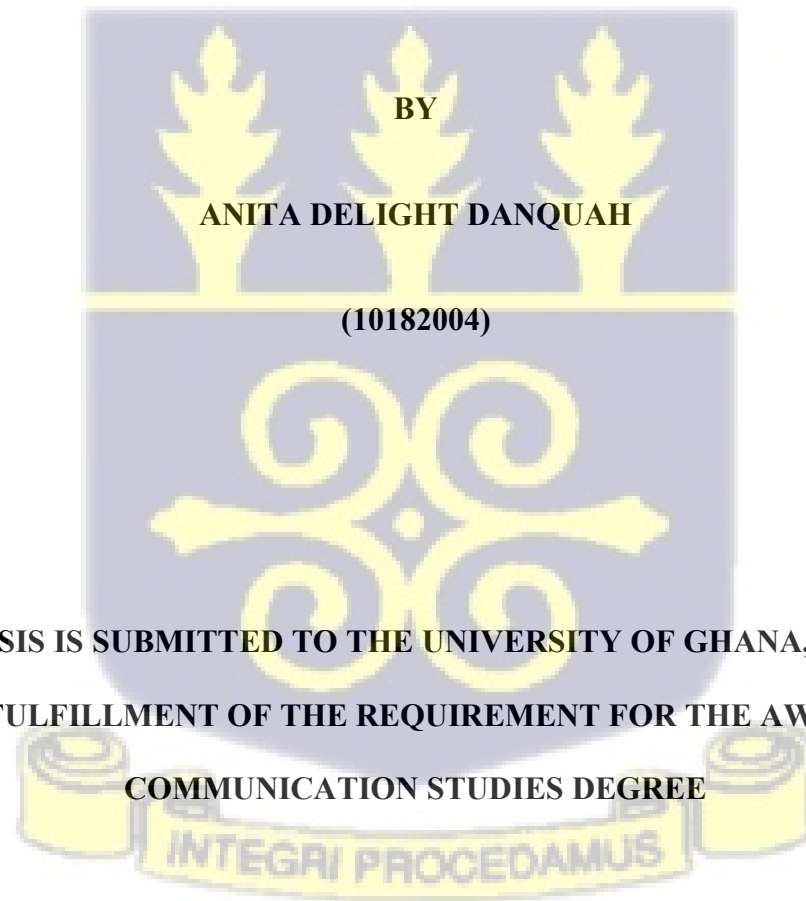


**THE IMPACT OF CELEBRITY ENDORSEMENT OF CHARITABLE CAMPAIGNS  
ON AWARENESS CREATION**



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## **DECLARATION**

## **DEDICATION**

I dedicate this work to the almighty God for His continuous protection and guidance throughout the journey. I also dedicate this to my mother, Madam Sophia Linda Fotwe, without whose support, faith and confidence in me, I might not have made it this far. Finally, I thank Mr. Kwame Asamoah-Mensah for the confidence he reposed in me to make it even when I was in doubt. Again, thank you.

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God continue to bless you all.

## **ABSTRACT**

Taking into account the growing popularity of celebrity endorsements in the not-for-profit sector, this study sought to investigate the interrelation between celebrity endorsement of charitable campaigns and public awareness, and the perception of the effectiveness of such endorsements for awareness creation. Focusing on charitable campaigns by UNICEF and UNFPA that employed celebrity endorsements, 200 students from the University of Ghana were surveyed.

Findings show that using celebrities for endorsement of charitable causes or organisations is known among respondents. Also, that celebrity endorsement of charitable causes and organisations create awareness among those who hear, read or see the campaigns and that there is a positive correlation between those exposed to the campaigns and their awareness level. Thus, exposed audiences are better placed to know, understand and recollect key campaign messages. Further to this, the use of celebrities in advertisements and campaigns tend to have positive consequential effect on outcomes such that individuals are well-awakened on the campaign messages carried by the celebrities. The study further established that the number of celebrities used for a campaign has a direct and positive relationship with the number of people who get to know of it, as well as the ability to understand and recollect key campaign messages. Additionally, the study found television and social media as the best channels for the circulation of such campaigns by celebrities. Consequently, celebrity endorsement is shown to be a useful communication strategy for building issue and campaign awareness of charitable entities. This is particularly so when multiple, well-renowned celebrities are integrated into campaigns that reach audiences via social media and television.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1. BACKGROUND**

In a quest to address and overcome the existential changes and challenges facing the not-for-profits or charities sector, stakeholders are increasingly looking to leverage new and established strategies from the commercial realm. Celebrity endorsement is one of such strategies that help charities and non-profits to raise issue, awareness and funding in an increasingly crowded and competitive space of operation. Unsurprisingly, scholarship on this phenomenon is also growing in importance. This current research explores the interrelation between celebrity endorsement of charitable campaigns and public awareness and the perception of the effectiveness of such endorsements for awareness creation. It focuses on the celebrity endorsement of two charitable campaigns, the United Nations International Children's Emergency Fund (UNICEF) Influencers campaign and the United Nations Population Fund (UNFPA) Ambassador for Obstetric Fistula campaign.

#### **1.2. INTRODUCTION**

This chapter provides an overview of the research which seeks to determine the impact of celebrity endorsement on awareness creation for non-profit organisations. A brief background to the research is presented, followed by the problem statement, objectives of the study, significance of the study and the research questions.

### 1.1.1. Celebrity

According to Franklin, Hogan, Langley, Mosdell and Elliot (2009, p. 37), the word ‘celebrity’ is derived from the Latin adjective ‘celeber’ meaning ‘famous’ or ‘celebrated’. They define a celebrity as “a person who is widely recognised in a given society and commands a degree of public and media attention”. Schlecht (2003, p. 3) defines celebrities as “people who enjoy public recognition by a large share of a certain group of people”. From these definitions, it can be deduced that fame or recognition by the public is an integral element for the determination of who a celebrity is.

Fame, though, a noted prerequisite for a person to attain celebrity status, is not enough as there has to be a level of public interest in the person. The reason for the interest may or may not be connected with the basis for the celebrity's fame. An example is a public figure such as a gender activist who, although may be famous, might not have the status of a celebrity unless something else (such as who she is dating) triggers the interest of the public or mass media. However, other types of famous people such as those connected with mass entertainment, like musicians, actors, and athletes, almost always guarantee the individual a celebrity status even if the person deliberately avoids media attention (Franklin *et al.*, 2009).

Celebrities are generally noted for certain characteristics such as attractiveness, possessing special skills in sports, entertainment, public speaking, or living extraordinary lifestyles (Schlecht, 2003). Examples of such persons considered to be celebrities include actors, athletes, models, musicians and recently pastors. In other cases, individuals may attain the celebrity status depending on their wealth, connection with a famous family, background, lifestyle, or controversial actions especially

in the new media era where an individual could become a national sensation overnight just by the number of nude pictures or videos they post on social media (Franklin *et al.*, 2009).

Who a celebrity is, is relative and depends largely on the celebrity system of a nation or cultural community. For example, in Ghana, some individuals might be very well known and the public may have an interest in those people but they might not be known abroad. Thus, such a person, though a celebrity in the Ghanaian context, may not be considered a celebrity in other parts of the world. In some countries, politicians may be considered a celebrity whereas, in others, they may not be considered as such (Franklin *et al.*, 2009; Schlecht, 2003).

Due to the differing levels of celebrity in different countries and regions, it is difficult to place any particular celebrity within a bracket (Franklin *et al.*, 2009). Some celebrities have global fame and are known as the A-listers, that is, the most popular and powerful, with almost all being high-powered political, religious, entertainment, and sports personalities. Depending on the status of fame globally, entertainers are also categorised under the B-list, C-List, and Z-list in a hierarchical order (Franklin *et al.*, 2009).

Before the advent of new media, notable individuals who were considered to be famous and would be considered celebrities today included athletes in ancient Greece, who were welcomed home as heroes with songs and poems written in their honour (Miller, 2004). They also received free food and gifts (Miller, 2004). In recent years, specifically between 2010 and 2018, the most popular A-listed celebrities according to Forbes 100 include Oprah Winfrey, television host; Jennifer Lopez, musician and actress; Beyoncé, musician; Taylor Swift, musician; and Floyd Mayweather, boxer.

According to Spry, Pappu, and Cornwell (2011), celebrities are believed to wield great persuasive power capable of enhancing advertising effectiveness, brand recognition, brand recall, purchase intentions, and purchase behaviour.

### **1.1.2. Celebrity Endorsement**

Owing to the power celebrities wield, as alluded to by Spry *et al.* (2011), most well-known celebrities use their power in different ways. These may include acting as brand ambassadors, spokespersons for different entities or causes, as well as promoters of products and services (Kambitsis, Harahousou, Theodorakis and Chatzibeis, 2002). Many companies are signing million-dollar deals with these celebrities with the hope of attracting consumers, accomplishing ‘a unique and relevant position in the minds of consumers’ (Temperley & Tangen, 2006, p. 97) and ‘giving brands a touch of glamour’ (Reynolds, 2000 as cited in Nwokah & Nwulu, 2015, p. 26). This usage of celebrities is termed “playing the role of a signaling strategy” (Mustafa 2005 as cited in Nwokah & Nwulu, 2015, p. 26).

Now more than ever before, celebrity endorsement is increasingly being used by various organisations regardless of the product type in a bid to attract audiences (Thorson, 2008; del Mar Garcia de los Salmenes, Dominguez, Herrero &, 2013). Jain (2011, p. 69) thus defined celebrity endorsement as ‘the practice of celebrities being used for rendering services other than performing their actual jobs’. This means that endorsement is but a by-product of the actual job of the celebrities. According to a study in Taiwan, consumers are more likely to remember a product [or cause] endorsed by a celebrity irrespective of whether or not they are actual fans of the celebrity (Chi, Yeh, and Tsai, 2011). In 2011, Market Watch, a financial information website that provides

business news, analysis, and stock market data, reported that a simple announcement from a brand signing on a celebrity or athlete can cause stock prices to rise slightly and increase sales by 4% on average (Hock, 2015).

Furthermore, White, Goddard, and Wilbur (2009) stated that “celebrity endorsement is generally seen as a viable option for brands to increase awareness, build credibility and promote products” (p.6). They further stated that ‘around 14-19% of advertisements aired in the US featured celebrities that endorsed products and brands; a figure that is even higher on other markets’. Sportswear manufacturer, Nike alone is said “to spend \$475 million annually on getting athletes to endorse their brand” (Khan & Lodhi 2016).

These statistics show that brands are making more sales and earning more money by using celebrities to endorse their products.

### **1.1.3. Celebrity Endorsement: Charitable Campaigns and Awareness Creation**

Celebrities have not been left out in the not-for-profit industry. They contribute to the industry in various forms including setting up their non-profit agencies; associating themselves (one-off) with particular agencies whose cause they might be interested in; lending their names to be associated with advertising for products or services; permanently aligning themselves with an agency and partaking in their activities, and by donating money or rendering their services. The most important objective however why most organisations use celebrities is to raise funds and create awareness for their brands.

