

UNIVERSITY OF MEDIA, ARTS & COMMUNICATION (UNIMAC-IJ)



**THE IMPACT OF BRAND AMBASSADOR SCANDALS ON CONSUMER
PURCHASING DECISIONS IN GHANA. A STUDY OF STUDENTS OF UNIMAC-IJ.**

BY

MARIAM LARUBA SHAIBU

(MAPRM24021)

**A DISSERTATION SUBMITTED TO UNIMAC-IJ IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE AWARD OF A MASTERS DEGREE IN PUBLIC
RELATIONS WITH MARKETING.**

FACULTY OF PUBLIC RELATIONS AND MARKETING (FOPAM)

NOVEMBER, 2025

Student's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere. I further declare that all the sources I have used or quoted have been indicated and acknowledged by means of complete references.

Mariam Laruba Shaibu

Index No. MAPRM24021

Signature:



Date: 22/12/2025

Supervisor's Certification

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Media, Arts and Communication.

Certified by: Supervisor

Dr. Caroline Aboagye Da-Costa

Signature:



Date: 22/12/2025

Dedication

I dedicate this project work to my deceased husband, family, and the University of Media, Arts and Communications (UniMAC).

Acknowledgement

This project work could not have been executed without the support and encouragement from several people. My greatest thanks go to God Almighty for His endless grace and favour that has helped me sail through successfully. Also, enormous appreciation goes to my supervisor, Dr. Caroline Aboagye Da-Costa, for her timely reviews and feedback. Her guidance and comments enhanced my work. To my family, I am highly indebted to them for their moral and financial support.

Abstract

The study explored the impact of brand ambassador scandals on consumer purchasing decisions in Ghana'. The study is premised on ascertaining the impact of brand ambassador scandals on consumer purchasing decisions. As part of the theoretical underpinnings of the study, both the Social Identity and Brand Attachment theories were used. The primary data collection method was used with questionnaires distributed by the researcher to respondents. And upon analysis of the responses of the two hundred (200) students of UniMAC-IJ using the multiple regression and correlation analysis, the findings proved that, there is a significant and positive relationship between corporate social responsibility and employee well-being, which is to mean that, their relationship is statistically reliable and unlikely due to chance. The study underscored that, brand ambassador scandals impact consumer purchasing decision by deterring repurchase behaviour, reduced brand loyalty, undermines consumer trust and erodes brand credibility and authenticity. Again, the study highlighted deterring repurchase behavior and reduced brand loyalty as the most significant impact of brand ambassador scandals on consumer purchasing decision. And finally, the study added that, cultural/communal values, religious beliefs, brand attachment and social media influence, greatly constitute the factors that influence Ghanaian consumers' responses to brand ambassador scandals. The study suggested that organisations should select celebrities with proven track record of high moral conduct and behaviour to be their ambassadors. And finally, the study recommended, further studies into the potential risks associated with brand ambassador scandals and the strategies that can be used to mitigate these risks.

Table of Contents

<u>DECLARATION</u>	I
<u>DEDICATION</u>	II
<u>ACKNOWLEDGEMENT</u>	III
<u>ABSTRACT</u>	IV
<u>TABLE OF CONTENTS</u>	V
<u>LIST OF FIGURES</u>	VII
<u>LIST OF TABLES</u>	VIII
<u>CHAPTER ONE</u>	1
<u>INTRODUCTION</u>	1
<u>1.1 BACKGROUND TO THE STUDY</u>	1
<u>1.2 PROBLEM STATEMENT</u>	3
<u>1.3 OBJECTIVES OF THE STUDY</u>	4
<u>1.4 RESEARCH QUESTIONS</u>	5
<u>1.5 SIGNIFICANCE OF THE STUDY</u>	5
<u>1.6 ORGANISATION OF THE STUDY</u>	6
<u>CHAPTER TWO</u>	7
<u>LITERATURE REVIEW</u>	7
<u>2.1 INTRODUCTION</u>	7
<u>2.2 CONCEPTUAL FRAMEWORK</u>	7
<u>2.3 EMPIRICAL REVIEW</u>	12
<u>2.4 THEORETICAL FRAMEWORK</u>	23
<u>2.5 CHAPTER SUMMARY</u>	29
<u>CHAPTER THREE</u>	31
<u>METHODOLOGY</u>	31
<u>3.1 INTRODUCTION</u>	31
<u>3.2 RESEARCH DESIGN</u>	31
<u>3.3 POPULATION AND SAMPLE SIZE</u>	32
<u>3.4 SAMPLING TECHNIQUE</u>	32
<u>3.5 DATA COLLECTION METHOD</u>	32
<u>3.6 DATA COLLECTION PROCEDURE</u>	33
<u>3.7 DATA ANALYSIS</u>	34
<u>3.8 ETHICAL CONSIDERATIONS</u>	35
<u>3.9 VALIDITY & RELIABILITY</u>	35
<u>3.10 CONCLUSION</u>	36
<u>CHAPTER FOUR</u>	37
<u>DATA ANALYSIS</u>	37
<u>4.1 INTRODUCTION</u>	37
<u>4.2 PRESENTATION OF DATA</u>	37
<u>4.3 DISCUSSION OF FINDINGS</u>	42
<u>4.4 IMPLICATION OF FINDINGS</u>	44
<u>4.5 CHAPTER SUMMARY</u>	45

<u>CHAPTER FIVE</u>	46
<u>SUMMARY, CONCLUSIONS & RECOMMENDATIONS</u>	46
<u>5.1 INTRODUCTION</u>	46
<u>5.2 SUMMARY OF FINDINGS</u>	46
<u>5.3 CONCLUSION</u>	47
<u>5.3 RECOMMENDATION</u>	47
<u>5.4 SUGGESTION FOR FUTURE RESEARCH</u>	48
<u>BIBLIOGRAPHY</u>	49
<u>APPENDIX</u>	56

List of Figures

Figure 2.1: Conceptual framework.....	9
---------------------------------------	---

List of Tables

Table 4.1: Demographic details of respondents.....	37
Table 4.2: Mean and rank for Brand Ambassador Scandals scale.....	38
Table 4.3: Mean and rank of the brand ambassador scandals relationship scale.....	39
Table 4.4: Mean and rank of Ghanaian consumers' response factors scale.....	40
Table 4.5: Correlation analysis between brand ambassador scandals and consumer purchasing decisions.....	41
Table 4.6: Model Summary.....	41
Table 4.7: Analysis of variance.....	42
Table 4.8: Regression Coefficients.....	42

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The influence of scandals involving brand ambassadors on consumer buying choices has received considerable scrutiny in recent years, especially within the Ghanaian context. This study seeks to investigate the repercussions of brand ambassador scandals on consumer purchasing behaviour in Ghana, emphasizing the intricate dynamics at play.

On a global scale, the significance of brand ambassadors has grown markedly in influencing consumer perceptions and affecting purchasing choices (Spry, Pappu, and Cornwell, 2018). Brand ambassadors are individuals who embody a brand and advocate for its products or services, frequently utilizing their popularity, influence, and trustworthiness to enhance brand recognition and stimulate sales (Kim, Lee, and Kim, 2020). However, when a brand ambassador is involved in a scandal, it can have far-reaching consequences for the brand, including damage to its reputation, loss of customer trust, and ultimately, a decline in sales (Louie, Kulik, and Jacobson, 2020).

According to a study by Till and Shimp (2019), brand ambassador scandals can lead to a significant decline in brand reputation, particularly if the scandal is widely publicized. The research indicated that consumers exposed to unfavourable information regarding a brand ambassador exhibited a decreased likelihood of purchasing products from the related brand. Similarly, a study by Carrillat, d'Astous, and Lazure (2020) found that brand ambassador scandals can lead to a decrease in brand trust, which can ultimately affect consumer purchasing decisions.

The impact of brand ambassador scandals on consumer purchasing decisions can be attributed to the concept of associative learning, where consumers form associations between the brand

and the ambassador (Till and Shimp, 2019). When a scandal concerning the ambassador occurs, these connections may adversely affect the brand's reputation and, consequently, influence consumer purchasing choices. Additionally, the gravity of the scandal and the extent of media coverage it garners can intensify the detrimental effects on the brand (Louie, Kulik, and Jacobson, 2020).

In Africa, the impact of brand ambassador scandals on consumer purchasing decisions is a relatively underexplored area of research. However, a study by Nwagbara and Agusi (2021) found that Nigerian consumers were likely to boycott brands that were associated with ambassadors who engaged in unethical behaviour. Another study by Mpinganjira (2020) found that South African consumers were influenced by the perceived authenticity and credibility of brand ambassadors, and that scandals involving ambassadors could lead to a decline in brand reputation.

In Ghana, employing brand ambassadors is a widely adopted marketing tactic, especially within the telecommunications, banking, and entertainment sectors (Agyapong, 2022). Nonetheless, there exists a scarcity of research regarding the influence of brand ambassador scandals on consumer buying behaviour in Ghana. A study by Owusu and Boateng (2020) found that Ghanaian consumers were influenced by the perceived credibility and attractiveness of brand ambassadors, and that scandals involving ambassadors could lead to a decline in brand reputation.

The cultural environment in Ghana could significantly influence how consumers react to scandals involving brand ambassadors. For example, consumers in Ghana might prioritize morality and ethical standards, making them more inclined to boycott brands linked to ambassadors who partake in unethical conduct (Agyapong, 2022). Furthermore, the prevalent use of social media in Ghana may enhance the repercussions of brand ambassador scandals, as consumers are able to swiftly disseminate information and express their views regarding the

incident (Kumi, 2021).

The impact of brand ambassador scandals on consumer purchasing decisions in Ghana can have significant implications for businesses operating in the country. Companies may need to develop strategies to mitigate the negative effects of scandals involving their brand ambassadors, such as by distancing themselves from the ambassador or issuing public apologies (Carrillat, d'Astous, & Lazure, 2020). Furthermore, companies may need to carefully select brand ambassadors who align with their values and brand image, in order to minimize the risk of scandals (Kim, Lee, & Kim, 2020).

The influence of scandals involving brand ambassadors on consumer buying behavior in Ghana represents a multifaceted topic that requires additional investigation. By comprehending the underlying dynamics, companies can formulate effective approaches to alleviate the adverse consequences of such scandals and safeguard their brand image. It is for this reason that this research aims to examine the effects of brand ambassador scandals on consumer purchasing choices in Ghana.

1.2 Problem Statement

The increasing use of brand ambassadors in Ghana's marketing landscape has raised concerns about the potential risks associated with their involvement in scandals. Recent studies have shown that brand ambassador scandals can have a negative impact on consumer purchasing decisions, leading to a decline in brand reputation and sales (Louie, Kulik & Jacobson, 2020; Till & Shimp, 2019). Despite the growing importance of brand ambassadors in Ghana, there is limited research on the impact of their scandals on consumer purchasing decisions (Till and Shimp, 2019).

