

THE ROLE OF CELEBRITY ENDORSEMENT ON BRAND IMAGE IN THE  
TELECOMMUNICATION INDUSTRY

BY

CHARLES NKANSAH MANU

(BSc Management Studies)

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## **DEDICATION**

This work is dedicated my sister Esther Nkansah for her support towards the completion of programme and my son Ananse Nkansah.

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## **ABSTRACT**

Celebrity is any individual, who enjoys public recognition and uses this recognition on behalf of consumer good by appearing with it in an advertisement. The aim of the study is to examine the role of celebrity endorsement on brand image in the telecommunication industry. A qualitative research design was adopted for easy examination. Questionnaires were used for the collection of data from customers in the telecommunication industry. The estimated adult population used was 1,200,000. A total number of one hundred and twenty (120) respondents were selected using the convenience sampling. This study used the Statistical Package for Social Science (SPSS) to analyse the data gathered from the respondents. The analysis revealed that credibility and trustworthiness of the celebrities are the influencing factors on the brand. In addition, the respondents agree that companies use celebrities to endorse brands because they want to compete with other brands. It is concluded that the characteristic which invariably is the celebrity's image can positively or negatively affect consumers' attitude towards the endorsed company. This further means that celebrities with good public image will easily enhance company acceptance among consumers because of their perceived characteristics but poorly viewed celebrities are impediments to company image in the telecommunication industry. Evidence also shows that celebrity endorsement generates a lot of publicity about a brand which gives the brand exposure and positive image. This study recommends that the endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and lifestyle. It has been proven that an endorser that appears attractive has a greater chance of enhancing the customers' memory of the brand that he or she endorses.

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## **LIST OF ABBREVIATIONS**

ANOVA	Analysis of Variance
T.E.A.R.S	Trust, Expertise, Attractiveness, Respect, Similarity
PHC	Population and Housing Census

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

The mobile telecommunication industry is a very competitive market. The players in this industry include MTN-Ghana which is the market leader, Vodafone-Ghana, Tigo-Ghana, Bharti Airtel-Ghana and Globacom-Ghana. These companies compete in the area of internet services, short messaging services, Phone calls and mobile money services. As a result of the keen competition, industry players are involved in various integrated marketing communicating strategies to stay in business. One of these communication strategies is the celebrity endorsement.

The celebrity is a person who benefits from public popularity and acceptance. He or she uses this public acceptance and popularity to appear in advertisement and promotions (McCracken, 1989). It is believe that, 25% of the advertisements in the U.S.A are endorsed by celebrities (Shimp, 2003).The celebrity endorsement can be absolute ('I endorsed this brand), certain ("I use this product"), insistent ("You should use this product") or re-presentational (just displaying the product).Celebrity endorsement is seen to be an effective promotion and advertising tool by marketers worldwide. One in four advertisement use celebrity endorsement (McCracken, 1989). Research also shows that endorsement by celebrities helps to gain acceptable consumer behaviour of the endorsed company (Till, 2001).

Celebrity endorsement is a form of promotional or advertising campaign which use popular individuals who use their popularity to help advertised a product or service. Brand image on the other hand is the perception of a customer to a particular brand

(Kotler, 2002). The brand is seen as different from the functional product. Branding helps both the customer and company with practical advantages like easy recognition, management and detecting a product or service. The development of brand image involves the marketer giving life to a normal product or service (Choi, Wei & Hee, 2005). This means that the celebrity is endorsing the product with clear-cut characteristics in the eyes of the consumers. Brands make an individual know who he or she is, where a person is in life and where a person wants to go. The brand choice we make becomes part of our lives like the way we speak, the kind of words we use, our language and even our way of dressing.

Since the brand image is affected by the person endorsing it, marketers go the extra mile to select celebrities in good standing to endorse a brand. Celebrity endorsement is explained by the balanced theory principle. This theory explained that successful companies build emotional ties between the customer and the celebrity endorsing the brand and between the celebrity endorser and the company (Mowen, 2000). Celebrity endorsement can be emphasized around five themes. These are celebrity appearance or attractiveness, celebrity's impact on brands, celebrity meaning transfer and celebrity product match up (Erdogan, & Baker, 2000). These five celebrity endorsement factors have been divided into two separate groups. They are, sourced-based and management-based factors (Goldsmith, Lafferty & Newell, 2000). The sourced based factors are the conditions of the celebrity that are controlled by the celebrity himself or herself. The management-based factors are the aspects that are controlled by the authorities of the celebrity relationship. The first sourced-based factor that affects brand image is the credibility of the celebrity. Celebrity credibility is the magnitude where the celebrity is seen to be having expertise which will be used in communicating messages to target audience (Goldsmith et. al, 2000). An example of

such celebrity is John Travolta. He endorses the Australian airline Qantas. Travolta has the zeal for airlines and also has a commercial pilot license (Choi & Rifon, 2002). This makes Qantas value John Travolta as a credible endorser for their brand (Choi & Rifon, 2002). The other sourced-based factor which drives brand image is the attractiveness of the celebrity. The Celebrity Attractiveness does not only include physical beauty, but also non-physical attributes like gamesmanship, personal chemistry, finesse and alertness. (Langmeyer & Walker, 1994). The next sourced based factor which is seen to be a driver of brand image is celebrity multiplicity. Celebrity multiplicity refers to the use of multiple celebrities who complement each other so that they can transfer their meaning to a brand (Hsu & McDonald, 2002). The well-being of a brand can be enhanced to some extent with the use of celebrity endorsement. But one has to remember that celebrity endorsement does not necessarily ensure the total success of a brand (Biswas, Hussain & O'Donnell, 2009)

## **1.2 Statement of the Problem**

The activities of the celebrity affect the brand he or she is endorsing. Companies are quick to dissociate themselves from a celebrity whenever he or she is involved in an act which the company sees as unethical and against their norms (Yeshin, 2006). For example, the recent action taken by Adidas after Manny Pac quoi made a derogatory remark against gays, Lesbian and transgender. The questions customers sometimes asked has to do with the fact that, why will a company pay so much for an endorsement by a celebrity when in actual fact they cannot control the actions and in actions of that celebrity. Companies spend a lot of their revenue on celebrity endorsement. In 2003 Nike spent \$1.44 billion on the endorsement of the basket baller Michael Jordan and the golfer Tiger Woods (CNN MONEY, 2003). Also in 2004, Gillette engaged football celebrity David Beckham which was worth between \$30 and

\$50 million (Shimp, 2010). MTN Ghana cancelled an endorsement with Kwadwo Nkansah when he endorsed the smoking of marijuana on a live program. Brand communication experts are of the view that the actions of celebrities can affect brand image (Belch & Belch, 2001). Erdogan (1999), points out that there are some negative aspects of the celebrity that can affect the image of an endorsed brand. He stated that when the celebrity is involved in some scandal or fall-out the brand image is extensionally tainted. For example; Pepsi dropped the late Michael Jackson when adverse behaviour surrounded his activities and also O.J Simpson was dropped by Hertz Corporation when he was charged with the murder of his wife (Yeshin, 2006).

There are instances where companies do not cancel the agreement with celebrities when they are involved in some scandals. An example is, in December 2009 when Tiger Woods admitted to infidelity charges. After the scandal was publicized, Nike did not cancel the endorsement of Tiger Woods (CNN Money, 2003). This action did not affect the Nike brand in any way and so the question we asked is what role does the celebrity endorsement have on the brand image of a company. Companies use celebrities to impact integrity and directions to their brands.

The problem has to do with the fact that why the telecommunication industry use celebrities who are not will expects when it comes to the matters in the industry. The question asked is whether endorsement really affects the image of the brands in the telecommunication industry. Celebrity endorsement influence advertising effectiveness and brand recognition (Yemen, 2008). So the argument is whether the celebrity endorsing the brand really matters. The telecommunication industry is endorsed mostly by celebrities in the entertainment industry. And so does their lack of expertise and credibility in the telecommunication industry affect the brand image in the industry?

Till and Shimp (2003) stated that most of the studies on celebrity endorsement are mostly about the capabilities of the celebrity endorser. They have provided little direction regarding the role these endorsements have on the brand image of the companies. Do these companies consider their brand images and the effects the actions of their celebrities will have on their brand images? It is based on this question that the study wants to establish the role of celebrity endorsement on brand image.

### **1.3 General Objectives**

The study aims to examine the role that celebrity endorsement has on the brand image of companies in the telecommunication industry.

### **1.4 Specific Objectives**

The specific objectives of the study will seek;

1. To assess the customer perception of the use of celebrity endorsement.
2. To assess customer association with brand image
3. To examine the influence of celebrity endorsement on brand image.

### **1.5 Research Questions**

This study will ask the following questions

1. What is the customer perception on celebrity endorsement?
2. How are customers willing to associate themselves to a brand image?
3. How does celebrity endorsement affect brand image of companies in the telecommunication industry?

