

Impact of celebrity advertising on purchase intention of University Students: The moderating role of celebrity advertising risk

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Abstract

The study sought to assess the impact advertising on purchase intention of university students, after controlling the moderating effect celebrity advertising risk. The study was conducted in University of Cape Coast. Descriptive survey design was used to survey 392 university students out of a total regular student population of 19389. The sample was selected systematically and issued with questionnaires through self-administration. A 100% return rate was recorded. An internal consistency of 0.806 was recorded for the instrument. Data analysis was done through SPSS (version 22.0) configured with process macro (v2.16.3). Regression analysis was conducted to test hypotheses H1, H2, H3 and H4. Pearson `product-moment correlation was conducted to test H5 and H6. It was found that celebrity advertising role significantly predict positive variance in purchase intention for telecommunication products that are promoted through celebrity advertising. Same was the case of celebrity advertising. Celebrity advertising risk moderates the predictive relationship between celebrity advertising role and purchase intention but does not moderate the predictive relation between celebrity personality characteristics and purchase intention. It is also concluded that there is a statistically positive correlations between celebrity advertising role and customers' purchase intentions and between celebrity personality characteristics and customers' purchase intention. Personality audit of celebrities needs to be carried out before contracting these celebrities to promote brands of telecommunication network providers in order to avoid or reduce celebrity. Also, businesses and marketers must utilize celebrity advertising to augment other marketing communication mixes to get their brands patronized.

Key words: Celebrity, advertising, role, personality characteristics, purchase intention, university, students, Cape Coast

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1 Introduction

Advertising plays a very important role in influencing customers to buy the endorsed brands [32]. It is part of corporate communication strategy [22]. Kumar and Raju acknowledged that advertising has strong impact on the minds' of customers [32]. The use of celebrities in such advertising has become the norm of the day because celebrities are seen as credible source of information that customers rely on in their purchasing decision making [14]. The idea in celebrity advertising is that positive celebrity personality characteristics (attractiveness, likability, expertise etc.) are transferable between the brand of the celebrity and the brand(s) such celebrities are advertising and results in desirable advertising campaign outcomes [7]. Celebrity advertisement has two types, celebrity license and celebrity endorsement. A celebrity endorsement is the most traditional way that big businesses use celebrity recognition to compliment a marketing campaign [28]. Endorsements typically involve using the name and likeness of a celebrity in a print or television advertising campaign. Celebrity endorsement or advertising is a time-honored strategy for drawing attention to a brand. Customers are more likely to gauge the brand image of endorsed brands positively and are able to easily remember brands promoted through celebrities [3, 25]. About 75% of young adults exhibit strong attraction for celebrities at some point in their lives [9]. No wonder businesses spend huge investment in promoting their brands through celebrity advertising [21]. Marketers use celebrity advertising to influence customer purchase intention to translate such purchase intention into actual buying [40, 51]. Purchase intention can gauge the potential of a consumer's buying power, and the higher the purchase intention the higher possibility consumer's willingness is to buy a product [30].

However, not all celebrities are can be successful brand ambassadors [5]. Therefore marketers must be sensitive to the marketing personality characteristics or traits of celebrities they engage in promoting their products. Successful celebrity advertisers should therefore possess market-oriented personality characteristics such as expertise [25], credulity, attractiveness [24], likeability, trustworthiness, familiarity and match-up congruence with the endorsed brand [43] as these personality characteristics affect the brand image of endorsed brands [41]. Even though customers are over-exposed to multiple advertising nowadays [40], most of them forget about 80% of

such adverts [2]. Therefore is must be recognized that not all celebrity advertising leads to successful performance of the endorsed brand in the market [19]. This presupposes that celebrity advertising is sometimes tainted with some risk. Customers may have negative attitude for endorsed brands [6] especially if customers have justifiable grounds to be believe that information being championed is not true [21]. Celebrity advertising in Ghana is woefully inadequate [38, 41]. Whether celebrities create credibility for companies or risk the identity of brands is a concern that will continue to baffle advertisers. Therefore marketers are cautioned to avoid or minimize as the case may be celebrity advertising risk associated with celebrity advertising communication strategy [8] since the image projected by celebrities affect future image for the endorsed brand and purchases as well [54].

About 75% of young adults exhibit strong attraction for celebrities at some point in their lives [9]. More specifically, celebrities are often admired, especially by young consumers, who borrow from such celebrities for their identity construction [9]. Based on the above submissions, this study seeks to assess the impact of celebrity advertising on purchase intention of university students-young adults-, after controlling for celebrity advertising risk. Two aspects of celebrity advertising including celebrity role and celebrity personality characteristics were considered. The study was conducted in University of Cape Coast, Ghana.

