

# The Effect of Celebrity Endorsement on Consumer Buying Behaviour in Kumasi Metropolis

**Samuel Owusu-Mensah**

*Department of Marketing, Faculty of Business and Management Studies,  
Kumasi Polytechnic, Kumasi, Ghana. 0248-548423, [omens123@yahoo.com](mailto:omens123@yahoo.com)*

## Abstract

*In recent times, most companies have been trying to increase sales and market share by employing celebrities in their advertisements because marketing managers believe that the use of celebrities can increase a company's returns. However, the amount or percentage actually contributed by the celebrities after paying so much to employ them has not been defined. Therefore, the purpose of the research is not only to know the extent to which celebrity endorsement affects consumers' buying behaviour, but also, whether other factors can play a vital role in consumers' buying behaviour. The research was based on a causal and cross-sectional study using with a sample size of 220 consumers within Kumasi and 10 marketing managers of companies that employ celebrities. Tools used to collect data were self and interviewer-administered questionnaires. Data collected was analysed using the Statistical Package for the Social Sciences (SPSS) and Pareto-Value Chart. The research will inform marketing practitioners about the factors that need much attention in product development, coupled with how celebrity endorsement can be utilised effectively in the marketing of goods and services. It will assist celebrities to stand the chance of getting better deals for their endorsement in situations where they are found to enormously and positively affect consumers' buying behaviour.*

**Key Words:** *Celebrity Endorsement, consumer buying behaviour, Advertisement, Attitude and Motivation)*

## Introduction

Central to every economic system are exchanges between suppliers and purchasers or consumers. The actual satisfaction of a want or need comes about through the exchange process, and occurs when suppliers and purchasers give to each other something else of value. It is in this light that marketing functions are inevitable. According to the American Marketing Association, marketing is the process of planning and executing the conception, pricing, promoting and distribution of ideas, goods and services to create exchanges that satisfy individuals and organizational objectives. Thus, for a satisfactory exchange, marketers would have to blend effectively the pricing, promotion, product and distribution tools. However, in the case of services, the people, process and the physical evidence tools should be made to reflect consumers' expectations. However, depending on the type of product or service, consumers seek information to perceive judgment about the quality and performance of the product before purchase. This information is mostly obtained from advertisement.

Advertising has three main objectives; informing, persuading and reminding. Through advertising, potential buyers are informed about the availability and nature of a product. Additionally, when an existing product is being improved in any way, it has to be communicated to potential buyers. Once buyers have been informed, they need to be persuaded to purchase the product. This is accomplished by transmitting a positive set of beliefs about the key attributes of the product. Then, knowing that potential buyers are not constantly thinking about its products and brands, marketers continually remind them of its existence and availability.

Advertisement is usually transmitted by mass media – newspapers, magazines, television, radio, direct mail, outdoor bill boards etc. Advertising tends to use basic appeal (humour, sex, prestige etc), to get the attention of the receiver, unlike sales promotion and personal selling. It offers the advantage of being able to convey messages to a large number of target groups. Moreover, it is offered in a relaxed atmosphere, generally there is no pressure on the consumer to make an immediate decision. On the contrary, some hold the view that, advertising is primarily providing information for consumers, noting that, they have little value and are not able to change consumers' taste and preference.

Nevertheless, in order to win consumers' preference and purchases, the use of celebrities in advertising has been steadily increasing over the past years. These celebrities are used, by virtue of the following motives: marketers believe they bestow; provide added value to the brand, instant brand awareness and recall, instant credibility or aspiration, public relation coverage, and refresh of brand image. In recent times, marketers in Ghana have made increasing use of celebrities in their advertisement. More and more brands, whether products or services are banking on the mass appeal of celebrities. As soon as new faces ascend the popularity charts, marketers queue up to have them endorse their products or services. One would ask, does advertising really influence consumers? What influences do the celebrities' endorsements have on the consumers' behaviour? It is in this regard that this study is worth undertaking. This introduction is followed by the review of related literature. Research method and data analysis follow the literature review. The last section of the paper looks at conclusion and recommendation

## **Literature Review**

### ***Theoretical Framework***

In the marketing of goods and services, the concept of consumer behaviour is a very critical point to consider. This is due to the fact that, companies attend to different consumer natures. Therefore, an understanding of consumers' behaviour helps in identifying what is important to the consumers, and suggests the important influences on consumers' decision-making. This will enable marketers to provide goods and services that meet the needs of their target market. Consumer behaviour as defined by Loudon and Bitta (1994) refers to “the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services”. It comprises concepts deduced from history, economics, anthropology, sociology and psychology. This explains the fact that, marketers need to have a good understanding of the way consumers go about their purchase decisions when it comes to developing what consumers would obtain value for.