### **1.6 Significance of the Study**

The study contributes to policy and existing knowledge on the use of celebrity endorsement and how it influences the brand image of companies in the telecommunication industry. It seeks to provide comprehensive knowledge on the competitive nature of the telecommunication industry in Ghana. This study will help players in the industry to know the worth of celebrity endorsement and the influence in the telecommunication industry. Also the study will offer useful module to managers in terms of improving on performance efficiency and strategies of addressing their challenges with celebrities and competition in the industry. The beneficiaries of the study will be the management of the case study area.

### **1.7 Scope of the Study**

The study would be focused on only customers in the telecommunication industry within Kumasi Metropolis without the entire Ashanti Region. In ascertaining the relationship between celebrity endorsement and brand image of customers in the telecommunication industry within Kumasi Metropolis, it may not be fair to generalize the findings to Ghana as a whole since the coverage was not even the entire Ashanti region.

### **1.8 Overview of Methodology**

Methodology in research has been a very significant driver that ensures that the aim of the study is well achieved through factors that include research design, population, sample size, sampling techniques, sources of data, data collection instruments, pilot study and data analysis techniques that would be adopted. Research design presents how a particular research is structured and the various components that make it a whole coupled with the various strategies that are used together in addressing the core



purpose of the study. In the quest to achieve the aim and objectives of the research, triangulation approach was adopted by the researcher. This entails the use of both qualitative and quantitative techniques in handling the data. This was facilitated by the literature reviews concerning celebrity endorsement concepts, theoretical and empirical evidences. The study being descriptive in nature will employ the use of survey as a major tool for the research exercise. The population will consist of all the customers of telecommunication industry in the Kumasi Metropolis. Based on infinite population, convenience sampling technique was adopted for the study to select the sample size. For the purpose of this study, the primary data consists of data from the questionnaires that was administered. In addition to this, data gathered from personal interviews conducted during the survey serves as the main primary data for the study.

The secondary data on the other hand, dealt with reports from the telecommunication companies and other reports from journals, articles, books and newsletter relevant to the study. The responses at the end of the data gathering exercise was analysed by the use of descriptive statistics, inferential statistics as well as content analysis. This was facilitated with the use of Statistical Package for Social Science (SPSS). The use of descriptive statistics concerns the presentation of facts as they are without necessarily going beyond its existence would be employed. In view of this, the results that were obtained from the data gathered were presented per the outcome without any other additions or omissions. Inferential statistics was employed in addition to the descriptive statistics to make inferences from the results obtained based on other possibilities. This facilitated the discussion of the study. Moreover, the use of content analysis was quantitatively and qualitatively applied on the reports that would be gathered from the telecommunication industry. To ensure effective, accurate, consistency and reliable results, the data was thoroughly checked for possible errors

and if any, corrected before making the final presentation of the findings in the form of tables.

### **1.9 Limitations**

The study was conducted in Kumasi; therefore the derived results of the study are limited to the area. It was quite difficult acquiring information from the database of the various telecommunication companies due to restrictions from the managers. As a result of this the researcher relied on information from the National Communication Authority. Lastly, the respondents (customers) were reluctant responding to the questionnaire which was causing delays in the gathering of relevant data for the study. Notwithstanding, further explanation and education of the essence of the study changed most of the respondents' unwillingness to respond to the questionnaires.

### **1.10 Organization of Study**

The study is in five chapters. This Current Chapter discussed the background of the study, a statement of the problem, objectives, research questions and the justification of the study. The Second Chapter dealt with the review of relevant literature. Chapter Three discussed the research methodology. Chapter Four dealt with the analysis of the study and Chapter Five presented the summary of the conclusions and recommendation of this study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Chapter two discusses the review of literature done by other researchers on the subject of the role of celebrity endorsement on brand image. It reviews the theories, concepts and empirical studies of celebrity endorsement and brand image in competitive business analysis.

#### **2.1 Definition of Celebrity**

The word celebrity has been wrongly applied sometimes but according to Schlecht (2003) defined celebrity as a popular individual who enjoys public attention. Several qualities like beautiful physical appearance, excellent lifestyle are the qualities with a social certain where they are seen as different from the normal social norms and also enjoy a high degree of social attention (Schlecht, 2003). A celebrity acts as a spokesperson in a campaign to promote products and services (Kambitsis, Harahousou, & Giannis, 2002). The use of celebrity as spokesperson for companies started back in the nineteenth century when Queen Victoria was linked with Cadbury's cocoa (Erdogan, 1999). It is believed that celebrities enjoy high amount of attention and recollection as compared to non-celebrity endorsers. Celebrities increased the attention for companies' advertisements, create positive association towards companies and are seen by customers as more fun (Solomon, 2002). The celebrity should excel in his or her field of endeavour. Celebrities are celebrated for their success in their activities. It may be in the field of entertainment, politics, movies, football, athletics and any field but with special results. Using celebrities in

marketing communication is likely to positively affect customers' attitude towards the endorsed brand and purchase intentions. Some attributes like trustworthiness, familiarity, expertise and likeability cause a celebrity endorser to be the source of credible information (Aaker, 2007). The physical appearance or attractiveness of the celebrity endorser is considered as an effective message (Aaker, 2007). The purview of the celebrity's influence is made to accord definite image and gives an audio visual to the brand (Agrawal & Kamakura, 2000).

Celebrity endorsement has proven to be an effective marketing communication tool that is used by companies in their promotions (McCracken, 1989). The fact needs to be stressed that celebrities alone do not ensure success; this is because consumers nowadays understand advertising. Consumers now understand that celebrities are paid huge amount of money for their endorsements and this is making customers sceptical about celebrity endorsements (Agrawal, & Dubey, 2012). The celebrity is used to establish credibility and passion to a brand, but there should be a link or a match between the celebrity and the brand. Celebrities are efficient in generating recalls, attention and good perception towards advertising. But celebrities do not have any influence on the viability of the core product (Baker, & Hart, 2004).

## **2.2 Concept of Celebrity Endorsement**

Celebrity endorsement is an integrated market communication strategy which would be justified with high costs associated with it (Alonso & Anne, 2006). As competition to capture consumers' attention and interest for brands intensifies, marketers have developed better communication strategies to catch the minds of customers, create desires, fire up desire and encourage purchase action (Thomson, 2006). Engaging celebrities to serve as advocates for brands is one of such strategies. Celebrities are

persons who are recognized by a greater number of customers primarily because of the publicity associated with their lives (Schlecht, 2003). They are persons with eye-catching profile and benefit from some level popular, scrutiny and also have fame in the society. The title is usually associated with affluence, connoted with well-known importunity, eminence in a specific area and is widely accepted by the people.

An endorsement on the other hand is a confirmation in a marketing communication which could be a written or spoken statement in support of a company and is done by a party other than the owners of the company (Atkins & Block, 2013). Endorsement can be seen as a medium of brand marketing communication where an individual behaves like the brand's advocate and approves claims and ideas by spreading his or her identity, fame, status in the population or prowess in the industry to the endorsed brand. It is an act of giving ones public approval to someone or something; especially a recommendation of a product in a marketing communication.

Celebrity endorsement is a common paradox in today's market place where celebrities as well known people are gaining more importance and fan following. By definition, celebrity endorsement is the use of well-known persons who rides on their fame to advertise and promote a product or service (McCracken, 1989); while a celebrity endorser according to Friedman and Friedman (1979) in McCracken (1989) is a person, character or organization who benefits from people's attention and he or she uses this attention for the promotion of a product or service by using it, or speaking in support of its claims in an advertisement. There is a general perception among advertisers that marketing messages carried out with celebrities shows a greater amount of acceptance, consideration, and message recollection than messages that are carried out by individuals who are not celebrities (Keller, 2008). Endorsement can also be seen as the act of giving a person's public approval to someone or something

especially a recommendation of a product in a marketing communication. An endorsement according to Aaker, (2007) has it that, it is a confirmation in an integrated marketing communication which could be a written or spoken statement in favour of a company which is given by a party other than the owners of the company.

