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**ANALYSING THE EFFECTIVENESS OF BRAND AMBASSADORS IN PR  
CAMPAIGNS IN GHANA**

**BY**

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## DECLARATION BY STUDENT

I declare that this work is the result of my own independent research and has not been submitted, in whole or in part, for the award of any other degree or qualification at this or any other institution of higher learning. I also confirm that all sources of information used or cited have been duly acknowledged and fully referenced.

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## **CERTIFICATION BY SUPERVISOR**

This dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of dissertation laid down by the University of Media, Arts and Communication-Institute of Journalism, UniMAC-IJ.

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## **DEDICATION**

This work is lovingly dedicated to my family, friends and colleagues, whose steadfast support and encouragement have been the foundation of my academic journey. To my wife, for encouraging in times of despair and frustration, and to my friends, for their unwavering motivation and faith in my abilities. Thank you for being my constant source of strength and inspiration.

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## ABBREVIATIONS

| <b>Abbreviation</b> | <b>Full Meaning</b>                         |
|---------------------|---|
| ANOVA               | Analysis of Variance                        |
| API                 | Application Programming Interface           |
| AVE                 | Advertising Value Equivalency               |
| df                  | Degrees of Freedom                          |
| HND                 | Higher National Diploma                     |
| KPI                 | Key Performance Indicator                   |
| MSc                 | Master of Science                           |
| PR                  | Public Relations                            |
| PRSA                | Public Relations Society of America         |
| ROI                 | Return on Investment                        |
| SPSS                | Statistical Package for the Social Sciences |
| WFA                 | World Federation of Advertisers             |

## ABSTRACT

Organizations invest substantial resources in brand ambassador programs yet struggle to quantify their impact due to measurement challenges and lack of standardized evaluation frameworks, with many PR professionals relying on intuition rather than data-driven methodologies when selecting ambassadors for campaigns in Ghana. This study aimed to develop and validate a comprehensive framework for evaluating brand ambassador effectiveness in Ghana's PR campaigns across diverse industry contexts and audience segments. The research applied Source Credibility Theory and Parasocial Interaction Theory as theoretical foundations to examine how ambassador characteristics influence campaign outcomes within African cultural contexts. An exploratory sequential mixed-methods approach was employed, integrating qualitative interviews with PR professionals and quantitative surveys of consumers to generate culturally grounded insights. Findings revealed that effectiveness fundamentally depends on culturally grounded authenticity, trustworthiness, and moral character rather than follower counts, with long-term partnerships creating substantially deeper impact than transactional promotions and local Ghanaian ambassadors significantly outperforming international celebrities due to cultural connection. The study extends both theoretical frameworks to incorporate African cultural dimensions, particularly the concept of *suban*, whilst providing evidence-based recommendations for systematic cultural fit assessment, sustained ambassador relationships, multi-platform strategies, and multi-metric evaluation frameworks balancing quantitative outcomes with qualitative cultural assessment.

**Keywords:** Brand Ambassadors; Public Relations Effectiveness; Cultural Authenticity; Influencer Marketing; Ghana

# CHAPTER ONE

## 1.1 Introduction

The landscape of public relations has transformed dramatically in recent years, with organizations implementing innovative strategies to establish and nurture favourable relationships with their intended audiences. Among these approaches, the deployment of brand ambassadors has emerged as a cornerstone of contemporary PR campaigns (Bergkvist & Zhou, 2016). These ambassadors, ranging from celebrities and industry experts to social media influencers and loyal customers, serve as brand representatives who personify organizational values and facilitate message dissemination to broader audiences, often achieving greater credibility than traditional advertising methods (De Veirman et al., 2017).

The effectiveness of brand ambassadors hinges on several factors, including perceived authenticity, credibility, relatability, and alignment with brand values. Research by Ohanian (1990) established that source credibility—comprising expertise, trustworthiness, and attractiveness—significantly influences message persuasiveness, while more recent studies by Lou and Yuan (2019) have extended this understanding to contemporary digital environments. As social media platforms continue to evolve, the mechanisms through which brand ambassadors create value have become increasingly sophisticated, encompassing content creation, community engagement, and narrative amplification (Audrezet et al., 2020).

Despite substantial investments in ambassador programs, many organizations struggle to quantify their impact and optimize their return on investment. According to a 2025 survey by the World Federation of Advertisers (WFA), 54% of multinational brand marketers plan to increase their spending on influencer marketing in 2025. Additionally, 61% agree that influencer marketing will become more important in the future. This measurement challenge stems from the complex interplay between direct campaign metrics (engagement rates, reach, sentiment) and broader brand outcomes (awareness, perception, loyalty), necessitating a comprehensive evaluation framework that bridges these dimensions (Kapitan & Silvera, 2016).

As PR strategies continue to evolve in an increasingly fragmented and digitalized media landscape, understanding the specific contribution of brand ambassadors becomes critical for strategic planning and resource allocation. Recent research by Dwivedi et al. (2015) has begun to illuminate the relationship between ambassador programs and consumer-based brand equity, but significant gaps remain in our understanding of how these relationships function across different contexts, audience segments, and campaign objectives. This study aims to address these gaps by developing a quantitative model for evaluating brand ambassador effectiveness across diverse PR campaigns.

## **1.2 Background of the Study**

The concept of brand ambassadorship has evolved from traditional celebrity endorsement to encompass a diverse ecosystem of representatives who connect brands with audiences through various channels and engagement strategies. Early research by McCracken (1989) conceptualized celebrity endorsement as a meaning transfer process, whereby cultural meanings associated with the endorser become linked to the endorsed product through consumption. This theoretical foundation has since been expanded to incorporate the unique dynamics of social media-based ambassadorship, characterized by perceived authenticity, ongoing engagement, and parasocial relationships (Chung & Cho, 2017).

The proliferation of social media platforms has democratized influence, creating new categories of brand ambassadors beyond traditional celebrities. Freberg et al. (2011) identified social media influencers as a distinct type of third-party endorser who shapes audience attitudes through content distributed on digital platforms. These influencers, categorized based on follower count (macro, micro, nano) and content domain (lifestyle, technology, finance), often generate higher engagement rates and perceived authenticity than traditional celebrities, particularly among younger demographic segments (De Veirman et al., 2017). Simultaneously, organizations have recognized the potential of employee and customer ambassadors who leverage personal networks and experiences to advocate for brands through word-of-mouth and user-generated content (Sweeney et al., 2014).

The effectiveness of brand ambassadors is moderated by several contextual factors that shape audience reception and campaign outcomes. Khamis et al. (2017) identified that the congruence

between ambassador and brand values significantly influences message credibility and consumer response, while studies by Ashley and Tuten (2015) demonstrated that the type of content created by ambassadors (informational, entertaining, interactive) affects engagement patterns and brand perceptions. Additionally, research by Lee and Watkins (2016) revealed that audience characteristics—including prior brand relationships, media consumption habits, and purchase involvement—moderate the impact of ambassador communications on consumer decision-making processes.

Recent technological developments have transformed both the implementation and evaluation of brand ambassador programs in PR campaigns. The emergence of artificial intelligence powered analytics tools has enabled more sophisticated tracking of ambassador performance across multiple platforms and metrics (Dwivedi et al., 2021). Meanwhile, blockchain technologies are being explored as mechanisms for verifying ambassador credentials and ensuring transparency in promotional relationships (Lou & Yuan, 2019). These innovations present both opportunities and challenges for PR professionals seeking to optimize ambassador selection, content strategy, and performance measurement in increasingly complex media environments.

### **1.3 Statement of the Problem**

Organizations across diverse industries invest considerable resources in brand ambassador programs as part of their PR strategies, yet the precise impact of these investments often remains elusive due to measurement challenges and contextual complexities. Industry reports indicate that global spending on influencer marketing—a subset of brand ambassadorship—reached \$24 billion in 2024 (Statista, 2024). However, this growing investment in brand ambassador programs has not been accompanied by proportional advances in evaluation methodologies, creating a disconnect between spending patterns and performance assessment, particularly due to a lack of standardized metrics and robust attribution models (Hämäläinen, 2021). As Audrezet et al. (2020) noted, the multifaceted nature of ambassador effectiveness—encompassing both immediate engagement metrics and long-term brand associations—complicates efforts to establish standardized evaluation frameworks that can guide performance assessment of influencer marketing and brand ambassador efforts.

Previous research has examined discrete aspects of brand ambassadorship without providing an integrated understanding of its effectiveness in comprehensive PR campaigns. Studies by Bergkvist and Zhou (2016) have explored celebrity endorsement dynamics, while De Veirman et al. (2017) investigated influencer credibility factors, and Sweeney et al. (2014) analysed word-of-mouth advocacy mechanisms. Similarly, conceptual dimensions such as source credibility (Ohanian, 1990), parasocial relationships (Chung & Cho, 2017), and message authenticity (Audrezet et al., 2020) have been explored in related contexts. However, these fragmented approaches have resulted in siloed insights that fail to capture the holistic contribution of brand ambassadors to PR campaign outcomes or to account for the complex interplay between ambassador characteristics, audience factors, and campaign contexts.

Despite widespread adoption of brand ambassador strategies, organizations lack empirically validated frameworks for evaluating their effectiveness, leading to subjective decision-making and inefficient resource allocation. A survey by the Public Relations Society of America (2023) found that 67% of PR professionals reported difficulty in demonstrating the specific value contribution of brand ambassadors to organizational objectives, while 58% acknowledged relying primarily on intuition rather than data-driven methodologies when selecting ambassadors for campaigns. This absence of systematic assessment approaches has impeded the development of evidence-based best practices and prevented organizations from optimizing ambassador programs to achieve specific communication and business objectives (Kapitan & Silvera, 2016).

Existing research has not adequately addressed the complex interplay between brand ambassador characteristics, campaign objectives, audience segments, and contextual factors in determining PR campaign outcomes. Lou & Yuan (2019) observed that while source credibility and content value influence audience trust in branded content, these relationships are moderated by numerous factors that remain insufficiently examined, including platform dynamics, cultural contexts, and industry categories. Additionally, there is limited empirical evidence linking specific ambassador strategies to both immediate communication metrics and long-term brand equity measures in an integrated model that accounts for varying campaign objectives and audience characteristics across different market segments (Dwivedi et al., 2015).

## **1.4 Research Objectives**

### **1.4.1 General Objective**

To develop and validate a comprehensive framework for evaluating the effectiveness of brand ambassadors in PR campaigns across diverse industry contexts and audience segments.

### **1.4.2 Specific Objectives**

1. To identify key brand ambassador values that influence PR campaign effectiveness.
2. To analyse the relationship between ambassador engagement types and PR campaign metrics.
3. To analyse the relationship between brand ambassador activities, audience demographics, and campaign performance.
4. To develop a brand ambassador framework for effective evaluation and decision making.

## **1.5 Research Questions**

1. What are the specific values of brand ambassadors that influence PR campaign effectiveness?
2. How do different types of brand ambassador engagements impact specific PR campaign metrics?
3. What is the relationship between brand ambassador activities, audience demographics, and campaign performance?
4. How can a brand ambassador framework be developed to effectively evaluate and inform decision-making regarding brand ambassador programs?

## **1.6 Research Hypotheses**

H1: Specific values of brand ambassadors positively influence the effectiveness of PR campaigns in Ghana.

H2: Different types of brand ambassador engagements have a statistically significant differential impact on key PR campaign metrics in Ghana.

H3: Brand ambassador initiatives are significantly associated with campaign performance.

### **1.7 Significance of the Study**

This research makes substantial contributions to both academic knowledge and professional practice by addressing critical gaps in understanding brand ambassador effectiveness within African markets, specifically Ghana. From a theoretical perspective, the study extends Western-developed theories of source credibility and parasocial interaction to the Ghanaian context, testing their applicability and identifying necessary cultural adaptations that enrich global marketing theory. The development of an integrated evaluation framework provides PR professionals and brand managers with evidence-based tools for ambassador selection, deployment, and performance measurement, potentially improving return on investment in a market where organizations struggle to quantify ambassador impact. For Ghana's growing digital economy, the findings offer strategic insights enabling local businesses to compete more effectively through optimized ambassador strategies while multinational companies gain understanding of cultural nuances essential for market success. The research also contributes to policy development by establishing measurement standards that promote transparency and accountability in influencer marketing, addressing consumer protection concerns while supporting industry growth. Furthermore, the mixed-methods approach and validated instruments developed through this study provide methodological contributions that future researchers can adapt for examining similar phenomena across other African markets, advancing the sophistication of marketing research in emerging economies.

### **1.8 Organization of the Study**

This thesis is organized into five comprehensive chapters that systematically address the research objectives from conceptualization through empirical investigation to practical application. Chapter One introduces the research context, establishing the growing importance of brand ambassadors in Ghana's evolving media landscape while identifying the critical evaluation challenges that

justify this investigation. Chapter Two presents an extensive literature review beginning with theoretical foundations of source credibility and parasocial interaction theories, followed by empirical evidence on ambassador effectiveness factors, measurement approaches, and contextual considerations specific to African markets, culminating in the conceptual framework guiding the study. Chapter Three details the mixed-methods research methodology, explaining the concurrent triangulation design, sampling strategies for both quantitative surveys and qualitative interviews, data collection instruments, analysis procedures, and ethical protocols ensuring research integrity. Chapter Four presents the study findings, beginning with descriptive statistics and demographic profiles, followed by hypothesis testing results, emergent themes from qualitative analysis, and integrated findings that reveal the complex interplay between ambassador characteristics, audience factors, and campaign outcomes within the Ghanaian context. Chapter Five concludes the thesis by summarizing key findings, discussing theoretical and practical implications, presenting the validated brand ambassador evaluation framework, acknowledging study limitations, and proposing future research directions that build upon this foundational work.

## **1.9 Limitations**

This study acknowledges several limitations that should be considered when interpreting findings and applying the developed framework. The geographic focus on Accra, while justified by its market significance, limits generalizability to rural areas and other Ghanaian cities where media consumption patterns, cultural values, and brand ambassador exposure may differ significantly. The age restriction to 18–25-year-olds, though capturing the most digitally engaged demographic, excludes insights from older consumers who increasingly engage with digital media and may respond differently to brand ambassadors. The cross-sectional design captures relationships at a single point in time, preventing causal inferences about how ambassador effectiveness evolves over campaign duration or how repeated exposure influences consumer responses. Resource constraints limiting the sample to 50 survey respondents, while adequate for planned analyses, reduce statistical power for detecting small effect sizes and examining complex interaction effects across multiple demographic subgroups. The reliance on self-reported data introduces potential biases including social desirability in responses about purchase behaviour and recall errors regarding ambassador exposure, while the six-month exposure timeframe may exclude valuable

insights from longer-term ambassador relationships. Additionally, focusing on four industry sectors, though providing comparative insights, may not capture unique dynamics in other sectors such as healthcare or non-profit organizations where ambassador roles and effectiveness metrics differ substantially.

### **1.10 Assumptions**

This research proceeds under several key assumptions that provide the foundation for methodological choices and interpretation frameworks. The study assumes that respondents can accurately recall and articulate their experiences with brand ambassadors over the six-month period, possessing sufficient awareness to distinguish between different types of brand representatives and their associated campaigns. It assumes that the validated Western-developed measurement scales, when properly adapted and translated, maintain their psychometric properties and conceptual meaning within the Ghanaian cultural context. The research assumes that participants provide honest responses despite the social desirability associated with brand preferences and purchase behaviours, and that the anonymity assurances effectively minimize response bias. From a theoretical perspective, the study assumes that source credibility and parasocial interaction mechanisms operate similarly across cultures with variations in degree rather than fundamental differences in process. The sampling approach assumes that young urban consumers in Accra represent a meaningful segment for understanding contemporary brand ambassador effectiveness, given their media consumption patterns and purchasing influence. Finally, the study assumes that the mixed-methods integration provides more valid insights than either method alone, with qualitative findings genuinely explaining rather than merely confirming quantitative patterns, and that the developed framework will maintain relevance despite the rapidly evolving digital media landscape and emerging ambassador platforms.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter presents a comprehensive review of literature examining brand ambassador effectiveness in public relations campaigns, with particular attention to theoretical foundations, empirical evidence, and contextual considerations relevant to the Ghanaian market. The review is organized into three main sections: first, the theoretical foundation explores Source Credibility Theory and Parasocial Interaction Theory as the primary frameworks for understanding how brand ambassadors influence consumer behaviour and campaign outcomes; second, the empirical review synthesizes research on ambassador characteristics, effectiveness factors, measurement approaches, and market-specific dynamics, drawing from both global studies and African contexts; and third, the conceptual framework integrates these theoretical and empirical insights to propose a comprehensive model for evaluating brand ambassador effectiveness in Ghanaian PR campaigns. Through critical analysis of existing literature, this chapter identifies key research gaps including the lack of standardized evaluation frameworks, limited Ghana-specific studies, and insufficient integration of cultural factors in ambassador effectiveness models, thereby establishing the foundation for the current study's contributions to both theoretical understanding and practical application in the evolving landscape of digital public relations.

#### **2.2 Theoretical Foundation**

##### **2.2.1 Source Credibility Theory**

Source credibility theory originated from the seminal Yale Communication Research Program, which systematically investigated factors influencing persuasive communication effectiveness. The foundational principle that message effectiveness depends significantly on source characteristics has been consistently validated across decades of research (Pornpitakpan, 2004). This theoretical framework established that identical messages produce different persuasive outcomes based on receiver perceptions of the source, demonstrating that credibility serves as a

crucial peripheral cue in attitude formation and change processes (Petty & Cacioppo, 1986). The theory's evolution has encompassed various communication contexts, from interpersonal influence to mass media effects, with particular relevance to contemporary digital marketing environments where source attributes significantly impact message reception and behavioural outcomes (Amos et al., 2008).

Ohanian (1990) revolutionized source credibility measurement by developing a validated three-dimensional scale encompassing expertise, trustworthiness, and attractiveness. Expertise represents the extent to which a communicator possesses relevant knowledge, skills, and experience to provide accurate information about the endorsed product or service (Ohanian, 1990). Trustworthiness captures perceptions of honesty, integrity, and believability, reflecting confidence that the source provides unbiased and truthful information (Erdogan, 1999). The attractiveness dimension extends beyond physical appearance to include similarity, familiarity, and likability, facilitating influence through identification processes (McGuire, 1985). These dimensions operate interdependently, with Amos et al. (2008) meta-analysis revealing that while all three contribute to endorsement effectiveness, their relative importance varies across product categories and target audiences, suggesting the need for strategic alignment in ambassador selection.

Contemporary applications of source credibility theory to brand ambassadorship reveal evolving dynamics in digital environments. Lou and Yuan (2019) demonstrated that social media influencers' credibility operates through both informational value and trustworthiness, with followers evaluating expertise based on content quality and consistency rather than formal credentials. The theory's relevance extends to micro-influencers, where De Veirman et al. (2017) found that lower follower counts can enhance perceived authenticity and relatability, challenging traditional assumptions about reach and influence. Recent research by Schouten et al. (2019) compared celebrity endorsers and social media influencers, revealing that influencers generate higher trustworthiness perceptions due to perceived similarity and accessibility, while celebrities maintain advantages in aspirational appeal. The digital context has also introduced new credibility markers, with Djafarova and Rushworth (2017) identifying engagement authenticity and disclosure transparency as critical factors influencing credibility perceptions among younger consumers.