In Ghana, brand ambassadors are widely used in various industries, including telecommunications, banking, and entertainment (Agyapong, 2022). However, the involvement of these ambassadors in scandals can have far-reaching consequences for the

brands they represent. For instance, a scandal involving a brand ambassador can lead to a loss of trust and loyalty among consumers, ultimately affecting their purchasing decisions (Carrillat, d'Astous, & Lazure, 2020). The severity of the scandal and the level of media attention it receives can exacerbate the negative impact on the brand (Louie, Kulik, and Jacobson, 2020). The problem is that, Ghanaian consumers' responses to brand ambassador scandals are not well understood, and there is a need to investigate the impact of these scandals on their purchasing decisions (Agyapong, 2022). Previous studies have shown that consumers in other contexts are influenced by the perceived credibility and attractiveness of brand ambassadors (Kim, Lee & Kim, 2020; Owusu & Boateng, 2020). However, the specific dynamics of brand ambassador scandals in Ghana require further exploration.

The impact of brand ambassador scandals on consumer purchasing decisions in Ghana is a complex issue that warrants further research. By investigating the dynamics involved, this study aims to provide insights into how Ghanaian consumers respond to brand ambassador scandals and how these scandals affect their purchasing decisions.

1.3 Objectives of the study

- To ascertain the impact of brand ambassador scandals on consumer purchasing decisions.
- To examine the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana.
- To identify the factors that influence Ghanaian consumers' responses to brand ambassador scandals.

1.4 Research Questions

- What is the impact of brand ambassador scandals on consumer purchasing decisions?
- What is the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana?

- What are the factors that, influence Ghanaian consumers' responses to brand ambassador scandals, including cultural, social, and personal factors?

1.5 Significance of the study

The research topic, the Impact of Brand Ambassador Scandals on Consumer Purchasing Decisions in Ghana, has the potential to make significant contributions to various stakeholders, including further research, Corporate Ghana, professional bodies and associations, and theory formulation. In terms of further research, this study will contribute to the existing body of knowledge on brand management and consumer behaviour, particularly in the context of Ghana and other emerging markets. The study's findings will provide insights into the complex dynamics involved in brand ambassador scandals and their impact on consumer purchasing decisions, which can inform future research in this area. For instance, future studies can build on the findings of this research to explore the impact of brand ambassador scandals on consumer brand loyalty and retention in Ghana.

For Corporate Ghana, the study's findings will be valuable for marketers and brand managers who use brand ambassadors as part of their marketing strategy. The study will provide insights into the potential risks associated with brand ambassador scandals and the strategies that can be used to mitigate these risks. This can help companies in Ghana to develop effective crisis management strategies and protect their brand reputation. For example, companies can use the study's findings to develop guidelines for selecting brand ambassadors and managing their relationships with them. Professional bodies and associations, such as the Chartered Institute of Marketing, Ghana (CIMG), can also benefit from the study's findings. The study will provide insights into the impact of brand ambassador scandals on consumer purchasing decisions, which can inform the development of industry guidelines and best practices for brand management in Ghana. Additionally, the study's findings can be used to inform training programs for marketers and brand managers in Ghana, helping them to develop the skills and

knowledge needed to manage brand ambassadors effectively. In terms of theory formulation, this study will contribute to the development of theoretical frameworks that explain the complex dynamics involved in brand ambassador scandals and their impact on consumer purchasing decisions. The study's findings can be used to refine existing theories, such as the associative learning theory, and to develop new theories that are specific to the Ghanaian context. For instance, the study's findings can be used to develop a theoretical framework that explains how Ghanaian consumers respond to brand ambassador scandals and how these responses affect their purchasing decisions.

1.6 Organisation of the study

Chapter One provides a comprehensive introduction, including the study's background, problem statement, research objectives, research questions, significance of the study, scope of the study, and the organization of the study. Chapter Two focuses on the literature review and an in-depth examination of the theoretical framework. Chapter Three encompasses the methodology, which includes an introduction to the method, research design, population and sample, as well as the data collection process utilizing the appropriate data instruments. Chapter Four analyses the data and presents the findings that emerged following the data collection phase. Finally, Chapter Five consists of the summary, discussions, recommendations, and conclusion of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter examines relevant literature and scholarly sources that inform the current investigation. It explores the theories that underpin the study, clarifies key operational concepts, and situates the research within broader academic discourse. The review is closely aligned with the study's objectives, offering insight into existing knowledge and identifying gaps this study aims to fill. It also provides a foundation for interpreting findings and shaping the study's analytical direction.

To ensure clarity and coherence, the chapter is organized into four sections. The conceptual framework defines key terms and ideas central to the study. The literature review/empirical Review reviewed previous research, highlighting trends and contextual relevance. The Theoretical Framework presents and synthesizes guiding theories that shape the study's lens. This structure builds a logical flow from concept to evidence to theory, reinforcing the study's depth and relevance.

2.2 Conceptual Framework

2.2.1 Brand Ambassador Scandals

Brand Ambassador Scandals as the independent variable in this study, refers to incidents where public figures representing a brand engage in behaviour that contradicts societal norms, ethical expectations, or the brand's values (Agyapong, 2022). These scandals may include ethical misconduct such as fraud, dishonesty; public controversy in the form of offensive statements, political entanglements, or media amplification that intensifies public scrutiny (Louie, Kulik & Jacobson, 2020).

In Ghana, where celebrity culture is deeply woven into marketing strategies, brand ambassadors often serve as symbolic extensions of the brand itself. Their behaviour directly influences consumer perceptions. For instance, if a telecom ambassador is involved in a political scandal, consumers may question the brand's neutrality or integrity. The scandal becomes a trigger that disrupts the emotional and social alignment between the consumer and the brand, initiating a reevaluation of trust and loyalty.

2.2.2 Moderating Factors (cultural, social, and personal)

Moderating factors (cultural, social, and personal), shape how Ghanaian consumers respond to brand ambassador scandals. These do not directly cause behaviour change but influence the intensity and direction of consumer reactions (Till & Shimp, 2019). And on cultural factors, Ghanaian norms like communalism and moral expectations affect scandal interpretation. Ambassadors aligned with local values may be forgiven; those who violate cultural norms risk rejection (Owusu & Boateng, 2020). Also, social factors such as Peer discourse and social media amplify scandal impact. Viral backlash can pressure consumers to disengage, while public defence may soften reactions (Carrillat, d'Astous, & Lazure, 2020). Lastly, personal factors which looks at traits like brand attachment, empathy, and resilience, moderate responses. Emotionally connected or empathetic consumers may forgive; those with low attachment or strong moral views may withdraw quickly (Ibid).

2.2.3 Consumer Purchasing Decisions

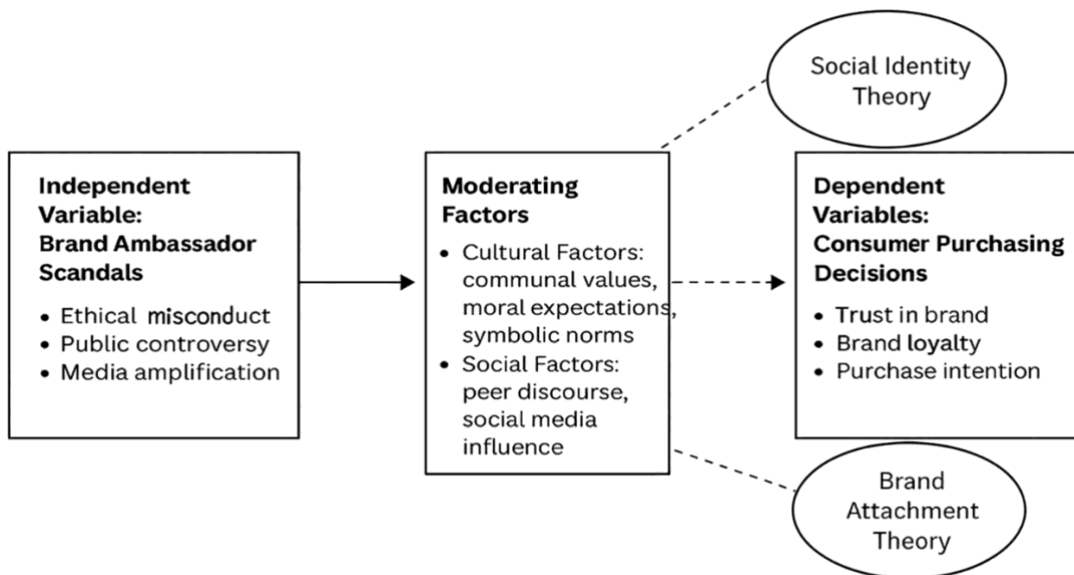
Consumer Purchasing Decisions which is the dependent variable, captures how consumers respond behaviourally to brand ambassador scandals (Kim, Lee & Kim, 2020). And this includes:

- Trust in the brand: Consumers may lose confidence in the brand's values or credibility.

- Brand loyalty: Long-term commitment may weaken, leading to brand switching or disengagement.
- Purchase intention: Consumers may delay or cancel purchases, especially if the scandal contradicts their personal or cultural values.

In Ghana’s collectivist society, purchasing decisions are often influenced by communal reputation and moral expectations (Agyapong, 2022). For example, if a beverage brand ambassador is involved in a public altercation, consumers in religious or conservative communities may boycott the brand, not just out of personal disapproval, but to align with group norms. Thus, purchasing behaviour becomes a reflection of both individual values and social identity.

Figure 2.1: Conceptual Framework



Source: Author’s construct (2025)

The image above depicts how controversies involving brand ambassadors affect what people buy. It explains how cultural and societal variables affect this connection and how societal Identity Theory (SIT) and Brand Attachment Theory (BAT) explain the mental processes that are involved.

In the above diagram, we can identify the independent variable as brand ambassador scandals (ethical misconduct, public controversy, and media amplification). These things make individuals doubt the brand's honesty and values, which makes them think twice about being loyal to the organisation. As ambassadors stand in for the brand symbolically, their actions send signals about how real and compatible the firm is with community standards. The incident creates a situation where people may either distance themselves or defend themselves by adding reputational risk and social pressure.

