

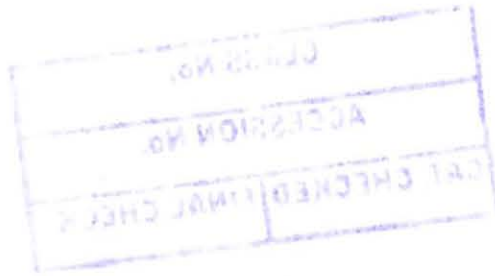
GHANA INSTITUTE OF JOURNALISM

(GRADUATE SCHOOL)

**INFLUENCE OF MULTIPLE CELEBRITY ENDORSEMENT
ON BRAND PERCEPTION AND CONSUMER PURCHASE INTENTION
IN GHANA.**

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MAPR 14025



*A dissertation submitted to the Graduate School of Ghana Institute of
Journalism, Accra, in partial fulfillment of the requirement for the award of
the degree of Master of Arts in Public Relations.*

October 2015

DECLARATION

I declare that this dissertation is a presentation of my original work. Wherever contributions, quotations and references are made, all efforts are made to indicate this clearly, with due reference to the literature, and acknowledgment of collaborative research and discussions.

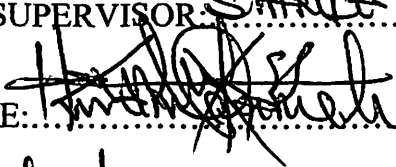
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SUPERVISOR'S CERTIFICATION

I hereby certify that this project work was done under my supervision. I thereby approve that the work is adequate in scope and quality for the partial fulfilment of their requirement for the award of a Master's in Public Relations.

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DATE: 24/12/2015

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I am grateful to God for giving me life, a family and friends that support me and favour that follows me. May His desires continue to be placed on my heart above all else.

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To my husband, family, employers and friends, thank you for your understanding, support and prayers. I made it! Thanks be to God.

DEDICATION

I dedicate this work to everyone who has invested an encouraging word, smile, hug or funds to my education. I could not have made it without you.

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ABSTRACT

In recent times, companies have tried to tap into the emotional connection of consumers by associating their brands with single or multiple celebrities' endorsements. This study investigated the influence of multiple celebrity endorsement on brand perception and purchase intention of consumers in Ghana for Mobile Telecom services and products. The Source Models, the Meaning Transfer Method and the Psychodynamic Theory underpinned the study. The convenience sampling methodology was used in this study. Eight adverts were presented to 60 respondents on their reasons for using celebrities for advertisements. Two experts were also interviewed. The data gathered were analysed using SPSS with results from the study suggesting that consumers did not perceive multiple celebrity adverts as more confusing than single celebrity endorsed Telecom Ads. Consumers had enhanced purchase intentions for multiple endorsed celebrity Ads than single endorsed celebrity Telecom adverts. Additionally, majority of respondents were influenced by multiple celebrity endorsement in relation to positive brand perception for Mobile Telecom products and services. Results indicated that multiple traits are more likely to be persuasive in Telecom adverts. These findings reflected the views of consumers in Accra and may be generalised to the wider Ghanaian population.

CHAPTER ONE

INTRODUCTION

1.0 Background to the study

Marketing Communicators have over the years, employed various tactics to influence decision making among consumers and till this day, continuously carry out studies to find the most effective promotional tactics for the brands they represent. In earlier years, the press agency model in Public Relations, as seen in the work of P. T. Barnum, used persuasive strategies and tactics to increase awareness and persuade consumers to try, or purchase particular products and services (Bowen, Rawlins and Martin, 2010). The use of rhetoric in Grecian antiquity was also used to persuade and convince listeners of a particular course of action (Grabbe, 1997). In today's sophisticated world however, consumers receive more than 3,000 commercial images a day and the subconscious mind absorbs more than 150 images on a daily basis, with an average of 30 reaching our conscious mind (Chaubey, Subramanian and Saini, 2013). From sales messages received by Short Messaging Service (SMS), billboards along the road, pop up messages on internet browsers, messages on the radio, to recommendations by friends over email and social media - today's consumer is inundated with messages from numerous advertisers

seeking their full attention. Easy access to smartphones, tablets, TV's, social media, and computers have additionally resulted in an increased media clutter and consumers' attention span towards adverts and promotional messages have arguably shortened. A new technology tested by the internationally recognized newspaper 'The Guardian', shows that 99% of adverts make little to no impact (Gibson, 2005). Brands are the most valuable asset of any organisation and promoting its product offer to maintain brand equity is the ultimate objective of all companies. As such, Marketing Communicators are turning to various instruments at their disposal to aid brand visibility and recall in order to deal with the challenge of message clutter. One such instrument is the use of celebrities to effectively grab the attention of consumers (Keillor, 2007).

Attitudes towards brands have often times been found to be more favourable when associated with celebrities (Jones, 1999) and it has increasingly become common place that a brand is associated with more than one celebrity endorser for a single advertising campaign, or campaigns that run over a relatively long period of time. Belch and Belch (2004) assert that these 'sources' are used to communicate a compelling marketing message through appropriate channels directly or indirectly, to attract and retain the target audience's attention. Till (1998) asserts that celebrities can better influence the desires and feelings of target audiences than non-celebrities. Thus, celebrities have become the top of mind "go-to" source for endorsements as brand image is leveraged through easy recognition of the celebrity, to promote

a product or company. Grant McCracken defined a celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good, by appearing with it in an advertisement” (1989: 310). Celebrity endorsers range from models, movie and television personalities, and individuals from sports, politics, business and art (McCracken, 1989). Celebrity spoke characters such as Mickey Mouse, Donald Duck and other anthropometric characters can also be considered as celebrity endorsers (Hsu and McDonald, 2002). Celebrity endorsed communication dramatically accelerates the potential for brands to reach the conscious mind of the consumer (Crutchfield, 2010). This is in line with existing research that shows that celebrity endorsement can have an impact on the consumer’s attention, recall, evaluations and purchase intentions (Kaikati, 1987; Ohanian, 1991). Companies recognizing the value of using spokespersons that are admired by consumers, spend excessive sums of money, energy and time to feature celebrities in integrated communication campaigns for their brands. Several celebrities on their part make earnings of significant amounts, endorsing numerous brands during their careers. Naomi Campbell,¹ Michael Jordan², Tom Cruise³ (and many more celebrities) are famous internationally, due to their public appearances and achievements. A list designed by Forbes, puts athlete Roger Federer as the top most earning

¹ Naomi Campbell is an internationally recognised English model, actress, singer, and author.
² A former professional American basketball player, a businessman, and principal chairman of the Charlotte Hornets.
³ An internationally recognised American actor with three Golden Globe Awards and three Academy Awards nominations.

celebrity athlete in 2015, with earnings of 58 million dollars in endorsements only. Today, Michael Jordan who earns about \$60 million every year in royalties from his updated shoe deal with Nike for Nike 'Air Jordan' is recognized as receiving the highest endorsement income of any inactive basketball player in history (Hardwick, 2015).

Belch (2004) argues that celebrity endorsement augments advertising messages by increasing message recall and brand recognition, while the use of multiple celebrities in a single advertisement reduces boredom and boosts the brand image, so that the purchase intention of consumers can be increased (Erdogan, 1999; Hsu and. McDonald, 2002). However, despite the widespread accepted use of celebrity endorsements in advertising practice, communicators are often faced with the practical considerations of using multiple, in other words, the use of two or more celebrities, or single endorsers, in advertising messages to achieve optimum awareness, recall and ultimately, purchase intention.

1.1 Statement of the Problem

In recent times, the concept of celebrity endorsement has become a rage in Ghana, with every company in Ghana finding avenues to rope in celebrity endorsers for their brands (Dzisah and Ocloo, 2013). Hamelo (2013), reports that Ghanaian celebrities get signed onto brands that require some sort of prominence by appearing with the brands in television commercials. This

includes companies in the alcoholic industry, herbal medicine, weight loss pills, mobile phone manufacturers, supermarkets, clothing and fashion industry, consumer goods and even recently, financial institutions. Though not as fully developed as in other countries, one of the most prominent examples of multiple celebrity endorsement for a single campaign in Ghana was used by Globacom (Glo) Mobile for their launch campaign onto the Ghanaian market. The company signed on seventeen (17) Ghanaian celebrities ranging from musicians, movie stars and soccer stars as its brand ambassadors for between GH¢50, 000 and GH¢ 100,000 on a one year contract (Osafo-Nkansah, 2010); the biggest of its kind in Ghana. Till date, a large percentage of the celebrities signed on to the brand, are still active endorsers of the brand. In the latter part of 2014, Diageo also unveiled a new Pan African campaign for the Guinness brand with the theme “Made of Black” as part of the global Guinness “Made of More” campaign. Multiple Ghanaian celebrities like EL, Fuse ODG and Shatta Wale (all local musicians) were used in print and video advertisements. In the same vein, Accra Brewery Limited producers of Castle Milk Stout, engaged Caroline Simpson (radio presenter) and David Oscar (comedian/actor) as brand ambassadors.

Extant literature has found out that celebrities are used in ads when there is very little or no product differentiation (Zafar and Rafique, 2012). This applies to the Telecom Industry that is dominated by five major brands: MTN, Vodafone, Tigo, Airtel, Globacom (Glo) and Expresso competing for competitive advantage. A few of these players like MTN, Glo, and Airtel

regularly use celebrity endorsements in their various communications campaigns. MTN until recently signed a yearly endorsement deal with music sensation Samini and in 2015, agreed to part ways, ending an eight year relationship. Okyeame Kwame, (a popular Ghanaian musician) is still signed on to the brand as an active ambassador. Today, MTN has taken on other methods such as the signing contest 'MTN Hitsmaker' to create celebrities to endorse its brand. Airtel Ghana Telecom unveiled hiplife rap music sensation, EL as its brand icon in 2013 and Kalybos⁴ in 2014, till present. They acted as single endorsers in all their campaigns whilst Vodafone Ghana created a love story centred on a couple in which songstress Deborah Vanessa (Sister Derby) played the female role in all the episodes. Later, Funny Face, a celebrated local comedian, was used as a celebrity endorser of the brand. A comparison of market share at the end of June 2015, noticed the Globacom network (which features multiple celebrities in Adverts) was ranked 5th out of the six Telecom Companies in Ghana with a subscriber a figure of 1,445,727 translating into a market share of 4.47% whilst MTN, (which tends to feature single or no celebrity endorsers) was ranked 1st with a subscriber base of 14,886,291, commanding a 46.000% market share of the Telecom market (National Communication Authority, 2015)

It could be argued that the use of celebrities in advertising obtains positive response from consumers, and this being the reason companies that can afford celebrities use them, helping to create brand awareness amongst consumers

⁴ A local comedian

and also increase sales of the product endorsed. There has also been literature on multiple brand endorsement yet very scant research on the influence of advertisements with multi celebrity endorsers on a brand. This study seeks to investigate if consumers are more likely to purchase a brand with one or more than one celebrity? This research is also interesting as it enables us to understand the multiple celebrity endorsement process from a Ghanaian consumer's point of view especially considering the fact that, very little work has been conducted on the use of multiple celebrities in Ghana. Therefore, in order to enrich the body of knowledge available to communicators, there is a need to conduct research in this subject locally.

1.2 Objectives of the study

The objective of this study is to investigate the influence of multiple celebrity endorsement on brand perception and consumer purchase intention in the telecom industry in Ghana. Specifically, the study seeks to:

- a. Determine if multiple celebrity endorsement influences consumer purchase intention in Ghana.
- b. Evaluate what character traits consumers think should influence the choice of a celebrity for a telecom product or service in Ghana.
- c. Evaluate if multiple celebrity endorsers are more effective in engendering a more positive brand perception than single endorsers in print Telecommunication advertising campaigns in Ghana.

1.3 Research Questions

To be able to answer the research objectives the following research questions shall be addressed:

1. Does multiple celebrity endorsement enhance the purchase intention of consumers of Mobile Telecommunication products and Services?
2. Do consumers have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers?
3. Do consumers perceive a single trait as an influencer for the choice of a celebrity for Mobile Telecommunication products and Services?
4. Do consumers perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and Services.

1.4 Significance of the Study

The ability of celebrities to overcome advertising clutter and generate high recall rates, differentiate product image and generate sales and profit makes celebrity endorsement a rewarding strategy. Early research mainly concentrated on studies that used one celebrity. Very little research examining the effects of the use of multiple celebrity endorsers, has been conducted (Mowen and Brown, 1981; Ilicic and Webster, 2011) leading to very little

scholarly work that exists on the influence of multiple celebrity endorsement. This study also seeks to investigate if brand perception is influenced by multiple celebrity endorsement at all, and if a relationship can be established - direct or indirect, between the consumers perception towards multiple celebrity endorsement and purchase intention in telecom print adverts. Results of this study would expound on existing literature on the role Ghanaian celebrities play in advertising of Telecommunication products and services. Ghanaian light despite the fact of it being perceived as a potential market for celebrity endorsed products in the Sub Sahara Africa. Thus, this research undertaken on celebrity endorsement will be useful to both academic and professional platform.

A study estimates that 50 billion dollars is used in endorsements worldwide by companies. (Shayon, 2011). This makes the use of celebrities very expensive and costly with companies spending large budgets to help 'put a face' to a company's brand. In Nigeria, the four major telecom companies invested two billion Naira (approximately USD 10,037,160.00) in signing up Nigerian celebrities as brand faces. MTN and Globacom led the pack with twenty - one endorsers each, Airtel with one endorser and Etisalat with six endorsers (Encomium Magazine, 2015). Communicators cannot afford to use personalities for Communications without any returns on their investments. Are the target audience moved to purchase telecom products with multiple endorsers than other adverts without? Despite the issue of cost, the selection of the appropriate endorser for a specific brand or company is a potentially

risky affair. This study seeks to find the consumers perception of the best traits in endorsers used for telecommunication communication campaigns.

Of the several studies on celebrity endorsement, majority were conducted in advanced economies. As far as it can be deduced, very few of such research was conducted in developing countries of Africa. As asserted by Silvera and Austad (2004), the system of celebrity endorsement is primarily an American one. Hence, one needs to remember that celebrities depicted in Marketing Communications bring their own culturally related meanings, to promotions. As such, would findings made in a less developed setting, cultivate alternative results?

