

**AN ASSESSMENT OF THE ROLE OF TELEVISION ADVERTISEMENTS ON
ADOLESCENTS IN THE PURCHASE OF CONSUMER PACKAGED GOODS
ENDORSED BY CELEBRITIES**

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ABSTRACT

Nowadays, celebrity endorsement is used more than ever before in companies' sales strategies and marketing campaigns. Generally the types of celebrities who are used to endorse products are music artists, movie stars, and also famous athletes and sportsmen.

This study sought to find out the amount of influence that celebrity endorsers have on young consumers of consumer packaged goods. To reach this goal, the study used the quantitative approach to obtain data from respondents who are students of State Experimental Junior High School. Questionnaires were distributed to the Junior High School students.

From the findings of the study, it was deduced that, adolescents have an understanding of who a celebrity is. The researchers also realized that adolescents rated television advertisements on consumer goods featuring Ghanaian celebrities high.

Furthermore, it was revealed that celebrity endorsers do not have the total advantage on the purchasing decisions of adolescents.

It was also revealed that the adolescents preferred celebrity endorsers to non celebrity endorsers of Consumer Packaged Goods.

DEDICATION

We would like to dedicate this work to God almighty and our families.

ACKNOWLEDGEMENT

With all humility, we wish to extend our unqualified gratitude to the God for granting us good health, peace and love throughout this research.

We wish to express our gratitude to our supervisor, Mr. Fortune Tella for his invaluable assistance to us when we were undertaking this research.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This introductory chapter provides the reader with an insight into the research area; the researchers will begin by briefly discussing the background to the study and an overview of relevant concepts of celebrity endorsements and their importance in television advertisements. This will lead to the problem and purpose statement and also the research questions which the study will be based on, the scope and significance of the study and an outline of the study.

1.2 Background to the Study

The use of celebrity endorsement in marketing communication is not a new phenomenon. Celebrities have been used to endorse products and services of corporate firms for more than decades. Celebrity endorser refers to a famous person who makes use of his or her recognition through a consumer product by showing it in an advertisement (McCracken, 1989). Since late nineteenth century, celebrities were involved in endorsing activities nevertheless, celebrity endorsement became a standard practice since 1980s (Choi et al., 2005).

Historically, British actress Lillie Langtry was the world's first celebrity endorser when she appeared on Pears Soap package in 1893 (Morin, 2002). The popularity of using celebrity endorsers in America increased from 15 to 25 percent in 1979 to 1997 and these days, more than 30 percent of majority television commercials feature celebrities.

By definition, a celebrity is a well-known persona such as entertainer, actor, or athlete who is being identified by public for his or her achievements in the areas additional to the product category endorsed (Friedman and Friedman, 1979). Therefore, McCracken's definition gives a clear view about celebrity endorsement, that, it is an/the activity to utilize celebrity publicity to endorse a product in advertising. The use of famous personalities to endorse a brand is nothing new to reputable outfits in the Western countries, and with time advertisers and advertising agencies in Ghana and for that matter most African countries have adopted the use of celebrities in endorsing the product and service of their organizations.

Corporate organizations all over the world in their mission to provide their targeted consumers with beneficial products or services in accordance with their needs and wants, in order to have a constructive advantage on the purchasing decisions of the consumers for good profit returns to their various outfits, and also achieve corporate goals through meeting the needs and wants of their customers and exceeding corporate competitors in terms of market share tend to use mouthwatering and top-notch innovative advertising to attract scattered and heterogeneous targeted populace to purchase their products as consumers. Celebrities are employed to endorse products and services of reputable outfits with the intention of persuading some targeted consumers to take direct purchasing decisions in favor of their product or service.

In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to use all possible measures to influence motivate and inculcate desire to purchase in the customer through an effective advertising campaign. Theories and practice proves that the use of superstars in advertising generates lot of publicity and attention. (Ohanian,

1991). The increasing pressures of highly competitive marketing environments make it imperative that firms understand consumers and, in particular, consumers decision making. As they seek to gain competitive advantage, in a competitive economic system, the survival and growth of firms require accurate knowledge about consumers: how they buy, why they buy and where they buy as well as just what they buy (Foxall, Goldsmith & Brown, 1998).

Television advertising is one of the medium that is used to endorse products and services. As a promotional tool advertising plays a positive role to advertisers who get the chance as an outfit to select where exactly they want their ads to be shown, and this opportunity gives them a better chance to reach their target audiences and also allows for quick, easy tracking of the effectiveness of the advertisers campaign which allows them to better analyze the returns on their investments.

According to Arens, Weigold & Arens (2011), advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about brands (goods, services and ideas) by identified sponsors through various media.

Kotler & Armstrong (1994) provide an alternative definition for advertising as any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

Most corporate firms that disburse huge sums of money as promotional budget for their products or services usually use celebrities in supporting their corporate image in the eyes and minds of

their audience. Some of these firms invest significant sum of monies in juxtaposing the image of their organizations with some particular endorser's qualities such as attractiveness, likeability, and trustworthiness.

Advertisers all over the world have a conviction that the qualities of celebrities which somehow operates in a transferable way can help generate desirable campaign outcomes that is worth the budget allocated for a particular campaign on a product or service.

According to Shimp (2000), the repeated association of a brand with a celebrity may ultimately lead consumers to think the brand possesses the attractive qualities that are similar to the celebrity's. This means that consumers may like a brand based on the fact that they like the celebrity who endorses that particular brand.

The use of celebrities to endorse products and services is the mainstay for the advertiser's; this is to be expected as consumers see celebrities as heroes and heroines for their accomplishments, personalities and physical appeal. Most marketers and advertisers in corporate entities worldwide are universally accustomed with the use of celebrity endorsers to market their brands or services for the reason that celebrity endorsers play a supporting role in the brand or the service being promoted to the brand awareness and recall point. The motive behind formulating such strategies is to gain high brand exposure, attention, interest, desire and action (Belch and Belch 2001). In order to do this, marketers employ well known and famous personalities in other word celebrities. McCracken (1989) states that celebrities tend to create greater effect on the consumer

buying behaviour. McCracken (1989) further states that celebrity endorsement advertising is a ubiquitous feature of modern marketing.

As consumers hold celebrities in high esteem, the products and services being advertised by the celebrities yield good results for the corporate companies who countersign these celebrities to work for them in professional terms, which have a significant effect on consumers and leads to an increase in the sale of products and services of a percentage of corporate institutions worldwide.

1.2.1 Who is a Celebrity?

Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes such as attractiveness, extraordinary lifestyle are just examples and specific common characteristics which cannot be observed, though it can be said that, within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). Celebrities are people who enjoy public recognition by a large share of a certain group and they have distinctive characteristics, such as attractiveness and trustworthiness (Silvera & Austad, 2004). In our day to day activities, we perform many acts, at home, at the work place, in sports, in social life, etc. But these acts may be daily routine or just "acts" per say giving no extra-ordinary results, not noticed by anybody surrounding us, and not taken into notice by the media, but if a person acts or performs something which gives spectacular results and is noticed by the masses, then that person has "done something" special that most of the masses cannot do. He is regarded as a special person with some "extra" given by that "Almighty" above. The people start feeling that he/she is great

and exceptional, and start celebrating his/her acts which produce success. If the success rate for that person is very high to "deliver" same results, he becomes a "CELEBRITY". It may be in field of sports, cinema, music, theatre, social life, politics, science and anything but something with some special results.

Celebrities are popular among the public and they take pleasure in being recognized by numerous people. Good looks, classy lifestyles and special skills are only some of celebrities' special features that are different from general people and are seen by the public, which grants them a large amount of the public's attention. Friedman and Friedman (2002) explain, that a celebrity is a person such as an actor, sportsman, presenter, entertainer, etc, who is different from the general public and is recognized by them, because of his or her achievements.

Celebrities such as Tiger Woods, Lionel Messi, Usain Bolt, Rafeal Nadal and Michael Jordan have made hundreds of millions of dollars from endorsements and in return have helped the sports apparel company Nike become dominant global brand.

Michael Jordan once claimed "I never thought a role model should be negative" this is because when a role model is negative, the person is perceived to have adverse effects on his or her audience Arens, Weigold & Arens (2011). Before the world's famous golfer, Eldrick Tont "Tiger" Woods who has an estimated net worth of \$500 million, he handled his public life with class before he got involved in a scandal, made a former statement that "if you are given a chance to be a role model, I think you should always take it because you can influence a person's life in a positive light and that's what I want to do. That's what it's all about" Arens et al (2011).

In recent years, using celebrity endorsers has become more and more common. According to Byrne & Breen, studies have indicated that a more positive response, along with higher purchasing intentions have been gained by using celebrity endorsers compared to non celebrity endorsers (Byrne & Breen, 2003, *The Naked Truth of Celebrity Endorsement*). Sales will greatly rise due to the availability of celebrity endorsed products that attract customers.

Inasmuch as, celebrities add up to a brand's image, corporate firms must also understand that they take a risk when they associate their brands with a celebrity, this is because their conducts might go against the image of a company and the norms of society. Thus, it is a duty of every company to ensure that celebrities endorsing their brands are socially responsible.

Initially, this strategy seems a no-risk and all-gain situation, but, as with any dynamic marketing communication strategy, there are potential hazards. Individuals can change, and endorsement relations can sour.

In a sense, celebrity endorsement strategy can be a *two-edged sword*, which makes selecting a celebrity endorser from innumerable alternatives in the presence of potential marketing pitfalls very challenging. It has been found that negative information about a celebrity endorser not only influences consumers' perception of the celebrity, but also the endorsed product (Till and Shimp 1995). While a celebrity can effectively draw attention to an advertisement his or her impact on other variables-brand awareness, recall of copy points and message arguments, brand attitudes, and purchase intentions-must also be considered (Belch & Belch 1995). A common concern is that consumers will focus their attention on the celebrity and fail to notice the brand

being promoted (Rossiter and Fercy ,1987). As Cooper (1984) puts it "the product not the celebrity, must be the star."

Embarrassment has occurred for some companies when their spokesperson or celebrity has become embroiled in controversy (Hertz Corporation & OJ.Simpson, 1994). Celebrities may disappear out of the media flashlights before the end of a contractual term as was the case in Schick Inc's relation with Mark Spitz, winner of seven Olympic gold medals (Ziegel 1983). It is not usual for celebrities to alter their image, but when this occurs it can spell failure for a campaign.

Another important issue is that of celebrity' greed and subsequent overexposure when a celebrity becomes an endorser for many diverse products (e.g. the Spice Girls in 1997). If a celebrity's image ties in with many brands, impact and identity with each product may lessen since the relationship between the celebrity and a particular brand is not distinctive (Mowen & Brown 1991).

This can not only compromise the value of the celebrity in the eyes of star's fans (Graham 1999), but also can make consumers overtly aware of the true nature of endorsement which has less to do with brand/product attributes, and more to do with generous compensation for the celebrity, leading consumers to overt cynicism about their motives (Tripp, et al. 1994).

As can be inferred from this quick overview, selecting celebrity endorsers is not an easy task, but with time many scholars have attempted to construct models to aid in selecting celebrity endorsers. Cari I. Hovland and his associates presented one of the earliest models in 1953.

Following his initial Source Credibility Model, three additional models are cited; the Source Attractiveness Model (McGuire, 1985) the Product Match-Up Hypothesis (Forkan, 1980; Kamins, 1989. 1990) and the Meaning Transfer Model (McCracken, 1989).