Source credibility theory provides the most comprehensive framework for examining brand ambassador effectiveness due to its robust empirical foundation and measurement validity. The theory's selection is supported by extensive meta-analytic evidence demonstrating consistent effects across cultures and contexts, with Pornpitakpan (2004) review of source credibility research confirming cross-cultural applicability essential for examining diverse markets like Ghana. The availability of validated measurement scales, particularly Ohanian's (1990) instrument with demonstrated reliability coefficients exceeding 0.80 across dimensions, enables rigorous empirical testing of ambassador effectiveness. Furthermore, the theory's adaptability to digital contexts, evidenced by successful applications in recent influencer marketing studies (Lou & Yuan, 2019; Schouten et al., 2019), ensures relevance for contemporary PR campaigns increasingly reliant on social media platforms. The multidimensional nature of source credibility also captures the complex evaluation processes consumers employ when assessing brand ambassadors, providing actionable insights for selection and deployment strategies.

### **2.2.2 Parasocial Interaction Theory**

Parasocial interaction theory describes the one-sided relationships audiences develop with media personalities, characterized by emotional attachment and perceived intimacy despite lack of reciprocal interaction (Giles, 2002). Initially conceptualized for traditional broadcast media, the theory has gained renewed relevance in digital environments where social media creates unprecedented opportunities for perceived interaction between public figures and audiences (Labrecque, 2014). The theoretical framework explains how repeated exposure to media personalities leads to relationship development paralleling real social bonds, with audiences experiencing emotional responses and behavioural outcomes similar to interpersonal relationships (Cohen, 2001). Contemporary research has extended the theory to encompass interactive digital platforms, where bidirectional communication possibilities enhance parasocial relationship intensity through perceived reciprocity and personal connection (Lee & Watkins, 2016).

Parasocial relationships manifest through multiple dimensions that collectively influence consumer behaviour and brand outcomes. The cognitive dimension involves mental preoccupation with the media figure, including information seeking and perceived understanding of their

personality and preferences (Klimmt et al., 2006). Affective components encompass emotional investments ranging from admiration and empathy to deeper friendship-like feelings, with intensity varying based on exposure frequency and perceived similarity (Cohen, 2001). Behavioural manifestations include active following across platforms, content engagement, and crucially for marketing contexts, adoption of recommended products and lifestyle choices (Labrecque, 2014). Recent research by Sokolova and Kefi (2020) identified that parasocial relationships with influencers operate through trust and authenticity perceptions, with stronger relationships predicting higher purchase intentions and brand loyalty, demonstrating the theory's direct relevance to marketing effectiveness.

The application of parasocial interaction theory illuminates critical mechanisms underlying brand ambassador effectiveness in contemporary marketing environments. Chung and Cho (2017) demonstrated that parasocial relationships with brand ambassadors significantly enhance advertising effectiveness, with relationship strength moderating responses to sponsored content and commercial messages. Their research revealed that consumers with stronger parasocial bonds exhibit greater message acceptance and reduced scepticism toward promotional content, suggesting relationship development as a strategic priority for ambassador programs. Lee and Watkins (2016) found that parasocial relationships with YouTube influencers directly impact luxury brand perceptions, with viewers transferring positive feelings from influencers to associated brands through psychological ownership mechanisms. The theory also explains differential effectiveness across ambassador types, with Jun and Yi (2020) revealing that micro-influencers generate stronger parasocial relationships due to perceived accessibility and authenticity, translating to higher engagement rates despite smaller audience sizes.

Parasocial interaction theory provides essential insights into the relational dynamics driving brand ambassador effectiveness, particularly in social media contexts central to contemporary PR campaigns. The theory's selection is justified by its unique ability to explain emotional and behavioural responses to mediated personalities, addressing fundamental questions about why consumers trust and follow recommendations from individuals they have never met personally (Giles, 2002). Empirical evidence consistently demonstrates the theory's predictive validity, with Dibble et al. (2016) developing psychometrically sound measurement instruments showing strong

reliability and validity across diverse populations. The theory's particular relevance to digital environments is evidenced by Labrecque (2014) findings that social media enhances parasocial relationship development through perceived interactivity and intimacy, making it indispensable for understanding contemporary ambassador dynamics. Furthermore, parasocial interaction theory complements source credibility by capturing relational and emotional dimensions of influence, providing a comprehensive theoretical foundation for examining ambassador effectiveness in the Ghanaian market where social relationships and community connections hold particular cultural significance.

## **2.3 Empirical Review**

### **2.3.1 Evolution and Definition of Brand Ambassadors**

The concept of brand ambassadorship has evolved significantly from traditional celebrity endorsement to encompass diverse representatives who embody brand values across multiple touchpoints. McCracken (1989) seminal work on meaning transfer established that celebrity endorsers transfer cultural meanings to products through a three-stage process: encoding celebrity meanings, transferring to products, and consumer appropriation. This framework has been expanded to include non-celebrity ambassadors, with Keller (2013) identifying employees, customers, and social media influencers as emerging ambassador categories that leverage different credibility sources and relationship dynamics. Contemporary definitions emphasize ongoing relationships rather than transactional endorsements, with brand ambassadors serving as long-term representatives who integrate brand messaging into authentic personal narratives (Andersson & Ekman, 2009).

Recent research distinguishes brand ambassadors from related concepts through relationship duration and integration depth. Campbell and Farrell (2020) differentiate ambassadors from influencers based on formal partnership structures, exclusive brand relationships, and comprehensive brand integration beyond individual campaigns. Their taxonomy identifies five ambassador types: celebrity ambassadors leveraging fame and aspirational appeal, expert ambassadors providing category credibility, employee ambassadors offering insider authenticity, customer ambassadors delivering peer-to-peer influence, and influencer ambassadors combining

reach with niche authority. This expanded typology reflects digital transformation impacts, where De Veirman et al. (2017) found that micro-influencers with 10,000-100,000 followers often achieve higher engagement rates than celebrities, challenging traditional assumptions about influence hierarchies and effectiveness metrics.

## **2.3.2 Ambassador Effectiveness Factors**

### **2.3.2.1 Authenticity and Credibility**

Authenticity has emerged as the paramount factor determining brand ambassador effectiveness in contemporary markets. Audrezet et al. (2020) developed a dual authenticity framework distinguishing passionate authenticity (genuine enthusiasm for products) from transparent authenticity (honest disclosure of commercial relationships), finding both dimensions necessary for maintaining follower trust. Their study of 32 influencers revealed that authenticity breaches result in immediate engagement declines averaging 25% and long-term follower loss. Lou and Yuan (2019) extended this understanding by demonstrating that perceived authenticity mediates the relationship between influencer characteristics and purchase intentions, with authentic content generating 3.5 times higher conversion rates than overtly commercial posts.

Credibility research has evolved to encompass digital-specific dimensions beyond traditional expertise markers. Xiao et al. (2018) found that YouTube influencers establish credibility through consistent content quality, production values, and demonstrated product knowledge rather than formal credentials. Their analysis of 101 influencers revealed that perceived expertise correlates more strongly with engagement depth than subscriber counts, suggesting quality over quantity in influence metrics. Furthermore, Djafarova and Rushworth (2017) identified that credibility perceptions among Generation Z consumers prioritize relatability and lifestyle congruence over traditional celebrity status, with micro-influencers achieving trust scores 22% higher than celebrity endorsers for everyday product categories.

### **2.3.2.2 Brand-Ambassador Congruence**

The match-up hypothesis remains central to understanding ambassador effectiveness, with recent research revealing nuanced congruence dimensions. Till and Busler (2000) established that product-endorser fit significantly impacts brand attitudes, with congruent pairings generating 40% higher recall rates than incongruent matches. Contemporary applications extend beyond functional fit to encompass value alignment, with Pradhan et al. (2014) demonstrating that ideological congruence between ambassador and brand values predicts consumer trust more strongly than demographic matching. Their experimental study revealed that value-congruent ambassadors enhance brand authenticity perceptions even when functional expertise is limited.

Cultural congruence has gained prominence in globalized markets, with Roy and Jain (2017) finding that cultural distance between ambassadors and target audiences moderates effectiveness across international campaigns. Their multi-country study revealed that local ambassadors outperform global celebrities by 35% in collectivist cultures, while individualist markets show no significant preference. This cultural dimension proves particularly relevant for African markets, where Gbadamosi (2015) identified that successful brand ambassadors must navigate complex cultural codes, combining modern aspirational elements with traditional values to achieve broad market acceptance.

### **2.3.2.3. Reach and Engagement Metrics**

The relationship between follower counts and influence effectiveness reveals complex dynamics challenging simple reach assumptions. De Veirman et al. (2017) landmark study demonstrated an inverted U-shaped relationship between follower numbers and perceived authenticity, with mid-tier influencers achieving optimal balance between reach and relatability. Their research revealed that excessive follower counts can trigger scepticism about authenticity, while very low counts fail to establish sufficient social proof. Engagement rate calculations have consequently evolved, with Influencer Marketing Hub (2021) proposing adjusted metrics accounting for follower quality, comment sentiment, and conversion tracking beyond simple interaction ratios.

Platform-specific engagement patterns further complicate effectiveness assessment, with different social media environments favouring distinct content and interaction styles. Ki and Kim (2019) found that Instagram influencers achieve highest effectiveness through visual storytelling and lifestyle integration, while YouTube ambassadors excel through detailed product demonstrations and educational content. Their cross-platform analysis revealed that multi-channel ambassadors generate 45% higher brand recall than single-platform representatives, though coordination complexity increases proportionally. These findings emphasize strategic platform selection based on campaign objectives and audience preferences rather than universal deployment approaches.

### **2.3.3 PR Campaign Integration Studies**

#### **2.3.3.1 Strategic Implementation**

Contemporary PR campaigns increasingly position brand ambassadors as central rather than supplementary elements, requiring sophisticated integration strategies. Ashley and Tuten (2015) identified five creative strategies for social media marketing: functional appeal, emotional appeal, educational content, entertainment value, and promotional incentives. Their analysis revealed that ambassador-led initiatives combining educational and entertainment elements achieved higher engagement than traditional promotional approaches. The most effective campaigns leveraged ambassadors' unique voices while maintaining brand consistency, suggesting creative freedom within strategic parameters optimizes authenticity and effectiveness.

Multi-touchpoint deployment has become standard practice, with ambassadors activating across owned, earned, and paid media channels. Uzunoğlu and Kip (2014) examined integrated campaigns finding that ambassador presence across minimum three channels increased message retention compared to single-channel deployment. Their research emphasized coordination importance, with synchronized messaging across touchpoints reinforcing brand narratives while platform-specific adaptations-maintained channel authenticity. Contemporary best practices involve ambassador involvement from campaign conceptualization through execution, enabling authentic integration rather than post-hoc endorsement overlays.

### **2.3.3.2 Campaign Objectives and Outcomes**

Brand awareness campaigns utilizing ambassadors demonstrate superior reach and recall metrics compared to traditional advertising approaches. Pringle and Binet (2005) analysis of effectiveness data revealed that celebrity campaigns generate average awareness lifts of 20%, with sustained ambassador relationships producing cumulative effects exceeding 35% over multiple campaigns. Recent digital applications show even stronger results, with Hughes et al. (2019) finding that influencer-led awareness campaigns achieve cost-per-thousand-impressions 75% lower than display advertising while generating higher quality traffic through audience pre-qualification.

Engagement and community building represent evolved campaign objectives leveraging ambassadors' relationship capital. Casaló et al. (2020) demonstrated that ambassador-facilitated brand communities exhibit 3.2 times higher lifetime value than general customer segments, attributed to enhanced emotional connections and peer influence effects. Their longitudinal study tracked community evolution through ambassador-led initiatives, revealing that sustained ambassador presence maintains engagement rates 45% higher than algorithm-driven content strategies. Purchase conversion campaigns show similar ambassador advantages, with Chatterjee (2011) finding that ambassador recommendations generate conversion rates averaging 5.2% compared to 1.7% for traditional digital advertising.

### **2.3.4 Measurement and Evaluation Research**

#### **2.3.4.1 Traditional Metrics**

Public relations measurement has traditionally relied on output metrics including media impressions, reach calculations, and advertising value equivalency (AVE). Watson and Noble (2014) critique these approaches as insufficient for demonstrating business impact, advocating outcome-based metrics capturing attitude and behaviour change. Despite limitations, reach metrics remain prevalent, with Macnamara (2018) finding that 78% of PR professionals still report impressions as primary success indicators. Contemporary adaptations incorporate quality weightings, with premium publication placements and target audience alignment factors adjusting raw reach numbers to reflect strategic value rather than pure volume.

Sentiment analysis has evolved from basic positive/negative classifications to sophisticated emotional mapping capturing nuanced brand perceptions. Stieglitz and Dang-Xuan (2013) demonstrated that emotional tone in social media content predicts information diffusion more accurately than factual content, with ambassador-generated posts showing 2.8 times higher positive sentiment than brand-originated messages. Modern sentiment tools incorporate context understanding and sarcasm detection, though Giachanou and Crestani (2016) caution that automated analysis achieves only 76% accuracy compared to human coding, necessitating hybrid approaches for critical evaluation purposes.

#### **2.3.4.2 Digital Age Metrics**

Engagement metrics have become central to digital campaign evaluation, though definitions and calculations vary significantly across platforms and practitioners. Voorveld et al. (2018) proposed standardized engagement conceptualization encompassing cognitive, emotional, and behavioural dimensions measured through platform-specific indicators. Their framework distinguishes between passive engagement (views, reach), active engagement (likes, shares), and contributory engagement (comments, user-generated content), with weighted scoring reflecting effort levels. Ambassador campaigns typically achieve engagement rates 3-6% compared to 1-2% for brand-generated content, though rates vary dramatically by platform, audience, and content type.

Return on investment calculations for ambassador programs present unique challenges due to attribution complexity and long-term relationship values. Kumar et al. (2010) developed a customer influence effect model quantifying how influencer partnerships impact customer lifetime value beyond immediate transactions. Their approach incorporates direct purchase attribution, influenced customer acquisition, and brand equity contributions, revealing that comprehensive ROI calculations show ambassador programs generating returns 11 times higher than simple last-click attribution suggests. Fisher (2009) emphasizes that meaningful ROI assessment requires establishing baseline metrics and tracking incremental lifts rather than absolute attribution, particularly for awareness and consideration objectives.

### **2.3.4.3 Existing Frameworks**

Several evaluation frameworks have emerged attempting to standardize ambassador program assessment. Kapitan and Silvera (2016) proposed an attribution-based model examining how consumers assign credibility and purchase influence to different information sources. Their framework identifies four attribution dimensions: expertise recognition, similarity perception, trustworthiness assessment, and parasocial relationship strength. Practical application revealed that consumers attribute purchase decisions to ambassadors when all four dimensions achieve threshold levels, suggesting minimum viability requirements for effectiveness.

Industry frameworks have proliferated, with influencer marketing platforms developing proprietary metrics and scoring systems. Influencer Marketing Hub (2021) reviewed 15 commercial frameworks finding common elements including audience quality scores, engagement authenticity indicators, and brand affinity indices. However, lack of standardization limits cross-platform comparisons, with Brown and Fiorella (2013) calling for industry-wide standards enabling consistent evaluation. Academic frameworks like Voorveld et al. (2018) engagement model provide theoretical rigor but often prove too complex for practical implementation, highlighting tensions between comprehensive assessment and operational feasibility.

## **2.3.5 Audience and Contextual Studies**

### **2.3.5.1 Consumer Behaviour Research**

Generational differences significantly impact ambassador effectiveness, with distinct preferences and response patterns across age cohorts. Lee and Watkins (2016) found that Generation Z consumers prioritize authenticity and social consciousness in ambassador selection, responding 40% more strongly to ambassadors advocating social causes alongside product promotion. Millennials demonstrate highest parasocial relationship formation with digital influencers, while Generation X maintains preference for expert credibility over personality-driven influence. Baby Boomers show strongest response to traditional celebrity ambassadors, though Cooley and Parks-Yancy (2019) found increasing receptivity to age-appropriate influencers in health and financial categories.

Cultural values profoundly shape ambassador reception and effectiveness across global markets. Hofstede's cultural dimensions framework, applied by De Mooij and Hofstede (2010) to advertising contexts, reveals that collectivist cultures respond more favourably to group-endorsed ambassadors and consensus-building messages. Their cross-cultural analysis found that uncertainty avoidance levels predict preference for expert versus peer ambassadors, with high uncertainty avoidance cultures showing 55% stronger response to credentialed experts. Power distance dimensions influence celebrity ambassador effectiveness, with hierarchical cultures demonstrating greater deference to high-status endorsers compared to egalitarian markets.

### **2.3.5.2 Product Category Effects**

Product involvement levels moderate ambassador impact on purchase decisions, with complex relationships emerging across categories. Bergkvist and Zhou (2016) meta-analysis revealed that high-involvement products benefit most from expert ambassadors providing detailed information, while low-involvement categories achieve better results through likeable personalities creating positive associations. Their findings indicate that ambassador-product congruence matters more for functional products (80% variance explained) than hedonic products (45% variance explained), suggesting different selection criteria across categories.

Service marketing contexts present unique ambassador challenges due to intangibility and experiential nature. Magnini et al. (2008) found that service brands benefit particularly from employee ambassadors who embody service delivery and cultural values. Their hospitality industry study revealed that employee ambassadors generate trust scores 30% higher than external celebrities for service brands, attributed to perceived insider knowledge and authentic experience representation. Financial services show similar patterns, with Wang et al. (2017) demonstrating that peer ambassadors outperform celebrities for trust-dependent categories, while celebrities maintain advantages for aspirational lifestyle services.

## **2.3.6 African and Ghanaian Context Studies**

### **2.3.6.1 Regional Research**

Brand endorsement practices in sub-Saharan Africa reflect unique cultural dynamics and market characteristics. Gbadamosi (2015) comprehensive review of African consumer behaviour identified that successful brand ambassadors must navigate dual cultural codes, balancing traditional values with modern aspirations. The research revealed that African consumers demonstrate higher celebrity worship tendencies than Western markets, with 68% reporting purchase decisions influenced by celebrity endorsements compared to 42% in developed markets. However, authenticity requirements remain paramount, with ambassadors needing demonstrated community connections and cultural authenticity beyond mere ethnic matching.

Digital adoption patterns across Africa create distinct influencer marketing dynamics. Kemp (2021) reported that African social media users spend average 3.5 hours daily on platforms, exceeding global averages and creating intensive engagement opportunities. Mobile-first behaviour dominates, with 95% accessing social media via smartphones, necessitating mobile-optimized ambassador content strategies. Platform preferences vary by country, with WhatsApp achieving highest penetration for direct influence, while Instagram and TikTok gain rapid adoption among younger demographics. These patterns suggest multi-platform strategies leveraging platform-specific strengths for comprehensive market coverage.

### **2.3.6.2 Ghana-Specific Studies**

Ghanaian consumer behaviour significantly influences the effectiveness of brand ambassadors, with a notable preference for local celebrities who maintain strong cultural connections while also achieving broader recognition (Tegura, 2018; Ofosu-Boateng, 2020). Research consistently underscores the importance of an ambassador's credibility, trustworthiness, and perceived moral alignment within Ghana's largely values-driven society (Nyarko et al, 2015; Morgan et al., 2024). This indicates that ambassadors whose image and messaging resonate with prevailing cultural and religious values are generally more impactful, making an understanding of the local context crucial for successful endorsement strategies.