Pragmatic evidence regarding how a consumer reacts to multiple celebrities in advertisement is often lacking, thereby leaving a gap in an important research area. This presents a gap in literature that is somewhat alarming given the emerging changes in consumers' behaviour and attitudinal pattern especially as this seems to reminiscent of the pattern in the developed economies. This study, in part, is an effort to bridge this gap and explore the relevance of celebrity endorsement to the Ghanaian consumer.

1.5 Scope of the Study

This study is limited to people between the ages of 20 – 45, who fall within the active work force, and thus are most likely to be able to adequately afford and patronize cutting edge telecommunication and telephony services as an essential part of their daily lives. The study area will be tailored to the Greater Accra region of Ghana. Adverts used in the study will be centred on print adverts.

Belch and Belch (2004) define an indirect source, as one who does not actually deliver a message but draws attention to and/or enhances the appearance of the advert. Celebrity endorsers used will be indirect sources with their appearance on the adverts only. This will be the basis on which this study will be focused on.

The telecommunication industry is the target sector in this study as it is one of the most exciting sectors in the country due to the consistent diversity, and increases in mobile subscription figures.

1.6 Operationalization of Concepts

For the purpose of this study, the following words have been operationalized:

- Image: The entire perception a consumer has about a product brand or a celebrity.

- **Celebrity:** any publicly known individual in Ghana who enjoys public recognition and who uses this recognition on behalf of a good or service by appearing with it in any form of marketing communication.
- **Celebrity endorsement:** Any form of marketing communication that uses the names or images of famous personalities or celebrities to promote their product or service.
- **Endorser:** Person or firm who, by signing a negotiable instrument, transfers the title of the instrument (or the property named therein) to another.
- **Multiple celebrity endorsement:** Any form of marketing communication that uses the names or images of more than one famous personalities or celebrities to promote their product or service.
- **Brand perception:** The Ghanaian consumer's knowledge of celebrity endorsement and how they regard celebrity brand endorsement.
- **Purchase intention:** Decision of consumers to purchase a product or service in Ghana.
- **Consumer:** Citizens of Ghana aged between 18 – 65.

1.7 Organisation of the Study

The study is designed in five chapters. The first Chapter contains the introduction of the study, the problem statement and the objective of the study. Thereafter, the research questions for the study are outlined. The significance, scope and the operationalisation of words are captured.

The second chapter presents the literature review consisting of the theoretical and conceptual framework, from which the findings would be analysed. The different models that underpin celebrity endorsement to predict effective communication and are defined. Further, the conceptual framework gives us a background of studies that underpin the elements being researched.

The third chapter presents the methodology and examines both qualitative and quantitative research methods that have been utilised to meet the specified objectives of the study. The sampling technique and the data analysis methods have also been described and explained.

Chapter four captures the findings and analyses of the study.

Chapter five presents the discussions, recommendations and conclusions of the study.

1.8 Summary

This chapter outlines an introduction for this study, detailing the objectives and research questions of which this study is based.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews some of the most important theories and concepts to evaluate celebrity endorsement and its influence on brand perception and consumer purchase intentions. The source models, usually based on the credibility and attractiveness of the celebrity, meaning transfer model and psychodynamic theory are discussed to highlight the relationship and importance of such works to the current study. These as well as components of the endorsement process provide a foundation to inform our understanding of the various elements in this research.

2.1 Theoretical Framework

2.1.1 The Source Models

The Source Credibility Model and Source Attractiveness Model are classified under the universal name; Source Models (Erdogan, 1999). Both models with

social psychology underpinnings, stem from the Persuasion and Social Influence theories which reason that our actions and thoughts are influenced by other people, whether it is in passively observing their behaviour or actively conforming with requests (Sutton-Brady and Sanchez, 2004). Originally designed for the study of communication, the theory has been adapted to the study of the endorsement process and explains that various characteristics of a perceived communication source (in this case celebrity) may have an advantageous effect on message receptivity by various consumers. Both models are inherently designed to determine the conditions under which the source or message sender is persuasive (McCracken, 2005).

- **The Source Credibility Model**

Research on the credibility of a celebrity explains the level of expertise and trustworthiness of the source, in relation to the effectiveness of the message. Its concept is derived from research rooted in social psychology with the term ‘credibility’ referring to a person's perception of the truth of a piece of information. (McCracken, 1989). The Source Credibility Model holds that an effective message is based on the perceived level of “expertise” and “trustworthiness” the consumer has in an endorser (Sternthal, Dholakia and Leavitt, 1978). Developed by Carl Hovland and his associates, his two factors (expertise and trustworthiness) are emphasised to embody the concept of source credibility.

Hovland defines “expertness” as ‘the perceived *ability* of the source to make valid assertions.’ (McCracken, 2005: 98). For instance, celebrities make credible sources if they have ‘expertise’ – in a particular area, such as an athlete endorsing running shoes or work out gear (Ratneshwar and Chiaken, 1991), or a good-looking model who recommends make-up or hair extensions (Mukherjee, 2009). Other source effect literature explains expertise as the knowledge, experience, and expertise of sources in a particular product or service area. Consumers who hear a message ‘internalise’ the influences, beliefs, opinions, attitudes, and/or behaviour of endorsers they consider as experts if they find the message accurate (Belch and Belch, 2007). Consequently industries churn out millions of dollars each year is to have their products endorsed by ‘experts’. In Ghana, adverts by Ernst and Young (a pharmaceutical company) uses a doctor as an endorser for their drugs. A dentist is used in toothpaste adverts to give credence to the product being advertised. In the case of baby and child products, mothers and children are employed in adverts as credible sources. This is beneficial, as using such expert endorsers enhances brand recall and positively affects the buying intentions of consumers (Erdogan, 1999). Ohanian in a study found out that the perceived expertise of celebrity endorsers ranked more highly in explaining purchase intentions than their attractiveness or trustworthiness (Belch and Belch, 2007).

Anthropologist and corporate consultant Grant McCracken defined trustworthiness ‘as the perceived *willingness* of the source to make value

assertions' (McCracken 2005: 98) 'Trustworthiness' is encompassed in the belief that the level of acceptability of the audience is stemmed in their belief that the source of communication (celebrity) delivers information in an honest, fair, sincere, and honourable manner (Nelson and Pearson, 1988; Ohanian, 1991). In the endorsement domain, it can further be explained as the extent to which the endorser is perceived to be believable, dependable and trustworthy by his audience to perform the behaviour being communicated. Roozen (2010), shows that, when a communicator is perceived to be highly trustworthy, an opinionated message is often more effective than non-opinionated communication, only when generating attitude change. Romani (2006) specifies that product information communicated using misleading practices, causes consumers to develop lower levels of trustworthiness toward the source of information and they in turn will not purchase the product. Previous research additionally demonstrates that trustworthiness and expertise play critical roles in persuading consumers and influencing their attitudes (Harmon and Coney, 1982; Wu and Shaffer, 1987). As such, because consumers believe an endorser is credible, they expect that the information the celebrity tells is true.

- **Source Attractiveness Model**

Source Attractiveness model (McGuire, 1985) is a component of the 'source – valence model' and was originally devised to be used in the study of personal communication. Its roots also find its origin in social psychology research but

with a high relevance in communication and advertising. According to McGuire, as cited by McCroskey and McCain (1974) attractiveness of a source refers to the source's perceived social value, such as physical appearance, personality, social status, or similarity to the receiver. The attractiveness of a source to a respondent encompasses 3 elements: similarity of the endorser, familiarity of the endorser, and likability of the endorser (Belch and Belch, 2004). Consumers of a brand are influenced through the process of 'identification' when on seeing an ad with a familiar face they are motivated to seek some kind of relationship with the source. The source's attitudes preferences or behaviour is adopted by the consumer, that is; purchase or usage. This theory would argue that for as long as the source remains attractive, the particular attitude expected to be exhibited will be supported. Research in the eighties performed by Chaiken (1979) shows that, communicators considered physically attractive, are more effective in changing beliefs than unattractive communicators. This accounts for why maximum advertisements depict attractive celebrities (Ahmed, Mir and Farooq, 2012)

According to Langmeyer and Shank (1994), celebrity attractiveness covers not only the physical or facial beauty, but other embodiments of beauty such as sportsmanship, charm, grace, and intelligence. Extant literature links also finds a relational link between source attractiveness and brand image (Kamins, 1989).

2.1.2 Criticism of the Source Models

The source model was criticized by McCracken (1989) in which he contends that there are complex meanings given to endorsers by their audience which goes beyond attractiveness and credibility. He clearly spells out two broad criticisms of this model by pointing out that the appeal of a particular celebrity is completely disregarded in the source models. *“The model does not allow us to make sense of the meanings contained in a celebrity endorser once they are determined”* (McCracken, 2001: 312). As such, researchers can say that a celebrity is “attractive” or “credible”, and can measure the degree of attractiveness or credibility, but the type of attractiveness cannot be differentiated (Sun, 2010). The source models do not explain the question of “why”. Why is one endorser, more persuasive and a perfect fit for a particular product, than another? This also makes it difficult to discriminate between different celebrities. Two or more celebrities may be attractive, but ‘what’ kind of attractiveness make some more useful than another?

Shimp (2003) asserts that the celebrity being an expert is unimportant. The vital element is how the consumer perceives the celebrity.

Regardless of these criticisms by McCracken and Shimp, the Source Models continue to enjoy support, as many more scholars (Doss, 2009; Erdogan, Baker and Tagg, 2001; Schlecht, 2003) continue to use them in their research.

2.2 Meaning Transfer Model

McCracken (1989) in criticizing the earlier models, advanced the Meaning transfer model in which he believes meaning is socially constructed and exists in the minds of individuals. He suggests that celebrities are effective as endorsers stemming from the cultural meaning to which they are endowed (Jones, 1999). The theory explains that a celebrity encodes a unique set of meanings which if well used can be transferred to the endorsed product. He depicts how transformation begins from a celebrity, to a consumer as the final destination. The same perspective is shared by Kambitsis et al. (2002), who established that the personality of athletes' as being an essential component in influencing specific target groups, of which they are known and admired.

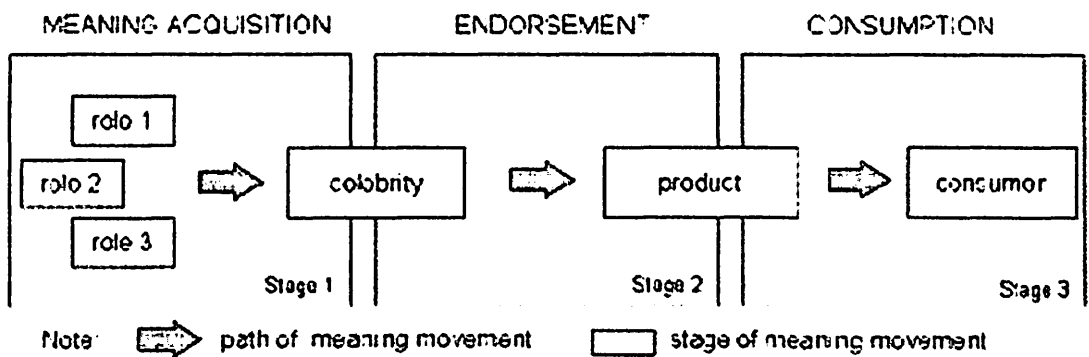
According to McCracken, the transfer process is initiated when the advertiser pinpoints the cultural meaning intended for the product or service (advertisement) based on, the gender, type, lifestyle etc. He asserts that products are confined to meanings, but that any product can carry any meaning. Once meanings are attached to goods, they are moved onto consumers. Consumers then take these meanings, crafting and shaping them into their experiences and lives. This destination completes the meaning cycle.

Likewise in celebrity endorsement the model meaning associated with the celebrity moves from the endorser himself, to the product or brand. Meanings attributed to the celebrity become associated with the brand in the consumer's mind. Finally, in the consumption process, the brand's meaning is acquired by

the customer. The third stage of the model explicitly shows the importance of the consumer's role in the process of endorsing brands with famous persons. This theory is relevant as a positive image about these celebrities will be transferred to the brand positively. In multiple celebrity endorsement many different meanings are applied to the brand and therefore aid's a better image of brand and higher purchase intention (Mukherjee, 2009).

The figure below gives a graphical representation of the Meaning Transfer Model.

FIGURE 1: THE MEANING TRANSFER MODEL



Meaning Transfer Model (McCracken, 1981)

2.3 Psychodynamic Theory

The psychodynamic theory was formulated by psychologist Sigmund Freud in 1900. The theory is based on individual differences perspectives and holds

that persuasive messages must successfully alter the psychological functioning of the receiver(s) so significantly, that they will respond explicitly to the model of behaviour being suggested by the communicator, to be considered effective (Edegoh, Nwanolue and Ezeh, 2013). This theory provides a basic explanation of how a consumer's thoughts and experiences reach, and is stored up in the unconscious mind. In consonance with this thinking, Edegoh, Nwanolue and Ezeh (2013) citing the work of Wogu (2008), whom makes an assertion by White (1964) that explains that, the behaviour of a communicator can be influenced only when he is able to convey information that may be used by participants of his audience in order to satisfy their needs. Communicators thus use these models (celebrities) in billboard advertising to draw attention of their audience to the brand being advertised to influence their attitude and behaviour in order to purchase the product.

The relevance of this theory in explaining this study explains that consumers have different perception of what they are exposed to. They will selectively pick what attracts and what arouses their interest. In this case multiple celebrity endorsed Adverts will be used to arouse and further attract consumers to influence purchase intention.

2.4 Conceptual Framework

2.4.1 Advertising as an Element of the Communication Mix

Several instruments are at the disposal of communication specialists when it comes to marketing communication strategies in businesses. Advertising is a key component which has long since been recognized as an important component of the communications mix as it has the ability to reach a large number of audiences across different geographic markets (Fill, 2002). Advertising, a subset of the overall marketing communication, creates top of the mind awareness, a good image, reinforces a positive attitude and is a medium to counter claim the messages of competitors (Khan, Kamble and Khatri, 2011). Ohanian (1991) cited in (Khatri, 2006) asserts that both theory and practice proves that the use of celebrities, pop and superstars in advertising, generates profuse publicity and attention. As such, companies are willing to invest all conceivable measures to get through the clutter and influence, motivate and stimulate desire in their consumers to purchase.