Celebrity involvement with charitable and humanitarian causes have thus become even more common over the past two decades. This has partly been attributed to the fact that “offering support for global charities has become part of the contemporary celebrity job description and a hallmark of the established star” (Littler, 2008; p. 237). Also, according to Harris (2003), such involvement offers celebrities the opportunity to prove to their audiences that they are trustworthy and humane. There may, however, be celebrities who support charitable causes with the genuine intention of helping the disadvantaged in society.

There are numerous examples of organisations and celebrity collaborations that seem to have been fruitful to society. For example, Lady Diana, the late Princess of Wales teamed up with the National AIDS Trust in the United Kingdom to support persons living with HIV/AIDS. Gavin Hart, the strategist health communicator for the institution had this to say about Lady Diana: “In our opinion, she was the foremost ambassador for AIDS awareness on the planet and no one can fill her shoes in terms of the work she did” (BBC, 2017).

Another collaboration worthy of note is the one between the United Nation Refugee Agency and American Actress, Angelina Jolie. Jolie visited dozens of countries and refugee camps around the world in 2001 to draw attention to the plight of refugees and gained global support for them. A U.S.-funded apartment was later built and named after her (Villa Angelina) for the refugees of the 1992-1995 war in Bosnia and Herzegovina (UNHCR, 2009).

The third example is Oprah Winfrey, an American talk show host. She instituted a foundation called ‘The Oprah Winfrey Foundation’ through which she has embarked on numerous charitable

works including building a school (the Oprah Winfrey Leadership Academy for Girls) in South Africa (Garson, 2011).

In Africa, Charlize Theron, an Academy award-winning South African born actress in 2014 topped the Zen Magazine African list of celebrities that gave back to the less privileged societies in Africa. With her ‘The Charlize Theron Africa Outreach’ project, Ms. Theron is said to be directly supporting young Africans in the fight against HIV/AIDS (Prenter, Niekerk & Fouche, 2019).

#### **1.1.4. The Ghanaian Setting**

Ghana has not been left out in the celebrity endorsement of charitable campaigns and or causes. A number of Ghanaian celebrities have set up foundations and/or are endorsing charitable campaigns. These foundations/endorsements are almost always in the name of the celebrities and the main objective is to rally people to achieve a common good.

Celebrities here in Ghana, who have the desire to help out in charity work for fame or recognition, do so through their personal foundations. They establish foundations through which they endorse charitable causes and or campaigns. Some also embark on campaigns by themselves without establishing a foundation, or endorse campaigns founded by other organisations. In other situations, some celebrities perform philanthropic acts occasionally especially during special seasons such as Christmas or on their birthdays where they donate items to selected underprivileged institutions.

Some of these charitable foundations are the Becca's (musician) Foundation, the John Dumelo (actor) Foundation, the Juliet Ibrahim (actress) Kidney Cancer Foundation, and the Nana Ama McBrown (actress) Foundation. Others include the Michael Essien (footballer) Foundation, the Majid Michel (actor) Foundation (MajiWoc Foundation), Kwabena Kwabena's (musician) Save a Life Foundation, and the StepApp (Stephen Appiah, Footballer) Foundation (GhanaCelebrities.com, 2015).

Besides the above, celebrities in Ghana also sign on to activities and causes of non-governmental organisations as endorsers and or activists. These include Nana Ama McBrown and Wiyaala who have been named Ambassadors for Ghanaians Against Child Abuse (GACA), #IAMGACA Campaign, a child protection social campaign expected to curb the rising cases of child abuse in Ghana launched by the Ministry of Children and Social Protection, in collaboration with the Ministry of Local Government, United Nations Children's Fund (UNICEF) and Samira Bawumia (Department of Community Development, 2020). Others include Kwame Nsiah-Appau (known in showbiz as Okyeame Kwame) who has been made the Reading Ambassador for the Canadian Organisation for Development through Education (CODE) in partnership with Ghana Book Trust (Business Ghana, 2018); Nikki Samonas, who is a high level Influencer for the United Nations High Commissioner for Refugees (UNHCR) LuQuLuQu campaign which advocates for forcefully displaced Africans (UNHCR, 2020); and Ama K. Abebrese, Naa Oyoo Quartey, Adjetey Anang, Emmanuel Bobie, Chief Moomen and Louis Appiah, who have been selected to support the '#WithRefugees Campaign' being promoted by UNHCR Ghana office to help create awareness and advocacy for refugees and other persons of concern to the organisation (UNHCR, 2020).

### **1.1.5. The Research-Focused Campaigns**

This research will focus on two campaigns of two international organisations, endorsed by celebrities. The first campaign is endorsed by several celebrities in Ghana and is gender sensitive, whereas the second campaign is by one celebrity, a male. The objective of using these two forms of campaigning is to determine whether the number of celebrities used in such campaigns, and their gender, have any influence on awareness creation.

#### **“UNICEF Working with Influencers” Campaign**

The first campaign is the “UNICEF Working with Influencers” campaign. This campaign is being championed by the United Nations International Children’s Emergency Fund (UNICEF). The objective of the United Nations International Children Emergency Fund (UNICEF) is to reach the children most at risk and in need. Found in 190 countries and territories, including Ghana, UNICEF works to ensure that every child has a right to a childhood, future and a fair chance. They, therefore, work to uphold the rights and well-being of all children in Ghana across the areas of health, nutrition, water, sanitation, hygiene, education, and child protection (UNICEF, 2019).

The objective of the campaign “UNICEF Working with Influencers” is to “advocate for the fulfillment of the rights of children and young people" (UNICEF, 2019). Under the “UNICEF Working with Influencers” campaign, UNICEF since 2016, has partnered with celebrities to advocate for the fulfillment of the rights of children and young people. These celebrities, called ‘UNICEF Influencers', five (5) in number, namely: Wiyaala (singer/songwriter), M.Anifest (Kwame Ampetepee Tsikata – rapper), Gary Al-Smith (sports journalist), Ameyaw Debrah (celebrity blogger), and MzVee (Vera Hamenoo Kpeda - singer) (UNICEF, 2019).

In February 2018, to increase awareness on issues that affect girls and adolescent engagement under the theme "Better Life for Girls", some of UNICEF's Influencers visited Kpandai in the Northern Region. The project was aimed at equipping adolescent girls in Ghana with knowledge, skills and an enabling environment to make informed decisions. UNICEF's Influencers also had the opportunity to attend a 'Ghanaians Against Child Abuse (GACA)' community engagement, a community discussion, with the child protection toolkit. They also interacted with girls and boys in a school on menstrual hygiene management, leadership, careers and the 'Girls Iron Folate Tablet Supplementation' (an initiative to reduce anaemia in girls) (UNICEF, 2019).

In April 2019, UNICEF's influencers also had the opportunity to visit Jirapa and Nadowli districts in the Upper West region of Ghana. The team led a verification process to declare a community open-defecation free and also partook in and observed the work that UNICEF and partners do to ensure that the rights of children in Ghana are being fulfilled. The latter project was undertaken when Ghana celebrated thirty (30) years of the Convention of the Rights of the Child. Other means by which the celebrities were also used to campaign were through radio, television, video, social media, ads, billboards, posters, newspapers, among others.

### **Mr. John Dumelo, Obstetric Fistula Ambassador of Ghana**

The second campaign is about creating awareness of the obstetric fistula condition in Ghana. This campaign is sponsored by the United Nations Population Fund (UNFPA), (UNFPA, 2019). The UNFPA is the "United Nations sexual and reproductive health agency with the mission to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's

potential is fulfilled” (UNFPA, 2018). The UNFPA, formerly named the United Nations Population Fund was created in 1969 and can be found in more than 150 countries (UNFPA, 2018).

The Ghana Health Service with support from the United Nations Population Fund (UNFPA), on 26<sup>th</sup> August 2016, appointed Mr. John Dumelo, a Ghanaian movie star, director and businessman, as the Obstetric Fistula Ambassador in Ghana. The event, organised at the Kempinski Gold Coast Hotel, was part of efforts to raise awareness and end obstetric fistula in the country (UNFPA, 2016). Mr. Dumelo was tasked to create awareness of the ailment - through social media, documentaries, films and cartoon series on obstetric fistula; advocate for the health of women and heighten public education on obstetric fistula (UNFPA, 2016).

Obstetric Fistula is a preventable disease that occurs as a result of prolonged labour during childbirth. This leads to woman leaking either urine or faeces or both. It is reported that about 1000 women currently suffer from this illness in Ghana. The ‘Global Campaign to End Fistula’, launched in 2003 by UNFPA and partners, has a three-pronged strategy towards eliminating fistula and supporting fistula survivors - prevention, treatment, and social reintegration. Obstetric Fistula is celebrated each year, specifically on the 23<sup>rd</sup> of May, and remains one of the highest priorities of UNFPA. This is because as many as 1,352 new cases develop in Ghana each year (Graphic Online, 2016).

## **1.2. STATEMENT OF PROBLEM**

The idea of celebrity endorsement of charitable causes has come to stay with the recent rise in the demand by charitable organisations for celebrities to endorse their causes and the increasing interest of celebrities themselves recognising the support of charitable causes as part of their jobs and a mark of accomplishment (Soden, 2007). Celebrities, either by themselves, through their foundation or by providing support to charitable organisations have been endorsing, promoting and raising awareness on numerous causes.

Celebrity endorsement of products, brands, services, health campaigns, and even political parties, however, is not a current phenomenon. Companies and organisations have since time immemorial been using celebrities to promote and add credibility to their products, brands, and services. There has, thus, been a lot of interest in such endorsements leading to some substantial research in that area. Celebrity endorsements of charitable causes, on the other hand, have received relatively little scholarly attention notwithstanding the rapid rise of such endorsement in recent times (Park & Cho, 2015).

Further to this, some of the limited but extant literature shows some relationship between charity and celebrities, that celebrity does create some awareness and help with sales thereby giving credence to the perception that celebrity endorsements indeed have some influence on product sales and awareness creation in charitable causes ('the celebrity effect'). There are however disagreements in terms of the extent of the influence [and impact] (Brockington & Henson (2014); Wilson, 2015; Third Sector, 2018), especially in Ghana.

In Ghana, numerous causes, foundations, and charity-related activities are being endorsed and/or championed by celebrities and although the trend is fast becoming pervasive, it remains relatively unexamined from a scholarly perspective. Additionally, whether or not celebrities, in fact, make an impact with their campaigns - in terms of awareness creation, whether the impact is positive or negative, the level of impact (the extent) - reinforce the need for more academic research on this area.

This research, even though it cannot answer or hope to solve all the issues above, will, however, answer the questions of whether celebrities in Ghana, in fact, create any awareness when they endorse or campaign for charitable causes. It will also critically explore public perception about the effectiveness of this growing trend of charitable promotion within the Ghanaian context. The endorsement and campaigns by Ghanaian celebrities, for the "UNICEF Influencers Campaign" (Wiyala, M.Anifest Gary Al-Smith, Ameyaw Debrah, and MzVee) and the UNFPA Ambassador for Obstetric Fistula (Mr. John Dumelo), will be used for the study.