Between the scandal and consumer behavior sit the moderating factors (cultural and social influences) that determine the strength and direction of the scandal's impact. Cultural factors, like shared moral standards, symbolic conventions, and community values, affect how serious or minor the behaviour is seen as. The interaction among peers and the impact of social media serve as prime examples of social elements that shape the public's understanding of the crisis, the degree of public indignation, and the evolution of shared narratives. This is SIT at its heart. It clarifies the connection between group affiliation and identity alignment as a catalyst for responses: when an ambassador's conduct undermines in-group norms, consumers perceive a threat to their identity and experience social pressure to dissociate from the brand to maintain their social image. The opposite is also true: if community stories focus on context or forgiveness, they may lessen the detrimental effects. That's why the moderating layer is so crucial; it makes the scandal's meaning clearer and more powerful.

Also, as shown in Figure 2.1, the dependent variable is identified as consumer purchasing decisions, with emphasis on trust in the brand, brand loyalty, and purchase intention, which captures the behavioural outcomes of this process. The Brand Attachment Theory may help us understand better how emotions may turn knowledge into action. When there is a disagreement, those who are very emotionally attached to the brand may not know how to react. People could think that the ambassador's actions were real efforts to repair the situation, or they might wish to make up and accept the apology. A strong emotional bond might stop people from losing trust and loyalty, which would deter them from wanting to purchase or let them slowly become better. On the other hand, clients who aren't very attached are more likely to be influenced by negative social framing, which speeds up the withdrawal process. The truth is that the outcome is a balance between internal emotional ties and external social identification needs. SIT, for example, decides how socially acceptable it is to be a brand customer, while BAT decides how much someone wants to be a client.

The flow of the conceptual framework is explained as follows. And to begin, when a controversy occurs, it conveys a message about how the brand's meaning might be in risk. The Social Identification theory (SIT) shape and amplify the event by putting it in a cultural and social framework, which decides whether it's okay to disconnect from or protect the brand. The brand attachment theory (BAT) of a person affects how emotionally strong they are in the controversy, which leads them to either forgive or reject it. When these social and emotional factors combine, they result in quantifiable alterations in trust, loyalty, and purchasing intent. Consequently, the model illustrates that consumers' emotions are contextual, influenced by the intersections of their cultural and social identities and affiliations.

2.3 Empirical Review

The impact of brand ambassador scandals on consumer purchasing decisions has been a subject that has garnered significant attention from researchers worldwide. Studies consistently show that such scandals negatively affect consumer trust, loyalty, and brand reputation.

In Europe, Erdogan, Baker, and Tagg (2018) explored the impact of celebrity scandals on brand reputation and found that scandals can lead to a decline in both brand reputation and sales. Using a survey method with 500 participants, the study revealed that consumers subjected to unfavourable information regarding a celebrity endorser were significantly less likely to purchase products from the associated brand.

This European study offers strong quantitative evidence of the link between scandal exposure and purchasing behaviour. However, it focuses primarily on reputation and sales, without deeply exploring psychological or cultural factors. The results correspond with the initial research objective of this study; to determine the influence of brand ambassador scandals on consumer buying behaviour, but highlight the need for contextual depth, especially in culturally distinct markets like Ghana.

In Asia, Hung, Chan, and Tse (2019) examined the impact of celebrity endorsement scandals on consumer-brand relationships. Their qualitative study, based on in-depth interviews with 30 participants, found that scandals erode brand trust and loyalty. Similarly, Kim, Lee, and Kim (2020) found that the perceived credibility and attractiveness of brand ambassadors significantly influence consumer attitudes. Louie, Kulik, and Jacobson (2020) also confirmed that scandals involving brand ambassadors can lead to a decline in brand reputation and sales.

The Asian studies offer a more nuanced view of consumer psychology, emphasizing emotional and relational dynamics. The qualitative approach by Hung et al. (2019) provides rich insights but lacks generalizability due to the small sample size. These findings support both the first

and third research objectives; to ascertain the impact of scandals and to identify the factors influencing consumer responses, such as credibility and emotional attachment. However, they also underscore the need for culturally specific analysis, which this study aims to provide in the Ghanaian context.

In the Americas, Till and Shimp (2019) investigated the effects of negative celebrity information on brand reputation and found a clear decline in consumer perception. Carrillat, d'Astous, and Lazure (2020) similarly concluded that celebrity scandals diminish brand trust and loyalty. These studies reinforce the global consensus on the damaging effects of ambassador misconduct.

While these American studies offer robust empirical support, they tend to focus on reputation metrics and lack exploration of cultural or social variables. Their relevance to the Ghanaian context is limited, but they affirm the importance of trust and loyalty, key variables in this study's framework. They also reinforce the need to examine how these variables behave in culturally diverse settings, as outlined in the second and third research objectives.

In Africa, research on brand ambassador scandals remains limited. Mpinganjira (2020) studied celebrity endorsement in South Africa and found that consumers were influenced by the perceived authenticity and credibility of endorsers. Using a survey of 200 participants, the study concluded that scandals involving celebrity endorsers can damage brand reputation.

This African study begins to bridge the gap between global findings and regional realities. However, it focuses on South Africa, and its generalizability to Ghana is uncertain due to cultural differences. Nonetheless, it supports the third research objective; to identify cultural and personal factors influencing consumer responses, and emphasizes the significance of trustworthiness and genuineness in influencing consumer behaviour.

In Ghana, research on brand ambassador scandals is still emerging. Agyapong (2022) found that Ghanaian consumers are more likely to purchase products endorsed by celebrities perceived as credible and attractive. Owusu and Boateng (2020) similarly emphasized the role of ambassador credibility in influencing consumer attitudes.

These Ghanaian studies are directly relevant to the second and third research objectives; to examine the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana, and to identify influencing factors. However, they do not explicitly address scandal scenarios, leaving a gap that this study seeks to fill. Their emphasis on credibility and attractiveness provides a foundation for exploring how these traits interact with scandal perception and purchasing behaviour in the Ghanaian market.

2.3.1 Literature Review

2.3.1.1 The Impact of brand ambassador scandals on consumer purchasing decisions.

The influence of scandals involving brand ambassadors on consumer buying choices has attracted growing academic interest in recent years, particularly in light of the growing reliance on celebrity endorsements and influencer marketing across global markets. This literature review synthesizes empirical findings from studies conducted worldwide, within Africa, and specifically in Ghana, to contextualize the relevance of brand ambassador misconduct to consumer behaviour.

Globally, research has demonstrated that brand ambassador scandals can significantly alter consumer perceptions, trust, and purchase intentions. Lau, Shimul, and Phau (2025) investigated the impact of misconduct by brand ambassadors on the desirability of luxury brands, revealing that consumer attachment to a brand can be disrupted by scandal, especially when the ambassador's behaviour contradicts the brand's values. Their study emphasized the moderating roles of consumer resilience and empathy, suggesting that empathetic brand

responses may mitigate reputational damage. Similarly, Situmorang and Herdiansyah (2021) examined the impact of brand ambassadors on e-commerce platforms in Indonesia, finding that scandals involving ambassadors such as BTS and Didi Kempot affected brand image and consumer buying decisions, albeit with varying degrees of severity depending on the ambassador's perceived credibility and cultural resonance.

These global studies highlight the psychological and emotional dimensions of consumer-brand relationships, showing that trust and perceived authenticity are central to purchase decisions. While the findings are broadly applicable, they often emerge from markets with high brand saturation and individualistic consumer cultures. In contrast, Ghana's collectivist orientation and communal value systems suggest that consumer responses may be shaped not only by personal attachment but also by social reputation and group norms.

In the African context, Suleman et al. (2022) investigated how brand ambassadors and consumer trust influence purchasing decisions via social media. Their results revealed that trust in the ambassador is crucial in influencing consumer behaviour, especially in online settings where reputational harm can disseminate quickly. The research highlighted the significance of credibility and authenticity, emphasizing that scandals undermine these qualities and, as a result, reduce consumer engagement. Ofose-Boateng (2019) focused on celebrity endorsements in Ghana's electrical appliance industry, revealing that attributes such as credibility and physical attractiveness significantly influence consumer behaviour. However, the study also cautioned that negative publicity surrounding ambassadors can reverse these effects, leading to consumer scepticism and reduced brand loyalty.

These African studies reinforce the centrality of ambassador credibility and the vulnerability of consumer trust in scandal scenarios. They also reflect the growing influence of social media

in shaping consumer sentiment, a trend that aligns with global patterns but is intensified in Ghana by the communal sharing of opinions and reputational judgments.

In Ghana, empirical evidence suggests that brand ambassador scandals have tangible effects on consumer purchasing decisions, especially in industries where celebrity culture is deeply embedded in marketing strategies. Letsu et al. (2021) examined the role of celebrity brand ambassadors in the beverage industry, finding that while ambassadors enhance brand recall and awareness, their misconduct can undermine consumer trust and deter repurchase behaviour. This is evident in cases such as the endorsement of alcoholic beverages by musicians whose personal controversies later sparked public debate and consumer backlash. Agyekum (2022) further explored the influence of social media on consumer behaviour in Ghana's cosmetic industry, noting that online reviews and affiliations with controversial figures can sway purchasing decisions. Her findings suggest that consumers are sensitive to the reputational risks associated with brand ambassadors, particularly when scandals challenge the authenticity or cultural relevance of the endorsement.

Beyond beverages and cosmetics, the telecom industry has also witnessed shifts in consumer sentiment due to ambassador controversies. For example, when a prominent ambassador for a leading telecom brand faced public criticism over political comments, consumers expressed concern about the brand's alignment with national values, prompting calls for ambassador reassessment. In the banking sector, where trust and professionalism are paramount, associations with ambassadors involved in financial or ethical scandals have led to reputational damage and customer attrition, especially among middle-class and urban consumers who value transparency and integrity.

Collectively, these studies affirm that brand ambassador scandals are not merely peripheral concerns but central to the dynamics of consumer-brand relationships. Across global,

continental, and local contexts, the credibility, trustworthiness, and ethical comportment of ambassadors are critical determinants of consumer behaviour. In Ghana, where social identity and communal values shape market engagement, the implications of ambassador misconduct are especially pronounced. While Ghanaian consumers share global concerns about credibility and trust, their responses are often filtered through cultural expectations, religious norms, and communal reputation. Brands must therefore adopt proactive reputation management strategies, including rigorous vetting of ambassadors and transparent crisis communication, to safeguard consumer trust and sustain market performance.

2.3.1.2 The relationship between brand ambassador scandals and consumer purchasing decisions in Ghana.

The relationship between brand ambassador scandals and consumer purchasing decisions has become a focal point of contemporary marketing research, particularly as brands increasingly rely on celebrity endorsements to shape consumer perceptions. This literature review synthesizes global, African, and Ghanaian perspectives to contextualize the relevance of ambassador misconduct to consumer behaviour, with emphasis on studies published from 2018 onward. The discourse is contextualized through the perspectives of Social Identity Theory (SIT) and Brand Attachment Theory (BAT), which provide psychological and relational insights into consumer responses to scandals involving brand ambassadors.