Russel and Lane (in Kazmi and Batra, 2008:10) define an advert as:

“A message paid from the identified sponsor and delivered through some medium if mass communication. Advertising is persuasive communication. It is not neutral. It is not unbiased. It says: I’m going to sell you a product or an idea”

Advertising is structured and composed of non - personal communication of information. Wright (1983) mentions a key factor in his definition, which is the selling of an image and ideas.

Advertising follows many mediums including print (newspaper, magazines, flyers), television, radio, outdoor advertising (billboards, cab signs, bus stop benches), internet and has brought about new forms such as online advertising and product placement in the 21st century. “Outdoor advertising is a medium of advertising which is used to reinforce the recall of brand names and pay offs” (Okoro, 1998: 158). Advertising is a potent medium for the introduction of new products and billboard advertising asserts itself well, with its high visual impact and appeal, to all classes of consumers. Taylor et al. (2006) establishes billboards as the most common type of outdoor advertising. It is popular, terse and catchy in order to grab the attention of passersby. A study of billboard users by Azad and Boushehri (2014) found that billboards were rated higher in terms of ability to attract new customers as compared with other media. Billboards also communicated information affordably and increased sales.

2.4.2 Celebrities as endorsers in the Communication process

- **Who is the Celebrity Endorser?**

Mistry (2006) identifies celebrity license and celebrity endorsement as the two main forms of celebrity usage in advertising. Celebrity endorsement is most regularly used and is defined as a mode of communicating the idea of a product from the manufacturer to the consumer using the image of an endorser (Agrawal and Dubey, 2012).

Celebrity endorsement of products/brands dates back to the 1760's and is thought to originate with Josiah Wedgwood, the founder of the Wedgwood brand of pottery and chinaware. He created an image around the name of his company by the use of royal endorsements and other marketing strategies. This aura gave the brand a value far beyond the attributes of the product itself (Turner, 2013). Daniel Boorstin, also believes the celebrity develops their capacity for fame, not by achieving great things, but by differentiating their own personality from those of their competitors in the public space.

Howard Altman (2005) writes in his article "*Celebrity Culture: Are Americans too focused on Celebrities*" that James Bailey, a scientist at the Center for the Study of Learning at George Washington, posited that humans have a biological predisposition to give celebrities much attention. As such, individuals when exposed to an attractive face, will have adrenaline — which is associated with the release of epinephrine and other endorphins, to be

released from the pleasure causing center of the brain in our bodies. This causes some kind of pleasure for the individuals in question. Though the concept of “beauty” is culturally defined and continues to evolve, there seems to exist some ‘golden proportions’ – hips to bust to shoulders or eyes to the shoulders and nose that transcend cultures, and time (Altman, 2005: 18). Repeated exposure to celebrities can also have an organic effect on the human brain and account for the triggers of the pleasure centers. It is widely accepted that there is self-preservation behind ‘liking’ things that are familiar. This is because ‘the familiar is safer than the unknown,’ (Altman, 2005: 18).

Satoshi Kanazawa, of The London School of Economics and Science, offers a dispute to the scientist theory of disposition to celebrities. She stresses that the constant celebrity images bombarding our brains may be harmful to us. “Celebrity interest didn’t evolve; it is an exaptation,” (Altman, 2005: 19). As an expert in the field of evolutionary psychology, she found that our evolved trait was our genuine interest in friends and family. However, when artificial images of photographs, films, TV, video and DVDs were invented, ‘our adaptation was co-opted by these evolutionarily familiar stimuli, and our interest in celebrity was born.’ Now it is impossible to differentiate between our ‘real’ friends and family, and ‘imaginary’ friends and family.’ This results in a people that live in a strange or novel place.

2.4.3 Persuasiveness of Celebrity Endorsement in Advertising

The objective of advertising messages is to persuade the audience to act or to believe something (Kenechukwu, Asemah and Edegoh, 2013). Advertisers use various persuasive strategies to convince consumers to purchase their product. These are known as advertising appeals and they elicit emotions and grab mass attention (Kenechukwu, Asemah and Edegoh, 2013). Appeals may be emotional - relating to an individual's psychological and social needs (feeling, taste, smell, hearing or vision). It may also be rational which appeal to reason (logic) or the thinking mind.

Aristotle about 2,500 years ago first described the categories of persuasion strategies normally employed by advertisers as: ethos, pathos, logos (Murray, 2013)

Pathos: The use of pathos evokes an emotional response in the consumer. These could be positive emotions such as humour (Vodafone advert and Funny Face), affection, desire, adventure, or happiness: depicted by an image of youthful people enjoying themselves while drinking Don Paschew Bitters or Coca Cola. Pathos could be used to communicate negative emotions such as pain/sadness: a child looking forlorn as they look down at their dirt caked school uniform (Omo and other washing soaps and detergents). Other emotions that the pathos strategy seeks in advertising, includes emotions such fear or guilt: depicted with images of emaciated children, persuading audiences to send money to war torn nations or orphanages, jealousy, rage, worry, horror or disgust.

Advertising research reveals that consumer's reported intent to purchase a product has greater influence when backed by an emotional response to an advert than does the ad's content – by a factor of 3-to-1 for television commercials and 2-to-1 for print ads (Murray, 2013).

Logos: It establishes and presents facts or evidence to the audience. It refers to logic or rationality. The aim is to get your audience to fully understand what the product being advertised does. This is very evident in tooth paste adverts such as Sensodyne which takes the audience through how germs attack the teeth and how Sensodyne combats germs.

The Ethos appeal uses credibility, moral character, or authority, to extend a message. By using spokespersons, celebrities and characters, advertisers establish credibility in the minds of audiences as research shows that consumers tend to believe people whom we respect. Consumers transfer admiration or respect for the celebrity to the product.

The use of such personalities exercises on the consumer that the person is an expert on the subject matter. Eg: the image of a woman or mother used in baby diaper commercials, washing powder or cooking adverts. Companies employ ethos to try to convince consumers that their brand is reliable, honest, and credible; thus, you should buy its product. Celebrities are used to offer additional credibility. An article by Lannon, cited by Brierley (2002) points to research from the British Association which shows that young children will eat all manner of foods including vegetables like spinach and broccoli, providing the authority behind them is someone they admire rather than their

mother. Murray (2007) explains that research conducted by the Advertising Research Foundation concluded that the most predictive emotion of measure of whether an advertisement will increase a brand's sales is "likeability".

The creative treatment of the sell also plays a large emphasis on emotions. Thus, the emphasis placed on using attractive celebrities in adverts. This assumes that if the consumers liked the advert, then they would also like the brand (Brierley, 2002). This is however an indirect measure as some adverts, are not intended to be liked, but rather, intended to be "effective". Eg: soaps. As such, a large emphasis is firmly laid upon the creative application in order to influence the consumer to go out and purchase a brand. This leads to the idea that a single message on its own could be powerful (Brierley, 2002).

The brand is projected to be living and credible with the presence of celebrities. Celebrities are good at facilitating the advertising techniques that businesses desire to implement. They are efficient at connecting to the consumers. They can reach out to the consumer in whatever manner the endorsers have a strong impact in. Some experts call this, the power to connect with the consuming public. If the ideal star is employed to represent the product, his strong appeal can send a brand message without further statement. 'Billboards are best and effective when photos of popular celebrities grace them. There is no need for them to speak. Their image does it, and the statement is compelling.' (Godbout n.d). Superstars are ideal and better promoters to highlight features of a product. This is notwithstanding the reputation of the brand. If already reputable, then the brand is reputation is

further enhanced. On the other hand, if it is a new brand, it is given help in establishing its reputation by the famous endorser (Godbout n.d)

2.4.4 Effectiveness of Celebrity Endorsers in Advertising

Several failures of celebrity endorsements have been recorded in World History. A classic example will be that of American ex-First Lady, Eleanor Roosevelt's commercial for Good Luck Margarine. This failure is largely due to the fact that companies identify a celebrity they like in an emotive and unresearched leading to the celebrity of the day, being chosen and then force-fitted celebrity into the creative concept. At the end of a campaign, the brand comes out with a mismatched concept and celebrity, with millions of dollars wasted (IBS® Case Development Centre, 2004).

One of the first enquiries into the phenomenon called celebrity endorsement was through an experiment by John C. Mowen and Stephen W. Brown (1981), *On Explaining and Predicting the Effectiveness of Celebrity Endorsers*, which studied ninety-nine individual subjects in a Midwestern university. Subjects were approached by a same experimenter and presented with some adverts some of which included Paul Newman (A famous celebrity in the late 1970's). Various conditions were created to manipulate distinctiveness. Results showed that when the celebrity endorsed only one product, the product was viewed more favourably. Additionally, subjects viewed the advertisement more favourably, and indicated a greater interest in buying the product, and

therefore responded more positively to the promotional message. These important distinctiveness effects show the value to an advertiser of establishing an exclusive agreement with a celebrity. Student subjects could apparently relate more to Newman when people like themselves (i.e. student actors) were also favourable toward the same product he was endorsing. When asked for their opinion of the pen, $F(2,90) = 4.3, p < .02$ and whether they would buy the pen, $F(2,90) = 3.7, p < .05$, a main effect for distinctiveness occurred. In each case, one finds that subjects reacted more favorably to the pen in high distinctiveness ($M = 2.09$ for opinion and $M = 2.18$ for buying likelihood) than in the two low distinctiveness conditions (Opinion-HSS $M = 2.75$, Opinion-LSS = 2.56; Buy-HSS = 2.85, Buy-LSS = 2.99) (Mowen and Brown, 1981)

An Empirical Study in the Indian context found a significant difference among multiple celebrity endorsed sportsperson and cinestars (moviestars) towards consumer attitudes (Tamizhthyoti and Rajakumar, 2002). The audience had positive intention to purchase the cinestar-endorsed products than sportsperson-endorsed products. 76.9% of the respondents rightly identified five film stars (out of six) who endorse products, whereas 50.9 per cent of the respondents rightly identified five sportspersons (out of six). Hence, the awareness about cinestars is higher, compared to sportspersons. The majority of the respondents (66.34%) accept that television is the right choice among other media (to gain more information). Same study showed

that multiple celebrity endorsements was more effective in relation to purchase.

The effectiveness of celebrity endorsement and its impact on brand depend largely on the traits associated with the endorser as consumers are more likely to purchase when they are similar to the endorser (study).

2.4.5 Choice of an Endorser

Scientific models such as the Source Models – (Source Credibility and Source Attractiveness) suggest ways to select endorsers based on their perceived credibility and attractiveness. Other scientific literature has developed other models that reveal other ways for companies to select celebrity brand endorsers to represent their brands in totality. Each of these models repeats some basic attributes, which allows suggesting them to be used as a foundation for celebrity endorser selection. *Q ratings*, which explains how appealing an individual is among those individuals that are familiar to him /her is calculated by dividing the percentage of popularity with the percentage of familiarity. (Banyte, Stonkiene and Piligrimiene, 2011).

The TEARS Model (Shimp, 2003) includes trustworthiness, expertise, attractiveness, respect and similarity (TEARS). Celebrity trustworthiness can be captured within the context of celebrity endorsement as honesty, dependability and integrity of the celebrity by the consumers (source). This induces confidence in and acceptance of, the celebrity and thereafter inherent messages of the endorser by the consumers. In the long run it helps to

influence consumer's beliefs, opinions, attitudes and purchasing behavior (Erdogan, Baker, and Tagg, 2001). Shimp (2003) claims that trustworthiness is encompassed in the credibility source model. The persuasive effect of the endorser will be much lower if the consumer believes the brand is being endorsed for personal interest than if the consumer sees the endorser as someone with nothing to gain by the endorsement. (Bergstrom and Skarfstad, 2004).

Expertise, the second attribute focuses on the skills, knowledge or abilities of the endorsed brand. The celebrity being an expert is unimportant (Shimp, 2003). Vital, is how the consumer perceives the celebrity.

The third attribute deals with attractiveness but goes beyond physical attractiveness to intellectual skills, personality, lifestyle and athletic skills. Persuasion through identification occurs when the consumer likes something of the endorser. They are then more likely to adopt the endorser's behaviour, interest and preferences.

Respect, represents "the value of admiration owing to a celebrities personal qualities and accomplishment. These include, athletic and acting, talents, political arguments etc.

Similarity refers to how the endorser matches with the consumer in terms of age, ethnicity, social class, and gender, etc. Shimp (2003) believes similarity is an important attribute as audience can emulate the celebrities and how such influences affect purchasing of the product.

The *No Tears* approach goes further and involves not only the attributes for celebrity selection but allows the evaluation of some possible risks. Aspects such as celebrity and audience match up, celebrity and brand match up, cost considerations, saturation factor and trouble factor consideration are suggested aside credibility and attractiveness of the celebrity.

Lastly the *FREDD principle / model*, stands for familiarity, relevance working ease or difficulty, esteem, differentiation and deportment (Ericsson and Hakansson, 2005).

It is also important to appreciate that just because an individual is famous and considered a celebrity, he/she might not necessarily be an effective endorser.

2.4.6 Celebrity in Advertisements

The use of celebrity endorsement has been found to have several positive effects on brand promotion. Extant literature shows that firms that employ celebrity endorsers may use them to give a testimonial, lend their name as an endorsement, act as an actor or act as spokesperson (Khatri, 2012).

Testimonials are given by celebrities when they have personally used a product, service or brand and are hence in a position to attest to its quality by mentioning its benefits. For instance: Nana Ama Mgbrown attesting to the slimming effects of Colarad.

Endorsements involve celebrities lending their names to adverts for product or services or brands for which they may or may not be the experts. For instance Glo's advertising strategy includes the use of multiple celebrities to give credence to their brand.

Actors: Celebrities may present a product or service or brand as part of character rather than give a personal testimonial or endorsement. For instance; Verna Michel,⁵ who acts as a housewife for Gino Tomato paste. She merely enacts the character and expectations of a normal housewife using a tomato paste in her cooking. This enactment in the advert is unrelated to her on screen or off-screen image.