1.2.2 What is Product Endorsement?

A product endorsement is a form of testimonial from someone which indicates that they like or approve of a product. Commonly, product endorsements are solicited from people who are socially prominent, allowing companies to advertise their products with statements like “as used by such-and-such an actress,” or “the official product of a company.” It's hard to miss a Celebrity Endorsements & Brand Building product endorsement on product packaging and in advertisements; most companies keep their endorsements front and center so that they are always in the public eye. The concept of the product endorsement is quite ancient. In England, for example, several companies have been advertising themselves as “by appointment to the Queen” for hundreds of years, indicating that they enjoy the patronage of the British royal family. Consumers are often seduced by the idea of purchasing a product which is endorsed by someone wealthy or famous, as though by buying the product, the consumer also becomes affiliated with the person who endorses it. Modern product endorsements can come with contracts worth substantial amounts of money. For example, many sports stars agree to participate in product endorsement campaigns with the understanding that the company will compensate them for the trouble; some stars donate the proceeds to charities they support, using the product endorsement as a public relations campaign.

In exchange for an endorsement contract, someone may agree to use the product publicly whenever possible, and they may be restricted from using products made by a competitor. A product endorsement does not necessarily mean that a product is good. It just means that the company has managed to work its public relations connections to get a big name associated with it. Some endorsements take the form of written testimonials, where people write about how the product changed their lives. Historically, such testimonials were often printed on the product never possible, and they may be restricted from using products made by a competitor. A packaging directly; modern testimonials are more commonly included in advertising campaigns, with excerpts only on the packaging. Many companies also use photographs or motion pictures of famous people on their products to create a visual connection between the endorser and the product, which is why sports stars appear on various sports merchandise.

1.2.3 Who are Celebrity Endorsers?

According to McCracken's (1989) definition, a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Research has shown that in general, celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales. Advertising professionals rely on the assumption that using a celebrity to endorse a brand will result in an increase in consumer recall of the brand.

Advertisers believe that using a celebrity endorser will foster, in the mind of the consumer, a match or connection between the celebrity endorser and the endorsed brand. Celebrities have tremendous mass followings; they pull crowds with their presence only. If it is understood that

Majid Michel is coming to shoot a film, at a particular location on a particular day, then there will be a big commotion in that area because of the crowd. Celebrities are people who enjoy specific public recognition by a large number of certain groups of people. They have some characteristic attributes like attractiveness, extraordinary lifestyle or special skills that are not commonly observed. Thus, it can be said that within a society, celebrities generally differ from the common people and enjoy a high degree of public awareness. According to Friedman and Friedman, a “celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed”. Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty

Increasingly, researchers question empirical evidence substantiating a direct link between using a celebrity endorsement to achieve higher brand recall. Celebrity endorsement can enable consumers to establish a connection between the celebrity and the brand which aid consumer recall of the endorsed brand. A celebrity endorser used in an advertisement can be interpreted as a reference group. A reference group is defined as any person or group of persons that serves as a point of comparison (or reference) for an individual by communicating values, attitudes and providing a specific guide for behavior (Shiffman & Kanuk, 2006).

Given the high costs associated with using celebrity endorsements, marketers have relied on rating systems to evaluate the potential value added by celebrity endorsers. When brands use celebrities for endorsements, the “meaning” of the celebrity transfers to the brand. That can be a double edged sword. When negative information about the celebrity is publicized in the media, the brand can suffer. The worse the perception of the information, the worse the brand suffers,

but in this age of intense competition, where capturing a position in the consumers' mind space is extremely tough, celebrity endorsements give an extra edge to the companies for holding the viewers' attention. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value to the brand.

1.2.4 Attractiveness of Endorser

The success of celebrity endorsement depends very much on the attractiveness of the celebrity as well. To understand the importance of attractiveness, consumers need to watch television and other print media. Generally advertisements employ attractive celebrities or individuals. Consumers are inclined to have positive stereotypical images of such people and research shows that attractive celebrities are naturally able to change customer beliefs (Debevec & Kernan, 1984; Chaiken, 1979). Thus according to Friedman et al., Petty and Cacioppo and also Petrosius and Crocker in 1976, 1981 and 1989 respectively, attractive celebrities make the customers buy the products.

In 1972, Cohen and Golden suggest that celebrity endorser's physical attractiveness is an important criterion to make the message an effective one among the customers.

An attractive celebrity affects the brand they endorse especially given their 'star' status and their physical attractiveness (Kamins, 1990). A variety of researches have shown that a physically attractive celebrity endorser greatly enhances the brand image and its products. This notion was also supported by Kahle and Homer (1985) who showed that physical attractiveness of celebrities creates a great response to the brand image by its target audience.

1.2.5 Celebrity and Product Match-Up

In 1980 and 1990 both Forkan and Kamins respectively performed several experiments in order to test out the Product Match-up Hypothesis. Which stated that messages portrayed by a celebrity image and the product's message should go hand in hand for the endorsement to work. The match between the celebrity and brand image showed by Misra in 1990 is dependent upon the degree of expected 'fit' between these two factors. Advertising a product through a viable celebrity figure with a high product fit creates a higher level of believability (Kamins & Gupta, 1994; Kotler, 1997).

Kahle and Homer (1985) emphasized the fact that physical attraction of the celebrity has a great influence on the consumers' attitude towards purchase decision and brand or advertisement recall. Till and Busler (1998) gave yet another example where the celebrity and the product were a perfect fit, Cindy Crawford in the Revlon advertisement. Their approach was to prove that rather than physical attractiveness, product expertise is a more important factor that affects consumer buy-in.

Citing the example of Zinidine Zidane (a retired footballer player) endorsing football products, Shimps (2003) suggested that endorsers are most successful when there is a strong and positive relationship between the endorser and the target audience. In this case Zidane's fans were influenced to purchase the products he endorsed since it is closely related to his expertise of the sports of soccer.

Celebrity endorsements can be a powerful device to enter foreign markets. Hiring a world famous celebrity or a celebrity from the expanding country may help companies to overcome many such issues. For Instance, Pepsi Co International increased its market share in both Asia and Africa during 2002 Korea-Japan World Cup by using famous football celebrities such as Thierry Henry, Ronaldo, Roberto Carlos and others for their international television advertisement.

On the Ghanaian front, Glo mobile telecommunications network used local celebrities such as Nadia Buari, Jackie Appiah, Van Vicker, Reggie Rockstone and Gyedu Blay Ambolley, etc to create awareness for Glo when they entered the Ghanaian market.

It is been experienced that, the products endorsed by celebrities help the products stand out, and take more notice while shopping due to their improved level of product recall (Bowman, 2002). Advertisements featuring a celebrity make a strong impact on the learning style and memory of a consumer which is an important aspect of marketing communication success. Celebrities often make the ad more memorable in the mind of the consumer even if there is no immediate need of the advertised product. Marketers use this advantage of information storage in the minds of the

consumers which can be readily retrieved at the time of shopping or when the need arises (Schultz & Barnes, 1995). All these arguments lead to the conclusion that celebrity endorsements likely to have a positive effect on consumer buying behaviour (Goldsmith, Lafferty & Newell 2000; Mathur, Mathur & Rangan, 1997).

1.2.6 What are FMCG's?

FMCG's stands for Fast Moving Consumer Goods, supplied in the retail marketing as per the daily demand of a consumer. The goods that comprise this category are ones that need to be replaced frequently, compared to those that are usable for extended periods of time. While Consumer Packaged Goods also known as CPGs represent a market that will always have consumers, it is highly competitive due to high market saturation and low consumer switching costs.

These daily needs have to be fulfilled to satisfy the hunger of customers. Companies and major sales outfits employ hard working team of sales, marketing and distribution on the field just to satisfy the need of the consumer at the right time and at the right place.

The volume of products circulated in the market economy against FMCG products is very high, as the number of products the consumer uses is comparatively very high, and competition in FMCG sector is very high resulting in high pressure on margins.

FMCG companies maintain intense distribution network, where companies spend a large portion of their budget on maintaining distribution networks. New entrants who wish to bring their products in the national level need to invest huge sums of money on promoting their

brand to the public in terms of advertising, for the reason that the consumer has the alternative option to move to another branded product available in the same market. Now the competition has been rising on the top of the head on each brand, and a small mistake in the market could lead to heavy loss of the brand image.

1.2.7 Why Television Advertisements?

Merriam-Webster's Dictionary defines television as an electronic system of transmitting transient images of fixed or moving objects together with sound over a wire or through space by apparatus that converts light and sound into electrical waves and reconverts them into visible light rays and audible sound.

Television is the most powerful medium of mass communication seen regularly by most persons in the world. Television signals may be delivered by using antennas (broadcast), communication satellites, or cable systems. Because of television's societal impact, governments of most countries regulate such companies that operate television systems on ethical basis. Television is normally chosen as the medium for advertisement because it has a wide audience reach which is quick and frequent. And it is also, the only medium that offers sight, sound and motion to the populace before the introduction of the new media.

In Ghana, most corporate entities like telecommunication companies, fast moving consumer goods agents and manufacturers, banks, insurance companies, food manufacturers and distributors, auto-mobile dealers etc. prefer television advertisements, for the promotional campaigns of their brand over other medium because it is believed that the advantages of using television as a medium of advertisement outweighs that of the other medium.

Watching TV is the most common leisure activity in our country today. It is the medium where the consumer spends the most “attentive” time. A number of surveys report average daily television viewing time as high as five to six hours. No wonder it has grown into a giant advertising medium.

While the newspaper may cover the city’s general metropolitan area, TV offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere, and show them almost anything. The power of television is in its ability to simultaneously appeal not only to sight and hearing, but to strengthen interest through the dimensions of movement and the realism of full color. It is comprised of pictures and words, but of the two, the pictures are infinitely more important. Television advertising can show and tell many people about your product or service, and actually demonstrate the benefits of ownership. Since they see how it works and how it is packaged, every time they see it they will be psychologically reminded of their desire to have it.

Television always has been a popular medium for large retailers, but because of lowered production costs and the ability of cable to reach smaller market areas, its use by small and medium size businesses is becoming more popular. Television is often referred to as the “king” of the advertising media. It has proven its power to influence human behavior again and again.

1.3 The Problem Statement

Research has shown that the use of celebrities in television advertisements can have a positive influence on the credibility, message recall, memory and likeability of the advertisements and

finally on purchase intentions of a targeted consumer (Menon, 2001; Pornpitakpan, 2003; Pringle & Binet, 2005; Roy, 2006).

Some schools of thought also argue that the use of a celebrity as an endorser of a brand is not worth it. It is perceived that the use of a celebrity in endorsing a brand is a risky venture, because some celebrities are not socially responsible and this does not auger well for the celebrity endorsing the brand.

The long list of famous individuals who have lost endorsement deals because of controversy includes Madonna (Pepsi) ,Ludacris (Pepsi) ,Jose Canseco(California Egg Commission),Kobe Bryant (McDonald's), Mary Kate Olsen (Got milk), Eminem (Ford),Kate Moss(Chanel).