Globally, the literature underscores the disruptive impact of brand ambassador scandals on consumer attitudes and purchasing behaviour. Kapoor (2020) conducted a thematic review using the Antecedents-Decisions-Outcomes (ADO) model, revealing that consumers' pre-scandal brand trust and loyalty significantly influence their post-scandal reactions. This aligns with BAT, which posits that emotional bonds between consumers and brands can either buffer or amplify the effects of ambassador misconduct. Consumers with strong brand attachment

may experience cognitive dissonance when the ambassador's actions contradict brand values, leading to either forgiveness or disengagement. SIT also helps explain these dynamics: consumers who identify with a brand as part of their social group may feel compelled to dissociate from it to preserve group identity and self-esteem, especially when scandals are amplified by media and peer discourse.

Vasilache (2021) explored the psychological effects of celebrity misconduct on sustainable consumer purchases, finding that consumers differentiate between types of scandals—such as infidelity versus criminal behaviour—and adjust their purchasing decisions accordingly. This differentiation reflects SIT's concept of social comparison, where consumers evaluate the ambassador's behaviour against group norms and moral expectations. Similarly, Situmorang and Herdiansyah (2021) demonstrated that brand ambassadors like BTS and Didi Kempot significantly influenced brand image and consumer buying decisions in Indonesia, but scandals involving these figures eroded trust and reduced purchase intent. These findings reinforce BAT's assertion that ambassador credibility is central to maintaining emotional attachment and loyalty.

In the African context, Suleman et al. (2022) examined the role of brand ambassadors and consumer trust in social media-driven purchasing decisions. Their study found that ambassador credibility and ethical comportment are central to consumer engagement, especially in digital environments where reputational damage spreads rapidly. This supports BAT's emphasis on authenticity and emotional resonance, as well as SIT's view that consumers seek to align with brands that reflect their social values. Aziza et al. (2024) similarly found that brand ambassador characteristics significantly influenced brand image and trust on TikTok Shop, which in turn affected consumer decisions. The study emphasized the importance of credible endorsers and authentic online reviews, highlighting how social categorization and peer influence, key components of SIT, shape consumer behaviour in social commerce platforms.

In Ghana, empirical studies provide localized insights into how brand ambassador scandals affect consumer purchasing decisions. Letsu et al. (2021) explored the role of celebrity brand ambassadors in the beverage industry, revealing that while ambassadors enhance brand recall and awareness, their misconduct can undermine consumer trust and deter repurchase behaviour. This reflects BAT's notion that emotional bonds are vulnerable to reputational shocks, and SIT's principle that group-based identity alignment is disrupted when ambassadors violate communal norms. Agyekum (2022) examined the influence of social media on consumer behaviour in Ghana's cosmetic industry, noting that affiliations with controversial figures can sway purchasing decisions. Her findings suggest that consumers are sensitive to reputational risks and are likely to dissociate from brands associated with scandalous ambassadors—an outcome predicted by SIT's social comparison mechanism and BAT's emotional dissonance model.

Ofosu-Boateng (2019) further investigated celebrity endorsements in Ghana's electrical appliance sector, concluding that while attributes like credibility and attractiveness influence consumer behaviour, negative publicity can reverse these effects and foster skepticism. This reversal illustrates how emotional attachment (BAT) and social identification (SIT) are contingent on perceived ambassador integrity. In Ghana's collectivist culture, where social identity and communal reputation are deeply embedded in consumer decision-making, ambassador misconduct can trigger widespread rejection, especially when amplified through social media and community discourse.

Collectively, these studies affirm that brand ambassador scandals are not peripheral concerns but central to the dynamics of consumer-brand relationships. Across global, continental, and local contexts, the credibility, trustworthiness, and ethical comportment of ambassadors are critical determinants of consumer behaviour. Social Identity Theory explains how group affiliation, social categorization, and comparison shape consumer responses to scandal, while

Brand Attachment Theory reveals how emotional bonds and perceived authenticity influence loyalty and purchasing decisions. In Ghana, where communal values and social identity significantly shape market engagement, the implications of ambassador misconduct are especially pronounced. Brands must therefore adopt proactive reputation management strategies, including rigorous vetting of ambassadors and transparent crisis communication, to safeguard consumer trust and sustain market performance.

2.3.1.3 The factors that influence Ghanaian consumers' responses to brand ambassador scandals, including cultural, social, and personal factors.

The factors that influence Ghanaian consumers' responses to brand ambassador scandals are shaped by a complex interplay of cultural norms, social dynamics, and personal values. This literature review synthesizes global, African, and Ghanaian perspectives to identify how these dimensions affect consumer reactions to ambassador misconduct, with emphasis on studies published from 2018 onward. These factors do not merely shape consumer attitudes; they actively moderate the severity and direction of scandal impact on purchasing decisions.

Globally, consumer responses to brand ambassador scandals are often mediated by psychological constructs such as empathy, resilience, and brand attachment. Lau, Shimul, and Phau (2025) found that consumers with strong emotional ties to luxury brands may exhibit forgiveness or rationalization when ambassadors are involved in wrongdoing, especially if the brand's response aligns with consumer values. This suggests that personal resilience and empathy can buffer the negative effects of scandal, allowing consumers to maintain loyalty despite reputational damage. Kapoor (2020) further argued that pre-existing brand trust and media amplification shape consumer decisions, with personal factors such as attribution style and moral judgment playing pivotal roles. For example, consumers who perceive a scandal as a one-off mistake may be more forgiving than those who interpret it as a reflection of deeper

ethical flaws. These findings imply that personal values and psychological traits moderate how consumers interpret and respond to ambassador misconduct.

In the African context, cultural and social factors take on heightened significance. Suleman et al. (2022) found that ambassador credibility and ethical comportment are central to consumer trust, especially in social media-driven environments where reputational damage spreads rapidly. Aziza et al. (2024) emphasized that ambassador relatability, cultural resonance, and perceived integrity significantly influence brand image and consumer trust on platforms like TikTok. These studies show that cultural expectations and peer discourse can amplify or dampen the impact of scandals. For instance, an ambassador whose behaviour violates communal norms may face harsher backlash, while one who maintains cultural alignment may be shielded by public empathy.

In Ghana, empirical research reveals that cultural identity, communal living, and moral expectations are deeply embedded in consumer behaviour, and these factors strongly moderate scandal impact. Takyi et al. (2025) found that communal decision-making and symbolic representation, such as the use of local languages and cultural symbols, enhance consumer trust and loyalty. This means that when a brand ambassador embodies cultural values, consumers may be more forgiving during a scandal. For example, an ambassador who speaks Twi and promotes Ghanaian-made products may retain support even after minor controversies, due to perceived cultural alignment.

Agyekum (2022) noted that Ghanaian consumers are highly responsive to reputational risks, especially when scandals challenge the authenticity or cultural relevance of the endorsement. In the cosmetic industry, for instance, brands associated with ambassadors who promote unrealistic beauty standards or foreign ideals may face backlash, while those aligned with local values and natural aesthetics are more resilient. Letsu et al. (2021) found that ambassador

misconduct in the beverage industry can lead to brand avoidance and diminished trust, particularly when community sentiment turns negative. A notable example is when a musician endorsing an alcoholic beverage is involved in a public altercation, consumers in religious and conservative communities responded with boycott calls, demonstrating how moral expectations moderate scandal impact.

Mensah (2020) assessed brand ambassadors in Ghana's banking sector and concluded that personal factors such as brand familiarity, ambassador attractiveness, and perceived credibility influence consumer behaviour. However, ethical breaches, such as financial impropriety or political entanglements, can override these positive attributes, leading to skepticism and reduced loyalty. For instance, a well-known ambassador for a savings and loans company lost public trust after being linked to a controversial investment scheme, resulting in customer attrition despite prior brand attachment.

Botchway (2023) explored influencer marketing in Ghana's telecom industry and revealed that while influencers shape consumer perceptions, followers are increasingly discerning. Scandals involving influencers, such as insensitive comments or political bias, often trigger swift public reactions, especially when amplified by social media. However, influencers who maintain transparency and engage with followers during crises may retain support, showing how social engagement moderates scandal fallout.

Collectively, these studies affirm that Ghanaian consumers' responses to brand ambassador scandals are not uniform but moderated by a blend of cultural norms, social dynamics, and personal values. Cultural factors such as communalism, moral expectations, and symbolic representation can either buffer or intensify scandal impact. Social influences, particularly peer discourse and digital engagement, mediate public sentiment and purchasing decisions. Personal traits like brand attachment, empathy, and resilience further nuance consumer reactions,

highlighting the need for culturally sensitive and ethically grounded branding strategies in Ghana's consumer markets.

2.4 Theoretical Framework

The theoretical framework serves as a foundational structure that can support or uphold a research theory. It introduces and elucidates the theory that accounts for the existence of the research being examined. (USC Libraries, 2016). In the context of this study, the theories of social identity and brand attachment are explored.

2.4.1 Social Identity theory

Social Identity Theory (SIT), formulated by Henri Tajfel and John Turner during the 1970s, provides a fundamental perspective for comprehending how individuals construct their self-concept based on their affiliation with social groups. Tajfel's minimal group experiments demonstrated that even trivial group differences can result in in-group favouritism and discrimination against out-groups, underscoring the psychological significance of group identity that transcends mere material concerns (Tajfel & Turner, 1979).

SIT delineates three fundamental processes: social categorization, social identification, and social comparison, which influence individual behaviour. Initially, individuals classify themselves and others into social groups (for instance, supporters of a brand or admirers of a celebrity). Subsequently, they embrace the identity of their in-group, assimilating its norms, values, and symbols. Finally, they compare their group to others in ways that enhance self-esteem, seeking positive distinctiveness. These mechanisms influence consumer behaviour by fostering brand loyalty, trust, and purchase decisions, especially when brands serve as symbolic extensions of group identity.

In Ghana, where celebrity culture and brand endorsements are central to marketing strategies, SIT is particularly salient. Brand ambassadors are often chosen for their perceived alignment

with the brand's identity and the cultural values of the target audience (Mensah, 2020). Through social categorization, Ghanaian consumers associate themselves with brands endorsed by admired public figures. Social identification occurs when consumers internalize the brand's image often shaped by the ambassador, as part of their own self-concept. Social comparison then reinforces this identity, as consumers evaluate their brand affiliations in relation to societal norms and peer perceptions.

However, when a brand ambassador becomes embroiled in scandal such as ethical misconduct or public controversy, this alignment is disrupted. In Ghana's collectivist society, where group reputation and moral conduct are highly valued, such scandals can provoke a strong emotional and behavioural response. Social media further amplifies this effect, accelerating identity disruption as consumers observe widespread disapproval and feel pressure to dissociate from the brand to maintain social harmony and personal integrity.