Spokespersons as celebrities have a potentially large influence on consumers as famous people achieve a higher degree of attention and recall. A spokesperson is a celebrity who represents service, product, company or brand over an extended period of time often in print and TV ads, as well as in personal appearances (Schiffman and Kanuk, 1997). For instance; MTN signed Samini onto their brand for 8 years. He always represented at their events, wore yellow (the colour representing the brand) to public events, and appeared in advert and print.

Using a celebrity in advertising increase awareness of a company's advertising and creates positive feelings towards brands. They are also perceived by consumers as more entertaining (Solomon, 2002). This is

⁵ An actress and wife of Majid Michel.

therefore likely to positively affect consumer's brand attitude and purchase intentions. (Khatri, 2012)

Of course, depending on the product being endorsed, the business should carefully select the star that will represent the brand's image.

2.4.7 Multiple Celebrity Endorsement

Multiple celebrity endorsements are becoming more prominent as compared to single celebrity endorsement advertising (Hus and McDonald, 2002). An experiment done by Okoro (2012) using 295 respondents via multistage sampling found a positive relationship between exposure of multiple endorsed Globacom Adverts and high patronage of Globacom services. Hsu and McDonald (2002), explained the reasons behind this in studying the effectiveness of the 'milk mustache campaign' on consumer perceptions and found that endorsing a product with multiple celebrities could be beneficial in appealing to numerous audiences to which the product is intended. This reduces boredom and boosts the brand image, so that the purchase intention of consumers can be increased. However it is crucial that when a company uses multiple celebrity endorsers, there is a 'fit' between the various celebrities used and endorsed product or service. The key measurement of consumer's responses is restricted in this exploratory research as content analysis was used. The small number of adverts from this single advertising of the milk

mustache campaign, makes generalization to a wider spectrum of multiple celebrity endorsement advertising, difficult.

Erdogan (1999) on the other hand, cautioned that multiple celebrities can confuse consumers of the brand's identity and thus it must be certain that each celebrity possesses compatible meanings that are pursued for brands.

2.4.8 Multiple Celebrity Endorsement and Purchase Intention

Belch and Belch (2001) suggests that brand communication experts believe that using celebrities in communication campaigns can affect consumers feeling and their purchase intention. Engel, Blackwell and Miniard (in Chi, Yeh and Huang, 2009) proposes a five stage consumer purchase decision-making model which includes: (i) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behaviour. An indication of purchase intention means that consumers will use their experiences, preferences and external environment to collect information, evaluate alternatives, and ultimately use these to arrive at a purchase decision (Yang, 2009). Chi, et al., in (Gulati, 2014) proposed that an endorser's, attractiveness, expertise, and popularity can appeal to a consumers' eyes within in a short period, increasing purchase intention. Consumer willingness to purchase is also complicatedly related to the credibility of the celebrity, their understanding based on their knowledge

about the celebrity, the celebrities' appearance (pleasant, tardy etc) as well as their reputation (Sliburyte, 2009).

A study by Okoroe (2012) using a sample of 295 respondents in the study of Globacom patrons in Ikeja, Nigeria revealed that a significant relationship exists between the intense usage of multiple celebrities in adverts and consumer purchase intention. Results from directional and symmetric measures revealed a positive and strong relationship between variables. This goes in tandem with findings in a research done by Baker (1990) indicating that it is beneficial at times for a brand to have multiple celebrities to endorse a particular brand in order to reach out to its entire target audience.

Clow, et al (2006) in a study identified that the visual elements of an ad create a sense of attractiveness and develop a positive attitude towards purchase intention.

Consumers are more likely to accept meaning from brands associated with a celebrity when that celebrity is perceived as similar to themselves or whom they aspire to emulate. They reject meanings associated with those which do not represent who they are or want to become (Park, MacInnis and Priester, 2007). A study performed in India, Hyderabad investigating brand celebrity advertisement among Telecom services found that out of 250 respondents used in the study, 57.2% found adverts featuring brand celebrities as more attractive, 26.4% were not attracted by the celebrities in the Adverts and 16.4% were attracted occasionally. Of the same number, almost 150 (60%)

found that they were more influenced to purchase Telecom brands when Ads were played on TV. Additionally 183 (73.2%) found sport celebrities as more influential in persuasive adverts than film stars and other celebrities. Indians identified politicians and socially active people as ideal brand endorsers for mobile services. Based on this research, the researcher suggests that multiple endorsers are ideal for Telecom ads as they may aid in gaining consumer attention thus leading to more positive purchase outcomes. (Srinivas, 2013).

2.4.9 Celebrity Endorsement and Brand Perception

Star power among celebrity seems to enhance image of the brand in the public eye (Marciniak, 2009). An investigation by Soanki and Sheth, (2015) to find the effectiveness of single and multiple celebrity endorsed advertisement in influencing the perception of consumers, found that advertisements endorsed by multiple celebrities had a more positive impact on the celebrity's credibility, trustworthiness, expertise and attractiveness as compared to advertisements endorsed by a single celebrity. Additionally, advertisements endorsed by multiple celebrities had a more favourable influence on consumer purchase intention as compared to advertisements endorsed by single celebrity in influencing for the Advertised product.

In a survey study, Saleem (2007) chose four media print ads from adverts showed on TV - two adverts contained single celebrities while the other two Ads contained more than two celebrities for each product An Ad each, with

single celebrity and another with multiple celebrity was chosen for both high and low involvement products. With a 0.05% confidence level, consumer perception between single celebrity adverts and multiple celebrity Ads for low involvement products showed that consumer perception is more positive for multiple celebrity ads as compared to single celebrity ad for low involvement products. Using the independent t-test with p values recorded for attitude towards brand and purchase intention were (0.02, 0.0048, 0.002).

She also found that there was no significant difference in consumer perception for single celebrity and multiple celebrities Ads for high involvement product or services. This seems to go in line with studies by Kahle and Homer (1985) who posited that consumer attitude is influenced by the argument and not due to the number of celebrities in the Advert.

MacInnis, et al. (2002) suggested that endorsements give a new and pristine image to an endorsed product and boosts consumer purchase intention. In addition, Kamins and Marks (1991) indicated that a highly favoured brand image among consumers results in an increased brand attitude and knowledge to elevate purchase intention. Cited in Chi, et al (2009), Wang (2006) conducted a study using brand image as an independent variable, product category as the moderator, and purchase intention as a dependent variable. He concluded that a high brand image leads to higher purchase intention. Consumers produce psychological associations. Fournier (1998), revealed that once a brand meets consumers' need, an irreplaceable psychological association relation with the brand is formed and consumers will objectively

sustain this interaction with the brand, and consequently, increase their purchase intention.

Furthermore, consumer purchase intention comes from consumers' perception on benefits and values acquisition, and it is an important key to predict consumer purchase behavior. Monroe and Krishnan (1985) suggest that perceived value and perceived quality influences purchase intention. In his view, the greater purchase intention is, the greater is perceived value and perceived quality. Zeithaml (1988) in addition, suggests that purchase intention is greater when the perceived value of a brand is high.

2.4.10 Risks of Celebrity endorsement on Brand Communication

Using celebrities as endorsers is not without risk. The increased attention given to celebrity endorsed ads comes with many risks which can be classified into three broad categories: 1) celebrity-related risks, 2) product-related risks, and 3) financial and other risks.

Celebrity endorsers face the danger of negative publicity (White, Goddard, and Wilbur, 2009). The least controversy involving endorsers may lead to overshadowing, which causes corporate embarrassment for organizations but may also lead to negative attitudes towards the brand by consumers for celebrities strongly associated with the brand (Till and Shimp, 1998). Celebrities also face extinction (Johansson and Sparredal, 2002). For instance, a musician awarded the 'Song of the Year' at the Ghana Music Awards may

be a very good endorser for a particular brand. Should the endorser become less successful over the next month's however, he or she might no longer suit the companies endorsement needs.

Celebrities endorsing multiple products ran the risk of overexposure, reducing the impact of the product relationship consumer perceptions of celebrity credibility and likeability (Tripp, Jensen and Carlson, 1994). Celebrity images are not passive. The risk of image change or loss of public appeal and approval is ever present (Charbonneau and Garland, 2005). This is very vital for athletes who are prone to injury, thus reducing their visibility and performance and hence their endorsement potential.

Some actions displayed by celebrities can harm or change their images negatively affecting the meanings advertisers wish to transfer to the brands via the endorsement(UK Essays, n.d)

The second group includes the dangers of overshadowing the product. This occurs when consumers focus their attention on the celebrity and fail to notice the brand being promoted (Erdogan, 1999; Belch and Belch, 2001; Ericsson and Hakansson, 2005), overexposure; caused when the celebrity endorse many diverse products (Johansson and Sparredal, 2002), as well as confusion; caused when many different celebrities endorse a product or brand (Ericsson and Hakansson, 2005). The latter two could cause confusion amongst consumers about the brand's identity.

According to Tandon and Mehrotra (2005), celebrity endorsement is associated also with the financial risk. The demand for famous entertainment and sports celebrities for advertising is big and these individuals are sometimes very expensive to use as endorsers. It is important for company to consider if the celebrity endorser is worth the investment. The other related risk involves the situation when the celebrity endorses one product and uses another (one of competitors). All these dangers should be addressed in the process of selecting celebrities for advertising.

While there are inherent risks, the widespread and continued practice of using celebrities as endorsers signals that businesses and advertising agencies believe the risks are worth taking (Agrawal and Kamakura, 1995)

2.5 Summary

The chapter explored relevant literature on celebrity endorsement of brand and the perception and response of consumers to this advertising strategy. Scholarly definitions for who a celebrity endorser is as well as important celebrity attributes were examined.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This Chapter outlines the methods and procedures employed for the data gathering as well as the data analysis. It explains in detail the research design, data collection instrument, sampling technique and sample size and the data analysis procedures. The chapter also contains the underlying principle for the research design and the various methods used. The purpose of this study is to examine the influence of multiple celebrity endorsement on the perception held by consumers of the brand being advertised and its influence on purchase intention.

3.1 Research Design

3.1.1 Sampling

Probability and non-probability techniques were employed in this study. The mall intercept approach was used, which is a form of convenience sampling. Rice and Handcock (2005) indicate that this method provides a reasonably

quick, convenient and cost-efficient way of sampling and is effective in the use of a suitable research study using both quantitative and qualitative data collection (Saidi and Wong, 2013). The stratified sampling method was also used to categorize the population into sub-groups via age: 18-25, 26-35, 36-45, 46-55, 56-65 and over 65. This technique was employed to ensure that the sample was representative of the population. The sample in this study was also disaggregated by age, to suggest that there is wide variance in views from different age groups. The population was identified as people between 18 years and 65 years old and a survey carried out to search for information, living in Accra, the capital of Ghana. The purposive sampling method was employed to select experts in the Marketing Communication industry who use celebrities in their campaigns. According to (Tongco [no date]) purposive sampling methods are used to make deliberate choices of persons due to the qualities they possess, their ability and willingness to provide information by virtue of their knowledge or experience (Bernard 2002).

3.1.2 Data Collection

The study used a mixed method approach to collect data through the use of a questionnaire designed to elicit consumer views on multiple and single celebrity endorsement in a structured manner and targeting a specific population. The mixed method approach was selected to be used in the study as it involves combining well established qualitative and quantitative techniques in resourceful ways to answer research questions posed (Teddlie

and Yu, 2007). By collecting diverse types of data in a mixed method approach, one is better able to understand a research problem (Creswell, 2003). According to Moulton (1998), citing the work of Leary, there is a distinct advantage in using questionnaires as an interview method. He asserts that questionnaires are easier to administer than personal interviews and also less expensive to administer. Further, anonymity of respondents is assured. The questionnaire measured respondents perceptions, image and purchase intentions for 8 celebrity endorsed Ads.

Robson (1993) describes the term 'survey' as being applied to research methodology to collect data from a specific population, or a sample from that population, that typically utilizes a questionnaire or an interview as the survey instrument. They are extensively accepted as a fundamental tool for conducting and establishing basic social science research methodology (Rossi, Wright, and Anderson, 1983).

The research was conducted using a combination of a survey and a set of print ads of a fictional Telecom brand on images of billboard Advert. The data collection team used a mall-intercept approach, where consumers who showed an interest to participate in the study were selected briefed about the purpose of the study prior to filling out the surveys. Surveys were conducted at the Accra Mall on the Spintex Road in Accra. Each respondent was presented with the survey sheets as well as all seven of the printed Telecom adverts. In order to avoid systematic biases, particular attention was paid to

selection criteria to ensure fair representation based on gender, age, the day of week, and the time of day.

- **Data Collection Instrument**

The questionnaire for respondents was composed of twenty five questions and eight printed photographs that showed a billboard advert of a fictional upcoming Telecom brand. These adverts contained both single and multiple celebrity endorsements. Endorsers were chosen from the category of movie and TV personality with each category featuring both males. Out of these eight printed ads, four had a single celebrity in them, whereas the remaining four ads contained two or more celebrities. The celebrity endorsers were selected based on their general familiarity, likeability and popularity in the market. Neither of the endorsers had previously endorsed any Telecom advert and was not associated with any other product or service at the time of undertaking this study. Consideration was taken to choose a male and female in the same category ie: actors and public persons.

The questionnaire was divided into three sections. The first section sought to gather personal information of the respondent and their knowledge of their mobile Telecom operators and celebrity endorsers. This was followed by two main sections: Part B and Part C. Part B consisted of ten questions arranged on a 7 categories Likert Scale ranging from 1, being Extremely false to 7 representing Extremely true and one question that centered on questions related to single and multiple celebrity endorsement of the adverts, and one

question that ranked adverts according to preference. Spector (2004), describes the Likert Scale as a popular device to measure perceptions, emotions, feelings, attitudes, beliefs, and personality characteristics of people. Other questions covered purchase intention questions, as well as, the perception towards the brand. It was followed by seven questions that sought to further understand and confirm respondents' views on celebrity endorsement in correlation with answers responses already given.

In the structure of the questionnaire, questions numbered 8, 11, 12, 13 and 21, dealt with purchase intention of consumers and measured variables in Research Question 1. Questions numbered 7, 18, 23 and 24 dealt with consumer perception of the brand and questions 9,10 and 22, dealt with multiple celebrity questions.

