

**THE INFLUENCE OF CELEBRITY ENDORSEMENT OF INDIGENOUS BRANDS ON
CONSUMER RESPONSES. A STUDY OF GA-EAST MUNICIPAL ASSEMBLY
RESIDENTS**

BY

LINDA ANORKOR LARTEY

(10387933)

**THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF MA
COMMUNICATION STUDIES DEGREE.**

OCTOBER, 2017

DECLARATION

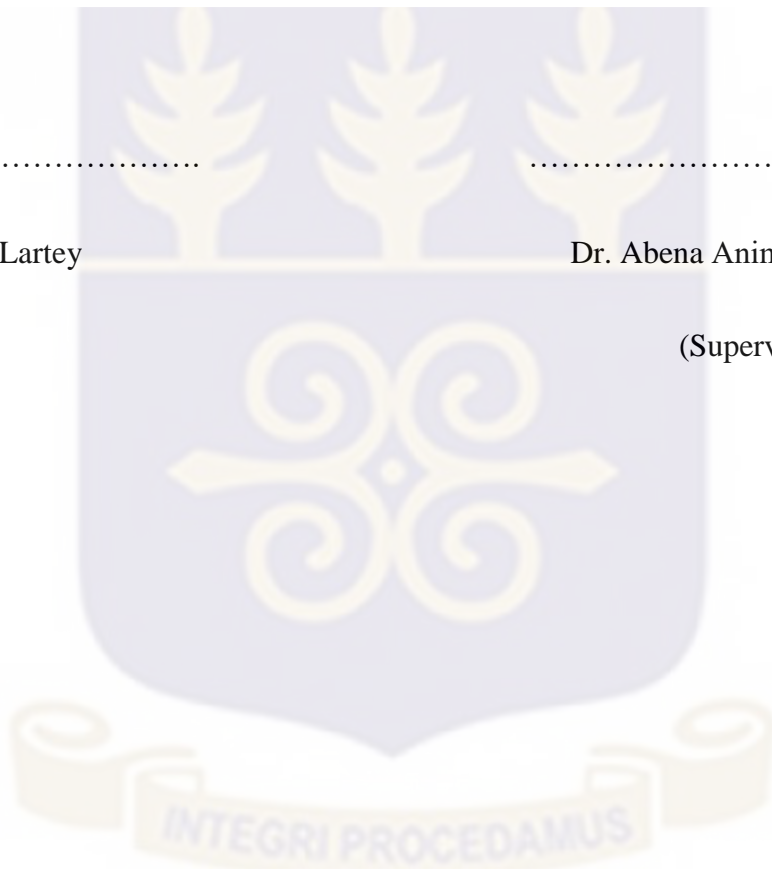
I, Linda Anorkor Lartey, hereby declare that this work, except for references made which are duly acknowledged, is the result of my fieldwork carried out under the supervision of Dr. Abena Banin-Yeboah, and that as far as I am aware, this work has not been submitted for a certificate or degree in any higher institution.

.....
Linda Anorkor Lartey

(Student)

.....
Dr. Abena Animwaa Yeboah-Banin

(Supervisor)



DEDICATION

A good family is a strong shoulder to lean on, and a beacon of hope to look up to, when the storms of life hit hard. My family has been of great support, and I dedicate this work to them. To Dr. and Mrs. Lartey, Mr. and Mrs. Botchway, my siblings, cousins and my entire family.



ACKNOWLEDGEMENT

All praise and glory be to God who has caused me to triumph in His name. The struggles and challenges through my journey to attain this degree have been real. But through it all, God has held me up high.

My sincere appreciation goes to Dr. and Mrs. Lartey, for their selflessness, generosity and kindheartedness. Your investments in me will go a long way to bless generations. Mr. and Mrs. Botchway, I will forever be grateful for guiding my course in this journey of life, and helping me become a better person.

Dr. Abena Banin-Yeboah, my life skills teacher. Your supervision was phenomenal. Despite all my difficulties, you had the patience and teachable spirit to guide me through. You have indeed thought me 'to stand on the shoulders of giants', and push through, no matter how tough it gets. Your encouragement has been my reason to complete this dissertation successfully. Thank you, a million times.

I wish to thank all the authors whose work I referred to, or quoted, for contributing immensely to my credence.

I will finally like to appreciate myself for not giving up despite the challenges, and pushing through till the end.

ABSTRACT

As celebrities are used in endorsing brands, there is the need to explore how these endorsements influence the purchase decisions of consumers. This study used the Consumer Involvement Theory to ascertain the influence celebrity endorsements have on consumer's purchase behavior towards indigenous brands. The results indicate that consumers have interest in celebrities, and a positive attitude towards Made in Ghana products, which influence their engagement with celebrity endorsed Made in Ghana product adverts. However, this does not impact on their purchase of the products.



TABLE OF CONTENTS

DECLARATION.....	i
DEDICATION.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	iv
TABLE OF CONTENT.....	v
LIST OF DIAGRAMS.....	vi

CHAPTER ONE: INTRODUCTION

1.0 Introduction.....	1
1.1 Background.....	1
1.2 Problem Statement.....	3
1.3 Objectives.....	4
1.4 Significance of the Study.....	4
1.5 Definition of Constructs.....	5
1.5.1 Celebrity Endorser.....	5
1.5.2 Indigenous Brands.....	5
1.6 Chapter Summary.....	6

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction.....	7
2.1 Literature Review.....	7
2.2 Theory: Consumer Involvement.....	11
2.2.1 Levels of Involvement.....	13
2.2.2 Consumer Behaviour and Advertisement.....	18
2.2.3 Sources of Involvement.....	18
2.3 Research Hypotheses.....	20
2.4 Chapter Summary.....	23

CHAPTER THREE: METHODOLOGY

3.0 Introduction.....	24
------------------------------	----

3.1 Empirical Setting.....	24
3.2 Population.....	26
3.3 Sampling Procedure, Sample Description & Unit of Analysis.....	28
3.4 Data Collection Method.....	30
3.4.1 Instrument.....	30
3.4.2 Construct Measures.....	32
3.4.3 Gathering of Data.....	32
3.5 Analyses.....	33
3.6 Chapter Summary.....	33
CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION	
4.0 Introduction.....	34
4.1 Demographics of Respondents.....	34
4.2 Measure Assessment and Development.....	38
4.2.1 Validity.....	41
4.2.2 Reliability.....	44
4.3 Hypotheses Test Results.....	45
4.4 Chapter Summary.....	49
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS	
5.0 Introduction.....	50
5.1 Summary of Key Findings.....	50
5.2 Conclusion.....	52
5.3 Limitations and Future Directions.....	52
5.4 Chapter Summary.....	53
REFERENCES.....	54
APPENDIX.....	59

LIST OF FIGURES	PAGE
Figure 1: Conceptual Model.....	22

LIST OF TABLES	PAGE
Table 1.0: Producers and Celebrity Endorsers of Made In Ghana Products.....	6
Table 2.0: Distribution of the Population in Dome, Taifa, Hatso and Kwabena.....	29
Table 3.0: Sample Demographics.....	35-36
Table 4.0: Descriptive Statistics on Exposure to Celebrity Endorsed Advertisement Icons as Used in Adverts.....	35
Table 5.0: Descriptive Statistics on Celebrity Endorsement of Made in Ghana Products.....	37
Table 6.0: Pattern Matrix.....	40
Table 7.0: Inter-Item Correlation Matrix for Factor 1.....	41
Table 8.0: Inter-Item Correlation Matrix for Factor 2.....	42
Table 9.0: Inter-Item Correlation Matrix for Factor 3.....	42
Table 10: Correlations of Composite Variables.....	44
Table 11: Construct Reliability.....	44
Table 12: Model Summary.....	45

Table 13: ANOVA of Regression.....46

Table 14: Regression Analysis Coefficient.....47

Table 15: Model Summary.....47

Table 16: ANOVA of Regression.....48

Table 17: Regression Analysis Coefficient.....48



CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This study looked at how celebrities' endorsements of Made in Ghana products influence consumers' purchase of the endorsed product. Chapter one discussed the background to the study, the problem statement, research objectives and definition of concepts as used in the study.

1.1 BACKGROUND

Radio, television, newspaper and other forms of media have emerged over time, and have led to the increased advertisement of products and services. Advertising can take place in various forms, and it's all geared towards gaining attention and creating awareness of the existence of a product or service (Agrawal & Dubey 2012). The high competition among brands has called for the use of celebrities in carrying out brand advertisements. Bhargava (2015) has also argued that people are likely not to pay attention to commercials or advertisements when going through a magazine, newspaper or watching television. That notwithstanding, the attraction of a celebrity rarely goes unnoticed. Accordingly, brands have long resorted to the use of celebrities in adverts to attract audience attention. Celebrity endorsements started in the 1760s when founders like Josiah Wedgwood began using royal endorsements as a brand-building tool (Vemuri & Madhav 2004).

McCracken (1989) argues that advertising endorsements by celebrities is a common feature of contemporary marketing. Its prevalence and influence was so great that politicians used a number of celebrity-followers to support their campaigns (Poghosyan 2015). Additionally, Entsilful et al (2013) have argued that celebrity endorsement is a practice gaining grounds in

recent times. The practice has become pervasive in the advertising industry in Ghana, and has become a profitable undertaking. Celebrity endorsements are used by marketers to influence the buying decision of customers, which in turn leads to rise in sales, and expand market shares.

The use of celebrities enables a brand sell and has a cutting edge that distinguishes it from other brands. As argued by Erdogan et al (2001), endorsements by celebrities can possibly increase profit margins for businesses that employ them in their advertisements. Moreover, celebrities have the tendency to create a larger effect on the consumers' purchasing behavior (McCracken 1989).

In addition, Shimp (2010) posits that celebrity endorsements influence attitudes and behavior towards endorsed brands. For this reason, advertisers and agencies are willing to pay huge monies to celebrity endorsers who are liked and respected by target audience. Indeed companies go the extent of investing huge sums of money to associate their products with endorsers (Agrawal & Dubey, 2012). Not too long ago, "the prominent golfer Tiger Woods declined a 75 million Dollar endorsement proposal from bookies Power Paddy saying, "The deal wasn't lucrative enough" (Celebriscoop, 2010). It is reported that Tiger Woods made about 110 million Dollars through endorsement, with Nike being the major contributor with 30 million Dollars (Celebriscoop, 2010).

Celebrity endorsements are not only limited to foreign products, but also extend to Made in Ghana products. Studies by Saffu & Walker, (2006) revealed that for some time now, Ghanaian consumers have been urged by several Ghanaian governments to purchase indigenous products. These calls have risen due to economic challenges such as balance of payment deficits. Perhaps, the aim of the "buy made-in Ghana campaigns" by the various Ghanaian governments is to make Ghanaians self-reliant in consuming what Ghana produces (Saffu & Walker, 2006). Prior studies

argue that brands manufactured in developed countries are thought to be better than those from less advanced countries (Watson & Wright, 2000; Kaynak & Kara, 2002). In the face of this, it would appear that more calls to consumers to consume local goods may be ineffective in their consequences. Under such circumstances, it is pertinent to employ the benefits that come with celebrities' endorsements in adverts, to get consumers to purchase local products.

Besides, evidence on the attitudes of Ghanaians towards a "buy local" campaign found the majority of the respondents to be highly price-quality conscious (Saffu & Walker 2006). Suggesting that factors beyond the mere use of a celebrity may be involved in getting people to buy local brands. The question we would therefore ask is: To what extent do celebrity endorsement and other factors influence consumer purchase decisions? Our aim is to assess the extent to which celebrity endorsements influence the purchase of indigenous brands.

1.2 PROBLEM STATEMENT

The existing literature suggests that celebrity endorsements play a major role in getting consumers to buy a product (Agrawal & Dubey 2012). For this reason, several brands employ this strategy as a means to capture and engage the attention of brand targets while also getting them to act positively towards the brand.

While its benefits have been shown, the implications of celebrity endorsements for indigenous developing economy brands facing strong competition from imported brands are not known (Entsiful et al 2013; Nyarko et al 2015; Kumar 2010; Agrawal & Dubey 2012). Therefore the problem this study sought to address was the impact celebrity endorsements have on consumer's purchase of indigenous products.