Social media usage patterns in Ghana create unique engagement dynamics for ambassador campaigns. Boateng and Okoe (2015) identified that Ghanaian social media users prioritize community building and information sharing over pure entertainment, suggesting educational and community-oriented ambassador content achieves higher resonance. Their analysis found that peer recommendations through social media influence 72% of purchase decisions among urban youth, highlighting word-of-mouth amplification potential through ambassador networks. Economic factors also shape engagement, with data costs influencing content consumption patterns and favouring efficient, high-value ambassador content over extensive video campaigns.

### **2.3.7 Challenges and Ethical Considerations**

#### **2.3.7.1 Authenticity and Disclosure**

Regulatory frameworks governing influencer marketing continue evolving globally, with disclosure requirements becoming increasingly stringent. Boerman et al. (2022) examined disclosure effects on consumer responses, finding that explicit sponsorship disclosure reduces perceived authenticity by 23% but enhances trust through transparency. Their eye-tracking study revealed that prominent disclosures receive attention from only 60% of viewers, raising questions about effective disclosure formats. The Federal Trade Commission guidelines require "clear and conspicuous" disclosure, though Evans et al. (2017) found that creative disclosure formats maintaining conversational flow achieve better compliance without significantly impacting engagement metrics.

Consumer scepticism toward sponsored content presents ongoing challenges for ambassador programs. Colliander and Erlandsson (2013) identified a "sponsorship paradox" where disclosure requirements intended to protect consumers may reduce message effectiveness, creating tension between regulatory compliance and marketing objectives. Their experimental research revealed that pre-established parasocial relationships moderate disclosure effects, with strong ambassador relationships maintaining influence despite commercial acknowledgment. African markets show lower disclosure awareness, with Ali & Kalane (2020) find that consumers recognize sponsorship disclosures, suggesting need for market-specific transparency education.

### **2.3.7.2 Risk Management Studies**

Ambassador controversies present significant brand risks requiring proactive management strategies. Carrillat et al. (2013) examined scandal effects on endorsed brands, finding that negative information about ambassadors transfers to associated brands through associative network theory. Their analysis revealed average brand equity declines of 12% following ambassador scandals, with recovery periods extending 6-18 months depending on response strategies. Preventive measures including thorough vetting, morality clauses, and crisis communication protocols mitigate but cannot eliminate risks, particularly given real-time social media amplification of negative events.

Platform dependency creates vulnerabilities for ambassador-dependent strategies. Cotter (2018) analysed "algorithmic precarity" facing social media influencers, documenting how platform algorithm changes can devastate reach and engagement overnight. Instagram's 2016 algorithm change reduced organic reach by average 70%, forcing ambassador program adaptations including paid amplification and cross-platform diversification. Terms of service violations, account suspensions, and platform policy changes present ongoing risks, with Abidin (2016) recommending multi-platform strategies and owned media integration to reduce single-platform dependencies.

### **2.3.8 Emerging Trends Research**

#### **2.3.8.1 Technological Innovations**

Artificial intelligence applications in ambassador selection and management show promising early results. Chen et al. (2021) developed machine learning models predicting influencer campaign performance with 82% accuracy based on historical data patterns and audience characteristics. Their system analyses content styles, engagement patterns, and audience demographics to recommend optimal ambassador matches for specific campaign objectives. Natural language processing enables sentiment tracking and authenticity scoring at scale, though human judgment remains essential for nuanced cultural and contextual assessments that algorithms cannot capture.

Virtual influencers represent a radical departure from human ambassadors, with computer-generated personalities achieving significant followings and brand partnerships. Miao et al. (2021) examined consumer responses to virtual influencers, finding that while engagement rates match human influencers, trust and purchase influence remain 35% lower due to authenticity concerns. However, virtual influencers offer complete brand control, scandal immunity, and 24/7 availability, attracting experimentation from fashion and technology brands. African market reception remains untested, though global youth segments show increasing acceptance of digital-first personalities.

### **2.3.8.2 Evolving Consumer Expectations**

Consumer demands for authentic representation and social responsibility reshape ambassador selection criteria. Femenia-Serra et al. (2022) found that 73% of Generation Z consumers expect brands and ambassadors to take stands on social issues, with neutral positioning perceived as complicity. This activism expectation creates opportunities for purpose-driven partnerships but risks alienating segments with opposing views. The research revealed that authentic activism from ambassadors with established advocacy histories generates positive responses, while opportunistic positioning triggers backlash and "woke-washing" accusations.

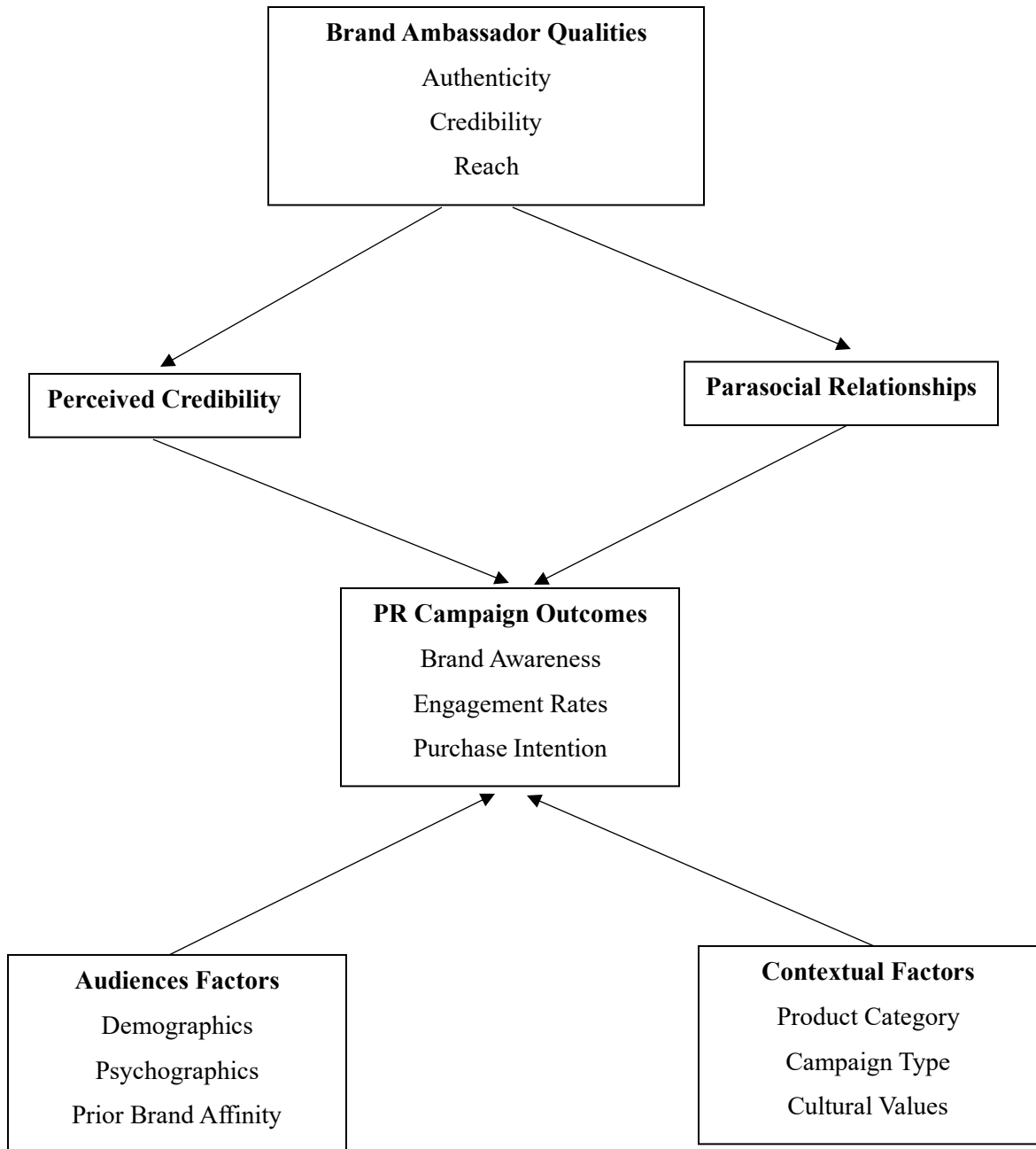
Co-creation and participatory campaigns leverage ambassador communities for content generation and product development. Ind et al. (2013) documented how ambassador-facilitated co-creation enhances brand loyalty through psychological ownership and community belonging. Their case studies revealed that ambassadors serving as community facilitators rather than mere promoters achieve 4.5 times higher long-term value through sustained engagement and peer influence networks. User-generated content campaigns led by ambassadors show particular promise, with authentic peer content achieving higher trust scores than professional productions while dramatically reducing content costs.

## **2.5 Conceptual Framework**

This study integrates Source Credibility Theory and Parasocial Interaction Theory to examine brand ambassador effectiveness in Ghanaian PR campaigns. The framework posits that brand ambassador characteristics (authenticity, credibility, and reach) directly influence PR campaign

outcomes (brand awareness, engagement rates, and purchase intention) through the dual mediating mechanisms of perceived credibility and parasocial relationships. The relationship between ambassador characteristics and campaign outcomes is moderated by audience factors (demographics, psychographics, and prior brand affinity) and contextual variables (product category, campaign type, and cultural values). This integrated framework addresses the identified research gaps by providing a comprehensive model that captures both cognitive (credibility-based) and emotional (relationship-based) pathways of influence while accounting for the unique cultural and market dynamics of the Ghanaian context. The framework enables systematic evaluation of ambassador effectiveness by examining how different ambassador types leverage various influence mechanisms to achieve specific campaign objectives across diverse audience segments and product categories.

**Figure 1: Conceptual Framework**



*Source: Author Construct*

This conceptual framework was developed specifically for this study by synthesizing insights from Source Credibility Theory (Ohanian, 1990) and Parasocial Interaction Theory (Giles, 2002) with

empirical findings from recent brand ambassador and influencer marketing literature. The framework builds upon Kapitan and Silvera's (2016) attribution-based model and Lou and Yuan's (2019) influencer marketing effectiveness framework, whilst extending these models to incorporate cultural and contextual factors critical to the Ghanaian market. The selection of variables was informed by systematic literature review identifying three primary ambassador characteristics (authenticity, credibility, and reach) consistently associated with campaign effectiveness across multiple studies (Audrezet et al., 2020; De Veirman et al., 2017; Schouten et al., 2019), two mediating mechanisms representing cognitive and emotional influence pathways derived from the foundational theories, three campaign outcome measures reflecting standard PR objectives (awareness, engagement, purchase intention), and moderating variables identified through African consumer behaviour research (Gbadamosi, 2015) and contextual marketing studies (Till & Busler, 2000; Roy & Jain, 2017). This integrated framework addresses the identified research gap by providing a comprehensive model that captures both the direct and indirect pathways through which brand ambassadors influence PR campaign outcomes whilst accounting for the unique demographic, psychographic, and cultural dynamics of Ghana's evolving digital marketing landscape.

## **2.6 Chapter Conclusion**

This literature review has established a comprehensive theoretical and empirical foundation for examining brand ambassador effectiveness in Ghanaian PR campaigns, revealing significant gaps that justify the current study. The integration of Source Credibility Theory and Parasocial Interaction Theory provides robust frameworks for understanding both cognitive and emotional pathways through which ambassadors influence consumer behaviour, whilst empirical evidence confirms that authenticity, credibility, and engagement dynamics significantly impact campaign outcomes across diverse contexts. However, the review identified critical limitations in existing research, including the predominance of Western-developed models with limited validation in African markets, fragmented approaches that examine isolated aspects rather than holistic effectiveness, absence of standardized evaluation frameworks suitable for diverse campaign objectives, and particularly sparse Ghana-specific studies that account for unique cultural values, digital adoption patterns, and economic realities shaping consumer responses to brand

ambassadors. These gaps underscore the necessity for contextualized research that develops culturally appropriate evaluation frameworks grounded in both professional practices and consumer perspectives within Ghana's rapidly evolving digital marketing ecosystem, thereby positioning the current mixed-methods investigation as a timely and valuable contribution to both academic knowledge and professional practice in strategic public relations management.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter presents the methodological framework employed to investigate the effectiveness of brand ambassadors in PR campaigns within the Ghanaian context, utilizing an exploratory mixed-methods approach to generate deep insights into this understudied phenomenon. The chapter begins by outlining the exploratory sequential mixed-methods research design that prioritizes qualitative inquiry through interviews with PR professionals to uncover key themes and patterns, followed by quantitative validation through consumer surveys to examine the prevalence and relationships of identified factors. Subsequent sections describe the exploratory research approach underpinning the study, the target populations of young consumers and PR professionals in Accra, and the purposive sampling strategies employed to maximize information richness and theoretical insights. The chapter details the sample size of 50 participants comprising 4 PR professionals for in-depth interviews and 46 consumers for structured questionnaires, followed by comprehensive descriptions of the semi-structured interview guide for professionals and the structured questionnaire for consumers. Data analysis procedures encompassing thematic analysis for qualitative insights and descriptive statistics for quantitative patterns demonstrate how integrated findings will inform framework development. The chapter concludes with ethical considerations addressing participant protection, cultural sensitivity, and data confidentiality, ensuring the research maintains integrity while generating valuable foundational insights for Ghana's PR industry.

#### **3.1 Research Design**

This study employs an exploratory sequential mixed-methods research design, prioritizing qualitative inquiry through professional interviews to discover and understand the complex dynamics of brand ambassador effectiveness before validating key findings through consumer surveys. The exploratory design is particularly appropriate for this research given the limited existing knowledge about brand ambassador effectiveness in African markets and the need to

understand culturally specific factors that may not emerge from Western-developed theoretical frameworks (Creswell & Plano Clark, 2017). This approach allows the research to first uncover strategic insights, implementation challenges, and evaluation practices through in-depth interviews with PR professionals, then examine consumer perspectives and response patterns through structured questionnaires that build upon professional insights.

The sequential implementation involves two distinct phases where Phase 1 focuses on qualitative data collection through semi-structured interviews with PR professionals to explore brand ambassador selection criteria, effectiveness factors, and measurement challenges within the Ghanaian context. Phase 2 builds upon Phase 1 insights to collect quantitative data through structured consumer questionnaires that examine preferences, behaviors, and demographic patterns related to themes identified during professional interviews. This design enables theory building from professional expertise while providing consumer validation of emerging patterns, addressing the study's dual objectives of understanding complex phenomena and developing practical evaluation frameworks (Tashakkori & Teddlie, 2010).

### **3.2 Research Approach**

The study adopts a pragmatic research paradigm that emphasizes practical solutions and contextual understanding over rigid adherence to single philosophical positions. Pragmatism provides the philosophical foundation for exploratory mixed-methods research by acknowledging that both professional insights and consumer patterns contribute essential knowledge for understanding complex social phenomena like brand ambassador effectiveness in culturally specific contexts (Morgan, 2014). This paradigm allows the research to employ inductive reasoning in the qualitative phase allowing themes and theoretical insights to emerge naturally from professional experiences followed by deductive examination of these insights through quantitative measurement of consumer responses.

The exploratory approach prioritizes discovery and understanding over hypothesis testing, making it particularly suitable for investigating brand ambassador effectiveness in Ghana where existing theoretical frameworks may require substantial cultural adaptation. The pragmatic stance ensures that emerging insights remain grounded in professional experiences and consumer behaviors while

maintaining sufficient analytical rigor to produce credible and transferable findings. This methodology recognizes that effective brand ambassador evaluation frameworks must emerge from understanding how cultural, social, and economic factors shape both professional practices and consumer responses within specific market contexts (Saunders et al., 2019).

### **3.3 Population**

The study targets two distinct but complementary populations to capture comprehensive perspectives on brand ambassador effectiveness from both supply-side and demand-side viewpoints. The primary population comprises PR professionals, brand managers, marketing executives, and digital marketing specialists with minimum two years' experience planning, implementing, or evaluating brand ambassador programs within Ghana's market. These professionals represent organizations across multiple industries including consumer packaged goods, technology, fashion/apparel, financial services, and telecommunications, providing insights into strategic decision-making processes, implementation challenges, and current evaluation practices across diverse organizational contexts and campaign objectives.

The secondary population includes consumers aged 18-25 young adults residing in Accra who have encountered brand ambassador campaigns within the past six months across various platforms and product categories. This demographic represents Ghana's most digitally engaged consumer segment, with social media penetration exceeding 85% and demonstrating the highest rates of brand ambassador content interaction (Kemp, 2021). The six-month exposure criterion ensures participants have relevant, recent experiences while allowing sufficient time for various campaign types and ambassador interactions across different contexts. The dual-population approach ensures that the developed framework addresses both professional implementation requirements and consumer response mechanisms, enhancing its practical utility for Ghana's evolving PR industry.

### **3.4 Sampling Technique**

The study employs purposive sampling strategies optimized for exploratory inquiry and maximum information yield from both professional and consumer populations. Purposive sampling, a non-

probability technique where researchers intentionally select participants based on specific characteristics relevant to the research objectives, is particularly appropriate for exploratory studies seeking in-depth understanding rather than statistical generalization (Palinkas et al., 2015; Etikan et al., 2016). For professional participants, criterion sampling combined with snowball techniques identifies individuals with extensive brand ambassador experience, beginning with recognized industry leaders who possess deep expertise in ambassador program strategy and implementation (Patton, 2015). Criterion sampling ensures all participants meet predetermined standards of experience and involvement, whilst snowball sampling leverages professional networks to identify additional information-rich cases who may not be publicly visible but possess valuable insights (Naderifar et al., 2017). Selection criteria include minimum two years of relevant experience, involvement in ambassador program decision-making, and representation across different organizational types including agencies, brands, and consultancies spanning multiple industry sectors to ensure comprehensive coverage of professional perspectives and practices (Suri, 2011).

Consumer participants are selected through stratified purposive sampling to ensure representation across key demographic and psychographic characteristics that may influence brand ambassador responsiveness (Sharma, 2017). This technique combines the purposive selection of information-rich cases with stratification principles that ensure adequate representation across predetermined subgroups, maximizing variation within the sample whilst maintaining focus on the target population (Campbell et al., 2020). The sampling matrix includes gender distribution, education levels ranging from secondary to postgraduate, varied social media usage intensities, different platform preferences, and exposure to diverse ambassador types including celebrities, influencers, and peer advocates. This approach ensures comprehensive coverage of potential factors influencing ambassador effectiveness whilst maintaining focus on the target demographic's experiences and perceptions (Tongco, 2007). The exploratory nature of the study prioritizes information richness and theoretical insights over statistical representativeness, making purposive sampling the most appropriate strategy for generating foundational understanding of brand ambassador effectiveness within Ghana's unique market context (Palinkas et al., 2015). As Ames et al. (2019) note, purposive sampling is particularly valuable in under-researched contexts where exploratory work must precede confirmatory studies, and where the goal is theory development

rather than hypothesis testing. The sampling approach aligns with the pragmatic research paradigm by prioritizing practical knowledge generation through strategic selection of participants most likely to provide rich, contextually grounded insights into brand ambassador dynamics in Ghana's evolving digital marketing landscape (Saunders et al., 2019).

### **3.5 Sample Size**

Sample size determination for this exploratory mixed-methods study balances information richness in qualitative inquiry with adequate statistical power for quantitative analysis. The total sample of 221 participants comprises 12 professionals and 209 consumers, strategically distributed to maximize insights from both expert perspectives and consumer experiences. The professional sample includes advertising agency practitioners (n=4), corporate brand managers (n=4), digital marketing consultants (n=2), and independent PR professionals (n=2) spanning multiple industries. This aligns with Guest et al.'s (2006) recommendation of 6-12 interviews for achieving thematic saturation in expert populations whilst ensuring comprehensive coverage of strategic approaches and evaluation practices across Ghana's PR landscape.