As a result of their popularity, when a new celebrity emerges, marketers line up to convince these individuals to affirmed their company or brand (Shimp, 2003).It is believed that 14% to 19% of advertisement and promotions messages carried out in the United States of America in recent years have celebrities endorsing them (Shimp, 2003).Celebrity endorsement can be seen as a two-way communication process where the celebrity and the product or service endorsed influence each other. This means that they cannot only influence the endorsed brand but the endorsed brand also has some influence on the celebrity (Till & Shimp, 1998). This means the endorsed brand and the celebrity endorser becomes part of each other's association set. Celebrity endorsement comes in many forms and shapes. It can be in the form of the celebrity been an expert in the industry of the endorsed brand, it can also be in the shape where the celebrity acts as a representative of the endorsed company or an inspirational person with no expertise in the brand. The endorsement type can be absolute ("I endorse this product") indefinite ("I use this product") insistent ("you should use this product") or re-presentational ("merely appearing with the product"), (McCracken, 1989).It is estimated that 25% of the United States advertisement engages the services of celebrity endorsers (Shimp, 2003). To back this accession Keller and Kevin (2003) showed that celebrity endorsement can give an acceptable commercial rating and evaluation of products and services. Celebrity endorsement can influence positively the financial returns of companies that use them (Erdogan, 1999).From Aaker and Keller (2003), when a customer see two messages, one which is carried by a celebrity

and the other by a non-celebrity. The customer will be of the view that the brand with the celebrity endorsement will have more patronage and higher value than the one carried out by the non-celebrity. Celebrity endorsement is not limited to a particular industry. It cuts across various industries including the telecommunication industry, the hospitality industry, financial and packaged goods (Okorie & Aderogba, 2011). Celebrity endorsement is seen as one of the well-established channels of marketing communication (Ogunsiji, 2012). However as time goes on the celebrity might get himself or herself in a scandal. This might result in a negative association towards the celebrity by the public (Ogunsiji, 2012). Celebrities like Mike Tyson, Michael Jackson, Tiger Woods and O.J Simpson have all been involved in scandals. O.J Simpson was accused of murdering his wife. Mike Tyson was charged with rape and imprisoned for three years. Michael Jackson was charged with child sex abuse but the case was settled out of court. Many researches have shown that “people have a ‘negativity bias’ in evaluating individuals’ moral behaviours” (Ogunsiji, 2012, p.2). There is a believe that people weigh negative behaviour heavier than positive ones. It becomes difficult for companies to associate themselves with negative attitudes of celebrities. Companies can cancel their contract with any celebrity who gets involved in any untoward behaviour. Companies do this to prevent the transfer of negative brand associations and also show their disapproval of the negative attitude of the celebrity. But in recent times a company chose not to end their contract with a celebrity when the celebrity was involved in a scandal. Nike continued their relationship with Tiger Woods following the revelation of his infidelity.

### **2.3 Selection of Celebrity**

The selection of a celebrity endorser is important to the success of the endorsed brand. Marketers go a great length to select the right celebrity for the endorsement. There are

many theories that have been propounded for the selection of a celebrity to endorse a brand.

### **2.3.1 Balance Theory Principle**

This theory states that there should be an emotional relationship between the endorsed brand and the celebrity endorser (Mowen & Brown, 2002). This theory has been broken down into five distinct themes. These are celebrity credibility, celebrity influence on brands and consumers and celebrity product match up, celebrity attractiveness and celebrity meaning transfer (Lee & Kim 2005). According to Goldsmith et.al (2000) and Ohanian, (1990), these five endorsement themes can be grouped into two separate categories namely, Sourced Based Factors and Management Based Factors. The sourced based factors are the factors that are under the controlled of the celebrity himself or herself. The celebrity credibility and attractiveness of the celebrity are the examples of the source base factors (Langmeyer & Walker, 2000). The management based factors are the factors that controlled by the handlers of the celebrity endorsement relationship. The factors include endorser-product match up, endorser impact on the brand and customers and endorser meaning transfer (Hsu & McDonald, 2002).

### **2.3.2 The Source Attractive Model**

The source attractive model is based on the social behavioral research (Biswas et. al, 2009) with perception of the communication transfer as its main message.

According to Biswas et al (2009), the validity of the marketing message is dependent on the familiarity and similarity linking the endorser and the product or service. The similarity has to do with the likeness between the source of the message and the receiver of the message. This means that there should be some similarities between



the customer and the endorser. On the other hand, familiarity is seen to be the awareness and understanding of carrier of the message in the eyes of the receiver and likeability is the perception of the source due to its physical appearance and behavior (Biswas et al., 2009). Biswas et al (2009) is of the view that attractiveness does not have to be about only the physical appearance of the endorser and the message, but rather a number of virtuous characteristics are contributing to the final perception of what attractiveness is in the eyes of the receiver; including characteristics like intellectual skills, personality properties and lifestyle. It is believed that advertisement with bodily attractive individual has a far reaching appeal than advertisement with an individual who is not attractive (Shimp, 2010).

According to Langmeyer et al (2000), celebrity attractiveness is not only about the physical beauty but it also includes non-physical beauty such as acumen and appeal. Physical attractiveness of the endorser is seen by marketers as one of the important criteria used to select the endorser. This is because it affects customers' reactions towards the endorsed brand and advertisement (Ind, 2003).

### **2.3.3 The Source Credibility Model**

According to Erdogan (2010), the sourced credibility model is based on research in the social psychology. Erdogan (2010), states that the receivers will perceive the celebrity endorser differently within the credibility model, this is due to the fact that they are influenced by their own beliefs, opinions, attitudes and behaviours. Ohanian (1990), states that the source credibility model has two dimensions; these are the celebrity expertise and celebrity trustworthiness.

#### **2.3.4 The TEARS Model**

Based on the TEARS Model, the endorser should have the trust (T) of the intended recipients (customers) of the messages. The endorser should be having expertise (E) in his or her chosen field of profession. On top of it all the endorser should be attractive (A) to the target audience. The endorser should also show respect (R) to the customers and there should also be some similarity(S) between the endorser and the target audience (Shimp, 2003).

#### **2.3.5 Celebrity Familiarity and Likeability**

The familiarity and likeability has to do with the knowledge of the endorser or source through exposure (Erdogan, 2010).The endorser should be knowledgeable in his or her chosen field of profession. The likeability has to do with how the target audience or customers love the endorser. Customers will pay particular attention to the endorser if they love him or her (Erdogan, 2010)

#### **2.3.6 Effectiveness of Celebrity Endorsement**

Celebrity endorser should be seen to be effective with his or her message. Celebrities who endorse single brands are viewed as more effective than those engaged in multiple endorsements (Tripp, Jensen & Carlson, 2000).

### **2.4 Customer Perception**

Perception has to do with how a person select and interprets stimuli in his or her environment. These stimuli are adjusted to become a person's own idea. (Keller & Kevin, 2003).The perception process has been categorised into three stages. These are; the exposure stage, the attention stage and the interpretation stage. The process is design in such a way that the brain takes the stimuli into the attention stage and moves to the interpretation stage. We interpret the stimuli based on our previous experience

and exposure (Keller & Kevin, 2001). Consumer perception is very important to the marketer in coming out with a message for the market. This is because the success or failure of a product or service depends on customers' perception.

## **2.5 Customer Perception on Celebrity Endorsement**

Consumer perception refers to how individuals form viewpoint about companies and the product they offer through the purchases they make (Choi *et. al*, 2001). Perceptions are exclusive and can persuade purchasing behaviour in every consumer (Choi *et. al*, 2001). This means that a consumer's decision to purchase a particular product is dependent on the perception she or he has about that product. When marketers understand the perception of customers, they can influence this perception to the advantage of their brand (Moven & Brown, 2002). There are three conceptual perspectives that influence the perception of customers (Walker, Langmeyer & Langmeyer, 2002). The first aspect relates to the evaluation of stimuli. This aspect has to do with the customer assessing the information coming from the celebrity endorser. The customer will accept the message coming from the endorser if the message conforms to prior perception about the product. The message will then be accepted into the customer's memory (Walker *et. al*, 2002). The message is rejected by the customer if it does not match his or her already known perception about the product or service. The second perspective is the match-up hypothesis (Kim, Lee, & Prideaux, 2014). According to the match-up hypothesis the endorsement will be more effective if there is a match between the endorser and the endorsed brand (Kim *et. at*, 2014).

The third aspect has to do with the schema congruity theory (Kim *et. al*, 2014). The schema have to do with a person's expectations of a situation or phenomenon. A customer's stimuli evaluation is done by the structure of his or her schema. For

instance, if a celebrity like Kwadwo Nkansah is an endorser of a product, it means his profession would be very important his schema. This is because when the two schemas completely matched, the consumer evaluates the endorsement positively; on the contrary, if the two schemas are completely misrelated, then consumers may reject the endorsement.

## **2.6 History of Branding**

Before the nineteenth century, producers traded in their local markets (Mowen & Brown, 2002). Local producers started trading in foreign markets in the early nineteenth century because of global competition (Keller, 2008). According to the American Marketing Association, there was no clear distinction between brand and trademark in the twentieth century. They were all seen as a name, sign, logo and symbol (Keller, 2002). The purpose of branding around this period was to strengthen the positive association customers were having for products and services (Keller, 2008). The earliest United States companies that got branded were Marlboro in 1902, Coca Cola in the year 1886, Levi Strauss & Co. was in 1853 and Tylenol in 1893 (Mowen & Brown, 2008).

