

UNIVERSITY OF EDUCATION, WINNEBA

**CELEBRITY ENDORSEMENT IN CONTEMPORARY ADVERTISING
IN GHANA**



**A THESIS IN THE DEPARTMENT OF MUSIC EDUCATION, SCHOOL OF
CREATIVE ARTS, SUBMITTED TO THE SCHOOL OF GRADUATE
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FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
DEGREE OF MASTER OF PHILOSOPHY (ARTS AND CULTURE)**

MAY, 2018

DECLARATION

Student's Declaration

I, Ibrahim Mahamah, declare that this thesis, with the exception of quotations and references contained in published works which have all been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

Signature:

Date:



Supervisor's Declaration

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of thesis as laid down by the University of Education, Winneba.

Name of Supervisor: Mr. Emmanuel Obed Acquah

Signature:

Date:

ACKNOWLEDGEMENTS

I am most grateful to the Almighty God; through whose providence and faithful guidance I have been able to reach this level of my academic career to produce this work. My special thanks and profound gratitude go to my second supervisor Mr. Emmanuel Obed Acquah, Senior Lecturer and Head of Department of Music Education, University of Education, Winneba for his patience and understanding. I also wish to express my heartfelt and sincere appreciation to Mr. David Dontoh and the three management members from Ghana Oil Company, Lowe Lintas and Food and Drugs Authority (FDA) for their assistance and inputs. Finally, many thanks go to my wife, Abiba Ibrahim-Mahamah and the entire family for their encouragement given to me.



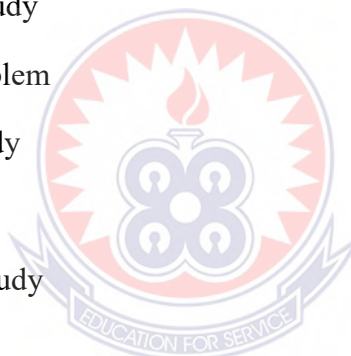
DEDICATION

This work is dedicated, with love, to the following personalities: My parents, Mr. and Mrs. Mahamah, my wife Abiba Ibrahim-Mahamah and my children, Salma Ibrahim-Mahamah, Liya Ibrahim-Mahamah and Najib Ibrahim-Mahamah.

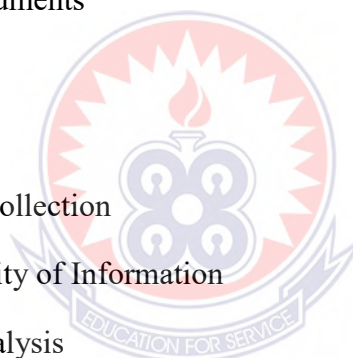


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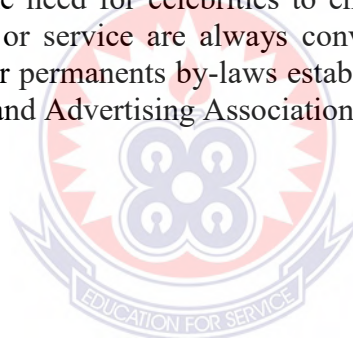
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ABSTRACT

The study investigated factors contributing to the usage of celebrities in Ghanaian contemporary advertising. It has been in public perception that advertisers are recognized as major contributors of lies or deception in marketing through the use of celebrities (illustrations and photographs). The study was rooted in both the qualitative and quantitative approaches to seek answers to solve the research problems. The researcher used qualitative approaches to gain in-depth knowledge and principles of involving celebrities in Ghanaian contemporary advertising from selected organizations within advertising industry. The researcher further used quantitative designs to get responses from large number of consumers segmented within Cape Coast Metropolis. The outcome of the research pointed to a massive popularity in the use of celebrities in the contemporary Ghanaian advertising culture. The reasons for celebrity endorsement in advertising was largely due to their influences on consumers that emanate from the various roles they play in the society and the respect and admiration those roles exude. The study also revealed that there are varied contractual agreements between celebrities, advertisers and the Food and Drugs Authority that are supposed to regulate celebrity endorsement in advertising. It was therefore recommended that celebrities, besides their adherence to rules and regulations governing advertising, should be well vest in Ghanaian culture and values. The study established the need for celebrities to ensure, for instance, that only true messages of a products or service are always conveyed to their targeted audience. There is also the need for permanent by-laws established and regulated by Food and Drugs Authority (FDA) and Advertising Association of Ghana (AAG).



CHAPTER ONE

INTRODUCTION

1.1 Background to the study

One of the most important and difficult strategies in marketing communication every manufacturer, enterprise, organization and companies are facing is the choice of creative execution in advertising. Advertising has come as an integral part of our social and economic systems. The purpose of this marketing communication is to boost market sales and promote the image of the manufacturer or the advertiser. This becomes achievable when positive effects are created in the minds of the targeted group (consumers). According to Amponsah-Bediako (2001), contemporary Ghanaian companies are constantly involved in the business of advertising as marketing communication with the aim of reaching out to their customers to influence them to increase their purchases for goods and services being produced by such companies. In view of this, advertising practices in this current contemporary Ghanaian culture has adopted the involvement of celebrities in advertising by way of endorsing their product, brand or service. It is an evident that most Ghanaian manufacturers or advertisers have recently associated their products, brands or services to some selected celebrities as their icons of ambassadors. These celebrities are used to endorse their products, brand or service.

According to Fowles (1996), advertisers purposely involve celebrities to endorse brand or product because people consume images of celebrities. For that matter, advertisers hope that people will also consume products associated with celebrities. Fan Milk Ghana (2010, p.18), gave an account of their advertising history from their first twenty five years in marketing business. The art of celebrities attract more consumers. This is because; these persons (celebrities) have followers and unique

qualities they possess. The first twenty-five years of Fan Milk life was characterized by low-key promotional activities. The average consumer could easily buy off as much fan ice cream or fan chocolate milk as their purchasing power would allow. However, Fan Milk Limited got onto the path of real strategic advertising from 1989 when Ghanaian economy and the fortunes of the company were at low level. As a result, the company decided to straighten out the company's affairs. The first thing was to introduce celebrity into their advertisement by commissioning Nash Advertising Limited, and then known as Nash Studios, to craft a celebrity based advertising campaign to whip up demand. Fortunately, Abedi Pele Ayew had just emerged from the African cup of Nations as the continent's soccer maestro and was a fantastic opportunity to snatch that talented international footballer and exploited his fortunes to strengthen Fan Milk brand. The Key elements in the commercial were arts of Abedi Pele Ayew in soccer action and giving testimony in favour of Fan yoghurt by rendering a slogan, „fan yogo is good for you, you, you”. The involvement of celebrity in advertising, Specifically Abedi Pele Ayew had direct influence on fan yoghurt's growth rate. Then a question came up, if using Adedi Pele Ayew could effectively grow fan yoghurt at a steady rate, why can't the same celebrity grow fan ice and fan choco? The Management of Fan Milk Company crafted separate advertisement with the same Abedi Pele Ayew (celebrity) for fan ice and fan choco with slogans “ fan ice, so nice, nice, nice” and fan choco great taste” The celebrity attracted more consumers. This is because these celebrities have followers and they possessed unique qualities. With the conviction that celebrity-based advertising was healthy for Fan Milk brand. Management signed another contract with former Chelsea Football Club, involving the international icon Michael Essien, to better the fortune of Fan Yoghurt through television, press and outdoor advertising. He was used in a way

that was impacting positively on sales. Andrew Dede Ayew was also signed to endorse Fan Ice. Few examples of celebrities associated to brand, products and services are:

Ghana Oil Company (Goil). has adopted Professor Azumah Nelson (boxer) as its icon, Vodafone Ghana had signed Mr. David Dontoh (veterant actor) as its icon, Hisense Electronics company adopted Nana Ama McBrown (actress), Sunda Ltd. adopted Asamoah Gyan (footballer). To achieve fruitful advertisement, the manufacturer (sponsor) must provide the following to the production company:

- The sponsor's apparent target segment or group
- The sponsor's objectives of the advertising
- The basic appeal, theme and appropriate approach for the purpose.

In this contemporary world of marketing, the cluster of advertising is on the increase. Many factors could be considered when defining advertising. According to Bernhardt and Kinnear (1994), advertising is as all paid, non-personal form of communication that is identified with specific sponsor. It therefore includes the expenditure on television, radio, newspapers, magazines, billboard etc. plus the yellow page, a company with large consumer spend much money in advertising. Creative execution in advertising is most visible and controversial activity carried on in marketing. The purpose of this marketing decision (advertising) is to boost marketing sales, and promote the image of the organization or firm. Advertising was practiced by means of magic, widely used in the past by indigenous sellers and juju men to enhance the power of the sellers. Advertising has taken a new trend during this contemporary world. This marketing communication strategy added new attitudes and tastes of a new elite at the time of independence. This has brought out the involvement of some

individuals or groups (images) into advertisements we broadcast and posted across the nation and the world at large. These groups of people are termed in our societies as celebrities. Under the study of advertising, the arts of celebrities are mostly used in contemporary advertising in Ghana and the world at large. Examples of advertising practices in contemporary Ghanaian culture are:

- Electronic advertising
- Printed advertising

Celebrity is a fame and public attention gained in media. Usually applied to persons or groups of people who had gained popularity through mass media across the nation with the respective of their profession, leadership and contributions to the society in which they found themselves. Some of these celebrities are used predominantly in contemporary advertising in Ghana. Contemporary culture of Ghana refers to certain common themes such as art, music, political attitude, religious beliefs and events that are popular and lead trends during these present times. In this modern Ghana, channel of communication rely mostly on the art (photographs or illustrations). Communication plays an important role in all human endeavours. Examples: getting best commodities from market and gaining healthier life rely on quality information one get through advertising. It is empirical evidence proven that; celebrities have majority followers in their profession. Therefore whatever products or services celebrities endorsed, it persuades their followers to buy or subscribe to that products or services. Contemporary advertising has involved many images of celebrities in Ghana and the world at large. Celebrities are known as group of people who build their image in their profession to attract followers in their endeavour. Examples of predominant celebrities in Ghanaian contemporary culture are: sportsmen, musicians,

actors and actresses, politicians, chiefs or kings and other prominent civil servants.

The purposes of involving celebrities in contemporary advertising are as follows:

- To capture reader's attention
- To identify the subject of the advert.
- To arouse the reader's interest in the headlines.
- To create a favourable impression of the products or advertiser.
- To clarify claims made by the copy
- To emphasize the product's unique features. (Bernhardt et al., 1994)

Manufacturer that makes goods through a process involving raw materials, components, or assemblies, usually on a large scale with different operations divided among different workers. Commonly used interchangeably with producer. (www.businessdictionary.com/definition/manufacture). Manufacturers or Advertisers design creative market communication strategy to persuade its intended audience to accept their products or services. These creative advertisements mostly involve the images of celebrities by way of associating their personal qualities to the brands and services they endorse. This is because celebrities attract followers to accept any brands or services they associate themselves with. Celebrities are grouped by their area of profession, being sports, art and entertainment, academicians and sometimes leadership. Celebrities are also categorized under local and international advertising. Local celebrities are known within the boundaries of their country while International celebrities are known within and beyond their countries. With this perspective of marketing communication, advertising has been proven as a greater contributor to marketing in Ghana and the world at large. In Ghana, most of our manufacturers and companies rely heavily on local celebrities to promote their brands, products or services. Therefore this study led the researcher to interview various major stake-

holders in advertising industries. Such as: advertisers, advertising agency, celebrity, Food and Drug Authority and others to validate information gathered from the field.

1.2 Statement of the Problem

Art is very important in the development of every aspect of life. No meaningful life and better development can be achieved in human endeavour without good interpretation of art in advertisement. More importantly, in this era of advanced technology and globalization, public or consumers need to have psychic value of products in their minds before purchases. (Well, Moriarty & Burnett 2006, P.342). It has been in public perception that advertisers are recognized as major contributors of lies or deception in marketing through the use of celebrities (illustrations and photographs). According to Belch and Belch, (1986 p. 679), advertising is misleading or untruthful. Advertising is often criticized for its power to make people do irrational things. The following are some suggestions based on variations of this criticism:

- Advertising should be informative but not persuasive.
- Advertising should report only factual and functional information.
- Advertising should not play on people's desires, emotions, fears or anxieties.
- Advertising should deal only with people's functional needs for products not their psychological needs for status, appeal, security, sexual attractiveness or health.

All these above criticisms indicate that there is power in advertising which controlled consumers against their will or attitudes those consumers simply have no freedom of choice when confronted with advertising persuasion. It is therefore necessary for the researcher to identify and analyse other causes of the problems, the effects of the problems on the Advertisers and the general public (consumers), and intended to

focus on the activities of advertisers which affect the public positively. On the other hand, in this contemporary Ghanaian culture, celebrity endorsement has been a common marketing communication strategy used by local advertising industries. Advertisers often use celebrities to endorse their brands or services without considering other important factors such as, selecting right endorser or speaker. This is because most of the Ghanaian celebrity based advertisement they broadcast across the Nation do not have match-up qualities. This is when we compare the qualities of the celebrity to the product or brand that he or she is endorsing, they do not match-up. It is worth stating that some celebrities associated with certain products or brand do not boost sales of the advertiser neither influence the prospective consumers. These mostly indicate that, the speaker for such product or service does not influence the consumer.

Furthermore, it has become equally important to know which age group could be easily influenced by a celebrity. This is to assist manufacturers or advertisers to know which age group is preferred in celebrity based advertisements. Indeed, most often in Ghana, a particular celebrity could be assigned to more than two products to endorse. When this happens, the products rather advertise the celebrity. This is what we termed in advertising as overshadow. On the other hand, when a particular product is endorsed by more than two celebrities. Such advertisement confuses the public or consumers. This is because Ghanaian consumers always associate a product to the characteristics of individual celebrities, thereby creating product related risk. In recent times, some of the celebrities are strongly associated with certain immoral or negative acts which the public frown upon. The effect of these goods is not known. All these have accounted for the study. It is envisaged that the result will generate further debate in art and advertisement.

1.3 Objectives of the study

The objectives set for the study are: to

1. Find out the factors considered in the selection of a celebrity for product endorsement.
2. Examine the impact of celebrity endorsement on consumers and sales.
3. Investigate the age group of consumers who are mostly influenced by celebrity endorsement.
4. Find out the rules, regulation and possible risks of involving celebrities in advertising.

1.4 Research Questions

1. What factors are considered in the selection of a celebrity for a particular endorsement?
2. What are the impacts of celebrity's endorsement to consumers and advertiser?
3. Which age group of consumers is most likely influenced by celebrity endorsement in contemporary Ghanaian culture?
4. What are the rules, regulation and possible risks of involving celebrity in advertising?

1.5 Significance of the study

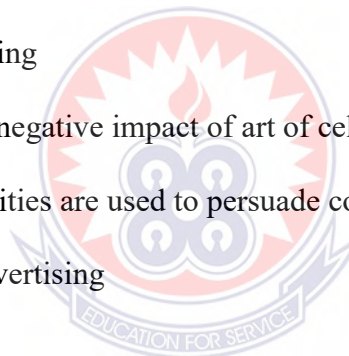
The major aims of this study are to investigate why celebrities are used in contemporary advertising in Ghana and their impacts on consumers and sales. The outcome of this research will be beneficial to advertising agencies and advertisers or manufactures as it will help them to identify how arts of celebrities in advertisements affect the public (consumer). Again, the study will help advertisers and advertising agencies to identify laws, regulations and possible risks related to arts of celebrities in

contemporary advertising. It will also go a long way to assist the advertisers to identify suitable images (celebrities) for a particular products or services. Finally, the study will serve as reference materials for advertising lecturers“, students, as well as scholars in the cognate discipline.

1.6 Delimitation

This study was generally conducted within Cape Coast Metropolis. The dimension of the subject demanded decentralization of gathering information from all advertising stake holders. The study was generally focused on involvement of celebrities in Ghanaian contemporary advertising culture. Specifically, the study covered the following areas of art and advertising.

- Types of advertising
- The positive and negative impact of art of celebrities in advertising.
- How art of celebrities are used to persuade consumers or public
- Importance of advertising



The researcher selected the consumers for the study from Cape Coast Metropolis because Cape Coast was the first City to adapt Western culture including marketing whereas the advertising industries were the main source to get information required for the research. The researcher visited and interviewed or interacted with the follows advertising players in Ghana:

- Advertisers or manufacturers
- Advertising agency or production company
- Celebrity
- Ghana Food and Drug Authority

1.7 Definition of terms used

This section of the work defines all terms which were used technically to avoid misunderstanding and misinterpretation of such operational terms

Advertising: is said to be a message paid for by an identified sponsor and usually delivered through some medium of mass communication. Advertising is a persuasive communication.

Advertisers: They are organisations and individuals who commissions and own advert. They advertise themselves and their products to the public.

Advertising Agency: Agency is production Company; they plan, create and prepare their client advert or campaign and promotional material.

Manufacturer: Manufacturer is individuals or group of companies produce products or rendering services

Audience: They are targeted or prospective buyers whom the media plan attempts to influence through various forms of brand contact.

Overshadow: When the celebrity seems to be advertised by products or services. This happen when a celebrity endorsed more than one or two products.

Consumers: Consumer are the section of general public who buy their needs or wants products from producers

SBA: Standard Board authority (satisfactory body for consumable items)

FDA: Food and Drug Authority (regulatory body for consumable items)

Creative development: Creative activity is usually done by advertising agency. The final production of the advertisement is done by the contracted advertising agency. The creative skill is applied by the agent in collaboration with the celebrity.

Media house: The selection of broadcast of media to be considered for future analysis. This is done by comparing media characteristics with the need of advertiser.

Direct mail: This type of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising

Newspaper: This is a forms of press advertising, newspapers are the most effective and powerful medium of advertising.

Magazine: periodicals are other important media of communication. Magazines may be released weekly, monthly, quarterly, bi-annual or annual. These are read with more interest by the readers as compared to newspapers

Radio: advertising is very popular these days. The advertisements are broadcasted from different stations of all radios. Radio advertising can be explained as “word of mouth advertising on a wholesale scale”. Advertising is very popular these days. The advertisements are broadcast from different stations of all Radios. Radio advertising can be explained as “word of mouth advertising on a wholesale scale”.

Television: These are the important forms of press advertising, newspapers are the most effective and powerful medium of advertising.

Outdoor advertising: This type of advertising includes different media such as posters, placards, electric displays, sky writing, bus, train and tram advertising. This is also known as „Mural advertising“. The main aim of outdoor advertising is to catch the attention of passer-by within twinkling of an eye. This is the most effective medium of advertising.

Yellow Page: Any telephone directory of business, organized by category rather than alphabetically by business“s name, and in which advertising is sold. The directories

were originally printed on yellow paper, as opposed to white pages for non-commercial listing.

GOIL: Ghana Oil Company

A.A.G.: Advertising Association of Ghana

A.M.A.: Advertising Association of American

R.O.I.: Return on Investment, referred to the contributions of adverts into marketing

Q-Rating: Quotient rating; it is performed on individual celebrities to how he or she is popular to the public or consumers.

M.S.T.Q.: Metrology, Standard, Testing and Quality Assurance. Four strategies by G.S.A to perform their functions.

S.P.S.S.: Statistical Package for Social Science

Personal selling: is the most effective means of persuading someone. However, it is also the most expensive and empirical means of mass selling.

Sales promotion: is an extra incentive for customers to make an immediate purchase.

Public Relation: public relation helps an organization and its publics adapt mutually to each other.

Media Decision: The selecting of broad class of media to be considered for future analysis. This is done by comparing media characteristics with the need of advertiser. Example: Television allows good visual demonstration and also attracts the viewer (consumer) to watch while listening to the advert. Unlike radio only concentrate on the voice and also allow consumer to listening while working or doing something else.

Scheduling Pattern: This consists of how the advertiser wishes the publicity to be.

- The advert should be broadcast continuously throughout the period.
- Advertiser may also concentrate broadcasting within a short period.
- Advertiser may broadcast the advert intermittently throughout the period.

Direct Advertising: This category is so called because it is aimed at specific individuals or groups of people or enterprises who or which are the most likely prospects for the products concerned.

Indirect Advertising: This category is so called because it is not aimed at specific individuals, but rather is intended to „reach“ the general „buying public“ which composed mainly of consumers. For example, advertisements in newspapers and magazines, commercials on radio and television, and cinema screens, etc.

Endorser: When a celebrity gives testimony about a product or service.

Match-up: it is when the qualities possessed by the celebrity is associated with the qualities of the product or brand he endorsed.

Celebrities: are people who enjoy public recognition by a large share of a certain group of people. Individuals who are known to the public with the respect of their profession such as actors, sports, musician, academician and leadership.