The consumer sample of 209 participants substantially exceeds minimum requirements for multiple regression analysis, with Hair et al. (2019) recommending  $50 + 8m$  (where  $m$  = independent variables) for testing predictors. This sample provides adequate power ( $>0.80$ ) to detect medium effect sizes at  $\alpha = 0.05$  and enables meaningful subgroup comparisons across key demographic categories including gender, education levels, and social media usage patterns, reflecting the diversity of Ghana's young urban consumer population.

The combined sample enables comprehensive mixed-methods integration, allowing qualitative themes to inform quantitative interpretation whilst consumer data validates professional assumptions (Fetters et al., 2013). The sample accommodates potential attrition from incomplete responses whilst maintaining sufficient valid cases for planned analyses (Sekaran & Bougie, 2016). This represents a pragmatic balance between methodological rigour and resource feasibility, prioritizing adequate statistical power whilst maintaining information richness essential for framework development in Ghana's under-researched market context.

### **3.6 Data Collection Sources and Tools**

Primary data collection utilizes two complementary instruments designed to capture comprehensive insights into brand ambassador effectiveness from professional and consumer perspectives. The data collection strategy reflects the exploratory sequential design by prioritizing qualitative depth through professional interviews while incorporating quantitative measurement to validate and extend qualitative findings through consumer surveys.

The structured interview guide for PR professionals contains open-ended questions organized into six thematic areas aligned with the research objectives. The guide explores current practices in ambassador selection including criteria used, decision-making processes, and cultural considerations specific to the Ghanaian market. Implementation strategies are examined covering campaign types, platform selection, content development, and performance monitoring approaches currently employed by professionals. Measurement and evaluation challenges are investigated including current metrics used, attribution difficulties, and desired improvements to assessment frameworks. Cultural and contextual factors unique to Ghana are addressed including local market dynamics, consumer behavior patterns, and cultural values integration in ambassador programs. Comparative effectiveness across different ambassador types and engagement formats is explored based on professional experience and client results. Strategic recommendations for improving ambassador program effectiveness and developing comprehensive evaluation frameworks suitable for the Ghanaian market conclude the interview guide (Watson & Noble, 2014).

The structured questionnaire for consumers comprises 54 questions organized into six sections designed to capture consumer perspectives and validate patterns identified during professional interviews. Sections A and B contain screening and demographic questions to ensure participant eligibility and capture respondent characteristics essential for analyzing audience factors. Sections C through E employ 5-point Likert scales measuring three key constructs: brand ambassador values influencing PR campaign effectiveness examining authenticity, credibility, and cultural connection factors, types of brand ambassador engagements and their impact on consumer behavior assessing various engagement formats and their outcomes, and audience factors moderating brand ambassador impact exploring demographic and psychographic influences on

ambassador effectiveness. Section F contains open-ended questions designed to gather qualitative insights for developing the evaluation framework, allowing participants to provide detailed recommendations based on their experiences with different ambassador types and campaign formats. The questionnaire incorporates measurement scales adapted from validated instruments including Ohanian's (1990) source credibility scale and Lou and Yuan's (2019) influencer marketing measures while ensuring cultural appropriateness for the Ghanaian context.

### **3.7 Data Analysis**

Data analysis for this mixed-methods study employed distinct analytical approaches for qualitative and quantitative data components, with subsequent integration to provide comprehensive understanding of brand ambassador effectiveness. Qualitative data from 12 in-depth interviews was analysed using Braun and Clarke's (2006) six-phase thematic analysis framework involving: (1) familiarization with transcribed data, (2) generating initial codes systematically, (3) searching for themes by collating codes, (4) reviewing themes for coherence, (5) defining and naming themes, and (6) producing final analysis with illustrative quotations. Interview transcripts were coded line-by-line to identify meaningful patterns relevant to the four research questions, with open coding identifying initial concepts, axial coding organizing codes into categories, and selective coding refining themes whilst tracking frequency counts to distinguish widely-shared perspectives from individual viewpoints. Themes were organized according to research questions and presented in frequency tables indicating number and percentage of professionals endorsing each pattern, with direct participant quotations providing contextual evidence whilst maintaining confidentiality through pseudonymization. Member checking with three participating professionals and peer debriefing with two experienced researchers enhanced credibility and trustworthiness of qualitative interpretations.

Quantitative data from 209 consumer questionnaires was analysed using IBM SPSS Statistics Version 26, employing descriptive statistics and inferential tests appropriate for the study's exploratory objectives and hypothesis-testing requirements. Demographic characteristics were summarized using frequency distributions and percentages for categorical variables (gender, education, employment status, area, platform, product category) and means with standard

deviations for continuous variables, whilst all Likert-scale items were described using means, standard deviations, and frequency distributions. One-sample t-tests examined whether consumer ratings on each item significantly differed from the test value of 3.0 (neutral agreement on the 5-point scale), testing Hypothesis 1 through seven ambassador value items, Hypothesis 2 through six engagement type items, Hypothesis 3 through five demographic relationship items, and Research Objective 4 through six framework component items, with results interpreted at  $\alpha = 0.05$  significance level where statistically significant positive t-values ( $p < .05$ ) indicated consumer agreement supporting hypotheses. Simple linear regression analyses examined predictive relationships for Research Objective 2, with Model 1 testing whether PR campaign metrics predict engagement type selection and Model 2 testing whether campaign effectiveness predicts long-term partnership preferences, reporting R,  $R^2$ , adjusted  $R^2$ , F-statistics, unstandardized (B) and standardized ( $\beta$ ) coefficients, t-values, significance levels, and 95% confidence intervals.

Integration of qualitative and quantitative findings occurred through convergent triangulation during interpretation, comparing and contrasting professional interview themes with consumer survey statistics organized according to the four research questions to identify convergence, complementarity, and divergence (Creswell & Plano Clark, 2017). Areas of convergence where qualitative and quantitative findings reinforced each other—such as universal professional endorsement (100%) of authenticity combined with significant consumer validation ( $M = 3.89$ ,  $p < .001$ )—strengthened confidence in conclusions through methodological triangulation. Areas of complementarity where qualitative depth explained quantitative patterns—such as professional explanations of trust-building mechanisms underlying statistical correlations between long-term partnerships and effectiveness—enhanced understanding beyond what either strand alone provided. Integration results informed discussion synthesis and framework development recommendations grounded in both professional expertise regarding implementation realities and consumer preferences regarding effectiveness determinants, ensuring proposed frameworks address practical industry needs whilst reflecting authentic consumer responsiveness patterns in Ghana's unique cultural and market context (Fetters et al., 2013).

### **3.8 Ethical Considerations**

This research maintains the highest ethical standards throughout all phases, with particular attention to power dynamics and cultural sensitivities inherent in mixed-methods research. Prior to data collection, approval will be obtained from the University Ethics Committee, ensuring compliance with international standards including the Declaration of Helsinki and local Ghanaian research regulations. Informed consent procedures differ by method: survey participants receive written consent forms explaining the study purpose, voluntary participation, anonymity assurance, and data usage, while interview participants undergo verbal consent processes recorded before interviews, acknowledging recording, transcription procedures, and confidentiality measures. Special attention addresses the age of participants (18-25), ensuring full comprehension of rights and no coercion, particularly for younger participants still in educational settings (World Medical Association, 2013). Data protection follows stringent protocols adapted to mixed-methods requirements. Quantitative data uses numerical coding with no personally identifiable information collected, encrypted storage on password-protected devices, and access restricted to research team members who sign confidentiality agreements. Qualitative data requires additional safeguards including pseudonym assignment immediately post-interview, removal of identifying details during transcription, separate storage of consent recordings and interview files, and voice recording deletion after transcription verification.

### **3.9 Chapter Conclusion**

This chapter has outlined a rigorous exploratory mixed-methods research design integrating qualitative insights from 12 PR professionals with quantitative data from 209 consumers to comprehensively examine brand ambassador effectiveness in Ghana's PR campaigns. The purposive sampling strategy ensures representation across diverse organizational contexts and consumer demographics, whilst the sample size of 221 participants provides adequate statistical power for hypothesis testing and sufficient depth for thematic saturation. The combination of semi-structured interviews and structured questionnaires, analysed through thematic analysis and statistical techniques respectively, enables triangulation of professional expertise with consumer perspectives, addressing the study's four research objectives systematically. The robust ethical

protocols including informed consent, confidentiality measures, and data protection procedures ensure participant safety and research integrity throughout the investigation. This methodological framework establishes a solid foundation for generating culturally grounded insights and developing a practical evaluation framework that addresses the identified gaps in understanding brand ambassador effectiveness within Ghana's unique market context, with findings and analysis presented in the subsequent chapter.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.0 Introduction

This chapter presents the comprehensive analysis of data collected through mixed-methods investigation involving 12 PR professionals and 209 consumers in Accra, Ghana. The analysis is organized into distinct sections addressing the four research questions guiding this study: identification of brand ambassador values influencing PR campaign effectiveness, examination of engagement types' impact on campaign metrics, analysis of relationships between ambassador characteristics, audience demographics and campaign performance, and exploration of evaluation framework development requirements. The chapter begins with demographic profiles of both professional and consumer participants, followed by thematic analysis of qualitative interview data revealing rich insights into professional perspectives on ambassador effectiveness within Ghana's cultural context. Quantitative analysis subsequently presents hypothesis testing results using one-sample t-tests and regression analyses examining relationships between engagement types, campaign metrics, and effectiveness outcomes. The integrated presentation of qualitative and quantitative findings provides triangulated evidence supporting the development of a culturally grounded brand ambassador evaluation framework tailored to Ghana's unique market dynamics, addressing the critical gaps identified in existing literature whilst offering practical guidance for PR professionals and brand managers operating in African markets.

#### 4.1 Qualitative Analysis Results

##### 4.1.1 Demographic Profile of PR Professional Participants

The qualitative phase involved 12 PR professionals, brand managers, and marketing executives with extensive experience in brand ambassador program implementation across diverse industries in Ghana. Table 4.1 presents the demographic characteristics of PR professional participants, revealing their educational qualifications, employment status, social media platform preferences, and industry sectors represented in the study.

**Table 4.1: Demographic Characteristics of Professional Participants (N=12)**

| <b>Characteristic</b>                             | <b>Category</b>        | <b>Frequency</b> | <b>Percentage (%)</b> |
|---|------------------------|------------------|-----------------------|
| <b>Highest Education Level</b>                    | Bachelor's Degree      | 1                | 8.3                   |
|   | Postgraduate Degree    | 11               | 91.7                  |
| <b>Employment Status</b>                          | Employed Full-time     | 12               | 100.0                 |
| <b>Most Frequently Used Social Media Platform</b> | Facebook               | 5                | 41.7                  |
|   | Instagram              | 1                | 8.3                   |
|   | TikTok                 | 1                | 8.3                   |
|   | Twitter (X)            | 3                | 25.0                  |
|   | YouTube                | 2                | 16.7                  |
| <b>Product Category Promoted</b>                  | Fashion/Beauty         | 4                | 33.3                  |
|   | Financial Services     | 2                | 16.7                  |
|   | Food/Beverages         | 4                | 33.3                  |
|   | Technology/Electronics | 2                | 16.7                  |

The demographic profile reveals that the overwhelming majority of professional participants (91.7%) hold postgraduate qualifications, indicating high educational attainment and specialized expertise in marketing and public relations. All participants (100%) are employed full-time, confirming their active involvement in contemporary brand ambassador program management. Facebook emerges as the most frequently used platform among professionals (41.7%), followed by Twitter (25.0%) and YouTube (16.7%), reflecting the platforms prioritized for B2B communication and industry monitoring. The product category distribution shows balanced representation across Fashion/Beauty (33.3%) and Food/Beverages (33.3%), with Financial Services and Technology/Electronics each representing 16.7%, ensuring diverse sectoral perspectives on ambassador effectiveness across both consumer-facing and consideration-based product categories.

#### 4.1.2 Thematic Analysis of In-depth Interviews

The thematic analysis of interviews with 12 PR professionals, brand managers, and marketing executives revealed rich insights into brand ambassador effectiveness within Ghana's unique cultural and market context. Using Braun and Clarke's (2006) six-phase thematic analysis framework, interview transcripts were systematically coded to identify recurring patterns, with themes organized according to the four research questions guiding this investigation. Direct quotations from participants illustrate the depth and nuance of professional perspectives on ambassador selection, implementation strategies, measurement challenges, and evaluation framework requirements.

##### 4.1.2.1 Research Question 1: Specific Values of Brand Ambassadors that Influence PR Campaign Effectiveness

Professional insights regarding the values and characteristics that determine brand ambassador effectiveness in Ghana revealed several critical dimensions that extend beyond traditional Western marketing frameworks. The analysis examined responses to questions about effective ambassador qualities and how Ghanaian cultural values influence consumer trust in brand ambassadors.

**Table 4.2: Emerging Themes for Ambassador Values Influencing Effectiveness (RQ1)**

| No. | Emerging Themes                              | Frequency Across Interviews | Percentages (%) |
|-----|--|-----------------------------|-----------------|
| 1   | Authenticity and genuine product affinity    | 12                          | 100.0           |
| 2   | Credibility and trustworthiness              | 12                          | 100.0           |
| 3   | Cultural connection and local relevance      | 12                          | 100.0           |
| 4   | Moral character and values alignment (suban) | 11                          | 91.7            |
| 5   | Relatability and accessibility               | 10                          | 83.3            |
| 6   | Strong communication skills                  | 10                          | 83.3            |

|   |  |   |      |
|---|--|---|------|
| 7 | Professional consistency and reliability | 9 | 75.0 |
| 8 | Social media engagement capability       | 8 | 66.7 |

The thematic analysis revealed that authenticity emerged as the paramount themes with all 12 professionals (100%) emphasizing its critical importance in the Ghanaian market.

*"An effective brand ambassador in Ghana must be authentic, genuinely believing in the brand." Participant 1*

*"an effective brand ambassador in Ghana is someone who feels real to consumers, someone whose lifestyle, values, and everyday behavior make people believe in what they promote." Participant 12*

*"seen as credible, authentic, and trustworthy." Participant 8*

Credibility and trustworthiness also achieved universal recognition (100%), with professionals distinguishing between different forms of credibility.

*"credibility, trustworthiness, and consistent public image strengthen consumer confidence in the brand," Participant 3*

*"credible and trusted" as primary qualities, noting that effective ambassadors must be "able to influence real customer actions." Participant 7*

*"credibility, trustworthiness, and professionalism are essential, ensuring that the ambassador's image aligns consistently with the brand." Participant 2*

Cultural connection achieved unanimous recognition (100%) as a distinctively important factor in Ghana's context.

*"Effective brand ambassadors in Ghana are those who feel genuinely connected to local culture, maintain a clean and trustworthy public image, communicate well both online and in person." Participant 4*

*"culturally relevant, relatable, and authentic, connecting with local values and lifestyles."*

**Participant 3**

*"use of Twi helps him feel relatable,"* **Participant 5**

The concept of moral character, frequently referenced using the Akan term "suban" (meaning character or behavior), emerged strongly with 91.7% of professionals emphasizing its importance.

*"In Ghana, someone's suban (their behavior, humility, and integrity) matters just as much as their talent. If an ambassador is known for being respectful, honest, and drama-free, people naturally assume they'll only promote things they truly believe in."* **Participant 4**

*"morality (suban pa)" as essential, noting that "scandal-free, morally upright figures are preferred."* **Participant 7**

*"Ghanaians pay close attention to a person's character. If someone carries themselves with humility, respect, and good behavior, they naturally come across as more believable."* **Participant 10**

Relatability and strong communication skills both achieved 83.3% and 75.0% frequency respectively, with professionals emphasizing the importance of ambassadors who connect with audiences at personal levels.

*"Nana Ama McBrown embodies these traits. She's culturally relatable, widely trusted, strong at in-person engagements, highly engaging online, and feels authentic in the products she promotes."* **Participant 6**

*"communicate clearly across TV, radio, and social media,"* **Participant 9**

Interestingly, social media engagement capability, while valued, ranked lower (66.7%) than traditional character-based attributes, suggesting that professional expertise prioritizes cultural and moral dimensions over purely technical platform skills.

*"connects naturally with Ghanaian audiences and culture, demonstrates authenticity, reliability, and trust, possesses a committed and engaged fanbase, maintains a positive, respected public image." Participant 11*

This ordering reflects the Ghanaian market's emphasis on character-driven influence rather than algorithm-driven reach.

#### **4.1.2.2 Research Question 2: Impact of Brand Ambassador Engagement Types on PR Campaign Metrics**

Analysis of professional perspectives on different types of brand ambassador activities revealed clear preferences and strategic rationales for various engagement formats. Participants evaluated long-term partnerships, one-off posts, event appearances, and social media takeovers alongside platform and content format effectiveness.

**Table 4.3: Emerging Themes for Ambassador Engagement Types and Impact (RQ2)**

| No. | Emerging Themes   | Frequency Across Interviews | Percentages (%) |
|-----|---|-----------------------------|-----------------|
| 1   | Long-term partnerships build deepest trust and impact     | 12                          | 100.0           |
| 2   | Short-form video content drives highest engagement        | 11                          | 91.7            |
| 3   | Platform selection must match target audience             | 12                          | 100.0           |
| 4   | Instagram and TikTok dominate youth engagement            | 11                          | 91.7            |
| 5   | WhatsApp critical for conversions in Ghana                | 10                          | 83.3            |
| 6   | Event appearances generate credibility and media coverage | 10                          | 83.3            |

|   |  |    |      |
|---|--|----|------|
| 7 | Authentic organic content outperforms paid advertising | 10 | 83.3 |
| 8 | One-off posts provide limited long-term value          | 9  | 75.0 |

Long-term partnerships received unanimous endorsement (100%) as the most impactful engagement type.

*"Long-term partnerships create the strongest impact because they build trust, authenticity, and consistent brand association" **Participant 1***

*"Long-term partnerships are the most impactful type of ambassador activity because they allow the ambassador to consistently represent the brand over time. This repeated association builds credibility, trust, and a sense of authenticity with the audience, making the brand feel like a genuine part of the ambassador's lifestyle." **Participant 3***

*"long-term partnerships usually create the deepest impact because people here connect with consistency—when an ambassador shows up for a brand over and over, it feels more genuine and trustworthy. One-off posts can spark quick attention, but they rarely move people beyond a moment of hype." **Participant 12***

The preference for sustained relationships reflects understanding of trust-building dynamics in Ghanaian culture.

*"Long-term partnerships create the strongest impact because people see them as genuine and trustworthy," **Participant 4***

*"Long-term partnerships usually make the biggest difference because people trust ambassadors who stick with a brand, not just show up once." **Participant 6***

*"They build trust, authenticity, and brand recall over time—leading to stronger engagement and better conversions than other formats." **Participant 7***

Short-form video content emerged as the dominant format with 91.7% recognition, reflecting the influence of TikTok and Instagram Reels in Ghana's digital landscape.

*"short videos, Reels/TikTok, Stories, live demos, and UGC drive the strongest engagement,"*

***Participant 1***

*"short vertical videos are the star performers. They feel real, they're easy to share, and they show products in action."* ***Participant 12***

*"short-form videos (TikTok/Reels/Shorts)" lead content effectiveness alongside "long-form YouTube videos, Stories & Live sessions, UGC/micro-influencer posts."* ***Participant 7***

Platform selection achieved universal recognition (100%) as critical strategic decision, with professionals emphasizing audience-platform alignment over omnipresence.