An epitome of this statement is Michael Phelps controversy which erupted almost immediately after his ascent to fame. Phelps was photographed at a college party using a device associated with inhaling marijuana smoke. The photo was later distributed to the press and appeared throughout the world media. Phelps was not charged with a crime, but he issued a heartfelt apology and took responsibility for his mistake. Even so, some of his sponsors severed their contracts. Others stood by the Olympian, believing his error did not rise to the level of a serious offense.

On the Ghanaian front, “Shaka Zulu’s” contract with Tigo was terminated after he was caught on an armed robbery spree. Some advertisers therefore avoid the use of celebrity endorsers to be on the safer side. Although some advertisers avoid the use of celebrity endorsers to be on the safer

side, some advertisers maintain the use of celebrities to endorse consumer packaged goods. It was against this background that the researchers found out from the adolescents whether the celebrities have a persuasive advantage over their purchasing decisions.

1.4 The Purpose Statement

The aim of this research was to find out the role played by celebrity endorsers in influencing consumers to purchase FAST MOVING CONSUMER GOODS. The research focused on adolescents in junior high schools and assessed how they see the effect of celebrity endorsers in Ghana.

1.5 Research Objectives

1. To find out whether adolescents are influenced by the presence of a celebrity endorser on television.
2. To determine who a celebrity is in the adolescents' perspective.
3. To find out if television advertisements on consumer packaged goods featuring Ghanaian celebrities are rated high by adolescents.
4. To find whether celebrity endorsers have the persuasive advantage over non celebrities on the purchase decisions of adolescents.

1.6 Research Questions

In order achieve the above research objectives; this study addressed the following questions:

1. Are adolescents influenced by the presence of the celebrity endorsing the brand?
2. In the adolescents' perspective, who is a celebrity endorser?

3. Do adolescents rate television advertisements on consumer packaged goods featuring Ghanaian celebrities high?
4. Do celebrity endorsers have the persuasive advantage over non-celebrities in television advertisements?

1.7 Significance of the Study

The study was aimed at assessing the influence of celebrity endorsers in television advertisements on adolescents. The study also sought to bring to fore, the role celebrities play in the purchase of Fast Moving Consumer Goods (FMCG's) which are endorsed by celebrities via television advertisements.

This study will inform marketers about how to portray celebrities in television advertisements to influence adolescents' decisions in terms of brand-recall and brand-recognition in purchasing fast moving consumer goods.

The study will also serve as a guide to know how the adolescents' determine good television advertisements that feature celebrity endorsers. It will also examine the influence celebrity endorsers have on the consumer and whether there are positive or negative effects FMCG's being advertised.

1.8 Limitations

Inasmuch as, carrying out the study was a success, the following limitations were encountered.

The first limitation was in relation to the sample. Although the sample size was 105 ,the entire research and its conclusions were based on the views of only 86 respondents who responded to the study.

Also, financial constraints were another difficulty the researchers faced during the study, the time factor was another limitation to the study.

This study is only limited to the JHS students of State Experimental School and thus cannot be generalized to all JHS students in Kumasi.

1.9 Outline of Study

This study is divided into five chapters starting with the introduction in the first chapter. The second chapter provides the reader with a literature review on previous research within the area of celebrity endorsement and closes with the conceptualization and the emergence of a frame of reference. Chapter three describes and motivates the research methodology used in this research. In chapter four, the data collected for the research is analyzed and interpreted. In chapter five discusses conclusions based on the findings from the analysis.

1.10 Operational Definitions

FMCGs – Fast Moving Consumer Goods: FMCG's stands for Fast Moving Consumer Goods, supplied in the retail marketing as per the daily demand of a consumer. These daily needs have to be fulfilled to satisfy the hunger of customers.

CPGS – CONSUMER PACKAGED GOODS: Is another name giving to FMCG's, they are the products that are sold at retail markets.

ADS – ADVERTS/ ADVERTISEMENTS: Is a structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products, goods, services and ideas by identified sponsors through various media.

BRAND RECOGNITION: is the ability of consumers to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard.

BRAND RECALL: is the potential of a customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal.

ADOLESCENTS: is a transitional stage of physical and psychological human development generally occurring between puberty and legal adulthood The period of adolescence is most closely associated with the teenage years, although its physical, psychological and cultural expressions can begin earlier and end later. The students of State Experimental School selected as our respondents ranges between the ages of eight (8) to eighteen (18).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In the previous chapter, the researchers discussed the topic celebrity endorsement in a broad spectrum, alongside with the overall research problem. This chapter enables us to break down our study to the exact area of the research. And before directing the study into this area, we will present the previous findings in relation to the topic and some theories behind this study to help us better appreciate the purpose of this study. The theories used in this chapter will be: The meaning transfer model and the TEARS model.

2.2 Meaning Transfer Model

McCracken's (1989) meaning transfer model is based on the effectiveness of the endorser and depends on the meaning the celebrity is bringing into the endorsements process and the brand. Celebrities are full of different meanings reflecting demographic (age, gender) and lifestyle types, thus making it evident that celebrities convey not one but a variety of meaning. The cultural meanings that are connected with the celebrity will be transferred to the endorsed product/brand (Brierley, 1995).

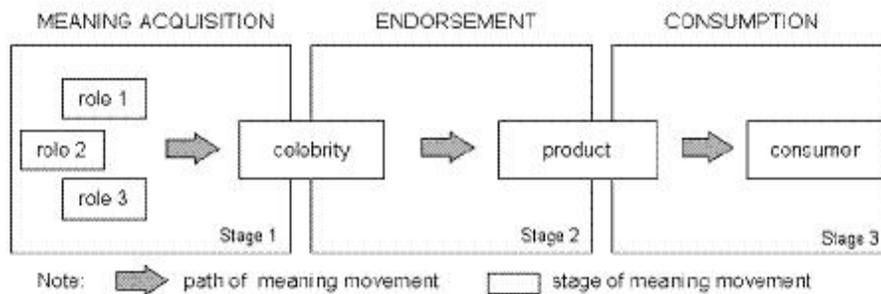
According to Erdogan (1999), the strengths of this model are that it considers celebrity status, class, gender, age, lifestyle and personality. An example of this is James Garner's (1988) endorsement of Mazda. Garner's qualities of maturity, maleness; confidence and good humor were made the qualities of Mazda vehicle. When this clear association is consciously made, the

meaning transfer acts as an amplifier to product signaling, this could overcome the information noise facing consumers and attract their attention (Mustafa, 2005).

According to Martin (1996, p.29), celebrity spokespersons are useful in marketing because they provide a “set of characteristics” that supports consumers in evaluating the presented brand.

The meaning transfer model (McCracken, 1989) introduced is an appropriate tool to describe the endorsement process that comprises of three stages including culture, endorsement and consumption. This model involves the creation of celebrity image, transfer of meaning from the celebrity to the brand and the third stage is how the brand transfers image onto the consumer (Schlecht, 2003).

Figure 2.1



Source: Meaning transfer in the endorsement process (McCracken 1989)

According to McCracken (1989), in the first stage the celebrity draws meaning from their public persona (i.e.) the meaning associated with the famous person moves from the endorser to the product or brand.

In the endorsement stage, this meaning is transferred from the endorser to the product and the process of creating a product personality takes place, based on the symbolic properties conveyed by the endorser. At last, in the consumption process, the brand's meaning is acquired by the consumer. In this stage the consumer's role in the endorsement process is performed. These meanings are transferred to the consumer who identifies with those symbolic properties and the process of transfer of meanings from endorser to product/brand to consumer is complete (McCracken, 1989).

Schlecht (2003) states that, in determining the brands representative feature, consumers' needs should be totally considered. Therefore, corporate firms should decide how to choose a celebrity who possesses the most appropriate and similar characteristics in relation to the brand they want to run a campaign on. Lastly there has to be equivalence or a brand fit between the celebrity and the brand/product.

2.3 The Tears Model

Shimp (2003) writes that there are two general attributes, credibility and attractiveness that play important roles in facilitating communications effectively. These attributes are also important when it comes to determining how effective an endorser may be.

Shimp (2003) claims that, the first general attributes credibility refer to is the tendency to believe or trust someone. When an endorser is perceived as credible, the attitude of the audience seems to change through a psychological process called internalization. This process occurs when the receiver accepts the endorser's position on an issue as his or her own. Two important

sub attributes of the endorser credibility are Trustworthiness and Expertise. Trustworthiness, the T in the TEARS model refers to being seen as believable, dependable and someone who can be trusted. The celebrity earns the trust by his or hers accomplishments, on the movie screen, on the sports field, in public office etc. The trustworthiness of an endorser lies on the audience's perception of the endorser's motivation. If the consumers believe that the endorser is endorsing a product for self-interest, the persuasive effect of the endorser will be lower than if the audiences see the endorser as someone having nothing to gain by endorsing the brand.

The second sub attribute is expertise, the E component of the TEARS model. The expertise is about having specific skills, knowledge or abilities that can be related to the endorsed brand. Shimp (2003) claims that whether the endorser is an expert or not is unimportant. All that matters is how the target audience perceives the endorser. If the endorser is perceived as being an expert he or she is more likely to be able to change the opinion of the audience than if the endorser is not perceived as an expert by the audience.

Shimp (2003) continues with the second general attribute, which is attractiveness. This is not just physical attractiveness. The different characters that the audience can perceive in an endorser can be intellectual skills, personality properties, lifestyle characteristics and athletic skills. When the consumers find something in the endorser that they like, persuasion occurs through identification. Identification means that consumers are likely to adopt the endorser's behaviors, attitudes, interests or preferences if they find the endorser attractive.

Attractiveness can be divided into three sub attributes, physical attractiveness, respect and similarity. The A component in the TEARS model attractiveness is a key consideration in many endorsement relationships. A good example of a successful attractive endorser is tennis player Anna Kournikova who has never won a tournament on the pro tour. She earns (estimated) 10 Million dollars per year in just endorsement.

Shimp (2003) claims that Kournikova was selected to endorse different brands due to her physical attractiveness and not because her credibility or respect for her exceptional tennis abilities. Research supports the idea that attractive people are more likely to produce more favorable evaluations of advertised brands than less attractive endorsers.

Respect is the R in the TEARS model and represents the quality of being admired due to one's personal qualities and accomplishment. Celebrities can be respected for their acting abilities, athletic skills, political arguments and personality. A respected celebrity who endorses a brand can improve a brand's equity via the positive effect the consumers may get towards the brand. The final sub attribute in attractiveness is the S, which is similarity, which refers to how the endorser matches with the audience in terms of age, gender, ethnicity, social class etc.

Shimp (2003) says that this is an important attribute because audiences tend to better like individuals who they share the same characteristics. A celebrity endorser is more likely to be seen as trustworthy the more he or she matches with the audience's gender, age, and ethnicity etc. The research done on ethnical minorities reveals that when a spokesperson matches the audience

in ethnical terms, the spokespersons trustworthiness is enhanced. This adds more favorable attitudes towards the endorsed brand.

2.4 Related Studies on Celebrity Endorsement

A celebrity endorsement survey conducted by IMRB (India Market Research Bureau) and public relation firm IPAN states that 86 percent Indians remember advertisement because of the celebrities that endorsed them. Since 2003, celebrity endorsement volume on television has gone up by more than six times.

A study by AdEx India, a division of TAM Media research finds that there has been 49% growth in celebrity endorsement advertisement on television during 2007 compared to 2006. On an average, companies are spending 0.7 % of their annual brand sales volume on celebrity endorsement and a whopping 35% on media buying.