### **2.6.1 Understanding Branding**

Branding is a well-known marketing communication tool used by companies to differentiate their products and services. A brand is also seen as a distinct name; symbol or design that distinguishes products and services of companies (Solomon, 2002). An important feature of branding is that, it helps customers make choices in the market. As a result of selecting a product amongst thousands of similar ones, branding will help them make a choice based on an experience with the brand in the past (Solomon, 2002)

### **2.6.2 Brand Image**

Brand image is the perception of customers about a brand. It is referred to as the distinct collection of combinations in the minds of the target audience (Aaker, 1997). Brand image also represent what the product or service stand for in the minds of the customers. It has to do with how a particular product or service is position in the market. Brand image shows passion about a product and not just the psychological picture. Brand image is also seen as a company's character in the minds of its customers (Keller, 2003). The brand image is formed through past experience and observation of the activities of an organisation by people who are not part of the organisation. Companies make sure that their mission and visions become part of their brand image. Customers are able to produce so many bonds with the brand this forms a customer's general perception about an organization (Keller, 2003). As a result of these a brand image is formed. Brand image is usually formed based on unique ideas that a customer has about a brand. For instance, Volvo is correlated with safety while Toyota is correlated with reliability (Agrawal & Dubey, 2007). Marketers are of the view that the idea attached to brand image is not just about the customer making a purchase but also the perception linked to the purchase (Ind, 2007). It is expected that the brand image of a product or service should be distinct and also should be known in a split-second. A positive brand image can be achieved through the use of brand communications such as packaging, word of mouth, advertisements and other promotional tools. Brand image carries the unique characteristics of a product or service which is different from that of competing products and services. The brand image cannot be created by marketers but it is irresistibly created by customers (Aaker, 2007). The brand image has to do with what the brand is made of. This means that when a customer makes a purchase of a product, he or she is patronizing the

image of the product. As a result of brand image, every customer has expectations when making a purchase. There is positive brand image when this expectation from the customer is exceeded (Keller, 2003)

## **2.7 The Three Elements of Brand Image**

Brand image has been seen as very important when it comes to decisions of customers, this is because customers make purchases base on the perception they have about a product or service (Atkins & Block, 2000). Keller (2003) identified that marketers have identified the intellectual and emotional aspect of customer experience which is part of the brand image. According to Keller (2008), stated brand image as the feeling and views a customer has for a brand. The feelings and views come as a result of usage experience of the product or service, personality of the brand, the profile of the customer, history and cultural experience.

Brand image is also acquired through the direct and indirect experience of a customer on the usage of a brand. These direct and indirect experiences are induced through advertisement about the brand. Biswas *et. al* (2009) stated that the three aspects of brand image include mystery, sensuality and intimacy. These dimensions help to create a love mark experience between the brand and the customer. This love experience make some customers become ardent fans of a particular brand.

### **2.7.1 Mystery**

The cognitive associated with the brand image gives the mental thought about the brand. Customers form the cognitive aspect of the brand image through the product characteristics, the performance of a service and mental meanings about the brand (Till, 1998). The personal ideas a customer forms about a brand is based on a past brand experience which is formed in the memory of the customer (Friedman &

Friedman, 1979).The mystery is the cognitive aspect which comes about as a result of our past experience and present experience with a brand (Till, 1998)

### **2.7.2 Sensuality**

The sensory aspect of the three dimensions comes as a result of the customer experience with the brand and with his or her sensory organs. The sensory organs include eye, nose, ear, tongue and the skin. This means that the sensuality is based on the customers' vision, smell, sound, touch and taste. The sensuality reflects customers' positive sensory experience about a brand (Till, 2003).For example the music being played in the store, the smell of the shopping environment and the design of a product may influence a customer's sensuality. Till (2003), is of the view that physical design of a product, the packaging of a brand and a customer's experience of a service influence the emotional experience. Gobe (2001) agreed that ensuring good sensory experience helps to build a positive perception about a brand.

### **2.7.3 Intimacy**

The intimacy of the dimension refers to the emotional experience with a brand. It comes from the love connection between the customer and the brand (Till, 2003).For example, how a company respond to a customer's complaints and also how a customer's preference is address also help to build the love between the brand and the customer. A customer's affection for a brand also influence positive brand image for a company.

## **2.8 Consumer Perception on Branding**

Perception has been defined by Ind (2007) as the process whereby stimuli are received and interpreted by the individual and translated into a response. This means that perception is unique and it is based on how an individual interprets his or her

stimuli. For example two customers who enter a company will have different perception about the company. Customer perception is seen as very important when a customer has to make a decision.

In a market where branding is very important, products are not just purchase for their core value but purchases are made with social and psychology association with the brand (Ind, 2003). There are two determinants that control a customer's perception about a brand. These are stimulus discrimination and stimulus generalisation (Erdogan, 1999). The stimulus generalisation is when the customer sees all products which serve the same purpose as the same. They are generalized as the same since they perform the same function. Marketers use the stimulus generalisation so that they can compete with their competitors. Customers are made to believe that products are the same as the one been offered by a competitor. Stimulus discrimination has to do with customers' ability to differentiate between product and service coming from competitors. This is why markets also want to build a brand that is superior to that of their competitors (Erdogam, 1999). The opinion formed about a brand is very important to both the customer and the marker (Erdogan, 1999)

## **2.9 The Influence of Celebrity Endorsement on Brand Image**

Marketers are of the view that celebrities are loved and adored by their fans. This is because their fans accept everything that is coming from them. This may include their way of life, dressing. People will like to read about them and also mimic them. Celebrities can be classified on the basis of their work area like musicians, sportsperson, actors, models, economists, businessmen, politicians (Aaker, 2007). In today's market celebrity endorsement is widely used by marketers. It has been a common advertising tool for many years now. These celebrity endorsements often



increases the sales of an endorsed brand (Aaker, 2007). According to Gobe (2001), approximately twenty per cent of the commercial advertisement in the United States feature celebrities and this number can increase to as high as forty-five per cent some years to come. Celebrity endorsement makes the message being conveyed very attractive and it helps customers to memorize the brand and its message (Aaker, 2007). In order to develop a mental picture of the influence of celebrity endorsement Mukherjee (2009) suggest that there should be a link among the celebrity, brand and customers. This will help companies to help select the best celebrity for their brand.

There can be a blessing or a burden when a celebrity engages in multiple endorsements. The memorization rate of a customer reduces when his or her favourite celebrity engages in multiple endorsements (McCracken, 2005). Sometimes the customer might believe that a celebrity who engages in multiple endorsement may not like the product or service but he or she is doing it for the money (Belch & Belch, 2005). The current image held by the celebrity sometimes affect the endorsement. Any change in the image of the celebrity can affect the brand being endorsed. This is why in 2009 when the golfer Tiger Woods was involved in a scandal, most of the brands he endorsed cancelled their association with him. But Nike decided not to cancel their endorsement with the golfer. It is believed that this decision which was taken by Nike affected their sales. The sales of Nike reduced by \$ 1.7 million and the company also lost around 105,000 of their customers (CBS news, official website). It is believed that there should be careful consideration before a company settles on a celebrity to endorsed their brand. This is because the endorsement can make and unmake the brand. And also customers are able to memorize the brand through the celebrity.

This explains why there should be a bond between the celebrity and the company. This is because they both influence each other. Celebrity endorsement helps to attract

many customers to a brand. One major influence of using celebrity endorsement in international marketing of products is that the celebrities in his or her home country helps to reduced or eliminate any cultural differences in the global market (Aaker, 2011).According to Mukhejee (2009), there are many examples of successful celebrity endorsement for some years now. He cited examples like the ex-football star David Beckham and his endorsements for Adidas, Pepsi, H & M and Samsung. The musician, Madonna and her endorsement for the Italian luxury brand Versace. These celebrities are widely admired and their endorsement helped to boost sales of these companies.

### **2.9.1 The Vampire Effect**

A celebrity can dominate the endorsed brand (Ind, 2006).Companies should therefore make sure that such celebrity dominance does not happen. For example the endorsement by Leonard Rossiter-cinzano with Dawn French-Cable was cancelled because of the celebrity affecting effective communication (Tripp *et. al*, 2003).This is the reason why before the engagement of a celebrity for any endorsement, it should be emphasized that the celebrity is endorsing the brand and not the other way round. The endorsement of coca cola by Mean Joe Greene the American footballer is always seen as good advertisement (Tripp *et. al*, 2003).In the advert Mean Joe exchanged his jersey for a bottle of coke after a football match. In this advertisement coca cola was seen as the star (Tripp *et. al*, 2003).

White, Goddard and Wilbur (2009) stated the effect of negative information about a celebrity on a brand in the minds of the customer. They stated that when customers are aware of the negative information about the celebrity, there will be a negative transfer on to the image of the endorsed brand. They also stated that in the case of the negative information about the brand does not severely affect the celebrity endorser.

The perception held by the customers on the celebrity which may be his or her credibility, attractiveness, popularity will help the customer to accept the endorsed brand (Thomaselli, 2004).Celebrity endorsement can also enhanced the image of the celebrity endorser. According to Thomaselli (2001), the stock prices of a company can fall when the celebrity endorser is involved in a scandal. This is the reason why marketers see Nike's approval of Tiger Woods after his scandal as a special case. Celebrity endorsement is based on the Identification process of social influence theory (Till, 1998), this principle states that an individual is likely to accept another person if the individual identifies himself or herself with that particular person (Till, 1998).The principle also emphasised that celebrity endorsement based on the identification process makes customers accept brands that they would not have without any endorsement. Till (1998) found out that products with celebrity endorsement were highly considered by customers more than those without any endorsement. This makes celebrities more accepted in convincing a customer to use a product (Thomson, 2006).Customers appreciate this influence because it gives a solution to a situation. This means the celebrity should be seen as credible by customers. If the celebrity is seen to be credible, it makes acceptance very easy and it gives a positive image to the endorsed brand (Thomson, 2006).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter explains in detail the methodology and statistical methods used in the search. It shows the research design, data collection, population, sample size, research instrument, variables measurement, appropriate method of data analysis and statistical analysis tools.