*"In Ghana, Instagram, TikTok, Facebook, YouTube, and WhatsApp are the most effective platforms for ambassador campaigns,"* ***Participant 1***

*"Best Platforms in Ghana: WhatsApp for direct engagement and conversions; Facebook for broad reach; TikTok/Instagram Reels for virality; YouTube for tutorials; X for conversations and PR."* ***Participant 4***

The sophistication of platform understanding reflects professional recognition that effectiveness depends on matching platforms to specific campaign objectives rather than pursuing universal deployment.

Instagram and TikTok's dominance for youth audiences achieved 91.7% recognition, with

*"lead for fast reach, trends, and youth-focused short videos," whilst Participant 9 explained: "TikTok and Instagram Reels are great for quick attention and viral reach, especially with younger audiences."* ***Participant 8***

However, professionals demonstrated nuanced understanding of demographic variation:

*"Facebook still reaches a broad audience across age groups." Participant 10*

WhatsApp emerged as distinctively important in Ghana with 83.3% recognition, reflecting the platform's unique role in West African digital ecosystems.

*"WhatsApp for direct engagement and conversions" Participant 4*

*"WhatsApp is incredibly powerful too—once ambassadors spark interest, driving people into WhatsApp chats makes it much easier to answer questions and convert them." Participant 9*

*"you can never overlook WhatsApp—it may not seem like a 'content platform,' but in Ghana it's one of the strongest channels for personal influence, group sharing, and driving real action through statuses, voice notes, and direct links." Participant 12*

Event appearances received strong recognition (83.3%) for their unique contribution to credibility building.

*"event appearances boost visibility and brand credibility through public presence and media exposure," Participant 1*

*"Event appearances increase brand visibility and prestige by associating the ambassador with high-profile occasions. These interactions, whether in-person or through media coverage, create memorable moments that reinforce the brand's credibility and public recognition." Participant 3*

The offline dimension remains important despite digital focus, with

*"event appearances add a human touch, letting consumers see the ambassador's personality and authenticity in real time, which can shift perceptions quickly." Participant 12*

The preference for organic over paid content (83.3%) reflects professional observations of consumer responsiveness patterns.

*"organic content performs better than paid ads" Participant 7*

*"one-off posts can deliver quick attention and immediate reach, especially for promotions or product launches...their impact is often short-lived, and audiences may perceive them as purely transactional, limiting long-term influence and brand loyalty." Participant 3*

#### **4.1.2.3 Research Question 3: Relationship Between Brand Ambassador Characteristics, Audience Demographics, and Campaign Performance**

Professional analysis of how different demographic groups respond to brand ambassadors revealed sophisticated understanding of audience segmentation dynamics and the moderating influence of consumer characteristics on ambassador effectiveness.

**Table 4.4: Emerging Themes for Ambassador-Audience-Performance Relationships (RQ3)**

| <b>No.</b> | <b>Emerging Themes</b>   | <b>Frequency Across Interviews</b> | <b>Percentages (%)</b> |
|------------|--|------------------------------------|------------------------|
| 1          | Age fundamentally shapes ambassador preferences and responsiveness | 12                                 | 100.0                  |
| 2          | Platform preferences vary systematically by generation             | 12                                 | 100.0                  |
| 3          | Ambassador-audience value congruence critical for resonance        | 12                                 | 100.0                  |
| 4          | Local/Ghanaian ambassadors outperform international celebrities    | 11                                 | 91.7                   |
| 5          | Income levels determine aspiration vs. relatability preference     | 10                                 | 83.3                   |
| 6          | Gender influences content and ambassador type preferences          | 9                                  | 75.0                   |
| 7          | Education level affects credibility requirements and skepticism    | 8                                  | 66.7                   |

Age emerged unanimously (100%) as the most fundamental demographic moderator of ambassador effectiveness.

*"Younger audiences in Ghana prefer relatable, trendy influencers, while older groups trust established, credible public figures," **Participant 1***

*"Younger audiences, especially Gen Z, connect most with ambassadors who feel real, relatable, and fun. They prefer short videos on TikTok, Instagram, and YouTube, and they trust creators who look like their everyday peers rather than big celebrities. Meanwhile, older adults tend to respond better to familiar public figures and prefer platforms like Facebook, radio, and TV, where credibility and experience matter more than trends or entertainment." **Participant 12***

The generational divide extends beyond platform preferences to fundamental trust mechanisms.

*"In Ghana, younger audiences, particularly those under 35, tend to engage more with trendy, relatable influencers who reflect their lifestyle and interests, while older groups place more trust in well-known and established public figures who demonstrate credibility and reliability." **Participant 3***

*"Younger people (Gen Z and millennials) connect most with influencers who feel real, relatable, and active on platforms like TikTok and Instagram. They like seeing people who look like them using the product in their everyday lives. Older adults tend to trust well-known public figures or experts—people with a long-standing reputation they can rely on." **Participant 9***

Platform preferences achieved universal recognition (100%) as varying systematically by age cohort.

*"Gen Z favours TikTok/YouTube, adults lean toward Instagram/Facebook, and older consumers rely on TV/Radio," **Participant 1***

*"Younger audiences (Gen Z & Millennials): Prefer social-media influencers and relatable digital creators. Highly responsive to Instagram/TikTok content. Older audiences: Respond*

*better to well-known, reputable celebrities or experts rather than influencers." **Participant 7***

Ambassador-audience value congruence achieved unanimous recognition (100%) as essential for campaign resonance.

*"A brand ambassador resonates with a target audience in Ghana when several key things align: Cultural relevance: They reflect Ghanaian values, language, humor, and social norms. Authentic brand fit: Their lifestyle and public image match the product naturally." **Participant 6***

*"A brand ambassador tends to resonate with a target audience in Ghana when people can genuinely see themselves in that person. Cultural connection matters a lot—Ghanaians respond well to ambassadors who reflect local values like humility, authenticity, and community-mindedness." **Participant 12***

The principle extends beyond demographic matching to deeper value alignment.

*"A brand ambassador truly resonates with people in Ghana when they feel real and relatable. This happens when the ambassador naturally reflects the audience's way of life—their culture, values, language, and everyday experiences." **Participant 9***

*"Cultural relevance: They reflect Ghanaian values, language, humor, and social norms. Trust and reputation: Ghanaians value ambassadors who are credible, respectful, and controversy-free. Audience identity match: People connect with ambassadors who mirror their reality or aspirations." **Participant 4***

Local ambassadors' superiority over international celebrities achieved 91.7% recognition.

*"Sarkodie is a strong representation of these qualities. He's culturally authentic (often communicating in Twi), maintains a solid reputation, commands crowds at events, and has an engaged digital audience," **Participant 4***

*"Relevance is also key; the ambassador's lifestyle, content, and public image need to align with the interests, needs, and daily realities of the audience." **Participant 12***

*"national pride: Local stars who represent Ghanaian culture gain favorable reception." **Participant 7***

Income levels' influence on ambassador preferences achieved 83.3% recognition, revealing aspiration-relatability dynamics.

*"Lower-income consumers value relatable, community-connected ambassadors, while higher-income groups prefer experts and premium lifestyle figures," **Participant 1***

*"Consumers with lower incomes tend to engage with ambassadors who are relatable, community-connected, and demonstrate practical value for money. Higher-income audiences, in contrast, respond better to ambassadors who project sophistication, expertise, and premium lifestyle experiences." **Participant 3***

*"High-income: More selective; prefer ambassadors who convey status, expertise, or quality. Low/mid-income: Prefer familiar, trusted local faces and ambassadors who clearly demonstrate value and practicality." **Participant 7***

*"Lower- and middle-income groups resonate more with down-to-earth ambassadors who feel familiar, trustworthy, and capable of explaining real value." **Participant 10***

Gender differences in ambassador responsiveness achieved 75.0% recognition, though with more nuanced patterns than age or cultural factors.

*"Women respond strongly to lifestyle, beauty, and empowerment-focused ambassadors; men gravitate toward sports, tech, and aspirational personalities," **Participant 1***

*"When it comes to gender, women generally engage more with ambassadors who offer relatable stories, tutorials, or lifestyle guidance, particularly in areas like beauty, fashion, and home living. Men typically lean toward ambassadors who demonstrate skill,*

*performance, or expertise—especially in tech, sports, financial content, or automotive topics." Participant 12*

Education levels' moderating influence achieved 66.7% recognition, with professionals noting its impact on credibility requirements and message sophistication.

*"Tertiary-educated audiences favor ambassadors who are credible, informative, and professional, especially for products or services related to finance, health, or technology. Those with lower educational attainment are more influenced by entertaining, relatable, and easy-to-understand content, often delivered in accessible language." Participant 3*

*"Higher education: More skeptical of pure celebrity endorsements; trust ambassadors with expertise or product knowledge. Lower education: More responsive to familiarity, attractiveness, and aspirational celebrity images." Participant 7*

#### **4.1.2.4 Research Question 4: Developing an Effective Brand Ambassador Evaluation Framework**

Professional insights regarding measurement challenges and framework requirements revealed both the complexity of current evaluation practices and clear priorities for systematic assessment approaches suitable for Ghana's market.

**Table 4.5: Emerging Themes for Brand Ambassador Evaluation Framework (RQ4)**

| <b>No.</b> | <b>Emerging Themes</b>                                  | <b>Frequency Across Interviews</b> | <b>Percentages (%)</b> |
|------------|---|------------------------------------|------------------------|
| 1          | Multi-metric approach essential (not single KPIs)       | 12                                 | 100.0                  |
| 2          | Attribution difficulty as primary measurement challenge | 11                                 | 91.7                   |
| 3          | Cultural fit assessment must be formalized              | 11                                 | 91.7                   |

|   |  |    |      |
|---|--|----|------|
| 4 | Qualitative impact harder to measure than quantitative   | 10 | 83.3 |
| 5 | Engagement quality more valuable than quantity metrics   | 10 | 83.3 |
| 6 | Framework must balance rigor with practical usability    | 10 | 83.3 |
| 7 | Long-term brand effects undervalued in current practices | 9  | 75.0 |
| 8 | Offline influence difficult to quantify but important    | 8  | 66.7 |

The necessity of multi-metric evaluation approaches achieved universal professional consensus (100%).

*"Reach & Awareness: Track impressions, unique reach, and media mentions to see how widely the ambassador's content is seen. Engagement: Measure likes, shares, comments, story interactions, and overall engagement rate to gauge audience interest. Conversions & Sales: Monitor promo code use, website traffic, leads, and sales generated through the ambassador. Brand Perception: Use social listening, sentiment analysis, and surveys to assess trust, favorability, and audience alignment. ROI & Efficiency: Evaluate cost per engagement, cost per acquisition, and overall return on investment to determine campaign effectiveness." **Participant 1***

*"Awareness: reach, impressions, follower growth, share of voice. Engagement: engagement rate, quality of interactions (comments, sentiment), user-generated content volume. Conversions & Sales: clicks on links, discount/referral code usage, conversion rate, revenue, ROAS, CAC. Brand Impact: brand sentiment, brand lift (awareness, trust, recall). Ambassador Performance: content quality, on-time deliverables, cost efficiency (CPM, CPE, CPC)." The comprehensiveness reflects professional rejection of simplistic vanity metrics, with Participant 12 warning against "just likes or follower counts." **Participant 7***

Attribution difficulties achieved 91.7% recognition as the primary measurement challenge.

*"Isolating the ambassador's impact from other marketing activities is difficult," **Participant 1***

*"Attribution Challenges: It can be difficult to determine exactly how much of a campaign's success is due to the brand ambassador versus other marketing efforts, such as advertisements, promotions, or organic word-of-mouth. Clear attribution is often unclear."*

**Participant 3**

*"Hard to isolate impact because other marketing activities overlap, making it unclear what results came directly from the ambassador." **Participant 4***

The attribution challenge extends to multiple dimensions.

*"Attribution difficulty—Hard to isolate ambassador impact from other marketing activities. Untrackable word-of-mouth—Private or offline conversations aren't measurable,"*

**Participant 7**

*"One of the biggest hurdles is figuring out what impact actually comes from the ambassadors versus everything else happening in your marketing. A lot of their influence also happens behind the scenes—through DMs, group chats, or real-life conversations—so it never shows up in analytics." **Participant 9***

Cultural fit assessment achieved 91.7% recognition as requiring formalization within evaluation frameworks.

*"Cultural Alignment: Evaluate how well the ambassador reflects Ghanaian social values, resonates with the intended audience, and fits regional or lifestyle nuances," **Participant 9***

*"Audience Alignment and Cultural Resonance—Evaluate how well the ambassador connects with the brand's target audience in Ghana, considering factors like age, gender, income,*

*lifestyle, and local cultural values. A strong fit ensures that messaging feels authentic and relatable to consumers." **Participant 3***

*"Brand fit: reputation, alignment with brand values, behavior," **Participant 7***

*"Track how well they engage their audience and whether their followers match your target market. Check that their values and personality align with your brand." **Participant 12***

The formalization requirement reflects recognition that cultural factors, while critical, currently remain subjectively assessed rather than systematically evaluated.

The difficulty of measuring qualitative impact achieved 83.3% recognition.

*"Measuring qualitative effects like brand perception and trust is challenging," **Participant 1***

*"Measuring Intangible Impact: While metrics like likes, shares, and comments are trackable, understanding how ambassadors influence deeper factors—like brand trust, reputation, or customer sentiment—is much harder to quantify." **Participant 3***

*"there's all the value ambassadors bring that's genuinely important but tough to measure: the authentic content, the community energy, the product feedback, the sense of belonging. These things matter—but they don't come with clean, simple KPIs." **Participant 11***

Engagement quality's superiority over quantity metrics achieved 83.3% recognition.

*"But visibility alone doesn't guarantee impact. The real story often shows up in how people interact with the content. Are they commenting thoughtfully, sharing it with friends, saving it, or asking questions? The tone of the conversation matters too—positive comments suggest the ambassador's message is landing well, while negative ones can signal a mismatch." **Participant 6***

*"Engagement: engagement rate, quality of interactions (comments, sentiment)," Participant 7*

*"Engagement indicators: Level of interaction (engagement rate), Tone of comments and conversations, Depth of engagement through shares, saves, and reposts." Participant 9*

Framework practicality achieved 83.3% recognition as essential design principle.

*"Ease of use—Simple, mobile-first, low data consumption," Participant 7*

*"Because this is for Ghana, it needs to work smoothly on mobile, use little data, and consider local culture and platforms like TikTok, Instagram, Facebook, and WhatsApp." Participant 9*

*"Finally, everything should come together in a clean, simple dashboard where each ambassador's progress, strengths, and contributions are easy to see. Brands should get clear reports that show what's working and what isn't." Participant 10*

Long-term effects' undervaluation achieved 75.0% recognition.

*"Long-term ROI is hard to track, as results often appear over months or years," Participant 1*

*"Long-Term ROI Tracking: Many ambassador campaigns aim to build brand loyalty or awareness, effects that often take months or even years to fully materialize, making short-term evaluation misleading or incomplete." Participant 3*

*"Long-term brand effects—Brand sentiment, trust, and loyalty develop slowly" Participant 7*

Strategic advice for program improvement revealed consistent themes.

*"Choose ambassadors who are authentic, trustworthy, and culturally aligned with Ghanaian values. Tailor ambassadors and campaigns to specific demographic segments for better*

*resonance. Use social media strategically, focusing on engaging formats like short videos and live sessions. Track clear metrics, combining reach, engagement, sales impact, and audience sentiment. Build long-term ambassador relationships to foster deeper trust and sustained influence." Participant 1*

*"Build strong relationships, treating ambassadors as valued partners, not just contractors. Encourage authentic storytelling instead of hard-sell promotional content. Continuously improve using data and feedback from each campaign. Involve ambassadors beyond social media, such as events, activations, and community projects." Participant 4*

*"To improve brand ambassador programs in Ghana, companies should first focus on authenticity. Ghanaians respond strongly to ambassadors who genuinely use and believe in the product, rather than those who only promote it for pay. Second, choose ambassadors who connect with the target audience's culture, values, and lifestyle—someone relatable and trustworthy. Third, provide clear guidance and support, but allow creativity; campaigns that feel natural rather than scripted tend to resonate more. Finally, track performance with meaningful metrics like engagement, brand awareness, and sales impact, and use these insights to continuously refine the program." Participant 12*

## **4.2 Quantitative Analysis Results**

### **4.2.1 Demographic Profile of Consumer Participants**

The quantitative phase involved 209 consumers aged 18-56 residing in Accra who had encountered brand ambassador campaigns within the past six months. Table 4.6 presents the comprehensive demographic characteristics of consumer participants, providing insights into the sample composition across gender, age, education, employment status, geographic location within Accra, social media platform preferences, and product category exposure.

**Table 4.6: Demographic Characteristics of Consumer Participants (N=209)**

| <b>Characteristic</b>                             | <b>Category</b>            | <b>Frequency</b> | <b>Percentage (%)</b> |
|---|----------------------------|------------------|-----------------------|
| <b>Gender</b>                                     | Female                     | 113              | 54.1                  |
|   | Male                       | 83               | 39.7                  |
|   | Prefer not to say          | 13               | 6.2                   |
| <b>Age Range</b>                                  | 18-25 (Target demographic) | 108              | 51.7                  |
|   | 26-40                      | 79               | 37.8                  |
|   | 41-56                      | 22               | 10.5                  |
| <b>Highest Education Level</b>                    | Bachelor's Degree          | 79               | 37.8                  |
|   | Diploma/HND                | 59               | 28.2                  |
|   | Postgraduate Degree        | 32               | 15.3                  |
|   | Senior High School         | 39               | 18.7                  |
| <b>Employment Status</b>                          | Student                    | 101              | 48.3                  |
|   | Employed Full-time         | 60               | 28.7                  |
|   | Self-employed              | 19               | 9.1                   |
|   | Employed Part-time         | 17               | 8.1                   |
|   | Unemployed                 | 12               | 5.7                   |
| <b>Accra Residential Area</b>                     | East Legon/Airport area    | 52               | 24.9                  |
|   | Tema                       | 52               | 24.9                  |
|   | Madina/Adenta              | 37               | 17.7                  |
|   | Accra Central              | 32               | 15.3                  |
|   | Dansoman/Mamprobi          | 22               | 10.5                  |
|   | Other areas                | 14               | 6.7                   |
| <b>Most Frequently Used Social Media Platform</b> | TikTok                     | 87               | 41.6                  |
|   | Instagram                  | 52               | 24.9                  |
|   | Facebook                   | 22               | 10.5                  |
|   | Snapchat                   | 19               | 9.1                   |
|   |                            |                  |                       |

|                                  |                        |    |      |
|----------------------------------|------------------------|----|------|
|                                  | Twitter (X)            | 16 | 7.7  |
|                                  | YouTube                | 13 | 6.2  |
| <b>Product Category Exposure</b> | Fashion/Beauty         | 81 | 38.8 |
|                                  | Food/Beverages         | 75 | 35.9 |
|                                  | Technology/Electronics | 36 | 17.2 |
|                                  | Financial Services     | 17 | 8.1  |

The demographic profile reveals a relatively balanced gender distribution with females constituting 54.1% of participants and males representing 39.7%, whilst 6.2% preferred not to disclose gender. The age distribution shows that 51.7% of participants fall within the primary target demographic of 18-25 years, with substantial representation from older cohorts including 26-40 years (37.8%) and 41-56 years (10.5%), providing valuable comparative insights across generational segments. Educational attainment skews toward tertiary qualifications, with 37.8% holding bachelor's degrees and 15.3% possessing postgraduate degrees, whilst 28.2% have diplomas/HND and 18.7% completed senior high school, reflecting Accra's urban educated population profile. Employment status indicates that students comprise the largest segment (48.3%), followed by full-time employees (28.7%), self-employed individuals (9.1%), part-time workers (8.1%), and unemployed respondents (5.7%), demonstrating the sample's concentration among economically active young adults pursuing education or establishing careers. Geographic distribution across Accra shows concentration in affluent and middle-class areas, with East Legon/Airport area and Tema each representing 24.9% of participants, followed by Madina/Adenta (17.7%), Accra Central (15.3%), and Dansoman/Mamprobi (10.5%), ensuring representation across diverse socioeconomic neighbourhoods within the capital. Social media platform preferences reveal TikTok's dominance with 41.6% of participants using it most frequently, followed by Instagram (24.9%), Facebook (10.5%), Snapchat (9.1%), Twitter/X (7.7%), and YouTube (6.2%), confirming the shift toward short-form video platforms among Ghanaian youth and validating qualitative findings regarding platform preferences. Product category exposure demonstrates concentration in Fashion/Beauty (38.8%) and Food/Beverages (35.9%), with Technology/Electronics (17.2%) and Financial Services (8.1%) representing smaller

but significant segments, providing adequate variation for examining category-specific ambassador effectiveness patterns.