2 Literature Review

2.1 Snapshot of Celebrities Advertising In Telecommunication Industry in Ghana

The market effect of celebrity endorsement suggests consumers positively value the use of celebrity endorsers in advertisements [16]. It is on this notion that recommunication network providers in Ghana have over the years employed some well-known celebrities in Ghana to champion the course of their marketing communication strategy. Such endorsements by celebrities are prevalent form of advertising among businesses [56]. The six mobile network operators [MNOs] currently operating in Ghana include Vodafone, Airtel, GLO, Tigo, Expresso and MTN Ghana. Notable among such celebrities include Samini (musician- MTN Ghana Limited), Chris Ato and Kwame Faakye (TV personalities-Expresso), Asamoah Gyan, (footballer-Glo), "Kalybos" (comedian-Airtel Ghana Limited), E.L (musician-

Airtel Ghana), “Funny Face” (comedian-Vodafone Ghana Limited. These celebrities were engaged through celebrity endorsement contract. These endorsements enhance advertisement [14].

2.2 Who are celebrities?

One of the earliest definition of celebrity had it that celebrity is any well-known individual who is directly associated with product category being advertised (Freiden as cited in [41]). Celebrities are people who enjoy public recognition by a large share of a certain group of people [47]. Also, Choi and Berger [12] asserted that celebrities are persons who have gained fame or recognition in the society by virtue of their unique personality. Celebrities could serve in various capacities for business organisations such as testimonials, endorsement, actors or spokespersons [29]. Celebrities could be typical customers of products, experts or celebrities [5]. Celebrities extend their personality, popularity, stature in the society or expertise in a field to the brand [13]. It appropriate for marketers to carefully select an endorser who currently has a good image and will likely be able to uphold this image in the future [41]. Celebrity establish point of differentiation and this makes them “stand out” subject to the powerful role of continuous exposure to customers through media appearances [35].

2.3 Celebrity Advertising Role

Advertising plays crucial roles in the formation of buyers’ purchasing intention and actual subsequent purchase. These roles are individually definite and unique yet the interactive interplay among such roles collectively influences buying decisions of customers. This results in creating climate for maintaining of improving sales. Customers are more likely to remember endorsed products than unendorsed brands. Celebrity advertising plays persuasive role in influencing customers to buy the endorsed brand [44] through tactics such as attacking audience’s social standing, promising happiness, limiting availability, creating positive associations, building emotional appeal and so forth. Celebrity advertising also increases the recalling and recognition capabilities of customers for the endorsed brand [31]. Similarly, endorsed products become more attractive to customers when the endorser is held to be attractive to the target audience. Also the information being championed by celebrity endorsers for endorsed brand influences customers to buy endorsed brands.

Celebrity advertising catches customers’ attention [42] and constantly remind them

(customers) of the endorsed brand [56]. Khatri found that celebrity advertising provide information that aid customers’ assessment of the endorsed brand(s) [29]. Credibility of endorsers enhances brand quality and brand image which is transferred to customers who find strong attachment with the selected celebrity [29]. Higher prices attached to endorsed brands by superstars signal product quality and customers are more likely to purchase such brands, thereby aiding the parent firm to generate additional margin that could not be gained where such brands are not endorsed. Also, celebrity advertising enhances brand equity and competitive position of the endorsed brand in the market place [4]. Hsu and McDonald also found that endorsing a product with multiple celebrities can be beneficial for appealing to various audiences to which the product is aimed [26].

2.4 Celebrity Personality Characteristics

Celebrities possess some personality characteristics that make them “stand out” in celebrity advertising strategy. Such characteristics are termed celebrity personality traits or characteristics. These traits are not common to all human beings [35] but those who possess them are able to appeal to customers through advertising [1, 23, 35]. Celebrities must exhibit some kind of expertise. Expertise of celebrity measures the extent to which an endorser is perceived to be a source of valid assertions. Hoekman and Bosmans reiterated that expertise of celebrities could be found in different fields [25]. Expertise also embodies how much the celebrity knows about the product area [42]. Further, celebrities are supposed to exhibit trustworthiness among target audience. Trustworthiness, portrays how honest the celebrity is about the product. Trustworthiness also embodies the honesty, integrity and believability of an endorser [18]. Trustworthiness causes customer attitudinal change. Another personality characteristic that celebrities must possess is attractiveness. According to Schlecht celebrity attractiveness covers endorser’s physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source [41]. The use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customer’s attitudes and beliefs than unattractive spokespersons [56]. Attractive celebrities influence consumers’ attitude and behavior [25]. Attractiveness also covers

intelligence, skills, personality and lifestyle [17, 24].