1.3 OBJECTIVES

The study sought to find out the role of celebrity endorsed advertisements in influencing consumer purchase behavior towards made in Ghana products. The study also sought to:

- Investigate the factors that move audiences to pay attention to ads of local brands that use celebrity endorsements.
- Understand the nature of the relationship between engaging with celebrity endorsed local brand ads and their purchase decisions.

1.4 SIGNIFICANCE OF THE STUDY

With the growth of celebrity endorsements in the advertising industry in recent times, it has become important for advertisers and companies to know how consumers perceive and respond to celebrity advertisements and the extent to which these advertisements aid in consumer purchase decisions.

This study therefore contributes to testing the effectiveness of celebrity endorsement as a marketing communication strategy. The results are also important for indigenous brand owners by informing them on the pros and cons of celebrity endorsements (Bhargava 2015) and whether or not the use of celebrities in advertisements is important, and leads to any benefits for the brand. Companies will therefore know the level of importance to attach to celebrity endorsed advertisements.

The paucity of published material on the subject of celebrity endorsements in Ghana and the African context renders this study its significance. The search for literature on the subject of celebrity endorsements and consumer responses in the African context revealed that there is little

to none of such literature. To this end, this study will contribute to available literature on the subject of celebrity endorsement both in Ghana and on the African continent.

1.5 DEFINITION OF CONSTRUCTS

1.5.1 CELEBRITY ENDORSER

McCracken (1989:310) argues that celebrity endorsers are “a ubiquitous feature of modern marketing”, and describes a celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. Celebrity endorsers comprise movie and television stars, personalities from the world of sports, art, the military, politics, and business. Celebrities differ from anonymous actors or models that are used to bring meanings to the ad. Celebrities offer meanings of age, gender and status with precision, as well as additional meanings of subtlety, depth, and power (McCracken 1989).

It has been argued that celebrities who endorse brands must possess certain attributes. According to Shimp, these attributes are known as the TEARS model. “Trustworthiness and expertise are two dimensions of credibility, whereas physical attractiveness, respect, and similarity (to the target audience) are components of the general concept of attractiveness” Shimp (2010: 251).

Celebrity endorsements in this study are endorsements by local celebrities on Made in Ghana products. For example, GOIL endorsed by Azuma Nelson, and Joy Dadi bitters endorsed by Koo Ofori.

1.5.2 INDIGENOUS BRANDS

An indigenous brand is a brand originating in and characteristic of a particular country or region (www.dictionary.com). Indigenous brands in this study refer to products that originate from Ghana, i.e. products manufactured in Ghana. These were characterized as “Made in Ghana Goods, products or brands”.

TABLE 1.0 INDIGENOUS CELEBRITY ENDORSED PRODUCT ADS

PRODUCT	PRODUCER	CELEBRITY ENDORSER
Joy Dadi Bitters	Joy Industries Limited	Koo Ofori
Bel-Aqua Mineral Water	Blow-Chem Industries Limited	Van Vicker
GOIL	Ghana Oil Marketing Company	Azuma Nelson
IPMC	Established in Ghana in 1992	Jackie Appiah
Carotone	Ghandor Cosmetics Limited	Juliet Ibrahim

Table 1.0 show the indigenous celebrity endorsed product ads that were considered for the purposes of this study.

1.6 CHAPTER SUMMARY

Chapter one of the studies discussed the background to the research, taking into consideration the impact celebrity endorsements in advertisements have on consumers of both the local and foreign products. The chapter also discussed the problem the study sought to address, the objectives the research sought to achieve, the significance of the study, and explanation of concepts as applied to the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter discussed work that has been done by other researchers on the topic, explained and related the consumer involvement theory to the study, and presented the research hypotheses as were tested in the study.

2.1 LITERATURE REVIEW

Advertising is seen as playing a vital role in the market, by coordinating consumer decisions and purchases. Given the plethora of products on the market, consumers are faced with making decisions on which brands to go in for. It, therefore, becomes relevant for businesses to employ every possible means to influence, encourage and instill the need to purchase in the consumer, through effective advertising campaigns (Khatri, 2006). One of the key advertisement strategies that brands use in convincing consumers is the use of brand endorsers.

As argued by Garud (2013:2), “of all types of endorsements, celebrity endorsement is the marketing method most frequently used by entrepreneurs to increase consumer purchasing motivation. Not only can celebrity endorsements attract consumers to purchase products, but the appeal of statements by celebrities can also affect consumer product image”. Additionally, Garud (2013) argued that the use of celebrities in advertising, because of high attractiveness, can help customers to remember the product during purchase. Presently, celebrity endorsement is seen as an essential part of any integrated marketing communication strategy (Fathi & Kheiri 2015).

Similar arguments on the value of celebrity advertisements have been proffered by Fathi & Kheiri (2015) who argue that the reputation and popularity of the celebrity is closely correlated

to changes in consumer attitudes. Existing research from Bhargava (2015) suggests that marketing communicators use celebrity endorsements as a strategy because of the benefits they serve, i.e., fostering trust, building credibility and drawing attention, all of which can possibly lead to increase in profits. The study also revealed that when a celebrity speaks about how beneficial a product has been to them, and how it could help others, people are likely to listen and believe. Additionally, theory and practice show that using celebrities in advertising causes lots of publicity and attention (Khatri 2006).

Studies by Agrawal & Dubey (2012) reveal that celebrity endorsement is an effective tool to positively influence consumer's decision towards a product. Many companies believe that advertisements provided by celebrities lead to a higher degree of recall, attention, and perhaps purchase, compared to those without celebrities. While celebrity endorsements get consumers attracted to a brand, it also gets them to pay attention to the products (Kumar, 2010). Additionally, Rengarajan & Sathya (2014) argue that celebrity endorsement has become a significant tool for creating awareness of a product, attracting attention, increasing the advertising impact, and if delivered in the correct manner can be quite effective.

Despite celebrity endorsement benefits, it has been argued that there are downsides and risks associated with it (Garud 2013; Fathi & Kheiri 2015). There are instances where the celebrities overshadow the brands. Studies reveal that (Garud, 2013:6) "80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed". Similarly, scholarship recounts instances when celebrities' credibility and negative image extend to brands they represent (Garud, 2013). A study conducted on the influence of celebrity endorsement on consumer purchasing behavior of alcohol in the South African market revealed that "only fourteen percent of the respondents strongly agreed/agreed that alcohol was more appealing

when endorsed by celebrities” (Pramjeeth & Majaye-Khupe 2016:43). As such, scholars recommend that companies use celebrities that match the brand. In other words, the celebrity must have the worth and appearance needed to advertise the product (Dzisah & Ocloo 2013).

Celebrity endorsements are a means to an end and not an end in itself. Therefore, using celebrities to endorse a brand alone does not warrant success; neither does a huge advertising promotion or the best product (Bhargava 2015, Frempong & Martey 2014). Khatri (2006) has also argued that corporate bodies make attempts to endorse their products and to seize consumer mind share, with the aim of drawing the consumer’s attention, as well as creating positive associations to influence recall, purchase decisions and encourage trial. As found by Rengarajan & Sathya (2014), the most crucial issue related to celebrity endorsement is the selection of the right celebrity-brand match. Celebrity endorsement can be effective depending on the celebrity, the brand, the message, the implementation and the media.

Amos, Holmes and Strutton (2008) studied the connection between celebrity endorser and advertising effectiveness, and suggest that effective celebrity information and appearance can transfer to the product/brand. However it is equally relevant to note that these results suppose negative information transfers to the product/brands also. Firms must therefore exercise great caution when selecting celebrity endorsers. The study also found that an individual’s decision to buy a product, or opinions audiences form about products is largely dependent on the opinions they have formed about the endorsers of the product. It therefore becomes important for firms to develop quick response emergency strategies to retract any conceivable negative information events.

Celebrity endorsements place value on the products endorsed. As argued by (Khatri 2006:28), “a consumer that observes messages for two different firm’s products, one product’s message

containing a celebrity endorsement and the other not, believes the celebrity endorsed product will have more purchases and so be of higher value”.

Some special features that have been argued as accompanying celebrity endorsements are that the product becomes easily identifiable, influence of celebrity, and emotional attachment of audience to the celebrity (Raval & Tanna 2014). These are believed to cause an increase in sales and trust for the brand over time.

Kumar (2010) has argued that rational consumers don't purchase the best product, but purchase the best brands. He explained brands as those closest to the heart, situated in the mind and identified with the culture, history, geography, religion, etc. Subsequently, the study by (Pramjeeth & Majaye-Khupe 2016) also indicated that the most important factors considered when purchasing a product in general were brand name and the price. Leading brands of the world are found in the United States of America, Western Europe and Japan. According to the American Marketing Association (AMA), “a brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate from those in competition”. It's the power of the brand which brings imagination and impression. Kumar (2010) again argues that successful multinational brands have taken on Indian brand ambassadors to endorse their brands. This is because in some areas, foreign brand ambassadors are unsuccessful in boosting the brand in the Indian market. In some cases, non-Indian brand ambassadors have brought devastation to the brand sale, brand acceptance and consumer preference. The implication of this is that when indigenous celebrities are not chosen to endorse indigenous brands, it can impact on the growth of the brands (Kumar, 2010).

A study on the telecommunications industry in Ghana revealed that “celebrity endorsements affect consumer buying behavior positively in favor of players in the Telecommunication industry” (Eli-Zafoe, 2013:48). Literature reviewed on celebrity endorsements in the telecommunications industry in Ghana again suggests that respondents are highly attracted by celebrity endorsements (Eli-Zafoe, 2013). Similarly, the current study seeks to explore the extent to which consumers’ involvement with celebrities influence their engagement with celebrity endorsed indigenous brands.

The prevailing literature on the influence of celebrity endorsement on consumer behavior provides little to no information on the practice in Africa, and as a matter of fact Ghana. To this end, this study carried out can be of contextual relevance.

2.2 THEORY: CONSUMER INVOLVEMENT

Littlejohn and Foss (2008) argue that theories explain and help us better understand the phenomenon of human behavior relative to communication. Through theories, scholars from various traditions have been able to describe and explain the universal human experience. In this section, the main theoretical lens explored in the study is presented to explain the interrelationships between key variables of interest.

The Consumer Involvement Theory was used in explaining the phenomenon of celebrity endorsements and consumer responses. The theory helped better understand how the various levels of involvement influence consumers’ responses to celebrity endorsed indigenous brands.

Consumer Involvement is a theory which aids in understanding the psychology and behavior of target audience. According to O’Cass (2000), consumer involvement refers to the amount of

time, thought, energy and other resources consumers dedicate to the purchase process. Involvement has also been defined as the extent of personal relevance or importance (Greenwald and Leavitt 1984; Zaichkowsky 1985), the interaction between an individual and an object, the relative strength of the consumer's cognitive structure related to a focal object (O'Cass 2000), and "a motivational state of mind of a person with regard to an object or activity" (Mittal 1983). Involvement is often understood in relation to pre-purchase search decisions, processing of information, the hierarchy-of-effects, attribute evaluation, and perception of product differences. The consumer involvement theory in advertising and communication aids in understanding consumer behavior at different social characteristic levels and segmentations.

Despite differences in nuances, there seems to be a similar pattern: involvement is the perceived value of a 'goal-object' that manifests as interest in that goal-object. The 'goal-object' can be a product itself (as in product involvement) or a purchase decision (as in brand-decision involvement) (Mittal & Lee 1989).

The concept of involvement has been seen to facilitate effects of acquaintance with the media, persuasion message responses, gravity of processing advertising, range of decision-making process, and on-going product-related behaviors such as word-of-mouth communication (Mittal & Park 1985). "The theoretical and empirical efforts devoted to the construct is driven by the desires to understand the ways in which consumers become involved with products, and the effect involvement has on various purchasing and consuming behaviors" (O'Cass 2000:546).

Related to this study, the theory would be used in explaining the perceived value of indigenous brands (the goal-object) by consumers based on celebrity endorsement of these brands. Also, the theory would be used in bringing to light how celebrity endorsements influence purchase decisions of indigenous products.

Brands mean different things to different people, and different attachments are formed by consumers to these brands. The intensity and nature of an individual's attachment might be quite different from others. As such, understanding consumers' differences in attachments, how they form, are maintained and are influenced is important. In the quest to fully appreciate the behavior of consumers in relation to possessions, consumer researchers have often raised the construct of 'involvement' (Mittal & Lee 1989; O'Cass 2000).