#### 4.2.2 Hypothesis Testing Results

The quantitative analysis employed one-sample t-tests to evaluate the four research hypotheses, examining whether consumer perceptions of brand ambassador values, engagement types, demographic relationships, and evaluation framework components significantly differ from neutral expectations. All hypotheses were tested against a test value of 3.0 (representing neutral agreement on the 5-point Likert scale), with results interpreted at  $\alpha = 0.05$  significance level.

##### 4.2.2.1 Hypothesis 1: Brand Ambassador Values Influencing PR Campaign Effectiveness

**H1:** Specific values of brand ambassadors positively influence the effectiveness of PR campaigns in Ghana.

**Table 4.7: One-Sample T-Test Results for Brand Ambassador Values (N=209)**

| <b>Brand Ambassador Value</b>                     | <b>Mean</b> | <b>Std. Deviation</b> | <b>t-value</b> | <b>Sig. (2-tailed)</b> |
|---|-------------|-----------------------|----------------|------------------------|
| Authentic ambassadors who genuinely love products | 3.89        | 0.950                 | 59.275         | .000                   |
| Trustworthy and honest ambassadors                | 3.86        | 0.865                 | 64.440         | .000                   |
| Ambassador expertise in product category          | 3.81        | 0.945                 | 58.342         | .000                   |
| Physically attractive ambassadors                 | 3.90        | 0.809                 | 69.782         | .000                   |
| Large social media following                      | 3.75        | 0.988                 | 54.886         | .000                   |
| High engagement rates over follower count         | 3.74        | 0.888                 | 60.909         | .000                   |
| Natural and unforced promotion                    | 3.72        | 0.727                 | 74.034         | .000                   |

*Note: Test value = 3.0, df = 208, all p < .001*

Hypothesis 1 is strongly supported, with all seven brand ambassador values demonstrating statistically significant positive influence on PR campaign effectiveness (all p < .001). Physical

attractiveness achieved the highest mean score ( $M = 3.89$ ,  $SD = 0.950$ ,  $t = 59.275$ ), closely followed by authenticity and genuine product affinity ( $M = 3.89$ ,  $SD = 0.950$ ,  $t = 59.275$ ) and trustworthiness ( $M = 3.86$ ,  $SD = 0.865$ ,  $t = 64.440$ ), indicating consumers perceive these attributes as most critical for campaign success. Product category expertise also received strong endorsement ( $M = 3.81$ ,  $SD = 0.945$ ,  $t = 58.342$ ), validating the importance of credible knowledge alongside character attributes. Interestingly, whilst social media metrics received positive ratings, large follower counts ( $M = 3.75$ ,  $SD = 0.988$ ,  $t = 54.886$ ) and high engagement rates ( $M = 3.74$ ,  $SD = 0.888$ ,  $t = 60.909$ ) scored slightly lower than character-based attributes, suggesting consumers prioritize ambassador authenticity and trustworthiness over purely quantitative reach indicators. Natural, unforced promotional approaches ( $M = 3.72$ ,  $SD = 0.727$ ,  $t = 74.034$ ) received consistent positive assessment, reflecting consumer preference for authentic integration over overt commercial messaging. The consistently high t-values across all items, ranging from 54.886 to 74.034, indicate strong consensus among participants regarding the positive influence of these values on campaign effectiveness, with relatively low standard deviations (0.727 to 0.988) suggesting homogeneous perceptions across demographic segments.

#### 4.2.2.2 Hypothesis 2: Impact of Brand Ambassador Engagement Types on PR Campaign Metrics

**H2:** Different types of brand ambassador engagements have a statistically significant differential impact on key PR campaign metrics in Ghana.

**Table 4.8: One-Sample T-Test Results for Ambassador Engagement Types (N=209)**

| Engagement Type                                    | Mean | Std. Deviation | t-value | Sig. (2-tailed) |
|--|------|----------------|---------|-----------------|
| Video content drives higher engagement than photos | 3.77 | 0.944          | 57.643  | .000            |
| One-time posts significantly boost brand awareness | 3.77 | 0.764          | 71.224  | .000            |

|  |      |       |        |      |
|--|------|-------|--------|------|
| Long-term partnerships create stronger impact    | 3.73 | 0.948 | 56.903 | .000 |
| Social media takeovers increase engagement rates | 3.73 | 0.842 | 63.998 | .000 |
| Event appearances generate high media coverage   | 3.67 | 0.914 | 58.103 | .000 |
| Celebrity ambassadors outperform influencers     | 3.52 | 0.894 | 56.878 | .000 |

*Note: Test value = 3.0, df = 208, all p < .001*

Hypothesis 2 is supported, with all six engagement types demonstrating statistically significant positive impact on PR campaign metrics (all  $p < .001$ ), though notable variations in mean scores reveal differential effectiveness. Video content achieved the highest rating ( $M = 3.77$ ,  $SD = 0.944$ ,  $t = 57.643$ ), tied with one-time ambassador posts ( $M = 3.77$ ,  $SD = 0.764$ ,  $t = 71.224$ ), indicating consumer recognition of video's superior engagement capacity whilst acknowledging that even single posts can generate significant awareness spikes. Long-term partnerships ( $M = 3.73$ ,  $SD = 0.948$ ,  $t = 56.903$ ) and social media takeovers ( $M = 3.73$ ,  $SD = 0.842$ ,  $t = 63.998$ ) received equivalent positive assessment, suggesting consumers value both sustained ambassador relationships and interactive takeover formats for driving engagement. Event appearances scored moderately positive ( $M = 3.67$ ,  $SD = 0.914$ ,  $t = 58.103$ ), reflecting recognition of their media coverage value whilst potentially indicating lower personal relevance for digitally-focused respondents. The comparatively lower rating for celebrity ambassadors versus influencers ( $M = 3.52$ ,  $SD = 0.894$ ,  $t = 56.878$ ), whilst still statistically significant, suggests consumers perceive more nuanced effectiveness differences between ambassador types, potentially favouring relatable influencers over distant celebrities, aligning with qualitative findings regarding authenticity preferences. The consistently high t-values exceeding 56.0 across all engagement types demonstrate strong statistical significance, whilst standard deviations ranging from 0.764 to 0.948 indicate reasonable consensus with some variation in individual perceptions of engagement effectiveness.

### 4.2.2.3 Hypothesis 3: Relationship Between Brand Ambassador Characteristics, Audience Demographics, and Campaign Performance

**H3:** Brand ambassador initiatives are significantly associated with campaign performance.

**Table 4.9: One-Sample T-Test Results for Demographic-Ambassador Relationships (N=209)**

| Demographic-Ambassador Relationship                              | Mean | Std. Deviation | t-value | Sig. (2-tailed) |
|--|------|----------------|---------|-----------------|
| Younger audiences respond better to social media influencers     | 3.82 | 0.943          | 58.515  | .000            |
| High-credibility ambassadors overcome demographic differences    | 3.78 | 0.882          | 61.943  | .000            |
| Female audiences engage more with lifestyle/beauty ambassadors   | 3.76 | 0.688          | 78.884  | .000            |
| University-educated audiences value expertise over entertainment | 3.74 | 0.904          | 59.825  | .000            |
| Local Ghanaian ambassadors generate better results               | 3.71 | 0.863          | 62.226  | .000            |

*Note: Test value = 3.0, df = 208, all p < .001*

Hypothesis 3 is strongly supported, with all five demographic-ambassador relationship statements demonstrating statistically significant positive associations with campaign performance (all  $p < .001$ ). The finding that younger audiences respond better to social media influencers achieved the highest mean score ( $M = 3.82$ ,  $SD = 0.943$ ,  $t = 58.515$ ), confirming the generational divide in ambassador preferences identified in qualitative analysis. High-credibility ambassadors' ability to overcome demographic differences received strong endorsement ( $M = 3.78$ ,  $SD = 0.882$ ,  $t = 61.943$ ), suggesting that whilst demographic targeting matters, exceptional credibility can transcend segmentation boundaries. Gender-category matching, specifically female audiences engaging more with lifestyle and beauty ambassadors, achieved remarkable consensus ( $M = 3.76$ ,  $SD = 0.688$ ,  $t = 78.884$ ), with the lowest standard deviation and highest t-value indicating

particularly strong agreement across participants. Education's influence on valuing expertise over entertainment (M = 3.74, SD = 0.904, t = 59.825) received solid confirmation, validating qualitative insights regarding educated consumers' preference for substantive credibility. Local Ghanaian ambassadors' superior performance (M = 3.71, SD = 0.863, t = 62.226), whilst scoring slightly lower than other factors, still demonstrates significant positive association, reinforcing cultural connection themes from professional interviews. The consistently high t-values ranging from 58.515 to 78.884 indicate robust statistical significance across all demographic relationship dimensions, with standard deviations between 0.688 and 0.943 suggesting strong consensus particularly regarding gender-category matching dynamics.

#### 4.2.2.4 Research Objective 4: Brand Ambassador Evaluation Framework Components

**Table 4.10: One-Sample T-Test Results for Framework Development Components (N=209)**

| <b>Framework Component</b>                                      | <b>Mean</b> | <b>Std. Deviation</b> | <b>t-value</b> | <b>Sig. (2-tailed)</b> |
|---|-------------|-----------------------|----------------|------------------------|
| Measure effectiveness through sales conversions over engagement | 3.83        | 0.704                 | 78.683         | .000                   |
| Traditional Ghanaian values weighted heavily in selection       | 3.81        | 0.843                 | 65.417         | .000                   |
| Declining engagement rates as warning sign                      | 3.77        | 0.852                 | 63.978         | .000                   |
| Brand awareness increase more important than engagement rate    | 3.75        | 0.854                 | 63.450         | .000                   |
| Monthly evaluation rather than quarterly                        | 3.73        | 0.885                 | 60.949         | .000                   |
| Prioritize cultural connection over international fame          | 3.69        | 0.992                 | 53.748         | .000                   |

*Note: Test value = 3.0, df = 208, all p < .001*

Analysis of evaluation framework components reveals statistically significant consumer preferences for specific assessment approaches (all p < .001). Sales conversion measurement achieved the highest rating (M = 3.83, SD = 0.704, t = 78.683), with the lowest standard deviation

indicating remarkable consensus that effectiveness should be judged primarily through tangible business outcomes rather than engagement vanity metrics. Heavy weighting of traditional Ghanaian values in selection criteria received strong support ( $M = 3.81$ ,  $SD = 0.843$ ,  $t = 65.417$ ), reinforcing qualitative themes regarding cultural fit assessment. Declining engagement rates as an early warning indicator ( $M = 3.77$ ,  $SD = 0.852$ ,  $t = 63.978$ ) and prioritizing brand awareness increases over engagement rates ( $M = 3.75$ ,  $SD = 0.854$ ,  $t = 63.450$ ) both achieved solid endorsement, suggesting consumers recognize multiple metrics' importance whilst favouring outcome-oriented measures. Monthly rather than quarterly evaluation frequency ( $M = 3.73$ ,  $SD = 0.885$ ,  $t = 60.949$ ) received positive support, indicating preference for responsive monitoring enabling timely adjustments. Prioritizing cultural connection over international fame ( $M = 3.69$ ,  $SD = 0.992$ ,  $t = 53.748$ ), whilst statistically significant, scored comparatively lower with higher standard deviation, suggesting some consumer segments still value international celebrity status, potentially reflecting aspirational dynamics among certain demographic groups. The consistently high t-values exceeding 53.0 demonstrate strong statistical significance across all framework components, validating consumer preferences for culturally grounded, outcomes-focused evaluation approaches.

### 4.2.3 Regression Analysis

To examine the predictive relationship between brand ambassador engagement types and PR campaign outcomes, simple linear regression analyses were conducted with campaign metrics and campaign effectiveness as predictor variables.

#### 4.2.3.1 Relationship Between Brand Ambassador Engagement Types and PR Campaign Metrics

**Table 4.11: Model Summary - Engagement Types and Campaign Metrics**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .370 | .137     | .133              | .883                       |

*Predictors: (Constant), PR Campaign Metrics*

**Table 4.12: ANOVA - Engagement Types and Campaign Metrics**

| Model      | Sum of Squares | df  | Mean Square | F      | Sig. |
|------------|----------------|-----|-------------|--------|------|
| Regression | 25.587         | 1   | 25.587      | 32.815 | .000 |
| Residual   | 161.408        | 207 | .780        |        |      |
| Total      | 186.995        | 208 |             |        |      |

*Dependent Variable: Brand Ambassador Engagement Types; Predictors: (Constant), PR Campaign Metrics*

**Table 4.13: Coefficients - Engagement Types and Campaign Metrics**

| Model               | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | 95.0% Confidence Interval for B |             |
|---------------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|
|                     | B                           | Std. Error | Beta                      |       |      | Lower Bound                     | Upper Bound |
| (Constant)          | 2.312                       | .255       |                           | 9.060 | .000 | 1.809                           | 2.816       |
| PR Campaign Metrics | .372                        | .065       | .370                      | 5.728 | .000 | .244                            | .500        |

*Dependent Variable: Ambassador Engagement Types*

The regression analysis reveals that PR campaign metrics significantly predict brand ambassador engagement types,  $F(1, 207) = 32.815$ ,  $p < .001$ , with  $R^2 = .137$  indicating that approximately 13.7% of variance in engagement type selection is explained by campaign metric considerations. The positive unstandardized coefficient ( $B = .372$ ,  $p < .001$ ) demonstrates that for every one-unit increase in campaign metric emphasis, engagement type preference increases by 0.372 units, with the standardized coefficient ( $\beta = .370$ ) indicating a moderate positive relationship. The 95% confidence interval [.244, .500] excludes zero, confirming the reliability of this positive

relationship. Whilst the  $R^2$  value suggests that campaign metrics explain a modest portion of engagement type variance, the highly significant F-statistic and t-value ( $t = 5.728$ ,  $p < .001$ ) demonstrate that this relationship is statistically robust rather than occurring by chance.

#### 4.2.3.2 Relationship Between Brand Ambassador Engagement Types and PR Campaign Effectiveness

**Table 4.14: Model Summary - Engagement Types and Campaign Effectiveness**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .342 | .117     | .113              | .893                       |

*Predictors: (Constant), PR campaign effectiveness*

**Table 4.15: ANOVA - Engagement Types and Campaign Effectiveness**

| Model      | Sum of Squares | df  | Mean Square | F      | Sig. |
|------------|----------------|-----|-------------|--------|------|
| Regression | 21.896         | 1   | 21.896      | 27.453 | .000 |
| Residual   | 165.099        | 207 | .798        |        |      |
| Total      | 186.995        | 208 |             |        |      |

*Dependent Variable: Brand Ambassador Engagement Types; Predictors: (Constant), PR campaign effectiveness*

**Table 4.16: Coefficients - Engagement Types and Campaign Effectiveness**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B |             |
|-------|-----------------------------|------------|---------------------------|---|------|---------------------------------|-------------|
|       | B                           | Std. Error | Beta                      |   |      | Lower Bound                     | Upper Bound |
|       |                             |            |                           |   |      |                                 |             |

|                                 |       |      |      |       |      |       |       |
|---------------------------------|-------|------|------|-------|------|-------|-------|
| (Constant)                      | 2.402 | .261 |      | 9.192 | .000 | 1.887 | 2.917 |
| PR<br>campaign<br>effectiveness | .342  | .065 | .342 | 5.240 | .000 | .213  | .470  |

*Dependent Variable: Long-term brand partnerships create stronger impact than short campaigns*

The second regression model examining campaign effectiveness as a predictor of long-term partnership preference demonstrates significant predictive power,  $F(1, 207) = 27.453$ ,  $p < .001$ , with  $R^2 = .117$  indicating that 11.7% of variance in long-term partnership preference is explained by campaign effectiveness perceptions. The positive unstandardized coefficient ( $B = .342$ ,  $p < .001$ ) and equivalent standardized coefficient ( $\beta = .342$ ) indicate a moderate positive relationship, suggesting that consumers who perceive campaigns as effective show stronger preference for long-term ambassador partnerships. The 95% confidence interval [.213, .470] excludes zero, confirming relationship reliability. The slightly lower  $R^2$  compared to the first model suggests that campaign effectiveness explains marginally less variance, though the highly significant F-statistic and t-value ( $t = 5.240$ ,  $p < .001$ ) demonstrate statistical robustness. These regression findings quantitatively validate qualitative themes regarding the interconnection between engagement type selection, campaign metric focus, and perceived effectiveness outcomes, suggesting that strategic alignment between these dimensions enhances ambassador program performance.

## CHAPTER FIVE

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter synthesizes findings from the mixed-methods investigation into brand ambassador effectiveness in Ghana's PR campaigns, presenting conclusions that address the four research objectives and three hypotheses, practical recommendations for stakeholders, research limitations, and directions for future inquiry. The discussion integrates qualitative insights from 12 PR professionals with quantitative evidence from 209 consumers, examining how findings extend Source Credibility Theory and Parasocial Interaction Theory whilst revealing distinctive cultural dimensions shaping effectiveness in Ghana's context. Conclusions confirm that culturally grounded authenticity, strategic engagement approaches, demographic-specific targeting, and multi-metric evaluation constitute essential determinants of campaign success, with all hypotheses receiving strong empirical support. Recommendations provide actionable guidance for PR professionals, organizations, and policymakers to enhance program effectiveness, whilst acknowledged limitations and future research suggestions establish foundations for advancing understanding of brand ambassador dynamics in African marketing contexts.