### ***The Buying Process of Consumers***

It is very important for organizations and marketers to understand the decision making process of consumers as far as the study of consumer behaviour is concerned. The model that mostly facilitates the understanding of consumer buying behaviour in the marketing of goods and

services is the one proposed by Engel et al (1985). This model views consumers' purchase as a process that goes through several steps. However, depending on the purchase decisions faced by the consumer, each of the processes is carried. Marketers must therefore take into consideration the importance of the variation of each step depending on the circumstances surrounding the purchase. The stages involved in the model are: need recognition, information search, evaluation of alternatives, purchase decision and purchase evaluation. The model starts with the consumer recognizing that he has a need that has to be satisfied. In the quest to satisfy this need, the consumer searches for information in order to evaluate the various alternative products that can address the need. Upon conviction, he goes ahead to make purchase decision by buying the product, and after consumption conducts post purchase evaluation to see if the outcome meets his expectation. Outcomes are usually characterized by the degree of the consumer's satisfaction or dissatisfaction with the item bought. According to Kotler (2004), satisfaction is a person's feelings of pleasure or contentment resulting from comparing a product's performance to expectations. Expectations are influenced by advertising, packaging, the store where the product is sold, the price, and the physical appearance of the product. The performance of the product as perceived by the consumer is, of course, affected by the physical characteristics of the product. It is in the interest of marketers that the expectations created do not exceed how the product can be expected to perform once bought and used. Satisfaction of customers is one of the main determinants of business success, because it has a major influence on whether the consumer will buy the product again or not.

Consumer behaviour involves much more than understanding what products a consumer buys. It embraces factors, which can affect the decision-making process as a person works through the purchase decision. The number of potential influences on consumer behaviour is limitless. However, marketers are well served to understand the key influences. By doing so, marketers are in a position to tailor their marketing efforts to satisfy the consumer and their organizations. The numerous factors that influence consumer behaviour can be classified into: Internal, External and Marketing.

The internal influences explore the most important stimuli that are internal to the consumer which affect how he makes choices. These internal influences are:

- Personality as pointed by Desmond (2003), Solomon et al (2003) and Schiffman and Knuk (2004);
- Learning by Peter and Jerry (1996) and Boone and Kurtz (1999);
- Perception by Arround and Zinkhan (2004);
- Attitudes by Boone and Kurtz (1999) and Belch and Belch (2004)
- Motivation by Mackenzie and Sprang (1992), Celsi and Olson (1988) and Hoyer & MacInnis (1997).

The external influences are those stimuli that are external to consumers which affect their decision making process. These external influences are:

- Culture as indicated by Ueltschy & Krampf (2001), Solomon et al (2002) and Mowen & Minor (2003);
- Social status by Coleman (1983) and Pierre (1991);

- Reference group by Hawkins et al (2001), Foxall et al (1998), Till & Busler (2000) and Solomon et al (2002);
- Opinion leaders and Market mavens by Hoyer & MacInnis (1997); and
- Age group and values by Strauss & Howe (1991)