Celebrities must be likeable. Likability measures the extent of affection for the celebrity due to behavior and physical appearance [25]. When people like a celebrity, they are influenced by the celebrity [27]. Customer's purchase decision is much influenced by the brand and the celebrity they like. Customers are likely to be influenced by celebrities that they (customers) are familiar with. Familiarity measures the resemblance as knowledge that a celebrity endorser possesses through exposure [6]. Hoekman and Bosmans further iterated that there must be match-up congruence between the celebrity and the endorsed product [25]. The match-up consists of two central terms: the perceived fit and the image of the celebrity [36]. Put differently, persons brand must "fit in" with the expectation of the field [43]. It is critical to match up the image, characteristics and personality of the brand with the celebrity [28] since this lead to greater believability and so effectiveness of the celebrity advertising [25]. Celebrity endorsers are deemed as credible source of information by customers [6]. It measures the extent to which the consumer sees the endorser as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information [11]. Compared to foreign celebrities, a local celebrity is more likely to be seen and to be viewed as real by consumers since they share certain characteristics with such celebrity in the case of ethnicity, needs, goals, interests and lifestyles, a situation called demographic connect [56]. This means the origin of celebrities influence buying behavior of customers.

2.5 Purchase Intention and Celebrity Advertising

Purchase intention predicts subsequent purchase [51]. Purchase intention is what consumers think they will buy [53]. Purchase intention now incorporates both favorable (word-of-mouth communications, purchase intentions, price sensitivity) and unfavorable (negative word-of-mouth, complaining behaviour) dimensions of behavioural intentions [55]. There could however be a gap between expressed intention to buy and actual buying behavior. Some empirical studies show significant inconsistencies between purchase intention and purchase behavior [37,45]. These gaps are identified by the gathering of actual purchase data and are then compared with data on expressed purchase intention [51]. The differences in intention-purchase behavior are attributed to

variance in both internal and external forces that affect consumer decision making [39]. This variance could be altered positively for consumers to 'live the talk' through celebrity advertising [10]. Such endorsement leads to attitudinal change [34,40,50]. Solidifying this notion, Dean and Biswas, (as cited in [39]) found that advertising featuring a celebrity deliver a higher degree of appeal, attention, recall rate and possibly purchase, compared to the ads without celebrities. However, contrary to above submissions, it is also acknowledged that unfavorable intentions leads to buyer switching and spreading of negative word of mouth about endorsed brand [15].

2.6 Risks in Celebrity Advertising

The impact of celebrity endorsement is not all round incredible story of success as it is dotted with attendant challenges and risks [41]. Endorser may over shadow the endorsed brand in a phenomenon called the vampire effect which makes the targeted audience (customers) recall or remember the celebrity mostly instead of the endorsed brand [29,56]. Zipporah and Mberia asserted that multi-brand endorsement by a particular celebrity may lead to overexposure[56]; where the novelty of the celebrity becomes diluted such that the advertisement may not have huge impact on the audience or customers. Some customers and practitioners even see celebrity endorsement as a necessary evil [29] since sometimes it becomes difficult to promote the brand without the celebrity once the endorsed brand(s) rides the back of the chosen celebrity. More so, companies spend huge sums of resources on celebrities just to get their brands endorsed [52].

Getting the right celebrity to endorse the right brand becomes an issue [16]. Besides, there is the possibility that the reputation of the celebrity (endorser) may be tainted (probably because of behavior, attitude, words, change of affiliations, name and so forth) after the endorsement of such brand(s) and this will result in having negative effects on the attitude, opinion and behavior that the target audience who may now perceive such brand(s) as bad [29,56]. Such were the case of Mike Tyson, Madonna and Michael Jackson. Besides, inconsistency in the professional popularity of chosen celebrity may occur as evident in the case of the 2003 Cricket World Cup where Shane Warne was withdrawn in the middle of the event by PepsiCo for testing positive for consuming banned substances.

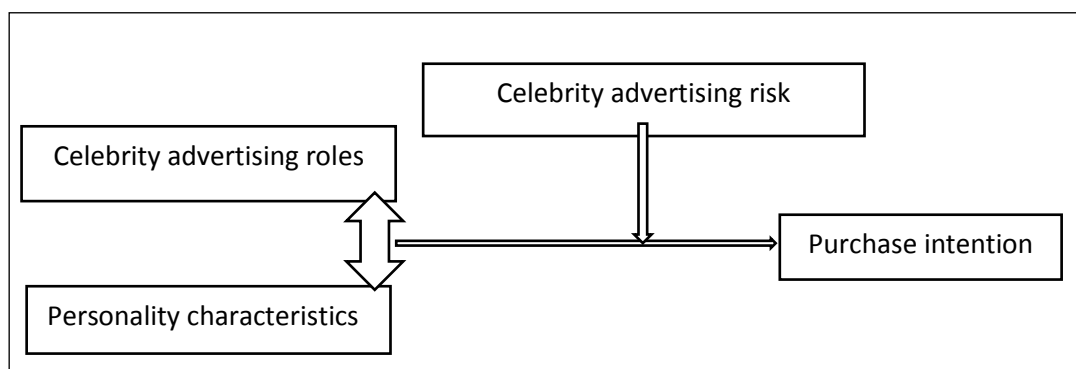
There is the possibility of celebrity stereotyping. Different stars appeal to different