#### 5.1 Discussion of Findings

The findings reveal that brand ambassador effectiveness in Ghana's PR campaigns is fundamentally shaped by culturally grounded values that extend beyond Western marketing frameworks, with authenticity, trustworthiness, and cultural connection emerging as paramount factors. Both qualitative interviews with PR professionals and quantitative surveys of consumers as shown in Table 4.7 demonstrated that authentic ambassadors who genuinely believe in products significantly enhance campaign effectiveness. This convergence between professional expertise and consumer preferences validates Source Credibility Theory's applicability to the Ghanaian context whilst revealing important cultural adaptations, particularly the emphasis on moral character or "suban" identified by professionals as shown in Table 4.2 as critical for building consumer trust. The distinctively Ghanaian concept that someone's suban, their behavior, humility,

and integrity, matters just as much as their talent reflects collectivist cultural values where ambassadors serve not merely as promotional vehicles but as moral exemplars whose character authenticity determines message credibility. Interestingly, whilst physical attractiveness achieved high consumer ratings as demonstrated in Table 4.7, professionals consistently emphasized that superficial attributes must be accompanied by genuine cultural connection and value alignment, suggesting that attractiveness operates as an initial attention mechanism that requires substantiation through deeper authenticity to drive sustained influence. The findings in Tables 4.7 and 4.2 showing that social media metrics scored lower than character-based attributes challenges digital marketing's conventional emphasis on quantitative reach indicators, revealing that Ghanaian consumers prioritize who the ambassador is over how many people follow them, a perspective reinforced by professionals' observation as captured in Table 4.3 that micro-influencers often outperform celebrities due to perceived accessibility despite lower reach.

The analysis of engagement types as presented in Table 4.8 and Table 4.3 demonstrates that long-term partnerships create substantially deeper impact than transactional one-off promotions, with professionals endorsing sustained relationships as most effective whilst consumers rated long-term partnerships positively, though notably assigning equal value to one-time posts for brand awareness generation. This apparent contradiction resolves when examining professional explanations captured in Table 4.3 that long-term partnerships build trust, authenticity, and consistent brand association, creating cumulative credibility effects, whilst single posts deliver quick attention and immediate reach serving tactical awareness objectives without fostering lasting brand relationships. The regression analysis as shown in Tables 4.14, 4.15, and 4.16 substantiates this strategic distinction, revealing that campaign effectiveness significantly predicts preference for long-term partnerships, suggesting consumers who understand campaign objectives recognize sustained ambassador relationships as superior for building enduring brand equity. Platform selection emerged as universally critical according to Table 4.3, with TikTok dominating consumer usage followed by Instagram as demonstrated in Table 4.6, validating professional observations that Instagram and TikTok dominate youth engagement whilst Facebook maintains importance for broader demographic reach. Uniquely, WhatsApp's role as conversion channel as identified in Table 4.3 reveals platform ecosystems in Ghana where social media generates awareness whilst messaging apps facilitate transactions. Video content's superiority received strong validation as

shown in Table 4.8, with professionals noting in Table 4.3 that short vertical videos are star performers because they feel real, they're easy to share, and they show products in action, confirming the shift toward authentic, mobile-optimized content that demonstrates rather than describes product benefits.

Demographic factors as analyzed in Tables 4.9 and 4.4 emerged as powerful moderators of ambassador effectiveness, with age achieving recognition as the most fundamental segmentation variable, a finding quantitatively validated by consumers' strong agreement as shown in Table 4.9 that younger audiences respond better to social media influencers than older cohorts. The generational divide extends beyond platform preferences to fundamental trust mechanisms, with professionals explaining in Table 4.4 that younger audiences connect most with ambassadors who feel real and relatable, creators who look like their everyday peers rather than big celebrities, meanwhile older adults respond better to familiar public figures where credibility and experience matter more than trends. This pattern reflects Parasocial Interaction Theory's proposition that relationship formation mechanisms vary across demographic segments, with younger consumers developing parasocial bonds through perceived accessibility and similarity whilst older audiences rely on established reputation and formal credibility markers. Local Ghanaian ambassadors' superiority over international celebrities as demonstrated in Tables 4.9 and 4.4 shows that successful ambassadors demonstrate cultural authenticity by understanding local contexts, speaking local languages, and embodying Ghanaian values while maintaining modern appeal. The income-aspiration dynamic revealed nuanced patterns as captured in Table 4.4, with professionals noting that lower-income consumers value relatable, community-connected ambassadors while higher-income groups prefer experts and premium lifestyle figures, suggesting that ambassador selection must balance aspirational appeal with relatable accessibility depending on target segment socioeconomic profiles. Gender matching achieved particularly strong statistical consensus as shown in Table 4.9, indicating remarkable agreement that female audiences engage more with lifestyle and beauty ambassadors, validating category-specific targeting strategies. Education's moderating influence as presented in Table 4.9 supports professional observations captured in Table 4.4 that tertiary-educated audiences favor credible, informative ambassadors especially for finance, health, or technology products, while less-educated audiences prefer entertaining,

relatable content, highlighting the need for message sophistication calibration based on audience educational profiles.

Measurement and evaluation challenges as analyzed in Tables 4.10 and 4.5 revealed significant gaps between current practices and desired frameworks, with attribution difficulty as shown in Table 4.5 being recognized as the primary obstacle professionals face in demonstrating ambassador value. The observation that it's difficult to determine exactly how much campaign success is due to the brand ambassador versus other marketing efforts, advertisements, promotions, or organic word-of-mouth reflects the complex multi-channel environments where ambassadors operate alongside integrated marketing activities, making isolated impact assessment methodologically challenging. Consumers' strong preference for sales conversion measurement as demonstrated in Table 4.10 challenges industry reliance on engagement vanity metrics, with professionals cautioning in Table 4.5 against focusing on vanity metrics instead of meaningful KPIs. However, professionals as shown in Table 4.5 advocated multi-metric approaches combining reach and awareness, engagement quality, conversions and sales, brand perception, and ROI efficiency rather than singular outcome measures, recognizing that comprehensive ambassador value encompasses both immediate behavioral outcomes and longer-term brand equity contributions. The finding in Table 4.5 that professionals believe engagement quality matters more than quantity metrics aligns with consumer preferences shown in Table 4.10 whilst highlighting operational challenges in operationalizing quality assessment beyond simple interaction counts. Cultural fit assessment's recognition as requiring formalization as captured in Table 4.5 represents a critical framework development priority, with professionals emphasizing that ambassadors must reflect Ghanaian values, language, humor, and social norms yet acknowledging current evaluation approaches subjectively assess cultural alignment rather than systematically measuring it through validated instruments. The strong consumer support for heavy weighting of traditional Ghanaian values in selection criteria as shown in Table 4.10 and prioritizing cultural connection over international fame validates the necessity of culturally grounded evaluation frameworks that formalize assessment of attributes currently evaluated through intuition rather than systematic measurement, addressing the gap where PR professionals acknowledge relying primarily on intuition rather than data-driven methodologies when selecting ambassadors for campaigns.

## **5.2 Recommendations**

Based on the research findings, the following recommendations are proposed for PR professionals, brand managers, organizations, policymakers, and future researchers to enhance brand ambassador program effectiveness in Ghana and similar African markets.

### **5.2.1 Recommendations for PR Professionals and Brand Managers**

PR professionals should establish systematic cultural fit assessment protocols evaluating ambassadors' alignment with Ghanaian values including humility, community orientation, moral character (suban), and linguistic authenticity beyond superficial demographic matching. Selection criteria should weight cultural connection and value congruence equally with reach metrics, incorporating community perception research, linguistic capability assessment (particularly local language proficiency), and behavioral reputation evaluation through social listening and stakeholder interviews. Given that 91.7% of professionals identified cultural fit as critical yet currently rely on subjective assessment, organizations should develop standardized cultural alignment scorecards incorporating dimensions such as community engagement history, public moral reputation, local language usage frequency, traditional value demonstration, and controversy risk assessment. This systematic approach would replace intuition-based selection with evidence-driven decision-making whilst ensuring ambassadors genuinely reflect target audience cultural contexts.

Organizations should develop sophisticated segmentation frameworks matching ambassador characteristics to target audience demographic and psychographic profiles, recognizing that age ( $M = 3.82, p < .001$ ), gender-category alignment ( $M = 3.76, p < .001$ ), income-aspiration dynamics (83.3% professional recognition), and education-credibility requirements ( $M = 3.74, p < .001$ ) systematically moderate effectiveness. Youth-targeted campaigns should deploy relatable micro-influencers and social media creators emphasizing accessibility and cultural connection over celebrity status, whilst older demographic campaigns should feature established credible figures with proven expertise and formal credentials. Gender-specific products particularly in fashion, beauty, and lifestyle categories should prioritize gender-matched ambassadors, whilst functional product categories like technology and finance should emphasize expertise credentials over

demographic similarity. Income segmentation should guide aspirational versus relatable positioning, with premium brands selecting sophisticated lifestyle ambassadors whilst mass-market brands prioritize accessible community figures demonstrating practical value. This strategic matching optimizes resonance whilst recognizing that exceptional credibility ( $M = 3.78$ ,  $p < .001$ ) can partially overcome demographic misalignment when necessary.

### **5.2.2 Recommendations for Organizations**

Organizations should implement comprehensive evaluation frameworks systematically measuring ambassador performance across multiple dimensions rather than relying on singular metrics, responding to universal professional advocacy (100%) for multi-metric approaches. Recommended framework structure includes: (1) Awareness metrics—reach, impressions, media mentions, share of voice; (2) Engagement metrics—engagement rate, comment sentiment, saves/shares, content quality assessment; (3) Conversion metrics—promo code usage, UTM-tracked clicks, leads generated, attributed sales, customer acquisition cost; (4) Brand impact metrics—sentiment analysis, brand lift studies, recall and preference shifts, net promoter score changes; (5) Ambassador performance metrics—content delivery timeliness, brand guideline adherence, professionalism, relationship quality. Given consumer preference for sales conversion measurement ( $M = 3.83$ ,  $p < .001$ ) whilst professionals emphasize that "engagement quality matters more than quantity," frameworks should hierarchically weight outcome metrics whilst incorporating process and relationship indicators providing early performance signals enabling proactive optimization.

### **5.2.3 Recommendations for Policymakers and Industry Bodies**

Ghana's National Media Commission, Ghana Advertisers Association, and Public Relations and Communications Association (PRCA Ghana) should collaboratively develop industry-wide brand ambassador evaluation standards establishing baseline measurement expectations, ethical guidelines, and transparency requirements. Recommended standards should address: (1) Mandatory disclosure requirements ensuring consumers recognize paid partnerships; (2) Minimum performance reporting standards including reach, engagement, conversion, and brand impact metrics; (3) Cultural sensitivity guidelines preventing exploitation of traditional values or

offensive cultural representation; (4) Ethical selection criteria prohibiting ambassadors with documented moral controversies or legal violations; (5) Data protection protocols ensuring consumer privacy in tracking and attribution systems. Industry standards would professionalize ambassador marketing, protect consumers from deceptive practices, enable benchmarking across organizations, and establish Ghana as a regional leader in responsible influencer marketing regulation, addressing current fragmentation where 67% of PR professionals report difficulty demonstrating ambassador value due to inconsistent measurement approaches.

### **5.3 Conclusions**

This study successfully achieved its general objective of developing and validating a comprehensive framework for evaluating brand ambassador effectiveness in Ghana's PR campaigns across diverse industry contexts and audience segments. All four specific research objectives were systematically addressed through mixed-methods investigation combining professional expertise with consumer perspectives. The first objective revealed that Ghanaian consumers prioritize culturally grounded authenticity, trustworthiness, and moral integrity over purely quantitative metrics like follower counts, with all tested ambassador values demonstrating statistically significant positive influence on campaign effectiveness. Authenticity and genuine product affinity, trustworthiness, and product category expertise emerged as paramount values, validating Source Credibility Theory's relevance whilst revealing important cultural adaptations, particularly the emphasis on moral character identified by professionals as critical for building consumer trust. Social media metrics whilst statistically significant scored lower than character-based attributes, challenging Western marketing frameworks emphasizing quantitative reach indicators and confirming that effectiveness in Ghana fundamentally depends on who the ambassador is rather than how many people follow them. The second objective demonstrated that strategic engagement type selection significantly influences campaign outcomes, with all tested engagement types showing statistically significant differential impacts on PR campaign metrics. Long-term partnerships achieved universal professional endorsement and strong consumer validation as creating the deepest impact through cumulative trust-building, whilst one-off posts received equal consumer rating for tactical awareness generation, revealing complementary rather than competing strategic roles. Video content emerged as the superior format, with platform

ecosystem analysis revealing sophisticated consumer journeys where TikTok and Instagram generate awareness, WhatsApp facilitates conversions, and Facebook maintains broad reach.

The third objective revealed that demographic factors function as powerful moderators of ambassador effectiveness, with all tested demographic-ambassador relationships demonstrating statistically significant positive associations with campaign performance. Age emerged as the most fundamental segmentation variable determining platform preferences, content format responsiveness, and trust formation mechanisms across generational cohorts. Gender-category matching achieved the strongest statistical consensus, indicating remarkable agreement that female audiences engage more with lifestyle and beauty ambassadors, whilst local Ghanaian ambassadors' superiority over international celebrities confirmed cultural connection's paramount importance. Education levels systematically moderate credibility requirements and content sophistication preferences, with high-credibility ambassadors demonstrating ability to overcome demographic differences whilst demographic matching generally optimizes resonance. The fourth objective identified critical measurement gaps and validated consumer preferences for framework components, establishing the foundation for comprehensive evaluation systems balancing methodological rigor with practical implementation feasibility. Consumers strongly prefer sales conversion measurement over engagement vanity metrics, whilst professionals universally advocated multi-metric approaches combining awareness, engagement, conversion, brand perception, and ROI assessment. Heavy weighting of traditional Ghanaian values in selection criteria received strong consumer endorsement, whilst prioritizing cultural connection over international fame achieved significant though comparatively lower support with higher variance. Attribution difficulty emerged as the primary measurement challenge, with cultural fit assessment recognized as critical yet currently subjectively evaluated, representing a key formalization priority requiring validated instruments. These accomplishments provide essential framework components including multi-metric hierarchies emphasizing conversion outcomes, formalized cultural fit assessment, monthly review cycles, engagement quality evaluation, and practical implementation tools whilst highlighting systematic weaknesses in current practices that proposed frameworks must address to enhance decision-making quality and demonstrate ambassador program return on investment to organizational stakeholders.

## **5.4 Research Limitations**

This study, whilst providing valuable insights into brand ambassador effectiveness in Ghana's PR campaigns, encountered several limitations that should be considered when interpreting findings and applying recommendations:

- Geographic scope limited to Accra, excluding rural areas and other Ghanaian regions with different digital infrastructure and cultural dynamics.
- Professional sample size of 12 participants, whilst achieving saturation, represents a relatively small subset of Ghana's PR industry.
- Consumer sample of 209 limits in-depth subgroup analysis for smaller demographic segments such as postgraduate-educated respondents (n=32).
- Cross-sectional design examining perceptions at single time point rather than longitudinal tracking of actual campaign performance.
- Self-reported consumer data relies on recall and perceptions rather than objective behavioral tracking or experimental observation.
- Social media platform findings may become outdated due to rapid algorithm changes and shifting user demographics.
- Ghana-focused study prevents identification of pan-African patterns versus country-specific dynamics.
- Absence of experimental manipulation prevents definitive causal claims about ambassador characteristics and effectiveness.
- Compressed three-month data collection period may capture seasonal variation rather than stable patterns.

## **5.5 Suggestions for Future Research**

Building on this study's findings and limitations, the following research directions would advance understanding of brand ambassador effectiveness in African contexts:

- Replicate study across rural Ghana and secondary cities to examine digital infrastructure and cultural variation effects.

- Conduct pan-African comparative research across West, East, and Southern Africa to identify universal versus country-specific patterns.
- Design randomized controlled experiments isolating ambassador effects from other marketing activities to resolve attribution challenges.
- Examine category-specific dynamics in healthcare, financial services, education, automotive, and B2B professional services.
- Compare effectiveness patterns between celebrity, macro-, micro-, and nano-influencers across different campaign objectives.

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## APPENDICES

### APPENDIX 1: QUESTIONNAIRE

#### ANALYSING THE EFFECTIVENESS OF BRAND AMBASSADORS IN PR CAMPAIGNS IN GHANA

Dear Participant,

This questionnaire is part of an academic research study examining the effectiveness of brand ambassadors in public relations campaigns in Ghana. Your participation is voluntary and all responses will be kept strictly confidential. The survey will take approximately 15-20 minutes to complete.

Please answer all questions honestly based on your personal experiences and opinions. There are no right or wrong answers.

Thank you for your valuable contribution to this research.

#### SECTION A: SCREENING QUESTIONS (4 Questions)

1. Are you between 18-25 years old?
  - Yes (Continue)
  - No (Thank you, but you do not meet the study criteria)
2. Do you currently live in Accra?
  - Yes (Continue)
  - No (Thank you, but you do not meet the study criteria)
3. Have you seen or interacted with any brand ambassador content in the past 6 months?
  - Yes (Continue)
  - No (Thank you, but you do not meet the study criteria)
4. Do you follow at least one brand on social media?
  - Yes (Continue)
  - No (Thank you, but you do not meet the study criteria)

## SECTION B: DEMOGRAPHIC INFORMATION (10 Questions)

5. Gender:
  - Male
  - Female
  - Prefer not to say
6. Age: \_\_\_\_\_ years
7. Highest level of education completed:
  - Junior High School
  - Senior High School
  - Diploma/HND
  - Bachelor's Degree
  - Postgraduate Degree
8. Current employment status:
  - Student
  - Employed full-time
  - Employed part-time
  - Self-employed
  - Unemployed
9. Which area of Accra do you live in?
  - Accra Central
  - East Legon/Airport area
  - Tema
  - Madina/Adenta
  - Dansoman/Mamprobi
  - Other: \_\_\_\_\_
10. Which social media platform do you use MOST frequently?
  - Facebook
  - Instagram
  - Twitter (X)
  - TikTok

- YouTube
- Other: \_\_\_\_\_

11. Which product category was this ambassador promoting?

- Fashion/Beauty
- Food/Beverages
- Technology/Electronics
- Financial Services
- Other: \_\_\_\_\_

### **SECTION C: BRAND AMBASSADOR VALUES INFLUENCING PR CAMPAIGN EFFECTIVENESS**

**Instructions: Please indicate your level of agreement with the following statements about brand ambassador values**

12. Authentic brand ambassadors who genuinely love products make campaigns more effective

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

13. Natural and unforced promotion by ambassadors increases campaign success

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

14. Ambassador expertise in the product category is crucial for effectiveness

- 1 - Strongly Disagree
- 2 - Disagree

- 3 - Neutral
  - 4 - Agree
  - 5 - Strongly Agree
15. Trustworthy and honest ambassadors drive better campaign results
- 1 - Strongly Disagree
  - 2 - Disagree
  - 3 - Neutral
  - 4 - Agree
  - 5 - Strongly Agree
16. Physically attractive ambassadors make campaigns more successful
- 1 - Strongly Disagree
  - 2 - Disagree
  - 3 - Neutral
  - 4 - Agree
  - 5 - Strongly Agree
17. Large social media following determines ambassador effectiveness
- 1 - Strongly Disagree
  - 2 - Disagree
  - 3 - Neutral
  - 4 - Agree
  - 5 - Strongly Agree
18. High engagement rates are more important than follower count
- 1 - Strongly Disagree
  - 2 - Disagree
  - 3 - Neutral
  - 4 - Agree
  - 5 - Strongly Agree
  - 5 - Strongly Agree

**SECTION D: TYPES OF BRAND AMBASSADOR ENGAGEMENTS AND THEIR IMPACT**

**Instructions: Please indicate your level of agreement with the following statements about engagement types**

19. Long-term brand partnerships create stronger impact than short campaigns

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

20. One-time ambassador posts can significantly boost brand awareness

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

21. Event appearances by ambassadors generate high media coverage

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

22. Social media takeovers effectively increase engagement rates

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

23. Celebrity ambassadors outperform influencer ambassadors

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral

- 4 - Agree
- 5 - Strongly Agree

24. Video content from ambassadors drives higher engagement than photos

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

### **SECTION E: RELATIONSHIP BETWEEN AMBASSADOR CHARACTERISTICS, AUDIENCE DEMOGRAPHICS, AND CAMPAIGN PERFORMANCE**

**Instructions: Please indicate your level of agreement with the following statements about audience factors**

25. Younger audiences (18-21) respond better to social media influencers than older audiences (22-25)

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

26. Female audiences engage more with lifestyle and beauty ambassadors than male audiences

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

27. University-educated audiences value ambassador expertise more than entertainment value

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

28. Local Ghanaian ambassadors generate better campaign results than international ones regardless of audience age

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

29. High-credibility ambassadors overcome demographic differences in campaign performance

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

## **SECTION F: DEVELOPING BRAND AMBASSADOR EVALUATION FRAMEWORK**

**Instructions: Please indicate your level of agreement with the following statements about evaluating brand ambassadors**

30. Companies should prioritize cultural connection to Ghana over international fame when selecting ambassadors

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

31. Brand ambassador effectiveness should be measured primarily through sales conversions rather than engagement metrics

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

32. Traditional Ghanaian values should be weighted heavily in ambassador selection criteria

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

33. Brand awareness increase is a more important KPI than engagement rate for ambassador success

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

34. Brand ambassador performance should be evaluated monthly rather than quarterly

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral

- 4 - Agree
- 5 - Strongly Agree

35. Declining engagement rates are the most reliable warning sign of ambassador ineffectiveness

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

## **APPENDIX 2: INTERVIEW GUIDE**

### **Analyzing Brand Ambassador Effectiveness in PR Campaigns in Ghana**

#### **Introduction**

Thank you for participating in this research. This interview will take approximately 20-25 minutes. I'm interested in understanding your experiences and perspectives on brand ambassadors in Ghana. There are no right or wrong answers - I value your honest insights.