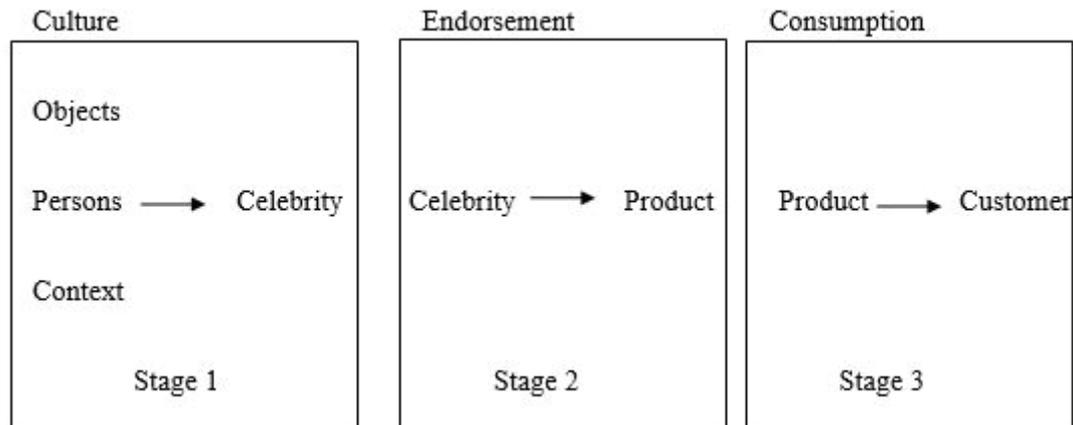
### ***Celebrity as an external factor***

Celebrity endorsement as an external factor falls within the opinion leaders and market maven group. McCracken (1989) defines a celebrity endorser as, “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement, irrespective of the required promotional role.” Advertisers recognize the value of using celebrities and think they draw attention to advertising messages in a much cluttered media environment. In the United States, about 20% of adverts feature celebrities (Solomon 2009). Moreover, stock price have been shown by Agrawal & Kamakura (1995) to increase when companies announce celebrity-endorsement contracts. The use of celebrities in marketing communication can be explained based on the following;

- Celebrity endorsement increases the attention paid to an advert (Buttle, Raymond & Danzinger, 2000).
- Celebrities are generally attractive, which helps persuasion when the product is attractive-related (Kamins, 1990)
- Celebrities may be credible sources, if they have expertise in a particular area, such as athletes endorsing shoes (Ratneshwar & Chiaken, 1991)
- Celebrities are often well-liked, possibly leading to identification and consumer persuasion in an attempt to seek some type of relationship with the celebrity (Belch & Belch, 2007). Also, celebrity endorsements may lead media weight to have an impact on sales in mature categories (MacInnis, Rao & Weiss 2002).

### ***How Celebrity Endorsements Influence the Consumer***

The image celebrities’ project to consumers can be just as important as their ability to attract attention. While brand marketers with positive experiences would tend to believe that celebrity endorsements work and some would disagree, one would be sure that the magnitude of its impact is difficult to measure even if sales figures are at our disposal. An interesting perspective on celebrity endorsement and how they impact on consumers’ is developed by Grant McCracken (1989). According to this model, a celebrity’s effectiveness as an endorser depends on the culturally acquired meaning he or she brings to the endorsement process. Each celebrity contains many meanings, including status, class, gender, and age as well as personality and lifestyle. McCracken (1989) explains that, celebrities draw powerful meanings from the roles they assume in their television, movie, military, athletics and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons and context. Out of these objects, persons, and contexts are transferred meanings that the consumer receives in the celebrity. McCracken suggests celebrity endorsers bring their meanings and images into the adverts and transfer them to the products they are endorsing. In the final stage of McCracken’s model, the meanings the celebrity has given to the product are transferred to the consumer. McCracken notes that, this final stage is complicated and difficult to achieve. The way consumers take possession of the meaning the celebrity has transferred to a product is probably the least understood part of the process



**Figure 2: Meaning movement and the endorsement process.**

### **Stage 1 Stage 2 Stage 3**

The meaning transfer model has some important implications for companies using celebrity endorsers. Marketers must first decide on the image or symbolic meanings important to the target audience for the particular product, service or company. They must then determine which celebrity best represents the meaning or image to be projected. An advertising campaign must be designed in a way that captures that meaning in the product and then move it to the consumer.

#### ***Celebrity and Corporate Credibility***

Central to the study of purchase intentions is the dual credibility model. The dual credibility model offers a causal sequence-attitude toward the advertisements, which leads to attitude toward the brand, which leads to purchase intentions (Goldsmith, Lafferty & Newell, 2000). The model as Goldsmith et al. (2000) present, explains the influence of corporate and endorser credibility on the formation of brand attitudes and purchase intentions.