geographic groups of audience [29]. There are decreasing returns associated with some celebrity advertising because some customers perceive that companies use these celebrities to lie to them and may not buy the endorsed brands [49]. When consumers have purchased the product, it is the design, quality, and price of the brand that consummates the sale, not the association with the celebrity [4]. Absence of connection between

celebrity endorsers and endorsed brands sometimes make customers believe that the celebrity has been bought by the company which may negatively affect patronage of the endorsed product [18,29]. The above submissions shows that these risk may have collective effect on both the strength and direction of the predictive relation between celebrity advertising and purchase intention.

2.7 Conceptual Framework

Fig. 1 Conceptual Framework



Source: Field Survey, 2017

Conceptually it is asserted that celebrity advertising role and celebrity personality characteristics (which are key essential of celebrity advertising) predict significantly a positive variance in purchase intention. This stems from the fact that there is positive correlation between celebrity advertising role and purchase intention. Same is the case of celebrity personality characteristics and purchase intention. However, it is proposed that celebrity advertising risk moderates the predictive relation between celebrity advertising role and purchase intention on one hand and the predictive relation between celebrity personality characteristics and purchase intentions.

2.8 Hypotheses

Based on results of the literature reviewed and underlying notion of the study the following hypotheses were tested with appropriate statistical techniques.

H1 Celebrity advertising role predicts a significantly positive variance in purchase intention

H2 Celebrity advertising risk significantly moderates the predictive relation between celebrity advertising role and purchase intention

H3 Celebrity personality characteristics predict a significantly positive variance in purchase intention

H4 Celebrity advertising risk significantly moderates the predictive relation between celebrity personality characteristics and purchase intention

H5 There is statistically significant positive correlation between celebrity advertising role and purchase intention

H6 There is statistically significant positive correlation between celebrity personality characteristics and purchase intention

3 Methodology

Descriptive survey design was used for the methodology of this study because it offers the chance for the measurement of magnitude of people’s behavior, attitude and perception at glance at a particular point in time. The population for the study consisted the regular students of the University of Cape Coast. There were 19,389 regular students for the 2015/2016 academic year (UCC-Vice Chancellor’s Annul Report, 2016).

These students have such celebrities as their role models [46]. Each member in this target population at least subscribes to one of the 6 telecom operators in Ghana as they are required to provide that information as part of their admission requirement of the university (Division of Academic Affairs, UCC, 2017). A sample size of 392 was surveyed.

The formula is given as;

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

Where *n* = sample size; *N* = sample frame; and *e* = margin of error, *e*=5% margin of error

The selection of the respondents was done through the systematic sampling technique. Given the sample frame, the first respondent was randomly selected and at each next 49th count, subsequent participants were selected until the sample size of 392 was reached. Mobile contact numbers of the participants were taken. Calls were made to reach these participants for questionnaire administration. Primary data collection exercise

took three months (September, 2016-November, 2016). A 100% return rate was recorded. Structured questionnaire (close-ended in design) was used for the collection of the primary data. This was appropriate because the respondents could read and write [33]. The personality characteristics of the endorsers were measured by using personality traits of confirmed marketing relevance[5]. A 5-point Likert scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree) was used for the assessment of the attitudes of the participants regarding the degree of agreement regarding the influence of personality characteristics of the celebrities on their purchasing intentions, celebrity advertising role and celebrity advertising risk. Similarly, 5-point case was used to measure purchase intention, ranging from 1 (Not at all likely) to 5 (Very likely). The research instrument is deemed valid as experts in the field of work strongly agreed that it sought to measure what it purported to measure. A Cronbach’s Alpha of 0.806 was recorded for the internal consistency of the entire instrument. Table 1 summarizes the reliability results of the key construct o the study.

Table 1 Reliability Results

| No | Variables | Cronbach’s Alpha | No of Items |
|----|---------------------------------------|------------------|-------------|
| 1 | Celebrity advertising risk | 0.768 | 9 |
| 2 | Purchase intention | 0.776 | 4 |
| 3 | Celebrity personality characteristics | 0.937 | 7 |
| 4 | Celebrity advertising role | 0.863 | 7 |

Source: Field survey, 2017

Data analysis was done through Statistical Package for Social Sciences (Version 22.0). This is commonly used statistical software in business research. The hypotheses were analyzed with regression analysis with Process macro (v2.16.3). Specifically the regression analysis (through SPSS process macro-release 2.16.3) was used to investigate the hypotheses that celebrity advertising risk moderates the effect of celebrity advertising role on purchase intention and that celebrity advertising risk moderate the predictive relation between celebrity personality characteristics and purchase intention. Pearson product-moment correlation was computed to assess the nature and strength of relationship between celebrity advertising role and purchase intention and celebrity personality characteristics and purchase

intention. The findings were presented on Tables and Figures for clearer understanding. Composite variables were computed for each of the key constructs of the study so as to enable collectively analysis and reflection of total impacts (being direct or indirect).