A Ficci(Federation of Indians Chambers of Commerce and Industry) report points out 60% of Indian brands use celebrities in some form of the other; a steep climb from 2001,when only 25% of brands needed such razzle-dazzle. Ficci also estimates that marketing managers spend roughly 300 million INR (Indian Rupee's) annually in a form of endorsement fees paid to celebrities, and television advertisement space buying. Currently, one of every four television advertisement in India features a celebrity as compared to one of eight ten years ago.

A study by the U.K research outfit NMP on Jamie Oliver and Sainsbury's Supermarkets, wrapped up a study that from 2000, Jamie Oliver was the public face of the Sainsbury's supermarket chain

in the UK, appearing on television advertisements and in-store promotional material. The deal earned Jamie an estimated £1.2 million every year, but in the first two years these advertisements were estimated to have given Sainsbury's an extra £1 billion of sales or £200 million gross profit. When they first were introduced at a trade exhibition back in 1994, Salton's 'grilling machines' were an unlikely success story. However, an inspired partnership with celebrity boxer George Foreman and a clever series of a television ad campaign convinced millions of customers that they just had to have the "lean, mean, fat-reducing grilling machine" that George Foreman was "so proud of, he put his name on it".

Up to 2005, the company had sold more than 40 million grills worldwide, and in 1999, Salton acquired permanent rights to use George Foreman's name on the product line. When top Hollywood celebrity Tom Cruise wore a pair of 1952 Ray-Ban 'Wayfarers' in the blockbuster, *Risky Business*, he took annual sales of Wayfarers from 18,000 to a staggering 260,000 in 1983. Another Tom Cruise hit-film, *Top Gun*, had the same impact for Ray-Ban Aviators, and now Ray-Ban manufacturing company is the leader of sunglasses in fashion countries worldwide.

Ex footballer and football analyst Gary Lineker has been the face of Walkers Crisps for about 10 years and even spawned a brand called "Salt n Lineker". According to Walkers, his campaigns have helped the company sell an extra 1.4 billion bags of crisps in seven years, which made the firm saw sales grow from 1.34bn to 2.75bn packs a year, or a 105% surge in sales between 1995 and 2002, when Walkers launched its "No More Mr Nice Guy" campaign featuring the star.

Kalliny, Morris; Beydoun, Abdul-Rahman; Saran, Anshu; Gentry, Lance (2009) researched into the use of celebrity in television commercial endorsements. The study has compared the use of celebrity endorsement in terms of two fundamental cultural dimensions: 1) low versus high context and 2) individualism versus collectivism. This study has also attempted to find out the frequency of celebrity use and identify the characteristics of celebrities used and the products their use is associated with. In a survey, titled “Impact of Celebrity Endorsement on Buying Behaviour of Customers” the focus was laid on the risks and returns involved in using celebrity endorsements to influence the purchase behaviour of the consumers. The outcome of the research was that, it substantiated the fact that celebrity endorsements do have an impact in the Indian scenario. The critical analysis of the research convinced that the consumers seek variety of aspects like credibility, likeability, fit between the brand and the celebrity. The research also concluded that from the viewpoint of the celebrity, it is not only the financial gains that matters but also the impact that the endorsement might do to their image. The research findings also laid stress on the fact that the association of the celebrity with any type of controversy or ill-behaviour, did have a negative impact on the endorsement.

A study on, “The impact of celebrity endorsement on Brand image (2011)” revealed that Celebrities are popular among the public and they take pleasure in being recognized by numerous people. Good looks, classy lifestyles and special skills are only some of celebrities’ special features that are different from general people and are seen by the public, which grants them a large amount of the public’s attention. (Friedman and Friedman, 1979) explains that a celebrity is a person such as an actor, sportsman, musician, politicians, who is different from the general public and is recognized by them, because of his or her achievements.

2.5 The Ghanaian Perspective of Celebrity Endorsers

A study done by Asiamah, Patrick Ampadu (2011), on “Celebrity endorsement of brands and its effect on consumers in the Accra metropolis”, in his research asked 200 respondents whether they know who a celebrity is .Out of the 200 respondents asked 98.5% said they know who a celebrity is ,only 1.5% said they didn’t know who a celebrity is. The respondents were also asked whether they agreed or disagreed that there is an increase in celebrity endorsement in Ghana, 87% strongly agreed to the statement, while only 13% strongly disagreed with the statement.

Furthermore, respondents were again asked whether they were already using a brand which is endorsed by a celebrity, approximately 98.5% of the 200 respondents said YES whereas only 1.5% of the respondents said NO to the question.

Respondents were also asked whether consumers in Ghana use celebrities to evaluate themselves, 42% said they use celebrities to evaluate themselves and 58% of the respondents said they don’t use celebrities to evaluate themselves.

Also, respondents were asked whether celebrities have the power to influence consumers in Ghana, half of the respondents said YES and the other half said NO. The respondents asked whether celebrities help consumers recall endorsed brands easily, out of the 200 respondents 89.5% said celebrities used for certain brands have aided in the recollection of those brands.

However, 10.5% said those celebrities have not helped in anyway in the recollection of those brands.

Respondents were asked whether consumers buy a product because a celebrity has endorsed it. 36% of the respondents said they purchase a brand because of the quality of the brand, 30% said they purchase a brand because of comparatively lower prices, 22.5% said they purchase the brand because it was the latest brand, and 11.5% said they purchase because it was endorse buy a celebrity. However, majority of the respondents said familiarity with the celebrity could influence consumers to purchase a particular brand.

The primary principle that celebrity endorsement works off of is the public recognition of the celebrity endorser as an admirable or desirable cultural force. It is not uncommon to view commercials from the past 10 years and see popular local icons like Jocelyn Dumas endorsing a particular rice brand like Royal Feast Perfume rice or Michael Essien endorsing Fan Yogurt as the number one brand for anyone that has even the slightest liking to the ice cream. These celebrities among many others, are used to promote products, services, and ideas (Kambitsis et al., 2002). A reason for the increase in the usage of celebrity endorsing on various levels of mass media is almost exclusively due to the fact that this strategy results in more positive advertisement and product ratings (Dean and Biswas, 2001).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

Research methodology describes how the result of the research being undertaken should be gathered and analyzed. The major aim is to identify problems, analyze and make the report available for the benefit of those who are concerned and also provide information as the primary source for the consumption of the society.

The survey design was used for this study and it involved collecting data from junior high school students for the generalization of the results to predict their attitude in relation to the effects celebrity endorsers have on them in the purchase of consumer packaged goods. Frechtling and Sharp (1997) characterized the common data collection techniques used in quantitative research as questionnaires, tests and existing literature. This design measures numerically specific aspects of phenomenon using statistical analysis (Miller & Brewer 2007) The researchers will also analyze and interpret the correspondents response with statistical tables, bar and pie charts.

For a reliable result it is important to collect a larger amount of data and hence, the researchers used the quantitative method.

3.2 Study population

Zikmund (2000) defines population as the identifiable set of elements of interest being investigated by the researcher. The study population was drawn from junior high students of State Experimental School in Kumasi. State Experimental School is a mixed-gender school with

a population of one thousand and seventeen (1,017) students and is regarded as one of the few first class junior high schools in the Kumasi metropolis. The school was chosen for the study because of the following reasons the researchers wanted.

1. The nature of the study demanded respondents to be able to appreciate celebrity endorsements.
2. It is one of the leading junior high schools in Kumasi.
3. The school authorities and students were eager to have the study conducted and as a result the researchers were highly motivated to do the study in the school.

The student population at STATE EXPERIMENTAL is one thousand and seventeen (1,017) students. The total numbers of primary students are six hundred and twelve (612) and the total numbers of junior high school students are of four hundred and five students (405).

This research project focused on a total number of four hundred and five students (405) which is the total number of junior high students in State Experimental School.

3.3 Sampling Method

A probability sampling method is the type that is more appropriate for this research and it is in this view that the researchers decided to use a simple random sampling. The simple random sampling is a probability sampling procedure that assures each element in the population has an equal chance of being selected Zikmund (2000).

Obtaining a relatively representative sample means all significant sub-groups of the population must be represented in the sample. In order to have a random selection method, one must set up some processes or procedure that assures that the different units in the population have equal probability of being chosen or selected. The simple random sampling is taken from a bigger population through a systematic procedure in order to get every member involved.

In view of this, there would be a lot of discretion in choosing the respondents so that all the dynamics would be carefully taken into consideration so as to depict a fair balance of the respondents. Various mass communication researchers normally use this method since the researcher is able to segment and pick respondents from the various segments (Lazarsfeld & Stanton,1949). In dealing with the random sampling, there are some basic terms that will help in getting the right sample without being bias.

These are:

N = the number of cases in the sampling frame (1,017)

n = the number of sample (105)

$N \times n$ =the number of combinations (subsets) of n from N thus (105 from 1,017)

3.4 Sampling Procedure

The procedure for selecting the respondents involved the use of the simple random sampling method. In selecting the respondents of the study, the researchers focused only on students in the Junior High School section. Students in State Experimental Junior High School are four hundred and five (405) in number.

Thus, students in J.H.S one (1),J.H.S two(2) and J.H.S three(3) were considered for the study. The various forms have students spread in various classes. There are three classes in J.H.S one (1), three classes in J.H.S two (2) and three classes in J.H.S three (3).

In order to ensure a scientific process in selecting respondents in each of the forms, classes in the various forms were written on strips of paper and folded and placed in a box. Using the simple random sampling method, an independent person was called to choose one folded paper from the box for each of the forms. At the end of the exercise, class B for form one (1) was chosen, class B for form two (2) and class A for form three (3).

The table below shows the number of students in each of the classes selected.

Table 3.1

CLASS	J.H.S 1B	J.H.S 2B	J.H.S 3A
No. OF STUDENTS	51	42	39

3.5 Sample size

The researchers decided to use a sample size of one hundred and five (105) for the study because it is representative of the number of students in the Junior High School section. The researchers decided to administer thirty-five (35) questionnaires in each of the classes of forms selected. In selecting respondents in each class, the researchers wrote “YES” and “NO” on strips of paper, the “YES” strips corresponded to the number of respondents to be selected from each class. The “YES” and “NO” strips of paper were all folded and shuffled in a box. The students in each class were then called to where the box was and asked to pick one folded strip of paper. When the

students had made their picks, they were asked to open them. Those who picked “YES” were made to stand on one side and those with “NO” on the other side. Those who had “YES” were selected to represent respondents in each form. The exercise was performed first in form one (1), then form two (2) and later form three (3). The questionnaires were then administered to the students. The questionnaires were collected a hundred and twenty minutes later. Eighty-six questionnaires were successfully returned, and the breakdown is as follows: In form one (1) the students respondents answered all the thirty-five (35) questionnaires, in form two (2) the students returned only twenty-one (21) questionnaires and in form three (3) the students returned thirty questionnaires.

Table 3.2 Answered and Unanswered questions of the various classes

CLASS(FORM)	ANSWERED QUESTIONNAIRES	UNANSWERED QUESTIONNAIRES
J.H.S 1 B	35	0
J.H.S 2 B	21	14
J.H.S 3 A	30	5
TOTAL	86	19

3.5 Data collection methods

Data was collected through the use of structured questionnaires. It had a lot of close-ended questions and a few open ended questions were added. The researchers administered the questionnaires personally such that the possibility of clarifying issues with the respondents was done instantly. During the process of filling out the questionnaires, the researchers were continually in touch with the respondents to clarify some few areas where there were difficulties. After the questionnaires had been filled out the researchers coded them for easy analysis of the data.