1.8 Organization of the study

The study was structured into five chapters. The first chapter discusses the background to the study, the statement of the problem, the objectives of the study, research questions, the significance of the study, delimitation of the study and definition of terms. The second chapter is the review of the related literature. Chapter three deals mainly with the methodology and the profiles of interacted companies as well as the organization within advertising circle. It also gives details of how the

research was conducted. The fourth chapter covers the details of the presentation and analyses of the data collected. Summary, conclusions and recommendations of the study are contained in chapter five. Following chapter five are references and appendices.



CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter deals with the related literature on the topic of the research. Many scholars, historians and writers have published many books, articles, journals on advertising and celebrity's endorsement and have given various definitions of advertising. Advertising is non-personal communication of information usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media (Arens & Bovee, 1994, p6). It persuades consumers and identifies the commission of the advertisement or owner of the advert, but on this view the researcher did not fully accept the expression as definition of advertising because, it does not involve the promotion of sales.

Bernhardt, et al., (1994, p.353) also defined advertising as all paid non-personal form of communication that is identified with a specific sponsor. It therefore includes the expenditure on television, radio, newspapers, magazines, billboard etc. plus the yellow page. A company with large consumers spends much money in advertising. This definition involves the payment of communication through media such as newspapers, television, radio, magazine, etc. which identifies the commissioner of the advertisement. The author further added that company with large consumers, spend more on advertising. This is practically true example; Coca-Cola Ghana and their products "coca cola" have headed Ghanaian market and the world as a whole for so many years. The reason is because they have already benefited from advertising, when a new drink from different company (competitor) comes into the market. Coca Cola Company makes sure they put in more and different creative advertisement and promotion. But on the views of the researcher, he partially agreed to the definition

because, it does not include other factors such as persuasive, promote sales. Although the definition identifies sponsor and other key words as non-personal communication, media, etc. This review synthesizes the literature on the involvement of celebrities in Ghanaian contemporary advertising. The literature of this study was taken from various sources such as books, annual reports, journals, articles, newspapers from many developed countries across the world; such as United State of America and United Kingdom. The literature was related to what and how Ghanaian Advertising Industry is involving the usage of celebrities in advertising. The literature reviewed the following headlines:

- a. What is marketing?
- b. Meaning of Advertising
- c. Importance of Advertising
- d. Types of advertising
- e. Functions of advertising

Major players in advertising circle

- a. Advertisers or manufacturers
- b. Advertising agency or production company
- c. Food and Drug Authority
- d. Celebrity endorsement

2.1 What is marketing?

Marketing is the process of planning and executing the conception, pricing, promoting and distribution of ideas goods and services to create exchanges that satisfy individual and organizational objectives. Unfortunately, understanding of marketing is a most difficult aspect in business. In the past, marketing was defined as a those various

business activities which are used to direct the flow of products from the manufacturer that makes them to the people who use them. The above definition only emphasizes the activities of distribution and transportation. In recent contemporary world, marketing includes many other important activities. Before globalization, there were few products and many consumers. Manufacturers were only worried about creating and producing more products to meet the satisfaction of high demand at the market. This was called the production oriented period; indeed the emphases in the market were on distribution and transportation. After mass production techniques were introduced, market place was glutted with products. Therefore marketing was opened to the selling of function activities. This sales oriented period was marked by extravagant advertising claims with the interpretation of „let the buyer beware“ as companies tried to unload their products on the public. With these activities manufactures or companies also have found it profitable to determine in advance what customers want and then make products that will satisfy those desires. This is what is now called the marketing – oriented period (Bovee et al., 1986. P117).

Defining the marketing problem, lots of questions need to be asked. Do you know where your business is coming from and where lots of your potential consumers are, for increasing business lie? Do you know which markets offer the greatest opportunity? Do you need to reach everybody or only a select group of consumers? How often is the product used? How many product loyalties exist? Do you want to reach lots of people in a wide area, and then mass media, like newspaper and radio, might work for you. If your target market is a selected group in a defined geographic area, then advertisement is needed to solve all these problems.

According to Lane, King and Russell (2005) p.32, 36, 37. in the contemporary world of the Americans, one major concern of Marketers has been the role of communication convergence on the process of reaching ways. This became achievable or possible when different components are used to create advertisement. It is said Advertising is among the most flexible and adaptive elements of marketing communication. It is used for a number of purposes by industrial giants“ non-profit organizations, and the smallest retail establishments. No matter what the goals of a specific advertising strategy, the key to success depends on planning in a number of areas. There are primary factors in a typical marketing plan which always must be addressed by marketing communication. Advertising creates sales, like any marketing function; generally, the contribution of advertising into marketing is expressed as return on investment (ROI). Marketing consists of four primary elements: product, price, distribution and communication. These primary elements are known in marketing as marketing mix. Marketing communication has four categories:

- A. *Personal selling:*** is the most effective means of persuading someone. However, it is also the most expensive and empirical means of mass selling.
- B. *Sales promotion:*** is an extra incentive for customers to make an immediate purchase.
- C. *Public Relation:*** According to the public relation society of America “public relation helps an organization and its publics adapt mutually to each other” Thomas pain, the revolutionary War firebrand and author of common sense, may have been American’s first public relations practitioner. It is only these recent years public relations has been fully integrated into the marketing communication plans for most companies. The key to effective public relations is that, it must convey story. Public relations and advertising are

rarely competitors. Rather, they work in concert to get the brand message to as many prospects as possible. Because public relation is usually seen as new, it has a credibility that is lacking in most advertising public relation message is ultimately controlled by the media. The media make decisions concerning when product story will be carried. The distinguish between public relation and advertising is that the message can be credible and controlled by public relation officer.

D. Advertising: is said to be a message paid for by an identified sponsor and usually delivered through some medium of mass communication. Advertising is a persuasive communication tool for marketing. Early development of modern marketing and advertising, each of these marketing communication components was regarded as more or less discrete functions. Each had its own manager and coordination of the functions was not always as rigorous as it should have been. Companies were addressing their customers with many different and sometimes confusing and contradictory messages. However, in recent years, companies have begun to move toward a consolidation of all areas of the marketing functions especially marketing communication.

Belch and Belch (2012, p.7). Marketing has never been more important or more widespread than it is today. In recent world marketing activities are being recognised as important from large multinational organization to small and local enterprises which plays a sustainable role at the market places. American Marketing Association (AMA) defines marketing as the process of planning and executing the conception pricing, promoting and distribution of ideas goods and services to create exchanges that satisfies individual and organizational objectives. This definition focused on exchange as central concept in marketing and the use of the basic marketing activities

to create and sustain relationship with customers. Advertising and promotion play an important role in the exchange process by informing customers of an organization's products or services and convincing them of its ability to satisfy their needs or wants. Marketers invest significant amounts of money to align the products with big name celebrities in the belief that such celebrities will:

- a) Draw attention to the endorsed product or brand;
- b) Transfer image values to these products by virtue of their celebrity profile and engaging attributes (O'Mahony & Meenaghan, 1998); and
- c) Influence consumers in a positive manner. Despite the popularity of celebrity endorsement as an advertising technique, advertisers and market researchers disagree as to which celebrity source characteristics are most effective in influencing consumers to purchase endorsed products or brands. Celebrities hold meanings in the eyes of the audience through their public manifestations.

Marketing communication has endeavoured to use the varied meanings personified by celebrities to help achieve the specific communication objectives. Underlying the use of celebrities is the belief that the profile and attributes of the celebrity draw attention to the messages they deliver and, through a rub-off effect, transfer the image values into the communication messages and thus, influence consumers. The theoretical foundations of the celebrity endorsement phenomenon and how consumers perceive this process are embodied in the social psychology and mass communications theories and their application in marketing communication. The conceptual framework that is often used is the source effect and the impact on the receptivity of the message. The source of the communication message is the celebrity. The source effect is related to source credibility and source attractiveness. While source credibility is related to expertise and trustworthiness (Hovland & Weiss, 1951), source attractiveness

contends that a message depends for its effectiveness chiefly on the familiarity, likeability, and similarity of the source (McGuire, 1985).

Although trustworthiness is undeniably as an important element of message receptivity, it is not necessarily an important element in specifically affecting product purchase intentions by the consumer. While there is considerable research evidence that attests to the positive consequences of employing attractive spokespersons (celebrities) based on the principle that receivers make more favourable evaluations of the advertisement and the product when attractive models are used in the advertisement (Kahle & Homer, 1985; Kamins, 1990), there is some contrary evidence (Ohanian, 1991), which suggests that physical attractiveness may not be especially significant. (Friedman & Friedman, 1979), and it can be said that celebrities owe some of their effectiveness as marketing devices to their credibility and attractiveness.

Another study by Friedman and Friedman (1979) revealed that although the image of the celebrity may not necessarily spill over onto the product, celebrities still serve as attention-getters, sources of credibility, aids to recall, and/or reference group identifiers. Moreover, physically attractive celebrities can significantly enhance measures of spokesperson credibility and attitude of consumers toward an advert, especially for an attractiveness-related product (Kamins & Michael, 1990). The process of social influence explains the way by which source characteristics of celebrities could effect a change in perceptions and attitudes of consumers. Kelman (2006) was the first to identify the processes of social influence. His model specified three attitude change processes internalization, identification, and compliance where the source attributes of credibility, attractiveness, and power are relevant,

respectively. Identification and internalization are particularly applicable to the study of celebrity endorsements. While it could be argued that Kelman's research lacked comprehensiveness in that it looked only at the source attributes of credibility, attractiveness, and power, it may however be regarded as one of the major steps forward in this field. Another aspect researched in conjunction with source attributes is the match-up hypothesis (that is, fit) between the image of the celebrity and that of the product as a means of persuasive communication and influencing consumer perceptions. Increased congruence between the spokesperson and product combination leads to higher perception of believability and attractiveness of the spokesperson and a more favourable attitude toward the product/brand being endorsed (Kamins & Gupta, 1994). McCracken (1989) has critiqued the two models of source attractiveness and source credibility as a means of explaining the celebrity endorsement phenomenon. McCracken propose the meaning transfer model to explain the celebrity endorsement process from culture to celebrity to consumption process. Somdutta Biswas. Mahmood Hussain & Kathleen O'Donnell (2009)

2.2 Meaning of Advertising

Albert Lasker, who has been called the father of modern advertising, said that advertising is "Salesmanship" in print. That may well be. But he gave us that definition long before the advent of radio and television and at a time when the nature and scope of advertising were considerably different from what they are now. Today, we all have strong concepts of what advertising is and we also tend to have very strong opinions and prejudices about it. The definition of advertising is many and varied. It may be defined as a communication process, and a marketing process, economic and social process, a public relations process, or an information process depending on the point of view. (Bovee et al., 1986).As the worlds industrial output

has grown, so has the use of advertising, advertising has become a significant industry in relation to the world market. The media that received the most advertising expenditure (from high to low) were newspapers, television, direct mail, radio, magazines and outdoor. However the major objectives of advertising to inform and persuade has not changed.

According to Erdogan (1999), Advertising works as a method of meaning by bringing consumer needs and the representation of the culturally constituted world together within the frame of a particular advertisement. In conjunction with the argument by McCracken (1986), Domzal and Kernan (1992) claimed that advertising is an integral part of social systems, whose function is to communicate the culturally constructed meaning of products to consumers. According to the authors, consumers learn meanings by interpreting product definitions, which in this case are implicit in promotional content. Many people make use of advertising in pursuance of private or business affairs but many of them do not really understand what advertising is really about and how its aims are achieved. Basically, advertising simply is concerned with telling and selling. From this statement, one would understand that advertising is initially used to tell people about something and used to try to sell that something to those people (target group). That something might be: an idea, a product or brand by the person or business- called the seller or vendor who wished to sell it, or change it for money. The researcher therefore defined advertising as: Non personal form of communication through mass media (print and electronic) to persuade general public (Consumers) about products or services, to identify sponsors and to promote sales. The researcher arrived at this definition after analysed the below definitions from various sources. The researcher gathered all important factors that constitute the definition of advertising today. Such as: Advertising is defined as all paid, non-

personal form of communication that is identified with a specific sponsor. It therefore includes the expenditure on television, radio, newspaper, magazine, billboard etc. Plus the yellow page. A company with larger consumer spends large on advertising (Bernhardt et al., 1994, 353). The above definition involves payment of communication through media such as newspaper, television, radio, magazine, etc. This identifies the commissioner of the advertisement. They also further added that a company with large consumers spend much money on advertising. This is practically a true example: Unilever and their product "key soap" has led the market for so many years. The reason is because they have already broken even, when a new "bar soap" from a different company (competitor) comes into the market, Unilever company make sure they put in more and different creative advertisement and promotion. The researcher did not agree with above definition completely because, it does not include other features such as persuasive, promote sales. Although the definition identifies sponsors and other key words such as non-personal communication, media, etc.

According to Bovee, et al., (1994, p6.) advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, (goods and services) or ideas by identified sponsors through various media. The above defines advertising as non-personal communication through media (print and electronic). It persuades consumers, and identifies the commission of advertisement or owner of the advert. The researcher partially accepted this expression as definition of advertising because, it does not involved the promotion of sales. Advertising is a way around this problem, although not as flexible as personal selling, it can reach a large number of potential customers at the same time. It can inform and persuade customers and help position a firm's marketing mix as the one that meet customer's need (McCarthy & Perreault, 1993). The definition compared advertising as salesman.

Advertising conveys messages to a large number of potential customers at the same time. It also persuades and puts firms ahead of others. The researcher partially accepted above definition. Although other factors were mentioned except media, sponsors and etc. Using a screen to help make a sale is one step further on from using it as an advertising or promotional aid at point of sale. Rather than waiting for customers to come to you. (Andrew & Crofts, 1991). Advertising could be described as using a screen such as television, cinema, video, mobile phones, etc. to promote products or services at point of sales. Easy to reach customers, rather than waiting for customers to come to you the producer or manufacture.

The researcher therefore disagrees totally with this definition because, that could see this expression does not capture print media. Although the definition promotes sales by conveying information to potential customers. Advertising is the structure and composed non-personal communication of information, usually paid for and usually persuasive in nature about products (goods and service) by identified sponsor through various media (Arens & Bovee, 2004). The above definition means, advertising comprises indirect communication to individual or group and persuade customers to purchase goods or services. And finally identifies sponsor through media (print and electronic). The researcher disagrees with the above expression as total definition of advertising because, it does not captured promotion of sales. Aside, those other important features were notified in the definition. Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effect to persuade or influence behaviour (Bovee, Thill, Doved & Wood, 1995). The definition means, advertising is when one (agency) is commissioned to create and execute advertisement to influence behaviour of potential customers through mass media such as newspapers, magazine, television,

radio, billboard, etc. The researcher disagrees with the above definition because, it does not mention all important features constituted in advertising. After analysing above definitions from various taught, the researcher gathered all important factors that constitute the definition of advertising today. This is what the researcher has to say as definition of advertising; Advertising Is a non-personal form of communication through mass media (print and electronic) to persuade general public (customers) about products or services, to identify sponsors, and to promote sales.

Bernhardt, et al., (1994). Stated that advertising is the most visible and controversial activity carried on in marketing. The marketing decision maker has a number of decisions to make with respect to advertising for a product and service. These include:

- I. **Advertising Objective:** The objectives of every advertising should be stated with specific time of period for specific market (target group). Knowing your targeted audience will assist the advertising agent in creation of advertisement. Example: Selection of the celebrity is considered among the various target groups. Measuring of communication is another objective the advertiser looked at. How possible the created advertisement can easily create awareness, interest and preference in the minds of consumers (targeted group). However increasing brand awareness is the prime objective of every advertisement which easily increase in the sales and profit of products.
- II. **Advertising Budget:** Advertising is difficult to set. That is why companies have fallen into using rule of thumb methods such as:
 - a. The "all we can afford" method
 - b. Percentage of sale method.
 - c. Matching competitor's methods.

We would prefer decision makers to process by defining the task they hope to accomplish and then have them calculate the cost of doing this. This called a task approach. To use this method, the advertiser must understand the functional relationship between his or her task and advertising expenditure: The cost of involving celebrity, media house to broadcast (electronic and printed media). Finally, the charge of advertising agent which will create the advert.

- III. ***Creative Development:*** Creative activity is usually done by an advertising agency. The final production of the advertisement is done by the contracted advertising agency. The creative skill is applied by the agent in collaboration with the celebrity. The final production of the advertisement is done by the contracted advertising agency. The creative skill is applied by the agent in collaboration with the celebrity.
- IV. ***Media Decision:*** The selecting of a broad class of media to be considered for future analysis. This is done by comparing media characteristics with the need of advertiser. Example: Television allows good visual demonstration and also attracts the viewer (consumer) to watch while listening to the advert. Unlike radio only concentrate on the voice and also allow consumer to listening while working or doing something else. Any of above characteristics could be suitable for the company at hand.
- V. ***Scheduling Pattern:*** This consists of how the advertiser wishes the publicity to be.
- The advert should be broadcast continuously throughout the period.
 - Advertiser may also concentrate broadcasting within a short period.
 - Advertiser may broadcast the advert intermittently throughout the period.

All these patterns are available for advertiser to experiment to find which pattern makes the most sense for their product or brand.

VI. ***Evaluation Advertising***: If the advertiser has specified qualitative objectives, then this is the position an advertiser can rely on to measure whether the objectives were met. The first objective is to find out from the consumers whether the message goes down well with them (consumer). Examples; interest and awareness of the brand or products the advert is projecting is achieved.

2.3 The importance of Advertising

Lake (2002) stated that advertising promotes a product, service or event to its target audience. A target audience are the sections of the general public such as youths, old age, men and women that products, services or events are created to fulfil their needs or wants in the market place. It is importance in the modern commercial world. Advertising has benefits to both:

I. What Advertising Does for Consumers:

Modern marketing strategy focus on the consumer as the core elements for effective advertising (Lane et al., 2005, p.40). Advertising provides consumers with information about products and services. Advertising aids the consumers in making the best decision about the products. Effective communication provides a means for new products to enter the market place and, therefore influences the number of products available to consumers. The people or organization who might buy those products are often called „consumers“ because they might make use of the products or consume the products they buy. The creative advertisement from the competitors helps consumers to compare their products and to choose between them. By so doing,

advertising encourages „competition“ which can benefit consumers by making competitive businesses: more prices conscious, more quality conscious and more conscious of the need to satisfy in order to retain their customers and clients.

II. What Advertising Does For Business:

One of the myths perpetrated by advertising critics is that there is an adversarial relationship between business selling goods and consumers buying them. The long term success of a business is built on positive and mutually beneficially relationship with its consumers. This relationship can only be maintained if consumers perceive value in the goods they purchase and the business enjoys a reasonable profit for its efforts. (Lane, et al., 2005). Advertising provides economies of scale in communicating to mass audience. Without advertising, many business would not be able to bring new products to the attention of enough consumers fast enough to make the enormous cost of creating, developing, manufacturing and distributing these products practically. Advertisers provide consumers and other prospects with information about different products which are available to them. Often similar or even identical products are offered by different and competing advertisers. The effective Advertiser can increase the sales of products and in doing so increase their profits. That is because the sale of goods in large quantities frequently creates the need to „mass produce“. Mass production tends to increase sales and leads to larger scale production and so on. Then, to increase „consumer demand“ advertising encourages manufacturers to invest in research to produce new and improved products in an attempt to retain existing customers and to secure new ones.

III. What advertising does for media?

It must not be overlooked that advertising also benefits the media in which or on which adverts appear. The sums paid for advertisement broadcast by the media house are used to defray its cost towards the payment of large proportions, publishing newspapers, magazines and the cost of producing and transmitting radio and television programs etc.

IV. What Advertising does for society

Advertising plays both micro and macro-roles. On micro level, individual's consumers and business gain and benefit from advertising. When an advertiser creates (advert) what the public wants and delivering it at prices more and more people can afford, builds prosperity and stronger economy. Advertising is both sparkplug and the lubricant of the economy which create consumers wealth. However, the intended results of most advertising is to contribute to the profitable sale of products and a continuing economic expansion that presumably is benefit for society as a whole

2.4 Categories of Advertising

There are two main categories of advertising: direct and indirect.

- I. Direct Advertising:** This category is so called because it is aimed at specific individuals or groups of people or enterprises who or which are the most likely prospects for the products concerned. In many cases it involves the sending of leaflets, circular, catalogues, etc. direct to prospects in their homes or places of work. Frequently such sales literature, often supported by a „covering letter“ is sent without the recipient having requested it. For example, the executive in charge of advertising the motor vehicle accessories may have details of the product sent to owners or managers of garages, businesses selling spare parts.

That is because such enterprises are the most likely commercial buyers for the products.