4 Results and Discussion

The findings obtained after primary data analysis are presented in this section. This was chronologically presented and discussed accordingly. The findings are summarized and presented on Tables and Figures for easy understanding.

Table 2 Demographic information

| Variable | Responses | Frequency | Percentage |
|-------------------------------|-----------|-----------|------------|
| Level of university education | Level 100 | 43 | 11.0 |

| | | | |
|---|-----------------------------------|-----|------|
| | Level 200 | 116 | 29.6 |
| | Level 300 | 203 | 51.8 |
| | Level 400 | 30 | 7.7 |
| Most preferred TNOs | Vodafone | 165 | 42.1 |
| | Tigo | 24 | 6.1 |
| | Airtel | 41 | 10.5 |
| | Glo | 18 | 4.6 |
| | MTN | 144 | 36.7 |
| | Expresso | 0 | 0 |
| Awareness of celebrity endorsers of preferred brand | Yes | 373 | 95.2 |
| | No | 19 | 4.8 |
| Frequency of celebrity advertising exposure | Never | 0 | 0 |
| | Rarely | 22 | 5.6 |
| | Sometimes | 81 | 20.7 |
| | Frequently | 140 | 35.7 |
| | All the time | 149 | 38.0 |
| Advertising media frequently exposed to | Radio adverts | 143 | 36.5 |
| | Television adverts | 88 | 22.4 |
| | Both radio and television adverts | 161 | 41.1 |
| | | | |

Source: Field Survey, 2017

The findings as presented on Table 2 show that majority (51.8%) of the respondents were in Level 300, followed by those in Level 200 (29.6%). Regarding the most preferred network operator in Ghana, the findings indicated that most of the participants preferred Vodafone (42.1%), followed by MTN (36.7%) and then Airtel (10.5%). None of the students selected Expresso. Majority of the respondents (95.2%) stated that they are aware of the celebrity endorsers of their preferred TNO in Ghana. The study also sought to uncover the extent to which respondents are exposed to advertising featuring well-known TNOs in Ghana. It was discovered that most of the participants agreed that they are all the time exposed to such adverts being radio or television advertising (38%). This was followed by 35.7% and 20.7% who respectively agreed that they are exposed to celebrity advertising frequently and sometimes. Regarding the media advertising that mostly feature celebrities of TNOs, it was found that most of the respondents selected both radio and television adverts (41.1%), followed by radio adverts (36.5%) and finally television adverts (22.4%).

This clearly shows that these TNOs extensively use celebrity advertising as part of their promotional strategy to influence customers to buy

their products as was disclosed by Baah, Dawson-Ahmoah and Mensah (2012). A close analysis of the degree of exposure also shows that such advertisements are regularly broadcasted to the targeted audience by these TNOs. The choice of the media type (being television, radio, or both television and radio) is a strategic choice among these TNOs. The media type are preferable as they are typical of mass communication media. The participants are preferable source of data of this nature as they cannot be easily be manipulated to follow blindly in their buying decisions for telecom products such as credit, data bundle services, mobile money services, involvement in promotional campaign and so forth. This claim supports the assertion that education brings rationality in thinking [48] since higher education may not make consumer follow blindly [48]. Since the participants were highly education, primary data collection was made easier. This supports the claims of Kusi, Nyarku and Aggrey [33].

Regression analysis (through SPSS process macro-release 2.16.3) was used to investigate the hypothesis that celebrity advertising risk moderates the effect of celebrity advertising role on purchase intention. The findings are presented in these subsequent sections.

Outcome: PI

Table 3 Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|---------|--------|----------|-------|
| .5865 | .3440 | 7.0401 | 67.8163 | 3.0000 | 388.0000 | .0000 |

Source: Field survey, 2017

A close observation of the findings in Table 3 shows that the model predicts a statistically significant positive variance (34.40 per cent) in purchase intention ($R^2=0.3440$, $p<0.05$). This findings is in line with the findings of Nagdev and

Singh, (2016) when it was found that 32.4% variance in purchase intention is significantly attributable to celebrity advertising. This finding also supports the collective views of previous researchers [4,31,39].