3.1.3 Interview with Industry Experts

Five industry experts were contacted from four marketing communication firms in Accra. Two made contact and scheduled a suitable time with the researcher to conduct the interview with them. Both interviews were conducted via phone as the respondents could not make adequate time for a face-to-face interview. They were the owner & creative Director of Oxygen and another expert from Charter House Ghana. An interview guide was used to conduct the interview with Industry experts (Appendix I). This permitted the researcher to ask follow-up questions due to the varied understandings of

respondents. The researcher requested permission to make a recording of each conversation which was later transcribed for the purpose of analysis. Responses were also noted on a notepad. Interview sessions lasted an average of 35 minutes each.

3.2 Data Analysis

The study adopted a combination of qualitative and quantitative techniques in order to obtain objective findings for the necessary contextual issues, in order to reach valid conclusions and relevant recommendations.

3.2.1 Quantitative Analysis

Quantitative tools adopted for this research to organize and examine data included the hypothesis testing using Chi square Test and descriptive statistics based on histograms and pie charts. All analyses were conducted using the aid of the Statistical Package for Social Scientists (SPSS) and Microsoft Excel 2012 spreadsheets.

- **Chi Square Test**

The Chi Square test was employed based on the issues of interest in the research, and the small sample size as compared to the population of telecom users. Same was chosen to compare the means of normally

distributed interval dependent variables for two independent groups Eg: brand perception against purchase intention. The p-value statistic was used to determine the likelihood of results obtained from the study. A 95% level of confidence was used. The responses from the key questions relating to the research were used as variables for analysis to establish the dependency and relations of those responses.

3.3 Qualitative Analysis

This was mainly in the form of structured interviews with two industry experts from the advertising and marketing communication industry in Ghana. Lindlof and Taylor (2002) explain qualitative data as a process whereby a person (the interviewer) encourages others to articulate their interest and experiences without restriction. Two industry experts within Accra were chosen based on their use of celebrities in their advertising campaigns, level of experience within the industry and time frame for the study and proximity to the researcher. Saumure and Given (2008) assert that it may be helpful to use a convenience sample to test the appropriateness of interview questions in an inexpensive and quick way by approaching an interested group of people first before embarking on a larger, longer, and more expensive study. A guiding principle of sampling in qualitative research is one of convenience in advertising in Accra. A

comparison between theoretical statements was used to establish linkages with key theories and concepts.

Mwiria and Wamahui (2002), asserts that qualitative data analysis can be done using perspective codes that reflect a subjects general point of view collective way of thinking. Qualitative data that was gathered was analyzed line by line by categorizing them into themes which Khandkar (no date) describes as open coding formed a preliminary framework for the data analysis.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter presents the analysis of the data collected from the sample and creative advertising experts within the industry. Two data collection instruments were used namely, questionnaires from the sample and in-depth interviews with industry experts. The questionnaire was made of open and close-ended items while in-depth interviews were conducted with two industry experts in Accra. The chapter also deals with both quantitative and qualitative analysis of the responses to interviews and questionnaires as well as the discussion of the findings in relation to the research questions posed by the researcher.

The research questions that guided the study are:

1. Does multiple celebrity endorsement enhance the purchase intention of consumers of Mobile Telecommunication products and Services?
2. Do consumers have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers?

3. Do consumers perceive a single trait as an influencer for the choice of a celebrity for Mobile Telecommunication products and Services?

4. Do consumers perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and Services?

The Chi – square test was used to examine:

RQ1: Does multiple celebrity endorsement enhance the purchase intention of consumers of Mobile Telecommunication products and Services?

and

H1 - Multiple celebrity endorsement will influence purchase intent of consumers of Telecom services.

In answering this research question, respondents were presented with eight images featuring varying numbers of celebrities in movie and television in a billboard advert. They were then asked to rank the adverts most likely to affect their purchase decision in order of preference. The majority of respondents ranked the advert with three and four celebrity endorsers as their first and second choice respectively. Table 1 below, presents results of a Chi Square test table that seeks to investigate the above hypothesis (H₁).

TABLE 1: COMPARISM OF BEST CHOICE OF ADVERTS AND PURCHASE INTENTION

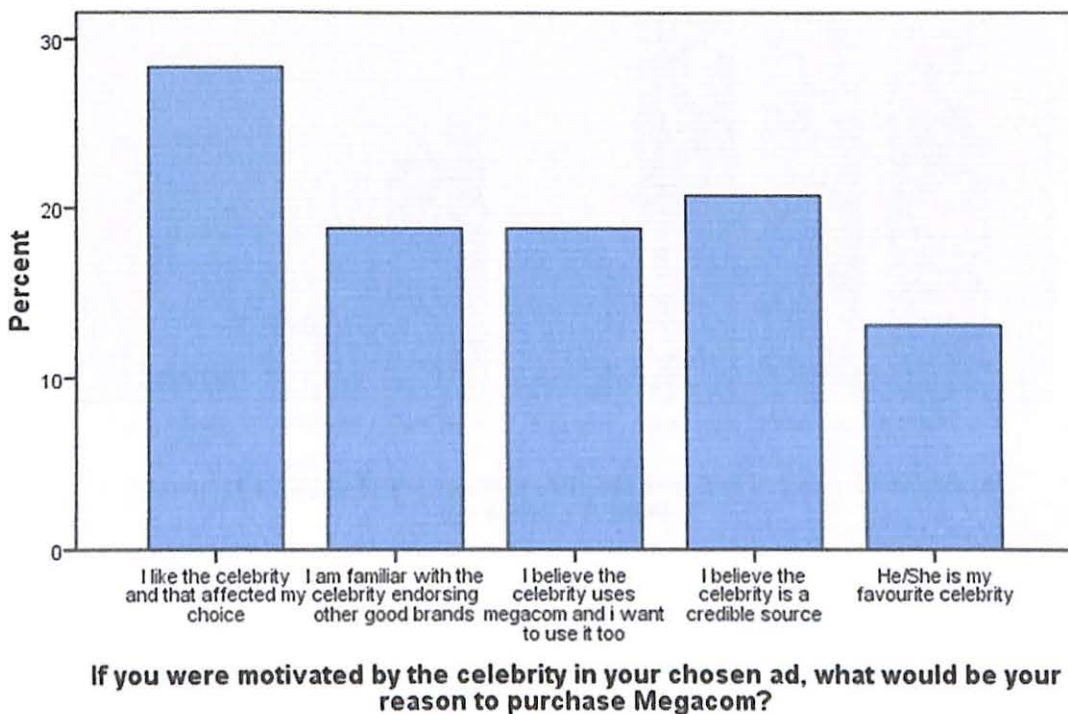
	Observed N	Expecte d N	Chi- Square	df	Asymp . Sig.
One celebrity	18	25.0	3.920 ^a	1	.048
More than one celebrity	32	25.0			
Total	50				

Results shown in table 1, indicate that there was a significant departure across the observed response categories in response to persuasion to purchase Telecom products and services, $X^2(2, N=50) = 3.920, p = .048$. This indicates that Ghanaians do have enhanced purchase intentions for multiple endorsed celebrity Ads than single celebrity endorsed Ads. This results support H_1 which states that multiple celebrity endorsement will influence purchase intent of consumers of Telecom services.

Further questioning of respondents for their choices above revealed that 61% of respondents chose their preference of printed adverts because of the featured celebrities, 22% chose the message, 10% opted for the colours and 7% the brand name. Of the number that chose adverts based on the featured celebrities, 28% of respondents attributed their decision to the fact that they liked the celebrities in the advert. 20% agreed they found the celebrities in the advert as more credible sources, 18% said they felt more familiar with the celebrities and an equal percentage agreed that they believed the celebrities

use Telecom products and as such were influenced to select that advert. The remaining 18% agreed that the celebrity selected was their favourite.

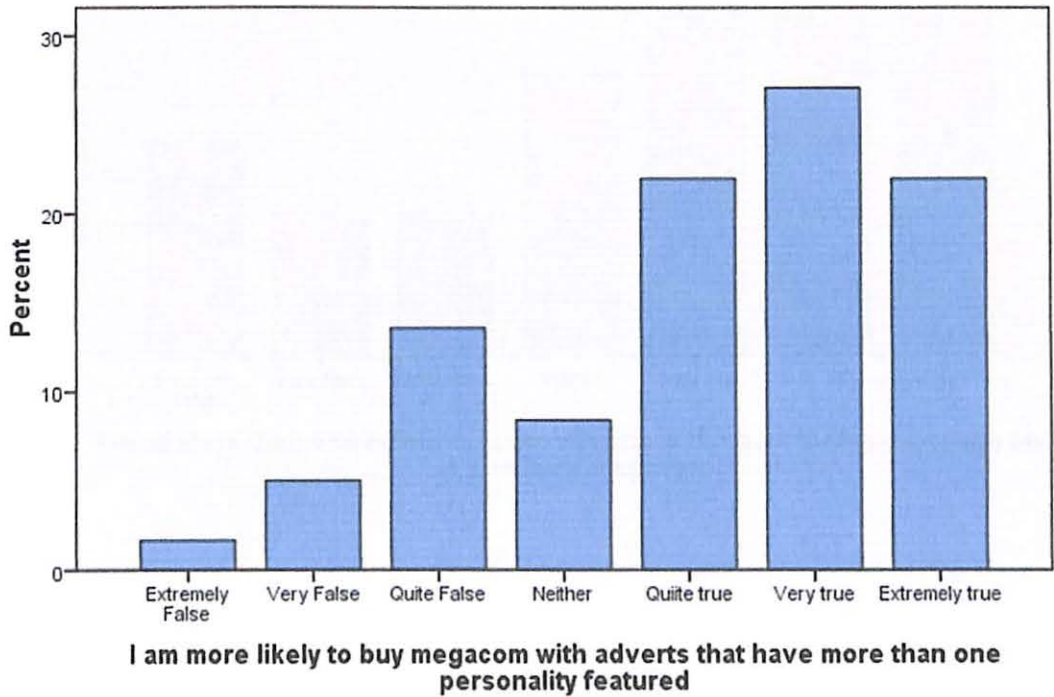
FIGURE 2: IF YOU WERE MOTIVATED BY THE CELEBRITY IN YOUR CHOSEN ADVERT, WHAT WOULD BE YOUR REASON TO PURCHASE MEGACOM?



Other questions on purchase intention supported the fact that respondents are more attracted to buy Telecom products and services that have at least two personalities featured. The graph below indicates that 69% of respondents answered 'Quite True' or better, when quizzed if 'they were more likely to

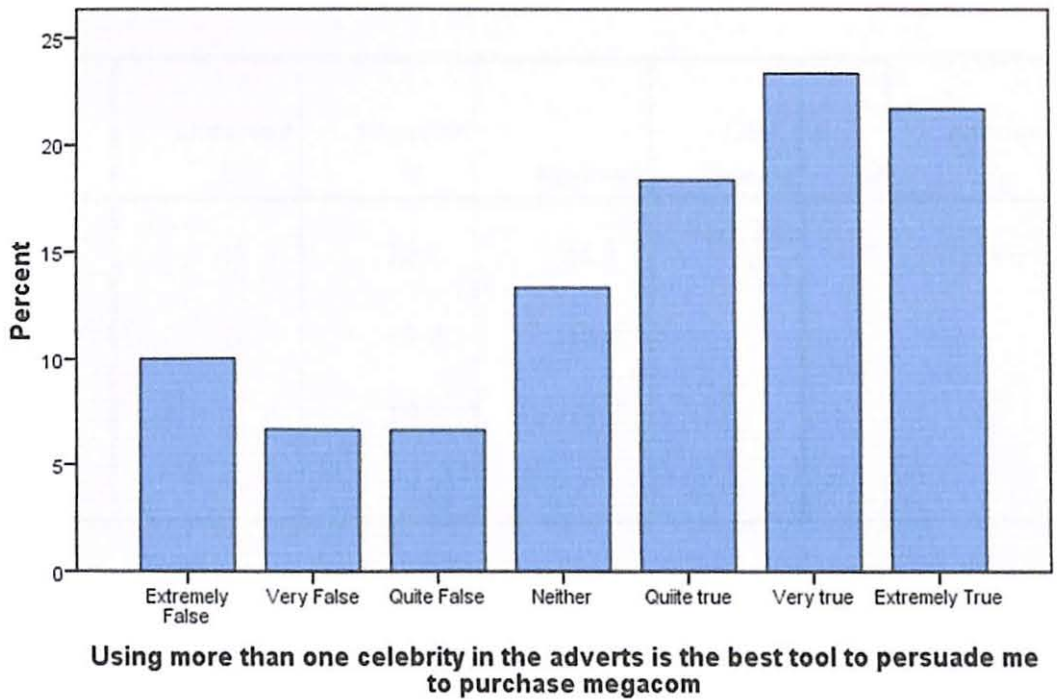
buy Megacom with adverts that have more than one personality featured'. See Figure 3 below.

FIGURE 3: I AM MORE LIKELY TO BUY MEGACOM WITH ADVERTS THAT HAVE MORE THAN ONE PERSONALITY FEATURED



Respondents clearly opined in favour of the Telecom advertisements featuring more than one celebrity, which shows a positive influence towards multiple celebrity endorsement as against single celebrity endorsed advertisements. Multiple celebrities in an advert were identified by the greater majority as the best tool to influence their purchase decision. See figure 4 below.

FIGURE 4: USING MORE THAN ONE CELEBRITY IN ADVERTS IS THE BEST TOOL TO PERSUADE ME TO PURCHASE MEGACOM



The Chi square test was used to examine:

RQ2: Do consumers have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers?

and

H2 - Consumers will have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers. The results are shown in the table below.