2.2.1 Levels of Involvement

Involvement manifests in two main forms (high and low), each with its own path to the eventual purchase decision. When involvement is high, the consumer expends more of time, energy, thought and other resources in the decision process, while low involvement involves the commitment of emotional resources in arriving at the purchase decision. Consumers when deciding to purchase products do not do it in a vacuum. Their level of involvement could be low or high depending on certain conditions. Peter and Donnelly Jr. (2004) explain how the marketing mix (4Ps) impacts on consumer behavior.

Product

Brand name, quality, and other attributes of a company's product, can affect consumer behavior. The physical appearance of a product, packaging, and labeling information can also determine whether consumers pay attention to a product-in-store, and buy it. It is important that marketers distinguish their brands from others of competition, and form perceptions in the mind of consumers that their product is worth purchasing.

Price

Consumer's decision to purchase is often influenced by the price of products and services, and what competition offering should be chosen. Higher prices may not discourage some offering's purchase because customers believe that, the products are of higher quality or are more esteemed. Nevertheless, many of today's consumers are mindful of value, and may buy products simply on the basis of price than other attributes.

Promotion

Various forms of advertising are likely to influence perceptions consumers form about brands, the emotions they encounter in buying and using products, as well as the behaviors they exhibit, such as, shopping in a particular store, and buying specific products. Marketing communications perform a vital role in getting customers informed about products and services and where they can be bought, and in creating positive views about these products.

Place

Consumers can be influenced by the marketer's strategy for distributing products. Consumers are likely to easily find and buy products that are available in a variety of stores. Consumers are not likely to engage in a broad search when they are in for a low-involvement product. Therefore, availability becomes very important. Also, brands sold in specific outlets, may be seen by consumers as higher quality. In fact, selling products in prestigious outlets is one of the ways marketers create brand equity. Again, offering products by means such as on the internet or in

catalogues, can cause consumers to see the products as innovative, exclusive, or tailored for specific target market.

The extent of involvement (high or low) of the consumer in the indigenous to be purchased would lead to differences in behavior. These extents of involvement could be influenced by the product, price, promotions and place, which can translate into consumers' purchase behavior. It can therefore be argued that if consumers are high in involvement, they would expend more time and energy. However, if consumers are low in involvement, they would expend low time and energy in the product. In fact, if involvement has to do with the product, consumers would consider the quality, newness, etc. of the product. If it has to do with the price, consumers' information on how low or high the product costs informs their opinion on the quality of the brand. The promotion of the brands influence what consumers think about the product and the emotions they feel in buying and using the product. If the purchase decision of indigenous products has to do with place, consumers take into consideration which outlet is being used in the sale of the products, and based on that perceptions are formed about the product. Consequently, celebrity endorsements can be said to impact on the market mix (4Ps), which in turn influence consumer behavior.

Related to this study, the argument presented is that celebrity endorsements, brand name and other attributes of Made in Ghana Products set the product apart from the competition and cause consumers to have preference and value for the product, and eventually go in to purchase the product. Also implied in the theory is the idea that the price of Made in Ghana Products influence consumer's decisions on whether to purchase the product or not. Higher prices of products influence consumers' perception of quality of the product. Promoting Made in Ghana products get consumers informed about the products and where they can be bought, and creates

favorable image and perceptions. The theory again implies that for purchase of Made in Ghana products to be possible, the place of the product is important. Availability of the product in a variety of stores, in specific outlets or through the use of the internet can affect the purchase decision of the consumers.

The theory further categorizes the two higher-order levels into four levels of consumer involvement: high rational involvement, high emotional involvement, low emotional involvement and low rational involvement. The level of involvement is influenced by the price of the product and the importance of the product to the consumers.

At the high rational involvement level, consumers use reason over impulse. This takes place when there is an expensive business purchase, which includes financial services/products, home/car, major appliances and electronics. Affective attributes of the advertised products tend to influence audiences at the high emotional involvement level. This involves the use of emotionally evocative music, sound and visuals, and takes place during the purchase of products such as jewelry and cars. At the low emotional involvement level there is impulse over reason. This comes with the fleeting emotional gratification from products. Products in this category of involvement could include drinks and ice cream. Finally, at the low rational involvement level there is a reference of logic over desire. Purchase is out of habit, without much thought. Products include regular purchases from the supermarket, such as drinking water, tomato paste etc. Implicitly, depending on which of the levels of involvement (high rational involvement, high emotional involvement, low emotional involvement and low rational involvement) a consumer is, purchase of a Made in Ghana product will vary, and celebrities can have an influence on purchase at each of these levels.

When various objects form the center of a consumer's involvement, different types of involvement can be said to be present (Mittal, 1989). These are the **product involvement; purchase decision involvement; advertising involvement and consumption involvement**. A customer can be involved with a product, consumption of the product, purchase decisions (or the process of purchasing) for the product, and advertisements (or communications) for the product.

According to Mittal & Lee (1989), "Product involvement is the interest a consumer finds in a product class". This interest is generated from the consumer's awareness that the product class meets essential values and goals. Purchase involvement or brand-decision involvement is the interest taken in making the brand choice. During low purchase-involvement, there is an unintended selection of brands, while high purchase-involvement comes with a very deliberative brand choice decision process. Purchase-involvement can occur without much product involvement. However, if the product class itself is involving, then purchase decision for that product will be taken seriously. Thus, product involvement is the basis for purchase-decision involvement (Mittal & Lee 1989).

Advertising involvement is explained by Krugman (1967) as the number of "connections," and personal references per minute that the consumer makes between the content of the persuasive message and the content of his own life. Generally, the extent of involvement of men is about half that of women, depending on the particular ad used. The difference may be looked at in terms of the woman's role as family "purchasing agent" in American society. The less highly involved men are more likely to buy on "impulse", whereas the more highly involved women are more likely to be "planful" in their purchase of advertised goods and services. Again, the less affluent but younger respondents are much more involved, especially with vehicle advertisements than the more affluent older consumers (Krugman 1967).

2.2.2 Consumer Behavior and Advertisement

Consumer's opinions on price, quality and value are considered as essential determinates of purchasing behavior and product selection. However, researches on these concepts and their relations have provided little conclusive findings (Lee (1997) in Solomon (2003)). Marketing literature on the other hand has come up with a group of models known as Persuasive Hierarchy Models that suggest opposite of the findings. These models predict that if advertising is to increase sales, it must inform and then persuade customers. The basis of these models is that, advertisements influence consumer purchasing decision. It is generally known that consumers depend on different information characteristics of products in their assessments of product quality (Dick and Jain, 1994). A large amount of study in consumer behavior has been dedicated to exploring what consumers use most often when assessing products. The study results found that, most consumers often depend on the name of the brand and the price of the product, most of which very often comes from advertising. Since advertisements use celebrity endorsers quite often, the degree to which this information influences consumer's decision must be related to the trustworthiness of the endorsers presented in the advert (Jacoby, Sybille & Busato-Schach, 1977).

2.2.3 Sources of Involvement

In order for a product class to arouse interest, it must have certain goals. Consumers' goals in buying, owning, and using products can broadly be classified into utilitarian (economic, rational, functional goals), sign-value (social, self-concept related, impression management) and hedonic (pleasure, experiential goals). The sources of involvement can be further categorized into the following (Mittal & Lee 1989):

Product-sign value- The possession of a product category enables an individual express him or herself, or show who or what he or she believes.

Brand-sign value- Brands are chosen because they are believed to have some symbolic value. An individual picking one brand over another helps that person express himself or herself.

Product-hedonic value- The ability of a product category to provide pleasure and affect, to a consumer.

Brand-hedonic value- The ability of the selected product to provide, in the opinion of the consumer, pleasure, and affect in greater amounts than just any other product.

Brand risk- The supposed risk associated with choosing one brand over another brand, as well as an opportunity cost if a consumer happens to purchase an inferior brand.

Product utility- This is the product level similar to the brand-risk aspect. It consists of supposed benefits derived from the use of a product class itself. By implication, not using the product class is an opportunity cost.

The theory of involvement as used in the study on consumer involvement in the UK wine market (Bruwer et al., 2014) revealed that label was identified by both high- and low-involvement consumers as highly important, especially on special occasions. This could be because label communicates important attributes such as brand name, region, etc. This can be explained by the product-sign value as a source of involvement. The study again revealed that low-involvement consumers are unconcerned in their rating of the importance of wine style and grape variety; however, high-involvement consumers consider these attributes as significantly more important for home consumption. In addition, the findings of the study which suggests that high-involvement respondents consume wine regularly for mainly at-home consumption, whereas

low-involvement respondents prefer buying and drinking wine for a special occasion reinforces the theory's proposition that high involvement consumers expend more of time, energy, thought and other resources in the decision process, while for low involvement consumers have a commitment of emotional resources in arriving at the purchase decision.

Related to the study, the tenets of Consumer Involvement theory suggests that consumers devote time, energy, and other resources in making purchase decisions. Consumer purchase decisions are not done in vacuum, factors such as; price, product, place and promotion (4Ps) are taken into consideration. Celebrities endorsing a made in Ghana product is, but one of the ways through which consumer responses can be influenced.

2.3 RESEARCH HYPOTHESES

Grounded on the preceding discussion of literature and theory, the following hypotheses were developed.

The study anticipates a positive link between celebrity involvement and engagement with celebrity endorsement of indigenous products. Celebrities when seen in advertisements, add to the credibility of the brand being advertised. As a result, the presence of the celebrity in the adverts causes the consumer to engage with the advert. This in turn is likely to induce purchase of that brand over other brands. Though the consumer may be highly involved, the presence of the celebrity reduces the task of expending a lot of energy and efforts into deciding whether to purchase the product or not. Again, the affective attributes that accompany the high emotional involvement can influence consumers' decision with respect to celebrity endorsed indigenous brands over brand only adverts. As argued by Choi & Rifon (2007), celebrities in general are

seen as more trustworthy than non-celebrity endorsers, causing greater influence on consumers' product and buying intention. Goldsmith et al (2000) also argue that celebrities possessing expertise can be trusted to give a candid opinion on the subject.

- **H1:** Consumers' celebrity involvement would impact positively on their engagement with ads of indigenous products with celebrity endorsement.

Product involvement is the interest taken in possessing and using a product, based on the consumer's opinion that the product class meets important values and goals (Mittal & Lee 1989). The study therefore expects that the perceptions held by consumers about Made in Ghana products will determine whether or not they would engage with celebrity endorsed indigenous brand ads. This is because, the more positively disposed they are to the idea of consuming indigenous goods, the more likely it is that they would pause and engage with ads on them, and vice versa. As Goutam (2013) argues, consumers look out for certain product attributes that then guide their responses to same, making perceptions held about the products a critical factor. To the extent that celebrity endorsements increase trust in the brand, (Poghosyan-2015) states that the citing of an ad with such endorsement by a person involved with made in Ghana products should increase the opportunity to pause and attend to the ad at a deeper level.

- **H2:** Consumer s' involvement with indigenous products would positively affect their engagement with celebrity endorsement of indigenous product adverts.

Finally, the study hypothesizes that consumers' engagement with celebrity endorsement of indigenous product adverts is likely to influence their purchase decision. According to the consumer involvement theory, involvement, both at high and low levels are associated with certain responses. Viewing engagement with an ad as involving mental processing and, therefore

symbolizing involvement, it looks as if it should lead to a response. The nature of the response is expected to be positive. Celebrity endorsements in advert persuade people to buy (see Bhargava 2015; Agrawal & Dubey 2012; Garud, 2013). Additionally, Erdogan et al (2004) have argued that celebrity endorsement has the potential of increasing financial returns of those who employ it.

- **H3:** Consumers' engagement with celebrity endorsement of indigenous product advert influences their purchase decisions.

FIGURE 1 CONCEPTUAL MODEL



Figure one above shows the model that was tested to determine the influence celebrity endorsements have on the purchase of indigenous brands.

2.4 CHAPTER SUMMARY

This chapter's focus has been on bringing to bare some existing knowledge related to the study, and explaining how the consumer involvement theory relates to, and better explains the hypotheses to be tested.



CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter discussed the methodology that was used for the study. It explained the empirical settings, how the population was obtained, the sampling procedure, sample description and the unit of analysis that was used in the study, the data collection processes and the instrument used. How the data was obtained was also considered in this chapter.