II. Indirect Advertising: This category is so called because it is not aimed at specific individuals, but rather is intended to „reach“ the general „buying public“ which is composed of mainly consumers. For example, advertisements in newspapers and magazines, commercials on radio and television, and cinema screens, etc. by Ghana Health Service creating awareness on how cholera is prevented. The prime objective of the advertisement is to educate the public on how to wash hands with soap or any detergent before eating. The adverts do not specify a particular type of soap to use. Soft drinks produced by a competitor, will be aimed at encouraging anybody who happens to read, hear or see the advertisements to buy the drinks whether from grocery shops, supermarkets, bars, kiosks, restaurants, etc. This form of adverts is not specifically directed to particular group of people (target audience). This advertisement is created when the products is produced for general public consumption.

2.5 Functions of advertising

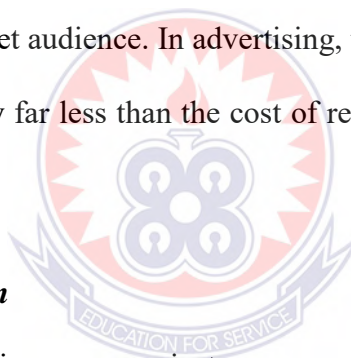
To identify products and differentiate them from others. Advertisement is run to send messages about products or services to the prospective buyers. The messages comprise the name of the products and where consumers can get to buy.

- a) To communicate information about the products it features and it location of sales
- b) To induce consumers to try new products and to suggest reuse
- c) Stimulating the distribution of a product
- d) To increase produced usage

- e) To build brand preference and loyalty

Marketing function

To make money, companies or manufacturers sell products that compete in the market place. Companies and Manufactures develop marketing communication strategies to increase their sales or profits. Various marketing elements are combined to create advertisement which is known as marketing communication .The marketing elements are: products, price, place and promotion. Promotional advertisement always project t personal selling, sales promotion and public relation. All of the functions are used to sell or win acceptance of the company's product services or ideas. Advertising involves presenting the message usually through the mass media to a large group of people known as the target audience. In advertising, the cost of reaching a thousand as target audience is usually far less than the cost of reaching one prospective consumer through personal selling.



Communication function

Every form of advertising communicates some messages to its targeted group. Advertising has had its communication function since ancient civilizations. Most historians believe the outdoor signs carved in clay, wood, stone and used by ancient Greeks and Roman Merchants were the first forms of advertising since the population was unable to read the signs were symbols of the goods for sale such as a walking boots for a shoe makers shop. Because early artisans took pride in their works, they placed their marks on goods such as cloths pottery wares etc. they produced. These trademarks enable buyers to identify the works of a particular company, just as trademarks do today. It also assures the consumers of what they buy. In this modern era, communication of information is still one of the basic functions and objectives of

advertising. Examples of advertising used primarily for communication are advertising in telephone directories, newspaper classification advertising and legal notices published by various organizations and government bodies.

Education Function

People learn from advertising. They learn about the product or service that is being advertised. Education in advertising helps in easy and speedy adoption of new products in a market place. Education also helps in reducing accidents and waste of money and finally contributing to physical value of consumers. But advertising must be more than educational to be successful. It must be persuasive to move people to actions.

Economic functions

Advertising greatly reduces the cost of distribution and eases the task of personal selling. This leads to lower costs and higher profits which can be harvested in more capital equipment and jobs. Creating awareness of a particular product, brand, services and ideas, advertising promotes sales and thereby commercialised as well. As a buyer is aimed it provides consumers with news product and prices.

Social function

Advertising has become one of the major forces that helps improve the standard living in the country and the world at large. When advertiser presented an alternative picture of a particular product to consumers; Advertising persuades consumers to buy them. Advertising serves social needs other than stimulation of sales as individuals have the opportunity to select the product that best matches one functional or social needs. Public services by advertising organizations also foster growth and understanding of important social causes.

2.6 Celebrity endorsement

Celebrities spoke in advertisement that they involved by promoting the products or the service. Celebrity endorser is an individual who enjoys public recognition and uses his or her recognition on behalf of consumer goods by appearing in an advertisement (McCracken, 1989). Celebrities could be classified in different ways such as by Profession: example actor, Sports, academicians, musician etc. and by levels of their familiarity: example local, national, international or global. Celebrity in advertising creation could be termed as art. This is because celebrity formed qualities of adding beauty to the advertising concept.

According to Ericsson and Hakansson (2005), if advertisers keep maintaining a particular celebrity in association with his product or service (endorsing), it builds a psychic value of the product in the minds of consumers. With the mentality that the product or brand possesses the attractive qualities that are similar to the celebrity. These become achievable because, the targeted audience or consumers like the celebrity who endorses the product or service. Using celebrities in advertisements to sell products or services has become popular for many advertisers (Slinker, 1984). The number and the dollar value of celebrity endorsement contracts are increasing, and these contracts constitute a significant and growing portion of advertising budgets (McGill, 1989). Marketers spend increasing amounts of money annually on celebrity endorsement contracts based on the belief that they are effective spokespeople for their product, creating a positive link between them and the brand image.

In Ghanaian contemporary culture, the use of celebrity endorsers is in the increase, since 1920's.

The use of celebrities as spokespersons constitutes a significant investment that management hopes to offset with greater sales and profits (Agrawal & Kamakura, 1995). A recent estimate indicates that approximately one-quarter of all television commercials screened in the United States include celebrity endorsers (Shimp, 2000). A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman & Friedman, 1979). Bailey (2007) said in his Publication, research on the use of celebrity endorsement in modern advertising has been a feature of the advertising and marketing literature for a number of years. Erdogan (1999) provides a good review of this literature. This body of research suggests that celebrities influence consumers' perceptions and purchase intentions (Lafferty & Goldsmith, 2002; Tripp & Carlson, 1994). Some researchers have also found that celebrities make advertisements believable (Kamins et al., 1989), help in the recognition of brand names (Petty, Cacioppo & Schumann, 1983), enhance message recall (Friedman & Friedman, 1979; Premeaux, 2005), create a positive attitude towards the brand (Kamins, 1989), and give endorsed brands distinct personalities (McCracken, 1989). Many researchers in this area believe that advertisements with celebrities are more effective than other types of advertising (Kahle & Homer, 1985; Kamins, 1989; Ohanian, 1991). Therefore who is celebrity? Celebrities are people who enjoy public recognition by a large share of a certain group of people.

According to Friedman and Friedman (1979), refers to individuals who are known to the public with the respect of their profession such as actors, sports, musician, academician and leadership. In Advertising Industries of the contemporary world, selecting appropriate celebrity for advertisement is complicated issues which have attracted many interested researchers from both academic and practical levels to write on. The literature of this research work indicates that selection of celebrities for endorsement is always based on the opinion of the company. If only the opinion of the customers that proven the evidence of the companies for such selection. When celebrities are depicted in marketing communication, they bring their own culturally related meanings there to, irrespective of the required promotional role. Celebrity endorsement of products is now growing technique in advertising industries. This trend is gaining more interest among the practitioner and the academics. These trends of advertising come along with potential pitfalls (selecting wrong celebrity for a particular product endorsement).

According to Fowles (1996), advertiser's rationale for hiring celebrities to endorse products is that people consume images of celebrities and advertisers hope that people will also consume products associated with celebrities. Similarly, Fortini-Campbell (1992) argue that products, just like people have personalities and claims that people consume brands with personality characteristics like their own or ones they aspire to possess. From a Marketing Communication perspective, it is important for advertiser or manufactures to design strategies that help strengthen competitive differential advantage for a manufacturer's products or services. The involvement of celebrities in marketing communication back up other elements in the marketing mix such as product design branding, packaging, pricing etc. In order to create positive effects in the minds of consumers. Current marketing communication skills (activities) made

companies or manufactures invest large sums of money to associate themselves or their products to celebrities (endorsers). Because these endorsers are seen as dynamic with both attractive and likeable qualities which can be transferred to their products (Atkin & Block 1983). And manufacturers' plan these qualities are transferred to products via marketing communication activities (Langmeyer & Walker 1991a, 1991b; McCracken 1989; Walker, Langmeyer & Langmeyer, 1992). Furthermore, because of their fame, celebrities do not only create and maintain attention but they also achieve high recall rate for marketing communication messages in today's highly clustered environments (Croft, et al 1996; Friedman & Friedman 1979; Kamen, et al., 1975; Kamins, 1989; Ohanian 1991; O'Mahony & Meenaghan 1997). Initially, this strategy seems there is no risk attached, but there is a potential hazard in every dynamic marketing communication strategies; individuals can change and endorsement relations can sour. From United Kingdom perspective, a report in marketing (February 1st 1996) indicated that advertising which involves the images of celebrities was a „key“ to gaining national heading in 1995. Companies paid more than 1 billion dollars to athletes. The involvement of celebrities in advertising has reached a level that it has been accepted as fairly common marketing communication strategy. This paper regards celebrity utilization in marketing communication activities as consisting of the following activities: spokesperson (Michael Jordan & Nike Sportswear), actor (Richard Wilson & Flora). Manufacturers gain great controlling power over created spokes persons (Celebrity) because the companies contributed in the development of celebrity in one way or the other. The companies built the relationship between the endorser and their brands and target audience. The companies ensure that these characters (celebrities) are endorsing only one particular product (Tom, et al., 1992). On the other hand, companies have limited control over

the celebrity's persona as they have created their public persona over the years. Manufacturers involved celebrities whose public recognitions match with their products.

Atkin and Block (1983) and Petty, et al., (1983) found that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intention than non-celebrity endorser. Celebrities are one of many marketing tools employed by advertising personnel to influence consumer brand belief and ultimately purchase intention (Fleck, Korchia, & Le Roy 2012). The benefits of using celebrities to market a product are said to extend beyond sales alone and include brand differentiation, as well as recognition. Brett, Molesworth, Seneviratne and Burgess (2016).discovered influential powers of celebrity on conveying messages to aviation passage. Selling safety: the use of celebrities in improving awareness of safety in commercial aviation. The aviation industry, and specifically cabin safety, is one example where the selling power of celebrities is used. Moreover, in an attempt to positively influence passenger attention to pre-flight safety briefings and thus to aid the retention of the key safety messages, some airlines are employing celebrities to either endorse or actively promote the message.

However, the publisher stated that the effectiveness of utilizing celebrities in that manner remains unknown and hence was one of the aims of the present research. Airlines such as Qantas in Australia, Air New Zealand in New Zealand, and Delta Air Lines in the United States have used celebrities to endorse their pre-flight safety briefing. However, the presence of a celebrity in any form of advertisement does not guarantee its success. Advertisers need to carefully select celebrities, matching the attributes and traits of the celebrity (e.g. attitude and behaviour) with the target

segment and brand values of the product being advertised (McCracken 1989). Equally important, as Knott and James (2004) contend, is that the celebrity (i.e. endorsing star) should be attractive, believable, likeable and trustworthy. For airlines, however, carefully selecting a celebrity to endorse passenger safety is only part of the challenge what is known, however, is the effectiveness of employing humour or a celebrity to deliver the pre-flight safety briefings. Moreover, in a study with sixty-one university students, Molesworth illustrated that compared to a traditional safety briefing devoid of humour or celebrity, having a celebrity endorse the safety briefing facilitated optimum recall performance (e.g. memory of key safety messages) that was closely followed by the use of humour in the briefing video (Molesworth 2014).

Salmones, Dominguez and Herrero (2013) also attributed in their research work, on how positive using celebrity to Communicate, Many things have changed since Kotler (1979, p. 38) said „Third Sector administrators must begin to think like marketers“, in the sense that the same tactics and strategies employed to market goods and services can be used to sell social ideas (Hill & Moran 2011). Nowadays, the non-profit sector is becoming a very competitive and a fast-growing advertising area (Wheeler 2009), and organisations are positioning themselves, communicating their values and struggling to raise funds through communication (Becker-Olsen & Hill 2006). In this sophisticated environment of fundraising competition, conceptual and empirical guidance is needed when designing charity appeals (Chang & Lee 2010) in order to maximize the impact of the communication strategy.

In this context, the use of celebrities in advertising is a very common practice worth studying. Specifically, a celebrity endorser has been defined as any individual who enjoys public recognition (actors, athletes, entertainers, models, politicians and

singers, among others) and who uses this recognition on behalf of a consumer good by appearing with it in an advert (McCracken, 1989). Celebrities are traditionally considered to be sources with high persuasive power, try to influence individuals through the emotions, so these endorsers can be very effective due to their power of attraction, and their ability to produce feelings and emotional responses (Assael 1984). In the non-profit sector, and according to the results of Samman, McAuliffieand MacLachlan, (2009), most people consider that celebrity involvement in charity can be beneficial. Variable for the success of communication. Credible endorsers enhance advertising effectiveness (Eisend & Langner, 2010) because, when their credibility is high, consumers are more likely to accept arguments presented in the advert, whereas they tend to reject arguments coming from a source with a low degree of credibility (Grewal et al., 1994). Specifically, the credibility of the source is composed of two dimensions: expertise and trustworthiness (Hovland et al., 1953). „Expertise“is a cognition-based attribute (Eisend & Langner 2010), derived from knowledge of the subject, and it refers to skill and competence in the communication topic, whereas „trustworthiness“ refers to the honesty and believability of the source when expressing an objective opinion on the product (McGinnies & and Ward 1980). The direct influence of endorser credibility on advertising effectiveness and attitudes towards advert has been extensively proven in the profit sector (Goldberg & Hartwick 1990; Lafferty & Goldsmith 1999; Stafford et al., 2002). In fact, research has shown that celebrity credibility, and therefore its effectiveness, varies by product (Stafford et al. 2002). It is interesting, therefore, to analyse the product „social cause“, and the relationship between endorser credibility and attitude towards the advert.

2.7 Importance of celebrity as speaker

Victoria, Seitz, and Sudawadee (2007) published in an article with a title: Celebrity Endorsements in U.S. and Thai Magazines: the contents were too analysed and compared the assessment of celebrity as endorsers in advertisements. A case study conducted in United State of America, in many cases, celebrities make advertisements believable (Kamins et al., 1989) and enhance message recall (Friedman and Friedman, 1979). Furthermore, celebrities aid in brand name recognition (Petty, Cacioppo, Schumann, 1983), create positive attitudes toward the brand (Kamins et al., 1989), and create distinct personalities for the endorsed brand (McCracken, 1989). Ultimately, celebrity endorsements are believed to generate a greater likelihood to purchase the brand (Heath, McCarthy, and Mothersbaugh, 1994; Kahle & Homer, 1985; Kamins, et al., 1989; Ohanian, 1991). Thus, the use of celebrity endorsements in an advertising strategy should enhance the marginal value of advertisement expenditures and create brand equity by means of the “secondary association” with the brand (Keller, 1993). Additionally, marketers use celebrity endorsers to heighten the appeal of their advertisements. That is, celebrities are believed to enhance attentiveness to the advert, making the copy memorable, credible, and desirable, and effectively glamorizing the product (Spielman, 1981). Atkin and Block (1983) stated that spokespersons attract attention to an advertisement in the cluttered stream of messages because of their high profile. Moreover, celebrities may help advertisements stand out from surrounding clutter, thus improving their communicative ability.

Finally, celebrities are traditionally viewed as being highly dynamic individuals with attractive and likeable qualities (Atkin & Block, 1983). As well as promoting established brands, celebrities are used to announce new brands or reposition brands (Erdogan & Kitchen, 1998). There are several reasons why famous endorsers may be

influential. First, they attract attention to the advertisement in a cluttered stream of messages. Second, they are perceived as more entertaining and are seen as more trustworthy because of their apparent lack of self-interest. Last is the widespread attribution that major stars do not really work for the endorsement fee, but are motivated by genuine affection for the brand (Kamins, 1990). Also, Amos, Holmes & David Strutton (2008) wrote to explore the relationship between celebrity endorser effects and advertising effectiveness. In United State about 25% of advertisements employ celebrity endorsers (Shimp, 2000). These actions suggest many United State firms have bought into the premise that celebrity endorsers positively impact consumer attitudes towards an advertisement and the associated brand, consumers' purchase intention, as well as other measures of effectiveness (Kaikati 1987; Ohanian 1991; Tripp et al., 1994; Goldsmith, Lafferty and Newell, 2000; Erdogan et al., 2001). There is substantial research on the topic, suggesting celebrity endorsement may materially improve financial returns for companies that employ them in their advertising campaigns (Farrell et al., 2000; Erdogan, et al., 2001). The importance of celebrity endorsers, however, does not lie in the fact that they are used by firms who wish to increase revenue, but in how these celebrities add value to a company, brand or product.

The literature implies that celebrities add value through the process of meaning transfer (McCracken, 1986, 1989). The meaning transfer model posits that celebrities develop a persona through the types of roles they play in society as well as how they are portrayed in the media. Collectively, the culturally constituted society then assigns meaning to celebrities. When celebrities endorse a product, the meaning developed around a particular celebrity will or at least it is hoped for by advertisers transfer to a company, brand, or product (Erdogan & Baker 2000). Thus, when a consumer

identifies with a celebrity (identification occurs when a person is willing to accept influence from another person) (Kelman 2006, p. 3), he or she purchases the product in the hope of claiming some of these transferred meanings for their own lives (McCracken, 1989). Researchers have examined this transfer of celebrity meaning to the product and its resultant effectiveness by examining the source effects of celebrity endorsers. Two narrative reviews have attempted to amalgamate the literature pertaining to the effectiveness of celebrity endorsers in advertising (Kaikati, 1987; Erdogan 1999). Kaikati (1987) identified the prevalent types of celebrity endorsers, advantages of using celebrity endorsers, hazards associated with using celebrity endorsers, and Federal Trade Commission guidelines. Erdogan (1999) reviewed the effectiveness of celebrities, advantages and disadvantages associated with celebrity endorsement, and the application of the source credibility and source attractiveness models.

2.8 Risk of using celebrity as speaker

Although the potential benefits of involving celebrity endorsers are significant, so are the costs and risks. To increase competition for consumer consciousness and introduction of new products proliferation have encouraged marketers or advertiser to use attention creating media stars to assist products marketing. The involvement of celebrity endorsement strategy may help create and maintain consumer attention to advertisements. Celebrities also help advertisement stand out from surrounding cluster by improving communicative ability by cutting through excess noise in communication process (Sherman 1985). If a company image had been tarnish, hiring a popular celebrity is selected for a new product to associate with, a huge dividends is paid to give the products instant personality and appeal (Dickenson 1996). Some of

these initial positioning strategies for products fail to draw expected interest from consumers.

Companies hire celebrities who have necessary meanings to establish new positioning for existing products. Celebrity endorsements are powerful tools which help advertisers to survive in foreign markets. Celebrities who are known worldwide can help advertisers to break through many such roadblocks. Example: Pizza Hut international increased its global market share by involving world-wide known celebrities. Such as super-models Cindy Crawford and Linda Evangelista and Baywatch star Pamela Anderson. Despite the potential benefits, there are also potential hazards in involving celebrities as a marketing communication tool. The potential benefits of using celebrities can easily reversed due to sudden changes in images of celebrities. Let consider, the moral turpitude, lose credibility by over endorsing or overshadowing endorsed products or drop in popularity (Cooper 1984; Kaikati 1987). Research proven negative information about a celebrity endorser do not only influences consumer's perception of the celebrity. But also endorsed product (Klebba and Unger 1982; Till & Shimp 1995). Whiles a celebrity can effectively draw attention to an advertisement. A common concern is that consumers will focus their attention on the celebrity and fail to notice that there is a brand being promoted (Rossiter & Percy 1987). As Cooper (1984) put it, "the product, not the celebrity, must be the star".

The risk of using celebrity endorsers in advertising always associated to the link between the products and the celebrity (Till, 1998). The risks can be classified into three (3) categories:

I. Celebrity- related risks: This involves the danger of immoral act or the negative behaviour of the celebrity. This is when the celebrity is strongly associated with the brand (product) or services, then the tendency of the negative or immoral behaviour publicity of the celebrity can spill over to the brand (Johansson & Sparredal, 2002). This risk involves extinction, example: An athlete who wins a gold medal in the Olympics may be a very good endorser for a particular brand. If the same athlete gets injured or becomes less successful, he or she might no longer be the endorser the company was looking for. Some actions of celebrities can easily harm or alter their images (moral danger). Such negative changes in image can negatively affect the meanings that advertisers wish to transfer to their consumers through the endorsement (Till, 1998). The views of the researcher on the above categories of risk were that, in recent Ghanaian Advertising Industry. A telecommunication company called TIGO Ghana Limited. The company contracted a celebrity to endorse its product (service). When the advertisement was airing through all the media houses across the Nation, the same celebrity was identified and caught as an armed robber. This immoral act affected the product he was endorsing negatively. The company distanced itself quickly from its celebrity endorser, by immediately withdrew the advert from airwaves. TIGO Company Ghana avoided a negative backlash; however it did lose the money it had invested in the endorsement deal. (Clinton, Holmes & Strutton 2008). Since repeated pairings of a brand and celebrity strengthen the associative link consumers establish between brand and celebrity, negative information about the celebrity may negatively impact the endorsed brand (Erdogan & Baker 2000). Till and Shimp (1998) observed that a strong associative link between celebrity and product must be present before negative celebrity information lowers brand evaluations. Regardless of the strength of association consumers perceive between the celebrity

endorser and the product, negative information about celebrity endorsers can put a firm's products and image at risk. Pop star Michael Jackson's child molestation indictment produced negative connotations. The resultant celebrity image transformation would have bottomed out Jackson's endorsement effectiveness for Pepsi had the company not long since opted out of Jackson as an endorser due to his prior alleged indiscretions.