TABLE 2: BRAND PERCEPTION OF MULTIPLE AND SINGLE CELEBRITY ENDORSERS ADVERTS

	Observed N	Expected N	Residual	Chi- Square	df	Asymp. Sig.
True	48	19.7	28.3	61.254 _a	2	.000
Neither	6	19.7	-13.7			
False	5	19.7	-14.7			
Total	59					

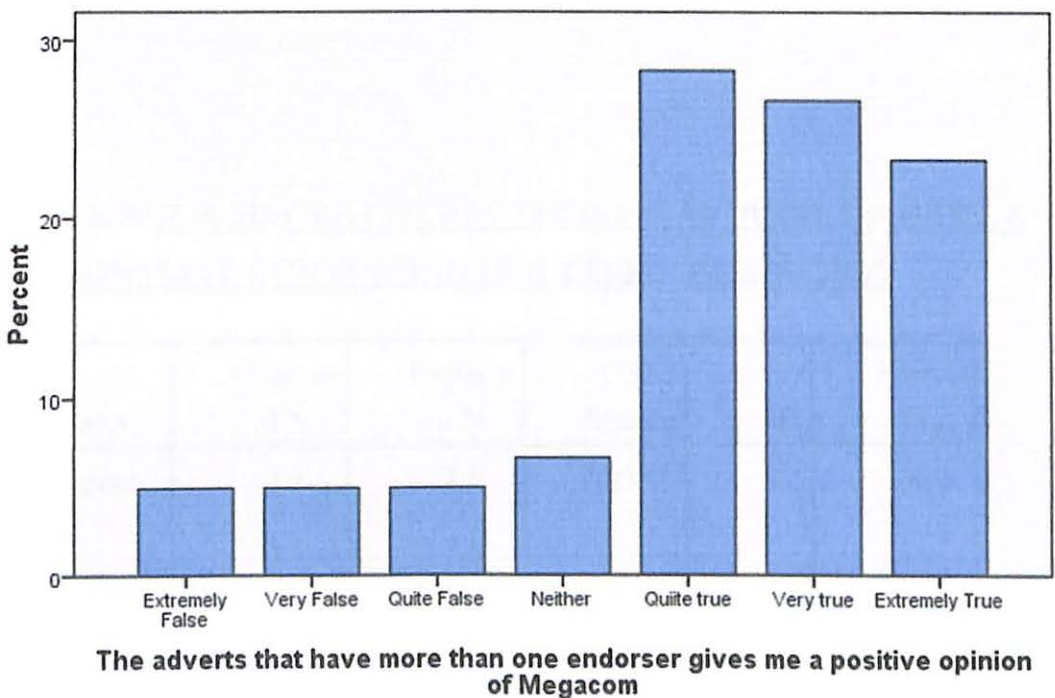
From Table 2, the X^2 test for goodness of fit for participants' responses on the item of perception revealed a statistically significant difference in the observed data from the expected frequency of no differences across the response category, $X^2 (2, N= 59) = 61.254, p=0.000$ (ns). Results in relation to brand perception revealed a positive that majority of respondents were influenced by multiple celebrity endorsement. The table above shows a comparison of opinions of respondents in relation to perception of the brand in relation to responses given for the likelihood of being influenced by multiple celebrity endorsers. This finding supports H2 which states that consumers will have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers.

One can clearly see from above that, responses to 'Quite agree' or better, received a significantly larger percentage of respondents who perceived the

Telecom adverts favourably in relation to equally high responses for opting for more than one celebrity endorser for a Telecom advert.

Further tests revealed that a staggering 84% answered 'Quite true' or better, to questions that asked if more than one endorser gives respondents a positive perception of MegaCom. The figure below further supports the findings above.

FIGURE 5: THE ADVERTS THAT HAVE MORE THAN ONE ENDORSER GIVES ME A POSITIVE OPINION OF MEGACOM



The Chi square test was employed to examine:

RQ3: Do consumers perceive a single trait as an influencer for the choice of a celebrity for Mobile Telecommunication products and Services?

H₃ - Consumers will choose more than one trait for a choice of an endorser for telecom industry.

The results are shown in Table 3 below. In addition to attraction to the celebrity personalities, respondents also clearly indicated that a single characteristic or trait is not enough to make celebrities persuasive in an advert.

Table 3 below, clearly indicates respondents opinions on the traits of Telecom endorsers. Outcomes of the findings suggest that telecom subscribers look for a combination of positive traits when selecting their preferred choice of brand endorsers.

TABLE 3: IS A SINGLE CHARACTERISTIC ENOUGH TO MAKE A PERSONALITY CONVINCING IN A TELECOM ADVERT?

Traits	Observed N	Expected N	Chi-Square	df	Asymp. Sig.
Intelligent	19	7.5	40.533 ^a	7	.000
Good Looking	16	7.5			
Honest	8	7.5			
Exciting	4	7.5			
Corporate	4	7.5			
Young	6	7.5			
Real	2	7.5			
Charming	1	7.5			
Total	60				

From Table 3, the Chi square (χ^2) test for goodness of fit for participants' responses on the 'trait' item revealed that the observed data significantly departed from the expected mean of 7.5. There was a statistically significant difference across the response category, $\chi^2 (7, N= 60) = 40.533, p=0.000$ (ns). This shows respondents prefer telecom celebrity endorsers perceived as intelligent, good looking and honest in support of the hypothesis H₃ stating that consumers will choose more than one trait for a choice of an endorser for telecom industry. .

The chi –square test was employed to examine:

RQ4: Do consumers perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and Services? With its associated hypothesis:

H₄- Consumers will perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and services. The results are shown in Table 4.

TABLE 4: CONFUSION IN MULTIPLE CELEBRITY ENDORSEMENT

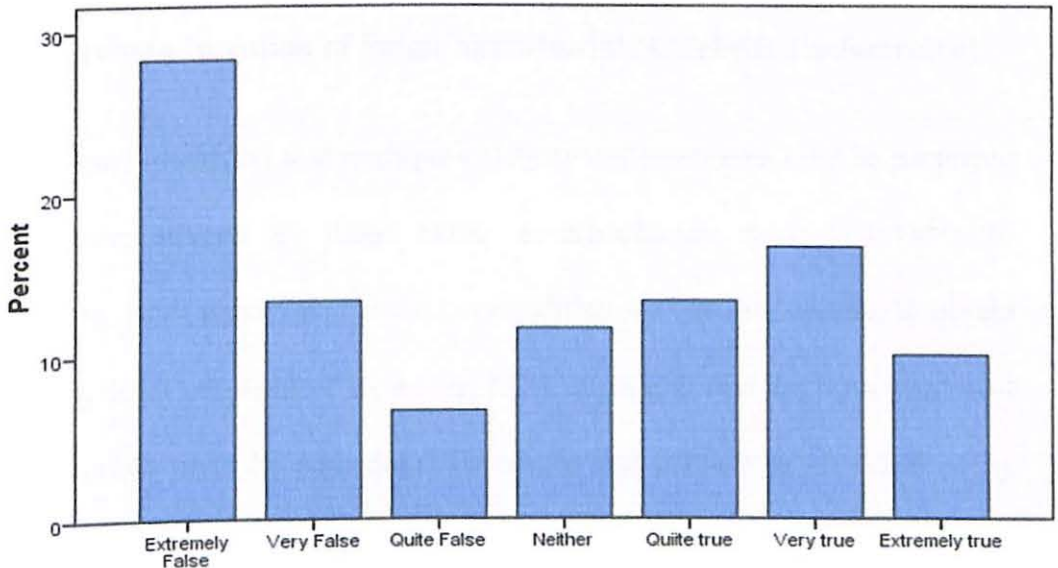
Q9: I find adverts with **at least two** personalities featured more confusing than those with fewer than three personalities.

	Observed N	Expected N	Residual	Chi- Square	df	Asymp. Sig.
Extremely False	17	8.6	8.4	12.100 ^a	6	.060
Very False	8	8.6	-.6			
Quite False	4	8.6	-4.6			
Neither	7	8.6	-1.6			
Quite true	8	8.6	-.6			
Very true	10	8.6	1.4			
Extremely true	6	8.6	-2.6			
Total	60					

Result from Table 4 indicate that the X^2 test for goodness fit of participants responses on the question of confusion revealed that the observed data did not statistically depart from the average mean of 8.6 across the response category. $X^2 (6, N=60) = 12.100.$, $p = .060$. This indicates that Ghanaians do not perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and services. The result is not in support of H_4 which states that consumers will perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and services.

Findings here appear balanced with respondent's answering 49% for Quite true and better, 12% for neither and the remaining answering Quite false or worse.

FIGURE 6: I FIND ADVERTS WITH AT LEAST TWO PERSONALITIES FEATURED MORE CONFUSING THAN THE REST



4.1 Qualitative Findings

To gain an insight from the perspective of professionals and throw more light on findings of respondents two industry experts were interviewed. For the

purpose of analysis of the data gathered, respondents have been identified with alpha-numeric codes as shown in Table 5 below:

TABLE 5: CODES FOR RESPONDENTS

Marcom Expert	Respondent Code
Expert 1	ME1
Expert 2	ME2

4.2 Purchase Intention of Single and Multiple Celebrity Endorsement

Respondents identified that multiple celebrity endorsements may be preferred in Telecom adverts as these make advertisements more believable to consumers. Both agreed that multi personalities are used in adverts, to obtain greater by-in of consumers. However, ME1 explained that the target segment of the product must be considered to ensure that celebrities are admired by that target. ME2 agreed that rank but is not a core reason for their use in Telecom adverts. Both agreed that the core reason behind the use of multiple celebrities was to boost the brands visibility and aid in grabbing attention. ME2 also identified that fact that it aids in recall when consumers are faced with purchase decisions. Multiple celebrity endorsers aid in easier recall which promotes positive purchase of the product. Table 6 shows results of respondents.

TABLE 6: WHY DO WE USE CELEBRITY ENDORSERS?

S/N	Theme	Frequency
1	Recall	2
2	Boost awareness and visibility	2
3	Enhance purchase	1
4	Attention	2

4.3 Confusion in Multiple Celebrity Endorsement

On this particular question, respondent ME 2 states:

“The objective of the campaign determines whether one or more celebrities should be used. If we are given a brief to launch a new Telecom service in the current environment, then yes I will use between 3-5 celebrities to boost the brands visibility. However, if the objective is to give information or for a promotion, then one, or no celebrity, will do. The concept of the advert will also determine the number of celebrities that are necessary.

Respondent ME1, agreed that using an excessive number of celebrities may cause confusion on consumers especially when there fails to be a fit between celebrities used and what the brand stands for.

4.4 Choice of Endorser

Both agreed that the dominant determinant of an endorser for products was the monetary payment to be paid by the Company. An Agency Manager may nominate celebrities with traits that fit with the brand, and the target audience. However, the company identifies their budget, and often times the personality they wish to be associated with their product prior to the submission of the campaign brief. It is thus very difficult to spread the budget over the number of celebrities to be used. The Tables below identifies some challenges faced with the use of celebrities and the criteria for selecting celebrities.

TABLE 7: CHALLENGES FACED WITH THE USE OF CELEBRITIES

S/N	Theme	Frequency
1	Expensive	2
2	Unreliable	1
3	No interest	2
3	Undisciplined	1

TABLE 8: CRITERIA FOR DETERMINING CELEBRITIES

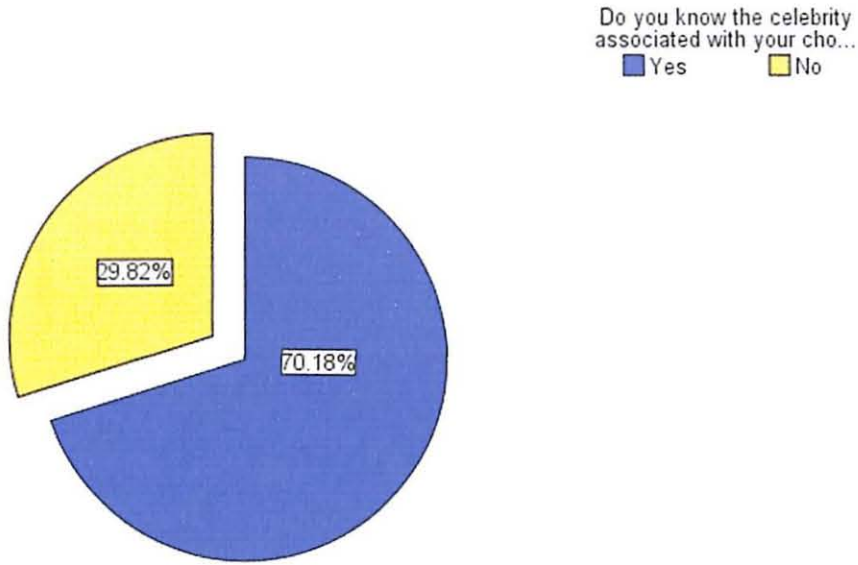
S/N	Theme	Frequency
1	Achievements	2
2	Influence	2
3	Popularity	2
4	Likeability	2
5	Fit with brand	2
6	Acceptability by target	2
7	Exclusivity	1

4.5 Other Findings

4.5.1 Age

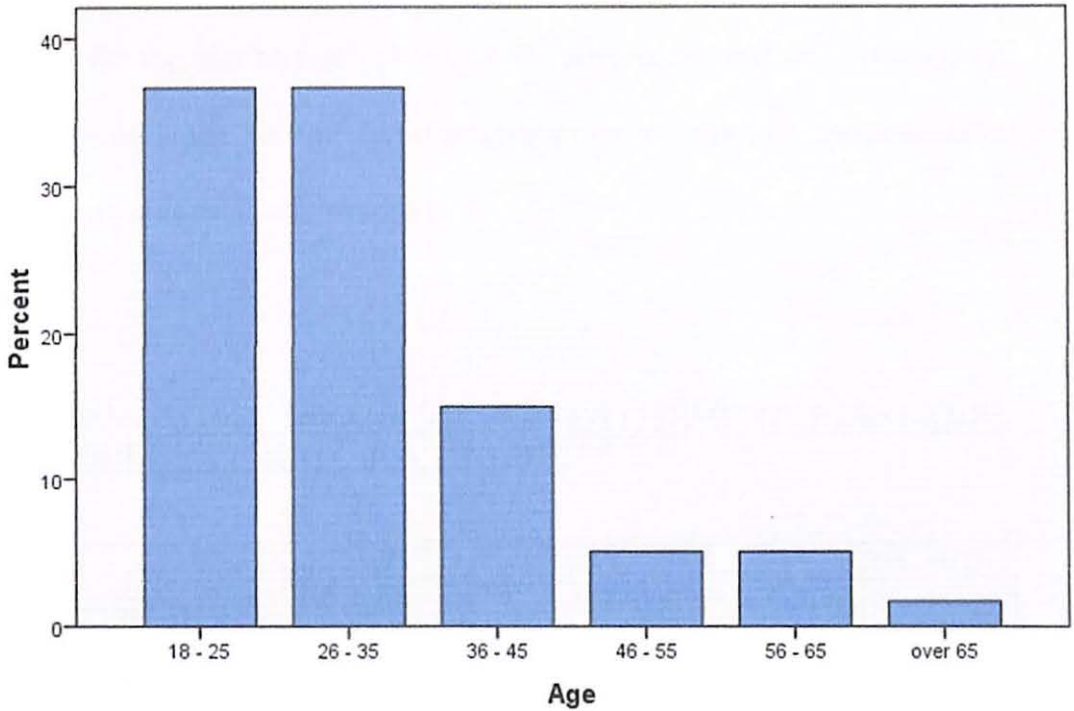
The study showed that a large number of respondents were familiar with celebrity endorsers and could easily recall the Telecom brands associated with these endorsers. Figure 7 shows results of this.