This identity disruption has direct implications for the study's key variables:

- **Trust:** Consumers may lose confidence in the brand's integrity if the ambassador's actions contradict the brand's stated values.
- **Loyalty:** The emotional bond between consumer and brand weakens as the ambassador's scandal undermines the brand's symbolic appeal.
- **Purchase decisions:** Consumers may reduce or cease buying the brand's products to avoid social disapproval or personal dissonance.

In conclusion, the Social Identity Theory (SIT) offers a comprehensive framework for analysing the impact of brand ambassador scandals on consumer behaviour in Ghana. By engaging in categorization, identification, and comparison processes, consumers develop psychological connections to brands that mirror their social identity. When these attachments are threatened by scandal, it leads to diminished trust, eroded loyalty, and altered purchasing

decisions, making SIT a critical lens for examining the interplay between identity, reputation, and consumer engagement.

2.4.1.1 Relevance of theory to the study

Social Identity Theory (SIT) provides a comprehensive framework for comprehending the ways in which consumers develop connections to brands and how these connections affect their buying choices. As per SIT, individuals obtain a portion of their self-identity from their association with social groups, and brands frequently act as symbolic representations of these connections (He, Li, & Harris, 2012). Consumers may align themselves with brands that reflect their values, aspirations, or social standing, treating brand loyalty as an extension of group identity.

In this context, brand ambassadors play a pivotal role as identity cues and they embody the brand's image and values in the public sphere. When an ambassador becomes embroiled in scandal, it introduces dissonance between the consumer's self-concept and the brand's perceived identity. This disruption can lead to a reassessment of the brand's credibility, resulting in diminished trust, reduced satisfaction, and ultimately, a decline in purchasing behaviour. This directly supports the first research objective: to ascertain the impact of brand ambassador scandals on consumer purchasing decisions, by illustrating how identity disruption translates into behavioural change.

The second objective which is to examine the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana, requires contextualizing SIT within Ghanaian socio-cultural dynamics. In Ghana, where communal values, religious beliefs, and social reputation hold significant weight, consumers are particularly sensitive to public figures who violate moral or cultural norms. A scandal involving a brand ambassador may not only affect individual identity alignment but also provoke collective disapproval, amplifying the impact

on purchasing decisions. SIT helps explain how group-based identity and cultural affiliation intensify consumer reactions in this setting.

Finally, SIT also informs the third objective: to identify the factors that influence Ghanaian consumers' responses to brand ambassador scandals, including cultural, social, and personal factors. The theory underscores how personal identification with the ambassador, perceived group norms, and cultural expectations shape consumer responses. For instance, a consumer who strongly identifies with a religious or social group may react more negatively to a scandal that violates those group norms. Likewise, social media discourse and peer influence, key social factors, can reinforce or challenge individual responses, depending on how the ambassador's actions are framed within the community.

2.4.2 Brand Attachment theory

The Brand Attachment Theory, introduced by Thomson, MacInnis, and Park (2005), posits that consumers form emotional bonds with brands that are personally meaningful and relevant to their lives. These attachments go beyond mere satisfaction or preference and they reflect deep psychological connections that influence consumer attitudes, loyalty, and purchasing behaviour. When individuals develop an emotional connection with a brand, they tend to demonstrate greater brand loyalty, participate in favorable word-of-mouth communication, and show reluctance to switch to rival brands (Thomson, MacInnis, & Park, 2005).

In Ghana, celebrity endorsements are a prominent marketing strategy, with public figures such as Sarkodie, Jackie Appiah, and Stonebwoy frequently serving as brand ambassadors for products ranging from telecommunications and beverages to fashion and financial services. For instance, when Stonebwoy endorsed Tecno Mobile, his strong fan base, emotionally connected to his persona, translated into increased brand visibility and consumer engagement.

Similarly, Jackie Appiah's endorsement of Ghandour Cosmetics was perceived as a reflection of elegance and trustworthiness, reinforcing consumer attachment to the brand.

However, Brand Attachment Theory also helps explain the vulnerability of these emotional bonds in the face of scandal. When a beloved ambassador becomes embroiled in controversy, such as allegations of misconduct, political entanglements, or moral failings, consumers may experience a sense of betrayal or emotional dissonance. This distress can lead to a reassessment of the brand's values and a disruption of the consumer-brand relationship. In cases where the emotional attachment is strong, consumers may either defend the brand and overlook the scandal, or feel more deeply hurt and disengage entirely.

Attachment can therefore act as a buffer or an amplifier of scandal effects. On one hand, highly attached consumers may rationalize or forgive the ambassador's behaviour, maintaining their loyalty and purchasing habits. On the other hand, the same depth of attachment can intensify feelings of disappointment, leading to stronger backlash, public criticism, and brand rejection. This duality is particularly relevant in Ghana's collectivist culture, where social reputation and group identity heavily influence consumer behaviour.

And within the framework of this research, Brand Attachment Theory offers a significant perspective for comprehending how emotional connections influence consumer reactions to scandals involving brand ambassadors. It explains why some consumers continue to support a brand despite controversy, while others disengage based on perceived violations of trust and identity. The theory also reinforces the importance of strategic ambassador selection and crisis management, especially in markets like Ghana where emotional resonance and public perception are tightly interwoven.

2.4.2.1 Relevance of theory to the study

Brand Attachment Theory offers a compelling framework for understanding how emotional bonds between consumers and brands influence purchasing behaviour, particularly in the face of brand ambassador scandals. In Ghana, where celebrity endorsements are a dominant marketing strategy, consumers often form strong emotional connections with brands through the personalities that represent them. These attachments are not merely transactional, they reflect deeper psychological associations tied to identity, aspiration, and social belonging.

This study leverages Brand Attachment Theory to explore how Ghanaian consumers respond to brand ambassador scandals and how these responses affect purchasing decisions. For instance, when a popular figure like Sarkodie endorses a product, his fans may internalize the brand as part of their personal or social identity. If Sarkodie were to face a public scandal, emotionally attached consumers might experience cognitive dissonance, torn between loyalty to the brand and disappointment in the ambassador. The study can investigate whether such consumers are more likely to defend the ambassador, rationalize the scandal, and continue purchasing the brand's products.

Conversely, the theory also allows for the examination of how attachment can amplify negative reactions. Consumers who feel betrayed by an ambassador's misconduct may disengage more strongly than those with weaker brand ties. This duality, where attachment can either buffer or intensify scandal impact, is central to understanding the nuances of consumer behaviour in Ghana's collectivist and reputation-sensitive culture.

Furthermore, the study can explore how emotional attachment interacts with other factors such as cultural norms, social media discourse, and peer influence. For example, a consumer who is emotionally invested in a brand may still abandon it if their social group condemns the ambassador's actions. This intersection of personal attachment and communal judgment is

particularly relevant in Ghana, where purchasing decisions are often shaped by group affiliations and public perception.

By applying Brand Attachment Theory, the study not only examines the psychological mechanisms behind consumer loyalty and forgiveness but also provides practical insights for brand managers. Understanding the depth and fragility of consumer-brand relationships can inform crisis communication strategies, ambassador selection, and brand recovery efforts in the Ghanaian market.

2.4.3 Synthesis of theories

Together, the Social Identity Theory (SIT) and Brand Attachment Theory offer a multidimensional understanding of consumer reactions to brand ambassador scandals. While SIT emphasizes the role of group dynamics, social categorization, and identity alignment, Brand Attachment Theory focuses on the emotional bonds and personal relevance that consumers develop with brands. In Ghana's collectivist and reputation-sensitive culture, these theories intersect meaningfully: consumers not only relate to brands through shared group values but also form deep emotional connections based on aspirational and relational cues.

When a scandal emerges, SIT explains the social pressure to dissociate, as consumers seek to protect their group identity and public image, while Brand Attachment Theory accounts for the internal conflict and emotional distress that may lead to either forgiveness or intensified rejection. This dual lens reveals that consumer responses are shaped by both external social influences and internal emotional ties, making brand loyalty, trust, and purchasing decisions highly sensitive to ambassador behaviour and public perception.

2.5 Chapter Summary

In summary, the study examined key theoretical foundations, namely Social Identity Theory and Brand Attachment Theory, to explain how consumers form emotional and group-based

connections with brands, and how these connections influence their responses to brand ambassador scandals. These theories provided a lens for understanding the psychological, cultural, and social mechanisms that shape consumer trust, loyalty, and purchasing decisions.

The literature review revealed consistent global patterns showing that ambassador misconduct often leads to diminished brand trust and reduced purchase intent, especially when the scandal contradicts consumer values. African studies emphasized the role of cultural authenticity, ethical comportment, and social media amplification in shaping consumer reactions. In Ghana, research highlighted the moderating influence of communal values, moral expectations, and symbolic representation, showing that consumers are highly responsive to reputational risks and cultural congruence. Together, these insights underscore the importance of culturally sensitive branding and ethical ambassador selection in safeguarding consumer loyalty.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter presents the framework that guided the execution of the research. The chapter focuses on the research design, the study population, the sample size, the sampling procedure, the data collection instrument, and procedure, as well as the data analysis.

3.2 Research design

Research design, according to Burns and Grove (2013, p. 195) is a “blueprint for performing a study with maximal control over elements that may affect the validity of the findings.” A study’s design, therefore, is a “plan that defines how, when, and where data will be gathered and analyzed” (Parahoo, 2017, p. 142). This study adopted the descriptive research design since it focuses on answering questions on the who, what, when, where, why and how (Burns & Grove, 2013). The descriptive research design is aimed at presenting a picture of a situation as it naturally occurs (Ibid).

3.2.1 Survey Method

The quantitative data for this study was collected from respondents via a survey methodology. The survey gathered a range of consumer opinions on how brand ambassador issues affect their buying decisions (Babbie, 2010). Surveys are deemed effective when they provide quantitative representations of trends, attitudes, or perspectives within a population via the examination of a sample (Cresswell, 2014). To accurately portray consumer behaviour, the study used structured questionnaires to ensure consistency and objectivity in data collection (Burns & Grove, 2013). Using standardised tools also makes responses more reliable and lets you compare them (Babbie, 2010). The survey's design enabled statistical analysis of correlations

and trends to examine the breadth and depth of consumer feedback in the Ghanaian context (Kumar, 2011).