II. Products related risks: This involves the danger of overshadowing the brand. This could happen when consumers focus their attention on the celebrity and fail to notice the brand which is being promoted (Erdogan, 1999; Belch & Belch, 2001; Ericsson & Hakasson, 2005). The next danger involves overexposure. This is when a single celebrity is used to endorse many diverse products from all sort of life such as entertainment, sports, leadership etc. (Till, 1998; Johansson & Sparredal, 2002). The final danger involves confusion on products. This could happen when many different celebrities from all sorts of professions endorse one particular product or brand. The latter two could easily cause confusion among consumers about the brand's identity; (Ericsson & Hakasson, 2005). In the view of this category, Ghanaian advertisers do not consider the danger of involving only one celebrity to endorse as many as three to five products from one company or different companies. Example: Akrobeto, an actor is currently dominating in Ghanaian advertising circle on both television and radio. He endorses varieties of products from domestic insecticide to automobile engine oil and clinical services to pharmaceutical medicine.

Nana Ama Mcbrown, another local celebrity who has been contracted by two or more manufacturers to endorse their brand. Some of these companies are Hinekens home appliances, Sunda International, and many more. These practices of advertising in

Ghanaian contemporary culture create confusion in the minds of consumers. To justify the above risk of involving low or single celebrity to endorse many products, services or brands. In United State of American celebrity endorsement has been a prominent feature of advertising for decades. (Agrawal & Kamakura 1995; McCracken 1989; Shimp 2000). The marketing research community has recognized the drawback of relying on single celebrities to endorse multiple brands; since celebrity credibility can suffer as the number of brands endorsed by a single celebrity increases, leading to brand attitude or value dilution (Tripp, Jensen, & Carlson 1994). As a result, companies are increasingly turning to the use of multiple celebrities to endorse a single brand as a viable alternative strategy. In contrast to a single celebrity endorsing multiple brands with a limited audience appeal, different celebrities presumably possess different talents, each of which may be valued or viewed more favourably by a different segment of consumers, thereby broadening audience appeals. Macy's department store has featured multiple celebrities including Donald Trump, Martha Stewart, Jessica Simpson, etc., in a single Television advertising to endorse the store as a retail brand in its advert campaign. Similarly, AT & T has recently featured a Television commercial involving four retired professional celebrity basketball players Larry Bird, Bill Russell, Magic Johnson, and Kareem Abdul-Jabbar all in the same advert, to promote the brand and its services. Conspicuously absent from the marketing research literature have been studies designed to address the issue of the fit of multiple celebrities among themselves in product or brand endorsements and its impact on consumer attitude toward the brand or products. This issue is important both from theoretical and practical standpoints.

Extant literature has confirmed the importance of celebrity or product (brand) fit, albeit in mostly a single celebrity advertising context, in influencing celebrity advertising effectiveness. Fit in celebrity advertising often refers to the strategic match between the characteristics of celebrity and the endorsed brand. The greater the fit between the celebrity image and the brand image, the greater is the congruence in the mind of the consumer and the better the consumer attitude toward the brand. The paucity of research on the effectiveness of the fit among the featured celebrities themselves in brands endorsed by multiple celebrities, and their impact on consumer attitude toward the brand (advertising), is surprising. Hence, the important issue regarding the perceived fit among the celebrities in generating greater endorsement effectiveness remains unresolved. Furthermore, the question of whether in fact more celebrities are always better than fewer celebrities has yet to be answered. We suggest that the effectiveness of the number of celebrities deployed in a brand endorsement will depend on the perceived fit among the celebrities featured in the endorsement. Although involvement as a moderator of celebrity advertising effectiveness has been validated in a study by P. Petty, Cacioppo, and Schumann (1983), few studies (Saleem 2007; 2008) have attempted to address the issue of the role of involvement and fit in influencing consumer brand attitude in the context of endorsement by multiple celebrities.

In the first study, Saleem (2007) revealed that multiple celebrities outperformed a single celebrity on consumer attitudes and purchase intention on low involvement and not high involvement products; no description about the celebrities was provided, and no attempt was made to check the fit of the celebrities or with the brands featured in the advertising. On the other hand, using only low involvement products showed no significant difference between a single celebrity and multiple celebrities in product

endorsement advertising on consumer attitudes or purchase intention. There were again no manipulation checks for the fit between the celebrities and the products selected for the study or the fit between the celebrities themselves. Furthermore, it was acknowledged that since no moderators or mediating variables were included in the research design, the results should not be generalized. Carolyn, Thomas and Les (1994) conducted research on the effects of multiple brand endorsements by celebrity. First, the number of products a celebrity endorses negatively influences consumers' perceptions of endorser credibility and likability, as well as attitude toward the advert. Second, the number of exposures to the celebrity endorser has an impact on attitude toward the advert and purchase intention. Independent of the celebrity's endorsing one or many products, the number of exposures to the celebrity endorser had a negative impact on attitude toward the advert. The number of products endorsed by the celebrity and the number of exposures to the celebrity operate independently on consumers' attitudes. The number of exposures to the celebrity neither enhances nor disguises the multiple product endorsement effect. The change in consumers' perceptions of the celebrity endorser is an important extension of previous source credibility knowledge because it establishes that multiple product endorsements affect consumer perceptions.

Moreover, the use of two familiar celebrities here confirmed that effects are not celebrity specific and can influence the perceptions of even well-known personalities. It appears that, when as many as four products are endorsed, likability and both dimensions of credibility (i.e., expertise and trustworthiness) attenuate. This decrement is distinct from any effects that occur due to increased exposure to the celebrity endorser. Similar effects were observed for attitude toward the advert. As the number of products endorsed increased to four, individuals reacted less favourably to

the advert itself. This finding is important given the mediating role of attitude toward the advert on brand choice (MacKenzie, Lutz, & Belch 1986). Comparatively, it appears that seeing a celebrity endorse multiple products in advertising is more likely to influence consumers' perceptions of expertise, trustworthiness, likability, and attitude toward the advert than simply having knowledge that a celebrity endorses multiple products (Mowen & Brown, 1981; Mowen, et al., 1979; our study 2). Harkins and Petty (1981) found that actual exposure to sources and arguments had an effect beyond that due to mere knowledge of their existence. Hence, it is plausible that a consumer may be aware that a celebrity endorses a number of products but still perceived the individual as trustworthy, expert, and or likable, whereas the consumer who is actually exposed to the multiple product endorsement advertising may perceive the celebrity as less trustworthy, expert, or likable and evaluate the advertising more negatively. This suggestion seems consistent with Folkes (1988), who noted that the type of information may influence the kinds of attributions made. Since no main effects emerged, evidence was not found to support the predictions concerning number of products endorsed on attitude toward the brand or purchase intention. This result is interesting since Mowen and Brown (1981) found that a number of products endorsed had a significant impact on subjects' opinion of and interest in buying a fictitious brand. The probable explanation for this difference is the use of existing, well known brands. Since the test products were national brands backed by extensive promotion, subjects' existing brand evaluations and experiences were impervious to multiple product endorsements. Peripheral cues such as spokesperson credibility had little room to affect brand attitudes or intentions, especially given massed, forced laboratory exposures.

III. Financial and other risks: according to Tandon and Mehrotra (2005), the demand for famous entertainment and sports celebrities for advertising is huge. They are very expensive; it is advisable to an advertiser or manufacture to consider if the celebrity endorser is worth the investment. Another risk which celebrity creates at the disadvantage of advertiser is that, when the celebrity endorses one product and uses another product of one of the competitors (Katyal, 2009). Victoria, Seitz, and Sudawadee (2007). To determine the appropriateness of a celebrity, a number of marketing criteria is used. These include attractiveness, honesty, age group association, popularity, recognisability, and likeability (Slinker, 1984). Further, the type of endorser may interact with the type of product being advertised in a positive manner. Friedman & Friedman (1979) proposed that advertisers should give more thought to the type of endorser used in advertising their product. For example, if the brand name and advertising recall are most desirable, advertisers should use a celebrity as an endorser. Additionally, celebrities would be effective for products with high psychological or social risks, involving such elements as taste, self-image, and opinions of others, as with jewellery. Expert endorsers are seen as most appropriate for products associated with high financial, performance, or physical risk, and or complex issues requiring expert advice, such as a lawn mower. While testimonials are considered to be the best source for low risk products such as cookies, it may not be appropriate for celebrities to endorse toothpicks or toilet tissue.

In the promotion of products high in psychological and/or social risk, use of celebrity endorsers enhanced believability, favourable evaluations of products and advertisements, and positive purchase intentions more than those using experts or testimonials. Such effects were absent when celebrity advertising was used in conjunction with products high in performance and or physical risk (i.e., a vacuum

cleaner) (Friedman & Friedman, 1979). Frieden (1984) found that celebrity endorsements of a television set (a product high in financial and performance risk) generated higher mean values for spokesperson likeability as compared to advertisements featuring an expert, testimonial, or company executive. Moreover, measures related to knowledge and believability of spokespersons, product quality, trustworthiness of advertisers, and purchase intentions did not reveal especially favourable ratings. In another study, Friedman, Termini, & Washington (1976) found that a celebrity endorsement for a fictitious brand of Sangria scored significantly higher on product-based characteristics (i.e., taste) and marginally higher on purchase intention than advertisements with no spokesperson. Believability, although higher for the celebrity spokesperson condition, approached, but did not reach significance. Further, Atkinand Block (1983) found that advertisements for a brand of alcohol that used celebrity endorsers produced consistently more favourable ratings than did advertisements using non-celebrity endorsers. Mowen, Brown, and Schulman (1979) suggested that there was a need for endorser–product congruence in the context of a balance model approach to the product endorser effectiveness. According to the author, numerous studies have revealed that expert sources of information produced favourable attitudes toward the issues. It was contended that perceptions of believability, among other variables, may be a function of congruence of the image or knowledge base of the spokesperson relative to the product image. These studies suggest that product type has a mediating effect on the overall effectiveness of celebrity endorsers.

McCracken (1989) model (see Figure 1) attempts to explain the celebrity endorsement process. The researcher explains that the effectiveness of celebrity spokespersons and assessing the meaning consumers associate with the endorser is explained by transfers

to the brand. According to the model, celebrities' effectiveness as endorsers stem from the cultural meanings with which they are endowed. A three (3)-stage process of meaning transfer is suggested that involves the formation of celebrity image, transfer of a meaning from celebrity to the product, and finally from the product to the consumer. McCracken (1989) also states that celebrities represent a broad range of meanings, including demographic categories (e.g., age, gender, and status), personality, and lifestyle types. A famous person represents not only one single meaning, but expresses a number and variety of different meanings.

Negative Effects of Celebrity Endorsers

Despite the benefits of celebrity endorsers, there are still hazards in basing a marketing communications campaign on celebrity endorsers. For example, negative information about a celebrity endorser not only influences consumers' perception of the celebrity but also the endorsed product (Klebb & Unger, 1982; Till & Shimp, 1998). This effect is clearly explained by well-known cases such as drug charges against Michael Irvin, murder charges brought on O.J. Simpson, and a rape charge resulting in a jail sentence for Mike Tyson. Moreover, some companies, including Hertz, Kodak, Pepsi, Toyota, and Nike, have been badly affected by negative publicity from celebrities' misdeeds.

Another negative side effect includes the costs associated with celebrity endorsements. There is a high financial commitment to secure big name endorsers, such as Pepsi paying \$25 million to Shaquille O'Neal to endorse the popular soda product and Tiger Woods receiving \$40 million from Nike to support the company's youth marketing campaign. Credibility of a company using celebrity endorser may also suffer when individuals choose to endorse several different products

simultaneously. It is a common occurrence, sometimes even between highly competing brands, when dealing with highly recognized and well-liked figures. Lower credibility and loss of trust in a brand is the likely result of this apparent lack of loyalty to a company by a celebrity endorser (Dyson & Turco, 1996). As a result, the credibility and trust in the product and the endorser decreases. It also sends a message to the consumer saying, “If the endorser won’t stick with a brand, why should I?” (Dyson & Turco, 1996) The negative publicity generated by some celebrities has added to negative associations with the brand, and consumer surveys reveal that only a fraction of them react positively to endorsements (Agrawal & Kamakura, 1995). There are several reasons for using celebrity endorsers in advertisements. For example, in many cases, celebrities make advertisements believable (Kamins et al., 1989) and enhance message recall (Friedman & Friedman, 1979). Furthermore, celebrities aid in brand name recognition (Petty, Cacioppo, & Schumann, 1983), create positive attitudes toward the brand (Kamins et al., 1989), and create distinct personalities for the endorsed brand (McCracken, 1989). Ultimately, celebrity endorsements are believed to generate a greater likelihood to purchase the brand (Heath, McCarthy, & Mothersbaugh, 1994; Kahle & Homer, 1985; Kamins et al., 1989; Ohnian, 1991). Thus, the use of celebrity endorsements in an advertising strategy should enhance the marginal value of advertisement expenditures and create brand equity by means of the “secondary association” with the brand (Keller, 1993).

Additionally, marketers use celebrity endorsers to heighten the appeal of their advertisements. That is, celebrities are believed to enhance attentiveness to the advert, making the copy memorable, credible, and desirable, and effectively glamorizing the product (Spielman, 1981). Atkin & Block (1983) stated that spokespersons attract attention to an advertisement in the cluttered stream of messages because of their high

profile. Moreover, celebrities may help advertisements stand out from surrounding clutter, thus improving their communicative ability. Finally, celebrities are traditionally viewed as being highly dynamic individuals with attractive and likeable qualities (Atkin & Block, 1983). As well as promoting established brands, celebrities are used to announce new brands or reposition brands (Erdogan & Kitchen, 1998). There are several reasons why famous endorsers may be influential. First, they attract attention to the advertisement in a cluttered stream of messages. Second, they are perceived as more entertaining and are seen as more trustworthy because of their apparent lack of self-interest. Last is the widespread attribution that major stars do not really work for the endorsement fee, but are motivated by genuine affection for the brand (Kamins, 1990).

2.9 Selecting Celebrity for Endorsement

In advertising art refers to more than what a cartoonist, a painter, photographer or illustrator does. The term art refers to the whole visual presentation of the advertisement or commercial including how the words in the advert are arranged, what style and size of the type are used. Whether photos or illustration of celebrities are used and finally how all these elements are organized. In this research, art basically refers to the presence of celebrities (photographs, illustrations or voice) and how they are employed in the advertisement. Every advertisement uses art, but most are art of celebrities (Bovee et al., 1986). Celebrities can easily influence consumers' feelings, attitudes and purchase behaviour. Because celebrities have stopping power to draw attention to advertising messages and enhance messages in advertisement. Celebrities add more recognition to the products or service. They contribute positive attitude towards the products or service (Belch & Belch, 2000).

Maria del Mar Garcia de los Salmones and Herrero (2013) also attributed in their research work, on direct antecedents of celebrity credibility: According to Brown & Shimp (2006, 2007), there has been a research indicating that advertisement which involves celebrities constituting a proportion of about 20-25 percent of all adverts. These trends of advertising gained in popularity through evaluation of celebrities in advertising that is the impacts celebrities bring to the products or company and the consumer as a whole (Dean & Biswas, 2001). The reason for using celebrities in advertising are: Increase attention, image polishing, brand introduction and brand repositioning and possibility of featuring at the global market. Another major technological breakthrough was the invention of photography in late 1980s. Before this time, products in printed advertisements could be illustrated only by drawings. Photography added credibility to advertising because it showed products as they are rather than as visualized by an advertising (Bovee et al., 1992).

How celebrities could be selected

Scientific students identify three main theories based on celebrities are selected for particular advertisement.

- **Meaning transfer model:** This is an assumption that the celebrity endorses bring onboard their own symbolic meaning to the brand or product. This model passes the specific qualities of that particular celebrity onto the products. An advertiser adopted this model when he or she emphasizes the particular features of the product that celebrity also possesses. This model makes the celebrity the main „player“ to transfer the message to the targeted audience. The cultural meanings residing in a celebrity go beyond the person and reflected on the products (McCracken 1989; Brierley 1995). Celebrities possess huge number of varieties of meaning which are costive to Advertisers.

Distinctions of status, class, gender and age as well as personally and lifestyle types, are represented in the pool of celebrities who present a varied and subtle palette of the marketing system. Example: Michael Essien is known as soccer player with lot of energy and strength qualities. In association with fan yoghurt, consumers or his followers are easily persuaded with that unique energetic quality to accept the product (fan yoghurt).

- The Elaboration likelihood model: This model is used when the consumer's or receiver's understanding of the message (advertising) is low. Celebrity endorser is more advisable because celebrity effect on attitudes of consumer is more significant. The elaboration of relevant information in the advertisement (persuasive message) should be more effective.
- The three-order hierarchy model:
Celebrity in advertising is recommended when the consumers are passive and uninterested. The possibility of consumer to focus more on non-message elements is very high. (Johansson & Sparredal, 2002).

Models on celebrity Endorsement Strategy

Scientific literature revealed that there are many models and criteria for selection of celebrity endorsers. The following are some of the models and criteria for selection of celebrity endorser.

- i. **Source Credibility model:** it is an assumption that consumers are more likely to accept a message if they find it credible. This model involves two main criteria. Source expertise and trustworthiness. The content of this model relies on the perception level of expertise and trust worthiness in the endorser (Dholakia & Stemthal, 1977; Hovland, et al. 1953; Hovland & Weiss 1951; Ohanian 1991; Solomon 1996). Information from a credible source (celebrity)

which can easily influence, beliefs, opinions, attitudes and behaviour through a process called internationalization, which occurs when receivers accept a source influence in terms of their personal attitude and value structures.

Trustworthiness: refers to the honesty, integrity and believability of the celebrity. This depends on the perception of the target audience. Advertiser relied on the value of trustworthiness by selecting endorsers who are widely regarded as honest, believable, and dependable (Shimp 1997). Smith (1973) argues that if a celebrity is untrustworthy, regardless of other qualities, there will be questionable on their personality. Friedman, et al., (1978) reasoned that trustworthiness is the major determinant of sources credibility and then discovers which source attributes are correlated with trust. On the other hand, Ohanian (1991) said trustworthiness of a celebrity was not significantly related to customers' intentions to buy an endorsed product. Desphande and Stayman (1994) confirmed that endorser's ethnic status would affect endorser trustworthiness and as a result brand attitudes. These interactions occur because people trust individuals who are similar to them. One managerial implication of their findings is that when targeting particular ethnic group (example: Africans, Europeans and Asian), ethnic background should be carefully evaluated. Expertise: When communicator (celebrity) is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by the celebrity. It does not really matter whether an endorser is an expert; all that matters is how the target audience (Hovland, et al. 1953; Ohanian 1991) perceives the endorser possess quality of expertise. On the other hand, Speck, Schumann and Thompson (1998) found that expert celebrities produce higher recall of products information than non-expert

celebrities; but the difference was not statistically significant. According to Kaarllins and Albenson (1970). A possible exception to the belief that the more credible a source is, the more persuasive the source is likely to be.

ii. The source Attractiveness model:

This covers criteria of similarity, familiarity and liking that could be generalized as attractiveness. Many advertiser or manufacturers rely on. Advertisers select celebrity endorsers“ basis of their attractiveness to gain from dual effects of celebrity status and physical appeal (singe, 1983). In order to discern the importance of attractiveness, the consumers only have to watch television or look at print advertisements. Such advertisements portray attractive people. Consumers tend to form positive stereotypes about such people (celebrities) and, in addition research work shown physically attractive communicators are more successful at changing beliefs (Baker & Churchill 1977; Chaiken 1979; Debevec and Kerman 1984) and generating purchase intentions (Frieman et al., 1976; Petrosnius & Crocker 1989; Petty and Cacioppo 1980) than their unattractive counterparts. It is contended that the effectiveness of a message depends on similarity, familiarity and liking for an endorser (McCuire, 1985). Similarity is defined as a supposed resemblance between the source and the receiver of the message. Familiarity as Knowledge of the source through exposure, and likability as affection for the source as a result of the source“s physical appearance and behaviour.