### **1.3. OBJECTIVES**

The main objective of this study is to understand whether charitable causes endorsed by celebrities, specifically the UNICEF Influencers and the UNFPA Ambassador for Obstetric Fistula, do indeed create awareness, and if so, to what extent (the impact). Specifically, the study seeks to explore;

1. The correlation between exposure to celebrity endorsement of charitable campaigns and public awareness of the charitable campaigns.
2. The public perception of the effectiveness of celebrity endorsement for awareness creation of charitable campaigns.

#### **1.4. RESEARCH QUESTIONS**

Following the research objectives identified above, this study seeks to address the ensuing research questions:

1. To what extent do celebrity endorsements employed in the UNICEF Influencers for the protection of the rights of children, and the UNFPA Ambassador for Obstetric Fistula campaigns correlate with awareness creation?
2. How does the public perceive the effectiveness of celebrity endorsements in creating awareness of charitable causes?

#### **1.5. SIGNIFICANCE OF THE STUDY**

This research seeks to ascertain whether or not endorsements made by celebrities, in any way, create awareness, and if so, to what extent. This will provide a preliminary understanding of the correlation between celebrity endorsements and public awareness of charitable campaigns, thereby affording charitable organisations and agencies an evidential basis for making decisions about celebrity endorsements for their campaigns. It will also help inform non-profit organisations as to what to consider when designing and implementing communication strategies to include celebrity endorsements to elicit desired awareness creation. The study will again afford celebrities themselves the privilege of knowing the effect they have on the public when campaigning for charitable causes and if possible, the most effective approach to use. Finally, the findings of this study will offer a Ghanaian perspective to the growing global body of research on the use of celebrity endorsements communication in charitable campaigns and causes.

## CHAPTER TWO

### THEORY AND LITERATURE

#### 2.0. INTRODUCTION

This chapter reviews related research relevant to this study. The chapter is divided into two sections. In the first section, the theoretical framework – Classical Conditioning Theory - that guides the study is discussed. The relevant literature on the topic is reviewed in the second section.

#### 2.1. THEORY

At the heart of the present study is the use of the classical conditioning theory to provide a conceptual explanation to the link between the use of celebrities in advertisement campaigns and awareness creation. Two (2) names associated with the classical conditioning theory are Ivan Pavlov and John Watson. Pavlov in his quest to understand the digestive system in dogs observed that not only did placing a meat powder in the mouth of the dog make it salivate, but also that all other things (or stimuli) associated to the meat powder did make the dog salivate (Johnson, 2014). Although chanced upon accidentally, he did conduct an experiment where he paired the meat powder with the sound of a bell and it was through this pairing that the theory known as the ‘classical conditioning’ came about, as the dog eventually came to salivate just at the sound of the bell, with no meat powder. Here a neutral stimuli (bell) was repeatedly paired with the stimulus (meat powder) that caused a particular reaction (response) so that the neutral stimuli created the same response as the original stimulus. Thus the principle of continuity which states that when two things are continuously paired together enough times, the one thing will be associated with the other, was born (Johnson, 2014).

According to John Watson, the founder of behaviorism, humans inherited three emotions only: fear, anger and love, and that it is through classical conditioning that these three emotions and their other forms are attached to different stimuli (things, people, experiences) (Johnson, 2014).

Thus, the classical condition is where the two stimuli occur together enough times so that they eventually become associated with each other (Johnson, 2014). Classical conditioning theory can therefore be defined as a learning theory that is anchored on the assertion that individuals form an association between a neutral stimulus and an unconditioned stimulus which leads to a natural response as a result of systematic pairing (Schachtman & Fowler, 2011). Behaviourists argue that in classical conditioning, the conditional responses (thoughts, feelings, behaviours) are outcomes of the associative learning which emanates from the natural responses of the conditioned responses (Schachtman & Fowler, 2011).

This theory has been criticized on various fronts with the foremost being the complete denial of the existence of a conscience or mind. This is because the argument by Watson suggests that everything from speech to emotional responses are simply patterns of stimulus and response. Its scope is therefore limited and ignores all cognitive aspects of learning. Further to this, the theory does emphasize the importance of learning from the environment thereby supporting nurture over nature, thus underestimating the complexities of human behavior, when in actual fact, might not be one or the other but a combination of both. Another important critique is the fact that this theory is scientifically based as it is empirically carried out by controlled experiments, as in the case of Pavlo and his dog in 1902 (McLeod, 2018).

Irrespective of the obvious weaknesses of this theory, it is the appropriate tool to be used for the phenomenon under study. This is because the theory has been applied to varying fields including advertising. Central to most advertisements are classical conditioning principles. The basic idea behind the use of classical conditioning principles in advertisement is that most organisations want to make advertisement that will bring forth the most severe responses from the audience. This makes the advertised 'product' the conditioned stimulus. Organisations make use of celebrities who can be trusted by the audience and can also draw the attention of the general populace (Baker, Honea & Russell, 2004; Schachtman & Fowler, 2011). When these celebrities are continuously paired with the advertisement products, or in this case, a charitable cause, the audience over time forms a link between the charitable cause and the celebrity which also leads to a desired behavioural outcome such as buying the product, changing an undesired behaviour or adopting a desired one (Schachtman & Fowler, 2011).

Also, in line with the present study, nonprofit organisations tend to make use of celebrities because pairing celebrities to a particular agenda or cause over a series of time draws the attention of the public to that particular agenda. The general public is more likely to become aware of the cause and have attitudinal change towards the endorsement or messages carried by the celebrity and hence, create the needed awareness (Schachtman & Fowler, 2011). This theory will thus be helpful in understanding how the pairing of celebrities with the messages of charitable organisations can shape audience responses thereby creating awareness.

## **2.2. LITERATURE REVIEW**

### **2.2.1. The Concept of Celebrity**

The word "celebrity" has been defined by numerous scholars with all agreeing on the popularity of the person. Boorstin (1961 p.58) has defined celebrity as someone "who is well-known for their well-known-ness". Marshall (2014) defined celebrities as individuals who are unique, in some way, from the average citizen. To Gupta (2009), a celebrity is someone who can seek the attention, arouse public interest and generate profit from the public, by his or her name. Traditionally, however, a celebrity is understood to mean a person who is recognised by society and considered a role model (McCracken, 1989).

The popularity of these individuals stems from different sources including professional competence, beauty, likeability, trustworthiness (Kahle & Homer, 1985; Atkin & Block, 1983); to merely having the attention of the public or being a product of media representation (Turner, 2004). The influence of celebrities, though not limited, ranges from inspiring consumer confidence, hope and dreams (Rockswell & Giles, 2009) to effecting actual change in consumer behaviour (Tripp, Jensen, & Carlson, 1994). The level of influence and the ability to sustain such an influence may largely depend on the credibility, expertise or attractiveness of the celebrity (Ohanian, 1991). "Credibility refers to the confidence that the celebrity conveys to the public; expertise is linked to the knowledge and experience that the endorser has on a certain subject; and attractiveness is associated with physical appearance, beauty, and sympathetic nature" (Friere *et al.*, 2018 p. 291).

### **2.2.2. Endorsement**

Endorsement is “any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organisation) which message consumers are likely to believe reflects the opinions, beliefs, findings, or expertise of a party other than the sponsoring advertiser. The party whose opinions, beliefs, findings, or expertise the message appears to reflect will be called the endorser and may be an individual, group or institution” (Patterson, 2010).

Endorsement is a successful tool in advertising, with companies creating awareness for their brand, receiving abnormal stock returns, shares of stock rising and sales increasing (Elberse & Verleun, 2012). There are categories of endorsers and four major ones were identified by Friedman, Termini, and Washington in 1976. They are the typical consumer, the professional expert, the company president, and the celebrity. A typical consumer is a real person and a true user of the product, not an actor. The company president is the head of the company's product which is being promoted. The professional expert is the one with the requisite expertise within the product class that is being endorsed. The celebrity is the recognised individual who is known for his or her accomplishments in areas that are not associated with the product class that is being endorsed (Anghel, 2009).

With the emergence of new media such as Facebook, Twitter, and Instagram, as well as television programming, a new method of reaching a worldwide audience has been provided thereby giving organisations the ability to easily and quickly promote their brand through endorsements (Keel & Nataraajan, 2012; Freire, Quevedo-Silva, Senise & Scrivano, 2018).

### **2.2.3. Celebrity Endorser and Endorsement**

McCracken (1989 p. 310) defines a celebrity endorser as an individual who enjoys public attention and uses the recognition attained through the attention on behalf of a consumer good or a cause by appearing with it, or in it, in an advertisement or campaign. Stafford, Stafford, Spears, & Hsu (2003) give a clearer definition by stating that a celebrity endorser is a famous person who uses his or her fame (public recognition) to recommend or co-present with a product in an advertisement. Celebrity endorsement, on the other hand, has been defined by Mekonen (2017 p. 10) as “a form of advertising campaign that involves a well-known person using their fame to help and promote a product or service”. There are forms of celebrity endorsements, including where the celebrity act as a spokesperson for the product or service; where the celebrity performs a role known to the audience; where the celebrity plays a new or original role; where the celebrity plays the role of an observer who comments on the product or service; where the image of the celebrity is meshed with the storyline of the advertisement; where the celebrity mention of the product or service in music or his or her known craft; and or where the product or service is named after the celebrity (Khalid, Siddiqui, & Ahmed, 2018) (Maity, 2014).

The distinction between the celebrity endorser and celebrity endorsement is critical, in that, endorsement of a brand goes beyond recommending or the celebrity being seen in advertisement with the brand but actually promoting it. Celebrities who are often involved in charitable causes or campaigns have the aim of effecting change by promoting it. This communication strategy adds to the widespread belief that the celebrities have a positive influence on the image of the advertised brands with the essential outcome being a favorable effect on brand (Erfgen, 2011 as cited in Mekonen 2017 p. 10). Thus, when the celebrity is viewed favorably, it accords the brand being

endorsed some openness. The ability to change, worked upon by the strength of psychological commitment between the brands and consumers and the power of the endorser, can change beliefs and ideas, and cause a shift about for a brand. This translates into changing the loyalty status of consumers, and greatly influencing the evaluation of the brand and its purchase intentions (Choi & Rifon 2007 as cited in Mekonen 2017).

#### **2.2.4. Charitable Causes, Campaigns, and Organisations**

Charity appeals are everywhere in today's society and are present in all forms of mass media, television, radio, newspapers, online, and increasingly by street canvassing and advertising thereby making them difficult to ignore. Charitable issues may be endorsed or promoted in different ways such as promoting it as a cause, a campaign, through a charitable organisation or a combination of these. Although often used interchangeably, a cause is often personal and depends more on peer-to-peer fundraising, awareness creation; whereas a campaign appeals mostly to the general public (KindfulHelpCentre.com). A charitable organisation is a non-profit organisation whose primary objectives are philanthropy and social well-being (Reiling, 1958).

