Effect Of Celebrity Endorsement On Consumer Buying Behavior Of Samsung Mobile Phones In Ghana

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ABSTRACT

Celebrity endorsement is a wide spread phenomenon which is used by all business sectors in today's world. The study focuses on the effect of celebrity endorsement on consumer buying behavior. The population of the study comprises of private university students who are users of the SAMSUNG mobile phones in the Kumasi metropolis, Ghana to be precise and are estimated to run into millions. A sample size of 420 respondents was selected out of which 384 responses were received. The study made use of explanatory and closed ended questionnaires and also the sampling methods used in selecting the respondents were conveniences and purposive. The study made use of Statistical Package for Social Science software for the analysis. Multiple linear regression and Pearson correlation were used in the data analysis. The study found out that, popularity and profession of the celebrity have a positive and significant impact on consumer buying behavior. Personality of the celebrity also positively but not significantly impact on consumer buying behavior of Samsung mobile phones in Ghana. The study recommends the use of celebrities who are popular and as well belong to certain profession to be used by businesses to endorse their products.

Keywords: Celebrity Endorsement, Personality, Popularity, Profession, Consumer buying behavior

1. INTRODUCTION

In Ghana today, most industries or companies use celebrities to endorse their businesses. Celebrity endorsement is a form of advertising campaign or marketing strategies which are recently used to develop products, firms or non-profit organization which includes their popularity or publicity for brands and services or even creates awareness on environmental or social issues. Celebrities are used by marketers with the view that, a positive image of the celebrity will also contribute to the brand image of the product or service they associate themselves with. Celebrity endorsement is a way of publicity that portrays a well-known sports or entertainment celebrity to be the face of the company or firm's brand, with the use of social position to promote a service or product (Udo & Stella, 2015). It's important to state that, marketers in Ghana recently use celebrity endorsement as a marketing communication strategy to influence consumers to make purchase decisions.

Celebrity endorsement is a strategic tool use to improve marginal value of promotional expenditures and enhance brand value by way of the secondary association of a celebrity with the brand (Agrawal & Kamakura, 1995). In highly competitive business environment, the buyers will evaluate the perceived value of competing brands. The level of preference determines the highest competitive advantage from customer's perspective. In this case celebrity selection for brands should be critically looked at since any negative perception about the celebrity affects the brand he endorses as well. The effect of celebrity endorsement on advertisement and on the brand is of huge importance. For this reason, businesses usually appoint celebrities from specific source in order to give them a chance to be a part of advertisement campaigns. In other to motivate a consumer to consider

a particular brand from a divert series of brands, the marketing attributes and imageries of a brand are computed with the celebrities. Consumer decisions is a very key area to be considered when it comes to consumer buying behavior for an organization to achieve its future goal of making profit as a result of consumer satisfaction when it comes to sales. Endorsement is a form of brand advertisement through which a celebrity acts as the brands spoke person and certifies the brands proof and positioned it by extending personality, popularity, stature in the society or expert in a field to the brand (Choi & Rifon, 2002).

The practice of celebrity endorsement is a strategy that should enhance the marginal value of advertisement expenditures and create brand equity by means of the secondary association of a celebrity with a brand (Agrawal & Kamakura, 1995) . One must also not neglect the challenges that celebrity endorsement can bring on the company in terms of negative effect hence the need to manage these negative elements which aimed to reduce its perceived product attractiveness (Rego, Morgan, & Fornell, 2013). Though, these mind sets may change over time as a result of technological improvements based on personal lifestyle or more sophisticated marketing techniques (Poh Chuin & Mohamad, 2012). It is in the light of the above that the study is focusing on the effect of celebrity endorsement on consumer buying behavior. In this regard, this study has the main objective to examine the effect of celebrity endorsement on consumer buying behavior of Samsung phone in Ghana using some selected University students in Kumasi metropolis.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1 CELEBRITY ENDORSEMENT