Attractiveness does not mean simply physical attractiveness, but include any number of virtuous characteristics that consumers might perceive in a celebrity endorser, for example, intellectual skills, personality properties, lifestyle, or

athletic prowess. A generalized application to advertising has been suggested that „physical attractiveness“ of a communicator determines the effectiveness of persuasive communication through a process called identification which is assumed to occur when information from an attractive source is accepted as a result of desire to identify with such endorsers (Cohen & Golden 1972). Before noticing that celebrity is attractive to particular group of people, quotient rating (Q-Rating) is performed. The (quotient) rating reflects a celebrity’s popularity among those who recognize the celebrity. Before an advertiser selects a particular celebrity, celebrity’s popularity must be tested among the targeted audience. The Q (quotient) - Ratings is calculated by dividing the popularity percentage with familiarity percentage. The Q-Rating is an answer to how appealing the person (Celebrity) is to the targeted consumers. Rossiter and Percy (1987) argue that knowing a celebrity Q rating may not only be beneficial in cases where particular audiences are targeted but it may also enable advertisers to save on the cost of hiring a big celebrity name who might not be popular among targeted audience.

According to Shimp (1997) individuals are asked to answer two simple questions in a survey: (1) have you heard of this person? (2) if you have, do you rate him or her , poor, fair, good, very good or one of your favourites? A celebrity’s Q-rating is calculated by dividing the percentage of the total sample rating the celebrity as “one of their favourites” by the percentage of sample who knows the celebrity. Example; if Professor Azumah Nelson were known by 94 percent of people surveyed and 47 percent mentioned him as one of their favourites their Q rating expressed without decimal points, would be 50 ($47/94=0.50$)

iii. Product match-up Hypothesis:

Encompasses such attributes as trustworthiness, expertise, attractiveness, respect and similarity. Although this model strategy is not only the attributes for celebrity selection but also allows evaluating some possible risks. This model suggestions are take into consideration such aspects as celebrity credibility, celebrity and audience match up, celebrity and brand match up, celebrity attractiveness cost considerations, working ease or difficulty, saturation factor and trouble factor. The above models repeat some basic attributes the stability of which allows suggesting them to be a foundation for celebrity endorser section. When the messages conveyed by the image of celebrity and the product message are consistent, it is therefore considered as an effective advertising (Forkan, 1980; Kamins 1990). The degree of perception „fit“ between brand (brand name attributes) and celebrity“s image determined the level of product Match-up (Misra & Beatty 1990). When the celebrity has relatively high product corresponding image, it is leads to greater advantage to advertisers.

Alternatively, when there is no connection (match-up) between celebrity endorser and product endorsed can leads consumers to belief that, the factors of selecting celebrity were not considered. Evans (1988) claimed that the use of celebrities, if celebrities do not have a distinct and specific relationship to the products their endorsing tends to produce what termed as vampire effect. This occurs when the audience remembers the celebrity, but not the products or service. Always, the emphasis of product match-up has been the proper match between a celebrity and the product based on celebrity“s physical

attractiveness. The attractive celebrities are more effective when endorsing products (Kahle & Homer 1985; Kamin 1990). A research proven that celebrity interacts positively about brand or products and services (Friedman & Friedman 1979; Kamins 1990; Lynch & Schuler 1994). Consistently, Packard (1957) suggested that celebrity endorsement strategy is effective in selling products, and services as status symbols since celebrities are individuals of indisputably high status and in endorsements such individual celebrities attract consumers to join them in enjoying products.

2.10 Major players in advertising circle

1. Advertisers or manufactures

The advertising process really begins with an advertiser. An advertiser might be an individual or a small or large group of people or it might be commercial venture (business) or a non-profit making body, local or central government body, an association or club and so on. Whatever the case, it will be the advertiser who makes these very important decisions:

- a) To whom the advertising will be directed or aimed at (target).
- b) The size of the advertising „budget“ that is, how much money will be spent on the advertising.
- c) On which media the advertisement will appear?
- d) How long the advertising „the campaign“ will last on air?

Types of Advertisers

a) *Individual Advertisers*

A private citizen might advertise to sell a product to fill or satisfy a particular need or want, or to express an idea or a point of view. For example, a person might advertise a

building he or she owns but wishes to sell. Another person might advertise to offer employment to qualified persons, or to find accommodation, or to find a product he or she want to buy. Politicians often advertise themselves to prospective voters to vote for them. To juxtapose the earlier definition of advertising, one can also advertise his or her wishes or interest to buy something at the market place, because in order for a party to buy, another party must sell.

b) *Industrial Advertisers*

Into this category fall enterprises such as mines, which extract raw materials such as oil, coal, iron etc., which are in generally sold to other enterprises for use as power or for uses in manufacturing Agricultural and fishing activities are also classified as extractive. These are also industrial enterprises involved in construction and allied fields. Other enterprises in this category are classified as processing or refining because they process the raw materials and in so doing, alter their original forms into more useful or saleable forms. However, Ghanaian advertising industry is more familiar with this type of advertising carried out by some manufacturers and by some processing/refineries concerned (e.g. petroleum/gasoline companies) because they tend to concentrate their advertising around brand names: They are generally the largest spenders on advertising.

c) *Trading Advertise*

The range of concerns in this category is very wide, but the common activity is the buying and selling of raw materials, components, and products produced by the industrial enterprises. Enterprises involved in trading range from small one-man shops and kiosks to huge supermarkets, departmental stores, techniques and might undertake little if any advertising. In contrast, the groups of trading enterprises involved in

retailing advertise a great deal. However, the volume and value of advertising undertaken by different companies varies considerably depending upon the size of business unit the range and types of products marketed and so on.

2. Advertising agencies

An advertising agency is a business which might be appointed or hired to plan and prepare advertisement for advertisers called clients and to arrange to place the agreed advertisements in the media selected. Not all advertisers especially smaller ones use agencies, but the client- agency „partnership „is dominant in the advertising world. Advertising agencies range in sizes and organization from small one man’s operations to internal business with branches and or associates in many countries. The success of an agency depends upon the resources, particularly in terms of creative expertise, media knowledge and strategic planning abilities.

3. Media houses

The media are the various channels of communication which are used to carry the messages from the advertisers to their prospective buyers. The majority of media companies are to:

- i. Sell space in print media e.g. newspaper and magazines
- ii. Sell time in broadcast media e.g. radio and television.

Often, media businesses advertise their own products in an attempt to stimulate sales of space and or time. Sales personnel employed by the media business are often called „media representatives“. They might deal directly with potential and /or established advertising agencies, run appointed or lend by advertiser to plan and implement some or all of their advertng. Staff of a media business must gather, analyse and present accurate information about the numbers and types of people who read their

publications or listen to or watch their broadcast. An advertiser will place advertisement in the best media for the purpose to be sure that the message will reach the target audience. That „match“ of message to target markets is essential because without it:

- i. The advertiser will lose some, if not all, of the value of the advertising paid for and
- ii. The media business will lose a paying customer.

There would be no value, for instance, in a magazine, the advertisement must be placed in women’s magazines – and then only in those most likely to be read by young mothers (e.g. not in magazines read by young girls or more mature women)

Advertising messages are presented to the public through media. Media are the agencies, means, or instruments used to convey message. There are three (3) general categories of advertising media; *print media, broadcast media and specialty advertising*. The first objective of a media plan is to select the target audience: the people whom the media plan attempts to influence through various forms of brand contact. Media objective are subordinate to marketing and advertising objective, it is essential to understand how the target audience is defined in the marketing and advertising objectives. The definition may or may not be exactly the same, depending on the marketing and advertising objectives and strategies. To find solution to media selection, certain schedules work best with different media. For example, the rule of thumb is that prints and must run three times before it gets noticed. Radio advertising is most effective when run a certain times of the day around certain programs, depending on what market you are trying to reach.

Advertising media generally include:

- (i) Television
- (ii) Radio
- (iii) Newspapers
- (iv) Magazines, catalogues or brochures
- (v) Outdoor billboards
- (vi) Public transportation
- (vii) Yellow pages
- (viii) Direct mail (hand-outs, newsletters)
- (ix) Specialty advertising (on items such as matchbooks, pencils calendars, telephone, pads, shopping bags and so on).

When comparing the cost and effectiveness of various advertising media, the following factors are always considered:

Reach: Expressed as percentages, reach is the number of individuals (or home) at which expose product through specific media scheduled over a given period of time.

Frequency: Using specific media, how many times, on average, should the individuals target audience be exposed to advertising message? It takes an average of three or more exposures to an advertising message before consumers take action.

Cost per thousand: How much will it cost to buy rating point for target audience, a method used in comparing broadcasting media? One rating point equals to 1 percent of target audience. Divide the cost of the schedule being considered by the number of rating points it delivers.

Impact: Does the medium in question offer full opportunities for appealing to the appropriate senses, such as sight and hearing, in its graphic design and production quality?

Selectivity: To what degree can the message be restricted to those people who are known to be the most logical prospects? Whether media planners select media concentration or media dispersion, they still must pick the media category (ies) for the media plan. Different media categories suit different media objectives. Most media options can be classified into three broad categories: *mass media*, *direct response media*, and *point-of-purchase media*. A media planner's choice will depend on the media objectives. If the media planner wants to create broad awareness or to remind the largest possible number of consumers about brand, then he or she will pick mass media such as television, radio, newspaper and magazine. If the media planner wants to build a relationship with a customer or encourage an immediate sales response, then direct response media such as direct mail, the Internet and mobile phone are good choices. For example, online advertisement for car insurance such as link directly to the application process to capture the customers' right at the time they are interested in the service. Finally, if a media planner wants to convert shoppers into buyers, then they might use point-of-purchase media such as sampling, coupons and price-off promotions. In short, each of these three categories of media serve a different role in moving the customer from brand awareness to brand interest to purchase intent to actual purchase and then re-purchase. An integrated campaign, such as the one described for auto mobile vehicles, might use multiple categories combining national television advertisement to introduce the product, Internet media to provide one-to-one information, and in-store displays to drive sales. The creative requirements of a media category also effect media planners' decisions. Each media category has unique

characteristics. For examples, television offers visual impact that interweaves sight and sound, often within a narrative story line. Magazines offer high reproduction quality but must grab the consumers with a single static image. Direct mail can carry free samples but can require compelling advert copy in the letter and back-end infrastructure for some form of consumer response by return mail, telephone or Internet. Rich media advertisement on the Internet can combine the best of television styles advertisement with interactive response via a click through to the brand's own Web site. Media planners need to consider which media categories provide the most impact for their particular brand. The costs of developing creative materials specific to each media category can also limit media planner's use of the media dispersion approach.

4. Standards Board Authority

The Ghana Standards Authority (GSA) formerly Ghana Standards Board (GSB) is a Government of Ghana agency responsible for the maintenance of acceptable standards for products and services and sound management practices in industries and public institutions in Ghana. The Ghana Standards Board was established by a decree NRCDC 173 in 1973 to develop and promulgate standards with the aim of ensuring that high quality goods are produced in Ghana whether for local consumption or for exports; to promote standardization in industry and commerce; to promote industrial efficiency and development; and to promote standards in public and industrial welfare, health and safety. The core functions of the agency are to discharge the following:

1. To establish and promote standards for the manufacturing of high quality goods and services in Ghana.
2. To improve the levels of standard in industry and commerce.
3. To promote productivity and efficiency in work places

4. To promote standards in public health, safety and welfare for consumers of various goods and services.

The Authority uses four strategies in performing its functions namely: Metrology, Standards, Testing and Quality Assurance (MSTQ). The Ghana Standards Authority's function in industry includes *the development of standards, certification of systems used in industries*. It also certifies products and runs test training for industries to promote compliance of industries to the set standards of the Authority. The Authority reviews industry conformity to regulations and calibrates weighing and measuring instruments such as advertisement from manufacturers. The Authority performs physical analysis of products or copy of advertisement before they can be run on air or sold. The board operates a decentralized system for effective monitoring and supervision, allowing it to operate at a regional level. There are seven Regional Board offices:

1. Ho, responsible for Volta Region
2. Koforidua, responsible for the Eastern Region
3. Takoradi, responsible for Western Region
4. Kumasi, responsible for Ashanti
5. Sunyani, responsible for Brong Ahafo Region
6. Cape Coast, responsible for Central Region
7. Tamale, in charge of the three Northern Regions namely Upper East, Upper West and Northern Regions.

The Authority promotes product safety by monitoring all goods that are imported to and exported from the country. There are six official entry points into Ghana, each of which is staffed by Ghana Standard Board personnel. These entry points are: Tema

Harbour, Takoradi Harbour, Kotoka International Airport, Aflao entry point, Elubo entry point and Paga entry point. For the purpose of enhancing the competitiveness of Ghanaian products, the Ghana Standard Board undertakes the following core activities for industries:

- i. National standards development, dissemination and sale of standards
- ii. Systems certification and promotion of quality management systems in industry product certification
- iii. Calibration, verification and inspection of weights and measures as well as weighing and measuring instruments
- iv. Inspection and testing
- v. Advice the Ministry of Trade & Industry on standards and related issues.

5. Food and Drug Authority

Ghana Standard Authority, in collaboration with Food and Drug Authority regulate all products in our country. Advertising processes are regulate by Food and Drug Authority and certified by Ghana Standard Authority. Advertising covers the following products:

Food advertisement (All processed food packaged for sale) medicine Advertisement (Finished Pharmaceutical Product, Herbal, Cosmetics and Household chemicals, Medical Devices, Tobacco and Substances of Abuse)

Labeling

Food Product (All processed food packaged for sale)

Drug Products (Finished Pharmaceutical Product, Herbal, Cosmetics and Household Chemicals, Medical Devices, Tobacco and Substances of Abuse)

CHAPTER THREE

METHODOLOGY

3.0 Overview

The thrust of this chapter is to present the methodology used to obtain the data for the study. The research was to investigate the involvement of celebrities in Ghanaian contemporary advertising culture. The following areas under the methodology were captured: research design, population, sampling technique and data collection, instrument for data collection and data analysis plan. This chapter concluded with provisions of analysis and justification of the primary research methodology chosen to examine the core research question of this paper.

3.1 Research Design

The study was rooted in both quantitative and qualitative research paradigms to seek answers to solve the research problems. There are several research designs approaches which can be used to solve problems in scientific research. The nature of this research work demanded mixed method approach. The researcher used qualitative approach to receive hard facts and principles of involving celebrities in advertising endorsement within certain companies or organizations and individual celebrities within advertising industries in Ghana. The researcher also used quantitative design to get response from large consumers segmented within Cape Coast Metropolis. Research design used by the researcher was descriptive and narrative inquiry. Descriptive method demands the setting of the research be described. It is concerned with conditions of relationships that exist; practices that are going on and affect that are being felt. The purpose is not just the narration of what it is, but the discovery of meaning making adequate and accurate interpretation about such data with or without the aid of statistical method;

It also ascertains prevailing conditions of facts in a group or case under study (Baylon, 2004). Descriptive provides answers to questions such as what, where, when and how. It is a fact finding methodology. The researcher used this methodology to achieve the objectives of the research work with reference to chapter one. Narrative inquiry involves interviewing and observing small group with the purpose of describing and understanding the phenomena from participants' viewpoint (Leedy & Ormrod 2005). This research method was also therefore suitable for the work. It has characteristics of narrating the responses and philosophy or the rationale of involving celebrities in Ghanaian contemporary advertising culture. Descriptive Survey was therefore adopted as the design because it is a suitable tool for researching specific subjects as well as precursor to more quantitative studies. The nature of the research demanded large consumers as respondents. Survey involves the formulation of research questions and using interviews to seek answers to the research questions (Creswell, 2009). A survey may be occasioned simply by a need for administrative fact on some aspects of public life; or be designed to investigate a cause-effect relationship or throw fresh light on some aspect of sociological theory (Moser & Kalton, 1971).

3.2 Population

The population for this research work comprises of experts within advertising industry in Ghana as well as consumers within Cape Coast Metropolis. One management member from each of the following selected organisations formed part of the population: Ghana Oil Company, Lowe Lintas, Food and Drug Authority Departments as well as one celebrity. According to Sidhu (2003) population is a group of people or objects with common characteristics upon which the researcher is interested in. The estimated population for this study as follows; one celebrity, three

management members from above selected organisations and one hundred and sixty nine thousand, eight hundred and ninety four (169,894) prospective consumers in Cape Coast.(Population and house sensors, 2010). In view of this, the total population for the study is estimated at one hundred and sixty nine thousand, eight hundred and ninety eight (169,898).

Table for categories of population

Ghana Oil Company (GOIL)	1
Lowes Lintas	1
Food and Drugs authority	1
Celebrity	1
Cape Coast Metropolis	169,894
Total population	169,898

3.3 Technique sample

The study employed both probability and non-probability sampling techniques. Best and Kahn (2003) stated that a sample is a small group out of a population that are selected for the study. In view of that a total sample size selected out of above population was one hundred and four (104) respondents. The sample was categorized into two groups; the first group of sample for the study was employed with purposive sampling technique which targeted four (4) personalities as respondents. The group constituted one (1) celebrity and three (3) management members of selected companies" or organisations within Advertising Industry in Ghana. The selection of celebrity and other companies or organisations were based on specific characteristics, experiences or qualities and their responsibilities in the Advertising circle. Although there are many individual celebrities and companies within advertising industry in

Ghana; they all have equal technical knowledge in the practicing of celebrity based advertising in Ghanaian culture. There is an empirical evidence proven that, the selected companies have been consistent and long serving organisations in the advertising industry, also producing major advertisements and commodities in Ghanaian market. Mr. David Dontoh (veteran actor) was selected as one of the respondent in a capacity as celebrity. It is on record that he is the only celebrity used to endorse products continuously in a decade. He was an icon to endorse a product called ABC Beer of Accra Brewery Company from 1989 to 1999.

Lowe Lintas is seen as one of the longest advertising Agents in Ghana. Lowe Lintas started its operations as the production company under the management of Ghana Nestle Company, it was established purposely to design and produce advertisement for Nestle Ghana products. This production company then became AP Lintas, under the management of late Jake Obetsebe Lamptey, former Greater Accra regional Minister. The researcher chose Lowe Lintas because it has been constant active service in the advertising industry. They also recognized as a production company of high standard in Ghanaian advertising industry. The production manager represented the company. Ghana Oil Company (GOIL) is seen as Ghanaian indigenous company which had experience of low economy fortunes before. Ghana Oil company is currently accepted by Ghanaian consumers because it really enjoying the returns on investments from the contributions of advertising. Ghana Oil Company has gain lots experiences and benefits from advertisements. The above characteristics and experiences made the researcher to select GOIL as one of the respondents. The manager of the public relation office was selected to represent the company. Indeed, Food and Drugs authority (FDA) is the only regulatory body in Ghanaian market. The Authority's views were also needed by the researcher on the rules and regulations in

advertising industry. Central regional manager was asked to represent the views of Authority.

The second group of sample (consumers) for the study was employed with probability sampling technique which constituted hundred (100) persons as consumers within the projected communities of Cape Coast Metropolis. The following were segmented communities within North, south, East and West of Cape Coast Metropolis; Cape Coast Technical University-Abura, Kotokuraba-Kingsway, Central Regional Coordinating Council-Environs and University of Cape Coast-Environs. Probability sampling was employed for the second group of sampling. Under the probability sampling; the simple random sampling technique was used to select consumers. This was reliable because all selected areas constitute institutions and market centres within Cape Coast Metropolis where consumers from all parts of Metropolis converge for their daily activities, thus giving a fair representation of the population. The use of simple random sampling technique was justified by the fact that it provided the best opportunity to generalize the results of the population. Simple random sampling was also the type in which each and every member of the population was having an equal and independent chance of being selected (Frankel & Wallen, 1994).

3.4 Sample Size

Respondent Category	Population
General Consumers	100
Advertising Agencies	1
Celebrities	1
Manufacturers	1
Ghana Food and Drug Authority	1
Total	104

3.5 Data Collection instruments

The data collection refers to the information the researcher obtained from the sample chosen. The study used both data collection instruments such as questionnaire and interview. Structured questionnaire were used to collect information from consumers while interviews were adopted to collect information from the Celebrity, Manufacturer, Advertising agent and Regulatory body (Food and Drugs Authority). These instruments were used by the researcher to obtain various expressions and views on celebrities' endorsement in Ghanaian contemporary advertising by the population sample. The information was used to generalise the findings on the population.

3. 5.1 Interviews

The main instrument used to obtain data from the managements of the selected companies and organisations within advertising industries in Ghana was interview. Asabere (2010, p.9), defines interview as "a purposeful conversation in which one person (interviewer) asks prepared questions and another (respondent) answers them". Both open and closed ended questions were answered by major players in advertising industry. Unstructured interviews were used to gather information about Celebrity, Manufacturer and advertising agency. These techniques were appropriate because the study was largely seeking in-depth information on respondents' opinions, experiences and expectations regarding celebrity endorsement in Ghanaian advertising. According to Asabere (2010,), "interview is a process by which information on a particular subject or area of research is gained thus, through conversation" (p.9). The interviews were conducted according to the objectives of the study.