#### **Core Interview Questions**

##### **1. Ambassador Values & Influence (Objective 1)**

What specific qualities or characteristics make a brand ambassador effective in Ghana, and can you share an example of an ambassador who demonstrated these qualities?

##### **2. Cultural Context & Values (Objective 1)**

How do Ghanaian cultural values and social norms influence which brand ambassadors consumers trust and follow?

##### **3. Engagement Types & Impact (Objective 2)**

In your experience, which types of brand ambassador activities or campaigns create the most impact - long-term partnerships, one-off posts, event appearances, or social media takeovers? Why?

##### **4. Platform & Content Effectiveness (Objective 2)**

Which social media platforms and content formats do you find most effective for brand ambassador campaigns in Ghana, and how do you measure their success?

##### **5. Audience Demographics & Response (Objective 3)**

How do different demographic groups in Ghana - by age, gender, income, or education - respond differently to brand ambassadors?

#### 6. Ambassador-Audience Matching (Objective 3)

What factors determine whether a brand ambassador will resonate with a specific target audience in Ghana?

#### 7. Current Evaluation Challenges (Objective 4)

What are the biggest challenges you face in measuring or evaluating the effectiveness of brand ambassador campaigns?

#### 8. Success Metrics & KPIs (Objective 4)

What specific metrics or indicators do you use (or would recommend) to determine if a brand ambassador campaign has been successful?

#### 9. Framework Requirements (Objective 4)

If you were to design a system for evaluating brand ambassadors in Ghana, what key elements would it need to include to be practical and useful?

#### 10. Future Recommendations (All Objectives)

Based on your experience, what advice would you give to companies looking to improve their brand ambassador programs in Ghana?

### **APPENDIX 3: RESEARCH ETHICS REVIEW APPLICATION FORM**

**INSTRUCTION:** Responses to the Questions should be typed.

#### **1. PARTICULARS OF APPLICANT(S)**

##### **A. PERSONAL PARTICULARS**

|                              |                 |
|------------------------------|-----------------|
| (a) Name of Student(s)       | Gerald Fui Sosu |
| (b) Student(s) Index Number: | MASPRM24064     |
| (c) Student(s) E-mail:       |                 |
| (d) Telephone number(s)      |                 |

##### **B. PERSONAL PARTICULARS OF DISSERTATION SUPERVISOR**

|                         |                  |
|-------------------------|------------------|
| (a) Name of Supervisor: | Rev. Yaw Gyau    |
| (b) Contact details:    |                  |
| (c) Department:         | Public Relations |

#### **2. INFORMATION ON PROPOSED RESEARCH**

##### **A. TOPIC**

|   |
|---|
| Analysing the Effectiveness of Brand Ambassadors in PR Campaigns in Ghana |
|---|

## **B. STUDY PROBLEM**

Organizations invest substantial resources in brand ambassador programs (global spending reached \$24 billion in 2024), yet measurement challenges and contextual complexities obscure their precise impact. Ghana lacks empirically validated frameworks for evaluating ambassador effectiveness, with 67% of PR professionals reporting difficulty demonstrating value contribution and 58% relying on intuition rather than data-driven selection. Existing research has not adequately addressed the complex interplay between ambassador characteristics, campaign objectives, audience segments, and cultural factors in determining PR campaign outcomes, particularly in African markets where Western-developed theories may require substantial adaptation.

## **C. OVERVIEW OF LITERATURE REVIEW**

The literature review examines: (1) Theoretical foundations including Source Credibility Theory (Ohanian, 1990) and Parasocial Interaction Theory (Giles, 2002); (2) Evolution of brand ambassadors from celebrity endorsement to diverse ecosystem including influencers, employees, and customers; (3) Effectiveness factors including authenticity, credibility, brand-ambassador congruence, and reach metrics; (4) PR campaign integration strategies and measurement approaches; (5) Audience demographic moderators and cultural contextual factors; (6) Limited African and Ghana-specific studies revealing unique cultural dynamics; (7) Measurement challenges including attribution difficulties, offline impact quantification, and evaluation framework gaps requiring systematic assessment approaches for optimizing ambassador programs.

## **D. PURPOSE OF THE STUDY**

To develop and validate a comprehensive framework for evaluating brand ambassador effectiveness in PR campaigns across diverse industry contexts and audience segments in Ghana, addressing critical gaps in understanding how cultural authenticity,

demographic factors, and engagement strategies influence campaign outcomes in African markets.

## **E. RESEARCH OBJECTIVES**

1. To identify key brand ambassador values that influence PR campaign effectiveness
2. To analyse the relationship between ambassador engagement types and PR campaign metrics
3. To analyse the relationship between brand ambassador characteristics, audience demographics, and campaign performance
4. To develop a brand ambassador framework for effective evaluation and decision-making

## **F. RESEARCH DESIGN**

Exploratory sequential mixed-methods design with two phases: Phase 1 involves qualitative data collection through semi-structured interviews with PR professionals to explore selection criteria, effectiveness factors, and measurement challenges; Phase 2 builds upon Phase 1 insights through structured consumer questionnaires examining preferences, behaviors, and demographic patterns. This design enables theory building from professional expertise while providing consumer validation of emerging patterns, employing pragmatic research paradigm emphasizing contextual understanding and practical solutions.

## **G. STUDY POPULATION AND SAMPLE**

Primary Population: PR professionals, brand managers, marketing executives, and digital marketing specialists with minimum 2 years' experience planning/implementing brand

ambassador programs in Ghana across consumer goods, technology, fashion, financial services, and telecommunications industries.

Secondary Population: Consumers aged 18-25 residing in Accra with brand ambassador campaign exposure within past 6 months, representing Ghana's most digitally engaged segment (85%+ social media penetration).

Sample: Total N=50 comprising 4 PR professionals selected through criterion and snowball sampling for in-depth interviews, and 46 consumers selected through stratified purposive sampling ensuring representation across gender, education, social media usage, platform preferences, and ambassador exposure types.

## **H. DATA COLLECTION METHOD(S) AND PROCEDURES**

Qualitative: Semi-structured interviews with 4 PR professionals using open-ended interview guide covering six thematic areas: ambassador selection criteria, implementation strategies, measurement challenges, cultural factors, comparative effectiveness, and strategic recommendations. Interviews conducted face-to-face or via video call, audio-recorded with permission, lasting 20-25 minutes.

Quantitative: Structured questionnaire administered to 46 consumers containing 54 questions across six sections: screening (4 items), demographics (10 items), ambassador values (7 items, 5-point Likert), engagement types (6 items, 5-point Likert), demographic relationships (5 items, 5-point Likert), and framework development (6 items, 5-point Likert), incorporating adapted scales from Ohanian (1990) and Lou & Yuan (2019). Questionnaires distributed online and in-person, completion time 15-20 minutes.

## **I. DATA ANALYSIS METHOD**

Qualitative: Braun and Clarke's (2006) six-phase thematic analysis framework including data familiarization, systematic coding (inductive and deductive approaches), theme identification, iterative refinement, definition and naming, and report production with illustrative quotes.

Quantitative: Descriptive statistics (frequencies, measures of central tendency) summarizing demographics and response patterns; inferential statistics including correlation analysis, ANOVA comparing effectiveness ratings across demographic subgroups, and multiple regression examining how ambassador characteristics predict effectiveness ratings. Analysis conducted using SPSS software.

## **J. THEORETICAL FRAMEWORK**

Integrates Source Credibility Theory (Ohanian, 1990) and Parasocial Interaction Theory (Giles, 2002). Framework posits that brand ambassador characteristics (authenticity, credibility, reach) directly influence PR campaign outcomes (awareness, engagement, purchase intention) through dual mediating mechanisms of perceived credibility and parasocial relationships, moderated by audience factors (demographics, psychographics, brand affinity) and contextual variables (product category, campaign type, cultural values). Addresses research gaps by capturing both cognitive (credibility-based) and emotional (relationship-based) influence pathways while accounting for Ghana's unique cultural and market dynamics.

## **K. ETHICAL CONSIDERATIONS**

**Informed Consent:** All participants receive written (surveys) or verbal recorded (interviews) consent forms explaining study purpose, voluntary participation, anonymity assurance, data usage, and right to withdraw without penalty.

**Confidentiality:** Quantitative data uses numerical coding with no personally identifiable information; encrypted storage on password-protected devices; access restricted to research team. Qualitative data includes pseudonym assignment, removal of identifying details during transcription, separate storage of consent recordings and interview files, and voice recording deletion after transcription verification.

**Participant Protection:** No vulnerable populations targeted (all 18+ years); special attention to ensure full comprehension of rights; no coercion particularly for younger participants in educational settings. No foreseeable risks beyond minor time inconvenience.

**Data Security:** Encrypted digital storage; physical questionnaires in locked filing cabinet; data retention for 5 years post-publication then destroyed; compliance with international standards (Declaration of Helsinki) and local Ghanaian research regulations.

## **L. JUSTIFICATION AND ASSESSMENT OF EXPECTED CONTRIBUTIONS OF THE STUDY**

**Academic Contributions:** Extends Western-developed theories to African context; develops integrated evaluation framework; enriches global marketing theory with cultural adaptations; provides methodological contributions through validated instruments adaptable for other African markets.

**Practical Contributions:** Provides PR professionals evidence-based tools for ambassador selection, deployment, and performance measurement; enables local businesses to compete effectively through optimized strategies; helps multinationals

understand cultural nuances for market success; improves return on investment through better quantification of ambassador impact.

Policy Contributions: Establishes measurement standards promoting transparency and accountability in influencer marketing; addresses consumer protection concerns while supporting industry growth; informs regulatory frameworks for digital marketing ecosystem.

Contextual Significance: First comprehensive mixed-methods study of brand ambassador effectiveness in Ghana; addresses critical knowledge gap in understudied African market; provides strategic insights for Ghana's growing digital economy valued at understanding cultural authenticity and demographic segmentation patterns.

### 3. POTENTIAL RISK ASSESSMENT AND CATEGORIZATION OF RESEARCH

#### A. RISK ASSESSMENT TO RESPONDENT(S)/PARTICIPANT(S)

How should this study be characterised? (Please tick all appropriate boxes.)

| Description  | Yes | No |
|--|-----|----|
| Personal and social information collected directly from participants   | ✓   |    |
| Participants to undergo physical examination   |     | ✓  |
| Participants to undergo psychometric testing   |     | ✓  |
| Identifiable information to be collected about people from available records (e.g., medical records, staff records, student records, etc.) |     | ✓  |

#### B. RISK ASSESSMENT

How should this study be characterised? (Please tick as appropriate)

|  |  |
|--|--|
| <b>Category 1: Negligible</b>            |  |
| No direct human participant involvement. |  |

|  |   |
|--|---|
| <p><b>Category 2: Low risk</b></p> <p>Direct human participant involvement. The only foreseeable risk of harm is the potential for minor discomfort or inconvenience, thus research that would not pose a risk above the everyday norm.</p>                      | ✓ |
| <p><b>Category 3: Medium risk</b></p> <p>Direct human participant involvement. Research that poses a risk above the everyday norm, including physical, psychological and social risks. Steps can be taken to minimise the likelihood of the event occurring.</p> |   |
| <p><b>Category 4: High risk</b></p> <p>Direct human participant involvement. A real or foreseeable risk of harm including physical, psychological and social risk that may lead to a serious adverse event if not managed responsibly.</p>                       |   |

**C. JUSTIFICATION AND ASSESSMENT OF POTENTIAL BENEFITS OF RESEARCH TO PARTICIPANTS**

(a) Briefly justify your choice/classification in B above

This study is classified as Category 2 (Low Risk) because: (1) All participants are adults 18+ years with full decision-making capacity; (2) Research involves only non-invasive questionnaires and interviews about professional practices and consumer opinions; (3) Topics cover routine marketing and consumer behavior without sensitive personal information; (4) No physical, psychological, or social risks beyond everyday experience of completing surveys or discussing professional work; (5) Participation is entirely voluntary with right to withdraw; (6) Only foreseeable inconvenience is 15-25 minutes of time commitment; (7) No vulnerable populations, deception, or controversial topics involved.

(b) In medium and high-risk research, indicate the potential benefits of the study for the research participants and/or other entities.

(c) In medium and high-risk research, indicate how the potential risks of harm will be mitigated by explaining the steps that will be taken to minimise the likelihood of the event occurring (e.g. referral for counselling, debriefing, etc.).

**D. BRIEFLY DESCRIBE THE STEPS TO BE UNDERTAKEN IN CASE OF ADVERSE EFFECTS OR WHEN INJURY OR HARM IS EXPERIENCED BY POTENTIAL PARTICIPANTS ATTRIBUTABLE TO THEIR PARTICIPATION IN THE PROPOSED STUDY.**

Although no adverse effects are anticipated given the low-risk nature of this research, the following protocol is established: (1) Participants may discontinue at any time without explanation or penalty; (2) Any concerns expressed during data collection will be immediately addressed by researcher with option to pause or terminate participation; (3) If participant reports discomfort with any question, they may skip without consequences; (4) Supervisor (Rev. Yaw Gyau) will be immediately notified in writing of any unexpected participant distress; (5) University ethics committee will be informed of any adverse events within 24 hours; (6) Affected participant will be provided with researcher contact information for follow-up concerns. Given the non-sensitive nature of questions about marketing and consumer behavior, no adverse effects requiring psychological referral or medical intervention are anticipated.

**E. AGE RANGE OF POTENTIAL PARTICIPANTS FOR THE PROPOSED RESEARCH**

18-25 years (consumer participants)

25+ years (professional participants)

|  |
|--|
|  |
|--|

**F. If the potential participants are 18 years and older, is the participants' informed consent form attached?**

|   |                             |   |
|---|-----------------------------|---|
| <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not applicable |
|---|-----------------------------|---|

**G. If the proposed participants are younger than 18 years, are consent and assent forms attached?** (In order for minors -younger than 18 years of age- to participate in a research study, parental or guardian permission must be obtained. For minors a youth assent form is required.)

|                              |                             |  |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input checked="" type="checkbox"/> Not applicable |
|------------------------------|-----------------------------|--|

**H. DESCRIPTION OF THE PROCESS FOR OBTAINING PARTICIPANTS' INFORMED CONSENT (IF APPLICABLE)**

For Consumer Survey Participants: (1) Potential participants receive written information sheet explaining study purpose, procedures, time commitment, voluntary nature, confidentiality measures, data usage, and researcher contact details; (2) Written consent form provided requiring signature before questionnaire access; (3) Consent form emphasizes right to withdraw at any time without penalty; (4) For online surveys, electronic consent checkbox required before proceeding; (5) Participants retain copy of consent form for records; (6) Researcher available to answer questions before consent decision.

For Professional Interview Participants: (1) Potential participants contacted via email/phone with study information sheet; (2) Verbal consent process conducted at interview start with audio recording; (3) Researcher reads consent statement covering study purpose, procedures, recording, confidentiality, voluntary participation, and withdrawal rights; (4) Participant verbally confirms understanding and agreement on recording; (5) Participant may request audio recording be stopped at any point; (6)

Written consent form also provided for signature; (7) Researcher ensures participant understands no professional consequences for declining participation or withdrawal.

**I. DESCRIPTION AND/OR AMOUNTS OF COMPENSATION INCLUDING REIMBURSEMENTS, GIFTS OR SERVICES TO BE PROVIDED TO PARTICIPANTS (IF APPLICABLE)** (Will potential participants incur financial costs by participating in the proposed study? Will there be any incentives to be given to potential participants for participation in this proposed study?)

**No monetary compensation, gifts, or incentives will be provided to participants.**

**J. DESCRIPTION FOR ARRANGEMENT FOR INDEMNITY (IF APPLICABLE)**

**K. PROJECT TIME FRAME**

September 2025: Ethics approval application submission and instrument finalization

October 2025: Participant recruitment and data collection (qualitative interviews with 4 PR professionals; quantitative surveys with 46 consumers)

November 2025: Data analysis (thematic analysis of interviews; statistical analysis of survey data using SPSS); integrated analysis and framework development

November 2025: Dissertation writing completion; submission for examination

**SECTION D: RESEARCHER'S/PRINCIPAL RESEARCHER'S DECLARATION ON AGREEMENT TO COMPLY WITH ETHICAL PRINCIPLES SET OUT IN THE UniMAC POLICY ON ETHICS IN ACADEMIC RESEARCH**

I Gerald Fui Sosu declare that I/we have read the Policy on Ethics in Academic Research of UniMAC and that this form is a true and accurate reflection of the methodological and ethical implications of the proposed study. I/We shall carry out the study in strict accordance with the approved proposal and Policy on Ethics in Academic Research of UniMAC. I/We shall maintain the confidentiality of all data collected from or about research participants and/or institutions and maintain confidentiality procedures for the protection of privacy. I/We shall work in close collaboration with my/our supervisor/DRID and shall notify them in writing immediately if any change to the study is proposed or if any adverse event occurs or when injury or harm is experienced by the participants attributable to their participation in the study.

**SIGNATURE(S) OF RESEARCHERS**

**I. Signature(s) of Investigator:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**II. Signature(s) of Supervisor(s):** \_\_\_\_\_

**Date:** \_\_\_\_\_

**OFFICIAL USE**

1. Ethics clearance application is
  - a. Approved
  - b. Approved, subject to revisions
  - c. Rejected
  
2. If approved, subject to revisions, enumerate the suggested revisions

3. If rejected, provide reasons for rejection

Research Officer: .....

Signature: .....

Date: .....