CHAPTER FOUR
INTERPRETATIONS AND FINDINGS

4.1 Introduction

The research study was to find out the role of television advertisements in aiding the purchase of consumer packaged goods endorsed by celebrities. The study also sought to find out how adolescents' take purchasing decisions in terms of recall to television advertisements. This chapter also takes into account the findings gathered and presentation of data and analysis. The findings of the survey will be discussed in this chapter. The results of the questionnaires administered to the researchers study population will be presented in this chapter.

4.2 Age Group of Junior High Respondents

Table 4.1 represents the age group of Junior High School students. Twenty-one (21) representing 24.41% fell between the ages of 11-13years, thirty-five (35) representing 40.71% fell between the ages of 14-15years and thirty (30) representing 34.88 % fell between the ages of 16-18 years. This clearly shows that students from ages 14-15 were represented more than the other age groups.

Table 4.1 Age Group of Junior High respondents

AGE	FREQUENCY	PERCENTAGE (%)
8-10	0	0
11-13	21	24.41
14-15	35	40.71
16-18	30	34.88
Total	86	100

4.2 Gender of Junior High respondents

Table 4.2. And figure 4.1 show the students respondents and their gender specification, Forty-seven (47) respondents representing 54.6% were girls, while thirty-nine (39) respondents representing 45.4% were boys. The table shows that the female respondents were more than the male respondents.

Table 4.2 Gender of Junior High respondents (Percentage table)

Gender	Frequency	Percentage (%)
Female	47	54.6
Male	39	45.4
Total	86	100

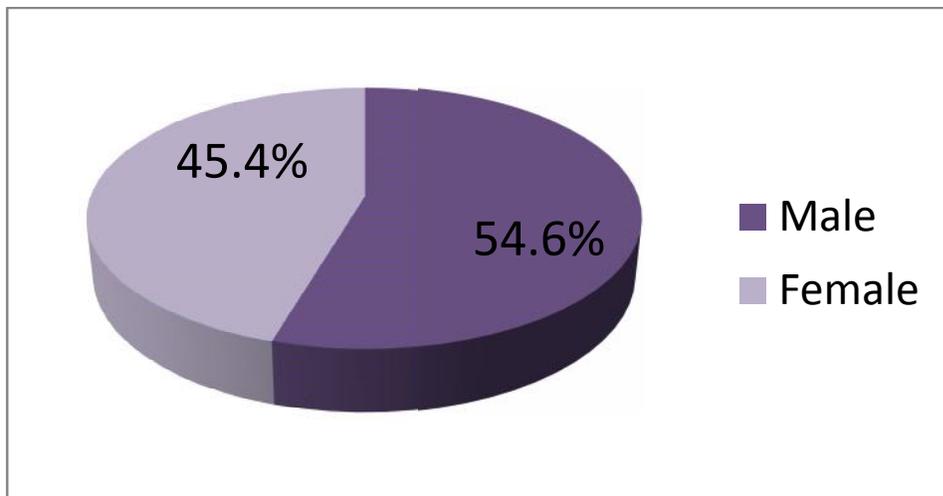


Figure 4.1 Gender of respondents (Percentage chart)

4.3 What is your favorite television station in Ghana?

As shown in the table 4.3 and figure 4.2, 10 respondents representing 11.6% selected GTV, five(5) students representing 5.9% chose Metro TV, forty-one (41) student respondents representing 47.6% chose TV3 and thirty(30) students representing 34.9% chose Viasat 1. Thus,for this study the favorite station in Ghana for respondents was TV 3.

Table 4.3 Respondents favorite television station in Ghana

TV Station	FREQUENCY	PERCENTAGE (%)
GTV	10	11.6
Metro TV	5	5.9
TV3	41	47.6
Viasat 1	30	34.9
Total	86	100

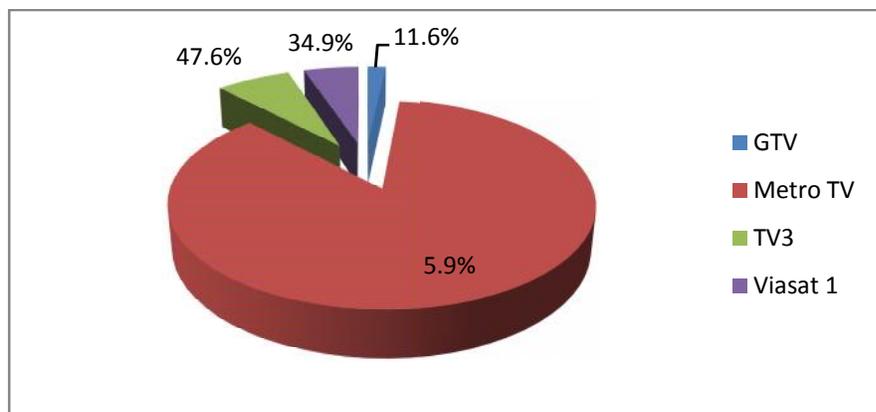


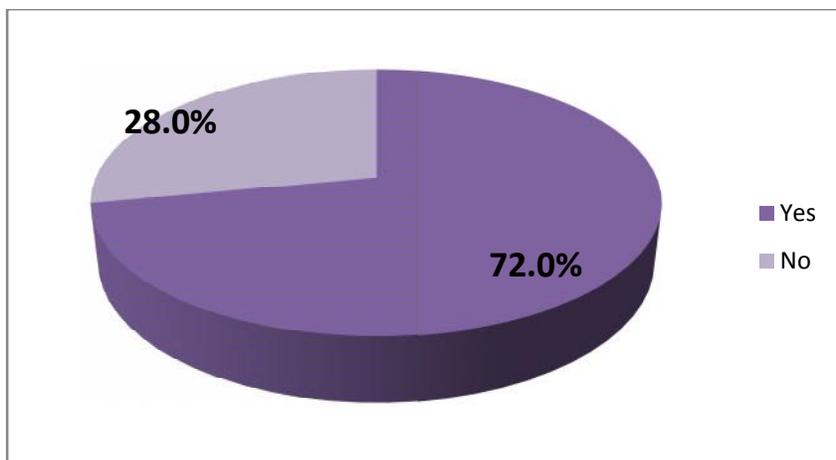
Figure 4.2 Television viewership of student respondents

4.4 Do you change the television station when there is a commercial break?

Table 4.4 and Figure 4.3 show how students switch television channels when there is a commercial break. Twenty-four (24) students representing 28.0% said “NO”, while sixty-two (62) students representing 72% answered “YES”. This indicates that majority of respondents are interested in watching television commercials.

**Table 4.4 Do you change the television station when there is a commercial break
(Percentage table)**

ANSWERS	FREQUENCY	PERCENTAGE (%)
YES	62	72.0%
NO	24	28.0%
TOTAL	86	100



**Figure 4.3 Do you change the television station when there is a commercial break
(Percentage Chart)**

4.5 What makes you like television commercials?

Table 4.5 and figure 4.4 explain how Ghanaian young consumers approve of this study of television ads on consumer packaged products. Seventeen (17) respondents representing 19.8 % chose likeness for celebrity endorsers; forty-five (45) representing 52.2% like TV advertisement because of the concept, twenty (20) respondents representing 23.2% also liked TV commercials because of their trust for the brand, while other four (4) students representing 4.7% gave various reasons. The outcome of this finding shows that the fact that a celebrity is liked is not the reason given by majority of respondents. Majority of the respondents liked television ads because of the concept.

Table 4.5 What makes you like television commercials (Percentage table)

REASONS	FREQUENCY	PERCENTAGE (%)
Likeness for the celebrity	17	19.8
Concept of the Ad	45	52.3
Trust for the brand	20	23.2
Others	4	4.7
Total	86	100

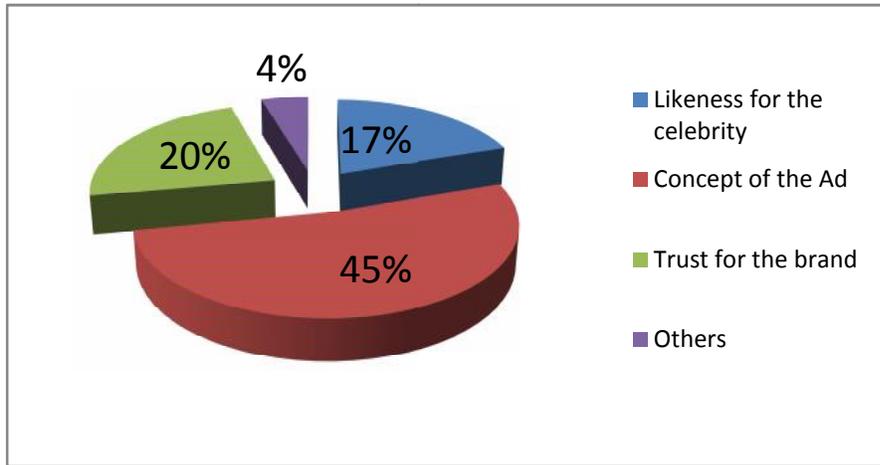


Figure 4.4 What makes you like television commercials (Frequency chart)

4.6 Do you purchase Consumer Packaged Goods because of celebrity endorsement?

Table 4.6 and figure 4.5 show how respondents purchase products with reference to celebrity endorsers. Twenty-four (24) students representing 27.9% selected “YES”, Thirteen (13) students representing 15.2% selected “NO” , and forty-nine (49) students representing 56.9% selected “SOMETIMES”. Thus, the use of celebrity endorsers has a small role to play in aiding the the purchase of consumer packaged goods. The choice of “SOMETIMES” by majority of the respondents indicates that they are undecided in being influenced to buy consumer packaged goods endorsed by celebrities.

Table 4.6 Do you purchase products because of celebrity endorsement?

REASON	FREQUENCY	PERCENTAGE (%)
Yes	24	27.9
No	13	15.2
Sometimes	49	56.9
Total	86	100

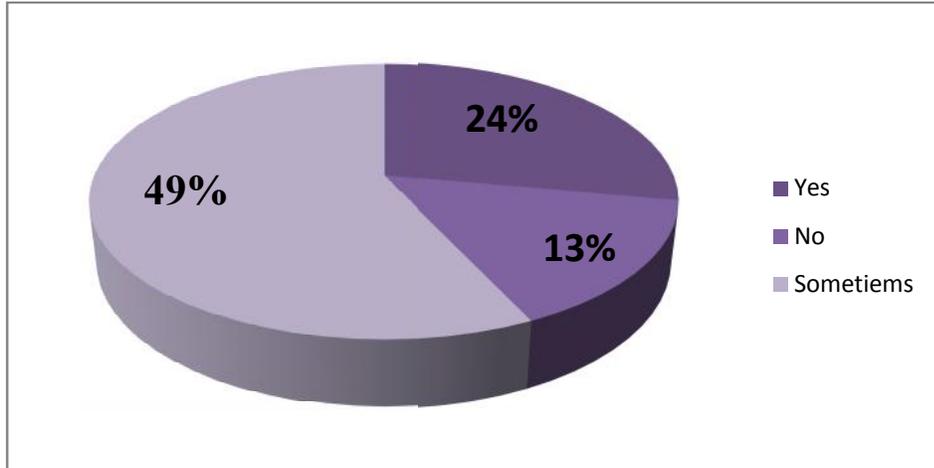


Figure 4.5 Do you purchase products because of celebrity endorsements

4.7 What is the influence of non-celebrity endorsed products on you?

Table 4.7 and figure 4.6 below showed that out of eighty-six (86) respondents, eight (8) representing 9.3% chose excellent, thirty (30) respondents representing 34.9% also selected satisfactory, forty-five (45) students representing 52.4% chose good, while three (3) student respondents representing 3.4% selected poor. This clearly shows that majority of the junior high students are satisfied with the appearance of non-celebrity endorsers in television commercials.