FIGURE 7: RECOGNITION OF CELEBRITIES ASSOCIATED WITH CHOSEN NETWORK



Of the sample interviewed, majority fell in the ages 18-25 and 26-35 years. This made up 70% of the total population. However, both young and old endorsers received correct answers on questions related to identifying celebrity endorsers associated with current telecom operators. Table 8 below shows the age disaggregation.

FIGURE 8: AGE DISTRIBUTION



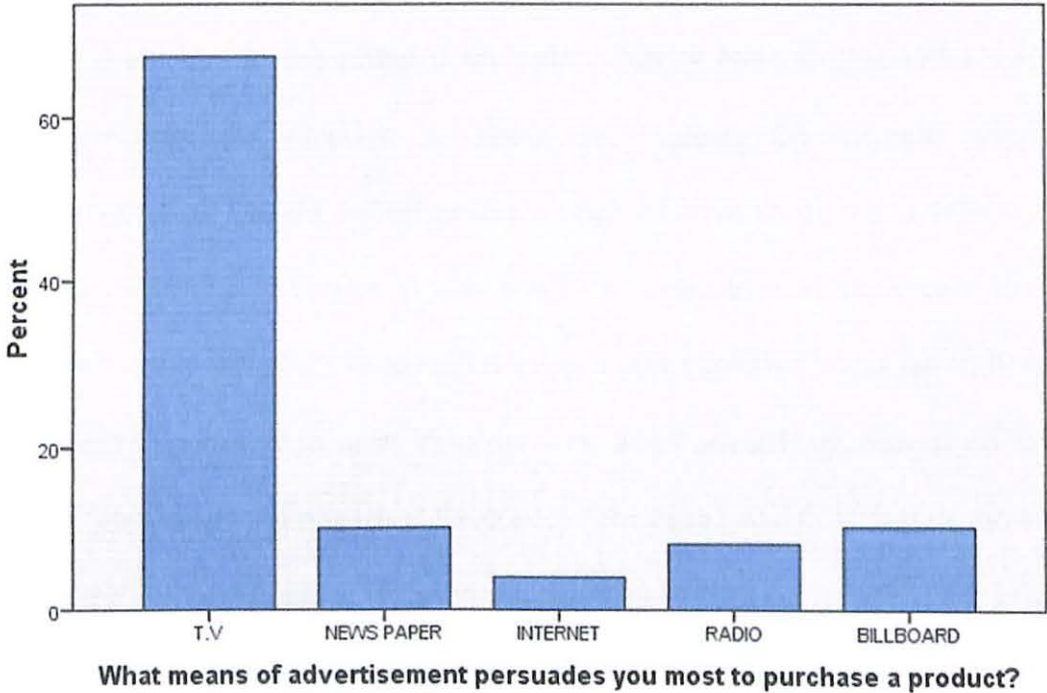
4.5.2 Profession preference as a Telecom Celebrity Endorser

Similar to earlier research set in the context of India that found a positive influence to purchase cinestar-endorsed products than sportsperson-endorsed, a greater percentage of respondents referenced the entertainment industry as more likely to be more influential in a telecom advert. The entertainment industry usually made up of actors, musicians, comedians and the like are selected by respondents as more likely to influence their decisions to purchase Megacom. The cooperate world to some extent do have the significant level of appeal to these respondents as well and followed in close second. They however suggested a minimal attraction to sports personalities.

4.5.3 Best tool for Advertising Telecom Products and Services

Findings for the best tool for adverting TV adverts showed that 70% agreed the television is the best means of advertisement to persuade respondents to purchase a purchase a telecom product?

FIGURE 9: WHAT MEANS OF ADVERTISEMENT PERSUADES YOU MOST TO PURCHASE A PRODUCT?



CHAPTER FIVE

DISCUSSIONS, RECOMMENDATIONS AND CONCLUSIONS

5.0 Introduction

This study investigated the influence of multiple celebrity endorsement on brand perception and consumer purchase intention in Ghana. The general objective of this study was to determine if multiple celebrity endorsement influences consumer purchase intention in Ghana and evaluate the character traits consumers think should influence the choice of a celebrity for a telecom product or service in Ghana. It also sought to evaluate if multiple celebrity endorsers are more effective in engendering a more positive brand perception than single endorsers in print Telecommunication advertising campaigns in Ghana. This chapter summarises the conclusions of the study, the implications for future study, and caps it with some recommendations.

5.1 Findings

1. Multiple celebrity endorsement influences purchase intention of consumers of Telecom products and services.

2. Consumers have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers.
3. Consumers are more likely to choose adverts with endorsers they believe are intelligent, good looking and honest in telecom adverts.
4. Consumers do not perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and services.

5.2 Discussion

5.2.1 General opinion about Telecom Industry in Ghana

Respondents were initially asked about the network they subscribe to, to get an indication of their use of Telecom services. All respondents identified they subscribe to at least one network - MTN, GLO, Vodafone, Tigo or Expresso. The data analyses, shows that a large number of respondents subscribe to more than one network with the highest combinations being Airtel, Glo and MTN; and Airtel and Vodafone. Respondents using single networks scored 29% (MTN), 13% (Tigo), 8% Airtel, 10% Vodafone, 3% (Glo) with no respondent using Expresso alone.

Only 1 respondent used Expresso together with MTN and Tigo. Though MTN adverts usually have a single endorser, they are seen commanding a large share of subscribers which may be attributed to the early market entrant

advantage they hold. Though they were not the first cellular network to set up in Ghana, they have had the longest most sustained presence in terms of service and promotions. They have also used more promotional methods over a long period of time.

Though Mobile number portability was introduced into the Ghanaian market in 2011 there is still the inconvenience of meeting with ones network before the process can be undertaken, while the process also takes a few days to complete. Complaints are received from subscribers undergoing this process of transition which make this process unfavourable. Consumers will, therefore, rather maintain one network to prevent any inconveniences.

Many factors were identified by respondents for their choice of a network. Inclusive of these are lower call rates, extent of network coverage, quality of service and, perhaps most importantly, promotional features. A larger number of respondents principally identified the width of network coverage as a key factor in their decision to subscribe to particular telecom networks. Indeed, this may have contributed majorly to the high market share of MTN, which has a core brand message “everywhere you go”. Vodafone, Airtel and Tigo peaked respectively at relatively the same percentage, suggestive that, these networks are the second choice of people who decide to keep more than a single network. Expresso seems non-existent in responses of respondents. This may be attributable to the irregularity of adverts as well as its present relatively low association with celebrity endorsers. Further studies may have

to be conducted to investigate the reasons that account for the network preference.

5.2.2 General opinion about Celebrity Endorsement in Ghana

The study attempted to find out how much consumers were in tune with celebrity endorsers of the Telecom brands. Respondents were asked to recall and match 8 - listed celebrity names with the corresponding Telecom brands associated with them. The data collected revealed that 70.18% of respondents answered in the affirmative to knowing celebrities associated with their networks while the remaining had no such knowledge. The results, therefore, suggests that a greater percentage of users are actually familiar with the celebrities associated with their telecom networks. This is in line with extant literature discussed that identifies that celebrities help to deal with the challenge of message clutter as they aid in brand visibility and recall of brands.

Findings in this study revealed that respondent's prefer influencers in the entertainment realm than a sports or media personality. Corporate leaders came in close second as the most influential influencers in terms of telecom adverts. However, of the mix of actors, comedians and musicians presented to respondents to match celebrity endorsers with their respective telecom networks Kalybos (Airtel) a Ghanaian comedian and Van Vicker (Glo) a Ghanaian actor, were the personalities who could be most readily recalled.

Several reasons may have accounted for this. Gyedu Blay Ambolley, also a local musician and a Glo ambassador had the least recall rates.

Several reasons could be attributed to findings above. First, Van Vicker is considered one of the most attractive actors in the country and has a large following of both female and male audiences. This generally confirms the view widely held in literature that celebrities who are found to be attractive are more compelling endorsers and draw awareness to the brand. A discussion in the literature review also discussed humour as a persuasion strategy for an audience. This may be the cause of such high recall in the case of Kalybos.

Additionally, there was a large percentage of young respondents in this study with the highest percentage of ages recorded being 18-25 (36%) and 26-35 (37%). As people within these age brackets are more likely to be in touch with the current scene and ongoing, they may have been more influenced by the artistes of the moment, thus their choice of younger entertainment celebrities. Gyedu Blay Ambolley is over the age of 40 and may, therefore, be more recognisable and attractive to older age groups. Interestingly, however, even the older age groups interviewed during the study could also not easily recall him as an endorser for Glo.

In general, easy recall of listed celebrities may have been easier for trending acts like Kalybos who has is recognised for his “Boys Kasa” movies. This also applies to Funny Face, also a Ghanaian comedian, who has enhanced his reputation by making his comedy clips easily accessible to consumers and

exposing himself on other platforms such as movies, music and music clips. Further studies may be conducted to investigate the scientific reasons why this may be the case.

5.2.3 Multiple Celebrity Endorsement will influence Purchase Intent of Consumers of Telecom services.

Results from the above hypothesis, is in sync with study by Okoroe (2012) who found a significant relationship existing between the usage of multiple celebrities in adverts and consumer purchase intention. Hsu and McDonald (2002) also found that endorsing a product with multiple celebrities could be beneficial in increasing purchase intention of consumers. The results however contradict studies by Kahle and Homer (1985) who posited that consumer attitude is influenced by the argument and not due to the number of celebrities in the Advert. The results of this study clearly prove a difference.

The result of the study supports the Source Credibility Theory (McCracken 1989) and TEARS model (Shimp, 2003) for the reasons consumers chose the Ads with multiple endorsers. Highest responses were recorded by consumers for endorsers as being credible and familiar to them. In essence, respondents were of the opinion that having more than one celebrity in an advert, communicates believability as observed from responses.

The latter finding is accepted by experts within the industry who identified believability as key with the use of multiple celebrities. They went on to say

the practice of using celebrities in marketing Communications for Telecommunication companies has been common practice since the early 1990's. However, further investigation should be made into the practice of the use of multiple celebrity endorsement as this is a lesser used system due to its expensive nature, causing companies to shy away from its use.

5.2.4 Consumers will have a more positive Brand Perception of Telecom brands with Multiple Endorsers than Single Endorsers.

The Meaning Transfer Model theorizes that in multiple celebrity endorsement many different meanings are applied to the brand. As such, a positive influence leading to the purchase of the brand, will be transferred to the brand favourably which leads to a positive perception of the multiple celebrity endorsed advert in the mind of the consumer. Wang (2006) also found that the greater the brand image is, in the mind of the consumer, the higher the purchase intention will be. Saleem (2007) also found that consumer perception between single celebrity adverts and multiple celebrity Ads for low involvement products (such as Telecom services) showed that consumer perception is more positive for multiple celebrity ads as compared to single celebrity. The result of this study supports extant scientific studies and especially that of the cited. In the study, consumers perceived adverts with at least 2 personalities as a quality brand.

5.2.5 Consumers will choose more than One Trait for a Choice of an

Endorser for Telecom Industry

Results of the study revealed that a number of attributes outlined by consumers as traits they wish to see in telecom brand endorsers. Intelligence, good looks and honesty were rated highest. Again this supports the Source models. Sliburyte, (2009) rates that consumer's rate credibility of the celebrity highly and will only purchase a brand when they have a good understanding knowledge about celebrity, their pleasant appearance and their reputation (intelligence and honesty). Since in reality it is very rare to see all these qualities in one individual, this appears to confirm and explain why in earlier extant research consumers would look to associate with brands with multiple celebrity endorsements, which would better reflect their preferred attributes than a single endorser. Results show their preference for multiple celebs signed onto a telecom brand. Of the nine attributes listed the recurring attributes by all respondents were intelligence, good looking, young, and honesty. It can also be noted that all these complement each other.

Expert within the industry cited the fact that briefs are usually accompanied celebrity preference when received from the Companies. Companies, in Ghana already identify whom they will like to endorse their products and limit agencies with a tight budget. As such very little attention is given to the choice of endorser especially with fit. The case of R2Bees, endorsers for Club Beer in 2013, was identified as a bad case of fit since. It is a well-known fact that the duo is Muslim and as such against their religious code to drink

alcohol. The client however insisted in the celebrity to be used and the agency had to deliver the desires of the Client. They also identified that some celebrities may be the ideal it, however they may be either uninterested, already signed to another brand.

5.2.6 Consumers will perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecom products and services

Erdogan (1999), cautioned that multiple celebrities can confuse consumers of the brand's identity. This contradicts findings from the study that showed that consumers did not perceive multiple celebrity adverts as more confusing than single celebrity endorsed Ads for Mobile Telecommunication products and services.

5.3 Summary of Conclusions

From the preceding analysis, the following findings can be drawn in response to the research questions raised.

The study established that Ghanaians like their counterparts around the world are generally influenced by multiple celebrity endorsement. The reasons were that consumers had some affinity with celebrities that made these consumers prefer opting for advertisements with more than one celebrity endorser in

relation to a single celebrity endorser. Again it was found that consumers preferred multiple celebrities as they found them more believable than adverts with single celebrity endorsers.