3.3 Population and sample of the study

Parahoo (2017) explains population as the total number of data-gathering units, such as individuals, artefacts, events, or organizations. The study population comprised of 252 Masters students of University of Media, Arts & Communication (UniMAC) enrolled for the 2024/2025 academic year, according to UniMAC (2025, February 21). The selection of the stated organisation, is influenced by the ease of access to gaining relevant information for the study as well as the relevance of the study population, constituting persons who are consumers and who are likely influenced by the actions of brand ambassadors, in their decision to patronise a product or service. From the study population, the research sample consisted of 200 Masters students of UniMAC. The 200 respondents were conveniently sampled based on their availability at the time of data collection.

3.4 Sampling technique

Sampling is a process of selecting a group of people, events or behaviour with which to conduct a study (Burns & Grove, 2013). The sampling technique adopted was that of non-probability. In non-probability sampling, the researcher selects samples based on non-random criteria, such as convenience or judgement (Ibid). For the sake of our study, the convenience sampling method under non-probability sampling was used. The 200 Masters students of UniMAC-IJ, were conveniently selected.

3.5 Data Collection Method

The study adopted the primary data collection method. The primary data collection method refers to the techniques researchers use to gather original, first-hand information directly from

respondents without relying on existing sources (Kumar, 2011). The researcher directly gathered responses from the 200 respondents at first hand.

3.5.1 Data collection instrument

According to Parahoo (2017), a research instrument is a tool used to collect data. An instrument is a tool designed to measure knowledge, attitude and skills. A self-administered questionnaire was used to collect data from respondents. A questionnaire is a research instrument that contains a written set of questions with choices either printed on paper or in an electronic format that is given to respondents involved in a research study to answer, to gather information from the respondents (Flick, 2015). The items on the questionnaire are generally detailed to elicit appropriate responses that answer the research objectives and questions. Participants were given a limited number of options to choose from (this style of question is also known as closed, pre-coded, or fixed choice) (Bryman, 2011). The questionnaire consisted of a set of questions with the first section made up of background information (audience demographics) such as sex, age of respondents, the employment status of respondents, just to mention a few. The second section is on respondents' knowledge on the phenomenon under study (audience psychographics) in relation to the stated objectives of the study, conceptual framework and the theories utilised in the study.

3.6 Data Collection procedure

A data collection procedure is a systematic way to gather information from several places so that you may test hypotheses, check outcomes, or answer research questions (Kothari, 2004). In the case of the above study, the researcher personally distributed the questionnaire to the 200 students. The researcher briefed the respondents on the purpose of the research and assured them of confidentiality. This constituted the primary source of information. This was important

for the purpose of quantifying ideas, attitudes and actions, as well as determining how the entire sample feels about a topic.

3.7 Data analysis

A data analysis method is a group of ways to look at data in a systematic way, make sense of it, and come to conclusions about it (Babbie, 2010). It uses both quantitative and qualitative methods, depending on the kind of research being conducted (Ibid). The study made use of quantitative data analysis where various situations were described and illustrated. Data was analysed using quantitative research tools particularly the Statistical Package for the Social Sciences (SPSS) for data analysis in order to gain insight into the impact of brand ambassador scandals on consumer purchasing decisions in Ghana. Multiple Regression and Correlation analysis were used to examine the impact of brand ambassador scandals on consumer purchasing decisions in Ghana, as to whether there was a positive or negative relationship. The regression model used in examining the study, is specified below:

$$Y = \beta_0 + \beta_1 X + \varepsilon$$

Y = Consumer purchasing decisions

X = Brand ambassador scandals

β_0 = Constant

β_1 = Regression coefficient for Brand ambassador scandals

ε = The error term

3.8 Ethical Considerations

Resnik (2015) asserts that researchers must do studies ethically and responsibly by following established principles and standards. This category includes problems including safety, privacy, informed consent, and voluntary participation (Ibid). The researcher offered adequate

information and guarantees regarding participation for persons to fully grasp the implications of involvement and make an educated, deliberate, and freely decide on whether to participate or not, without any pressure or coercion. Respondents' privacy and confidentiality were guaranteed. Participants were not required to write their names on the questionnaires; therefore, no information could be linked to their identities. Confidentiality was also assured by securing softcopies of filled questionnaires in Google drive with an email address and password, only known to the researcher. The researcher was the only party who can have access to the soft Google form questionnaires as well as their responses. An informed consent was obtained from participants before administration of questionnaire. Informed consent was obtained after a comprehensive explanation of the purpose and procedure of the study to the participants.

3.9 Validity and Reliability

A standardized questionnaire was designed based on the objectives of the study. The validity and reliability of the data collection instrument was ensured through several measures. The questionnaire was proof read and reviewed by student peers and colleagues on campus numbering 10 persons. They acknowledged the following;

- Content Validity – It was explained that, the content of the instrument aligned with the study objectives, and demanded responses that, will aid in achieving the set objectives of the study.
- Construct Validity – They again concurred that, the constructs of the instrument were consistent with the Social Identity theory as well as the Brand Attachment theory. Additionally, whiles the Social Identity theory was reflected in cultural/communal values as well as social media influence, the Brand Attachment theory was grounded in brand attachment, empathy and resilience which strengthened construct validity conceptually.

- Face Validity – On face validity, it was expressed that, items are straightforward, use simple language and relevant for Ghanaian respondents. In simple terms, respondents can read and understand what is being asked of them.
- Stability under reliability explained that, the use of the Likert scale (1-5) provides a standardised response format. And this is said to increase the likelihood of stable results if utilised under repeatedly under same conditions.
- And finally, clarity and neutrality highlighted that, the items avoided double barrelled questions and leading language, which reduces measurement error and supports reliability.

3.10 Chapter Summary

In summary, this chapter explained the study's research methodology and how data was acquired. It also explained how the study's data was analysed and presented.

CHAPTER FOUR

PRESENTATION OF FINDINGS

4.1 Introduction

This chapter presents an analysis of the data gathered from the field. The research findings and the chapter summary constitute elements to be touched on in this chapter.

4.2 Presentation of data

A total of two hundred (200) questionnaires were administered to respondents and two hundred (200) responses were because questionnaire administration was done personally.

4.2.1 Research findings

Below are an outline and analysis of responses given by the 200 respondents for the study.

Table 4.1 is the demographic details of the 200 respondents.

Table 4.2: Demographic details of respondents

	Frequency	%
Sex		
Male	102	51
Female	98	49
Total	200	100
Age		
18–30	57	28.5
31-40	78	39
41-50	42	21
50+	23	11.5
Total	200	100
Employment Status of respondents		
Unemployed	36	18
Self Employed	64	32
Salaried Employee	100	50
Pensioner	Nil	Nil
Total	200	100

Source: Field Survey (2025)

Table 4.1 above provides an overview of the demographic distribution and proportions within each category for sex, age, and the educational qualification of respondents. Here is an analysis based on the data provided:

Sex of respondents: The data indicates that out of the 200 responses, 52% were male (103 respondents) and 48% were female (97 respondents).

Age: The age distribution of the respondents reveals the following trends: 12% (24 respondents) fell within the 18-30 age range, 39.5% (79 respondents) were aged 31-40, 35.5% (71 respondents) were aged 41-50, and 13% (26 respondents) were 50 years old and above. This distribution indicates a significant proportion of respondents in the youthful age categories.

Employment Status of respondents: The data shows that majority of respondents are salaried employees. Specifically, 50% (100 respondents) are salaried employees, 32% (64 respondents) are self-employed, 18% (36 respondents) are unemployed whilst there were no pensioners recorded.

4.2.1.1: Mean and Rank

4.2.1.1.1 The impact of brand ambassador scandals on consumer purchasing decisions.

Table 4.2: Mean and rank for Brand Ambassador Scandals scale

Item	Statement	Mean	Rank
BAS1	Undermines consumer trust	3.67	3
BAS2	Deters repurchase behavior	4.18	1
BAS3	Erodes brand credibility and authenticity	3.54	4
BAS4	Reduced brand loyalty	4.11	2

Source: SPSS Output (2025)

Table 4.2 presents the results from the participants of the study regarding their opinion on statements on the impact of brand ambassador scandals on consumer purchasing decisions.

According to the results presented, BAS2 was rated highest by respondents with a mean of 4.18, the item BAS4 was rated second by respondents with a mean of 4.11, the item BAS1 was rated third by respondents with a mean of 3.67, the item BAS3 was rated fourth by respondents with a mean of 3.54. The results further show that the mean ranged from 4.18 to 3.54, hence respondents averagely agreed with all the statements regarding the impact of brand ambassador scandals on consumer purchasing decisions.

4.2.1.1.2: The relationship between brand ambassador scandals and consumer purchasing decisions in Ghana.

Table 4.3: Mean and rank of brand ambassador scandals relationship scale.

Item	Statement	Mean	Rank
BASR1	Brand Credibility loss	4.76	1
BASR2	Repurchase hesitation	4.07	4
BASR3	Corporate response strategies	3.68	6
BASR4	Media Amplification	3.93	5
BASR5	Cultural Sensitivity	4.35	2
BASR6	Trust disruptions	4.09	3

Source: SPSS Output (2025)

Table 4.3 presents the results from the participants regarding their rating of statements on the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana. According to the results, the item BASR1 was rated highest by respondents with a mean of 4.76. The item BASR5 was rated second by respondents with a mean of 4.35 whilst the item BASR6 was rated third by respondents with a mean of 4.09. The item BASR2 was rated fourth by respondents with a mean of 4.07, the item BASR4 was rated fifth by respondents with a mean of 3.93 and the item BASR3 was rated sixth by respondents with a mean of 3.68. The results further show that the items had a mean that ranged from 4.76 to 3.68 which implied that

participants were on average in agreement with the statements regarding the construct, the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana.

4.2.1.1.3: The factors that influence Ghanaian consumers' responses to brand ambassador scandals.

Table 4.4: Mean and rank of Ghanaian consumers' response factors scale.

Item	Statement	Mean	Rank
GCRF1	Social Media Influence	3.85	4
GCRF2	Cultural/communal values	4.80	1
GCRF3	Empathy	3.66	5
GCRF4	Religious beliefs	4.22	2
GCRF5	Brand attachment	4.15	3
GCRF6	Resilience	3.50	6

Source: SPSS Output (2025)

Table 4.4 presents the results from the participants regarding their rating of statements on the factors that influence Ghanaian consumers' responses to brand ambassador scandals. According to the results, the item GCRF2 was rated highest by respondents with a mean of 4.80. The item GCRF4 was rated second by respondents with a mean of 4.22 whilst the item GCRF5 was rated third by respondents with a mean of 4.15. The item GCRF1 was rated fourth by respondents with a mean of 3.85, the item GCRF3 was rated fifth by respondents with a mean of 3.66 and the item GCRF6 was rated sixth by respondents with a mean of 3.50. The results further show that the items had a mean that ranged from 4.80 to 3.50 which implied that participants were on average in agreement with the statements regarding the construct, the factors that influence Ghanaian consumers' responses to brand ambassador scandals.