Irrespective of the name given to it, causes or campaigns, either by an individual or through an organisation, they are effective ways of appealing to the public for support on particular issues and celebrities are one group of people who have effectively used them to promote causes that are of interest to them. Generally, the target for the charitable cause, especially by celebrities, maybe for a particular group or an issue. The groups include persons with disability, the needy, young people or children, people of particular ethnic group or race, while issues may have to do with health,

education, religion, politics, social amenities, or any other activity that serves the public interest, common good or need (Herman, 1958).

### **2.2.5. Celebrities' and Endorsement of Charitable Causes**

According to Freire *et al.* (2018), there have been several studies in marketing conducted to investigate how celebrity endorsements impact consumer purchase intentions and several authors have investigated series of related factors, such as the effect of celebrity endorsement on product recall, the effect of the credibility and expertise of the celebrity endorsement and the effect of celebrity image. Although there is generally a positive review for such endorsements, (Aureliano-Silva, Lopes, Freire & da Silva, 2015; Ambroise, Pantin-Sohier, Valette-Florence, & Albert, 2014), in some cases, celebrities cannot substantially help promote products (Sliburyte, 2009). They may even cause damage to a brand if consumers learn that an existing endorser has committed a transgression (Um, 2013). The damage is even more pronounced and devastating when the celebrity is involved in very serious charitable campaigns such as eradicating poverty, cancer research, and treatment, animal protection, preventing child abuse, etc. This is because the celebrity's image is transferred unto the campaign, thus, the issues receive negative comments leading to a loss/decreased impact as compared to the support it would have ordinarily received (Wilson, 2015). Examples can be cited of Lance Armstrong, a cyclist, who was dropped by three of his main sponsors, Nike, Trek, and Anheuser-Busch, for doping. Tiger Woods who admittedly cheated on his wife, however, was not dropped by Nike and studies estimates that the shareholders of Wood's sponsors collectively lost up to twelve billion amidst the scandal (UC Davis Press Release, 2009).

These notwithstanding, the nonprofit organisations, due to their high demand but limited resources, the continuous decline of governmental support, the desire for awareness creation and the need to motivate the targeted audience to behave in a particular way (Mekonen, 2017), have had to find ways of achieving these objectives by using celebrities to endorse their causes (de los Salmones & Dominguez, 2016). This strategy is now being used more than ever, although, according to Pope, Sterrett-Isely and Asamoah-Tutu (2009), it may not, to a large extent, be as effective for nonprofit sector as it is for the for-profit sector. Furthermore, the harm associated with a celebrity inability to represent the cause to which he or she is endorsing, may go beyond financial to actually impacting disastrously on the cause, and to some extent, the beneficiaries. Due to these possibilities, it is important that managers for nonprofit organisations need to understand the mechanisms that lead to the successful implementation of the strategy of using celebrities. Thus, whether or not to engage a brand, most especially charitable brands, in some kind of endorsement deal need to be carefully assessed (Hollensen & Schimmelpfennig, 2013).

#### **2.2.6. Public Awareness Campaigns**

The promotion of change in behavior in either a person or community is often difficult but this has been made easier by studies conducted by researchers and business groups on how to get people to act in a particular and desired way. This procedure has also been adopted by leaders in communities and countries, advocacy groups, and nonprofits organisations who, after adopting same, have learnt how to effect change in behavior at all levels of society. A common tool used to stimulate the desired behavior change is the public awareness campaigns (PACs), also known as media campaigns, public education campaigns, amongst others (REACH, 2015).

PACs has been defined by Boudier (2013) as “a comprehensive effort that includes multiple components (messaging, grassroots outreach, media relations, government affairs, budget, etc.) to help reach a specific goal”. The specific goal spans a wide range of topics from child abuse to drunk driving. The scale and scope of PACs are often determined by the desired behavior change (REACH, 2015).

For PACs to be effective, one decision to arrive at is to determine which type of the PAC to use: the Individual Change Campaign ( ICC) or the Public Will Campaign (PWC). Whereas the ICC focuses on encouraging individuals to accept or behave a more desirable way, the PWC aims to promote policy change by mobilizing people to join a campaign with the objective of changing a broader organisation or system (REACH, 2015).

PACs use various media to put the messages across including the use of the traditional means, that is television, radio, magazine, newspaper, brochure, billboards and posters. The use of social media including Facebook, Twitter, YouTube amongst others have also become an effective medium for PACs (REACH, 2015).

The messages during the implementation of PAC is very important as this deals primarily with words and phrases to be used to convince the targeted audience. PACs is known to generally use one of more of the three types of knowledge, namely impact, procedural and normative knowledge. The impact knowledge deals with facts, figures and general information about the topic; with the procedural pairs the dissemination of information with a call to action deals with; whereas the normative knowledge deals with norms of groups instead of individuals (REACH, 2015).

Successfully implementing PAC can be difficult as it has numerous barriers including time and financial constraints, the saturated nature of such campaigns thereby ensuring the uniqueness and ‘stickiness’ of the message, at the same time the fact that the message must be culturally-tailored and sensitive. These are not easy barriers to be surmounted but same must be effectively handled if the PAC will be successful (REACH, 2015).

The PAC as stated above is now commonly used by numerous organisations, communities and individuals with the nonprofit sector not being left out. This the nonprofit organisations have employed by using respected individuals and personalities including celebrities and opinion leaders with the objective of promoting causes and creating awareness amongst the populace. The issues often raised are matters which, in one way or the other, have an impact on the society.

### **2.2.7. Advantages and Disadvantages of Celebrity Endorsement**

Studies show that there are many reasons why an endorsement by a celebrity is effective and although the brand itself has a part to play, the use of the celebrity may reinforce the importance of the brand to the audience. The following are seven advantages that are realized when a celebrity endorses a brand.

First is the establishment of credibility. This is made possible because the approval of a product or cause by the celebrity fosters a sense of trust among the target audience. Second is ensured attention. The celebrities ensure the attention of the target audience by making the brand noticeable. Third is higher degrees of recall. People tend to commensurate the brand with the celebrity thereby increasing the recall value of the product. Fourth is the associative benefit. A

brand that is preferred by a celebrity will send a persuasive message to the target audience of its quality amongst others. Fifth is the psychographic connection. Celebrities are loved and advertisers sway these feelings towards the brand. Sixth is demographic connection. Different celebrities appeal to various demographic segments in society be it age, gender, class, geographic location amongst others. The final advantage is the mass appeal. Some celebrities have a universal appeal thus their actions and inactions generate the interest of the masses (Mekonen, 2017).

The disadvantages include the fact that the brand's image is affected when the name of the celebrity is tarnished, after endorsing a product. Also, the behaviour of the celebrity affects the audience's perception and attitude towards the product(s) or cause(s) they endorse. Further to this, is the vampire effect where the celebrity overshadows the brand, thereby audience remembering the celebrity but not the brand or cause. Furthermore, where the celebrity endorses more than a couple of brands or causes (overexposure), the novelty of the celebrity is diluted leading to a not so major influence or meaning to the audience.

#### **2.2.8. Review of Empirical Studies**

Jafar, Adidam, & Prasad (2011) explored the relationship between celebrity endorsements and the customer-based brand equity of high fashion ready-to-wear products. Their results specified that celebrity endorsement does have the potential to create customer-based brand equity for high fashion ready-to-wear products. Further, Sivesan (2013) found positive relationship of celebrity endorsement to customer-based brand equity. Rafique and Zafar (2012) investigated the impact of celebrity endorsement on customers brand perception and purchase intention. Their results indicate that celebrity endorsement has reasonable impact on customers as per their brand perception and

purchase intention. Senthilnathan and Tharmi (2012) empirically examined the relationship between customer-based brand equity and purchase intention in relation to branded baby soaps and the results reveal that there is a positive significant linear relationship between customer-based brand equity and purchase intention. Anjum, Dhanda, & Nagra (2012) indicated the impact of celebrity endorsed advertisements on consumers and on sales and also found out the reasons of using the celebrities in advertisements. Their results revealed that celebrity endorsers were used by the companies for brand equity and companies roping in the celebrities to enhance the product image, brand awareness, brand recall, brand retention and for brand credibility. Further, they concluded that celebrity endorsement has positive impact on company as well as brand and customers. Sharma and Kumar (2013) concluded that the celebrity endorsement when in sync with the customers' tastes can, therefore, indeed lead to brand loyalty. Moschis, Moore, & Stanley (1984) argue that brand loyalty was influenced by customers perceived value, brand trust, customer satisfaction, repeat purchase behavior and commitment. Further, celebrity endorsement improved perceived quality of the brand and is correlated with purchase intention (Kamins, 1989; Ohanian, 1991).

In addition, Jain (2011) suggests that celebrity in advertising is positively affected on consumer's brand attitude and purchase intention. Spry *et al.* (2011) explore that celebrity endorsement has an indirect impact on customer-based brand equity, while this relationship is mediated by brand credibility, and this mediating relationship is moderated by type of branding. Accordingly, celebrity endorsement is associated with a higher level of brand credibility (Spry *et al.*, 2011), whereas brand credibility can build customer-based brand equity (Erdem & Swait, 1998 & 2004). Moreover, the brand credibility impact on emotion and reason in consumers decision making

(Maathuis, Rodenburg, & Sikkel, 2004); consumer choice and choice set formation (Swait & Erdem, 2007); word-of-mouth and switching behaviors among customers (Sweeney & Swait, 2008); brand loyalty and customer satisfaction (Khoshsima, Kiani, Safari, Amari, Shifte, & Vaseei, 2013). Notably, and according to the associative network memory model, celebrity endorsement becomes a potential source of positive activation on brand equity, which was explained by the previous studies in marketing, product and brand management (Till, 1998; Spry *et al.*, 2011).

According to Sabunwala, (2013) celebrity endorsements significantly impacts brand differentiation. Most of the beverage users associate themselves with the brand and establishes congruence between their personality and that of brands. They established a linkage between their lifestyle and that of the brand which prompts them to go for a particular brand irrespective of the price, availability or any other factor. The given finding is in line with the previous literature findings by several authors in the past. Various industry researches have also endorsed the findings that celebrities do create brand differentiation. Another major conclusion that can be drawn from the study is that celebrity endorsement significantly impact brand image.

The several celebrities – brand pair were chosen to reflect the various personality types to which individual consumer can associate and to understand whether the celebrity really influences the image of the brand which ultimately attracts the consumer towards it. This finding has also been reported by many researchers and authors in the past and in several industries like automobiles, FMCG products, they have proven how brand image has been influenced by celebrity endorsements.

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 (Garud, 2013) reveal that “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). 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, Martey & Frempong 2014). 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 support 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), "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 is 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). 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.

### **2.2.9. Conclusion**

The concept of celebrity endorsement within the context of non-profit organisations and challenges confronting celebrity endorsements is paramount to understanding celebrity endorsement in awareness creation.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0. INTRODUCTION**

This chapter deals with how the study was conducted. The aim is to explain the research design and methods used in the study. Since the overarching objective of the study was to understand how celebrity endorsements create awareness for charitable campaigns, this chapter explained the research design and the procedures followed to achieve the study objectives. The chapter also explains the method of data collection and the sampling techniques used to select the study respondents. This chapter concludes with the ethical considerations which guided the research.