Goldsmith et al (2000) also argue that, corporate credibility plays an important role in purchase intentions, and so, companies should allocate money previously earmarked for celebrity endorsements to ensuring the company has a positive and credible image. They also state that, consumers tend to be more influenced by corporate credibility than endorser credibility (Goldsmith et al., 2000).

#### ***Marketing Influence on Consumer Behaviour***

Marketing strategies are often designed to influence consumer decision making and lead to profitable exchanges. Each element of the marketing mix can affect consumers in various ways. It is in this regard that, Peter and Donnelly Jr. (2004) explain how the marketing mix (4Ps) affects consumer behaviour.

#### ***Product***

Many attributes of a company's products, including brand name, quality, newness and complexity, can affect consumer behaviour. The physical appearance of the product, packaging and labelling information can also influence whether consumers notice a product-in-store, examine it, and purchase it. One of the key tasks of marketers is to differentiate their products from those of competition and create consumer perceptions that the product is worth purchasing.

### ***Price***

The price of products and services often influence whether consumers will purchase them, and what competition offering should be selected. Stores such as Wal-Mart, which is perceived to charge the lowest price attract many consumers. For some offerings, higher prices may not deter purchase because consumers believe that, the products or services are higher quality or are more prestigious. However, many of today's value-conscious consumers may buy products merely on the basis of price than other attributes.

### ***Place***

The marketer's strategy for distributing products can influence consumers in several ways. Products that are convenient to buy in a variety of stores increase the chances for consumers finding and buying them. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search. Therefore, availability becomes very important. Second, products sold in exclusive outlets, may be perceived by consumers as higher quality products. In fact, one of the ways marketers create brand equity is by selling them in prestigious outlets. Third, offering products by non-store methods such as on the internet or in catalogues, can create consumer perceptions that the products are innovative, exclusive, or tailored for specific target market.

### ***Promotion***

Advertising, sales promotion, sales people, and publicity can influence what consumers think about products, what emotions they experience in purchasing and using them, and what behaviours they perform including shopping in particular stores and purchasing specific brands. Marketing communication plays a critical role in informing consumers about products and services, including where they can be purchased, and in creating favourable image and perceptions.

### ***Consumer behaviour and Advertisement***

Lee (1997) points out that, although consumer's perceptions of price, quality and value are considered as vital determinates of shopping behaviour and product choice; research on these concepts and their linkages has provided few conclusive findings. On the other hand, there is marketing literature which has developed a group of models known as Persuasive Hierarchy Models that predict the opposite. These models conclude that if advertising is to promote sales, it must inform and then persuade consumers. The underlying pattern of these models is that, consumer buying intentions are affected by advertisements. It is generally recognized that, consumers rely on various information 'cues' or characteristics of products in their evaluations of product quality as indicated by Dick and Jain (1994). In fact, a considerable amount of research in consumer behaviour has been devoted to examining what consumers use most often when evaluating products. The research results suggest that, most consumers often rely on brand name and the price of the product as pointed by Jacoby et al (1977) and Dods, et al. (1991) respectively. Much of the information very often comes from advertising. Since advertisement uses celebrity endorsers quite frequently, the extent to which this information affects consumers' judgment must be related to the credibility of the endorsers presented in the advert.

## Research Methodology

Since the research is a causal and cross sectional study purposely for describing the effect of celebrity endorsement on consumer buying behaviour, qualitative and quantitative approaches were adopted involving 230 respondents comprising 220 consumers and 10 Managers from different companies in different industries in Kumasi metropolis. Stratified random sampling is used for the selection of the respondents whilst cluster sampling is considered for the selection of the study area. Hence, to ensure the authenticity of the results, within the consumer and management respondent groups, the respondents are selected by simple random sampling using questionnaire. With respect to the study area Subin-metropolis is considered a simple random sampling. The response rates for consumer and management respondents are 90% and 70% respectively.