3.1 EMPIRICAL SETTING

The study was conducted among residents of the Ga-East Municipal Assembly. Information from (www.ghanadistricts.com) on the profile of the Ga East municipality indicates that the Ga East Municipal Assembly was carved out of what was formerly known as the Ga District, which was established in 2004 by an Act of Parliament (Legislative Instrument-LI 1589) as a district, and was later raised to a municipality level in 2008 by LI 1864. The Municipality is represented in the general Assembly by Ten (10) elected and Four (4) appointed Assembly members with one Member of Parliament. The Municipality is sub divided into two local administrative areas known as Zonal Councils- Abokobi Zonal Council and Dome Zonal Council.

The Ga East Municipal Assembly is situated at the Northern part of the Greater Accra Region, and covers a Land Space of about 96 sq km. The Assembly is bordered on the West by the Ga West Municipal Assembly (GWMA), on the East by the La - Nkwatanang Municipal Assembly

(LaNMA), to the South by Accra Metropolitan Assembly (AMA) and the North by the Akwapim South District Assembly- Eastern region.

The Municipal capital Abokobi is about 29 kilometers from the country's capital city, Accra. The municipality's large towns include Haatso, Dome, Taifa and Kwabenya. Dome is the largest and the highest placed community with most basic amenities and services. It serves as a commercial Centre because of its threshold population that can sustain almost all economic activities. The main towns of the Ga East Municipality comprise Abokobi (capital), Kwabenya, Dome, Haatso, Papao, Westland, Taifa, Ashongman, Ashongman Estate, Atomic Hills Estate, Ablorh Adjei, Agbogba, Akporman, Boi, Sesemi and Adenkrebi. Most of the larger settlements are located in the Southern sector of the municipality, adjacent to the Accra Metropolitan Area.

The municipality is located in the center of Accra. This means the area is at the heart of Ghana's economy where many indigenous brands are founded and operate, suggesting respondents would be familiar with them. Again, many celebrities used in indigenous brand advertisements live in Accra and would therefore be known by the respondents. Hence, what is being studied would have implications for their daily lives. In addition, there is heavy advertising within the general catchment given the huge proliferation of bill boards as well as the concentration of several media outlets in Accra. Information from the 2016 Fiscal year composite budget of the Municipality revealed that the educational structures are distributed quite fairly in the municipality, an exposure which makes the residents understand and better appreciate celebrity endorsement of brands. Roads transport is the only means of transport in the district, reflecting the municipality's urban economy. This also suggests that residents can easily get access to, and purchase celebrity endorsed products.

3.2 POPULATION

According to the 2010 Population and Housing Census (2010 PHC), the Municipal Assembly's population is at 147,742 representing about 3.68 percent of the population of the Greater Accra Region. The Municipality has a population density of 1,214 persons per sq. km, which is much greater than the national density of 79.3 and the regional density of 895.5 persons. The structure of the population has about 51% males and 49% females.

The population is highly youthful, with only 3.7% forming the elderly population. The youthful population has been said to be more involved with celebrity advertisements, implying that the population chosen is appropriate for the study. The 2010 Population and Housing Census indicates that of the population 11 years and above, 93.6% are literate and 59.3% can read and write in English and at least one Ghanaian language.

The Municipal Assembly has almost 52 settlements, with about 90% of the population residing in urban areas while the 10% reside in the rural areas. The urban majority of the population was significant for the study because they were likely to have been exposed to celebrity endorsed advertisements.

Industry, service, commerce and agriculture are the leading economic activities in the municipality (ghanadistricts.com), with a number of industrial establishments in the municipality, while only few financial institutions were found in the municipality a few years ago. Since 2008, the municipality has seen a growth in the local economy. The residents therefore have financial power to make purchase decisions. The hospitality division is also performing well and offers outstanding conference facilities among others in the municipality. In

addition, the municipality has become a preferred area for estate development. About 55% of the economically active population is engaged in farming (2010 PHC).

About 32.2% of households in the municipality are compound houses, and separate houses constitute about 29.9%. More than one-third (39.1%) of the houses in the municipal are owned by members of the household. 10.5% are owned by relatives who are not members of the household and 44% are owned by private individuals. Only 1.4% is owned by public or government (2010 PHC).

About 70% of the population (15 years and older) are economically active, while 30% are economically inactive. Of the economically active population, 92.1% are employed while 7.9% are unemployed. Large percentages (50.8%) of those who are economically not active are students, while 23% carry out household activities and 2.4% are disabled or too sick to work (2010 PHC). Since a larger percentage of the population is economically active, the implication is that they have the means to make purchases of products in the market.

About 35.1% of the employed population is involved in service and sales work, while 22.6% are craft and related trade workers. There are variations in occupations within the sexes. Higher proportions of females (53.6%) than males (18.1%) are employed as service and sales workers. About one-third (29.8%) of the workforce are employed by the wholesale and retail, repair of automobiles and motorcycles industry (2010 PHC). The kind of occupation engaged in by the population most likely exposes them to celebrity endorsed indigenous brands.

Self-employed without employees form about 43.4% of the employed populations in the municipality, with females forming the majority of this population. Self-employed with

employees constitute 9.9%, while apprentices and casual workers form 2.6% each. The largest employer in the municipal is the private informal, employing 70.9% of the employed persons.

This suggests that the area has a distribution of residents at various socio-economic classes. Some residents fall within the upper class, others within the middle class and some also fall in the lower class. In addition, the distribution of working class, students, among others helped in providing the researcher a number of respondents with varied experiences on celebrity endorsement and indigenous brands.

3.3 SAMPLING PROCEDURE, SAMPLE DESCRIPTION & UNIT OF ANALYSIS

3.3.1 SAMPLING PROCEDURE

A probability sampling method (multi-stage) was adopted in carrying out the study. Sampling was carried out in stages using smaller and smaller sampling units at each stage. The multi stage sampling begun with a simple random sampling of four towns (Haatso, Dome, Kwabenya and Taifa) out of the fifty two settlements within the municipality. This was followed by a simple random sampling of households within the selected towns, and finally the household heads were randomly chosen as the respondents for the study. A convenience sampling method was used in selecting the household heads. The head of the household is usually the person who has monetary and social responsibility for the household. In each town, a random house was selected as the starting point since there is no reliable data on the complete list of houses to allow for random sampling. There are 37,415 households in the district, comprising 33,736 urban households and 3,679 rural households.

TABLE 2.0 DISTRIBUTION OF THE POPULATION IN DOME, TAIFA, HATSO AND KWABENYA

TOWN	TOTAL POPULATION	NUMBER OF HOUSES	NUMBER OF HOUSEHOLDS	MALE POPULATION	FEMALE POPULATION
Dome	39,868	5,452	10,393	19,668	20,200
Taifa	35,351	4,974	8,785	17,103	18,248
Hatso	8,062	1,558	1,999	3,958	4,104
Kwabenya	7,779	1,296	1,965	3,926	3,853

(Source: Ghana Statistical Service, 2010 Population and Housing Census)

Table 2.0 above provides information on the selected towns as used in the study.

Out of the total number of houses within the selected towns, a sample of seventy (70) houses were drawn from Dome, sixty houses (60) from Taifa, fifty houses (50) from Hatso and forty five (45) houses from Kwabenya, making a total of 225 houses. A larger sample size was drawn from Dome because it is the largest town in the municipality. The sample sizes of the other towns decreased as the population of those towns are smaller. Households in the municipal are more of extended family (56.2%) than nuclear (43.8%). The average household per house in the municipality is 1.6 for urban areas and 1.5 for the rural areas (Ghana Statistical Service, 2010). The municipality has a total of 25,859 male household heads and 11,556 female household heads. Gender was taken into consideration, such that, if a male household head was selected in one household, a female household head was selected in the next. This accounted for the closeness in the distribution of male and female respondents.

3.3.2 SAMPLE DESCRIPTION

A sample size of 220 participants consisting of both females and males was used for the study. A large sample size was taken to enable generalization of findings obtained from the study. Out of the total population of 147,742, the total number of people who fall between the ages of 39 and below are 118,823, and the population between the ages of 20-39 sums up to 59,352. This signifies that the municipality's population is fairly young. The unit of analysis for the study was individuals within the sampled population. Respondents were chosen from people of different socio-economic classes; upper class, middle class and lower class, with a span across a population of students, professionals, self-employed and the unemployed. This was to prevent a concentration of respondents within 'one' specific group.

3.4 DATA COLLECTION METHOD

The study was carried out quantitatively to help obtain large numbers of responses for the purpose of generalization of the information gathered. The survey method was employed in gathering data.

3.4.1 INSTRUMENT

A primary research was conducted by administering questionnaires to the respondents. Questionnaires usually have a set of questions for the respondents to respond to, or statements for respondents to specify that which applies to them. The questions were structured using single and multi-item scales. The multi item measure anchored on the Five point Likert scale (Strongly

Disagree-1 to Strongly Agree-5) was predominantly used, but there were few instances where single item scales were used. The questions in the questionnaire began with Section 'A', which required that respondents indicated the celebrity endorsed Made in Ghana adverts they had seen before, by circling (Yes/No) against a list of advertisement icons provided. By so doing, respondents who had not been exposed to any of the listed adverts didn't qualify to respond to the rest of the questions. Section 'B' explored respondent's opinion about adverts, their behavior toward adverts, attitude toward celebrities and celebrity endorsements, as well as their opinion on the price and quality of products. Section 'C' sought information on respondent's attitude towards products that are made in Ghana and products that are imported, as well as what informs their preference and purchase behavior towards these products. Section 'D' explored general information about the respondents. This was to help in measuring how factors such as gender, age, and level of income influence consumer's purchase decisions. Indeed, Lancaster (2001) argued that it is important to take into account each buyer's personal circumstances (age, occupation, personality), cultural differences (lifestyles and beliefs), psychological (consumer's motivation, perception) and social conditions (social class, reference groups), because these factors influence consumer buying behavior.

General questions were asked before specific ones to make respondents feel at ease or relaxed when answering the questions. Words such as 'you' were used in structuring the questions to make respondents feel a personal connection to the questions, and also to make the questions more friendly and relatable to respondents' daily lives.

3.4.2 CONSTRUCT MEASURES

In reviewing existing measures, it was realized that no existing measure taken as a whole was suitable for tapping the various constructs as conceptualized in the study. This meant that some measures had to be adapted. In view of this, new and existing scale measures were employed in developing the questionnaire.

To measure respondent's attitude towards made in Ghana products, Shimp and Sharma's (1987) Consumer Ethnocentric Tendencies Scale (CETSCALE) was adapted to fit the Ghanaian context of the study. Celebrity involvement was measured with items asking respondents to indicate their interest in celebrities, while consumer engagement with celebrity endorsed made in Ghana product ads was measured with one item asking respondents to indicate the extent to which they attend to the promise in indigenous brand ads that include celebrity endorsements. Finally, purchase decision was measured with items asking respondents to indicate their consumption of made in Ghana products.

The aforementioned constructs were measured using multi-item scale. These were anchored on the 5-point LIKERT scale ranging from 1: Strongly Disagree to 5: Strongly Agree. In addition, a few demographic variables such as age, gender and education level were included for descriptive analysis purposes. These were mainly measured as nominal variables. The questionnaire consisted of only closed-ended questions.

3.4.3 GATHERING OF DATA

The questionnaires were self-administered (handed over to respondents to fill by themselves), after which they were taken back. This is because information from the Ghana Statistical Service

reveals that the population of the municipality is generally literate (59.3% of the population can read and write the English and Ghanaian languages).

3.5 ANALYSES

The study was analyzed using the descriptive and inferential statistical analysis. The Statistical Package for Social Science (SPSS) software was used. Frequencies and regressions were used in conducting the statistical analysis. The descriptive statistical analysis, with focus on the mode, was used in describing the sample. The inferential statistics helped infer the data obtained to the entire population. The inferential statistics was also used in testing the assumptions about the population, and to determine the extent to which the findings represent the entire population. Prior to conducting inferential analysis, however, measures developments were examined to assess their appropriateness (See chapter four below).