#### **3.1. METHODOLOGICAL APPROACH AND METHOD CHOICE**

A quantitative research approach was used, since the study sought to find out perceptions about and impact of celebrity endorsements on charitable campaigns in awareness creation. The survey research method was used. This approach and method involved respondents who helped answer the research questions. The method also helped to further examine the experiences of the public about celebrity endorsers at the individual level. The choice of a quantitative research approach and a survey method was also useful since it allowed for the examination of the relationship between celebrity endorsement of charitable campaigns and the impact the campaign had in respect of awareness creation.

### **3.1.1. Population and Unit of Analysis**

A study population can be explained as a group of individuals or subjects of an investigation or a study. This research focused on students at the University of Ghana, Legon. The University is about 13 kilometers north-east of Accra, the capital city of Ghana. It was established in 1948 as the University College of the Gold Coast and attained full university status in 1961. The university has four (4) colleges, nineteen (19) schools, five (5) institutes and eleven (11) centers of learning. It is also the oldest and largest of the eight public universities in Ghana. Currently, the student population is over 40,000 (University of Ghana, 2019).

Students of the University of Ghana was deemed an appropriate population choice as there is some precedence to support this choice. First, other similar studies (Munyoro and Willmore, 2019; Amartey, 2014; Hwang, 2010) used university students as their target population. It was also chosen because of its elite status and is considered as the oldest, largest and most endowed university in Ghana. Further to this, it has the largest population size compared to other institutions of learning. Finally, Legon was selected due to its proximity to the researcher as it helped in surmounting the obstacles of time and financial constraints

### **3.1.2. Sampling**

A multi-stage stratified sampling procedure was used to select the two hundred (200) students from the University of Ghana's main campus. According to Wimmer and Dominick (2010), the “required sample for a study depends on at least one of the following factors: project type, project purpose, project complexity, amount of error tolerated, time constraints, financial constraints and

previous research in that area”. The sample size of 200 was informed by the project type as well as the limited time available for the study.

To begin, eight (8) out of the thirteen (13) halls were randomly selected. The sample size for the study was divided by the number of halls selected. A uniform number of respondents (25) was selected from each of the eight halls selected in the first stage.

$$\begin{aligned} \text{Hall Sample Size} &= \frac{\text{Study sample size}}{\text{Number of halls selected}} \\ &= \frac{200}{8} \\ &= 25 \end{aligned}$$

This was followed by a systematic selection of room numbers from a list obtained from the administrators of the selected halls of residence. Appropriate sampling intervals were computed for each of the halls of residence. Finally, one (1) student was randomly selected in each sampled room. Thus, in rooms that contained more than one student, the lottery method was used to select one. Here, numbers were written on pieces of papers, assigned to room members and placed in a small open bag. The student who randomly selected the paper numbered ‘one’ was included in the study.

### **3.1.3 Data Collection Instrument**

A semi-structured questionnaire was used to gather data. The use of semi-structured questionnaires, being a combination of open and close-ended questions, ensured respondents gave more details to questions asked. Further to this, a multiple choice question was asked where Respondents had the option of selecting more than one answer, specifically, regarding where the Respondents had heard of, saw or read about the campaign.

The items in the instrument covered knowledge on celebrity endorsement of charitable causes, perceived benefits of celebrity endorsement of charitable causes, recall of specified campaigns, sources of information of the campaign, and whether the endorsement contributed to raising awareness, amongst others.

### **3.1.3. Ethical Considerations**

The researcher worked to obtain informed consent from the respondents. Permission of the respondents was sought with the purpose, objectives, and the protection of their identity explained and assured. The right of a respondent to decline to be part of the study was also communicated and respected. The anonymity of respondents was ensured by assigning numbers (001 to 200) to each questionnaire during the data collection. (Thornhill, Saunders & Lewis 2009).

## **3.2. ANALYSIS**

The Statistical Package for Social Science (SPSS) software was used to code and analyse the data. Specifically, data were assigned numerical values and variable names, inputted into the software and analysed using descriptive and inferential statistics with the Spearman's rank correlation.

## **CHAPTER FOUR**

### **FINDINGS AND DISCUSSION**

#### **4.0. INTRODUCTION**

This chapter presents the analysis and interpretations of the data gathered. The research sought to study the impact of celebrity endorsements of charitable campaigns on awareness creation.

The researcher administered and retrieved 200 questionnaires (see Appendix 1) to the target population as shown in table 10.

#### **4.1. FINDINGS**

##### **4.1.1. Introduction**

The section deals with the demographics of the respondents and an inferential analysis between gender and perceptions, and age and perceptions held about the use of celebrities in promoting charitable causes.

##### **4.1.2. Demographics**

The findings showed that more than 70 percent of respondents (71.9%) were females and 28.1 percent of the respondents were males. Females were almost three times the size of the males.

Almost all the respondents (96.5%) were between the ages of 18 to 25. Six respondents were between the ages of 26 to 40 and one respondent was between 41 to 60 years. It can be observed from the table that 43.0 percent of the respondents were in level 300, followed by level 200 with 32.5 percent. Students in level 100 were 13.0 percent, those in level 400s were 10 percent and only three graduate students representing 1.5 percent, responded.

**Table 1: The gender, age, and level of the respondents**

	Frequency (N)	Percentage (%)
<b>Gender:</b>		
Male	56	28.1
Female	143	71.9
<b>Age:</b>		
18-25 years	191	96.5
26-40 years	6	3.0
41-60 years	1	.5
<b>Level of education:</b>		
Level 100	26	13.0
Level 200	65	32.5
Level 300	86	43.0
Level 400	20	10.0
Graduate	3	1.5

Furtherance to the descriptive statistics on the demographic variables, a series of cross-tabulations showing the link between the demographic variables and benefits of celebrity endorsements were conducted. Generally, the cross-tabulations disclosed that both gender and age play a crucial role in the perceived benefits of celebrity endorsement. The details of the statistical analyses are presented in the tables below.

## KNOWLEDGE ON CELEBRITY ENDORSEMENT OF CHARITABLE CAUSES CAMPAIGNS AND / OR ORGANISATION

### 4.2. Introduction

The section deals with the knowledge level of respondents of celebrity endorsement of charitable campaigns and the perceived benefits of such endorsement.

**Table 2: Whether respondents have heard of/read/seen a celebrity endorse a charitable organisation, cause or campaign**

	Frequency	Percent
Yes	137	69.9
No	59	30.1
Total	196	100.0

The study sought to find out whether respondents had heard of, read, seen any celebrity endorsing a charitable organisation, cause or campaign and from the above table, the majority (70%) of respondents confirmed they had with 30 percent responding in the negative.

**Table 3: Where the respondents heard of/read/saw a celebrity endorse a charitable organisation, cause or campaign**

	Responses	
	N	Percent
Radio	4	2.5%
Television	70	44.6%
Bill board/poster	2	1.3%
Newspaper	8	5.1%
Social media	72	45.9%
In person	1	.6%
Total	157	100.0%

Asked about the media through which they were exposed to celebrity endorsements of charitable campaigns, the majority of respondents mentioned social media (45.9%) and television (44.6%) as the main sources. Other media sources included newspaper (5.9%), radio (3.0%), billboard (1.5%), and in person (0.7%). Attached as Appendix 2, are the charitable organisations, causes or campaigns respondents knew as having the endorsement of a celebrity. All respondents who confirmed they had heard, read or seen a celebrity endorse a charitable cause, were able to name at least one celebrity and the charitable cause or campaign he or she had endorsed.

**PERCEIVED BENEFITS OF CELEBRITY ENDORSEMENT OF CHARITABLE CAUSES, CAMPAIGN AND/OR ORGANISATION**

**Table 4: What the perceived benefits of celebrity endorsement of charitable causes, campaign or organisation are.**

Statement	N	Mean	SD
	Valid		
Celebrity endorsement, for me, is an important promotional activity for charitable cause or campaign.	196	3.68	1.22
Celebrity endorsement on charitable causes, campaigns or organisations refreshes my memory about a charitable cause(s), campaign(s) or social concerns.	195	3.40	0.98
Celebrity endorsements of charitable causes, campaigns or organisations catch my attention and help create awareness for me.	194	3.62	1.12
A public awareness campaign endorsed by a celebrity, to me, has more reach.	193	3.74	1.24

The study further sought from the respondents the benefits that celebrity endorsements have on charitable organisations/causes/campaigns. The table above summarizes the number and the mean ranking (3.40 to 3.74) on the various variables the respondents rated. Generally, respondents perceived celebrity endorsement to charitable causes and campaigns as beneficial. Furtherance, the findings showed that the highest perceived benefit to celebrity endorsement is ‘a public awareness campaign endorsed by a celebrity to me has more reach’ with a mean of 3.74 and SD

of 1.24. This meant that the majority of the respondents strongly agreed to this statement more than the other statements. This was followed by the statement, ‘celebrity endorsement for me is an important promotional activity for charitable cause or campaign’ with a mean rank of 3.68 and SD of 1.22. The third most perceived benefit was ‘celebrity endorsement on charitable causes, campaigns or organisations catches my attention and helps create awareness for me’ with mean of 3.62 and SD of 1.23. The statement with the least perceived benefit was ‘celebrity endorsement on charitable causes, campaigns or organisations refreshes my memory about a charitable cause(s), campaign(s) or social concerns’ with mean of 3.41 and SD of 0.98.

**Table 5: A summary of the independent t test showing gender differences on perception of celebrity endorsement.**

	Gender	N	Mean	SD	Df	t	p
Perception of celebrity endorsement	Males	54	3.64	1.04	191	.25	.81
	Females	139	3.61	.91			

As indicated in the table above, there was no significant difference between males (mean=3.64, SD=1.04) and females (mean=3.61, SD=.91) on perception of celebrity endorsement [ $t_{(191)} = .25$ ,  $p > 0.05$ ].

**Table 6: summary of the cross-tabulation showing the relationship between age and celebrity endorsement for promotional activity**

In order to precisely examine the differences in perception of celebrity endorsement by age, the One-Way Analysis of Variance (ANOVA) was used. A summary of the result showing differences in perception of celebrity endorsement by age is shown in the table below.

	Age	N	Mean	SD	df	F	p
Perception of celebrity endorsement	18-25	185	3.65	.92	189	3.34	.04
	26-40	6	2.67	1.34			
	41-60	1	3.25	-			

As shown in the one-way ANOVA table above, there was a significant difference in perception of celebrity endorsement by age [ $F(2,189)= 3.34, p<0.05$ ] with 18-25 years recording the highest level of perception (mean=3.65 SD=.92) while 26-40 years recorded the least level of perception (mean=2.67, SD=1.34).