Table 4.7 Influence of non-celebrity endorsed products on you (Percentage Table)

RATE	FREQUENCY	PERCENTAGE (%)
Excellent	8	9.3
Satisfactory	30	34.9
Good	45	52.4
Poor	3	3.4
Total	86	100

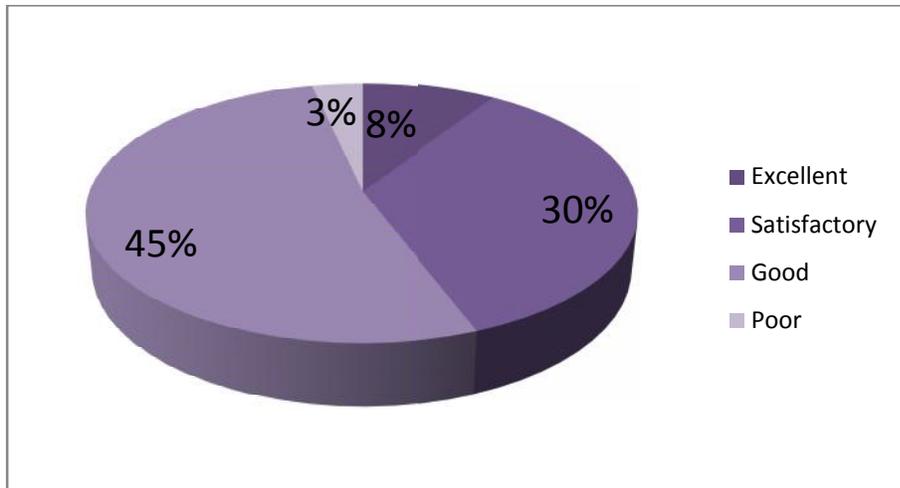


Figure 4.6 Influence of non-celebrity endorsed products on you?

4.8 How do you rate Ghanaian television advertisements with endorsers of FMCG's?

Table 4.8 and figure 4.7 below represents how student respondents rated television ads on FMCG's endorsed by celebrities. Out of the total eighty-six (86) student respondents, four (4) students representing 4.7% rated celebrity endorsed products of FMCG's advertised in Ghana low, thirty –eight (38) representing 44.1% rated celebrity endorser ads on FMCG's moderate and forty-four (44) representing 51.2% rated the endorsement of celebrities as high. Thus, majority of the respondents were pleased with the ads.

Table 4.8 Respondents rate on Ghanaian television advertisements with endorsers on FMCG's (Percentage Table)

RESPONSE	FREQUENCY	PERCENTAGE (%)
Low	4	4.7
Moderate	44	44.1
High	38	51.2
Total	86	100

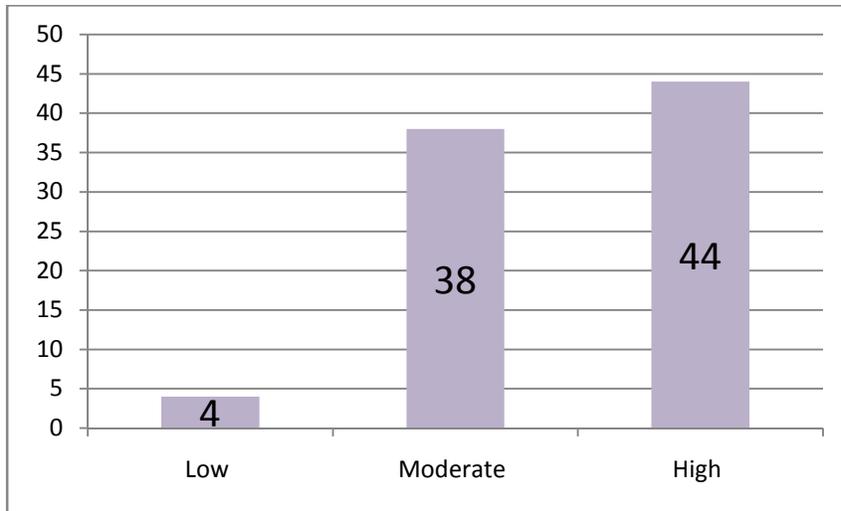


Figure 4.7 Respondents rate on Ghanaian television advertisements with celebrity endorsers on FMCG's (Frequency charts)

4.9 Are you satisfied with celebrity endorsed FMCG's advertised on Ghanaian television?

Table 4.9 and figure 4.8 below represent how student respondents rated television ads on FMCG's endorsed by celebrities. Out of the total eighty-six (86) student respondents, forty-one 41 students representing 47.6% were of the view that celebrity endorsed products on FMCG's advertised in Ghana were low, while 45 representing 52.4% rated celebrity endorser Ads on FMCG's high.

Table 4.9 Are you satisfied with celebrity endorsed FMCG's advertised on Ghanaian television?

RESPONSE	FREQUENCY	PERCENTAGE (%)
Agree	41	47.6
Disagree	0	0.0
Neutral	45	52.4
Total	86	100

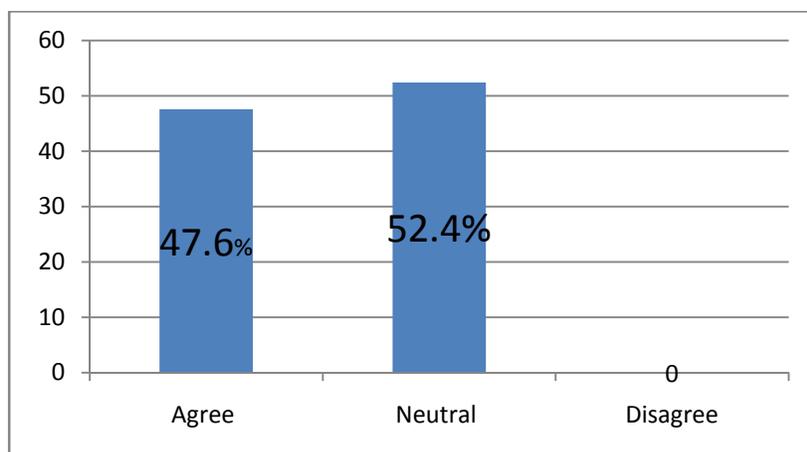


Figure 4.8 Are you satisfied with celebrity endorsed FMCG's advertised on Ghanaian television?

4.10 Who do you normally watch television at home with?

Table 4.10 and figure 4.9 below represent how student respondents rated television ads on FMCG's endorsed by celebrities. Out of the total eighty-six (86) student respondents, forty-six (46) students representing 53.4% watch television with their mothers, ten (10) students representing 11.7% watch television with their fathers, twenty-five (25) respondents also watch television with their siblings and five (5) respondents representing 5.9% watch television alone. This indicates that most of the respondents watch television with their mothers, and it is known that adolescents can persuade their mothers to take different kinds of decisions.

Table 4.10 Who do you normally watch television at home with? (Percentage table)

RELATIVE	FREQUENCY	PERCENTAGE (%)
MOTHER	46	53.4
FATHER	10	11.7
SIBLINGS	25	29.0
ALONE	5	5.9
TOTAL	86	100

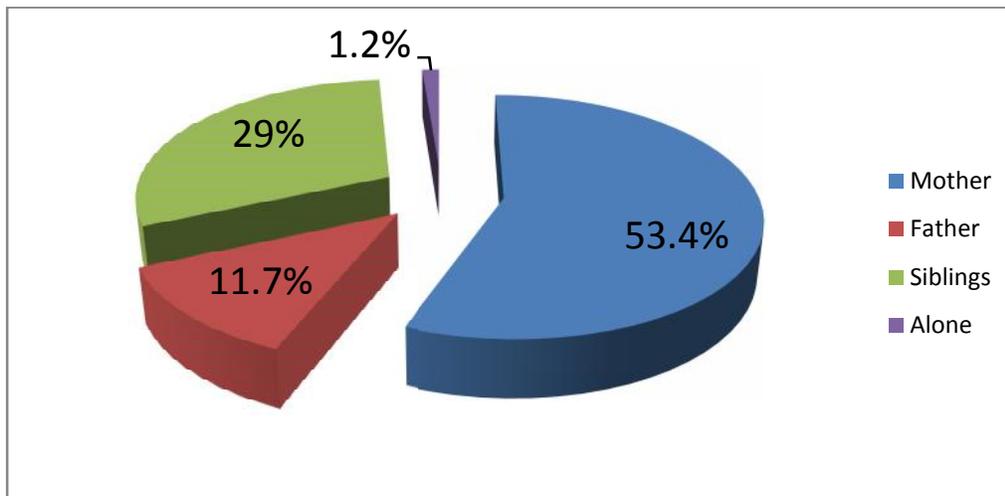


Figure 4.9 Who do you normally watch television at home with?

4.11 Do you decide the consumer packaged products you buy at home?

Table 4.11 and figure 4.10 below represent student respondents’ decision at home in relation to the purchase of consumer packaged products. Out of the total eighty-six (86) student respondents, forty-one (41) students representing 49.3% chose “YES”, fifteen (15) students representing 17.3% selected “NO” and thirty (30) respondents also said they sometime decide in the purchase of consumer packaged products at home. This indicates that most of the adolescents have a major say in the purchasing of FMCG’s at home.

Table 4.11 Do you decide the consumer packaged products you buy at home? (Percentage table)

RESPONSE	FREQUENCY	PERCENTAGE (%)
YES	41	49.3
NO	15	17.3
SOMETIMES	30	33.4
TOTAL	86	100

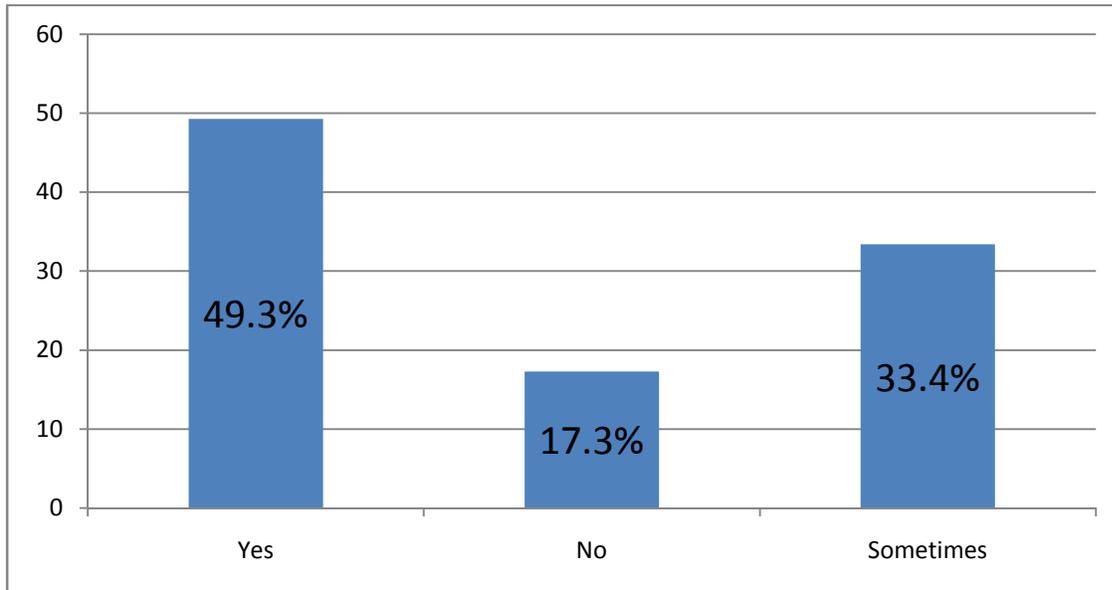


Figure 4.10 Do you decide the consumer packaged products you buy at home?