3.6 CHAPTER SUMMARY

The third chapter of the study discussed the methodology that was used in carrying out the study, with focus on the empirical setting of the area chosen for the study, and the population. The multi-stage sampling method and how it was used in the study was explained in this chapter, and the sampling size and details of the study area were also provided. The chapter also explained how descriptive and inferential statistics were appropriated in the analyses of the data.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.0 INTRODUCTION

The chapter explained the process used in analyzing the data obtained from the respondents and presents the output obtained. The researcher carried out an Exploratory Factor Analysis to generate the needed factors, as well as reliability and validity tests on the factors generated. Regression tests were also carried out on the constructs obtained, and the hypotheses test results were presented.

4.1 DEMOGRAPHICS OF RESPONDENTS

A total of 220 persons served as respondents for the study. From this number, 67 (30.5%) respondents were from Dome, 58 (26.4%) respondents from Taifa, 50 (22.7%) from Haatso and 45 (20.5%) respondents were from Kwabenya. The distribution of respondents was done according to the size of the population of each town. This implies that as the population decreased, the number of respondents obtained from the town also decreased.

Data was collected on respondents' gender, age, occupation, level of education and monthly income. Out of the total of 220 respondents, 50.9% were males and for 49.1% were females. More than half, 62.7% of the respondents fell within the 20-29 years age range. As the age increased, the number of respondents for the age group decreased. This suggests that the young population are those who often consume celebrity endorsed Made in Ghana products. As argued by Hassan & Jamil (2014), young people have strong interest and consciousness about what advertisements are offering and by whom it is endorsed. Almost half of the respondents (41.8%) had their education up to the degree level. The least educated among the respondents had up to

JHS level of education, and the most educated being a PHD holder. The professional self-employed and professional employees formed the majority of the occupation of the respondents. Most respondents receive income below five hundred and up to one thousand Ghana cedis (See table 3.0 below).

Table 3.0 Sample Demographics

Variable	Classification	Frequency	Percentage (%)
Town	Dome	67	30.5
	Taifa	58	26.4
	Hatso	50	22.7
	Kwabinya	45	20.5
Gender	Male	112	50.9
	Female	108	49.1
Age	20 – 29	138	62.7
	30 – 39	63	28.6
	40 – 49	11	5.0
	50 – 59	7	3.2
	60 & Above	1	0.5
Level of education	Up to JHS	9	4.1
	Up to SHS	75	34.1
	Technical/Vocational	33	15.0
	Degree	92	41.8
	Masters	9	4.1
	PHD	2	0.9

Sample Demographics Cont'd.

Variable	Classification	Frequency	Percentage (%)
Occupation	Student	46	20.9
	Professional (Self-employed)	75	34.1
	Professional (Employee)	73	33.2
	Unemployed	2	0.9
	Other	24	10.9
Level of Income	below 500	73	33.2
	Up to 1,000	63	28.6
	1,000 – 3,000	57	25.9
	3,000 – 5,000	24	10.9
	5,000 & Above	3	1.4

CELEBRITY ENDORSED ADVERTISEMENT ICON AS SEEN BY CONSUMERS

Five celebrity endorsed ads of local brands were included in the questionnaire, and presented to respondents to indicate whether they had seen them or not. This was used to determine the suitability of the respondents to participate in the study. Below is the distribution of exposure of consumers to the adverts.

Table 4.0 Descriptive Statistics on Exposure to Celebrity Endorsed Advertisement Icons as used in Adverts

QUESTION	RESPONSE	
	YES	NO
Have you seen the IPMC advert by Jackie Appiah before?	106 (48.2%)	114 (51.8%)
Have you seen the GOIL advert by Azuma Nelson before?	146 (66.4%)	74 (33.6%)
Have you seen the Joy Dadi advert by Koo Ofori before?	200 (90.9%)	20 (9.1%)
Have you seen the Bel-Aqua mineral water advert by Van Vicker before?	164 (74.5%)	56 (25.5%)
Have you seen the Carotone advert by Juliet Ibrahim before?	164 (74.5%)	56 (25.5%)

The results in table indicate that majority of the respondents are exposed to the ads in question and therefore served as an appropriate sample. In all cases, respondents had been exposed to more than one of the selected ads.

Descriptive Statistics on Purchase, Adverts and Celebrity Endorsement of Made in Ghana Products

TABLE 5.0 Celebrity Endorsement of Made in Ghana Products

QUESTION	RESPONSE	
	YES	NO
Have you bought a Made in Ghana product before?	217 (98.6%)	3 (1.4%)
Have you bought a Made in Ghana product that uses a celebrity in its advert before?	165 (75.0%)	54 (24.5%)
Have you ever bought a Made in Ghana brand over other brands because it is endorsed by a celebrity?	101 (45.9%)	119 (54.1%)

The results from the table suggest that almost all the respondents have bought indigenous product before and three fourth have bought a made in Ghana product that uses a celebrity in its adverts before. However, those who have not bought a Made in Ghana brand over other brands because it is endorsed by a celebrity outnumber those who have.

4.2 MEASURE ASSESSMENT AND DEVELOPMENT

The Statistical Package for Social Sciences (SPSS) was used in analyzing the data. The analyses began with the conduction of an Exploratory Factor Analysis (EFA) to assess scales used. In conducting the EFA, the observed variables were permitted to load onto their respective factors freely. The strength of the loads served as the basis for deciding whether an item belonged to a factor or not. An acceptance criterion was set at 0.50 for item inclusion in further analyses. Items that were above the standard signified a strong correlation and were to be included in further analyses. However, items below the standard were not included because they represented a weak correlation. The pattern matrix was used to identify the number of items that loaded on particular factors.

Exploratory Factor Analysis (EFA) was used to decrease the set of observed variables to a smaller, more parsimonious set of variables. EFA was performed to identify the underlying structure of the items and to further decrease their number to suit their respective factors. The Principal Axis Factoring (PAF) was used to determine the number of suitable factors that appeared and to decide which items to maintain from the original items. Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity were used to confirm that the data was appropriate to perform an EFA. The KMO index was .76 exceeding the proposed value of .60 (Kaiser & Rice 1974), and Bartlett's test of sphericity was significant at .00, which justified the

use of EFA (See Appendix B1 Below). Multiple criteria were used to make the factor retention decision: eigenvalues greater than 1.0, and inspection of the scree plot for a discrete break. Five factors emerged, explaining 43.22% of the variance, and an observation from the scree plot also indicated that five factors be maintained from the point of inflection. An oblique rotation (direct oblimin) was used in rotation. As argued by Costello & Osborne (2005:3), “social sciences generally expect some correlation among factors, since behavior is rarely partitioned into neatly packaged units that function independently of one another. Therefore using orthogonal rotation results in a loss of valuable information if the factors are correlated and oblique rotation should theoretically render a more accurate, and possibly more reproducible, solution”. Items with small coefficients under an absolute value of .50 were suppressed.

Again, factors with items less than three were taken out. More than three items loaded perfectly on four factors (factors 1 to 4). However, the fifth factor had only one item loading on it. But since it was a factor necessary for inclusion in the model, its one item-loading had to be included for further analyses. Factor one was labeled Celebrity Involvement (CELEBIN), factor two was labeled Purchase Behavior (PURCH), factor three was labeled Consumer Ethnocentrism (CONE), and factor four was labeled Engagement with Celebrity Endorsed Made in Ghana Products (ECEMIGP).

Table 6.0 Pattern Matrix

Construct	Items	Factor loading
Celebrity Involvement	I tend to follow news about celebrities	.753
	I am a fan of celebrities	.766
	Generally, I like celebrities	.549
Purchase Behavior	I use Made in Ghana products that are celebrity endorsed	.914
	I always select Made in Ghana products when I go shopping	.660
	I buy Made in Ghana brands whose celebrity endorsers I associate with	.600
Consumer Ethnocentrism	I see myself as a fan of Ghanaian brands	.759
	My purchase of Made in Ghana products make me feel loyal to my motherland	.732
	I feel like buying Made in Ghana products is the only way to grow our economy	.622
	I prefer Made in Ghana products to foreign products	.556
Engagement with Celebrity Endorsed Made in Ghana Products	When a celebrity endorsed Made in Ghana product advert is showing, I look out for how it will benefit me	.505

The pattern matrix as shown above, indicates the factor loadings of each of the factors obtained, with CELEBIN 1,2,5 loading on factor one, PURCH 1,2,4 loading on factor two, CONE 1,2,3,5 loading on factor three, and ECEMIGP 4 loading on factor four.

4.2.1 Validity

Construct validity was measured to determine how well the variables selected by the researcher to represent the hypothetical construct really "capture the essence" of that construct. That is, the degree to which the construct measures actually measured the constructs they were proposed to measure. In measuring validity, the basic question that was asked was – Do the observed variables measure the latent variables? Face validity, convergent validity and discriminant validity were taken into account in measuring validity. The face validity was done based on the opinion of an expert in the field of marketing communications. The assessment was based on a subjective estimation of how 'on the face of it', construct measures appeared to measure the construct. To estimate the convergent validity, the item inter-correlation coefficients among measures were used. The closer the inter-correlations were to $-1.0 / =1.0$, the better convergent validity they indicated. See tables 7.0, 8.0 and 9.0 below.

TABLE 7.0 Inter-Item Correlation Matrix for Factor 1 (CELEBIN)

	I tend to follow news about celebrities	I am a fun of celebrities	Generally, I like celebrities
I tend to follow news about celebrities	1.000	.598	.407
I am a fun of celebrities	.598	1.000	.576
Generally, I like celebrities	.407	.576	1.000

As shown in table 7.0 above, the inter-item correlation of construct one (CELEBIN) generated a minimum coefficient of .407 and a maximum of .598, which shows that the items are fairly correlated.

TABLE 8.0 Inter-Item Correlation Matrix for factor 2 (PURCH)

	I always select celebrity endorsed Made in Ghana brands when I go shopping	I use Made in Ghana products that are celebrity endorsed	I buy Made in Ghana brands whose celebrity endorsers I associate with
I always select celebrity endorsed Made in Ghana brands when I go shopping	1.000	.637	.388
I use Made in Ghana products that are celebrity endorsed	.637	1.000	.525
I buy Made in Ghana brands whose celebrity endorsers I associate with	.388	.525	1.000

Factor two (PURCH) had a minimum correlation of .388 and a maximum of .637, representing a strong correlation, as shown in table 8.0.

TABLE 9.0 Inter-Item Correlation Matrix for factor 3 (CONE)

	I feel like buying Made in Ghana products is the only way to grow our economy	I see myself as a fan of Ghanaian brands	My purchase of made in Ghana products make me feel loyal to my motherland	I prefer Made in Ghana products to foreign products
I feel like buying Made in Ghana products is the only way to grow our economy	1.000	.448	.434	.408
I see myself as a fan of Ghanaian brands	.448	1.000	.593	.384
My purchase of made in Ghana products make me feel loyal to my motherland	.434	.593	1.000	.419
I prefer Made in Ghana products to foreign products	.408	.384	.419	1.000

Correlation of factor three (CONE) as seen in table 9.0 above, generated a minimum of .384 and a maximum of .593, which also represents a fair correlation.

Discriminant Validity

Discriminant validity was conducted to determine how wide apart the constructs were from each other. This was to ensure that the three main constructs and the single-item construct were unrelated. Following the selection of relevant items that represented the respective factors best, composite of the selected items were created by finding their average to develop a new one-item measure of the construct as recommended by Katsikeas et al (2009). The aim was to enable the researcher to use them for the purposes of discriminant validity checks. To check the extent of inter-construct discrimination, the composited variable created out of the multi-item measures along with constructs made of single items were correlated. The criterion for discrimination was set at below .50. The new construct names obtained were CVcelebIn, CVcone and CVpurch. Table 10 below shows the correlation between the constructs, giving an assurance of discriminant validity.