## Data Presentation, Analysis and Discussion

Table1. Background of the Consumer Respondents

Demographic Characteristics	Frequency	Percentages
<b><i>Age Group</i></b>		
14-19	10	5
20-25	88	44
26-30	48	24
31-35	23	12
36 & Above	28	14
<b><i>Gender</i></b>	106	53
Male	91	45
Female	6	3
<b><i>Educational Background</i></b>	10	5
Elementary/Basic	18	9
GCE 'O'/'A' Level	39	19
SHS	18	9
Diploma	94	47
Professional	12	6
Degree	148	73
Other	47	24
<b><i>Marital Status</i></b>		
Single		20
Married		9
		48
		6
		76
		24

Source: Field Survey (2013)

Table 1 shows that, the majority and minority of the consumer respondents representing 44% and 6% are within 20-25 years and 36 years and above respectively. Considering the remaining

age groups, those within 14 – 19 years account for 5%, 26 – 36 years for 24% and 31 – 35 years for 12%. It can clearly be deduced from the age group analysis of the data that majority of the consumer respondents are youth who are part of the working class.

With respect to educational background of the consumer respondents, those from basic to second cycle education represent 17% (comprising Basic 3%, GCE'O'/'A' 5% and SHS 9%). Tertiary education represents 77% (comprising Diploma 20%, Degree 48% and professional 9%) whereas others accounted for 6%. In the case of those with tertiary education, there are instances where some of the diploma and degree holders have professional backgrounds as well.

In relation to gender and marital status, 54% are males whereas 46% are females. Out of this, 76% are single whereas 24% are married. The gender and the marital background of the consumer respondents can serve as a re-enforcement of the fact that majority of the respondents are youth on whom a nation's economy is based

Table 2: Regression and Correlation Analysis of Consumer Respondents'

### Opinion on the influence of Celebrities

Consumer Buying Behaviour	R – Square	Residuals	Correlation Coefficient	Correlation Significance
Celebrity Endorsement	0.7055	0.2945	-0.4109	0.1155

Source: Field Survey (2013)

As depicted in Table 2. the  $R$  – Square value of '0.7055' of the regression model indicates that there is a strong explanatory power of the variations between consumer buying behaviour and celebrity endorsement, such that, approximately 71% of the variations in the consumer buying behaviour can be explained or predicted by the influence of celebrity endorsement. The residual value of 0.2945 which is approximately 29% shows that the remaining 29% of the variations in the consumer buying behaviour can be explained or predicted by other factors. However, the correlation coefficient of  $-0.4$  indicates a weak negative relationship between celebrity endorsement and consumer behaviour. The correlation significance of 0.1155 shows clearly that the correlation between consumer behaviour and celebrity endorsement is statistically significant. This therefore presupposes that for one to gain enormously from the use of celebrities, organizations need to consider other factors that are likely to affect the buying decisions of consumers.

With this, a further probe into whether the extent of the influence of the celebrities would depend on the product that is being endorsed is deemed fit by the researchers. As a result, with respect to Tables 3 and 4 and Figures 2 and 3, it can be envisioned that out of the 102 consumer respondents representing 52% who are in favour of celebrity endorsement, 79% indicate that a change in the product or service that is being endorsed by the celebrity would affect the extent of the celebrity's influence on their buying decisions. The remaining 21% indicate that, once the celebrity is their favourite, irrespective of the product or service involved, they are still influenced to buy. Regarding categories of product or service that would influence them most, 54% of the 102 consumer respondents opted for necessities with the remaining 46% choosing luxurious products. This is a surprise to the researcher because he thinks it should have been the other way round (that is, 54% for luxuries and 46 for necessities).

Table 3: Whether the extent of influence depends on the product or service being endorsed

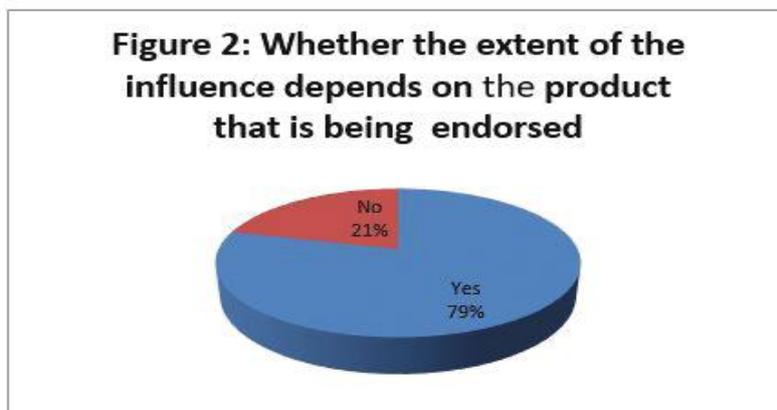
	Frequency	Percentage (%)
Yes	81	79
No	21	21
<b>Total</b>	<b>102</b>	<b>100.</b>