Table 4 Model

| coeff | se | t | p | LLCI | ULCI |
|-----------------|--------|---------|-------|---------|--------|
| Constant-2.4853 | 3.2012 | -.7764 | .4380 | -8.7793 | 3.8086 |
| RK .2973 | .1103 | 2.6941 | .0074 | .0803 | .5142 |
| CAR .6566 | .1180 | 5.5648 | .0000 | .4246 | .8886 |
| int_1 -.0112 | .0039 | -2.8287 | .0049 | -.0189 | -.0043 |

Source: Field survey, 2017

Observing the beta coefficients of the model (Table 4) indicates that, it was discovered that celebrity advertising role made the strongest statistically significant contribution to the 34.40 per cent variance in purchase intention ($b=0.6566$, $se=0.1180$, $p<0.05$). Zero does not lies between the LLCI (0.4246) and ULCI (0.8886), thereby signifying a statistically significant. Celebrity advertising risk also made a statistically strong contribution to predicting the variance in purchase intentions ($b=0.2973$, $se=0.1103$, $p<0.05$). Also, a close observation of the LLCI (0.0803) and ULCI (0.5142) shows that zero does not lie between them, therefore signifying a statistically significant contribution. The interaction (int_1) of the moderating variable (celebrity advertising risk) to the predictive relation between celebrity advertising role and purchase intention is

statistically significant ($b=-0.0112$, $se=0.0039$, $p<0.05$). Similarly, it is clear that zero does not lie between the LLCI (-0.0189) and the ULCI (-0.0043), signifying that celebrity advertising risk positively moderates significantly the predictive relation between celebrity advertising role and purchase intention.

The significant predictive capacity of celebrity advertising role to explaining the variance in purchase intention supports the findings of Nyarko et al.[39] when it was stated that celebrity advertising leads to attitudinal change. More specifically it was disclosed that celebrities are often admired, especially by young consumers, who borrow from such celebrities for their identity construction [9] which results in purchase intention and actual purchasing behavior [30,41].

Table 5 R-square increase due to interaction(s):

| | R2-chng | F | df1 | df2 | p |
|-------|---------|--------|--------|----------|-------|
| int_1 | .0135 | 8.0018 | 1.0000 | 388.0000 | .0049 |

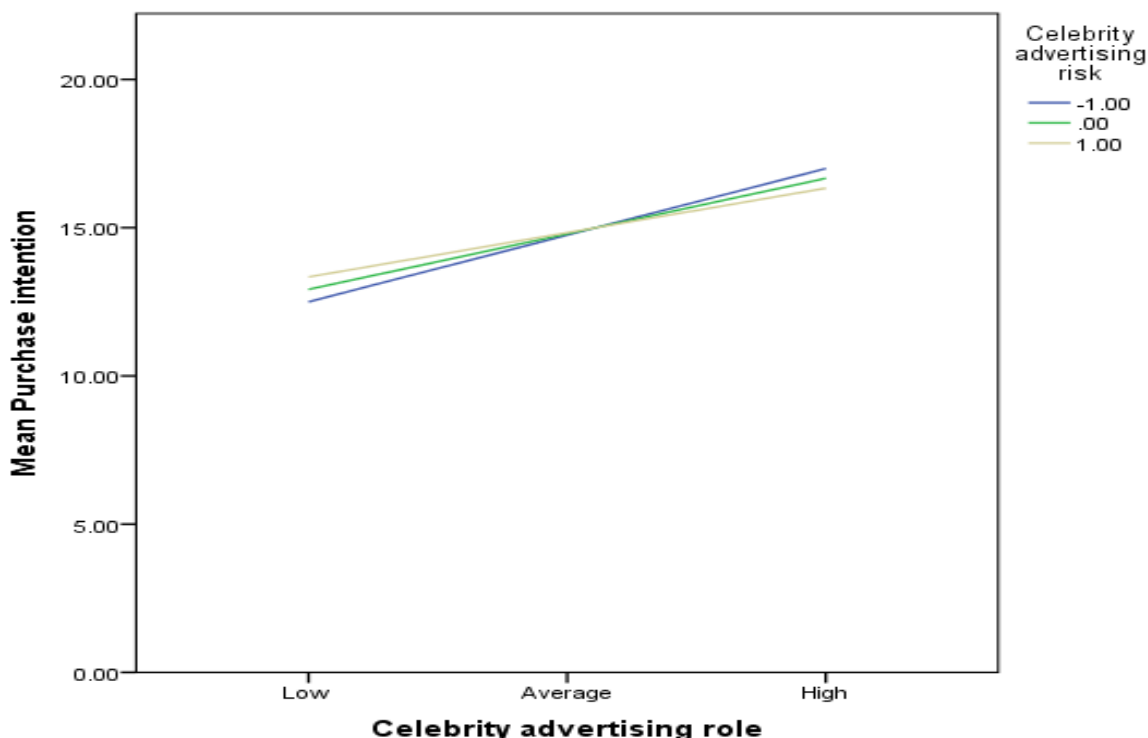
Source: Field survey, 2017

The findings in Table 5 show that celebrity advertising risk significantly moderates the predictive relation between celebrity advertising role and purchase intention (R^2 change= 0.0135 ; $p<0.05$). Thus 1.35 per cent of the 34.40 per cent

variance in purchase intention is ascribed to variations in celebrity advertising risk. Hence moderation is supported.