4.12 Do you think Ghanaian celebrities have a persuasive advantage on what you buy?

Table 4.12 and figure 4.11 below represent celebrity endorsers of FMCG's and the persuasive advantage they have on adolescents in relation to how they purchase. Out of the total eighty-six (86) student respondents, thirty-nine (39) students representing 45.4% chose "YES" while forty-seven (47) students representing 54.6% selected "NO". The figure below indicates that even though most adolescents like celebrities, they do not have the total advantage on adolescents purchasing decisions.

Table 4.12 Do you think Ghanaian celebrities have a persuasive advantage on what you buy?

RESPONSE	FREQUENCY	PERCENTAGE (%)
YES	39	45.4
NO	47	54.6
TOTAL	86	100

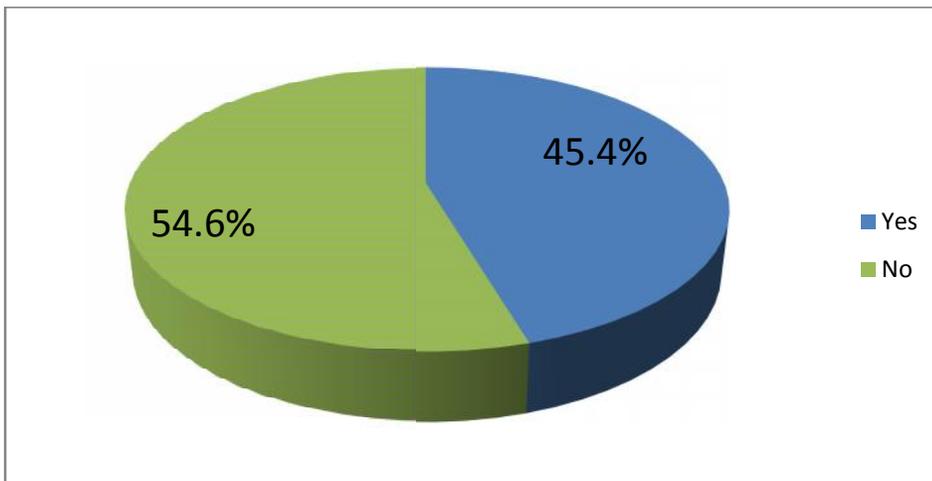


Figure 4.11 Do you think Ghanaian celebrities have a persuasive advantage on what you buy?

4.13 Which type of people do you normally want to see in television advertisement?

Table 4.13 and figure 4.12 below represent the kind of people adolescents want to see in Ghanaian television advertisements. Out of the total eighty-six (86) student respondents, seventy-two (72) students representing 84.8% preferred celebrity endorser and fourteen (14)

students representing 16.2% preferred non-celebrities. The figure below implies that celebrities are preferred by adolescents over non-celebrities in Ghanaian television advertisements.

Table 4.13 Which type of people do you normally want to see in television advertisement?

RESPONSE	FREQUENCY	PERCENTAGE (%)
CELEBRITIES	72	84.8 %
NON-CELEBRITIES	14	16.2 %

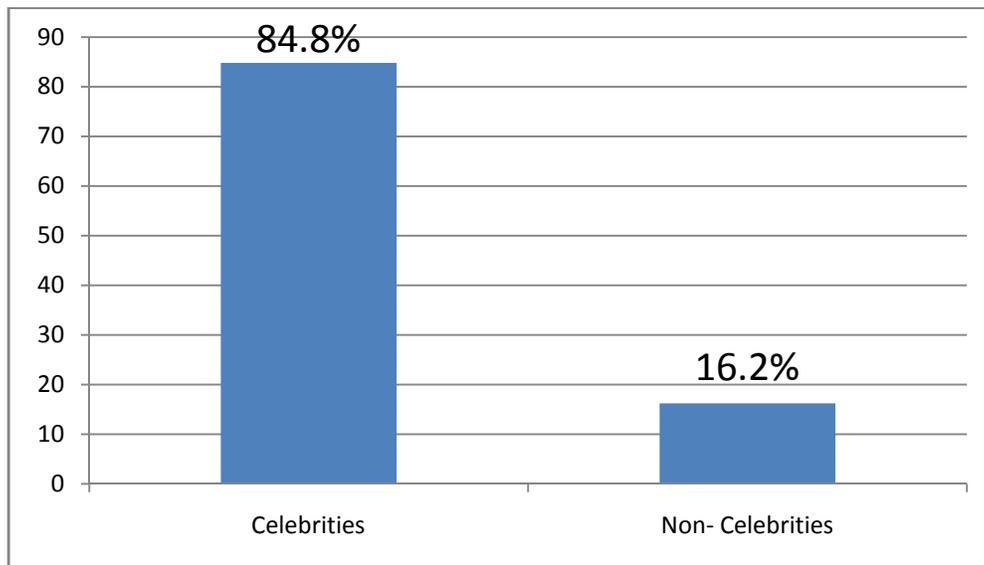


Figure 4.12 Which type of people do you normally want to see in television advertisements?

14.14 How will you justify celebrity endorsers and their relation to the advertised FMCG's in television ads?

Table 4.14 and figure 4.13 below represent how adolescents justified celebrities in television advertisement endorsing FMCG's. Out of the total eighty-six (86) student respondents, thirty-

eight (38) students representing 44.1% thought celebrities were good, thirty-two respondents representing 37.2% and sixteen (16) students representing 18.7% selected worse in the questionnaire. The figure below implies that celebrity endorsers' Ghanaian television advertisements are rated well by adolescents.

Table 4.14 How will you justify celebrity endorsers and their relation to the advertised FMCG's in television ads?

RATE	FREQUENCY	PERCENTAGE (%)
Good	38	44.1%
Bad	32	37.2%
Worse	16	18.7%
Total	86	100%

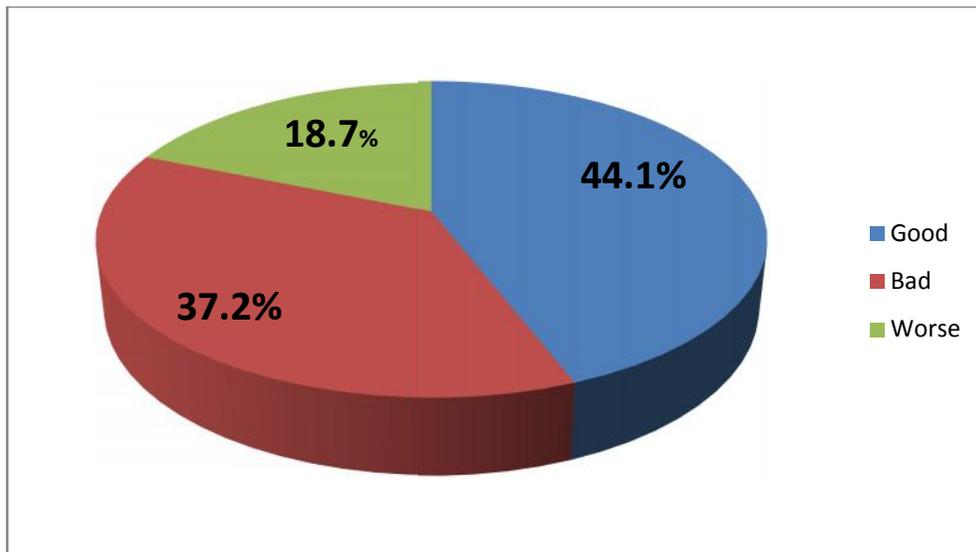


Figure 4.13 How will you justify celebrity endorsers and their relation to the advertised FMCG's in television ads?

4.15 Why do you purchase consumer packaged products?

Table 4.15 and figure 4.14 below represent the reasons why adolescents purchase consumer packaged products. Out of the total eighty-six (86) student respondents, thirty-six (36) students representing 41.8% said they purchase CPG's because of the quality of the brand, thirteen (13) respondents representing 15.3% said purchase because of comparatively low prices, fourteen (14) respondents representing 16.2 also said they purchase because the brand is new and twenty-three (23) students representing 26.7% selected celebrity endorsers as their reason of purchasing Consumer Packaged Goods. The figure below shows that most adolescents purchase consumer packaged goods because of the quality rather than the endorser.

Table 4.15 Why do you purchase consumer packaged products?

REASON	FREQUENCY	PERCENTAGE (%)
Quality of the brand	36	41.8
Comparatively lower price	13	15.3
Latest brand	14	16.2
Endorsed by celebrities	23	26.7
Total	86	100

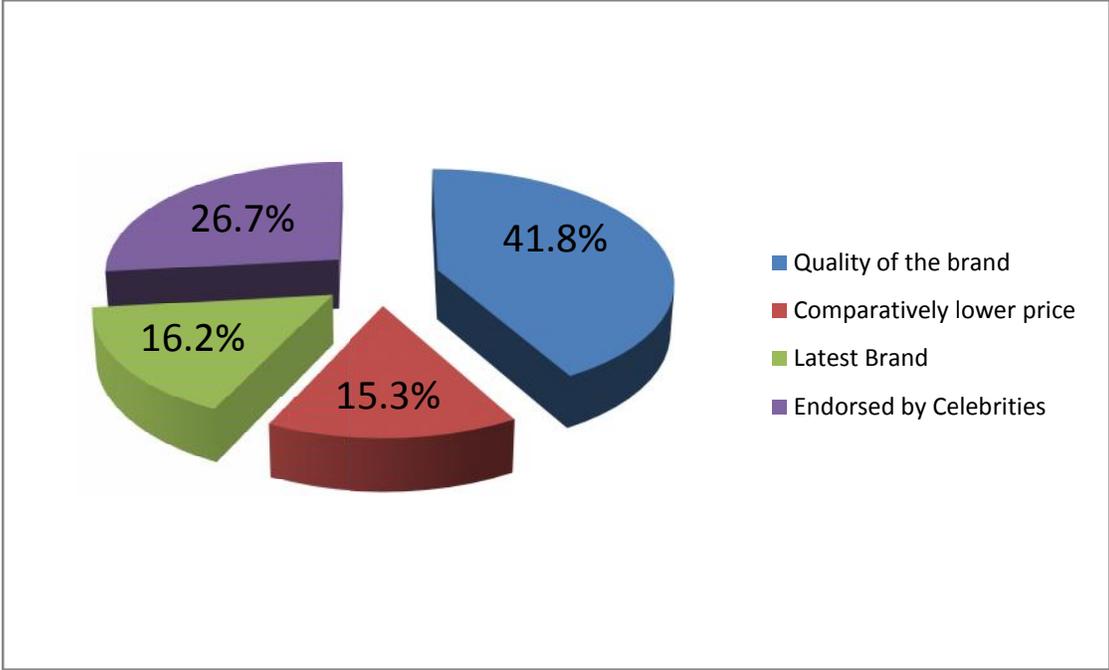


Figure 4.14 Why do you purchase consumer packaged products?