3.5.2 The Questionnaire

The main instrument used by the researcher for collecting data from consumers was questionnaire. The questionnaire was divided according to the objectives of the study. Questionnaire was designed to draw out demographic information such as age, and gender. Respondents were also required to express the impression about the endorsement of brand or product by celebrities in adverts and its effect on consumers and advertisers, also, the risk of involving celebrity in advertising. Consumers were asked the same questions based on the objectives of the study for easy validation of data collected.

3.8 Procedure for Data Collection

The data were collected from Ghana Oil Company as Manufacturer, Lowe Lintas as Advertising Agent, Mr. David Dontoh as Celebrity, Food and Drugs Authority as Regulator and publics (consumer) in Cape Coast metropolis. Permission was sought with introduction letters from the management of the selected companies and organization; several visitation and followed up were made to the selected companies, organizations, celebrity and projected areas to establish familiarization before the researcher carried out the study. The researcher distributed the questionnaire within selected areas of Cape Coast Metropolis. Consumers were expected to respond to questionnaire. The actual questionnaires distributed were one hundred and twenty (120) of which hundred (100) respondents completed the questionnaire. There were constant follow-ups, since some of the respondents refused to fill the questionnaire on the spot, because they were busy and needed time to go through. Interviews were conducted for the above respondents.

3.9 Reliability and Validity of Information

The instruments for data collection were reliable and valid because the objectives of the research work were obtained. The researcher had common information shared by respondents. Some respondents were met more than twice and same information was given. Moreover respondents were met in good mood, for that matter information was easily given. The interviews, questionnaires and library materials collected within sample size proved the authenticity of the data collected.

3.10 Method of Data Analysis

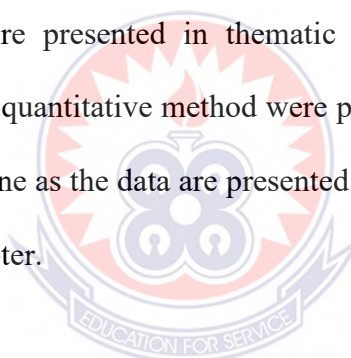
There was mixed method approach in collection of data; both qualitative and quantitative approaches were used. The data collected under qualitative were presented in thematic and narrative analysis. The data collected were analysed through quantitative means with the help of Statistical Package for Social Sciences (SPSS) software, with relevant statistical presentations such as charts, frequency tables and cross tabulations to draw inferences. The data were analysed on the basis of mathematic analysis focused on the broad areas under the objectives and the research questions as well as their bio-social and the impact of celebrity endorsing brand or product in Ghanaian contemporary advertising culture.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS OF RESULTS

4.0 Overview

The analyses of the data collected were made to establish the effect on celebrities' endorsement in Ghanaian contemporary advertising. The primary data were obtained from major advertising stake-holders in Ghanaian contemporary culture. The following provided primary data: Manufacturers, Advertising Agency, Celebrity, Food and Drug Authority and consumers. The secondary data were obtained from the internet, journal, documents and books, and articles. The results gathered under the qualitative approach were presented in thematic and narrative analysis; whereas findings found under the quantitative method were presented in the form of tables and charts. Analyses were done as the data are presented. Discussions of the findings were also captured in this chapter.



4.1 Respondents

The respondents were informed by the researcher that the research work was conducted as part of MPhil Arts and Culture Dissertation requirement. The respondents of qualitative data collection were categorized in their line of duties in the data analysis. The respondents were represented in the following order:

Advertiser -	Ghana Oil Company
Production Company-	Lowé Lintas
Celebrity –	Mr. David Dontoh
Regulator–	Food and Drugs Authority

The quantitative were distributed to four selected areas that cut across the various rating within Cape Coast. The questionnaires were distributed through North, South, East and West of Cape Coast Metropolis. The projected areas represent consumers in Cape Coast Metropolis. The interviews and questionnaires captured effects of celebrities' endorsement on Ghanaian consumable products. The key areas of focus for both interview and questionnaire for the corporate managers, celebrity and consumers were channelled to the objectives of the research work.

4.1.1 Bio data table for qualitative data (respondents)

Table 1: Bio data table for qualitative data

Respondents	Place of work	Position / office	Years of experience
Manufacturer	Ghana Oil Company	Public Relation Office	12 years
Advertising Agency	Lowe Lintas	Production Manager	31years
Celebrity	NAFTI	Actor & Lecturer	46 years
Regulator	Food & Drugs Authority	Regional Manager	16 years

4.1.2 Bio data frequency table for quantitative data (respondents)

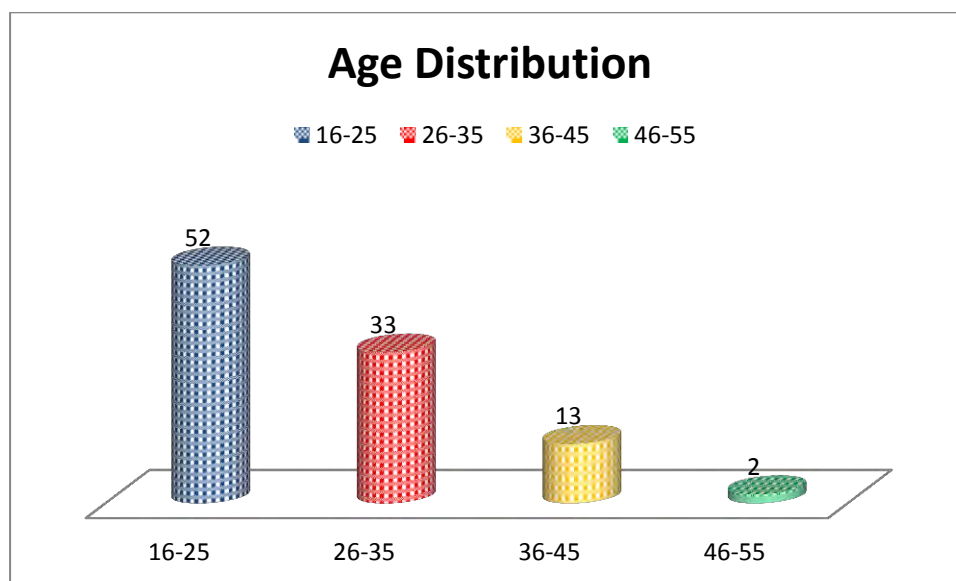
Table 2: Gender of Respondents

Gender	Frequency	Percentage
Male	56	56
Female	44	44
Total	100	100

Source: Field survey, Mahamah (2017)

The total population sample was one hundred respondents. Genders of respondents were both male and female. 56% of respondents were male, while 44% represent female respondents.

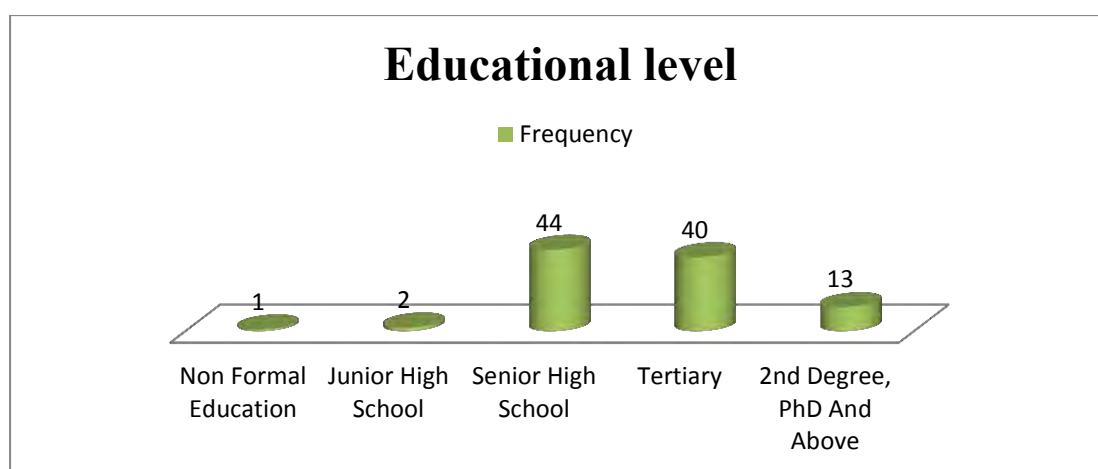
Figure 1: Age Distribution



Source: Field survey, Mahamah (2017)

The distribution of questionnaire was done across all age groups. The table figure 1. above indicates frequency and percentage of how distributions were done on age category. Age group of (16-25) had 52% of the questionnaire. 33% of the questionnaires were assigned to the age group of (26-35). 13% of the questionnaires were given to (36-45). 2% of the questionnaire was issued to the age group of (46-55).

Figure 2: Educational Level



Source: Field survey, Mahamah (2017)

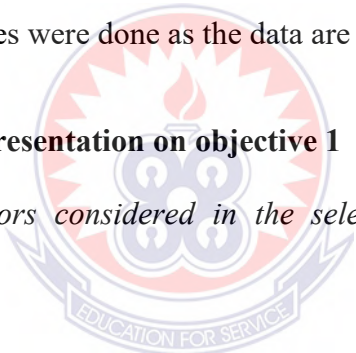
The educational levels of respondents were presented in the above bar chart. 44% of Senior High School graduates responded to questionnaire. 40% of Tertiary graduates responded to questionnaire. 13% of responded represent 2nd Degree, PhD and above, 2% responded represent graduates of Junior High School and finally 1% represent non formal education.

4.2 Presentation and analysis of data

The data collected from both qualitative and quantitative respondents were presented and analysed from one objective to another research objective. The results gathered under the qualitative approach were presented in thematic and narrative analysis, while findings found under the quantitative method were presented in the form of tables and charts. Analyses were done as the data are presented.

4.2.1 Qualitative data presentation on objective 1

1. *To find out the factors considered in the selection of celebrity for products endorsement.*



*Respondent „Manufacturer“ had this to say, why Azumah Nelson was chosen as their brand ambassador. His ability to influence consumers became possible when he was recognized as notable hero in Ghana and world of sports (boxing), that is to say He is **popular**. The whole nation appeared to accept Azumah Nelson during his sporting (boxing) time and today. Azumah Nelson is one sport man (boxer) who can keep entire nation awake to watch his boxing matches. He is **credible**. Ghanaians accepted Azumah Nelson because he is one of the individuals who sent Ghana's name into the world of boxing (sport). During and after the time of boxing, Azumah Nelson distinguished himself well and exhibited hard work in all his endeavours. He's **trustworthiness**.*

With the above qualities possessed by Azumah Nelson, Ghana Oil Company saw the potential relationship between Azumah Nelson and the Ghana Oil products. Ghana Oil Company associated their product (fuel) energy to Azumah Nelson long standing

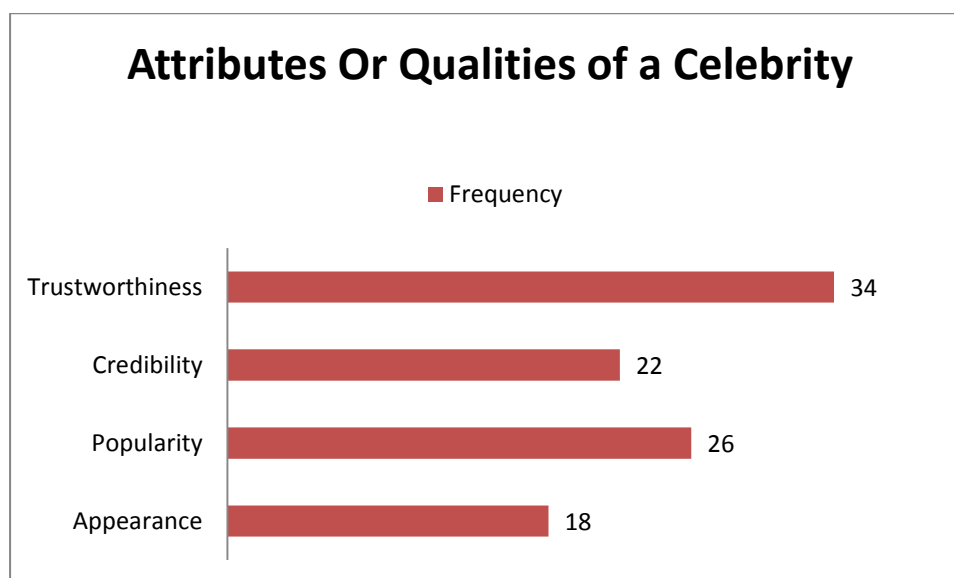
period in boxing ring. The humble upbringing of Azumah Nelson was just like an indigenous oil entity owned by Ghanaian citizens called Ghana Oil Company.

Respondent „Advertising Agent“ answered to the question by sharing his experience and observations in the advertising industry of Ghana. Because lots of factors are considered before an advertiser or production company settles on a particular celebrity to endorse its brand or product. Some of the qualities or factors an advertiser considers before selecting a celebrity are the followings: appearance, popularity, credibility and trustworthiness.

Respondent „Celebrity“ attributed to the above objective by sharing his knowledge on Ghanaian celebrities as endorser to the researcher as follows: Celebrity is someone who becomes popular through his or her profession and served as role model to his followers in the society. Every advertiser wishes to be successful and for that matter they intend to associate their products or services to a particular celebrity depending on the product or brand. The celebrities are seen as the best endorsers because they have followers whom he or she served as role model. He is trustworthy. Most at times whatever celebrities do is always favourable to his or her followers (fans). They do greater work done in terms of endorsing a product through good relationships and they are epitomes of social contest. These above revelations informed the advertisers to involve celebrities in their advertising with the belief that a wider consumer could be captured.

4.2.2 Quantitative data presentation on objective 1

Figure 3: Educational Level



Source: Field survey, Mahamah (2017)

The most Attributes or qualities of celebrity, the attributes or qualities of celebrity that influence his or her followers on the field of endorsement are trustworthiness. According to the information collected indicate above with percentages. 34% of respondents said that, a celebrity should possessed quality of trustworthiness. 26% of respondents indicated a celebrity should possessed quality of popularity. 22% of sample size also said a celebrity should possessed quality of credibility whiles 18% of respondents indicated a celebrity should possessed quality of good appearance. It can be easily deduced from the above analysis that celebrity with high quality of trustworthiness is the higher number of consumers followed celebrity in terms of marketing communication.

Analysis

Respondent „Manufacturer“ identifies the potentials in his brand ambassador as good convener or persuader through his qualities of popularity, credibility and trustworthiness. Respondent „Advertising Agent“ also alluded to the fact that, before an advertiser select a particular celebrity to endorse his or her brand, above qualities looked at. Respondent „Celebrity“ further more defined celebrity as someone who become popular through his or her profession and also saved as role model to his followers in a society.

For that matter advertisers see celebrities as good endorsers because of the qualities of popularity they possessed. Finally on the views of consumers, the findings of the survey outlined the following qualities: trustworthiness and popularity as most factors considered by the consumers.

4.2.2 Qualitative data presentation on objective 2

2. *To examine the impact of celebrity endorsement on consumers and sales.*

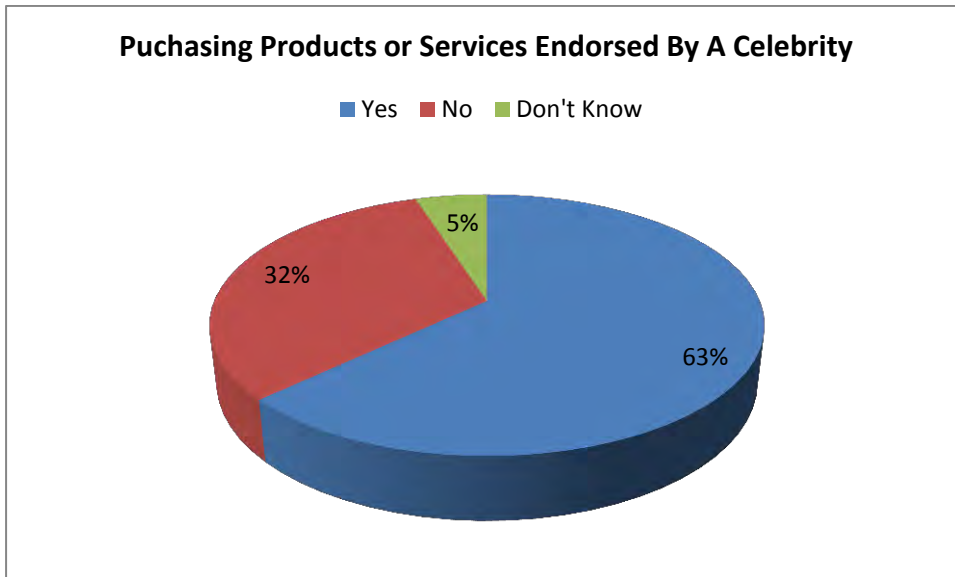
Respondent „Manufacturer“ gave his economic advantage of involving celebrity in his advertisement as; the followers of Azumah Nelson see the qualities of the celebrity in the Ghana Oil (Goil) products. This association has made Ghana Goil more visible to the sight of Ghanaian citizens, by accepting Ghana Goil products in the oil market. This has boosted the economic ladder of the companies. Respondent „Advertising Agent“ attributes the following encounters as an experience production manager in the advertising industry.

*“In Ghana we have not gotten to the recognition of celebrity icon as happening in the developed countries”. The reason is that, soccer maestro and former black stars captain Abedi Ayew Pele endorsed his own brand biscuit called **Pele biscuit**, former captain Stephen Appiah established and endorsed his own clothing brand called **Step App clothing** and finally Sarkodie, one of the finest rappers currently in the country also endorsed his clothing brand called **Sark Collections**. All these establishment and endorsement from these personalities were not recognized by Ghanaian consumers or costumers. This means that Ghanaians have not yet embraced celebrity icons as happening in the developed countries. However, Ghanaian celebrity"s involvement in advertising one way or the other has influence on consumers. Celebrities are establishing good relationship between their fans or public and themselves. Eg. Kojo Nkansah also known as Lilwayn created nice relationship with local folks because of his local movies. His images in advertisement create great positive influence, especially if the target group is local folks.*

Finally, respondent „Celebrity“ alluded to the fact that some products are for specific celebrities to endorse. Example: New shoe could be Associated and endorse by dancer. Celebrity does a lot to the advertiser; promote sales because they are role model to wider group of people in the market. No matter how the concept of the adverts, celebrity can act easily to influence the consumers. Celebrity directs his or her follower to buy right product or service. Consumers gain confidence in celebrities because they see them in the society as credible and trustworthy persons.

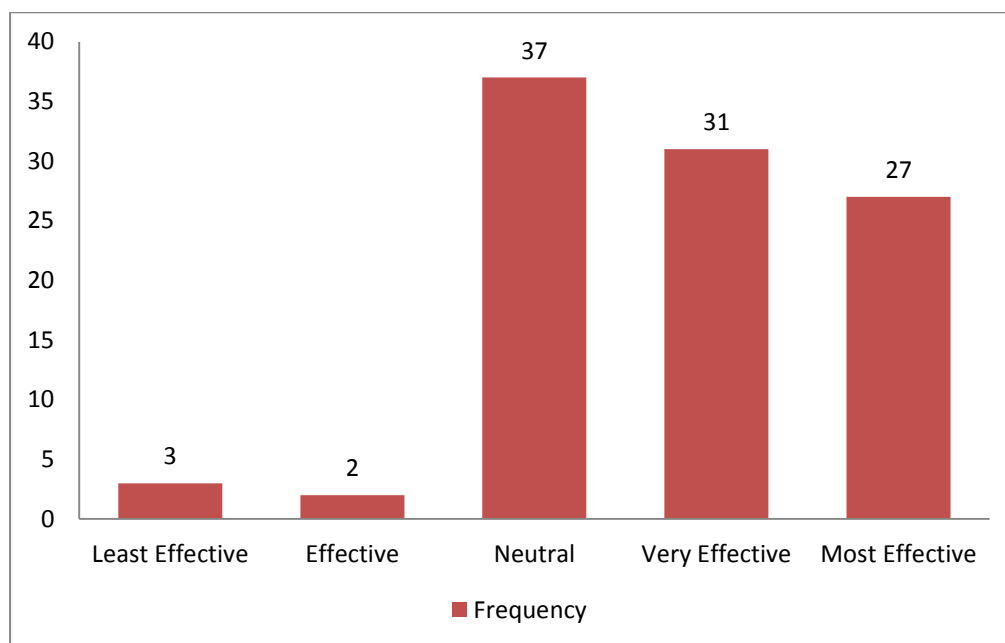
4.2.4 Quantitative data presentation on objective 2

Figure 4: Purchasing products or services endorsed by celebrity



Source: Field survey, Mahamah (2017)

As to know whether consumer purchase products or brand because it has been endorsed by celebrity? Questions were asked by the researcher, the above data indicated that 63% of respondents said **yes**, meaning they buy products because it is endorsed by celebrity. 32% of respondents **no**, meaning they do not accept celebrity as their marketing communicator. Whiles 5% of respondents said **Don't Know**, meaning they are not aware whether celebrity influenced them in their purchasing decision making.