In the area of business, celebrity endorsement plays a vital role since it influences consumers to make purchase decision. Celebrity endorsement involves associating a product or service of a firm with a well-known person. In analyzing the market situation currently, it is important for marketers to use different famous personalities to associate themselves with their brands to create unique identity and to make the company's brand or product popular. This then contribute highly in the company's expenditure as result of using that strategy, however nowadays, it is use as the powerful strategic tool to get maximum profit. Grant (1989) suggested that celebrities impart culturally is made up of meanings of their own to the product or service in the endorsement process. Different meanings that celebrities comprise of (beauty, success etc.) are transferred to brands that are fairly mundane. Similarly, other researchers have suggested that associative learning presumption is important in elaborating the process in which the celebrity's unique attributes are shifted to brands (Till & Busler, 1998). Likeability on the other hand arises from affection of the source as a result their physical appearance, behavior or other personal characteristics (Byrne, Whitehead, & Breen, 2003).

In this study, the celebrity endorsement will be discussed into many determinates. This discusses factors that celebrity should have to be a solid endorser. Similarly, Canning and West (2006) describe a celebrity as an

individual who is often in the public eye and usually have a high profile in, amongst others, the sports and entertainment industries (Canning & West, 2006). However, in this fast-moving and highly versatile era of marketing, a celebrity may well be a popular caricature or even an animated character like (Kumar, 2011). Celebrity endorsements are therefore used as strategic marketing tools that influence consumer behavior in favor of a particular product or brand by lending some of the celebrity's attributes to the particular product or brand. In order for this strategy to be effective, it is important for a celebrity to be credible enough for a consumer to want to be associated with the particular product or brand. There are nonetheless established models that explain the effectiveness of celebrity endorsements and how they operate to stimulate consumer purchase behavior.

2.2 POPULARITY OF THE CELEBRITY

The personality exposure in an advertising for a brand influences consumer buying behavior. Once a consumer is in terms of likeness it automatically affects or transfer the likeness to the brand being endorsed by that particular celebrity. However, if the celebrity has a negative public image it directly affects the brand as well. There has been a relevant relationship or indifference between the celebrity, the audience and the brand (Kamins & Gupta, 1994)**.** It is important to note that, as competition is increasing among organizations to attract more consumers towards their brands, so as the use of celebrities are increasing by marketers to endorse their product. Kulkarni and Gaulkar (2005) state that featuring a famous personality enhance marketers' problem solving over communication. Celebrities upon their popularity can assist advertisement to become more popular, unique from competitors and increase communicative ability. Celebrity endorsement helps in improving the brand's image and the company's image as well. It can also be used as powerful means in entering international markets which then helps the company to overcome numerous issues. Popularity of the celebrity help create brand awareness which then promote or increase consumer's attention for the brand which than contribute or create desire and excitement. All these contributions attest to the fact that celebrity endorsement influence consumer buying behavior positively (Goldsmith, Lafferty, & Newell, 2000).

The study therefore hypothesized that:

H1: popularity of the celebrity positively and significantly impacts on consumer buying behavior

2.3 PERSONALITY OF THE CELEBRITY

The brand personality construct however, has been studied at a conceptual (Durgee, Colarelli O'Connor, & Veryzer Jr, 1998); (Gardner & Levy, 1963) and at an empirical level (J. L. Aaker, 1997) ; (D. A. Aaker, 2012). To study whether the celebrity is a source of brand personality has also been hinted by (Durgee et al., 1998) who opined that the researchers need to delve into the sources of brand personality. The selection of a celebrity as an endorser is based on the product or brand and consideration of trustworthiness, likeability, similarity expertise and many others. In some instances, the celebrity gender and age comes into the picture depending