CHAPTER FIVE

FINDINGS AND CONCLUSIONS

5.1 Introduction

In this study the aim of the researchers was to assess the influence of celebrity endorsers on consumer packaged goods on adolescents. The study further aimed to ascertain the perception of teenagers on celebrity endorsers. In this study the researchers carried out an analysis of both primary and secondary data to gather evidence to support the research objectives. In carrying out this research, the researchers gave a background description of the study as well as the relevance of the study in the opening chapter.

In the second chapter, the researchers discussed the secondary information which has been collected in relation to the objectives of the study. The third chapter was used to explain the procedures adopted in carrying out the research, and the chapter four was about the findings and analysis of data collected for the study.

It is the view of the researchers that the objectives set for the achievements of this study has been achieved.

5.2 Summary of Findings

Having analyzed the findings from the respondents, the results showed that majority of the respondents representing 84.8% said they normally wanted to see celebrity endorsers in television advertisements and 16.2% of the respondents answered that they normally want to see non celebrity endorsers in ads for CPGs. This assertion shows that adolescents of State

Experimental JHS are influenced by the presence of a celebrity endorsing a CPG on television. Furthermore, the researchers asked respondents to define who a celebrity is. 18.6% said a celebrity is an attractive person. 25.5% of respondents said the celebrity is a credible person. 45.3% said a celebrity can be defined as a famous person, 23.3% said a celebrity is a rich person. Other respondents gave various reasons for their understanding of a celebrity.

The researchers asked the respondents how they rated, Ghanaian television advertisements on CPGs, the results showed that 51.2% rated Ghanaian television advertisements as high, 44.1% rated Ghanaian television advertisements as moderate and 4.7% rated Ghanaian television advertisements on CPGs as low. This means that adolescents of State Experimental JHS rate Ghanaian television advertisements on CPGs high.

The researchers sought to find out from respondents if they purchased CPGs based on celebrity endorsements. The results showed that 56.9% said they sometimes purchased CPGs because of celebrity endorsements, less than one third of the respondents representing 27.9% said they purchased CPGs because of celebrity endorsements and 15.2% of the respondents said they did not purchase CPGs because of celebrity endorsements. This implies that celebrity endorsements do not have total advantage on their purchasing decisions.

It was the aim of the researchers to find out the influence of non celebrity endorsed CPGs on the adolescents. The results from the study showed that 9.3% of the respondents rated the influence of CPGs as excellent, 34.9% of the respondents rated CPGs as satisfactory, 52.4% rated CPGs as good and 3.4% rated CPGs as poor.

This assertion shows that quite a number of adolescents who purchase CPGs are influenced by non-celebrity endorsers.

The findings therefore show that both celebrities and non-celebrities at some extent have an influence on adolescents who purchase CPGs.

5.3 Conclusions

Even though advertising plays a major role in influencing the purchasing power of consumers, advertisers should know when to use celebrities in television ads to endorse Fast Moving Consumer Goods.

From the study conducted it was found out that celebrity endorsements do not influence the purchasing power of consumers all the time. The results of the study have confirmed a similar study by Asiamah, Patrick Ampadu (2011), that consumers know who a celebrity is but they rather opt for other attributes of a product in terms of purchase.

The study proved that, celebrity endorsements alone do not influence consumers but rather the concept of the ad plays a major role in influencing consumers to purchase FMCGs. In addition, it was realised that, celebrity endorsers have a persuasive advantage over non-celebrity endorsers in television advertisements.

5.4 Recommendations

This study presents some recommendations for future research regarding the effects of celebrity endorsements. Advertising agencies need to be circumspect in choosing a celebrity to endorse a product. This is because lack of credibility can affect a celebrity endorser and the endorsed

brand. In order to be effective, a celebrity endorser should have the credibility to attract attention (Miciak and Shanklin, 1994) increase awareness of the endorsed product (Wilson1997) and influence the purchasing decision of the targeted audience (Ohanian1991). A celebrity endorser is an individual who is known to the public for his or her achievements in areas other than that of the product endorsed (Kamins 1989), celebrity endorsers therefore need to take their public lives seriously since it can mar their credibility as celebrities.

This research studied an assessment of the role of television advertisement in aiding the purchase of fast moving consumer goods endorsed by celebrities on a specific age category. The researchers are interested in conducting a study in future for publication and in research journals. However, other researchers can also delve into other aspects of celebrity endorsements. Research in this area requires inter disciplinary approaches as its effects maybe social, psychological, economic et cetera.

The validity and reliability measures of this research cannot be generalized to all of the population as it only targeted adolescents. There is a need for researchers to begin with small scale studies and later on move to larger field and longitudinal studies. Small scale studies can permit refinement of questions, measures and methods in a relatively low cost and efficient way (Brobbe et al, 2011).

Only a few studies have been conducted on celebrity endorsement in Ghana. It is therefore recommended that other researchers widen the scope of research to include celebrity endorsements and their persuasive effect on the targeted consumers.

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APPENDIX

QUESTIONNAIRES FOR STUDENT CONSUMERS OF CONSUMER PACKAGED GOODS. (STATE EXPERIMENTAL. JHS)

Questionnaire on the topic: an assessment of the role of television advertisements in aiding the purchase of fast moving consumer goods endorsed by celebrities. This research seeks to determine the contributing impact of celebrity endorsers on fast moving consumer goods advertised on Ghanaian television. The objective of the study is purely for academic purposes and not in any way an attempt to assess individuals.

You are assured that all the information supplied will be treated as confidential. This research is for partial fulfillment of the award of a degree of Bachelor of Arts in Communication by Christian Service University College. The names of the researchers are Jean Asantewaa Oduro, Davis Obiri Yeboah, Christabel Pamela Johnson. Please, respond as honestly and carefully as you can. Tick or provide the appropriate information.

1. What is your favorite television station?
 - a) GTV [] b) Metro TV []
 - c) TV3 [] d) Viasat One [] (v) Others, (Please specify).....
2. Who do you normally watch TV at home with?
 - a) Mother [] b) Father [] c) Siblings [] d) Alone [] e) All []
3. What days do you normally watch television?
 - a) Sunday [] b) Monday [] c) Tuesday [] d) Wednesday [] e) Thursday []
 - f) Friday [] g) Saturday []

4. What time of the day do you like to watch television?

- a) Morning 6-8:30am [] 9-11:30am []
- b) Afternoon 12-2:30pm [] 3-5:30pm []
- c) Evening 6-8:30pm [] 9-11:30pm []
- d) Mid-night 12-2:30 [] 3-5:30pm []

5. What type of television programme do you watch?

- a) News [] b) Cartoons [] c) Soap Opera/Movies [] d) Sports []
- e) Others, (Please specify).....

6. Which of these will you call a celebrity?

- a) Comedian b) Footballer c) Musician d) Actor e) Manager f) Pastor
- g) Millionaire h) Pilot i) Doctor j) Politician k) Others, specify

7. In short how will you define a celebrity?

- a) An attractive person b) A credible person c) A famous person d) A rich person
- e) Others, please specify.....

8. Do you change the TV channel when there is a commercial break on the programme?

- a) Yes [] b) No [] c) Sometimes []

9. How do you purchase Consumer Packaged Goods at home?

- a) Parents [] b) Yourself [] c) Siblings d) others (Please Specify).....

10. Do you decide what things you should buy at home?

- a) Yes [] b) No [] c) Sometimes []

11. What are your favorite television advertisements on Fast Moving Consumer goods endorsed by a celebrity?

Please tick where appropriate:

- i) FanIce-(Dede Ayew) []
- ii) This Way Chocolate drink(John Dumelo and Jackie)[]
- iii) Royal feast Perfume rice(Jocelyn Dumas) []
- iv) FanYogo(Micheal Essien) []
- v) ForeverEasy sanitary pad(Doreen Andoh) []
- vi) Belaqua (VanVicker) []
- vii) Royal Lady (Kwabena Kwabena) []
- viii) Special Ice (Kwame Sefa Kayi)
- viii) Coca-Cola (Okyeame Kwame &Jeremi)[]
- x) CowBell Chocomalt (Prince Yawson {waakye}) []

Others, Please specify.....

12. How frequently do you purchase this product?

- a) Daily[] b) Weekly[]
- c) Monthly [] d) Others, Please specify.....

13. Do you purchase the product because of the celebrity endorsement?

- (i) Yes [] ii) No [] iii) Sometimes []

14. Do you think Ghanaian celebrities have a persuasive advantage on what you buy?

- (i) Yes [] (ii) No []

15. Which type of people do you normally want to see in television advertisement?

- (i) Celebrity endorsers [] ii) Non-celebrity endorsers []

16. How will you justify celebrity endorsers and their relation to the advertised products in television ads?
- i) Good [] ii) Bad [] iii) Worse []
17. How do you rate Ghanaian television advertisement with endorsers on FMCG's?
- i) Low [] ii) Moderate [] iii) High []
18. What has been the benefit of celebrity endorsers on your purchasing decisions?
- i) Positive [] ii) Negative []
19. Do you consider celebrity endorsed products as the most effective approach to customers?
- i) Excellent [] ii) Satisfactory [] iii) Good [] iv) Poor []
20. Do non- celebrity endorsers have effect on your product of purchase?
- i) Yes [] ii) No []
21. Which one of the two do you see as trustworthy?
- i) Celebrities [] ii) Non-celebrities
22. Do you remember any TV commercial at the point of purchase?
- i) Yes [] ii) No [] iii) Sometimes
23. What makes you like Ghanaian celebrity endorser commercials?
- a) Likeness for the celebrity b) Concept of the Ad c) Trust for the brand
- d) Others, please specify
24. Why do you purchase a consumer packaged products ?
- a) Quality of the brand [] b) Comparatively lower price [] c) Latest Brand []
- d) Endorsed by a celebrity

Tick where appropriate (✓)

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Celebrity endorsed products in TV commercials are good					
Do you consider celebrity endorsed products as the most effective approach to customers?					
Celebrity endorsed Products in TV commercials are not good					
Products endorsed by a celebrity encourage me to purchase/ use that product?					
Should a celebrity endorser be attractive rather than credible?					
Do you believe celebrity endorsers?					
Are you likely to switch to a celebrity endorsed product?					
Do celebrity endorsers influence your purchasing power on a specific brand?					
Do you love the celebrity-endorsed products compared to others that are not celebrity endorsed?					
Are you satisfied with celebrity-endorsed products?					
Are you satisfied with non-celebrity-endorsed products?					

DEMOGRAPHICS

25. Gender: Male [] Female []

26. Age (Years): 8-10years [] 10 - 13years [] 13-15years [] 15years and above []

27. Form (Class): 1[] 2[] 3[]

28. Religious Background: a) Christian [] b) Muslim [] c) Other, Please

specify.....