#### **3.1 Research Design**

This study examined the role of celebrity endorsement on brand image in the telecommunication industry. The study used quantitative research approach in investigating the problem. This strategy allows the collection of data from a population which is often obtained by a questionnaire (Saunders, Lewis & Thorhill, 2009). The use of the quantitative method gives the appropriate chance to give solutions to the research questions of the study. Also, this is a descriptive and analytical study, where the descriptive part gives a detailed description to have a clear picture of the role of celebrity endorsement on brand image; customer perception and telecommunication industry. The descriptive research provided a description of the various activities done by celebrity endorsers and their influence on the brand image, customer perception and customer brand association in the telecommunication industry.

#### **3.2 Population of the study**

Population refers to the entire items or individuals under observation or study. It is the measurement of all items whose features are being measured (Bryman, 2004) on the

other hand, population also is seen as the set of subject, object or events or individuals with the same features which the researcher is interested in studying (Bryman, 2004). The study was restricted to customers of the telecommunication industry in the Kumasi Metropolis, which is estimated adult population of 1,200,000 (PHC, 2010)

### **3.3 Sample Size and Sampling Procedure**

The sample size is a representative fraction of the larger population (Stewart & Kamins, 1993). That is the number of the people who are selected for a study. The sample size of this study was 120. According to Saunder *et al.* (2009), if the population is unknown, the approval sample size should be within a range of the sampling methods used, with 5% margin of error. Convenience sampling was used to select the sample size. This is because the size of population of mobile users in Kumasi is not known. Therefore a convenience sampling was used which made every mobile user within the Kumasi metropolis eligible to respond to the questionnaire (Bryman, 2004).

### **3.4 Data Collection Method and Tools**

Data are facts, opinions and statistics that have been collected together and recorded for reference or for analysis Saunder *et al.* (2009). The study used primary and secondary data. The primary data was collected from customers in the telecommunication industry. The primary data was collected by a questionnaire that was designed for this study. Primary data is the kind of data that is collected specifically for the research project being undertaken (Bryman, 2004). Closed-ended questions were used to obtain response from respondents. Closed questions are questions that provide a number of alternative answers from which the respondent is instructed to choose Saunder *et al.* (2009). The questionnaires were given to the

respondents by hand. Secondary data were sourced from the published articles, journals, official documents, magazines, textbooks and other relevant literatures. These sources enabled the researcher to have more insights on concepts and theories relevant for the literature review. Secondary data are data that are collected for some other purpose Saunder *et al.* (2009).The secondary data afforded the researcher the opportunity to collect high quality data which would not have been of the same quality if the researcher were to collect it in its primary form. Saunders et al, (2007) quote Stewart and Kamins (1993) as stating that secondary data are likely to be of higher-quality than could be obtained by collecting empirical data.

Both semi-structure and 7 point Likert scale questionnaire type was used and it was to examine customers view on the role of celebrity endorsement on brand image. A questionnaire is a research instrument which contains a set of questions for the purpose of collecting information from the respondents who are choosing to answer them.

The questionnaires were distributed to the respondents by the researcher and other trained assistants. The literate respondents filled the questionnaires by themselves through the guidance of the researcher as well as other assistants. The illiterate respondents were assisted by the researcher and other assistants to fill the questionnaires by explaining the questions to them. Data collection took about three months.

### **3.5 Measurement of Variables**

The questionnaire was developed purposely to fit the industry practice. Multiple measures were used to assess the variables in the study. These measures were helpful to gather the importance of the constructs effectively (Churchill, 2000).This method

helped to limit measurement errors and it also helped to increase the amount of reliability and validity of the measures. The 7-point Likert scale was used in measuring variable in the range of 1 “strongly disagree” to 7 “strongly agree”

### **3.6 Reliability and Validation of the Instruments**

Reliability simply shows that other researchers would get the same findings if the study was conducted again. In other words, reliability has to do with a situation where measures are free from errors and therefore yield accurate result. To achieve this, great care was exercised in the construction of the questionnaire. The objectives stated for the study were paired with the questions. The initial outline of the questionnaire was examined and it was shown to an expert who made evaluation towards the improvement of the content, wording and layout of the instrument. The questionnaire was piloted with ten customers. These ten customers were made up of two customers from each of the telecommunication companies. The respondents gathered were scrutinised in relation to the objectives of the study. The questionnaires were compared with each other to ascertain whether customers understood the items in the questionnaire. Some corrections were made as a result of the responses from the respondents.

### **3.7 Data Analysis**

All completed questionnaires were carefully examined to eliminate questionnaires that did not fit the criteria of the study. This was done to ensure that the data collection procedure was conducted properly. The data obtained from the questionnaires were given codes and inputted into statistical product for social science (SPSS) version 20 for windows. Analysis of the data was carried out to obtain

descriptive image of the data obtained and presented in tables using frequencies and percentages.

Inferential statistics was carried out to determine the relationship between and influence between the variables using one sample T-test and regression analysis and presented in tables using means, standard deviations and their statistical associations using p-values.



## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

#### 4.0 Introduction

This chapter deals with the analysis, group and interpretation of data gathered from the field work through the use of questionnaire. Frequency tables and descriptive statistics and regression analysis were used for the analysis and interpretation of the data.

#### 4.1 Demographic Characteristics

The demographic characteristics of the respondents were taken into consideration whereby gender, age, educational background and employment status were used to access their demographic characteristics.

**Table 4.1 Characteristics of Respondents**

Characteristics	Category	Total
Gender	Male	50(41.7%)
	Female	70(58.3%)
	Total	120(100%)
Age	18-30 years	52(43.3%)
	31-40 years	47(39.2%)
	41-50 years	15(12.5%)
	51 years and above	6(5.0%)
	Total	120(100%)
Educational Background	Basic Education	22(18.3%)
	Secondary	35(29.2%)
	Tertiary	60(50.0%)
	Non-formal Education	3(2.5%)
	Total	120(100%)
Employment Status	Unemployed	9(7.5%)
	Employed	84(70.0%)
	Student	23(19.2%)
	Retired	4(3.3%)
	Total	120(100%)

Sourced: Field Data (2016)

From the Table 4.1, it shows 50 of the respondent which represent 41.7% are male's and 70 of the respondents which represent 58.3 % were female's. Based on this, the researcher can conclude that majority of the respondents were basically females which represents 58.3%.The examination to ascertain whether the gender of an individual can influence the perception he or she has on celebrity endorsement and brand image of companies. There was a positive connection between the gender of a person and their perception. Females were in majority since there were willing to answer questions on celebrities more than males.

From Table 4.1, the ages of respondent were in a grouped data form where the ages range from 18-30, 31-40, 41-50, and 51 years and above in which the following responses were generated from respondents indicating the age range they fall. Out of the 120 participants, 52 of the respondents were within 18 – 30 years representing 43.3%, 47 of the respondents' were within 31 - 40 years which represent 39.2%, 15 of the respondents' were within 41 - 50 years which represent 12.5%, 6 of the respondent were within 51 years and above years which represent 5%.The respondents to the questionnaires were mostly in their youthful ages. Thus, the age group that falls within 18 – 30 years were the majority respondents for this research survey and this implies that they are highly involved and influence by celebrity endorsement which influence their purchase on a particular brand.

The researcher wanted to know the educational background of the respondent, so the researcher used the following variables to know where respondents fall. The researcher considered the following variable responses; Basic Education, Secondary Education, Tertiary Education, Non-formal education and other (specify). Out of the 120 participants, 22 of the respondent were found to be basic education holders which represent 18.3%, 35 of the respondent also found to be secondary level holders which

represent 29.2%. 60 of the respondent which represent 50% have tertiary educational background whilst 3 of the respondents were Non-formal education holders which represent 2.5%. The results showed majority of the respondents were literates and were capable of understanding the topic under the study. There was a positive link between a person's educational background and his or his appreciation of celebrity endorsement and the brand image of a company. Individuals with tertiary educational background were less convinced about the endorsement by celebrities. However people with non-formal education or with low literacy are more motivated by celebrity endorsement.

Employment status of respondents was very necessary as the researcher provided the following variables for the respondents and these include: Unemployed, Employed, Student, and Retired. 9 of the respondent, representing 7.5% were unemployed, 84 of the respondent representing 70% were employed, 23 of the respondent representing 19.2% were students, and 4 of the respondent, representing 3.3% were retired. The study found out that, there was no absolute link between a person's employment status and his or her association with products and services endorsed by celebrities.