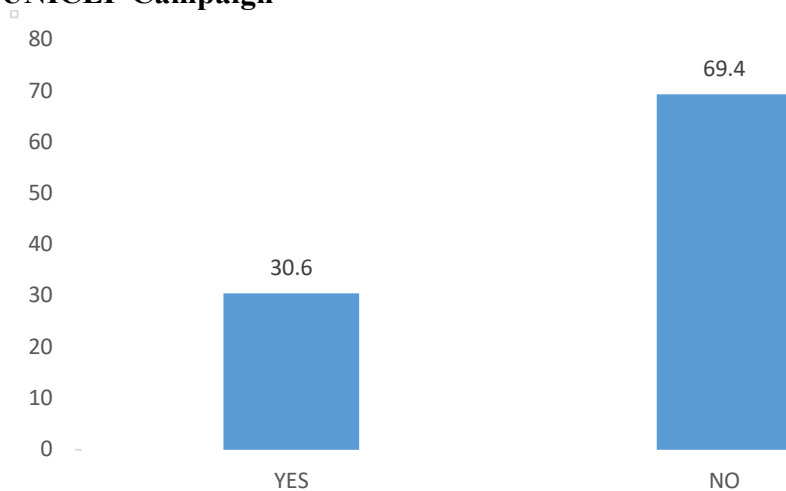
## THE UNITED NATIONS INTERNATIONAL CHILDREN'S EMERGENCY FUND (UNICEF) AND THE UNITED NATIONS POPULATION FUND (UNFPA) CAMPAIGNS

### Introduction

This deals with the knowledge level of respondents about the endorsement by celebrities of the United Nations International Children's Emergency Fund (UNICEF) and the United Nations Population Fund (UNFPA). Here, other celebrities who are not UNICEF and UNFPA endorsers were added to help ascertain the veracity of the claim of respondents.

**Whether respondents have heard of/seen/read campaign(s) where celebrities were used for the:**

**Figure 1: UNICEF Campaign**



The findings showed that 30 percent of respondents had seen, heard of, or read about a UNICEF campaign where a celebrity was used as compared to almost 70 percent (69.4%) who had not.

**Table 7: UNFPA Campaign**

	Frequency	Percent
Yes	17	9.5
No	162	90.5
Total	179	100.0

Under the UNFPA campaign, the findings showed that 90.5 percent of respondents had never seen a celebrity being used for their campaigns. On the other hand, less than 10 percent (9.5%) of the respondents had seen the UNFPA campaign with celebrity.

**The number of respondents who recalled the use of celebrities for the campaigns**

**Table 8: UNICEF**

	Responses	
	N	Percent
Shatta Wale (Charles Nii Armah Mensah)	4	5.1%
John Dumelo	12	15.2%
M.Anifest (Kwame Ampetepee Tsikata)	14	17.7%
Gary Al-Smith	8	10.1%
Sarkodie (Micheal Owusu Addo)	6	7.6%
Nana Aba Anamoah	13	16.5%
Wiyaala (Noella Wiyaala)	13	16.5%
Ameyaw Debrah	9	11.4%
MzVee (Vera Hamenoo Kpeda)	-	-
Total	79	100.0%

From the above table, there are celebrities who are endorsers for the UNICEF campaign whereas others are not although they are have a foundation or have endorsed other brands. The UNICEF endorsers are M.Anifest (Kwame Ampetepee Tsikata), Gary Al-Smith, Wiyaala (Noella Wiyaala), Ameyaw Debrah and MzVee (Vera Hamenoo Kpeda). From the data collated therefore, the majority of respondents (55.7 %) were accurate in identifying the endorsers of UNICEF. Of the endorsers who were correctly recalled, M.Anifest received the highest response (17.7%), followed by Wiyaala (16.5%), Ameyaw Debrah (11.4%), Gary Al-Smith (10.1%), and MzVee having not been recalled (0%) by any of the respondents.

**Table 9: UNFPA**

	Responses	
	N	Percent
Joselyn Dumas	6	30.0%
John Dumelo	2	10.0%
Nana Ama McBrown	3	15.0%
Chris Attoh	1	5.0%
Yvonne Nelson	2	10.0%
None of the Above	6	30.0%
Total	20	100.0%

The findings showed that Joselyn Dumas was the most recalled (30%) when respondents were asked to recall celebrities they had observed as UNFPA endorsers. Nana Ama McBrown was recalled by 15 percent of the respondents, followed by John Dumelo (10%), Yvonne Nelson (10%)

and Chris Attah (5%). From the findings, only 10% know of the campaign by John Dumelo, the sole UNFPA Obstetric Fistula Ambassador, as the other celebrities are not endorsers of UNFPA.

**Where the respondents heard of/read/saw a celebrity endorse the campaign**

**Table 10: UNICEF**

	Responses	
	N	Percent
Radio	3	4.3%
Television	31	44.9%
Bill board/poster	1	1.4%
Newspaper	6	8.7%
Social media	28	40.6%
Total	69	100.0%

The above table shows that the highest number of respondents (44.9%) were exposed to the UNICEF campaign via television, with the second-highest (40.6 %) having read or seen it on social media. Few respondents either saw the campaign in the newspapers (10.3%), heard of it on the radio (5.2%) or saw it on billboard/posters (1.7%). This means that that television and social media combined were the most effective channel of communication for the endorsement.

**Table 11: UNFPA**

	Responses	
	N	Percent
Television	11	53%
Newspaper	2	5.8%
Social Media	9	41.2%
Total	22	100.0%

The findings showed that UNFPA campaigns were mostly seen on television and social media. The data from the respondents revealed that 53 percent of the respondents saw UNFPA campaigns on Television and 41.2 percent saw it on social media. Again, one respondent (5.8%) saw the UNFPA campaign in the newspapers. Thus, again, television and social media continue to be the leading channels from where respondents received the endorsement message.

The responses obtained were 22 as compared to the 17 Respondents who answered ‘yes’ to having seen the UNFPA campaign. This is because this question was multiple choice with the Respondents having the option to select more than one (1) answer.

**What the Celebrities were doing in the Campaign**

Under the following sections, the answers to open-ended questions were thematically described. These were what the celebrity was doing in the campaign, and what the message of the campaign was about.

## **UNICEF**

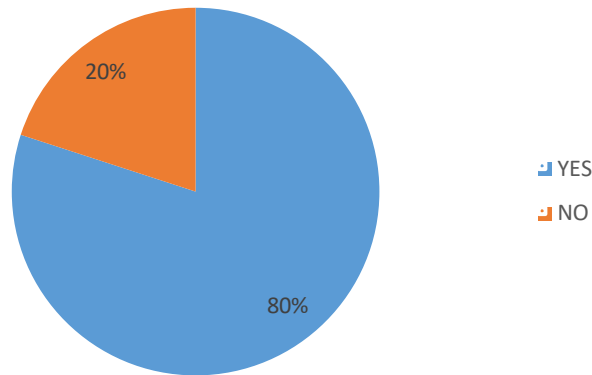
Regarding what the identified celebrity was doing in the campaign, a respondent said that “she (the celebrity) was present to grace the charity process, (and that) she donated as well and had various interactions with the kids”. Other respondents states that the celebrities were “endorsing the programme”, “giving a talk”, “educating the public”, “talking about UNICEF” “helping in the process”, “just singing and sharing their life story”, “met adolescent girls and listened to their challenges” thereby promoting the campaign by creating public awareness and throwing more light on the campaign. Some respondents saw the celebrities partake in the activities of the campaign to show their support and endorsement by “bringing food to the less privileged children”, “sharing food” and “helping disadvantaged children”. Further to this “Mzvee and some celebrities had a talk on menstrual hygiene and listened to some experiences from students in Kpandai in the Northern Region”. They were also “advocating for better education for the school going child” and “encouraging people to offer their support” for the campaign. They also advocated for “better education for the school going child”. Their presence also motivated gatherings where such campaigns were being held. Thus some of the respondents were able to recall what "UNICEF Working with Influencers" were doing in the campaign.

## **UNFPA**

Celebrities seen in the UNFPA campaigns played a role in the development of the campaign by serving as an obstetric fistula ambassador in Ghana, accompanying the UNFPA to embark on the charity trips, drawing the attention to persons who have the illness, helping promote it in the advertisement by talking about it and interviewing experts.

**Whether the use of celebrities for the endorsement of the campaign contributed to catching respondents' attention**

**Figure 2: UNICEF**



The findings further showed that 80 of the 30 percent respondents who claimed they had heard of/seen/read celebrities used for the UNICEF campaign, believed the use of celebrities for the endorsement of campaigns contributed in catching their attention, compared to less than two out of 10 (20.0%) who did not believe that the use of celebrities for the endorsement of campaigns contributed to catching their attention.

**Table 12: UNFPA**

	Frequency	Percent
Yes	15	88.2
No	2	11.8
Total	17	100.0

For the UNFPA campaign, 88 percent of the 17 respondents who claimed they had heard of/seen/read celebrities used for the UNFPA campaign believed that the use of celebrities for the endorsement of the campaigns contributed to catching their attention. However, 12 percent of respondents said the use of celebrities did not contribute to catching their attention.

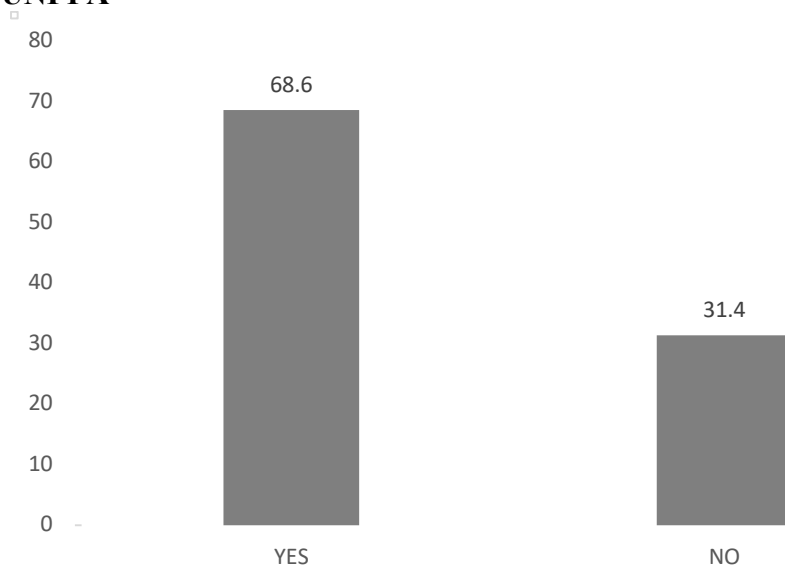
**Whether the use of celebrities for the endorsement of the campaigns contributed to raising awareness of the respondents**

**Figure 3: UNICEF**



On whether the use of celebrities for the endorsement of the UNICEF campaigns contributed to raising awareness, 80 percent of the respondents said 'yes'. Thus, for the majority of the respondents, their awareness of the campaign was heightened by the use of celebrity endorsers.

**Figure 3: UNFPA**



On whether celebrity endorsement contributed to raising respondent's awareness on the UNFPA campaign, the majority of the respondents (almost 70%) said 'yes'.

