSEMENT

Unilever Ghana……

Moda Cosmetics:……

Prestige Cosmetics Ltd……

Consumer Perception and Celebrity Endorsements

7. Do you agree the presence of celebrities in advertisements can help you recognize and recall the product more promptly?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

8. What type of celebrities do you think are more influential as endorsers?

Actors or Actresses [ ]

Sport stars [ ]

Politicians [ ]

Business persons [ ]

Other (Please specify) _____

9. Do you agree that celebrities actually use the product endorsed by them in real life?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

Celebrity endorsements and consumer buying behavior

10. How likely are you to buy the product, if promoted by your favorite Celebrity?

Extremely likely [ ]

Very likely [ ]

Somewhat likely [ ]

Not so likely [ ]

Not at all likely [ ]

11. Have you ever bought any product because it was endorsed by a celebrity?

Yes [ ] No [ ]

CELEBRITY ENDORSEMENT

Celebrity expertise and consumer buying behavior

13. As a consumer, do you agree that the **expertise** of the celebrity as an attribute can influence your purchase decision? *(Expertise refers to the level of knowledge, experience and skills a celebrity has in a particular field)*

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

14. Do you agree that cosmetics companies should always use celebrities with expertise to endorse their products?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

15. How much do you agree that celebrity endorsers without expertise can have negative influence on a consumers buying decision?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

Celebrity attractiveness and consumer buying behavior

16. As a consumer, do you agree that the **Attractiveness** of a celebrity as an attribute can influence your purchase decision? *(Attractiveness refers to the* quality of being pleasing or appealing to the senses)

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

17. Do you agree that the attractiveness of the celebrity makes the advert more smart and catchy?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

18. Do you agree that Cosmetic companies in Ghana should use attractive celebrities in their adverts as endorsers?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

Celebrity credibility and consumer buying behavior

19. As a consumer, do you agree that the **credibility** of the celebrity as an attribute can influence your purchase decision? *(Credibility refers to the honesty and believability of the celebrity)*

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

20. Do you agree that highly credible celebrities have an influence on your decision to buy the products that they endorse?

Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

CELEBRITY ENDORSEMENT

21. Do you agree that cosmetic companies in Ghana should use credible celebrities in their adverts?
Strongly Agree [ ] Agree [ ] Neutral [ ] Disagree [ ] Strongly Disagree [ ]

Demographic Profile

22. How old are you?

15-20 years [ ] 21-25 years [ ] 26-30 years [ ] 31 and above [ ]

23. Which school are you from?

Ashesi University College [ ]

University of Ghana, Legon [ ]

Wisconsin University [ ]

Other (Please specify) [ ]

24. What is your class/level/ year group?

……
……

25. What is your faculty/major/program (for example Business Administration, Medicine, Engineering, etc.)?
……
……