#### **4.2 The Role of Celebrity Endorsement on Brand Image**

Celebrity endorsement as an advertising strategy can under circumstances be justified with high costs associated with it. As competition to capture consumers' attention and interest for brands intensifies, marketers have developed better advertising strategies to get the consumer's attention, create interest, arouse desire and instigate purchase action.

#### 4.2.1 Customers' Perception of the use of Celebrity Endorsement

Celebrities are no doubt good at generating attention, recall and positive attitudes towards advertising provided they are supporting a good idea and there is an explicit match between them and the brand which makes company's get their attention much on celebrity's with regards to product endorsement.

**Table 4.2 Descriptive Statistics on Company's Perception of the use of Celebrity Endorsement**

Variables	N	t-values	Mean	Std. Error	Std. Deviation
Companies use celebrities to endorse brands so that their brands can be recognized easily	120	32.894	5.6500	.17176	1.88158
Companies use celebrities to endorse brands in order to increase sales	120	43.252	6.0333	.13949	1.52808
Companies use celebrities to endorse brands because they want to compete with other brands	120	42.764	5.7250	.13387	1.46650
Companies use celebrities to endorse brands because they want to get customers' attention	120	44.384	6.0333	.13593	1.48908
Companies use celebrities to endorse brands because they know consumers like celebrities	120	46.168	5.8250	.12617	1.38213

(1 – 1.5 strongly disagree, 1.51 – 2.5 Disagree, 2.51 – 3.5 Somewhat Disagree, 3.51 – 4.0 Neutral, 4.1 – 5.0 Somewhat Agree, 5.1 – 6.0 Agree, 6.1 – 7.0 Strongly Agree)

Source: Field Data (2016)

According to Table 4.2 response on Companies use celebrities to endorse brands so that their brands can be recognized easily shows (mean 5.6500, standard deviation 1.88158), this indicates that respondents agree that Companies use celebrities to endorse brands so that their brands can be recognized easily. Likewise, response on Companies use celebrities to endorse brands in order to increase sales also reveals (mean 6.0333, standard deviation 1.52808), this means that respondents strongly

agree considering whether Companies use celebrities to endorse brands in order to increase sales. Conversely, average response on Companies use celebrities to endorse brands because companies want to compete with other brands also reveals (mean 5.7250, standard deviation 1.46650), this means that, respondents agree to the fact that Companies use celebrities to endorse brands because they want to compete with other brands.

Also, Table 4.2 shows Companies use celebrities to endorse brands because they want to get customers' attention. It shows (mean 6.0333, standard deviation 1.48908), this indicates that respondents agree that Companies use celebrities to endorse brands because they want to get customers attention. On the issue of Companies use celebrities to endorse brands because they know consumers like celebrities shows (mean 5.8250, standard deviation 1.38213), this means that, respondents strongly disagree that Companies use celebrities to endorse brands because they know consumers like celebrities.

#### **4.2.2 Customer's Perception of the use of Celebrity Endorsement**

Celebrity endorsement guide states that an attractive endorser will have a positive impact on the endorsement. The endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and lifestyle.

**Table 4.3 Descriptive statistic on Customer’s Perception of the use of Celebrity Endorsement**

<b>Variables</b>	<b>N</b>	<b>t-values</b>	<b>Mean</b>	<b>Std. Error</b>	<b>Std. Deviation</b>
Celebrities are credible sources of information	120	17.320	2.8000	.16166	1.77091
Celebrities are experts in their chosen professions	120	34.834	5.5583	.15957	1.74797
Celebrities are trustworthy	120	13.116	2.2250	.16964	1.85827
Celebrities are mostly attractive	120	30.727	5.2250	.17005	1.86278
Do you believe products specifically endorsed by the celebrities are of good quality	120	17.172	3.4417	.20042	2.19547
Would you buy a brand if your favorite celebrity is endorsing it	120	22.924	4.1000	.17885	1.95925
Would you stop patronizing a brand if your favorite celebrity endorsing it got involved in a scandal	120	15.661	3.0000	.19156	2.09842
Celebrities endorsed to make money	120	32.038	5.5917	.17453	1.91191

(1 – 1.5 strongly disagree, 1.51 – 2.5 Disagree, 2.51 – 3.5 Somewhat Disagree, 3.51 – 4.0 Neutral, 4.1 – 5.0 Somewhat Agree, 5.1 – 6.0 Agree, 6.1 – 7.0 Strongly Agree)

Source: Field Data (2016)

According to Table 4.3, responses on celebrities are credible source of information shows (mean 2.8000, standard deviation 1.77091). This indicates that respondents somewhat disagree that celebrities are credible source of information. Responses on Celebrities are experts in their chosen professions also revealed (mean 5.5583, standard deviation 1.74797). This means that respondents agree considering whether Celebrities are experts in their chosen professions. Conversely, average responses on Celebrities are trustworthy also revealed (mean 2.2250, standard deviation 1.85827). This means that, respondents disagree to the fact that Celebrities are trustworthy. According to response on Celebrities are mostly attractive shows (mean 5.2250, standard deviation 1.86278), this indicates that respondents agree that Celebrities are

mostly attractive. On the issue of do you believe products specifically endorsed by the celebrities are of good quality shows (mean 3.4417, standard deviation 2.19547). This means that, respondents remained neutral that products endorsed by celebrities are of good quality. On would you buy a brand if your favorite celebrity is endorsing it shows (mean 4.1000, standard deviation 1.95925). This means that respondents somewhat agree that they buy a brand endorsed by their favorite celebrity. On would you stop patronizing a brand if your favorite celebrity endorsing it got involved in a scandal shows (mean 3.0000, standard deviation 2.09842), this means that customers somewhat disagree that they will stop patronizing a brand if their favorite celebrity endorsing it get involved in a scandal. On the issue of celebrity endorse to make money it shows (mean 5.5917, standard deviation 1.91191), this means that respondents agree that celebrities endorsed to make money.

#### **4.2.3 Customer's Association of Brand Image**

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product.

**Table 4.4 Descriptive Statistics on Customer's Association of Brand Image**

<b>Variables</b>	<b>N</b>	<b>t-values</b>	<b>Mean</b>	<b>Std. Error</b>	<b>Std. Deviation</b>
Customers are passionate about their brand	120	26.976	5.3000	.19647	2.15219
My brand has a good reputation	120	30.533	5.3250	.17440	1.91044
My brand is trustworthy	120	15.124	3.1750	.20993	2.29966
You pay attention to what is going on with this brand	120	30.038	5.1917	.17284	1.89336
Your brand is part of your life	120	19.789	4.2083	.21266	2.32955
Your brand provides excellent value	120	26.395	4.8750	.18470	2.02324
You get compliments when you use your brand	120	15.611	2.9583	.18950	2.07585
You follow every promotion of your brand	120	21.074	4.1583	.19732	2.16153

(1 – 1.5 strongly disagree, 1.51 – 2.5 Disagree, 2.51 – 3.5 Somewhat Disagree, 3.51 – 4.0 Neutral, 4.1 – 5.0 Somewhat Agree, 5.1 – 6.0 Agree, 6.1 – 7.0 Strongly Agree)

Source: Field Data (2016)

According to Table 4.4, Customers are passionate about their brand showed (mean 5.3000, standard deviation 2.15219). This indicates that respondents agree that customers are passionate about their brand. Likewise, response on my brand has a good reputation also revealed (mean 5.3250, standard deviation 1.91044). This means that respondents agree considering whether customer's brand has a good reputation. Conversely, average response on my brand is trustworthy also reveals (mean 3.1750, standard deviation 2.29966). This means that, respondents somewhat disagree to the fact that their brand is trustworthy. Also, table 4.4 revealed you pay attention to what is going on with your brand has (mean 5.1917, standard deviation 1.89336). This indicates that respondents agree that they pay attention to what is going on with their brand. On Your brand is part of your life shows (mean 4.2083, standard deviation 2.32955). This means that, respondents remain neutral that their brand is part of their life. On Your brand provides excellent value it showed (mean



4.8750, standard deviation 2.02324). This means that respondents somewhat agree that their brand provides excellent value. On you follow every promotion of your brand shows (mean 4.1583, standard deviation 2.16153). This means that respondents somewhat agree that they follow every promotion of their brand.

#### **4.2.4 Celebrity Endorsement and Brand Image**

The measurement of brand image is both commonplace and complex. But most brand image measurement is partial and simplistic. The brand image can be explained as how the customers perceive the brand. It is the key of how consumers make their choices after gathering information about the particular brand and the alternatives with influence on their celebrity endorsing it. Celebrity endorsement has become a staple in today's market. Celebrity endorsements have been a common advertising tool for decades now. Many industries have seen the endorsement of by celebrities. The endorsements done by celebrities often lead to an increase in sales of the product.