According to Sliburyte, (2009) consumer willingness to purchase is also complicatedly related to the credibility of the celebrity, their understanding according to the knowledge about celebrity, the pleasant appearance and their reputation. It was found that Ghanaians were more willing to purchase multiple endorsed Ads as they found it more believable with multiple personalities on one Ad. What really persuades consumers is celebrity likeability, the more consumers like a celebrity, the more they will purchase their endorsed products. Consumers will therefore be more inclined to choose multiple endorsed Ads if they find celebrities they “likeable”. Multiple endorsed celebrity Ads raise those probabilities.

With regard to consumer positive brand perception of Telecom Adverts with multiple celebrity endorsement, consumers have a more positive brand perception of Telecom brands with multiple endorsers than single endorsers.

It can be acknowledged that consumers perceive multiple traits as an influencer for the choice of a celebrity for Mobile Telecommunication products and Services. Celebrity endorsers must be perceived as good looking, honest, and intelligent.

Consumers perceive multiple celebrity adverts as not less confusing as single celebrity endorsed Ads for Mobile Telecommunication products and Services

5.4 Limitations and Recommendation

The time frame allotted for the study was the main limiting factor to the scope of this study. Subsequently, other factors may account for the influence on Brand perception and purchase intentions. Eg: age, gender and brand popularity. It is hoped that future studies will investigate these areas.

This study is conducted in Ghana, and the questionnaire and interview questions are analyzed from Ghanaian citizens and professionals.

Additionally, this research was comparative and exploratory and had a relatively small sample size; there is therefore a need for a confirmatory research to be done with a larger sample size to test the hypothesis derived from the findings presented in this paper.

Resource constraints hindered the study of more issues surrounding celebrity endorsement.

It is therefore recommended that Telecommunications Network providers investigate further into the issue, based on a larger sample space. These results could help them further refine their marketing strategies to improve profitability.

The results of such a study would also add to the body of knowledge in this important area, which is still yet to be fully explored in the Ghanaian context. In that regard, the study could be extended to cover other industries, as well as, as specific demographics and focus groups.

Other specific issues that could be further studied include:

- The specific effect of multiple celebrity endorsements on market share
- Further work on the most important celebrity traits that influence brand image and purchase intentions
- Effect of multiple celebrity endorsement and long term brand loyalty.
- Multiple celebrity endorsement on low involvement and high involvement products.

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APPENDIX I

Ghana Institute of Journalism, Graduate School

Interview Guide for Brand Experts/Agency Manager

1. What is your designation in this Agency?
2. Do you have experience with the use of celebrities in advertising?
3. What in your experience is the Ghanaian perception towards celebrities?
4. Why do we use celebrities to endorse brands in adverts?
- 5a. Do you prefer to use single or multiple celebrities in Telecom adverts?
 - b. Why?
6. In your experience do you find that purchase intention is enhanced with the use of multiple celebrities?
7. In your experience do you find that consumers are confused about the brand or message when multiple celebrities are used?
8. How do you select endorsers for Telecom Adverts?
9. What are the challenges you face with endorser selections?
10. Do you look out for any character traits when choosing endorsers for Telecom adverts?

APPENDIX II
QUESTIONNAIRE

MegaCom is a Telecommunications Company with global presence. They will be entering into the Ghanaian market over the next couple of months and will boost the already vibrant Telecommunication Industry in the country. The below questionnaire gathers information for this purpose. All responses will be treated with the utmost confidentiality.

Kindly check the boxes that apply to you with an “x”.

Part A

1. Age:
- | | | | | | |
|-------|--------------------------|-------|--------------------------|---------|--------------------------|
| 18-25 | <input type="checkbox"/> | 26-35 | <input type="checkbox"/> | 36-45 | <input type="checkbox"/> |
| 46-55 | <input type="checkbox"/> | 56-65 | <input type="checkbox"/> | Over 65 | <input type="checkbox"/> |

2. Sex:
- Female:
- Male:

3. Occupation: _____

4. Which mobile network do you use?
(Please tick all that apply)

- | | | | |
|----------|--------------------------|----------|--------------------------|
| Airtel | <input type="checkbox"/> | Expresso | <input type="checkbox"/> |
| Glo | <input type="checkbox"/> | MTN | <input type="checkbox"/> |
| Vodafone | <input type="checkbox"/> | Tigo | <input type="checkbox"/> |

5. What influenced your decision to purchase this/these network/s.

- Airtel:
- Expresso:
- Glo:
- MTN:
- Vodafone:

Tigo:

6. Do you know the celebrity endorsers associated with your choice of operator?
Yes No

7. Match these celebrity endorsers with the Telecom Networks they are/have been associated with.

- Naa Ashorkor
- Van Vicker
- Gyedu Blay Ambolley
- Samini
- Deborah Vanessa
- E.L
- Funny Face
- Okyeame Kwame

Part B

Attached are 8 Adverts. Please spend 5 minutes to review them and answer the questions below on the scale of 1-8. Circle both the number and your agreed preposition based on the statements below.

8. From the Ads, I think **Megacom** is an exciting brand.
FALSE **TRUE**
extremely very quite neither quite very extremely
1 2 3 4 5 6 7
9. I am more attracted to the picture with **one** personality featured.
FALSE **TRUE**
extremely very quite neither quite very extremely
1 2 3 4 5 6 7
10. I am more attracted to buy **Megacom** with adverts that have **at least two** personalities featured?
FALSE **TRUE**
extremely very quite neither quite very extremely
1 2 3 4 5 6 7
11. Of the adverts, I find those with **at least two** personalities featured more confusing than other adverts.
FALSE **TRUE**
extremely very quite neither quite very extremely

- Advert E
- Advert F
- Advert G
- Advert H

Part C

19. What contributed to your decision to choose the above Ad?

- Brand Name
- Colours
- Featured celebrities
- Message
- Other
- Specify:*

20. If you were motivated by the celebrity in your chosen Ad, what would be your reason to purchase **Megacom**?

- I like the celebrity and that affected my choice
- I am familiar with the celebrity endorsing other good brands
- I believe the celebrity uses **Megacom** and I want to use too
- I believe the celebrity is a credible source
- He/ She is my favourite celebrity
- Other
- Specify*.....

.....

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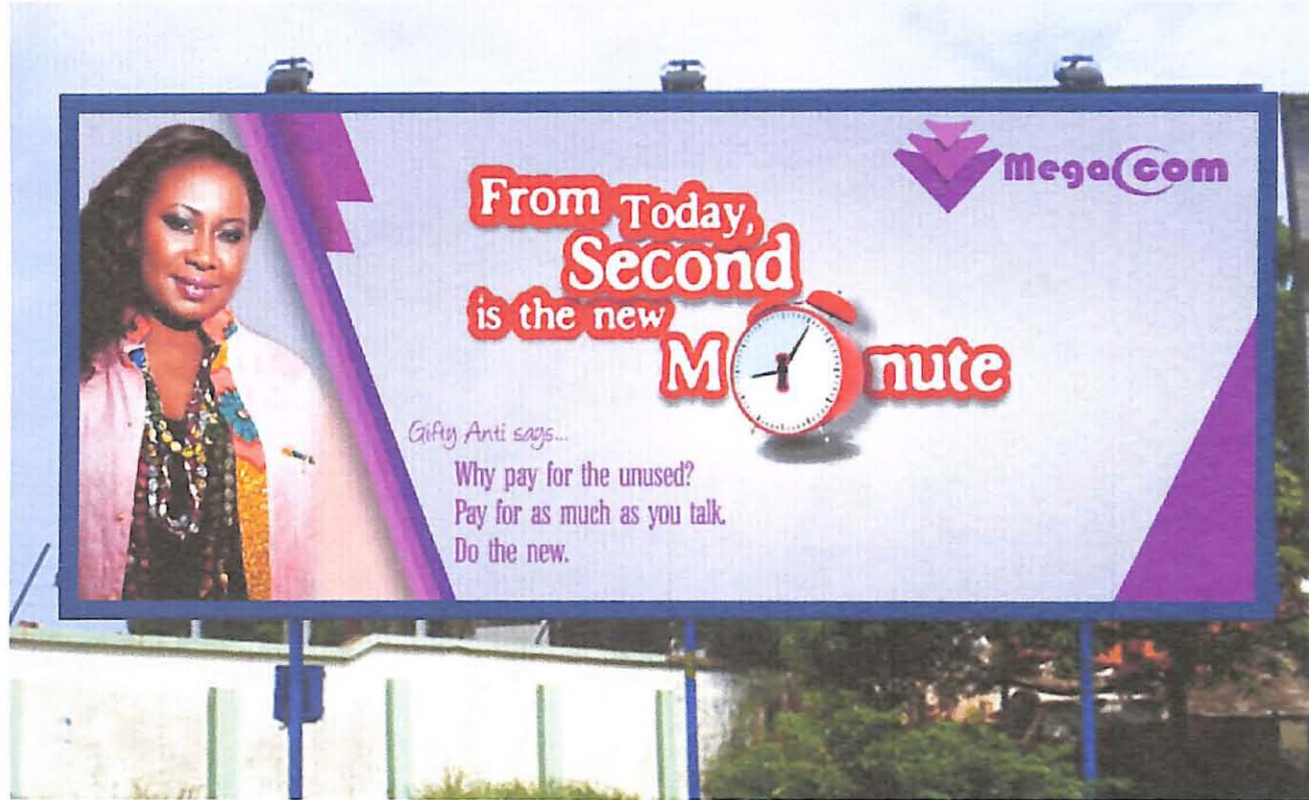
21. You are most likely to be influenced to buy a Telecom product in print with:


- one public personality
- two public personalities
- three or more public personalities
- No public personalities

22. What means of advertisement persuades you the most to purchase a product?


- T.V.
- Newspaper
- Radio
- Billboard

Advert A: Gifty Anti



**From Today,
Second
is the new
M  nute**

Gifty Anti says...
Why pay for the unused?
Pay for as much as you talk.
Do the new.

 MegaCom

The billboard features a portrait of Gifty Anti on the left, wearing a pink jacket and a colorful necklace. The background is light blue with purple geometric shapes. The central text is in a bold, red, bubbly font, with a red alarm clock integrated into the word 'Minute'. The MegaCom logo is in the top right corner.

Advert B: Yvonne Okoro, Majid Michel

The billboard features a white background with a blue border. At the top center is the MegaCom logo, which consists of a stylized purple 'M' shape above the text 'MegaCom'. On the left side, the text 'From Today, Second is the new Minute' is written in a bold, red, rounded font. A red alarm clock is positioned between the words 'Second' and 'Minute'. On the right side, there is a photograph of a smiling woman in a white dress with a colorful patterned collar and a man in a blue suit. The woman has her arms raised in a celebratory gesture. Below the main text, there is a short promotional message in purple: 'Why pay for the unused? Pay for as much as you talk. Do the new.'

From Today, Second is the new Minute

MegaCom

Why pay for the unused?
Pay for as much as you talk.
Do the new.

Advert C: Kwaku Sintim - Misa (KSM)

The billboard features a man in a yellow shirt pointing towards the camera. The text on the billboard reads: "From Today, Second is the new Minute" with a clock icon for the letter 'O' in 'Minute'. The MegaCom logo is in the top right. Below the main text, it says: "KSM says... Why pay for the unused? Pay for as much as you talk. Do the new."

From Today,
Second
is the new
Minute

MegaCom

KSM says...
Why pay for the unused?
Pay for as much as you talk.
Do the new.

Advert D : Yvonne Okoro, Kwaku Sintim – Misa (KSM), Gifty Anti, Majid Michel

**From Today,
Second
is the new
Minute**

MegaCom

Why pay for the unused?
Pay for as much as you talk.
Do the new.

The billboard features a group of four people: a man in a yellow shirt, a woman in a pink jacket, a woman in a white top, and a man in a blue suit. The background is a light blue sky with a purple lightning bolt graphic.

Advert E: Majid Michel



From Today,
Second
is the new
M  nute

MegaCom

Majid Michel says...
Why pay for the unused?
Pay for as much as you talk.
Do the new.

Majid Michel

Advert F: Kwaku Sintim- Misa (KSM), Gifty Anti

From Today,
Second
is the new
Minute

MegaCom

Why pay for the unused?
Pay for as much as you talk.
Do the new.

The billboard features a man in a yellow shirt and a woman in a colorful outfit. The background is white with purple and red accents. The text is in a bold, stylized font.

Advert G: Yvonne Okoro

The billboard features a white background with a blue border. At the top center is the MegaCom logo, which consists of a stylized purple 'M' shape above the text 'MegaCom'. On the left side, the text 'From Today, Second is the new Minute' is written in a red, bubbly font. The word 'Minute' is significantly larger and contains a red alarm clock icon. On the right side, there is a photograph of Yvonne Okoro, a woman with long dark hair, wearing a white traditional Nigerian dress with a colorful beaded collar, smiling and raising her arms. Below the photograph, the text reads: 'Yvonne Okoro says... Why pay for the unused? Pay for as much as you talk. Do the new.'

MegaCom

From Today,
Second
is the new
Minute

Yvonne Okoro says...
Why pay for the unused?
Pay for as much as you talk.
Do the new.

Advert H: Majid Michel, Gifty Anti, Kwaku Sintim - Misa (KSM)

The billboard features the MegaCom logo at the top center, consisting of a purple stylized 'M' and the text 'MegaCom'. To the left, the text 'From Today, Second is the new Minute' is displayed in a red, bubbly font, with a red alarm clock icon integrated into the letter 'O' of 'Minute'. Below this, the slogan 'Why pay for the unused? Pay for as much as you talk. Do the new.' is written in a purple, sans-serif font. On the right side, a photograph shows three people: a man in a blue suit (Kwaku Sintim) standing behind a woman in a white and pink outfit with colorful necklaces (Gifty Anti), who is pointing towards the camera. A man in a yellow shirt (Majid Michel) is in the foreground, looking towards the camera. The background of the billboard is white with purple geometric shapes.

From Today,
Second
is the new
Minute

Why pay for the unused?
Pay for as much as you talk.
Do the new.