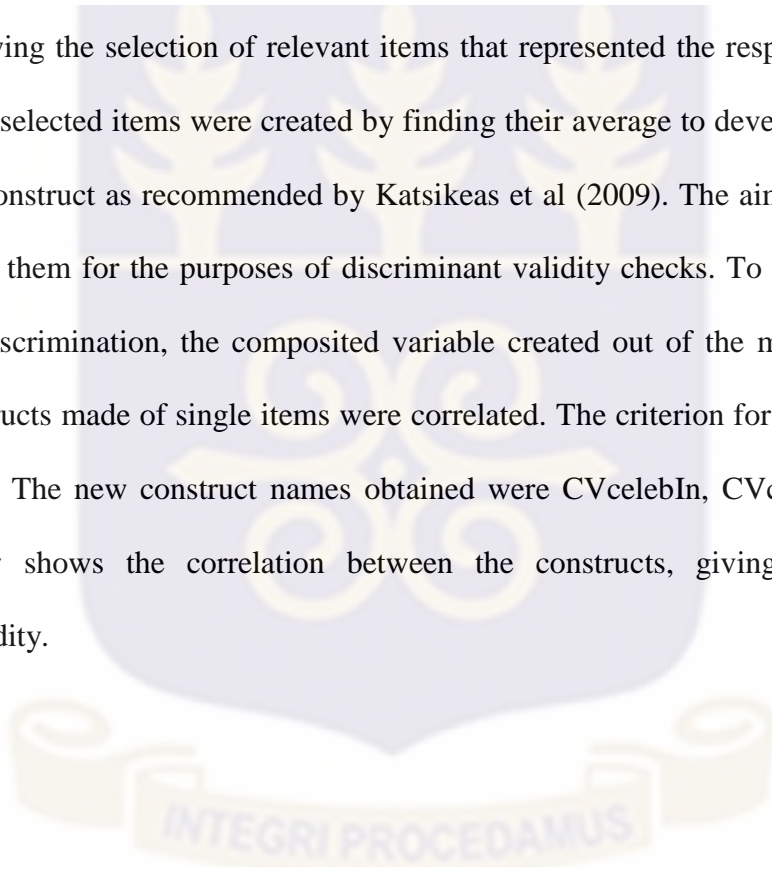


TABLE 10 Correlations of Composite Variables

Constructs	Celebrity involvement	Consumer ethnocentrism	Purchase decision	Engagement with endorsed MIGP ads
Celebrity involvement	1.000	.303	.201	.262
Consumer Ethnocentrism	.303	1.000	.228	.284
Purchase decision	.201	.228	1.000	.128
Engagement with endorsed MIGP ads	.262	.284	.128	1.000

Table 10 above shows that the factors in the model were significantly different from each other as the highest observed correlation between any set of constructs is .30. Refer to detailed information on correlations of composite variables in Appendix B5 below.

4.2.2 RELIABILITY

Reliability was used to determine the extent of repeatability of the measures used in tapping the constructs of interest in the study. The reliability of the factors identified was computed using the Cronbach's Alpha lower limit of $\geq .70$, as baseline criteria for concluding on a construct's reliability. As Table 11 shows, all the construct measures are reliable.

Table 11 Construct Reliability

Construct	Cronbach's Alpha	Number of Items
Celebrity Involvement	.768	3
Consumer Ethnocentrism	.759	4
Purchase Decision	.759	3

The Cronbach's Alpha coefficient obtained for factor one (CELEBIN) was .768, while that of factor two (PURCH) was .759. For factor three (CONE), the reliability was .759. The strong internal consistency reliability ($\geq .70$) for factors one, two and three shows that the retained items measure the same construct. However, the reliability for factor four was weak ($\leq .70$), hence the factor was not included in further analysis. Appendixes B2, B3 and B4 show the item-total statistics of each of the constructs.

4.3 HYPOTHESES TEST RESULTS

Hypothesis was tested to establish the nature of the correlation between the variables. It was to determine if celebrity involvement and attitude towards Made in Ghana products influence engagement with celebrity endorsement of Made in Ghana product adverts. This was to test hypotheses one and two. Again, hypothesis was tested to determine if purchase behavior towards Made in Ghana brands is influenced by celebrity endorsement of Made in Ghana product adverts. To do this, linear and multiple regressions were conducted.

Table 12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339 ^a	.115	.107	.741

a. Predictors: (Constant), composite variable for celebrity involvement, (composite variable for made in Ghana products)

b. Dependent Variable: Engagement with Celebrity Endorsement of Made in Ghana product Adverts

The R Square value showed how much of the total variation in the dependent variable, engagement with celebrity endorsement of Made in Ghana product adverts can be explained by

the independent variables, celebrity involvement and consumer ethnocentrism. In this case, 11.5% can be explained, which is reasonable, suggesting that the model has relevance.

Table 13, the ANOVA table, indicates how well the regression equation fits the data.

Table 13 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.462	2	7.731	14.082	.000 ^b
	Residual	119.133	217	.549		
	Total	134.595	219			

a. Dependent Variable: Engagement with Celebrity Endorsement of Made in Ghana product adverts

b. Predictors: (Constant), composite variable for celebrity involvement, (composite variable for consumer ethnocentrism)

The ANOVA results show that the regression model predicts the dependent variable significantly well. This is indicated by the statistical significance of the regression that was carried out. As shown in the table, $p < 0.05$, and this tells that, overall, the regression model statistically significantly predicts the dependent variable.

The Coefficients table provides us with the essential information to predict the outcome variable (engagement with celebrity endorsement of Made in Ghana products) from the independent variables (Celebrity involvement and consumer ethnocentrism), and to also determine whether the predictor variables contribute statistically significantly to the model.

Table 14 Regression Analysis Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.484	.254		9.768	.000
	(composite variable for consumer ethnocentrism)	.213	.063	.225	3.358	.001
	composite variable for celebrity involvement	.171	.059	.194	2.901	.004

Dependent Variable: Engagement with celebrity endorsement of Made in Ghana product adverts

From the results, it can be observed that consumer ethnocentrism and Celebrity Involvement significantly affect engagement with celebrity endorsement of Made in Ghana product adverts. This is because the p-values associated with these variables are less than 0.05 ($p \leq 0.05$). A unit change in consumer ethnocentrism will cause at least a 21.3% change in Engagement with Celebrity Endorsed Made in Ghana product adverts, and this is significant. Also, a unit change in Celebrity Involvement will cause a 17.1% change in Engagement with Celebrity Endorsement of Made in Ghana product adverts, which is significant. This implies that both hypotheses one and two are significant. For more information on the regression outcome of the model, refer to Appendix B6 below.

To test for the nature of the relationship between engagements with celebrity endorsed made in Ghana product ads and consumers' purchases, a second regression model was computed using the former as independent variable (IV) and the latter as dependent variable (DV).

Table 15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.128 ^a	.016	.012	.822

Predictors: (Constant), Engagement with Celebrity Endorsement of Made in Ghana Product Adverts

Dependent Variable: (composite variable for purchase decision)

According to the model fit indices shown in Tables 15 shown above, the R-square value is 0.16, suggesting only two per cent of the purchase decision variable is explained by the hypothesized model.

Table 16 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.468	1	2.468	3.649	.057 ^b
	Residual	147.403	218	.676		
	Total	149.871	219			

a. Dependent Variable: (composite variable for purchase decision)

b. Predictors: (Constant), Engagement with celebrity endorsement of Made in Ghana product adverts

The ANOVA results show that the regression model does not predict the outcome variable significantly well. This is indicated by the statistical significance of the regression that was carried out. The p-value is $p > 0.05$, and this shows that generally, the regression model does not statistically significantly predict the dependent variable. That is, it is not a good fit for the data.

Table 17 Regression Analysis Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.994	.275		7.243	.000
	Engagement with celebrity endorsement of Made in Ghana product ads	.135	.071	.128	1.910	.057

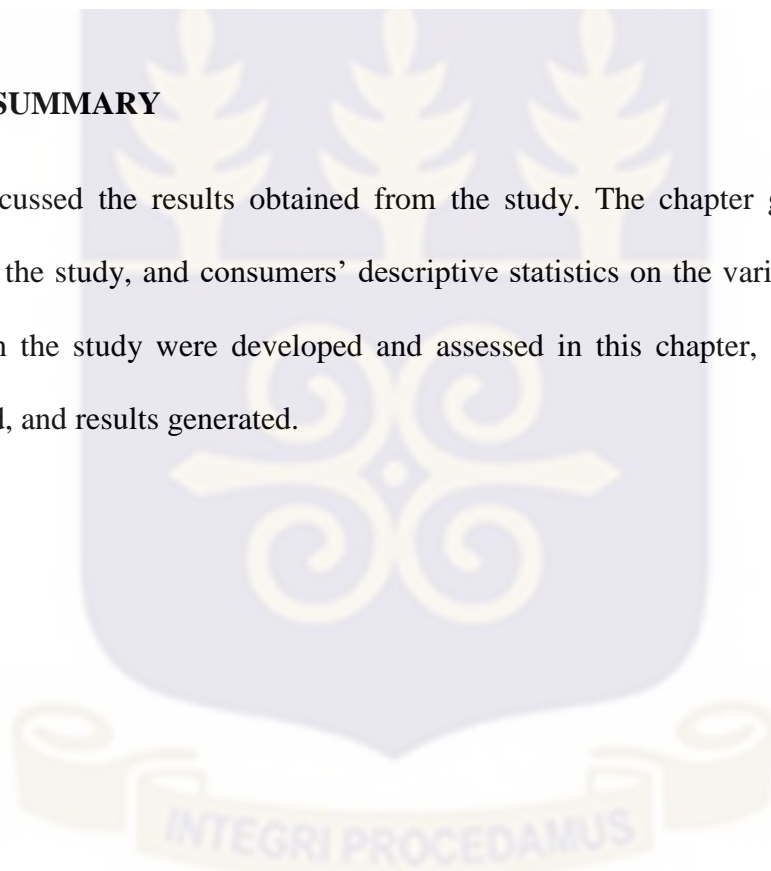
Dependent Variable: (composite variable for purchase decision)

From the results, it can be observed that engagement with celebrity endorsement of Made in Ghana product advert does not significantly affect purchase behavior. In other words engagement with celebrity endorsement of Made in Ghana product advert does not predict

purchase behavior. This is because the p-value is greater than 0.05. As can be seen from the table, unit change in engagement with celebrity endorsement of Made in Ghana product advert would lead to 13.5% change in purchase decision. For more information on the outcome of the model, refer to Appendix B7 below. This implies that hypothesis three is not supported. The results mean that Hypotheses 1 and 2 are supported, but hypothesis 3 is not supported, or at best only marginally supported.

4.4 CHAPTER SUMMARY

Chapter four discussed the results obtained from the study. The chapter gave details on the demographics of the study, and consumers' descriptive statistics on the various constructs. The measures used in the study were developed and assessed in this chapter, and the hypotheses stated were tested, and results generated.



CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTION

The chapter discussed the key findings, and its implications for the theory and existing literature. It also drew conclusions on the study, and gave future recommendations.

5.1 SUMMARY OF KEY FINDINGS

Three key findings emerged from this research. The first finding was that consumer ethnocentrism significantly affects engagement with celebrity endorsement of indigenous product adverts. The second finding was that Celebrity Involvement significantly affects engagement with celebrity endorsement of indigenous product adverts. The third finding was that engagement with celebrity endorsement of Made in Ghana product advert does not significantly affect purchase behavior. This means that hypotheses 1 and 2 were supported, but hypothesis 3 was not supported. The implication is that celebrity involvement and consumer ethnocentrism influence engagement with celebrity endorsement of indigenous product adverts. However, engagement with celebrity endorsement of Made in Ghana product advert does not influence purchase decision significantly. That is, contrary to hypothesis three, purchase decision of consumers is not influenced by their engagement with celebrity endorsement of Made in Ghana product adverts.

In matching the results of this study with those of previous studies (Fathi & Kheiri 2015, Garud 2013), it appears that celebrity endorsement in adverts is not likely to influence purchase decisions. Moreover, consumers' involvement with celebrities influences their engagement with celebrity endorsement of indigenous product adverts, just as is argued by previous scholars

(Rengarajan & Sathya 2014). The interest consumers have about celebrities tend to be favorable as most of them indicated their agreement with liking celebrities, being a fun of celebrities and following news about celebrities. This finding seems consistent with Bhargava (2015) who noted that when a celebrity says that a particular product has been beneficial to them, and could be of help to others, people are likely to believe and listen, and the use of celebrities in advertising generates lot of publicity and attention (Khatri 2006). In addition, the testimonials by celebrities can also affect consumer's image of products (Garud 2013).

In support of existing studies, there are instances where the celebrities overshadow the brands (Garud 2013). The majority of the respondents had difficulty recalling the link between celebrities and products. Respondents often offered an endorser or a product but could not match the two. Not finding support for the third hypothesis- engagement with celebrity endorsement of Made in Ghana product advert influences purchase, confirms the findings of (Bhargava 2015, Martey & Frempong 2014), who argue that celebrity endorsements are means to an end and not an end in itself. Therefore, using celebrities to endorse a brand alone does not give assurance of success; neither does a huge advertising promotion or the brand itself.