4.2.1.2 Correlation analysis

Table 4.6: Correlation analysis between brand ambassador scandals and consumer purchasing decisions.

		Consumer Purchasing Decisions	Brand Ambassador Scandals
Consumer Purchasing Decisions	Pearson Correlation	1	0.825**
	Sig. (2-tailed)		0.000
	N	80	80
Brand Ambassador Scandals	Pearson Correlation	0.825**	1
	Sig. (2-tailed)	0.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output (2025)

Table 4.6 presents the results for the correlation analysis between consumer purchasing decisions and brand ambassador scandals. The result shows that there is a significant and positive correlation between consumer purchasing decisions and brand ambassador scandals at 1% significance level ($r = 0.825$, $p < 0.001$).

4.2.1.3 Regression analysis

Table 4.7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.825 ^a	0.681	0.677	2.471

a. Predictors: (Constant), consumer purchasing decision

Table 4.7 presents the model summary for the regression model. It can be deduced that the R-square value was 0.681 which indicates that 68.1% of the variation in the dependent variable, consumer purchasing decision is explained by the independent variable brand ambassador scandal. The correlation coefficient between the dependent and independent variables was 0.825 which implies that the correlation was high since it was greater than 0.7 and also reveals that the independent and the dependent variables were positively related.

Table 4.8: Analysis of variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1016.119	1	1016.119	166.378	0.000 ^b
	Residual	476.369	78	6.107		
	Total	1492.488	79			

a. Dependent Variable: consumer purchasing decision

b. Predictors: (Constant), brand ambassador scandal

Table 4.8 displays the results for the Analysis of Variance of the linear regression model. The F-value recorded in the table was 166.378 and the significance value was 0.000 respectively. Results from the table suggest that the linear regression model was significant in predicting employee well-being. Hence, we can say that the performance of brand ambassador scandals impacts consumer purchasing decision.

Table 4.9: Regression Coefficients

Model		Unstandardize dCoefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.540	.321		4.803	0.000
	Brand ambassador scandals	1.434	.111	0.825	12.899	0.000

a. Dependent Variable: consumer purchasing decision

Table 4.9 presents the results for the regression coefficients for brand ambassador scandals on consumer purchasing decision. According to the results, brand ambassador scandals was significant in predicting consumer purchasing decision. The regression coefficient was 1.434 and the probability value was less than 0.001 which implies that a unit increase in brand ambassador scandals would result in a unit increase in consumer purchasing decision.

4.3 Discussion of findings

From the study we see that, brand ambassador scandals impact consumer purchasing decision in Ghana. The study points out that, there is a significant and positive relationship between brand ambassador scandals and consumer purchasing decision, which is to mean that, their relationship is statistically reliable and unlikely due to chance. Also, both variables move in the same direction; and as one variable increases, the other tends to increase. The study underscored that, brand ambassador scandals impact consumer purchasing decision by deterring repurchase behavior, reduced brand loyalty, undermines consumer trust and erodes brand credibility and authenticity. Again, the study highlighted deterring repurchase behavior and reduced brand loyalty as the most significant impact of brand ambassador scandals on consumer purchasing decision.

The above is confirmed by the view held by Lau, Shimul, and Phau (2025) who investigated the influence of brand ambassador wrongdoing on luxury brand desirability, revealing that consumer attachment to a brand can be disrupted by scandal, especially when the ambassador's behaviour contradicts the brand's values. Their study emphasized the moderating roles of consumer resilience and empathy, suggesting that empathetic brand responses may mitigate reputational damage. Finally, Situmorang and Herdiansyah (2021) examined the impact of brand ambassadors on e-commerce platforms in Indonesia, finding that scandals involving ambassadors such as BTS and Didi Kempot affected brand image and consumer buying decisions, albeit with varying degrees of severity depending on the ambassador's perceived credibility and cultural resonance.

In addition, and in relation to the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana, the study strongly highlighted, brand credibility loss, cultural sensitivity, trust disruptions and repurchase hesitation. This above finding is confirmed by Vasilache (2021) explored the psychological effects of celebrity misconduct on sustainable

consumer purchases, finding that consumers differentiate between types of scandals, such as infidelity versus criminal behaviour and adjust their purchasing decisions accordingly. This differentiation reflects social identification theory's concept of social comparison, where consumers evaluate the ambassador's behaviour against group norms and moral expectations. Also, Situmorang and Herdiansyah (2021) demonstrated that brand ambassadors like BTS and Didi Kempot significantly influenced brand image and consumer buying decisions in Indonesia, but scandals involving these figures eroded trust and reduced purchase intent. These findings reinforce brand attachment theory's assertion that ambassador credibility is central to maintaining emotional attachment and loyalty.

And finally, the study added that, cultural/communal values, religious beliefs, Brand attachment and social media influence, greatly constitute the factors that influence Ghanaian consumers' responses to brand ambassador scandals. This strengthens the argument by Lau, Shimul, and Phau (2025) found that consumers with strong emotional ties to luxury brands may exhibit forgiveness or rationalization when ambassadors are involved in wrongdoing, especially if the brand's response aligns with consumer values. This suggests that personal resilience and empathy can buffer the negative effects of scandal, allowing consumers to maintain loyalty despite reputational damage. Again, Kapoor (2020) argued that pre-existing brand trust and media amplification shape consumer decisions, with personal factors such as attribution style and moral judgment playing pivotal roles. For example, consumers who perceive a scandal as a one-off mistake may be more forgiving than those who interpret it as a reflection of deeper ethical flaws. These findings imply that personal values and psychological traits moderate how consumers interpret and respond to ambassador misconduct.

4.4 Implications of findings

On the study implications, this study will contribute to the existing body of knowledge on brand management and consumer behaviour, particularly in the context of Ghana and other emerging

markets. The study's findings will provide insights into the complex dynamics involved in brand ambassador scandals and their impact on consumer purchasing decisions, which can inform future research in this area. In addition, and finally, the study's findings will be valuable for marketers and brand managers who use brand ambassadors as part of their marketing strategy. The study will provide insights into the potential risks associated with brand ambassador scandals and the strategies that can be used to mitigate these risks. This can help companies in Ghana to develop effective crisis management strategies and protect their brand reputation. For example, companies can use the study's findings to develop guidelines for selecting brand ambassadors and managing their relationships with them. Professional bodies and associations, such as the Chartered Institute of Marketing, Ghana (CIMG), can also benefit from the study's findings.

4.5 Chapter summary

In a nutshell, the chapter presented the findings of the study. The chapter first of all, highlighted the demographic details of participants as well as presented and analysed the mean and rank values of the respective study variables in relation to the objectives of the study. The chapter further presented a correlation and regression analysis of the study variables to ascertain their relationship and level of significance. Finally, the chapter discussed the study findings as well as their implications.

CHAPTER 5

SUMMARY, CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

This is the concluding chapter of the study. It provides the summary of discussions in the study by touching on the critical areas, making recommendations and conclusion.

5.2 Summary of key findings

The study assessed the impact of brand ambassador scandals on consumer purchasing decisions in Ghana. Emphasis was placed on establishing the impact of brand ambassador scandals on consumer purchasing decisions. Section 4.3 (research findings) of chapter 4 revealed that, brand ambassador scandals impact consumer purchasing decisions in Ghana. The study points out that, there is a significant and positive relationship between brand ambassador scandals and consumer purchasing decision, which implies that, their relationship is statistically reliable and unlikely due to chance. Also, the study underscored that, brand ambassador scandals impact consumer purchasing decision by deterring repurchase behaviour, reduced brand loyalty, undermines consumer trust and erodes brand credibility and authenticity. And in relation to the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana, the study strongly highlighted, brand credibility loss, cultural sensitivity, trust disruptions and repurchase hesitation. And finally on the factors that influence Ghanaian consumers' responses to brand ambassador scandals, the study revealed that, cultural/communal values, religious beliefs, Brand attachment and social media influence, greatly constitute the factors that influence Ghanaian consumers' responses to brand ambassador scandals.

5.3 Conclusion

The study concludes that, there is indeed a significant and positive relationship between brand ambassador scandals and consumer purchasing decisions. And this is to mean that, the

utterances, posturing and actions of brand ambassadors, has an effect on what consumers do as far as purchasing decisions are concerned, and when there is a scandal by a brand ambassador, it negatively impacts the brands future and how its customers interact with it. The study can also conclude that, the cultural norms and values of a people cannot be compromised, and that should inform how an organization and its brand ambassadors should behave. And lastly, the study concludes that, when there is a brand ambassador scandal, customers are reluctant to continue to do business with that brand, whom the ambassador represents; a seed of doubt about the brand's integrity gets to be sown.

5.4 Recommendations

The study recommends the following,

- Organisations should select celebrities with proven track record of high moral conduct and behaviour to be their ambassadors. This is so because the study showed that, brand ambassador scandals impact consumer purchasing decision by deterring repurchase behaviour, reduced brand loyalty, undermine consumer trust and erodes brand credibility and authenticity.
- Finally, the study recommends that, organisations should select brand endorsers or ambassadors who resonate with the cultural norms, values and religious beliefs of their target customers to minimise the incidence of brand ambassador scandals. This is vital, since the study proved that, cultural/communal values, religious beliefs, brand attachment and social media influence, greatly constitute the factors that influence Ghanaian consumers' responses to brand ambassador scandals.

5.5 Suggestions for future research

- Further studies could look into the potential risks associated with brand ambassador scandals and the strategies that can be used to mitigate these risks.

- Further studies could consider the measures organisations could adopt to recover from the reputational damage caused by brand ambassador scandals.

References

Agyapong, G. K. (2022). The impact of celebrity endorsement on consumer behaviour in Ghana. *Journal of Marketing and Consumer Research*, *10*(1), 1–12.

Agyekum, A. A. (2022). Social media influence on consumer behaviour in Ghana's cosmetic industry [Master's thesis, University of Ghana].

Aziza, A., Hawrencia, I., Farrasyanti, V. S., & Anggraeni, A. (2024). Factors influencing purchasing decisions in social commerce: Brand image and brand trust as mediating variables. *Asian Journal of Management, Entrepreneurship and Social Science*, *4*(03), 1671–1697. Retrieved from <https://doi.org/10.63922/ajmesc.v4i03.982>

Babbie, E. R. (2010). *The practice of social research* (12th ed.). Belmont, CA: Cengage Learning.

Bhattacharjee, A. (2012). *Social science research: Principles, methods, and practices*. University of South Florida Tampa.

Bryman, A. (2021). *Social research methods*. Oxford University Press.