The interaction effect is presented on Figure 2.

Fig. 2 Interaction Effect



Source: Field Survey, 2017

Examining the interaction plot shows that as celebrity advertising role increases, purchase intentions also increases at the very beginning (Positive predictive relationship). This movement is characterized with an initial high celebrity advertising risk and low celebrity advertising risk (where both celebrity advertising role and purchase intention associated with lower scores). When equilibrium was reached, high, average and low celebrity advertising risks became equal. After equilibrium, high celebrity advertising risk began to fall whilst low celebrity advertising risk kept on rising even though the positive predictive relationship between celebrity advertising role and purchase intention kept on moving. This means that the lower celebrity advertising risk, the higher

customers would have the intention to buy celebrity endorsed products.

This finding support the claims of Zipporah and Mberia[56] and Khatri[29] when it was emphatically stated that there is the possibility that the reputation of the celebrity (endorser) may be tainted (probably because of behavior, attitude, words, change of affiliations, name and so forth) after the endorsement of such brand (which is a typical of potential advertising risk) and this will result in having negative effects on the attitude, opinion and behavior of the target audience who may now perceive such brand(s) as bad. This moderating effect as demonstrated by the interplay of the key constructs is also supporting assertions of other researchers [4,16,19,41,49].

Outcome: PI

Table 6 Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|---------|--------|----------|-------|
| .4206 | .1769 | 8.8329 | 27.8014 | 3.0000 | 388.0000 | .0000 |

Source: Field survey, 2017

A close observation of the findings in Table 6 shows that the model (including RK, CPC) predicts a statistically significant positive variance (17.69 per cent) in purchase intention ($R^2=0.1769$, $p<0.05$). This finding support the findings of Rana

and Tuba (2015) in a similar studies when it was found that celebrity personality characteristics influence purchase intentions. This finding supports the collective assertion that celebrities possess some personality characteristics that make them

“stand out” in celebrity advertising strategy, thereby influencing customers to form the intention to purchase the endorsed brand [2,4,6,18,25,43,47,56].

Table 7 Model

| | coeff | se | t | p | LLCI | ULCI |
|----------|--------|--------|--------|-------|--------|---------|
| Constant | 8.1511 | 2.1680 | 3.7597 | .0002 | 3.8886 | 12.4137 |
| RK | .0812 | .0726 | 1.1176 | .2644 | -.0616 | .2239 |
| CPC | .1942 | .0977 | 1.9866 | .0477 | .0020 | .3863 |
| int_1 | -.0002 | .0032 | -.0518 | .9587 | -.0065 | .0062 |

Source: Field survey, 2017

Observing the beta coefficients of the model (Table 7) indicates that, it was discovered that celebrity personality characteristics made the strongest statistically significant contribution to the 17.69 per cent variance in purchase intention ($b=0.1942$, $se=0.0977$, $p<0.05$). Zero does not lie between the LLCI (0.0020) and ULCI (0.3863), thereby signifying a statistically significant. Celebrity advertising risk did not make any statistically strong contribution to predicting the variance in purchase intentions ($b=0.0812$, $se=0.0726$, $p>0.05$). Also, a close observation of the LLCI (0.0) and ULCI (0.5142) shows that zero

lies between them, therefore signifying that there was no statistically significant contribution. The interaction (int_1) of the moderating variable (celebrity advertising risk) to the predictive relation between celebrity personality characteristics and purchase intention is not statistically significant ($b=-0.0002$, $se=0.0032$, $p>0.05$). Similarly, it is clear that zero lies between the LLCI (-0.0065) and the ULCI (0.0062), signifying that celebrity advertising risk does not positively moderate significantly the predictive relation between celebrity personality characteristics and purchase intention.

Table 8 R-square increase due to interaction(s):

| | R2-chng | F | df1 | df2 | p |
|-------|---------|-------|--------|----------|-------|
| int_1 | .0000 | .0027 | 1.0000 | 388.0000 | .9587 |

Source: Field survey, 2017

The findings in Table 8 show that celebrity advertising risk does not significantly moderate the predictive relation between celebrity personality characteristics and purchase intention (R^2 change=0.0000; $p>0.05$). Hence moderation is not supported.