Consumer ethnocentrism findings reflect the consumer involvement theory (O'Cass 2000) proposition that individuals devote some amount of time, thought, energy and other resources to the purchase process. For example, I feel like buying Made in Ghana products is the only way to grow our economy, and my purchase of made in Ghana products make me feel loyal to my motherland suggest that involvement is often couched in terms of perception of brand differences. Consumer ethnocentrism resulted in engagement with celebrity endorsement of Made in Ghana product adverts, but this did not influence the purchase of those products.

5.2 CONCLUSION

This research contributes to understanding of how indigenous celebrities' endorsement of Made in Ghana products influence consumer purchase decisions. Through the use of survey, with administration of questionnaires, three hypotheses were tested and conclusions were drawn from the results generated. The study suggests that celebrity involvement and consumer ethnocentrism influence engagement with celebrity endorsed Made in Ghana product adverts. It can therefore be concluded that consumers' affection for celebrities drive them to watch ads that are celebrity endorsed. However, how this translates into their purchase of brands endorsed by these celebrities was not tested. Also, consumers support Made in Ghana products, but this does not reflect in their purchase of the products. By implication, brand communicators thinking of using celebrities to promote Made in Ghana products should consider other factors aside celebrity endorsements, to get consumers to purchase the product.

5.3 LIMITATIONS AND FUTURE DIRECTIONS

Given the low R-square of the relationship between engagement with celebrity endorsed Made in Ghana product ads and consumers' purchases, it suggests the possibility of the influence of moderating variables. However, the study did not explore such links. The extent to which variables such as price and quality influence the purchase decision on indigenous products in the context of celebrity endorsements could be interesting future avenues. Other possible moderators such as gender and income level could be explored by future scholars to see how they improve the model. Further studies should consider a comparison of products Made in Ghana and imported products, to see how celebrity endorsement influence purchase decision of these

products. Researchers should also determine if foreign celebrities have any influence on consumers' purchase decisions towards local products endorsed by the foreign celebrities.

5.4 CHAPTER SUMMARY

A discussion of the findings obtained was done in this chapter, and conclusions were made based on these findings. The limitations of the study were also presented, based on which recommendations were given for further studies.



REFERENCES

- Agrawal, P. & Dubey, S. K. (2012). Impact of Celebrity Endorsement on Consumer's Buying Behavior. *Global Research Analysis*, Vol. (1), Issue (7), 106-108.
- Amos, C. Holmes, G. & Strutton, D. (2008). Exploring the Relationship Between Celebrity Endorser Effects and Advertising Effectiveness. *International Journal of Advertising*, Vol. (27), Issue (2), 209-234.
- Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill. Sixth Edition.
- Bhargava, A. (2015). Proliferation of the Role of Celebrity Endorsement on Consumer Buying Behaviour: A Descriptive Study. *Advances in Economics and Business Management (AEBM)*. Vol. 2, No. 3.
- Bruwer, J., Burrows, N., Chaumont, S. Li, E., & Saliba, A. (2014). Consumer Involvement and Associated Behavior in the UK High-End Retail off-trade Wine Market. *The International Review of Retail, Distribution and Consumer Research*, Vol. 24:(2), 145-165.
- Choi, S. M., & Rifon, N. (2012). The Impact of Congruence between Celebrity Image and Consumer Ideal Self on Endorsement Effectiveness. *Article in Psychology and Marketing*, Vol. 29(9): 639–650.
- Celebriscoop, (2010). Tiger Woods Turns Down \$75-Million-Dollar Deal. Retrieved January 12, 2017 from <http://celebriscoop.com/2010/03/05/tiger-woods-turns-down-75-million-dollar-deal/>
- Costello, A. B. & Osborne, J. W. (2005). Best Practices in Exploratory Factor Analysis: Four Recommendations for Getting the Most from Your Analysis. *Practical Assessment Research and Evaluation*, Vol. 10(7).
- Dick, A. & Jain, A.K (1994), Extrinsic and Intrinsic Cue Effect on Perception of Store, Brand Quality. *Journal of Marketing*, Vol. 58; pp. 28-36.
- Dzisah, W. E. & Ocloo C. E. (2013). Celebrity Endorsement and Consumer Buying Behavior; Enhancing the Promotion Function of Marketing in the Central Business Area of Accra, the Capital City of Ghana. *4th Annual International Business Conference*, pp. 254-272.
- Eli-Zafoe, D. (2013). Analyzing the Effectiveness of Celebrity Endorsement on Consumer Buying Behavior in the Telecommunication Industry in Ghana (*Dissertation*).
- Entsiful Baah, H., Dawson-Amoah, E., & Mensah, P. (2013). Glo Ghana's Celebrity Endorsements and Student Purchase (*Doctoral Dissertation*).

- Erdogan, Z. B. (1999). Celebrity Endorsement: A Literature Review, *Journal of Marketing Management*, 15:4, 291-314. doi: 10.1362/026725799784870379.
- Fathi, F., & Kheiri, B. (2015). Celebrity Endorsement and its Effect on Consumer Behavior: A Literature Review. *International Journal of Review in Life Sciences*, Vol. (5) No. 10. Pp. 619-626.
- Frempong, J. & Martey E. M. (2014). The Impact of Celebrities' Endorsement on Brand Positioning on Mobile Telecommunication users in the Eastern Region of Ghana. *International Journal of Education and Research*. Vol. (2) No. 7.
- Garud, U. (2013). An Impact of Product Advertisement and Celebrity Endorsement on Consumer Buying Behavior and Building Brand Image – A Study among Professional Students. *SIT Journal of Management*, Vol. 3. No.1. Pp. 247-257.
- Goldsmith, R.E., Lafferty, B.A., Newell, S.J. (2000). The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29, (3), 43-54.
- Goutam, D. (2013). Influence of Brand Ambassadors on Buying Behavior of Soft Drinks: With Reference to Belgaum City. *International Journal of Research*. Vol. 1, Issue 4, Pp. 9-18.
- Greenwald, A. G. & Leavitt (1984). Audience Involvement in Advertising: Four Levels. *Journal of Consumer Research*, Vol. 11, Issue1, 1 Pp. 581–592, <https://doi.org/10.1086/208994>.
- Jacoby, J., Szybille, J. George, & Busato, J. Schach. (1977) Information Acquisition Behaviour in Brand Choice Situations, *Journal of Consumer Research*, Vol. 3. pp. 209-216.
- Katsikeas, C. S., Skarmas, D., & Bello, D. C. (2009). Developing Successful Trust-Based International Exchange Relationships. *Journal of International Business Studies*, 40 (1), 132-155.
- Kaynak, E. and Kara, A. (2002). Consumer perceptions of foreign products: an analysis of product-country images and ethnocentrism, *European Journal of Marketing*, Vol. 36, No's 7/8, pp. 928-49.
- Kaiser, H. F. & Rice, J. (1974). Little Jiffy Mark IV. Educational and Psychological Measurement, 34(1), Pp.111-17.
- Khatri, P. (2006). Celebrity Endorsement: A Strategic Promotion Perspective. *Indian Media Studies Journal*. Vol. (1), No.1.
- Krugman, H. E. (1967). The Measurement of Advertising Involvement. *Public Opinion Quarterly*, 30, 583-596.

- Kumar, A. (2010). Celebrity Endorsements and Its Impact on Consumer Buying Behavior - In Context to India. Available at SSRN: <https://ssrn.com/abstract=1655423>.
- Lancaster, G. (2001). *Essentials of Marketing*. UK: Fourth Edition.
- Lee, M.H. (1997). Brand Selection of Shirts and Jeans Relating to Consumers' Characteristics: A Comparative Study Between Domestic and Foreign Brand. *Journal of Korean Home Economics Association*, 35(1), 263-27.
- Littlejohn, S. W. & Foss, K. A. (2008). *Theories of Communication*. Belmont, CA: Thompson, Wadsworth.
- McCracken, G. (1989). Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, Vol. (16), No. 3, pp. 310-321.
- Mittal, B. L. (1983). Understanding the Bases and Effects of Involvement in the Consumer Choice Process. (*Doctoral Dissertation*).
- Mittal, B. & Lee, M. S. (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, No. 10, pp. 363-89.
- Mittal, B. & Park, C. W. (1985). *A Theory of Involvement in Consumer Behavior: Problems and Issues in Research in Consumer Behavior*, Jagdish N. Sheth ed., Greenwich, CT: JAI Press.
- Nyarko, I. K., Asimah, V., Agbemava, E., & Tsetse, E. K. (2015). The Influence of Celebrity Endorsement on the Buying Behaviour of the Ghanaian Youth: A Study of Fan milk Ghana Ads. *International Journal of Business and Management Review*, Vol.3, No.11, Pp.1-16.
- O'Cass, A. (2000). An Assessment of Consumers' Product, Purchase Decision, Advertising and Consumption Involvement in Fashion Clothing. *Journal of Economic Psychology*, Pp. 545-576.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), Pp. 39-52.
- Peter, J.P., and Donnelly, J.H. Jr. (2010) *Marketing Management: Knowledge and Skills*. (10th ed.) Mc Graw-Hill/Irwin.
- Poghosyan, A. (2015). Celebrity Endorsement as one of nowadays Major ways to Influence Consumer Buying Behaviour. *European Scientific Journal*.
- Pramjeeth, S and Majaye-Khupe, T. (2016). The Influence of Celebrity Endorsement on Consumer Purchasing Behavior of Alcohol in the South African Market. <https://www.researchgate.net/publication/299536928>

- Raval, Z., & Tanna D. (2014). Impact of Celebrity Endorsement on Brand Building and Consumer Buying Behavior. *International Journal of Applied Research in Engineering and Science*, 1(4), 32-39.
- Rengarajan P., & Sathya R. (2014). A Study on Impact of Celebrity Endorsement on Brand Perception and Buying Behavior of Consumer with Reference to Udumalpet Taluk. *International Journal of Economic and Business Review*. Vol. 2, Issue 2.
- Shimp, T.A. (2010). *Advertising, Promotion, and other Aspects of Integrated Marketing Communications*. South-Western, Cengage Learning.
- Shimp, T.A. and Sharma, S. (1987), Consumer Ethnocentrism: Construction and Validation of the CETSCALE”, *Journal of Marketing Research*, Vol. 24 No. 3, pp. 280-9.
- Saffu K. & Walker J. (2006). The Country-of-Origin Effect and Consumer Attitudes to “Buy Local” Campaign, *Journal of African Business*, Issue 7, Volume1-2, 183-199.
- Stapleton, C. D. (1996). Basic Concepts in Exploratory Factor Analysis (EFA) as a Tool to Evaluate Score Validity: A Right-Brained Approach. *Paper presented at the Annual Meeting of the Southeast Educational Research Association*.
- Solomon, M. (2002). *Consumer Behavior: Buying, Having, and Being*. 5th ed. New Jersey: Prentice Hall.
- Tripp, C., Jensen, T. D. & Carlson, L. (1994). The Effects of Multiple Product Endorsements by Celebrities on Consumers’ Attitudes and Intentions, *Journal of Consumer Responses*, Vol. (20), 535-547.
- The Composite Budget of the Ga East Municipal Assembly For the 2016 Fiscal year, Republic of Ghana. Retrieved April, 3, 2017 from <http://www.mofep.gov.gh/sites/default/files/budget/2016/Composite/GR/Ga-East.pdf>.
- Vemuri, K. & Madhav, T. (2004). *Celebrity Endorsement through the Ages*. Hyderabad, India: ICFAI Business School Casc Development Centre, the European Case Clearing House.
- Watson, J. J. and Wright, K. (2000). Consumer Ethnocentrism and Attitudes toward Domestic and Foreign Products. *European Journal of Marketing*, Vol. 34 No’s 9/10, pp. 1149-66.
- Zaichkowsky, J. (1985). Measuring the Involvement Construct. *Journal of Consumer Research*, Vol. 12 No. 3, pp. 341-52.
- <https://gemanewsgh.wordpress.com/2016/06/13/profile-of-the-ga-east-municipality/>. Accessed 3/04/17

<https://statistics.laerd.com/>

2010 Population & Housing Census. District Analytical Report, Ga East Municipality. Ghana Statistical Service, October, 2014.