Source: Field Survey (2013)

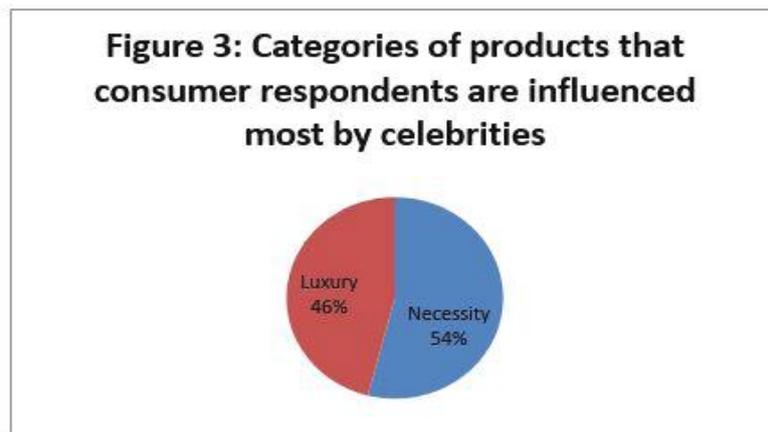
Table 4: Categories of product or service consumer respondents are influenced most by celebrity

	Frequency	Percentage (%)
Necessity	55	54
Luxury	47	46
<b>Total</b>	<b>102</b>	<b>100</b>

Source: Field Survey (2013)



Source: Field Survey (2013)



Source: Field Survey (2013)

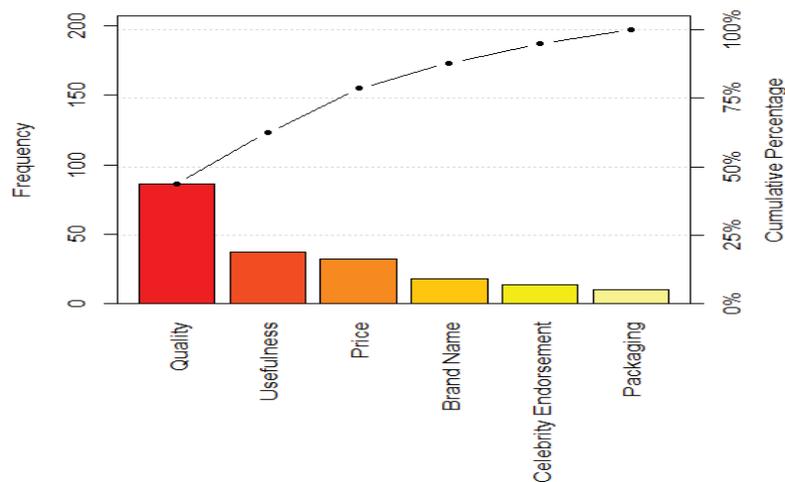
At this stage, exploring to uncover what the respondents would consider most when making their buying decision is very vital and this is depicted in Table 5 and Figure 4 below. In relation to this, six relevant factors (such as Brand name, celebrity endorsement, Packaging, Price, Quality, Product usefulness) are given for respondents consideration, of which most of the

entire consumer respondents (representing 44%) indicated quality, with celebrity endorsement being the respondents fifth (5<sup>th</sup>) consideration (representing 14%). This further enhances the fact that celebrity endorsement alone may not enormously impact positively on the buying decisions of consumers. Hence, the need to match the celebrity endorsement with other factors (such as product quality, price, and product usefulness as indicated by the Pareto-Value Chart as the most considered ones) which together may deliver the expected results from the use of celebrity endorsement.