### **The content of the Campaigns**

#### **UNICEF**

Respondents detailing the content of the campaign stated that in the UNICEF ads, the celebrities endorsed messages on the empowerment of the adolescent girl, by ensuring that the girl child is well equipped through education and the requisite training. The respondents also raised the campaign message of ending world hunger, creating awareness for the disadvantaged children and creating a sustainable environment. Other messages included the significance of being generous to others and its impact on society to both the giver and the receiver. The importance of self-love irrespective of the situation one finds himself or herself as this will help with self-confidence and self-belief. Others included means of preventing suicide and the high rate of population growth.

Creating the right atmosphere for children to read and creating awareness for reading for school children was also mentioned. Finally, respondents mentioned the healthcare of children and their mothers as part of the message they had heard of, seen and or read. This thus show that the respondents indeed understood and appreciated the messages in the campaign.

## **UNFPA**

The UNFPA campaign messages, according to respondents, were about providing some necessities to help with the life of the increasing population, providing financial and other essential needs of the underprivileged in society, supporting the physically challenged and needy in the society and confronting the prevalence of obstetric fistula in the country.

## **The Correlation Test**

As has been earlier established, the descriptive analysis showed that most of the respondents who were exposed to campaigns using celebrity endorsements also reported it contributed to catching their attention and raising their awareness of the campaign message. Nonetheless, this study was also primarily interested in objectively and independently examining the correlation between respondents' exposure to campaigns with celebrity endorsements and their level of awareness of campaign messages. Consequently, respondents were asked to report what they remembered of the two campaigns explored in this study. Their responses were coded and ranked on a 3-likert scale (no awareness, some awareness, a lot of awareness). Respondents' exposure to campaigns with celebrity endorsements was also similarly recoded and ranked on a 3-likert scale (no exposure, some exposure, a lot of exposure).

**Table 13: Correlation between Respondents' Exposure and Awareness levels**

			Level of CE Campaign Exposure	Level of Campaign Awareness
Spearman's rho	Level of CE Campaign Exposure	Correlation Coefficient	1.000	.082
		Sig. (2-tailed)	.	.633
		N	36	36
	Level of Campaign Awareness	Correlation Coefficient	.082	1.000
		Sig. (2-tailed)	.633	.
		N	36	36

\* Correlation is significant at the 0.05 level (2-tailed).

Finally, a Spearman's rank-order correlation test was run to analyse the relationship between respondents' exposure and awareness levels. Results ( $r_s(36) = .082, p = .633$ ) as can be seen from Table 13 above indicate a weak but positive correlation between respondents' exposure and awareness levels. Also, the relationship between the two variables was however not found to be statistically significant since  $p > 0.05$ .

### **4.3. GENERAL FINDINGS**

The present study is anchored on the finding that celebrity endorsements of charitable campaigns, causes and or organisations do indeed have an impact on awareness creation. This is not only perceived; it has indeed been seen also that respondents were able to recall what the celebrities were doing in the campaign and the message of the campaign. The study also found that most of the charitable organisations that the respondents said they knew of and the celebrities involved, were celebrities both within and outside of Ghana. The issues were in respect of specific critical issues in the country, and one-off donations. These campaigns were also done by the charitable organisations put in place by the celebrity and under their names. Furthermore, the study found that the most renowned medium through which these campaigns were delivered was television and social media although newspapers, radio, billboards/posters and personal interaction with the celebrity were also cited.

Additionally, from the data collected, it was clear that the respondents asserted that public awareness campaigns endorsed by a celebrity had more reach and that it was an important promotional activity for a charitable cause, organisations and/or campaigns. It is further opined by the respondents that that celebrity endorsements of such campaigns grab their attention and create awareness for them. It also refreshes their memory about a charitable causes or social concerns. This was evidenced as respondents demonstrated the beneficial impact of the use of celebrity endorsement in advertisement and promotional campaigns.

The study further found that local celebrities used by well-known and international charitable organisations – UNICEF and UNFPA – contributed to catching the attention and raising awareness

of the respondents in respect of their campaigns. In line with the classical conditioning theory, the use of the celebrities validates and therefore, wins the heart of the general public to accept the ideas in the campaigns promoted by these international organisations. Thus, the use of local celebrities enable the local people to easily relate and connect with the campaigns and awareness creation. The information shared by these local celebrities as part of their awareness creation is therefore easily accepted by the local people since they can easily associate with them.

Nevertheless, respondents' awareness of where celebrities have been used for UNICEF and UNFPA campaigns was low implying that the general public is not much aware of the use of celebrities in international campaigns of organisations. There is, therefore a need to also engage the general public in campaign-related issues, especially ones that involve the use of celebrities to also get their buy-in.

Finally, the study showed that 69.4 percent of the respondents knew or stated that they knew of the UNICEF campaign as compared to 9.5 percent who knew of the UNFPA's campaign. Whereas the former had five celebrity endorsers but not supported by any Ministry, the latter used one celebrity but was supported by the Ghana Health Service. Further to this, of the 79 respondents who knew of the UNICEF campaign, 44 were able to identify the celebrities as compared to 2 respondents who were able to identify the celebrity for the UNFPA campaign.

### 4.3. DISCUSSION

The purpose of the study was to explore the correlation between exposure to celebrity endorsements of charitable campaigns and public awareness as well as examine the audience's perceptions about the effectiveness of celebrity endorsement in creating awareness for charitable campaigns or causes.

From the above findings and analysis, there is a correlation between using celebrity for charitable campaigns and raising awareness, albeit a weak one. The correlation test run between respondents exposure to the both campaigns and their awareness level show a weak but positive correlation between the two variables although the relationship between the two variables was found not to be statistically significant since  $p > 0.05$ .

Under the findings and analysis under UNICEF, there is a relationship between using celebrity for charitable campaigns and raising awareness. 30 percent of the respondents had seen, heard of, or read a UNICEF campaign where celebrity was used. 80 percent of respondents confirm that the use of celebrities contributed to raising their awareness level. This finding does confirm the study by Mekonen (2017) that awareness creation is one of the essential reasons why celebrities are used for endorsement.

Also, of the 30 percent who had seen, heard of, or read a UNICEF campaign where celebrity was used, 79 respondents knew of the campaign, and a majority (44) indeed knew the UNICEF celebrities endorsers. This also confirms studies by Freire *et al.* (2018) and other notable writers who after conducting several studies in marketing, investigated series of relating factors confirmed that there is a level of effect of celebrity endorsement on product recall.

The case is a little different under the United Nations Population Fund (UNFPA) campaigns. Here, 90.5 percent had never seen, heard of, or read any UNFPA campaign endorsed by a celebrity. Of the less than 10 percent (9.5%) who had, 11.1% were correct in their identification of John Dumelo as the UNFPA Obstetric Fistula Ambassador. There may be many factors that can explain this, including the investigations by Sliburyte (2009) where he made the assertion that in some cases, celebrities do not substantially help promote products, in this case, the UNFPA campaign.

This finding can also be explained by presupposing that international organisations do not engage the general public in the use of celebrities for their awareness creation and promotional campaigns. In the same vein, respondents have low recall of the use of local celebrities in these international organisations' campaigns because the particular local celebrities used for the purpose may not be well-known for that purpose or do not benefit those campaigns. Respondents, therefore, are unable to form the association between the use of the celebrities in the campaigns and recall of the awareness creation. This corroborates the extant literature. For instance, a study by Sliburyte (2009) stated that in some cases, where the celebrity is not very well known or where the celebrity is not relatable to the issue being campaigned, then the celebrities may not substantially help promote products [causes]. Similarly, as argued by the classical conditioning theory, if individuals are expected to establish the link between the use of celebrities in the campaigns and awareness creation, there must be a link between the celebrities and the campaign. In other words, celebrities should be well-known for related campaigns to establish the credibility of the campaign or awareness creation.

In both campaigns, it was found that generally, respondents are often left in the dark when issues of the use of local celebrities in international organisations' campaigns are under discussion.

In the campaign, celebrities play various roles to convey the message. This study shows that the roles played by the celebrities in the UNICEF and UNFPA were aptly captured by the respondents. The roles played by these celebrities in the international organisations' campaigns were varied and included 'promoting the campaign by creating public awareness', 'took part in the activities such as giving talks, giving food and clothing to the needy', and using their presence to grace the occasion'. Others included 'serving as obstetric fistula ambassador in Ghana', 'accompanied the UNFPA to embark on the charity trip', 'played an essential role in drawing the attention to the people' and 'also helped in the advertisement of the campaign'. All these roles showed that the support and endorsement of the celebrities helped respondents to vividly recall the campaign. This confirms the research by Spry, Pappu, and Cornwell (2011) who state that celebrities are seen as a viable option for brands to increase awareness and that they wield great persuasive power capable of enhancing [brand] recognition and recall. Furthermore, out of the 70 percent who had heard of, seen or read about a celebrity endorsing a charitable cause, all respondents were able to mention the name of the celebrity and the cause they support (Appendix B).

To conclude, therefore, even though respondents do not necessarily mostly recall the use of celebrities in international organisations' campaigns, they are able to recall most of what the celebrities were doing and the message of the campaign. This, therefore, shows that their exposure to the campaign did create an awareness.

Second, the study also sought to explore the public perception of the effectiveness of celebrity endorsements for awareness creation of charitable campaigns and to examine the extent to which,

celebrity endorsers, specifically UNICEF Influencers and the UNFPA Ambassador of Obstetric Fistula, create awareness in respect of their campaigns.

From the findings and analysis, the majority of the respondents (70%) have been exposed – i.e. heard of/read/seen – to celebrity endorsing a charitable organisation, cause or campaign. Those who said they had been exposed to were able to describe what the celebrities were doing in the campaign and the message. The respondents were also able to mention several charitable causes, organisations, and campaigns embarked upon by some celebrities. Thus, respondents were of the view that celebrity endorsements did indeed have an impact on a charitable cause, campaign or organisation for/on them.

From the findings and analysis, under the UNICEF campaign, respondents were able to recall what the message was and aptly captured same. This finding falls in synchrony with the assertion that the use of celebrities for endorsement contributed to awareness creation, sustaining the attention of the public, as well as drawing attention to the campaigns championed by these celebrities. This finding is not far from empirical studies; it corroborates the extant literature. For instance, Anjum *et al* (2012), in an empirical study also disclosed that endorsement by celebrities could create brand awareness.

The UNICEF campaign, which has five (5) celebrities – M.Anifest, Gary Al-Smith, Wiyaala, Ameyaw Debrah and MzVee – had the highest number of respondents (30%) having seen, read or heard of the celebrity endorsements, whereas UNFPA, which has one (1) celebrity – John Dumelo – endorsing it, had less than 10 percent (9.5%) of the respondents having heard of, read and or seen the campaign. The finding presupposes that the use of varied celebrities in championing

campaigns tends to catch the attention of varied audiences. The use of varied celebrities implies the general public will have an association with at least one of such celebrities and therefore, have a wider audience. On the contrary, the use of just a single celebrity implies only the few populaces who can identify with the celebrity turn their attention to the campaign and awareness created by this single celebrity. Hence, a wider attention is not reached, as evidenced in the present study.