APPENDIX 'A'



QUESTIONNAIRE

Dear Respondent,

I am Linda Anorkor Lartey, a student pursuing Masters in Communication Studies with the University of Ghana. As a part of my course I am conducting research on *Celebrity Endorsement of Indigenous Brands and Consumer Responses*. You have been selected as part of a random process. I will be grateful if you could take the time to answer these questions, voluntarily. The questions asked in the questionnaire are very simple and relate to what you see and observe in daily life. Please rate the questions according to your experiences. I assure you that your response will remain confidential and you will not be contacted for any marketing purposes. For any clarification, kindly contact my supervisor Dr. Abena Banin-Yeboah (Department of Communication Studies).

Sincerely,

Linda Anorkor Lartey


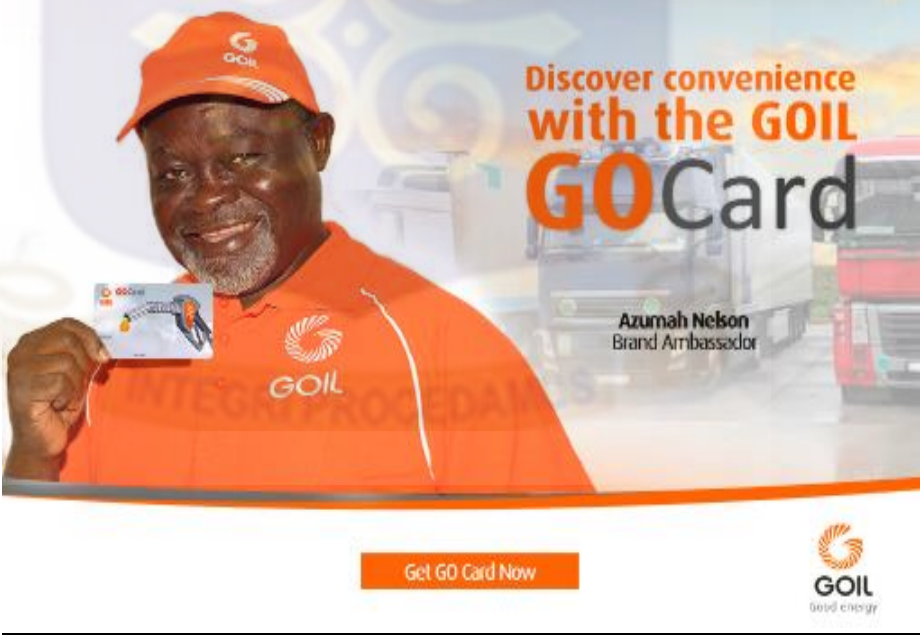
MA Student (Department of Communication Studies).

University of Ghana.

This section explores your exposure to adverts of Made in Ghana products that use celebrities.

Please indicate (by circling) which of these Made in Ghana adverts you have seen.

SECTION 'A'

PRODUCT	CELEBRITY ENDORSER	ADVERTISEMENT ICON	SEEN?
IPMC	Jackie Appiah		<p>A. Yes</p> <p>B. No</p>
GOIL	Azuma Nelson		<p>A. Yes</p> <p>B. No</p>

Joy Dadi Bitters	Koo Ofori	 A man with a mustache, wearing a red jacket, is smiling and holding a bottle of Joy Dadi Bitters. The bottle is clear with a yellow label that says "JOY DADI BITTERS". The background is outdoors with green foliage.	A. Yes B. No
Bel-Aqua	Van Vicker	 A large advertisement for Bel-Aqua mineral water. At the top, it says "BEAUTIFUL WATER FOR BEAUTIFUL PEOPLE". Below that, a man in a dark shirt and pants is lying on his side on top of a giant, oversized bottle of Bel-Aqua mineral water. The bottle has "BEL-AQUA MINERAL WATER" written on it. The text "Take me along" is written across the bottle. At the bottom, there is more text in French: "Transporte moi dans ta vie" and "L'importe moi". There is also a phone number "HELP LINE 0544 335800/900" and an email address "Email info@blowgroup.com". The name "VAN VICKER" is in the bottom right corner.	A. Yes B. No
Carotone	Juliet Ibrahim	 An advertisement for Carotone. It features a woman in an orange dress taking a selfie with her smartphone. The background is a cityscape. The text "LIGHT & NATURAL CAROTONE" is at the top. Below that, it says "GRAND CEDAR". At the bottom, the name "Juliet Ibrahim" is written, along with the hashtag "#LOVEYOURSELF". The Gandour logo is in the bottom right corner. There are also images of Carotone product packaging.	A. Yes B. No

Have you bought a Made in Ghana product before?	YES	/	NO
Have you bought a Made in Ghana product that uses a celebrity in its adverts before?	YES	/	NO

SECTION 'B'

This section generally explores your opinion about adverts, your behavior when watching adverts, your attitude towards celebrities and celebrity endorsements, and your attitude about price and quality of products. In answering the following questions, please refer your mind back to when you have seen adverts and celebrities in adverts.

Please indicate the extent of your agreement with each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Adverts persuade people to buy things they should not buy					
Adverts tell me what people with lifestyles similar to mine are buying and using					
Adverts tell me which brands have the features I am looking for					
In general, advertising presents a true picture of the product advertised					
Adverts are a reliable source of information about the quality of products					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I enjoy watching adverts					
I do not pay attention to adverts					
I attend to other things whenever I see an advert running					
I feel watching adverts is a waste of time					
I can stay focused on an ad trying to find out the meaning or details of the advert					
Please indicate your score on each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I tend to follow news about celebrities					
I am a fan of celebrities					
Celebrities do not excite me in any way					
I feel a personal connection to celebrities					
Generally, I like celebrities					
Please indicate your score on each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I feel celebrities are sincere					
Celebrities are honest					
Celebrities are not trust worthy					
I consider celebrities to be credible					
I generally feel celebrities would endorse any brand that pays them well enough					

As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I feel celebrity endorsements help consumers to make easy purchase decisions					
I feel celebrity endorsements are good					
I feel celebrities should not associate with any brand					
I feel there is nothing wrong with celebrities showing their liking for a product					
I find celebrity endorsements are relevant or important					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I always buy brands that use celebrities in their adverts					
I feel the use of celebrities in adverts help consumer's purchase decisions					
I feel celebrities endorsing brands in adverts is a good practice					
I feel celebrities endorsing brands in adverts provide better information about the brand					
Whenever I see celebrities endorse a brand in an advert I get angry					
I like brands that use celebrities in their adverts					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I will buy a product if I feel the price is right					
The price of a product is of interest to me whenever I am shopping					
Price is not of concern to me, once the quality is good					
When a product is highly priced, I see it as of high quality					
When a product is costly, I become more conscious of buying it					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Generally, I feel products are of good quality					
I always check for quality when purchasing products					
I always doubt product quality					
Products always meet my quality expectations					
I always make purchases without much thought about quality					

SECTION 'C'

This section seeks information specifically on your attitude towards products that are Made in Ghana and products that are imported, as well as what informs your preference for, and purchase decisions of these products.

As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I feel like buying Made in Ghana products is the only way to grow our economy					

As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I see myself as a fan of Ghanaian brands					
My purchase of made in Ghana products make me feel loyal to my motherland					
I can go shopping without purchasing a Made in Ghana product					
I prefer Made in Ghana products to foreign products					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I see myself as a fan of imported products rather than Made in Ghana products					
I can go shopping without purchasing an imported product					
I feel only those products that are unavailable in Ghana should be imported					
It may cost me in the long run but I prefer to support Ghanaian products					
I feel the quality of imported products make them sell					
Please indicate your score on each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
When celebrities endorse products made in Ghana, I look put for the product					
I like celebrity endorsed Made in Ghana products					
I see celebrity endorsement of Made in Ghana products as providing information about local brands					
Celebrities endorsing Made in Ghana products is a good practice					
Celebrities should not be allowed to endorse Made in Ghana products					
When a celebrity endorsed Made in Ghana product advert is showing...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I pay close attention					
That is when I go and attend to other things					
I feel my time is being wasted					
I look out for how it will benefit me					
I can stay focused trying to find out the meaning or details of the advert					
Have you ever bought a Made in Ghana Brand over other brands because it is endorsed by a celebrity?	YES		NO		
Please indicate the extent of your agreement with each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
No brand beats Made in Ghana brands that are celebrity endorsed					
I prefer Made in Ghana products that have celebrity endorsements to the ones that do not					

Please indicate the extent of your agreement with each statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Made in Ghana products that have celebrity endorsements don't mean anything to me					
Celebrity endorsed Made in Ghana products are always number one on my shopping list					
I only like Made in Ghana brands that are celebrity endorsed					
As a person...	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
I always select celebrity endorsed Made in Ghana brands when I go shopping					
I use Made in Ghana products that are celebrity endorsed					
I rarely buy Made in Ghana celebrity endorsed brands					
I buy Made in Ghana brands whose celebrity endorsers I associate with					

SECTION 'E'

This section explores general information about you.

1) What is your age?

A. 20-29

C. 40-49

E. 60 and above

B. 30- 39

D. 50-59

2) What is your gender?

A. Male

B. Female

3) What is your level of education?

A. Up to JHS

C. Technical / Vocational

E. Masters

B. Up to SHS

D. Degree

F. Other

4) What is your occupation?

A. Student

C. Professional (employee)

B. Professional (Self-employed)

D. Unemployed

E. Other (Please Specify).....

5) Which category best fits your monthly income (¢ GH)?

A. Below 500

C. 1,000 – 3,000

E. 5,000 & Above

B. Up to 1,000

D. 3,000 – 5,000

THANK YOU!!!

APPENDIX 'B'

Appendix B1 KMO and Bartlett's Test for EFA

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.761
Bartlett's Test of Sphericity	Approx. Chi-Square	1097.356
	df	171
	Sig.	.000

Appendix B2 Item-Total Statistics for CELEBIN

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I tend to follow news about celebrities	6.54	3.410	.572	.363	.727
I am a fun of celebrities	6.72	3.197	.700	.490	.573
Generally, I like celebrities	6.40	4.078	.548	.338	.748

Appendix B3 Item-Total Statistics for PURCH

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I always select celebrity endorsed Made in Ghana brands when I go shopping	5.23	3.172	.581	.410	.687
I use Made in Ghana products that are celebrity endorsed	5.05	2.897	.694	.497	.558
I buy Made in Ghana brands whose celebrity endorsers I associate with	4.78	3.133	.504	.280	.778

Appendix B4 Item-Total Statistics for CONE

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I feel like buying Made in Ghana products is the only way to grow our economy	10.60	6.314	.536	.288	.718
I see myself as a fan of Ghanaian brands	10.70	6.647	.599	.406	.681
My purchase of made in Ghana products make me feel loyal to my motherland	10.54	6.870	.613	.413	.678
I prefer Made in Ghana products to foreign products	11.10	6.863	.497	.250	.736

Appendix B5 Correlations

		composite variable for celebrity involvement	(composite variable for consumer ethnocentrism)	(composite variable for purchase decision)	I look out for how it will benefit me
composite variable for celebrity involvement	Pearson Correlation	1	.303**	.201**	.262**
	Sig. (2-tailed)		.000	.003	.000
	N	220	220	220	220
(composite variable for consumer ethnocentrism)	Pearson Correlation	.303**	1	.228**	.284**
	Sig. (2-tailed)	.000		.001	.000
	N	220	220	220	220
(composite variable for purchase decision)	Pearson Correlation	.201**	.228**	1	.128
	Sig. (2-tailed)	.003	.001		.057
	N	220	220	220	220
Engagement with celebrity endorsement of Made in Ghana products	Pearson Correlation	.262**	.284**	.128	1
	Sig. (2-tailed)	.000	.000	.057	
	N	220	220	220	220

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

Appendix B6 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	2.484			.254	
	(composite variable for consumer ethnocentrism)	.213	.063	.225	3.358	.001	.088	.338
	composite variable for celebrity involvement	.171	.059	.194	2.901	.004	.055	.287

a. Dependent Variable: I look out for how it will benefit me

Appendix B7 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	1.994			.275	
	Engagement with celebrity endorsement of Made in Ghana products	.135	.071	.128	1.910	.057	1.000	1.000

a. Dependent Variable: (composite variable for purchase decision)