Table 5: The Most Considered Factors When Buying a Product or Service

Factors for Consideration	Frequency	Percentage (%)
Brand name	18	9
Celebrity endorsement	14	7
Packaging	10	5
Price	32	16
Quality	86	44
Usefulness	37	19
<b>Total</b>	<b>197</b>	<b>100</b>

Source: Field Survey (2013)



Source: Field Survey (2013)

Figure 4: Most Considered Factors At Buying Decision Time

## Management Respondents

Table 6: Background of the Selected Corporate Bodies

Selected Companies	Years of Existence	Respondents Status	Number of Celebrities featured in Advertisement
IPMC	17	Marketing Manager	2
Fan Milk Ghana Limited	49	„	3
Samsung Ghana Limited	4	„	3

Guinness Ghana Limited	22	„	6
Ghandour Cosmetics Ltd	10	„	2
Polytank Ghana Limited	10	„	1
MTN	7	„	4

Source: Field Survey (2013)

The people that are considered for the management response to the subject under consideration are all marketing managers from different companies whose minimum and maximum years of existence are four years and forty-nine years respectively, and in addition is the corresponding number of celebrities featured in adverts all being three (3). The company with the highest number of celebrities featured in adverts has been in existence for twenty-two years. This therefore makes the mystery behind the effectiveness of celebrity endorsement worth exploring because under normal circumstances the company with the longest existence should have corresponded with the highest number of celebrities featured in adverts. As a result, the number of times or featuring rate of celebrities in adverts as well as the extent of the celebrities' influence having any impact on companies' returns is worth investigating.

Table 7: Regression And Correlation Analysis of Management Respondents' Opinion on Celebrities' Influence

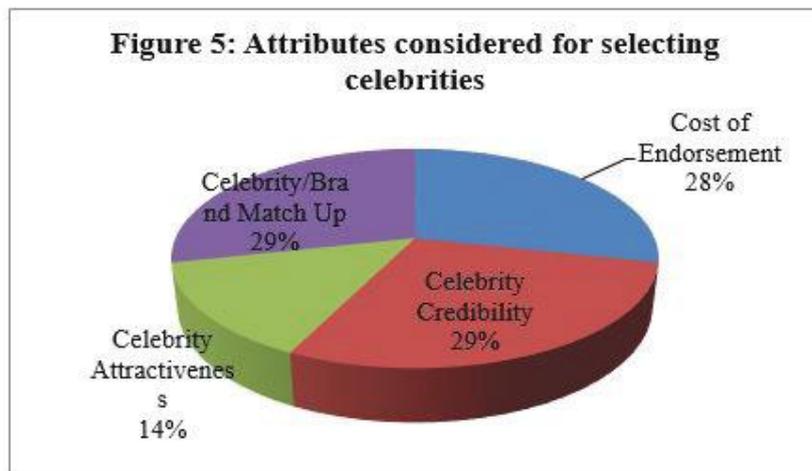
Companies Returns	R – Square	Residuals	Correlation Coefficient	Correlation Significance
Celebrity Endorsement	0.5444	0.4556	0.5337	0.1988

Source: Field Survey (2013)

As depicted in Table 7. the  $R - Square$  value of '0.5444' of the regression model indicates that there is a moderate explanatory power of the variations between companies' returns and celebrity endorsement such that, approximately 54% of the variations in companies' returns caused by advertisement can be explained or predicted by the influence of celebrity endorsement. The residual value of 0.4556 which is approximately 46% shows that the remaining 46% of the variations can be explained or predicted by other factors. The correlation coefficient of 0.5, points out a fairly positive relationship between the two variables under consideration here. The correlation significance of 0.1988 shows clearly that the correlation between companies' returns and celebrity endorsement is statistically significant. This clearly indicates that celebrity endorsement can have significant impact on a company's returns if it is developed effectively.