on the product and its target market. Primarily, studies showing celebrity endorsements are principally grounded on the source-credibility and source-attractiveness models. These public icons who endorse products are normally observed as authentic means of valuable channel of communication about the specific brand or organization they endorse (Amos, Holmes, & Strutton, 2008). Trustworthiness essentially refers to a sender's positive attitude that influence the believability of a message" (Kumar, 2011). The source-credibility model hence points to the fact that the effectiveness of information relies on the level of perceived expertise and credibility in relation to an endorser (Amos et al., 2008). Perceived quality depends on the level of placement of the product on the perceptual map that is use as a framework, by means of comparing and measuring product performance based on consumer's experience or expectation (Parasuraman, Zeithaml, & Berry, 2002). There is a believed that luxury brands will deliver important brand benefits and performance as compared to non-luxury brands. A well experience consumers may prefer more quality or attribute or benefit from a luxury brand (D. A. Aaker, 2012) since they perceive it will have greater brand quality and reassurance.

The source-attractiveness model proposes that the appeal of any source is influenced by the communication recipient's mindset of the source's similarity, familiarity and likeability (Amos et al., 2008)." Resemblance is the common qualities involving the source and the receiver; familiarity arises through knowledge from source or repeated exposure (Byrne et al., 2003). Further discussion is that, if consumers find a celebrity endorser as having some similarity that consumers are familiar with and for that matter like the celebrity, they will tend to find the celebrity more attractive (Amos et al., 2008). The celebrity makes the brand presentable to the target audience by given the brand attributes and features. Brand association of the celebrity gives consumers the edge to buy and own the brand. Samsung brand has already positioned itself in consumer's mind as quality of its product attributes. The study therefore hypothesized that:

H2: personality of the celebrity positively and positively impacts on consumer buying behavior.

2.4 PROFESSION OF THE CELEBRITY

Perfectionist of the celebrity endorsement is defined as the level at which an endorser is identified as a source of effective claims (Erdogan, 1999). It is significant that consumers recognize and believe that the celebrity is an expert (Ohanian, 1991). A celebrity must have a profession that will influence consumers to buy a product. It is important that consumers believe in the celebrity as an expert in his profession. When a celebrity is an expert in the profession, it influences consumers significantly to purchase a product. Expert credibility may affect perceptions of product's quality. The celebrity who is a specialist is known to be more influential or persuasive (J. L. Aaker, 1997) and contributes to high purchase intentions (Ohanian, 1991). The celebrity personal profession will determine its effectiveness. This support the idea that, the level of celebrity expertise will determine its effectiveness (Amos et al., 2008) . The more experience a celebrity is, the more effective it will be. The profession of the celebrity will not be changed by negative publicity, but the believability and credibility will be negatively influenced.

The study therefore hypothesized that:

H3: Profession of the celebrity positively and significantly impact on consumer buying behavior.

2.5 CONSUMER BUYING BEHAVIOUR

Consumer buying behavior can be defined as the behavior that consumers display in researching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman & Bednall). One of the key ways to understand consumer buying behavior is to understand the different roles consumers play. A consumer is defined as the one who pays for and receive goods and services in return for the payment made. However, in most situations, consumer buying decisions tend to be complex. This is because a consumer may play different roles in a transaction process. Five key roles played by consumers in purchasing decisions are; initiator, influencer, users, decider and the purchaser.

In today's extremely competitive marketplace, learning about consumer's value and behavior in relation to brand attractiveness to select a product and then purchase it, is critical for a product or brand to become successful. Organizations aim to increase their sales hence profit maximization as their reason for existence. Besides, consumers are offered with a considerable variety of products and services to select from to fulfill their needs and wants. There are several reasons that influence consumer's intention to buy a product or service. Consumers are concern of the overall benefits acquired from the consumption of products and services. Thus, it has turned out to be extremely important for organization to understand consumer buying behavior, particularly why and how consumer seeks to realize value from consumption experience. Hence a value- driven marketing tactic is really important to attract consumers, to keep up with changing consumer needs and wants and to achieve a competitive advantage (Batra & Kazmi, 2008).

Businesses are essentially setup to fulfill consumer needs, which puts consumers at the central point of businesses. It is hence critical for businesses and marketers to be able to predict consumer buying behavior in relation to their product or service as these consumers are endlessly exposed to various competing brands through different marketing strategies.