Table 9 Correlation matrix

| | | PI | CAR | CPC | CS |
|---------------------------------------|---------------------|--------|--------|------|------|
| Purchase intention | Pearson Correlation | 1 | | | |
| | Sig. (1-tailed) | | .000 | | |
| Celebrity advertising role | Pearson Correlation | .575** | 1 | | |
| | Sig. (1-tailed) | .000 | | .000 | |
| Celebrity personality characteristics | Pearson Correlation | .397** | .353** | 1 | |
| | Sig. (1-tailed) | .000 | .000 | | .000 |

** . Correlation is significant at the 0.01 level (1-tailed).

Source: Field survey, 2017

The relationship existing among the variables was investigated using Pearson product moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. The findings are presented in Table 9. There was a statistically significant but strong positive correlation between purchase

intention and celebrity advertising role ($r=0.575$, $n=392$, $p<0.05$), with high levels of celebrity advertising role associated with higher levels of purchase intentions. The coefficient of determination shows that there was 33.06 per cent shared variance between the two variables. In similar fashion, there was a statistically significant but moderate positive correlation between purchase

intention and celebrity personality characteristics ($r=0.397, n=392, p<0.05$), with high levels of celebrity personality characteristics associated with higher levels of purchase intentions. The coefficient of determination shows that there was 15.76 per cent shared variance between celebrity personality characteristics and purchase intention.

These findings just illustrate that the more celebrity advertising role have impacts on customers, the more customers' intention to purchase the advertised brands increases, signaling a positively statistically significant linear relationship between these two variables. Similarly,

more celebrity project positive image about their personality characteristics in celebrity advertising, the more the more customers' intention to purchase the advertised brands increases, signaling a positively statistically significant linear relationship between these two variables. Collectively, these suggest that advertisers and marketers must endeavor to enhance advertising roles and select celebrities with desirable personality characteristics to promote their brands if customers are to be won through celebrity advertising in Ghana.

Table 10 Summary of Hypotheses Results

| | | |
|----|---|---------------|
| H1 | Celebrity advertising role predicts a significantly positive variance in purchase intention | Supported |
| H2 | Celebrity advertising risk significantly moderates the predictive relation between celebrity advertising role and purchase intention | Supported |
| H3 | Celebrity personality characteristics predict a significantly positive variance in purchase intention | Supported |
| H4 | Celebrity advertising risk significantly moderates the predictive relation between celebrity personality characteristics and purchase intention | Not supported |
| H5 | There is statistically significant positive correlation between celebrity advertising role and purchase intention | Supported |
| H6 | There is statistically significant positive correlation between celebrity personality characteristics and purchase intention | Supported |

Source: Field survey, 2017

5 Conclusion

Conclusively it is evident that celebrity advertising role significantly predict positive variance in purchase intention for telecommunication products that are promoted through celebrity advertising. Same is the case of celebrity advertising. Celebrity advertising risk moderates the predictive relationship between celebrity advertising role and purchase intention but does not moderate the predictive relation between celebrity personality characteristics and purchase intention. It is also concluded that there is a statistically positive correlations between celebrity advertising role and customers' purchase intentions and between celebrity personality characteristics and customers' purchase intention.

6 Implications

6.1 Advertisers, marketers and Telecommunication Network Operators in Ghana must pay extreme attention to potential risks associated with celebrities that are contracted to serve as brand ambassadors for their brands. This is due to

the fact that such risks have the potential to negatively affect the efficacious capacity of celebrity advertising role in influencing the purchase intentions of the customers. Personality audit must be carried out so as to weed out celebrities tainted with potential celebrity advertising risk if such communication strategies are to be successful at reaching their set targets.

6.2 The study contributes to theory building owing to the various hypotheses tested especially the findings relating to meaning transfer model propounded by McCracken (1986) which hold that celebrities contain a broad range of meanings which are relating to demographic information (sex, gender, status, race and so forth), personality and lifestyle types which individually but sometimes collectively influence consumer decision making processes of customers owing to the fact that such meanings are transferred from the celebrities to the endorse brand. The rationale for hiring celebrities to endorse products is that

people consume images of celebrities and it is also hoped that people will also consume products associated with celebrities (Zafer, 1999).

- 6.3 Celebrities aiming to become as brand ambassadors or those who are brand ambassadors must professionally approach their advertising practice and strategy to as to reduce or where appropriate avoid celebrity advertising risk such as multi-branding, image damaging behavior, celebrity stereotyping, inconsistent professional approach, personality-brand incongruence, vampire effect and so forth.
- 6.4 Businesses and marketers in particular must use celebrities or ambassadors to their promote their brand through celebrity advertising as both celebrity advertising role and personality characteristics (which are essential elements in celebrity advertising) predict significant positive variance in purchase intention of customers. Such adverts must be broadcasted through both radio and television. Frequency of such adverts must be intensified so as to get target audience (customers) exposed to them. This will create awareness and subsequently influence customers to patronize the endorsed brands.

7 Limitations

The study excluded the staff and other students of the university who are not offering 1st degree regular degree programmes from the study and therefore could not be generalized to cover the entire university population. More so, the study was done only in University of Cape Coast and could not be generalized to cover all universities in Ghana. Since unstandardized beta coefficients were used for the analysis, comparisons could sometimes be limited.

8 Suggestion for Further Study

Further studies should be conducted to assess the moderating effect of gender on the predictive relations between celebrity advertising and purchase intention.

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