Figure 5: Effectiveness of celebrity endorsers in raising awareness

Source: Field survey, Mahamah (2017)

The effectiveness of Ghanaian celebrity endorsement was also measured. According to the information received above; 37% of respondent indicated neutral, meaning the effectiveness of Ghanaian celebrity endorsement is either true or not. 31% of respondents said the involvement of Ghanaian celebrity in advertising is very effective, 27% of respondents also indicated that celebrity endorsement in Ghanaian advertising culture is most effective. The population sample indicated 3% for least effective and finally 2% out of population sample represented effectiveness of celebrity endorsement.

Analysis

Respondent „Manufacturer“ confirmed to the researcher that, their brand ambassador has really made their products more visible and acceptant to the consumers. His involvement has boosted the economy ladder of the company. Respondent „Advertising Agent“ added Ghanaian celebrity involvement in advertising has positive influence on consumers. Respondent „Celebrity“ further added, celebrity does a lot to the advertiser. Celebrity involvement in advertisement promotes sales and also leads or directs consumers to buy right products form Ghanaian contemporary market. An overwhelming majority of respondents of quantitative data,(63%) said they buy products because it is endorsed by celebrity. The effectiveness of Ghanaian celebrity endorsement was also measured with 37%, 31%, and 27% respectively to **neutral, effectively and most effectively.**

4.2.5 Qualitative data presentation on objective 3

3. *To investigate the age group of consumers who are mostly influenced by celebrity endorsement.*

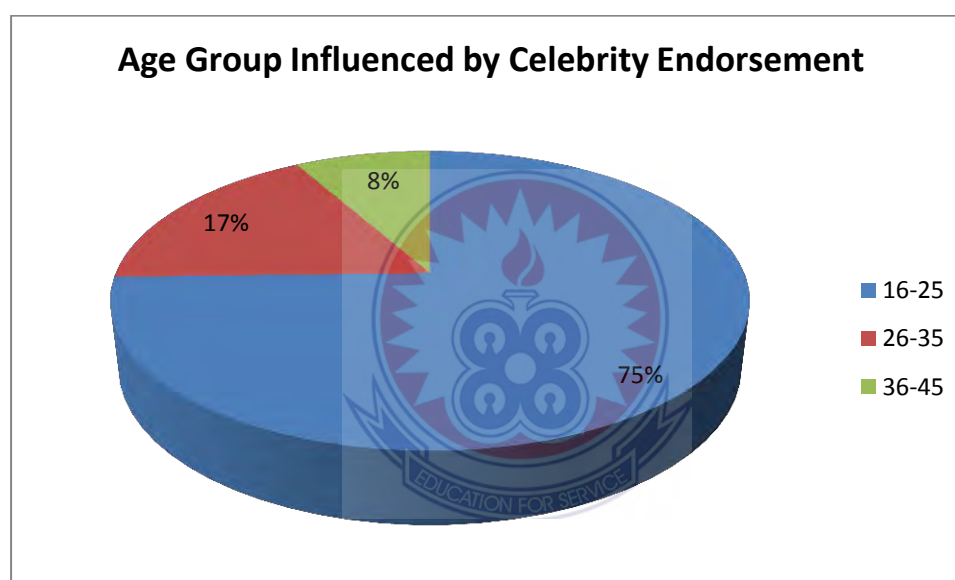
Respondent „Manufacturer“ attributed the wideness of his market to the association of his product or brand to Azumah Nelson as ambassador who has universally attracted consumers across the age level of 18 and above. This group of section owns auto mobile machine and other machineries which use any of the Ghana Goil products such as petrol, diesel, engine oils and others.

Respondent „Advertising Agent“ said this, “In Ghana, so far there are few celebrities who are likely to be accepted across all age levels”. However, in Ghanaian advertising industry every celebrity has a section of population following him or her as fans. The wider age groups of consumers following advertisement are 16years to 35years of Ghanaian population. Most of these celebrities are within the ages of 20years to 40years. Based on this assessment, respondent stated categorically that the most age

group of consumers likely to be influenced by celebrities are 16years to 35years. Respondent „Celebrity“ also said this to the question. Since most of today celebrities are dominated by a section of young men and women of 18 to 45 years. There is an empirical evidence proven that the action and inaction of these celebrities influence their peers of the same age limit. The youth are many consumers in Ghanaian contemporary culture.

4.2.6 Quantitative data presentation on objective 3

Figure 7: Age group Influenced by celebrity endorsement



Source: Field survey, Mahamah (2017)

The most likely influenced group of age of consumers was presented in the following analysis: 75% of the population sample responded yes to (16 – 25) age group. 17% of the responses were for (26-35) age group, while 8% of the response ticked for (36-45) age group. According to available information the most likely influenced group by celebrity is (16-25) age group.

Analysis

Respondent „Manufacturer“ indicated his products are universally used. The products are used at all age levels. Based on that, they chose a celebrity who can influence consumers at all age level. Respondent „Advertising Agent“ said, empirical evidence has proven that Ghanaian celebrity mostly falls within the age of 18years to 45years. They are easily to influence their peers. Based on this assessment, 16years to 35 years are most likely influenced by celebrity. Respondent „Celebrity“ said the youth are many consumers in Ghanaian contemporary culture. Advertisers relied on celebrity who can capture large number of consumers said to be age groups of 16years to 45years. An overwhelming majority of respondents of the survey (75%) said 16years to 25years.

4.2.6 Qualitative data presentation on objective 4

4. To find out rules, regulation and possible risk of involving celebrities in advertising.

Respondent „Manufacturer“ answered the above question by stating that, there are risks in involving celebrity in advert. There are also ways to check these risks. Contractual agreement is signed to bind the celebrity from the following acts: Celebrity (endorser) should not misconduct himself after endorsing a product or brand. According to their contractual agreement, the rules of engagement are spelled out. The celebrity should not endorse any other competitive products for different companies. Finally, the charges of celebrity are also looked at to avoid lost to the company (advertiser). Respondent „Advertising Agent“ contributed to the question by mentioning few acts that a celebrity should not engage himself with, when he or she is advertising. Negative publicity definitely affects the advertiser’s business. If celebrity already endorsed a product and later engages himself in any immoral act like rubbery

or sexual scandal, this sometimes reduces the purchasing power behind the products or brands. This because, consumers have associated the celebrity to the product or brand they endorsed. In some cases, if celebrity endorsed more than one product, it also reduces the trust gained by celebrity from the consumers. This situation could also easily make celebrity more popular and advertising him or herself rather than the product or brand. The factors in contractual agreement vary from advertiser from another. There are two separate rules and regulations (Contractual agreement) placed on art of celebrities.

Between the celebrities and advertising agencies:

Contractual agreement between celebrity and Advertising Agency is always requested or demanded by both parties. The above agreement provides security and commitment to both parties.

Between Advertising Agency and Food and Drug Authority (FDA) and Ghana Standard Authority (GSA):

A script or video of the advert is sent to Food and Drug Authority (FDA) for approval. Food and Drugs Authority (FDA) and Ghana Standard Authority (GSA) verify the credibility of the content and the message of the advert it is sent out for public consumption.

Final broadcast copy is sent to Food and Drugs Authority (FDA) and Ghana Standard Authority (GSA). Provision of code bar or seal is given to accepted or approved advert to the Production Company by Food and Drugs Authority (FDA). They have power to ban products from market when it adverts goes against rules and regulations. If complain rates of a particular product is high, that also makes Food and Drug Authority (FDA) to ban the product. Respondent „Celebrity“ added, the agreement varies from one advertiser to another. But he shared an experience of immoral act of celebrities which has affected Manufacturer or advertiser“'s sales. Example: TIGO Ghana withdraw it advertisement which had spent only six months on air waves,

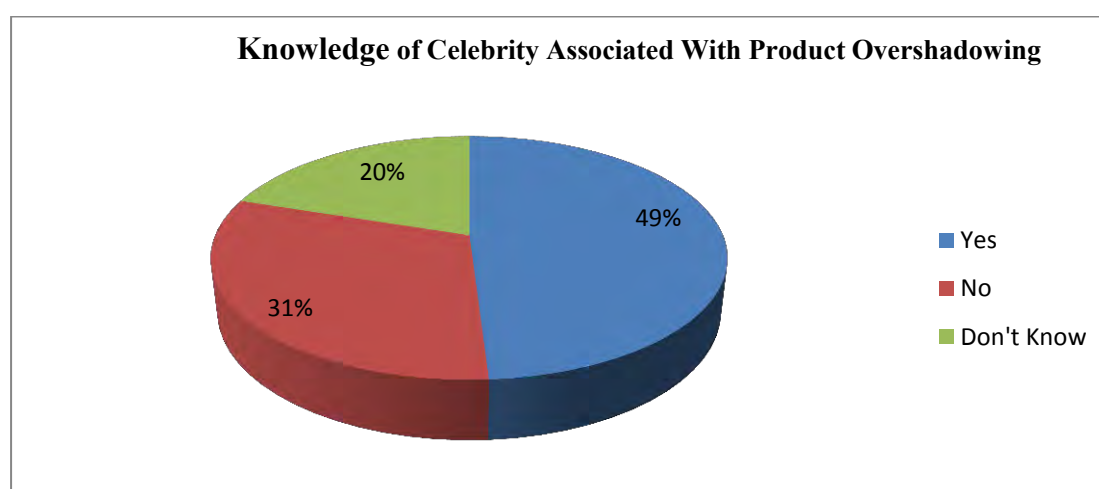
because the celebrity who was involved (Endorsed) in the advertisement was said to be identified as an armed robber. This immoral act brought disgrace and huge lost in terms of money to the company TIGO Ghana. Respondent „Regulator“ also admonished on regulatory system; how Ghanaian contemporary advertising is accepted to be broadcasted.

He said advertising is an act; the involvement of the celebrity is to create a message or concept. Food and Drugs Authority is only to regulate the advert by words of the celebrity that is to say “what the product can do to the consumer”. The celebrity endorsement of products or brand and services create effectiveness in market communication. Example: the relationship between the celebrity and the product or brand should be true but not false. This means that, the message both celebrity and the product or the brand conveying should be the same and correct to the consumers or public. However, these could be detected by Food and Drugs Authority (FDA) and Ghana Standard Authority (GSA), if product is meant for a particular group of people; the art of celebrity should fall into the same group of people. Example: If it for children, the artwork should be a child or children. However effective laws and regulations are used on celebrity’s involvement in contemporary advertising in Ghana.

The celebrity also admitted that there are rules and regulations placed on art of celebrities in advertising.

4.2.8 Quantitative data presentation on objective 4

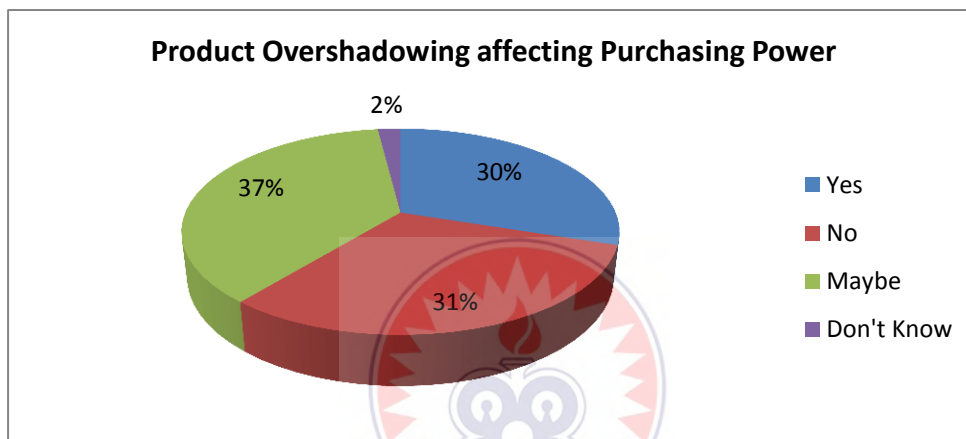
Figure 8: Knowledge of celebrity associated with product overshadowing



Source: Field survey, Mahamah (2017)

According to the information gathered from the respondents, their knowledge of celebrity associated with product overshadowing. 49% of population sample said yes, they are aware of celebrity associated with product overshadowing. 31% of respondents said no, they were not aware of celebrity associated with product overshadowing. Meanwhile 20% to respondents said they don't know, meaning they do not have knowledge of celebrity associated with product overshadowing.

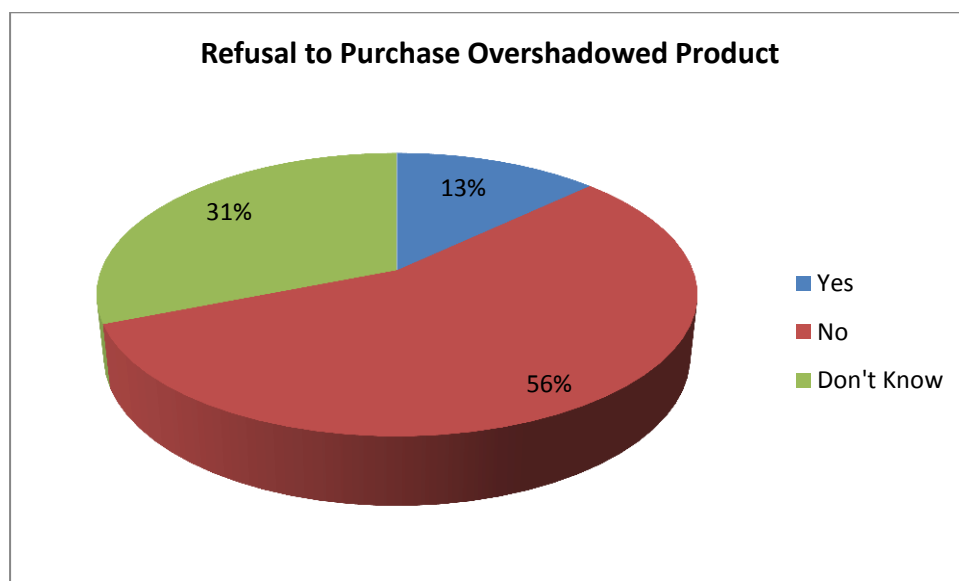
Figure 9: Product overshadowing affecting purchasing power



Source: Field survey, Mahamah (2017)

A data were collected to know whether products being overshadowed effect on their purchasing power. 30% of responses said yes, overshadowing on product affect the purchasing power negatively. 37% of respondents said maybe products overshadowing can affect it purchasing power negatively. 31% of respondents said products being overshadow will not affect it purchasing power, while only 2% of data collected said, they don't know, whether product being overshadowed is affected by it punching power

Figure 10: Refusal to purchase overshadowed product



Source:

Field survey, Mahamah (2017)

To assess the refusal for purchasing overshadowed products, a question was asked; 56% of consumers said no, meaning they have never refused buying products being overshadowed by celebrity. 31% of the consumers said they don't know whether consumer refused to purchase product being overshadowed by celebrity.

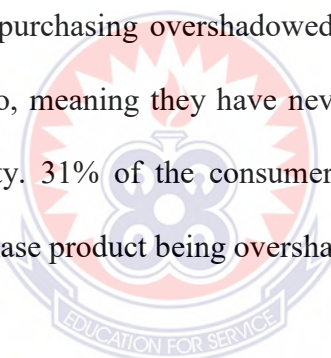


Table 3: Celebrity associated with negative publicity

Response	Frequency	Percentage
Yes	46	46
No	36	36
Don't Know Or Remember	18	18
Total	100	100

Source: Field survey, Mahamah (2017)

As part of the rules and regulation governing celebrity in advertising, assessment of celebrity with negative publicity were conducted. Data were gathered to have knowledge as how deep consumers are knowledgeable on celebrity who might associate with negative publicity 46% of data collected said **yes**, meaning they have knowledge on celebrity associated with negative publicity.

36% of data collected said no meaning that, they do not have knowledge of celebrity associated with negative publicity, while 18% of the data collected said, don't know or no idea of any celebrity associated with negative publicity

Table 4: Negative Publicity Affecting Purchasing Power

Response	Frequency	Percentage
Yes	48	48
No	18	18
Maybe	29	29
Don't Know	5	5
Total	100	100

Source: Field survey, Mahamah (2017)

According to the information received, it indicates how negative publicity affects purchasing power. 48% of data collected said **yes**, this suggested the opinion of majority of the consumers are aware of effects on purchasing power when celebrity associated with negative publicity. 29% of the data collect said **maybe**, this means it

may affect the purchasing power negatively. 18% of the consumers said **No.** meaning they are not aware of its effect in terms of purchasing power.

Analysis

Respondent „Manufacturer“ said rules and regulations are factored when engaging celebrity to endorse a brand or services. Contractual agreement is signed by celebrity and the advertiser. Respondent „Advertising Agent“ said multiple endorsements could let a celebrity lose trust from his audience but at the same could gain more popularity in the sight of his followers. Negative publicity definitely affects advertiser’s business. Celebrity should not indulge himself in any social vices. Respondent „Celebrity“ said the agreement varies from one advertiser to another. Respondent „Regulator“ had this to say Food and Drugs Authority is only the regulatory body. Final production copy of advertisement is sent for approval.

There are two separate rules and regulations placed on art of celebrities in advertising industry.

1. Between the celebrities and advertising agencies:

Contractual agreement between celebrity and Advertising Agency is always requested or demanded by both parties. The above agreement provides security and commitment to both parties.

2. Between Advertising Agency and Food and Drugs Authority (FDA):

A script or video of the advert is sent to Food and Drugs Authority (FDA) for approval. Food and Drugs Authority (FDA) and Ghana Standard Authority (GSA) looked at the content of the product and message the advert is given whether is true or false. Final broadcast copy is sent to Food and Drugs Authority (FDA) and Ghana Standard Authority (GSA). Monitoring expert shows how effective do rules and

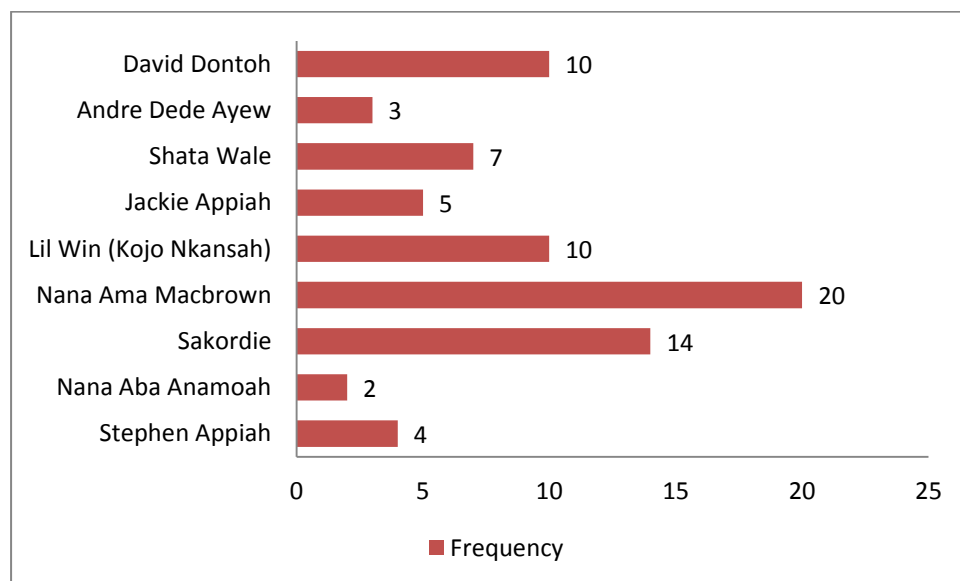
regulation placed on advertising. Provision of bar code or seal is given to accepted or approved advert to Production Company by Food and Drugs Authority (FDA). They have power to ban products from market when it advert goes against rulers and regulations.

Table5: Most Influential Celebrity

Celebrity Name	Frequency	Percentage
Stephen Appiah	4	5.3
Nana Aba Anamoah	2	2.7
Sakordie	14	18.7
Nana Ama Macbrown	20	26.7
Lil Win (Kojo Nkansah)	10	13.3
Jackie Appiah	5	6.7
Shata Wale	7	9.3
Andre Dede Ayew	3	4
David Dontoh	10	13.3
Total	75	100

Source: Field survey, Mahamah (2017)

Figure 11: Most Influential Celebrity



Source: Field survey, Mahamah (2017)

Opinions of consumers were asked to know the most influential celebrity in Ghanaian advertising industry for the past ten years. Nana Ama Mcbrown had 20% as the most influential celebrity, followed by Sarkodie with 18.7% and Mr. David Dontoh and Kojo Nkansah both had 13.3% as third position in most influenced celebrity in Ghanaian advertising industry.