Carrillat, F. A., d'Astous, A., & Lazure, J. (2020). The impact of celebrity scandals on brand reputation: A study of consumer reactions. *Journal of Business Research*, *112*, 281–291.

Corbetta, P. (2020). *Social research: Theory, methods and techniques*. Sage Publications.

Creswell. (2014). Quantitative research. 40–70.

Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

Ellemer, N. (2017). Social identity theory. *Encyclopaedia Britannica*. Retrieved from <https://www.britannica.com/topic/social-identity-theory>

Erdogan, B. Z., Baker, M. J., & Tagg, S. (2018). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Advertising Research*, 58(2), 148–163.

Erdogan, B. Z., Baker, M. J., & Tagg, S. (2018). Selecting celebrity endorsers: The practitioner's perspective. *Journal of Advertising Research*, 58(2), 148–163. Retrieved from <https://doi.org/10.2501/JAR-2018-027>

Flick, U. (2015). *Introducing research methodology: A beginner's guide to doing a research project* (2nd ed.). London, UK: SAGE Publications.

Grove, B. A. (2013). *The research design*. London: Balm Works Publishing.

He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of Business Research*, 65(5), 648–657. Retrieved from <https://doi.org/10.1016/j.jbusres.2011.03.007>

Holloway, I. a. (2012). *Qualitative research in nursing*. Oxford: Blackwell Science.

Hung, K., Chan, K. W., & Tse, D. K. (2019). Exploring the impact of celebrity endorsement scandals on consumer brand relationships. *Journal of Consumer Behaviour*, 18(2), 147–158.

Hung, K., Chan, K. W., & Tse, D. K. (2019). Exploring the impact of celebrity endorsement scandals on consumer brand relationships. *Journal of Consumer Behaviour*, 18(2), 147–158. Retrieved from <https://doi.org/10.1002/cb.1750>

Kapoor, S. (2020). On the relationship between brand scandal and consumer attitudes: A literature review and research agenda. *International Journal of Consumer Studies*, 44(6), 1–20. Retrieved from <https://doi.org/10.1111/ijcs.12633>

Kim, J., Lee, Y., & Kim, B. (2020). The effect of brand ambassador on consumer-brand relationship: The role of brand love and brand loyalty. *Journal of Business Research*, 115, 340–349.

Kim, J., Lee, Y., & Kim, B. (2020). The effect of brand ambassador on consumer–brand relationship: The role of brand love and brand loyalty. *Journal of Business Research*, 115, 340–349. Retrieved from <https://doi.org/10.1016/j.jbusres.2019.09.039>

Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International Publishers.

Kothari, C. R. (2004). *Research methodology: Methods and techniques* (2nd ed.). New Delhi, India: New Age International.

Kumi, D. K. (2021). Social media usage and consumer behaviour in Ghana. *Journal of Social Media Studies*, 5(1), 1–15.

Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). London, UK: SAGE Publications.

Kutner, M. H., Nachtsheim, C. J., & Neter, J. (2005). *Applied linear regression models* (4th ed.). McGraw-Hill/Irwin.

Kvale, S. (1996). *Interviews: An introduction to qualitative research interviewing*. Sage Publications.

Lau, K. C., Shimul, A. S., & Phau, I. (2025). The influence of brand ambassador's wrongdoing on consumers' luxury brand desirability: The interplay of attachments, resilience, and empathy. *Journal of Brand Management*, 32(2), 189–210. Retrieved from <https://doi.org/10.1057/s41262-025-00386-z>

Letsu, A., Koranteng, M. A., Adjei, E., Dotse, C. A., & Sabblah, Y. (2021). The role of celebrity brand ambassadors on consumer buying behaviour in the beverage industry in Ghana [Master's thesis, University of Cape Coast, College of Distance Education]. Retrieved from <https://www.pbpagez.com/wp-content/uploads/2021/09/Final-Corrected-Research-Work.pdf>

Louie, T. A., Kulik, R. L., & Jacobson, R. (2020). When a celebrity endorser is involved in a scandal: Exploring consumer reactions and implications for brand management. *Journal of Consumer Behaviour*, 19(2), 147–158.

Lucouw, L. (2014). The impact of brand ambassador transgression on brand perception [Master's thesis, North-West University]. Retrieved from <https://repository.nwu.ac.za/handle/10394/15375>

McLeod, S. (2023). Social identity theory in psychology (Tajfel & Turner, 1979). *Simply Psychology*. Retrieved from <https://www.simplypsychology.org/social-identity-theory.html>

Mensah, A. M. (2020). Assessing the efficacy of the use of brand ambassadors in the promotion of banking services in Ghana [Undergraduate thesis, Ashesi University]. Retrieved from <https://air.ashesi.edu.gh/bitstreams/81ac3fad-0e69-4433-a6ac-ec00298fc0ff/download>

Mpinganjira, M. (2020). Celebrity endorsement and consumer behaviour: An empirical study of South African consumers. *Journal of African Business*, 21(2), 147–162.

Mpinganjira, M. (2020). Celebrity endorsement and consumer behaviour: An empirical study of South African consumers. *Journal of African Business*, 21(2), 147–162. Retrieved from <https://doi.org/10.1080/15228916.2020.1746793>.

Nwagbara, U. C., & Agusi, E. (2021). Celebrity endorsement and consumer purchasing decisions: A study of Nigerian consumers. *Journal of Marketing and Consumer Research*, 9(1), 1–12.

Ofosu-Boateng, I. (2019). Effect of celebrity endorsement on consumers' buying behaviour of electrical appliances in Accra, Ghana: A case of Hisense Ghana Ltd. *British Journal of Marketing and Management Studies*, 3(2), 1–20. Retrieved from https://abjournals.org/bjmms/wp-content/uploads/sites/3/journal/published_paper/volume-3/issue-2/BJMMS_MdPBWWRj.pdf

Owusu, R. A., & Boateng, H. (2020). The impact of celebrity endorsement on consumer behaviour in Ghana. *Journal of Business Research*, 108, 412–421.

Parahoo, K. (2017). *Nursing research: Principles, processes and issues*. London: McMillan.

Penn State College. (2018). Simple random sampling and other sampling methods. Retrieved from <https://online.stat.psu.edu/stat100/lesson/2/2.4>

Resnik, D. B. (2015). What is ethics in research & why is it important? *National Institute of Environmental Health Sciences*. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>

Spry, A., Pappu, R., & Cornwell, T. B. (2018). The effects of celebrity endorsement on consumer behaviour: A review and directions for future research. *Journal of Advertising*, 47(2), 147–165.

Situmorang, S. B., & Herdiansyah, H. (2021). Brand ambassadors' influence on brand image and consumer purchasing decisions [Bachelor's thesis, President University]. Retrieved from <https://www.researchgate.net/publication/366040816>

Suleman, D., et al. (2022). The effects of brand ambassador and trust on purchase decisions through social media. *International Journal of Data and Network Science*, 6(3), 1–6. Retrieved from <https://doi.org/10.5267/J.IJDNS.2022.9.003>

Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (pp. 33–47). Brooks/Cole.

Takyi, S. A., Owusu, J., Korsah, L. A., Issaka, A., Boateng, P. A., & Owusu-Yeboah, E. (2025). Investigating the effect of cultural influences and consumer behaviour on product branding in the manufacturing sector in Ghana. *IOSR Journal of Business and Management*, 27(1), 1–8. Retrieved from <https://www.researchgate.net/publication/387854765>

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Research*, 31(4), 790–806. Retrieved from <https://doi.org/10.1086/426626>

Till, B. D., & Shimp, T. A. (2019). Endorsers in advertising: The case of negative celebrity information. *Journal of Advertising*, 48(3), 247–259. Retrieved from <https://doi.org/10.1080/00913367.2019.1595765>.

University of Media, Arts & Communication. (2025). UniMAC holds 3rd matriculation ceremony for fresh students. Retrieved from <https://unimac.edu.gh/2025/02/21/unimac-holds-3rd-matriculation-ceremony-for-fresh-students/>

Vasilache, S. (2021). An impact analysis concerning the effect of scandals on sustainable consumer purchase. *Journal of Consumer Behaviour*, 20(4), 1–15. Retrieved from <https://doi.org/10.1002/cb.1892>

Wimmer, R. D., & Dominick, J. R. (2021). *Mass media research: An introduction*. Wadsworth Cengage Learning.

Appendix

University of Media, Arts & Communication (UniMAC-IJ)

Dear Sir/Madam,

I am an MA Public Relations with Marketing student of the UniMAC-IJ conducting a study aimed at eliciting response on ‘**The impact of brand ambassador scandals on consumer purchasing decisions in Ghana**’. Information provided for this research will be treated confidentially and used for academic purposes only. Please take a few minutes to fill out this questionnaire by ticking (√) where appropriate.

Section A: Background Information

1. Gender: Male
 Female
2. Age: 18-30 years
 31-40 years
 41-50 years
 Above 50 years
3. Employment Status: Unemployed
 Self-employed
 Salaried-employee
 Pensioner

Section B: On a scale of 1-5, please indicate by ticking (√), the extent to which you agree or disagree with the following statements regarding brand scandals and consumer purchasing decisions.

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

No	Statement	Strongly Disagree					Strongly Agree				
	Objective 1: To ascertain the impact of brand ambassador scandals on consumer purchasing decisions.										
	The impact of brand ambassador scandals on consumer purchasing decisions:										
1.	Undermines consumer trust	1	2	3	4	5					
2.	Deters repurchase behavior	1	2	3	4	5					
3.	Erodes brand credibility and authenticity	1	2	3	4	5					

4.	Reduced brand loyalty	1	2	3	4	5
Objective 2: To examine the relationship between brand ambassador scandals and consumer purchasing decisions in Ghana.		Strongly Disagree			Strongly Agree	
The relationship between brand ambassador scandals and consumer purchasing decisions in Ghana is:						
7.	Cultural Sensitivity	1	2	3	4	5
8.	Brand Credibility loss	1	2	3	4	5
9.	Trust disruptions	1	2	3	4	5
10.	Repurchase hesitation	1	2	3	4	5
11.	Media Amplification	1	2	3	4	5
12.	Corporate response strategies	1	2	3	4	5
Objective 3: To identify the factors that influence Ghanaian consumers' responses to brand ambassador scandals, including cultural, social, and personal factors.		Strongly Disagree			Strongly Agree	
The factors that influence Ghanaian consumers' responses to brand ambassador scandals are:						
13.	Empathy	1	2	3	4	5
14.	Resilience	1	2	3	4	5
15.	Brand attachment	1	2	3	4	5
16.	Cultural/communal values	1	2	3	4	5
17.	Religious beliefs	1	2	3	4	5
18.	Social Media Influence	1	2	3	4	5

Thank you!