When it comes to development of effective celebrity endorsement, companies consider attributes such as cost of endorsement, celebrity credibility, celebrity attractiveness and celebrity/brand match up. Table 8. and Figure 5. show clearly that celebrity attractiveness is less considered since only 14% of the management respondents sided with it whereas the rest of the attributes each one accounted for 28% of the respondents. In view of this, the management respondents were therefore asked to express their opinions as to what actually makes consumers to buy their products. With this, most of the respondents (representing 42%) indicated the quality of the product whereas the remaining 58% (comprising 29% each) opted for brand name and usefulness of the product as exhibited in Table 9. and Figure 6. But the remaining factors (that is price, packaging and celebrity endorsement) gained no audience from the respondents. By comparing the opinion of the management respondents to that of the consumer respondents on this same issue, it is clear that the quality of the product is the most influential factor. However, in the case of management respondents, brand name and product usefulness appear to be the second most influential factors, whereas the product usefulness only appears to be the most influential factor with the price of the product and brand name following suit from

the consumer respondents' perspective. In each case, celebrity endorsement is less considered to be an influential factor; however, the management respondents have indicated that celebrity endorsement impacts significantly on companies' returns. This therefore suggests that the effectiveness of celebrity endorsement lies in the ability of the company to blend or match the endorsement with other factors such as product quality, product usefulness, brand name and price of the product.



Source: Field Survey (2013)

Table 9: Management Respondents' Opinion As To What Influences Consumers To Buy

Factors	Frequency	Percentage (%)
Price	0	0
Packaging	0	0
Brand name	2	29
Quality	3	42
Usefulness of product	2	29
Celebrity endorsement	0	0
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Field Survey (2013)

## Conclusion and Recommendations

The study is based on consumer and management respondents in Kumasi Metropolis. Most of the consumer respondents are youthful who are known to be part of the Ghanaian working population based on whom the Ghanaian economy is developed. The management respondents on the other hand, are all marketing-oriented managers who have deep insight in celebrity endorsement and consumer behaviour. The study uncovers that the effect of celebrity endorsement on consumer buying decision is fairly negative and as such, to be able to gain enormously from the use of celebrities, organizations need to consider other factors that are likely to affect the buying decisions of consumers. Even the extent of the effect in this case will depend on the product that is being endorsed by the celebrity. In this respect, the results revealed that, celebrity endorsement influences consumers' buying decisions more on product and service they consider necessities rather than luxuries. Buttressing this point, results obtained from the management respondents indicate that, the use of celebrities enhances their products which in turn reflects positively on a company's returns. Hence, the effectiveness of the celebrity endorsement does depend on the other factors that may be blended with the celebrity

endorsement as the latter alone has a fairly negative effect on consumer buying decisions in Kumasi metropolis.

According to Solomon (2009), about 20% of adverts feature celebrities. This is because celebrity endorsement increases the attention paid to adverts. It persuades consumers and attracts purchase (Kamnis 1990). But from the corporate analysis, most of the respondents indicate that the quality of their products is what informs consumers' purchase and not just the endorsement of their products by celebrities as proposed by Solomon (2009). In this light, it can be concluded that even though Battle et al (2000) suggest that celebrity endorsement increases the attention paid to adverts, this research has revealed that their suggestion is true but applies mostly to products and services which are necessities. Consumers tend to consider other factors such as the 4 p's (product, price, promotion and place), brand name, packaging, quality and usefulness when the product or service is more luxurious.

This analysis however, supports what the corporate bodies also indicate. This means the fact that celebrity endorsement has a fairly negative influence on consumer buying decisions indicates that it is not a key determinant for most consumers during purchasing and most corporate bodies during advertisement. Organizations using celebrities should however continue to use them, but ensure that the celebrity matches the brand, that is, the celebrity must have the values and image required to advertise the brand in order to avoid brand distortions. The organization must consider the celebrity's attractiveness as Till and Busler (2000) explain that, if adverts are matched up by celebrity's attractiveness and expertise, the brand attitude would be more favourable, and find greater purchase intentions. Thus, celebrities chosen must have knowledge about the product endorsed, and should be trustworthy enough to convince others to purchase the product or service endorsed.

Management should pay much attention to other factors which influence consumer purchase. As the study clearly indicates that quality, usefulness and price drive consumer buying decision. Therefore much focus should be given to these aspects of a product or service, to make the organisation more competitive if celebrity endorsement is being developed and implemented. The companies should also consider the customers' needs while developing products and communicate to target audience using an appropriate celebrity.

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