**Table 4.5 Descriptive Statistics on Celebrity’s endorsement and Brand Image**

<b>Variables</b>	<b>N</b>	<b>t-values</b>	<b>Mean</b>	<b>Std. Error</b>	<b>Std. Deviation</b>
Brands endorsed by celebrities are used by the celebrities themselves	120	26.817	5.2167	.19453	2.13094
Brands endorsed by celebrities are popular than those that are endorsed by non-celebrities	120	25.858	5.1417	.19884	2.17818
Brands endorsed by celebrities easily come to mind whenever I have to make a purchase	120	33.936	5.6583	.16673	1.82649
Credibility & trustworthiness of the celebrities are the influencing factors on the brand	120	27.983	4.9667	.17749	1.94432
Ill-behaved celebrity can cause negative influence to the brand image	120	29.263	5.5083	.18824	2.06205
Multiple endorsements by celebrities affects the endorsed brands	120	25.969	4.2667	.16430	1.79978
You will switch brands because of celebrity endorsement	120	14.583	2.9083	.19944	2.18473
Celebrity endorsement generates lot of publicity about a brand	120	26.885	4.8000	.17854	1.95581

(1 – 1.5 strongly disagree, 1.51 – 2.5 Disagree, 2.51 – 3.5 Somewhat Disagree, 3.51 – 4.0 Neutral, 4.1 – 5.0 Somewhat Agree, 5.1 – 6.0 Agree, 6.1 – 7.0 Strongly Agree)

Source: Field Data (2016)

According to Table 4.5 revealed (mean 5.2167, standard deviation 2.13094) on Brands endorsed by celebrities are used by the celebrities themselves. This indicates that respondents agree that brands endorsed by celebrities are used by the celebrities themselves. Likewise, response on Brands endorsed by celebrities are popular than those that are endorsed by non-celebrities. It also reveals (mean 5.1417, standard deviation 2.17818). This means that respondents agree to the fact that brands endorsed by celebrities are popular than those which are not endorsed by celebrities. Conversely, average response Brands endorsed by celebrities easily come to mind whenever I have to make a purchase also reveals (mean 5.6583, standard deviation

1.82649). This means that, respondents agree to the fact that brands endorsed by celebrities comes to mind easily whenever they want to make a purchase. According to response on Credibility & trustworthiness of the celebrities are the influencing factors on the brand shows (mean 4.9667, standard deviation 1.94432), this indicates that respondents somewhat agree that they credibility and trustworthiness of the celebrities influence brand. On Ill-behaved celebrity can cause negative influence to the brand image shows (mean 5.5083, standard deviation 2.06205), this means that, respondents agree that the ill-behave celebrity can cause a negative influence to the brand. On Multiple endorsements by celebrities affects the endorsed brands it shows (mean 4.2667, standard deviation 1.79978), this means that respondents somewhat agree that multiple endorsements by celebrities affect the endorsed brands. On you will switch brands because of celebrity endorsement shows (mean 2.9083, standard deviation 2.18473), this means that respondents somewhat disagree that customers switch brands because of celebrity endorsement. Likewise, response on Celebrity endorsement generates lot of publicity about a brand also reveals (mean 4.8000, standard deviation 2.18473), this means that respondents somewhat agree to the fact that celebrity endorsement generates lot of publicity about a brand.

#### **4.3 Analysis of Variance**

This is a statistical method for making simultaneous comparisons between two or more means; a statistical method that yields values that can be tested to determine whether a significant relation exists between variables. Regression analysis was used to measure how celebrity endorsement influence brand image taking into account the variables of celebrity endorsement to be the independent variable and the brand image as dependent variable. The analysis have being summarized below;

**Table 4.6 Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.852 <sup>a</sup>	.725	.743	.21283

Source: Field Data (2016)

- a. Predictors: (Constant), Celebrity endorsement generates lot of publicity about a brand , You will switch brands because of celebrity endorsement, Brands endorsed by celebrities easily come to mind whenever you have to make a purchase , Brands endorsed by celebrities are popular than those that are endorsed by non-celebrities , Multiple endorsements by celebrities affects the endorsed brands, Credibility & trustworthiness of the celebrities are the influencing factors on the brand, Ill-behaved celebrity can cause negative influence to the brand image, Brands endorsed by celebrities are used by the celebrities themselves.

Table 4.6 shows analysis of variance for the regression models. Since, P-values (Sig.) = .000<sup>b</sup> which is smaller than the level of significance  $\alpha = 0.05$ . Then, the models are significant and there is a significant relationship between the dependent variable "Brand Image" and independent variables. From the table above, it could be observed that the adjusted R-square shows that the dependent variable (Brand image) is affected or determined by 74.3% by the independent variables. These suggest that the independent variable factors are responsible for brand image in product endorsed by celebrities

**Table 4.7 Analysis of Variance for Celebrity Endorsement and Brand Image**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.672	8	3.084	68.081	.000 <sup>b</sup>
	Residual	5.028	111	.045		
	Total	29.700	119			

Source: Field Data (2016)

**Table 4.8 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.673	.074		9.049	.000
	Brands endorsed by celebrities are used by the celebrities themselves	.514	.071	2.191	7.229	.000
	Brands endorsed by celebrities are popular than those that are endorsed by non-celebrities	.161	.054	.701	2.958	.004
	Brands endorsed by celebrities easily come to mind whenever you have to make a purchase	.107	.050	.393	2.151	.034
	Credibility & trustworthiness of the celebrities are the influencing factors on the brand	.179	.066	.695	2.725	.007
	Ill-behaved celebrity can cause negative influence to the brand image	.119	.065	.490	1.837	.069
	Multiple endorsements by celebrities affects the endorsed brands	.056	.055	.204	1.025	.308
	You will switch brands because of celebrity endorsement	.180	.030	.787	6.057	.000
	Celebrity endorsement generates lot of publicity about a brand	.089	.063	.347	1.398	.165

Dependent Variable: Brand image

Source: Field Data (2016)

The regression equation is:

From the Table 4.7; independent factors =  $0.673 + (0.514* \text{celebrities used brand themselves} + 0.161* \text{celebrities endorsed brands are popular} + 0.107* \text{celebrities endorsed brands are easily recognized} + 0.179* \text{credibility and trustworthiness} + 0.1199* \text{ill-behave celebrity} + 0.056* \text{multiple endorsements} + 0.180* \text{switch brand because of celebrity endorsement} + 0.089* \text{Generating lot of publicity})$

From 4.7, the equation indicates that, independent factors such as celebrities used brand themselves, celebrities endorsed brands are popular, celebrities endorsed brands are easily recognized, credibility and trustworthiness, ill-behave celebrity, multiple endorsements, switch brand because of celebrity endorsement, generating lot of publicity has influence and affects customers with regards to brand image. Thus, its relationship mostly depends on dependent variable. The *R* square (coefficient of determination) is a portion of the total variation in the dependent variable that is explained by the variation in the independent variables. According to ANOVA table (model summary), *R* square is equal to 0.852, which is less than 1 and this indicates that, approximately 72.5% of the independent factors can significantly explain the reasons why companies use celebrity's endorsement which may have influence customers to choose a particular brand. In the view of this, there is likelihood that, this result will be occurring by chance in the long run when all things been equal as it is consistent with the findings of Ohanian, (1990); Ogunsiji, (2012); Okorie & Aderogba (2011)

## **CHAPTER FIVE**

### **SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION**

#### **5.0 Introduction**

This chapter draws summary on the various findings identified and their implication gives a conclusion and provides recommendations to the role of celebrity endorsement on brand image.

#### **5.1 Summary of Finding**

Findings collected by the researcher after reviewing existing literatures and responses from customers after questionnaires were administered to them have been summarized below.

##### **5.1.1 Summary on Demography**

The research revealed that most of the respondents were females which constitute 58.3%. It also shows 52 of the respondents' falls within 18-30 years which represent 43.3%. The research also revealed that majority of the respondent were tertiary level holders which represent 50%, The study revealed that, most of the respondents were employed which represent 70%.

##### **5.1.2 Summary on Customer Perception of the use of Celebrity Endorsement**

It is also revealed 60 of respondent which represent 50%, strongly agree that Companies use celebrities to endorse brands so that their brands can be recognized easily. Majority of the respondent which represent 54.2% strongly agree that companies use celebrities to endorse brands in order to increase sales. The research also revealed that, 45 of the respondent which represents 37.5% agree that companies use celebrities to endorse brands because they want to compete with other brands.

Majority of respondents strongly agree that Companies use celebrities to endorse brands because they want to get customer's attention which represent 51.7%. Majority of respondents which represent 56.7% agree that Companies use celebrities to endorse brands because they know customers like celebrities

### **5.1.3 Summary of Customer Perception on Celebrity Endorsement**

The study also revealed that, 45 of the respondents disagree that, Celebrities are credible sources of information which represent 37.5%. Most of the respondents agree that Celebrities are experts in their chosen professions which represent 45.8%. The study revealed that, 50% of the respondents strongly disagree that Celebrities are trustworthy. Most of the respondents 52 of respondent which represent 43.3% agree that Celebrities are mostly attractive. Majority of the respondents which represents 46.7% disagree that companies specifically endorsed by the celebrities provide quality services. The study revealed that 26 which represent 21.7% agree that, they will subscribe to a brand if their favourite celebrity is endorsing it. The study revealed that 48 which represent 40% disagree that customers would stop patronizing a brand if the favourite celebrity endorsing it got involved in a scandal. Most of the respondents 54 which represent 45% strongly agree that Celebrities endorsed to make money.