The findings and analysis, using the t test also show that the gender difference on the perception held about the use of celebrities in promoting causes was not significant. The perception held by the males have a mean of 3.64 and SD of 1.04 and that of the females have a mean of 3.61 and an SD of 0.91. Regarding the relationship between age and the perception held about the use of celebrities in promoting causes, the studies show a significant difference in perception of celebrity endorsement by age, where 18-25 years recorded the highest level of perception with a mean of 3.65 and SD of 0.92 whereas 26-40 years recorded the least level of perception, with a mean of 2.67 and SD of 1.34. The findings partly confirms the sixth advantage of using celebrities for endorsement as promoted by Mekonen (2017) where he states that different celebrities appeal to various demographic segments in society including age and gender. Thus depending on the gender and age of the respondent, and or the gender or age of the celebrity used, there is likely to be an impact. The celebrities used in this study are relatively young with UNICEF using three (3) males vis a vis two (2) females, and UNFPA using a male. And the studies show a younger respondents recording a higher level of perception about the use of celebrities promote causes.

The media through which the respondents heard of, read and or saw included radio, billboards/posters, newspapers and in person, but television and social media were the main

channels, constituting almost 90 percent. The use of television and social media are noted as the most widely known platforms for communication because these sources are generally common and within reach of most audiences, specifically those under study - students. It is no surprise then that these sources reported to be the most often known media of getting to know about a celebrity campaigns and awareness creation.

Flowing from above, it is important to state and acknowledge that the awareness created by the campaign might go beyond just the use of a celebrity but the medium used for the campaign as the fact of awareness creation is also a function of media spend, exposure or reach level.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.0. INTRODUCTION**

This final chapter focuses on presenting a summary of key findings. Out of these summarized findings, conclusions are critically drawn and recommendations for future directions are made. Nevertheless, limitations of the study which serve as caution to the extent of interpreting the findings are also highlighted.

#### **5.1. SUMMARY OF FINDINGS**

The study revealed that the use of celebrities for the endorsement of charitable causes and or by charitable organisations is known among respondents. It also showed that the use of a celebrity for the endorsement of charitable causes, organisations creates awareness among those who hear of, read or see the campaign. Thus, the use of celebrities in advertisements and campaigns tend to have positive consequential outcomes such that individuals are well-awakened on the campaign messages carried by the celebrities.

The study also established that the number of celebrities used for a campaign has a direct impact on the number of people who get to know of it and the ability to understand and recollect is higher. Thus, the more celebrities are used in campaigns and awareness creation, a wider audience is reached and this enables them to easily recall the campaigns messages and the celebrities. This was found in the studies where using the sample of 200 respondents, 17 knew of the UNFPA campaign which had one ambassador compared to 30 respondents who knew of the UNICEF campaign where five ambassadors were used.

The study further showed that the age and gender of respondents does have an impact on the perception held about the use of celebrities in promoting charitable causes. Compared to males, the females have a higher perception of the positive impact of celebrity on employment than their male counterparts but in respect to age, there difference in this perception was not very significant.

Additionally, the study found television and social media as the best channels for the circulation of such campaigns by celebrities. These channels tend to be the most common means of communication and are able to reach a wider audience. These media have a tendency of enabling individuals to recall the campaign messages.

## **5.2. CONCLUSION**

This research study was done to answer two research questions. It aimed to examine the role and extent of celebrity endorsers, specifically, the UNICEF Influencers for the protection of the rights of children, and the UNFPA Ambassador for Obstetric Fistula campaigns correlate with awareness creation. The study also sought to examine how the public perceive the effectiveness of celebrity endorsements in creating awareness of charitable causes.

From the literature review, celebrity endorsement is said to have an impact on awareness creation generally and charitable causes, campaigns, and organisations in particular. This study has validated the postulation that in Ghana, celebrity endorsements do have an impact on awareness creation in respect of charitable organisations, campaigns and causes as respondents were able to aptly recall the message – and attributed same to the celebrity endorsers. Further, the present study has demonstrated that television and social media are the most common channels of communication and hence, the most effective tools for accessing information to a large audience.

### **5.3. LIMITATIONS OF THE STUDY**

Like any scholarly work, this study has its limitations. Caution therefore needs to be taken when interpreting the findings. The first limitation is that generalization cannot be made of the findings to the general population of students of the University of Ghana. This is because the sample used for the study is relatively small and does not form an adequate representation of the University of Ghana student population. Also, the study showed a weak correlation between the level of exposure to the campaign and the level of awareness. This may be due to the fact that the sample size was limited. Further, the present study employed a cross-sectional approach that enables associations to be established among variables of study. Thus, findings from the study cannot be seen as cause-and-effect relationships since experiments and/or longitudinal research designs were not employed. Finally, the present study only made use of a quantitative approach which enabled the researcher deploy statistical inferences to the study, thus hindering the researcher in unearthing the deeper links between the study variables.

### **5.4. RECOMMENDATIONS**

The present study has demonstrated that the use of celebrities in campaigns has a positive albeit weak association with awareness creation. Again, multiple and well-renowned celebrities tend to be more useful in awareness creation. Thus, the study recommends that charitable organisations and/or individuals should use celebrities but must be realistic in their expectations.

Furthermore, although there is evidence to show that the use of a celebrity is linked to awareness creation, charitable organisations and or individuals should be circumspect in the celebrity to be used, when and where – country, population group, gender, community, etc.

The present study has also revealed the use of television and social media as critical strategic tools of communication as these reach out to a wider audience and are most commonly used. Charitable organisations and individuals should be willing to invest in these channels of communication since these serve wider audiences, reach audiences who are more likely to be attracted to and influenced by the celebrities, and also help in awareness creation. This, therefore, translates into making individuals more aware of messages carried by celebrities and has a higher tendency for behavioural change among the general public. The latter is very much recommended if the objective of the charitable campaign is to effect change. The wider implication is that charitable organisations and/or individuals may also want to research more on a viable media – social media, television, newspaper. The target group should also be considered when researching and selecting the medium.

Furthermore, the study showed a weak but positive correlation between the campaign exposure and the level of awareness. The relationship between the two variables was found not to be statistically significant. The positive correlation means there is some value in celebrity endorsement but the extent of the value might be considered by another researcher.

Also, the sample size of this research was small, and the use of students of the University of Ghana limits the generalizability of this study. Thus, an investigation that expands the sample size and also involves other classes of people and stakeholders in Ghana, will be a useful and beneficial.

The study further revealed that age and gender of Respondents do have an impact on the perception held about the use of celebrities in promoting charitable causes. Further studies on the reasons

behind this and whether the gender of the celebrities used for the campaign have an impact, might be useful.

Finally, the focus of the study in relation to the campaigns were on international agencies vis-a-vis local celebrities. The recommendation is that research of local charities or celebrities-owned charities and their effectiveness in their designated campaigns should be an area to research upon.

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**APPENDIX A**  
**QUESTIONNAIRE**

**Dear Respondent,**

I am Anita Delight Danquah, a student pursuing a Masters in Communication Studies degree programme with the University of Ghana, Legon. As part of my course, I am conducting a research on the *Impact of Celebrity Endorsement of Charitable Campaigns on Awareness Creation*, and 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 they relate to the impact of celebrity endorsements of charitable campaigns on awareness creation. Kindly rate the questions according to your experiences. I assure you that your response will remain confidential and you will not be contacted for any commercial purposes. For any clarification, kindly contact my supervisor Dr. Margaret Amoakohene (Department of Communication Studies).

**Sincerely,**

Anita Delight Danquah

MA Student (Department of Communication Studies)

University of Ghana.



## SECTION 2

### PERCEIVED BENEFITS OF CELEBRITY ENDORSEMENT OF CHARITABLE CAUSES, CAMPAIGNS OR ORGANISATIONS

Please rate the following statements on the impact of celebrity endorsement during a charitable cause or campaign.

5. Celebrity endorsements, for me, are important promotional activities for charitable causes or campaigns.  
a. Strongly Disagree    b. Disagree    c. Neutral    d. Agree    f. Strongly Agree
  
6. Celebrity endorsements on charitable causes, campaigns or organisations refresh my memory about a charitable cause (s), campaign (s) or social concerns.  
a. Strongly Disagree    b. Disagree    c. Neutral    d. Agree    f. Strongly Agree
  
7. Celebrity endorsements on charitable causes, campaigns or organisations get my attention and help create awareness for me.  
a. Strongly Disagree    b. Disagree    c. Neutral    d. Agree    f. Strongly Agree
  
8. A public awareness campaign endorsed by a celebrity, to me, has more reach.  
a. Strongly Disagree    b. Disagree    c. Neutral    d. Agree    f. Strongly Agree





21. Do you believe that the use of the celebrity/celebrities for the endorsement of the campaign(s) contributed to gaining your attention?      a. Yes                      b. No

22. Do you believe that the use of the celebrity/celebrities for the endorsement of the campaign(s) contributed to raising your awareness?      a. Yes                      b. No

**SECTION 4**

**SOCIO-DEMOGRAPHIC CHARACTERISTICS**

23. What is your gender?                                      a. Male                      b. Female

24. Which age group do you belong to?  
a. 18-25                      b. 26-40                      c. 41-60                      d. 61 and above

25. Which year/level are you in?  
a. Level 100                      b. Level 200                      c. Level 300                      d. Level 400  
e. Graduate                      f. Other (please specify) .....

26. Which Country are you from?  
a. Ghana  
b. One of the West African Countries  
c. Other African Country  
d. Other Country

Thank You.

## APPENDIX B

Charitable organisation, cause or campaign endorsed by the celebrity

<b>Charitable organisation/cause/campaign</b>	<b>Name of celebrity</b>
Rebecca's foundation	Joselyn Dumas, First lady
Yvonne Nelson Foundation	Yvonne Nelson
Recent against xenophobia	Nana Aba Anamoah
Sanitation	Asamoah Gyan, Nana Aba Anamoah
Incubator Project	Kwame Sefa Kayi
Helping the needy with food	Jackie Appiah (her birthday)
Akropong School for the Blind	Okyeame Kwame
Giving back to people	Kylie Jenner
Forgotten	Tracey Boakye
Oprah Winfrey Foundation	Oprah Winfrey
Glaucoma	Yvonne Nelson, Becca
Donation to Orphanage	Martha Ankomah, Afia Odo, Emmanuel Adebayor
Campaign on Cholera	Joselyn Dumas
UNICEF	Nana Ama McBrown
Drug abuse (tramadol)	Nana Aba Anamoah
Giving to less privileged	John Dumelo, Afia Schwarzenegger
Edwnease Rehabilitation Centre	Emelia Brobbey
Food and schooling for needy children	Stonebwoy

Promote the use of contraception	Yolanda Nelson
Breast Cancer	Berla Mundi
Relief for Haiti	Beyonce
Autism patients	Bola Ray
Hepatitis B awareness	Berla Mundi