Analysis

Additional findings which may assist advertisers, production companies and advertising students were made from consumers through quantitative method. The most influential celebrity in the last ten years of our contemporary Ghanaian culture is said to be Nana Ama MacBrown.

4.3 Discussions

1. Reasons why celebrities are used to endorse product or brand.

Credible endorsers enhance advertising effectiveness (Eisend & Langner 2010), when their credibility is high, consumers are more likely to accept arguments presented in the advert. The field data collected proved that, Advertisers and production companies consider few qualities that a celebrity should possessed before he or she is assigned to endorse a products. Trustworthiness credibility and population were highly suggested. Many authorities have already written on various qualities a celebrity should possess. This finding is in the consonant with below publications. Advertisers need to carefully select celebrities, matching the attributes and traits of the celebrity (e.g. attitude and behaviour) with the target segment and brand values of the product being advertised (McCracken 1989). Also to increased congruence between the spokesperson and product combination leads to higher perception of *believability* and *attractiveness* of the spokesperson and a more favourable attitude toward the product or brand being endorsed (Kamins & Gupta, 1994). Another aspect researched in conjunction with

source attributes is the match-up hypothesis (that is, fit) between the image of the celebrity and that of the product as a means of persuasive communication and influencing consumer perceptions. According to Fowles (1996), advertiser's rationale for hiring celebrities to endorse products is that people consume images of celebrities and advertisers hope that people will also consume products associated with celebrities.

2. Examine the impact of celebrity endorsement on consumers and sales.

The findings revealed with an overwhelming response that, the involvement of celebrity in advertising really boost the marketing sales of an advertiser and also direct consumers to right products. The effectiveness of Ghanaian celebrity endorsement is also felt. This finding is justified by a publication from chapter two (2) literature review made by O'Mahony and Meenaghan, (1998), Marketers invest significant amounts of money to align the products with big name celebrities in the belief that such celebrities will:

1. Draw attention to the endorsed product or brand.
2. Transfer image values to these products by virtue of their celebrity profile and engaging attributes.
3. Influence consumers in a positive manner.

The popularity of celebrity based advertising becomes a strong strategy marketing communication technique. Celebrities hold meanings in the eyes of the audience through their public manifestations. Marketing communication has endeavoured to use the varied meanings personified by celebrities to help achieve the specific communication objectives. Underlying the use of celebrities is the belief that the profile and attributes of the celebrity draw attention to the messages they deliver and,

through a rub off effect, transfer the image values into the communication messages and, thus, influence consumers. Modern marketing strategy focus on the consumer as the core elements for effect advertising (Land, et al, 2005). Advertising provide consumers with information about products and services. Advertising aids the consumers in making the best decision about the products. Another study by Friedman and Friedman (1979) revealed that although the image of the celebrity may not necessarily spill over onto the product, celebrities still serve as attention-getters, sources of credibility, aids to recall, and or reference group identifiers. This model make the celebrity the main „player“ to transfer the message to the targeted audience.(McCracken 1989; Brierley, 1995).

3. To establish which age group of consumers is most likely influenced by celebrity endorsement.

Respondent „Advertiser“ indicated his products are universally used. The products are used at all age levels. Based on that, they chose a celebrity who can influence consumers at all age level. Respondent „Production Company“ said, empirical evidence proven that Ghanaian celebrity is mostly fall within the age of 18years to 45years. They are easily to influence their peers. Based on this assessment, 16years to 35 years are most likely influenced by celebrity. Respondent „Celebrity“ said the youth are many consumers in Ghanaian contemporary culture. Advertisers relied on celebrity who can capture large number of consumers said to be age groups of 16years to 45years. An overwhelming majority of respondents of the survey (75%) said 16years to 25years. This findings supports a publication made on “ teenagers most influence by celebrities – telegraph”. according to the survey one out of four teenagers admit they are more influenced by celebrities than people with older age. www.telegraph.co.uk, News, UK News.

4. To find out Rules and possible risk of involving celebrities in advertising.

This strategy of involving celebrity in advertising seems there is no risk or pit fall attached, but there is a potential hazard in every dynamic marketing communication strategies. Findings of the rules and regulations governing the advertising are to avoid or reduce the risk of endorser in the advertising. Contractual agreement is documented at two stages of advertising. The first agreement binds the advertiser and the celebrity. The second agreement is between the regulatory body and Production Company or the advertiser. The above rules check the following potentials risk that celebrity might easily fall into:

- I. celebrity related risk.
- II. product related risk.
- III. financial related risk.

The agreement also demands the production company to submit final copy of the advertisement to the regulatory body (FDA) to inspect the messages conveying by the celebrity in the advert to the product being endorsed. These findings really justify publications made by (Johansson & Sparredal, 2002), the danger of immoral act or the negative behaviour of the celebrity. This is when the celebrity is strongly associated with the brand (product) or services, then the tendency of the negative or immoral behaviour publicity of the celebrity can spill over to the brand. This risk involves extinction, example: An athlete who wins a gold medal in the Olympics may be a very good endorser for a particular brand. If the same athlete gets injured or becomes less successful, he or she might no longer be the endorser the company was looking for. Some actions of celebrities can easily harm or alter their images (moral danger). Such negative changes in image can negatively affect the meanings that advertisers wish to transfer to their brands through the endorsement. Also when a single celebrity is used

to endorse many diverse products from all sort of life such as entertainment, sports, leadership etc. The final danger involves confusion on products. This could be happened when many different celebrities from all sorts of profession endorse one particular product or brand. The later two could easily cause confusion among consumers about the brand's identity; (Till, 1998). According to Tandon and Mehrotra (2005), the demand for famous entertainment and sports celebrities for advertising is huge. They are very expensive; it is advisable to an advertiser or manufacturer to consider if the celebrity endorser is worth the investment.



CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.0 Overview

The research work was carried out to find out the relevance of involving celebrities in Ghanaian contemporary advertising. There was one general research aim which sought to evaluate the impact of celebrities' involvement in contemporary advertising to the general public or consumers and advertisers. The respondents were categorized into two; three management members from selected organizations within advertising industry and one celebrity were interviewed while consumers were given a self-administered questionnaire which resulted in 100 copies of questionnaires being completed. 56 respondents were male while 44 respondents were female. Advertising is the commonest marketing communication tool to persuade potential customers of companies. More importantly, images of celebrities are used to develop psychic value of products or brand in the minds of consumers to increase the purchase level of a particular product or brand. The involvement of celebrity in advertising assist the public or consumers to accept the brand because, they associate themselves with the product. The qualities possessed by the celebrity are compared to the product or brand and services associated with. The targeted audience determines the type of channel or media to broadcast. This research work attempted to evaluate the celebrity's endorsement in Ghanaian contemporary advertising culture.

5.1 Summary of Findings

The population sample size of this research work was one hundred and four (104) respondents made up of consumers within Cape Coast Metropolis, management members of the following major stake-holders in Ghanaian advertising industry; Ghana Oil Company as Advertiser, Lowe Lintas as Advertising Agent, Food and

Drug Authority as Regulator and veteran actor Mr. David Dontoh as celebrity. The study conducted brought to the fore reasons or factors that an advertiser looks on to select a celebrity to endorse its product or brand. The research analysis indicated that these qualities vary from trustworthiness, appearance, credibility and popularity. These qualities established a relationship between the celebrity and the product or the brand. Celebrities easily sway sections of consumers to purchase a product through the influences of their appearance, popularity, credibility and trustworthiness to their followers. The research revealed the positive impact of celebrity on consumers and the sales increase to the advertisers.

Although Ghana has not yet got to the recognition of celebrity icon as happening in the developed world, there are basic fundamental rules and regulations governing the involvement of a celebrity in advertising. The rules are two folds:

1. The contractual agreement between the celebrity and the advertiser.
2. The contractual agreement between advertisers or Production Company and the Food and Drugs Authority.

The rules are applied to all the players in the advertising industries in Ghana; by so doing the standardized advert is assured to the consumers.

The most likely influenced age group of consumers by celebrity endorsement is (16-35) years. A section of Ghanaian consumers are aware of overshadow product and celebrity with negative publicity and its effect on sales was recorded negative.

5.2 Conclusions

According to the research objectives and the sample and sampling technique used by the researcher was mixed method technique which proven that; advertising is the marketing communication tool adopted in Ghanaian contemporary culture. It has also brought it to bear that celebrity is an important element used in advertising to endorse a product, brand or services of manufactures.

Objective 1.

To find out factors that is considered in the selection of celebrity for product endorsement.

Following the findings of the research study, an advertiser had reasons for selecting a particular celebrity to endorse it brand, product and service. The factor that Ghanaian manufacturers or companies considered before selecting celebrity are based on trustworthiness. Celebrities such as Professor Azumah Nelson who influenced consumers became possible when he was recognized as notable hero in Ghana and world of sports (boxing). The most Attributes or a quality of a celebrity that influences his or her followers on the field of endorsement is trustworthiness. It was therefore deduced from the analysis that celebrity with high quality of trustworthiness is the higher number of consumers followed celebrity in terms of marketing communication.

Objective 2.

To examine the impact of celebrity endorsement on consumers and sales.

Celebrities easily sway sections of consumers to purchase a product through the influences of their appearance, popularity, credibility and trustworthiness to their followers. The research revealed the positive impact of celebrity to consumers and the

sales increase to the advertisers. Consumers purchase products or services because it has been endorsed by a particular celebrity. There was least percentage of 5 responded “Don’t know”, meaning they are not aware whether celebrity influenced them in their purchasing decision making. The effectiveness of Ghanaian celebrity endorsement was also measured. According to the information 37% of respondents were majority indicated neutral, meaning the effectiveness of Ghanaian celebrity endorsement is either true or not. In view of the above analysis the researcher therefore concluded that, although Ghanaian celebrities have power to influence sections of Ghanaian consumers. But consumers do not know either their purchasing power is controlled by the celebrities or not.

Objective 3.

To establish which age group of consumers is most likely influenced by celebrity endorsement.

Some responses from respondents justified a statement made by Lowe Lintas Company “in Ghana we have not gotten to the recognition of celebrities as icons as happening in the developed countries”. Majority of 75% of the population sample responded to (16-25) and followed by (26-35) age group as the most likely influence group of age of consumers. Finally, Nana Ama Mcbrown is said to be the most influential celebrity for the last ten (10) years. This is because of the number of products she has endorsed recently; the products are rather advertising her instead of she (Nana Ama Mcbrown) advertising the products. Indeed, these observations from the researcher give an indication that products which are more consumable by audience of 16 to 25 years are likely accepted easily because, in this contemporary Ghanaian culture most of the celebrities are within the ages of 20 to 40years. Finally,

both advertisers or manufacturers and consumers do not consider the product related risk (involving celebrity in more than two or more products adverts).

Objective 4.

To find out Rules, regulation and possible risk of involving celebrities in advertising.

As part of the rules and regulation governing celebrity in advertising, assessment of celebrity with negative publicity were conducted. Ghanaian consumers are knowledgeable on celebrity who might associate with negative publicity. According to the information gathered from the respondents, their knowledge of celebrity associated with product overshadowing was proven, Ghanaian consumers are aware of celebrity associated with product overshadowing. Higher percentage of respondents said maybe products overshadowing can affect it purchasing power negatively.

Products being overshadowed have effect on their purchasing power negatively as said by second higher percentage of respondents. Contractual agreement is signed by parties; celebrities, advertisers and production companies to adhere to the rules and regulations governing the advertising industry. Thus the agreement varies from one advertiser to another. Food and Drugs Authority (F.D.A.) acts as regulator in the advertising industry. Before an advert is broadcast through any medium, a copy of the final production is submitted to Food and Drugs Authority (F.D.A.) for approval of the contents (message). Less than 50% of the respondents are aware of rules and regulation governing advertising industry in Ghana.

5.3 Recommendation

In view of gathering data for the research work, it was revealed that advertising is the strategic way of communicating to the prospective consumers of manufactures. In deed celebrities are becoming the most important element in Ghanaian contemporary advertising culture. Manufacturers involved celebrity in their communication (advert) to increase their purchasing power. It is envisaged that manufacturers, companies adopt the findings to guide them in communicating to the public. Market research is important, and since most of the answers to questionnaires were not more than 50%. It is suggested to the advertisers that they should acquire information or knowledge about their targeted group or consumers before designing advert or message for them. Market survey will help the management of organization enough to select right celebrity for a particular brand, services or product. The qualities of the product or brand should be associated with the qualities possessed by the celebrity.

Objective 1.

To finds out the factors considered in the selection of celebrity for product endorsement.

Among the numerous qualities or attributes that a celebrity should possess, trustworthiness is the most attribute that influences the followers of celebrity. It is therefore important that celebrities uphold the trustworthiness that their followers pose in them. Only true messages of a products or services should always be conveyed by the celebrity to their targeted group or prospective consumers.

Objective 2.

To examine the impact of celebrity endorsement on consumers and sales

Most of the Ghanaian consumers purchase products because it has been endorsement by a particular celebrity. Celebrity must influence consumers positively and increase the sales of manufactures. The advertising regulatory body with Advertising Association of Ghana must make celebrities aware that their attributes must truly reflect the qualities of the products or services they endorse. The effectiveness of Ghanaian celebrity endorsement must be possible. Celebrities must therefore carryout their responsibilities of ensuring consumers of their messages about the products, brand or services that they endorse.

Objective 3.

To establish which age group of consumers is most likely influenced by celebrity endorsement.

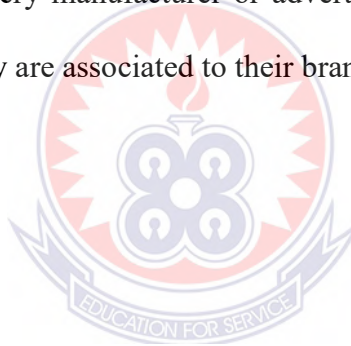
Celebrities could go beyond the most influencing large number of Ghanaian consumers including the ages of 50 years and above. This could be possible if contemporary Ghanaian celebrities embrace the values of Ghanaian culture. Furthermore, manufacturers should also involve more of indigenous celebrities into their advertising messages. age groups of 16-25 years to a larger section of Ghanaian population.

Objective 4.

To find out Rules, regulation and possible risk of involving celebrities in advertising.

As part of the rules and regulations in Ghanaian advertising industry, there are contractual agreement between the advertiser and celebrity. To avoid varied agreements, Food and Drugs Authority (F.D.A.) should collaborate with all the major

stake holders in the advertising industries including Advertising Association in Ghana (A.A.G.) to establish approved and permanent by-laws to protect organizations, celebrities and consumers at large. An advertiser should associate its product or service to a particular celebrity to avoid celebrity overshadowing the product. Or either avoiding celebrity endorsing one or two products, this creates product overshadowing. This means the products rather advertised the celebrity instead of celebrity advertising the products. The acts of celebrities must attract Ghanaian public by portraying good behaviour alongside their profession. A law should be established to guide celebrities from misconducting themselves after endorsing a product for sale where full rigours of the law would be implemented for such celebrities to face. Indeed, this research work has proven that every manufacturer or advertiser must investigate further into the celebrities before they are associated to their brands or products.



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APPENDICES

APPENDIX I

QUESTIONNAIRE

Your involvement in this survey is completely confidential. Your answers will be categorised by gender and age

Section A – Please Tick or Circle as appropriate

1. Please state your gender:

Male		Female	
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2. Please tick the age bracket into which you fall:

16-25	26-35	36-45	46-55	56-65	66 years and over

3. Please tick the level at which you ended your formal education.

Note: please state the level of your education.

Non formal education	
Primary	
Junior High secondary	
Senior High secondary	
Tertiary	
2 nd Degree, PhD and above	

Section B

4. What is the most important attribute or qualities you feel a celebrity should possess when endorsing a product or service? (e.g. Appearance; Popularity; Credibility; Trustworthiness)

5. Have you ever purchased a product or service that was endorsed by a celebrity?

Yes	No	Don't know

6. Which group of age of consumers is most likely influence by celebrity endorsement?

You can choose more than one if you wish. Please rank in accordance with your preference.

16-25	
26-35	
36-45	
46-55	
56-65	
66 years and over	

6a. Why is that the case?

7. Have you ever purchased a product or service because it was endorsed by a particular celebrity?

Yes	No	Don't know

7a. If yes, please give an example of celebrity name, field and type of product or service.

Celebrity Name:	
Field of work: (e.g. Sports; Musician; Academia: Leadership: T.V./Movie personality)	
Type of product: (e.g. Health & Beauty; Fashion & jewellery; Electronics; Sports & Leisure; Home & Garden)	

7b. On a scale of 1-5 (1 being the least effective and 5 being the most effective) please rate the effectiveness of celebrity endorsers in raising your awareness of advertising campaigns.

Least Effective 1	2	Neutral 3	4	Most Effective 5

Section C

9. Can you recall any celebrities that have recently been associated with overshadowing a product being endorsed? (eg: by taking on too many endorsement deals)

Yes	No	Don't know or remember
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9a. if a celebrity being associated with overshadowing a product being endorsed?, would that affect your purchasing power to that product?

Yes	No	Maybe	Don't know
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9b. has a celebrity ever been involved with overshadowing a product being endorsed after which you refused to purchase a product endorsed by him or her?

Yes	No	Don't know

9d. if yes, please give an example of celebrity name, field and type of product/service

Celebrity Name:	
<u>Field of work:</u> (e.g. Sports: Academia; Leadership: Musician; T.V./Movie personality)	
<u>Type of product:</u> (e.g. Health & Beauty; Fashion & jewellery; Electronics; Sports & Leisure ;)	

9e. what was the main reason you chose not to buy the product or service?

10. Can you recall any celebrities that have recently been associated with negative

Publicity? (eg. Immoral act)

Yes	No	Don't know or remember

10a. if yes, can you please provide one example stating the celebrity's occupation.

Celebrity Name:	
<u>Field of work:</u> (e.g. Sports; Musician; Academia; Leadership: T.V./Movie personality)	

10b. if a celebrity being associated with negative publicity, would that affect your purchasing power to that product?

Yes	No	Maybe	Don't know

10c. Has a celebrity ever been involved in negative publicity (immoral act) after which you refused to purchase a product endorsed by him or her?

Yes	No	Don't know

10d. if yes, please give an example of celebrity name, field and type of product/service.

Celebrity Name:	
<u>Field of work:</u> (e.g. Sports: Academia; Leadership: Musician; T.V./Movie personality)	
<u>Type of product:</u> (e.g. Health & Beauty; Fashion & jewellery; Electronics; Sports & Leisure ;)	

10e. what was the main reason you chose not to buy the product or service?

11. in your opinion who has been the most influential celebrity over the last ten years?

11b. why do you say this?

Thank you for your time



APPENDIX II

MODEL RELEASE AGREEMENT

THE RELEASE is given the 27th day May, 2011 by me.....
Of PHONE NUMBER.....(hereinafter referred to as "the Artist") to ADVANTAGE PRODUCTIONS of P. O. Box 1262, Accra (hereinafter to as "the Agency")

WHEREAS the Agency being a company incorporated under the laws of Ghana inter alia an advertising Agency

AND WHEREAS the Agency temporarily engages the services of artistes for its advertisement on behalf of its Clients.

AND WHEREAS the artistes is desirous of such temporary employment. in the production of **AHA YE DE MUSIC VIDEO (Extra)**

1. That the model shall make him/herself available to the Agency for the purpose of taking part in a TV Commercial for **JHU**
2. That the photographs/images once taken shall become the property of the Agency who shall have the exclusive right to reproduce same in any medium for any purpose consistent with broadcasting & advertising norms.
3. That the photographs/images may be used by the Agency for its advertising/Educational purposes anywhere in the world in a manner consistent with its broadcasting and advertising practice.
4. That the Agency may redesign the photographs/images such as to suit its purposes and may for that purpose use the photographs/images in conjunction with other materials.
5. The model shall be paid and agrees to accept a fee of **¢100.00 (One hundred Ghana Cedis)** for the photographs/images to be used for advertising.
6. That the model be informed initially of the concept of which the photographs/images is being taken and shall have the right of consultation and approval of any change of concept.

APPENDIX III



Plate.1 Prof. Azumah Nelson, (3times world boxing champion) Brand Ambassador Icon for Ghana Goil Limited.



Plate.2 Shariffa Gunu endorsing Glo Ghana services.



Plate. 4 Funy Face endorsing Vodafone brand



Plate. 4 Andrew Dede Ayew endorsing Fan Milk products



Plate. 3 Van Viker endorsing Glo Ghana Brand



Plate 4: Mr. David Dontoh endorsing Vodafone brand.