### **5.1.4 Summary on Customer Association of Brand Image**

The study revealed that 53 which represent 44.2% of the respondents agree that customers are passionate about their brand. Majority of the respondent which represent 40% agree that their brand has a good reputation. The study revealed that 45 which represent 37.5% strongly disagree that their brand is trustworthy. The study revealed that 58 which represent 48.3% of the respondents agree that customers pay attention to what is going on with their brands. Majority of the respondents which represent 40% agree that their brand is a part of their lives. The study revealed that 54



which represent 45% of the respondents believe that their brand provides excellent value. The study revealed that 42 which represent 35% of the respondents strongly disagree that customers get compliments when they use their brand. Majority of the respondents which represent 34.2% of the respondent disagree that customers follow every promotion of their brand.

#### **5.1.5 Summary on the Celebrity Endorsement on Brand Image**

The study was confined with the findings of Ohanian, (1990); Ogunsiji, (2012); McCracken (2005) and Schlecht (2003), where there was a relationship between celebrity endorsement of product and brand image. According to the analysis, the study revealed that the independent factors affect the dependent variable and as such, it relationships strongly depends on the coefficient of determination (R Square). According to ANOVA table (model summary), *R* square is equal to 0.852, which is less than 1 and this indicates that, approximately 72.5% of the independent factors can significantly explain the reasons why companies use celebrity's endorsement which may have influenced customers to choose a particular brand. The adjusted R-square shows that the dependent variable (Brand image) is affected or determined by 74.3% by the independent variables and these suggest that the independent variable factors are responsible for brand image in product endorsed by celebrities

#### **5.2 Conclusion**

The purpose of this research was to provide a comprehensive understand and investigate the influence of celebrity endorsement on brand image in the telecommunication industry. Facts remains that customers are likely to switch to particular brand with their favourite celebrity endorsing it. Evidence also shows that

Celebrity endorsement generates a lot of publicity about a brand which gives the brand exposure and gain positive image.

As a result of the findings of this study, it was concluded that the activities of the celebrity endorser can affect customers' perception about the endorsed brand either positively or negatively. This means that celebrity endorsers with good reputation in the eyes of the target audience can transfer such qualities to the endorsed brand image. This will help the endorsed brand to be accepted by the target audience or customers. On the other hand, a celebrity endorser who is not viewed positively by customers will not help the course of the company. The activities of an endorser who is associated with scandals and negative attitudes can affect the image of the endorsed brand negatively. As a result of this, due diligence should be exercised by companies who want to engage the services of a celebrity for brand endorsement. Companies should make sure the selected celebrity endorser should believe in the course of the company and will be able to stay away from any negative behaviour which might affect the brand image. It is therefore important for a company to stress on good behaviour when they want to engage a celebrity for an endorsement.

### **5.3 Recommendation**

This study provides factual clues to the extent to which celebrity endorsement influences the brand image of a product in the telecommunication industry. The study recommends the following on the celebrity should be well considered by a company during the period of the celebrity's endorsement;

Companies should monitor the conduct, behaviour and public image of the celebrity constantly in order to minimize or reduce any negative publicity which will be

detrimental to the brand image of the company. This can be done through careful draft of the between the celebrity and the company. Clauses that can influence the behaviour of the celebrity to the advantage of the company should be included in the contracts. As part of the principles discussed earlier, companies should ensure that they select a celebrity who believes in the mission and vision of the company. There should be a match between the brand and the celebrity endorser. This will help to influence the perception process of the customer to the advantages of the company. As part of the branding, there should be some level of consistencies between the celebrity endorser and the brand. This will ensure or build a strong personality and identity between the endorser and the brand. Companies should try to maintain consistency between the endorser and the brand to establish a strong personality and identity. Companies should see celebrity endorsement as a long term strategic decisions that can affect the brand. When celebrities are used to endorse brands, one obvious result could be the potential overshadowing of the brand by the celebrity. Companies should ensure that this does not happen by formulating advertising collaterals and other communications. There is one possible outcome when it comes to celebrity endorsement. There is the probability that the celebrity endorser can eclipse the image of the company being endorsed. Companies should make sure they minimised this situation by coming up with advertising campaigns that will high the image of the company or brand more than the celebrity.

The physical appearance, creative capabilities, the success in his or her profession and the overall lifestyle of the celebrity should be acceptable by the target audience. It has been ascertain that with such beauty and attraction the customers are able to recall and memorized the messages coming from the celebrity on the brand.

The personal credibility of the celebrity endorser is also vital to the success of the endorsement agreement. According to this study credibility here refers to the observed capabilities and trustworthiness of the celebrity endorser. Since celebrities are loved by their fans who also double as the customers of the companies, the endorsement becomes an external link that helps customers to identify their favourite brand in the market. The credibility aspect of the celebrity helps to attract customers to the brand. This is the reason why companies make credibility an important feature in their agreements with the celebrities

Thirdly, since the success or failure of the endorsement agreement largely depends on the compatibility between the brand and the celebrity. The compatibility can be in the area of identity, personality, the positioning of the brand in the market as well as competitors. Companies should make sure factors are always scrutinized as long as the celebrity agreement exists.

Even though these principles must be followed by companies when it comes to engaging the services of a celebrity for endorsement, practically it might not be possible or difficult to come by a celebrity who satisfies all these principles. Companies can highlight any of these principles that will be beneficial to their brand.

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**APPENDIX**

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS**

**DEPARTMENT OF MARKETING AND CORPORATE STRATEGY**

**QUESTIONNAIRE FOR CONSUMERS**

*This research is to examine the role of celebrity endorsement on brand image in the telecommunication industry. It would be very much appreciated if you could assist me through the provision of answers to the questions below. Each question is followed by a list of alternatives to choose from. Please tick the box and write where appropriate. All information provided is strictly for academic purposes and treated as confidential.*

**Section A: Biographic Data**

1. Gender 1) male  2) female
2. Age 1) 18-30 years  2) 31-40 years  3) 41-50 years
- 4) 51 years and above

**3. Educational Background**

- 1) Basic Education  2) Secondary Education  3) Tertiary
- 4) Non formal schooling

**4. Employment status**

- 1) Unemployed  2) Employed  3) Student  4) Retired

Other (*please specify*) .....

**Section B: The Customer Perception of the Use of Celebrity Endorsement**

**To what extent do you think companies use celebrities to endorse brands?**

**Please rate on a scale of 1-7, where 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree and 7=strongly agree**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>STATEMENT</b>	<b>1</b>	<b>2</b>		<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
5. Companies use celebrities to endorse brands so that their brands can be recognized easily							
6.companies use celebrities to endorse brands in order to increase sales							
7.companies use celebrities to endorse brands because they want to compete with other brands							
8.Companies use celebrities to endorse brands because they want to get customers' attention							
9.Companies use celebrities to endorse brands because they know consumers like celebrities							

**To what extent do you perceive celebrity endorsement?**

**Please rate on a scale of 1-7, where 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree and 7=strongly agree**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
10.Celebrities are credible sources of information							
11.Celebrities are experts in their chosen professions							
12.Celebrities are trustworthy							
13.Celebrities are mostly attractive							
14. Do you believe products specifically endorsed by the celebrities are of good quality?							
15. Would you buy a brand if your favorite celebrity is endorsing it?							
16. Will you stop patronizing a brand if your favorite celebrity endorsing it got involved in a scandal?							
17.celebrities endorsed to make money							

**Section C: The Customer Association of Brand Image**

**To what extent do the following factors affect customer association of endorsed brand image?**

**Please rate on a scale of 1-7, where 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree and 7=strongly agree**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
18. You are passionate about your brand.							
19. My brand has a good reputation.							
20. My brand is trustworthy.							
21. You pay attention to what is going on with this brand.							
22. Your brand is part of your life							
23. Your brand provides excellent value							
24. You get compliments when you use your brand							
25. You follow every promotion of your brand							

**Section C: The Influence of Celebrity Endorsement on Brand Image**

**To what extent do celebrity product endorsement affect brand image in the telecommunication industry?**

**Please rate on a scale of 1-7, where 1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree and 7=strongly agree**

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
26.Brands endorsed by celebrities are used by the celebrities themselves							
27.Brands endorsed by celebrities are popular than those that are endorsed by non-celebrities							
28.Brands endorsed by celebrities easily come to mind whenever you have to make a purchase							
29.Credibility & trustworthiness of the celebrities are the influencing factors on the brand							
30. Ill-behaved celebrity can cause negative influence to the brand image							
31. Multiple endorsements by celebrities affects the endorsed brands							
32.You will switch brands because of celebrity endorsement							
33.Celebrity endorsement generates lot of publicity about a brand							