In effect, consumer knowledge on buying behavior is necessary to the improvement of marketing strategies in business and advertising campaigns.

3. METHODOLOGY AND MEASUREMENT OF CONSTRUCT

3.1 METHODOLOGY

The focus population of this study is based on university students, precisely users of Samsung mobile phone in the Kumasi metropolis in Ghana. The study has limited the population to some private university student which is estimated to run into thousands and at Kumasi metropolis in Ghana precisely. The data collection instrument was basically questionnaires. This was distributed to some selected university students. The sample size for the

study was 420 out of which 384 responses were received. The sampling techniques used were purposive and convenience sampling. Data collection tool used was questionnaire. SPSS IBM version 20 was the software used. Regression, correlation, means and paraphrasing were used in the analysis of the data.

3.2 MEASUREMENT OF RESEARCH CONSTRUCTS

The celebrity endorsement dimensions were adapted from the works of (Solomon & Rabolt, 2004) , (Hoyer & Stokburger-Sauer, 2012) , (Kotler & Armstrong, 2013), These variables were amended to suit Ghanaian situation. The dimensions used to measure celebrity endorsement are personality, popularity, profession. Consumer behavior is also measured from the works of (Amos et al., 2008), (J. L. Aaker, 1997) ; (D. A. Aaker, 2012) , (Byrne et al., 2003).

3.3 VALIDITY AND RELIABILITY

In enhancing the validity of the research instrument, the questionnaire developed was reviewed to check, remove and correct any potential problems before questionnaires were sent to respondents (content validity). According to (Hair, Black, Babin, Anderson, & Tatham, 1998), reliability is very important and concerned with the consistency of the research findings. Moreover, a research can be viewed reliable, if it's measuring variables yields the same results on repeated trials (Saunders, 2011). The coefficient differs from zero for no reliability to one for maximum reliability. When the value of the coefficient is 0.7 and above, the scales are said to be reliable. Though, F. Hair Jr, Sarstedt, Hopkins, and G. Kuppelwieser (2014) mentioned that lower coefficient may be acceptable depending on the objectives. The Cronbach's alpha value was stated for all factors included in the study. The study reliability is on the various scales and variables used in assessing Cronbach alpha coefficient. In conducting the study, a wide range of scales were used. This is to check how well the scales use yarded good results for the study. The aim for assessing the reliability of the scales is to make sure how consistent the items used to define the variables are. In checking the reliability of scales, the Cronbach alpha was used. The values show the Cronbach values of the results in the reliability for personality 0.738, popularity 0.783, profession 0.853, and consumer buying behavior 0.846.

Table2. Cronbach Alpha Coefficient of Variables

Variables	Cronbach alpha Values	Number of Items
Personality	.738	4
Popularity	.783	10
Profession	.853	5
Consumer buying behavior	.846	10

Source: Researcher's Field summary 2018

3.4 CORRELATION MATRIX

The pearson correlation was interpreted to know the connection that occurred between the variables used in the analysis and also helps the study to evaluate if there is a multicolloneality among the variables used for the study. This is to check the extent to which a variable is account for by another variable. In a way to check if the

strength of the relationship between the variables will affect further statistical analysis, a multicolloneality test was performed using the correlation statistics. It is suggested that the correlation statistics should not exceed 0.7 for the method (F. Hair Jr et al., 2014). The table below shows that all the variables falls within the range and means that multicolloneality is not a threat to this analysis.

Table 3. Measurement invariance tests (Fit indices)

	Personality	Popularity	Profession	Consumer BuyingBehavior
Personality	1			
Popularity	.444**	1		
Profession	.311**	.359**	1	
ConsumerBuying Behavior	.260**	.323**	.315**	1

**Correlation is significant at the 0.01 level (2 tailed).

4. ANALYSIS AND DISCUSSION

The study was conducted on a total of 420 respondents within the Kumasi metropolis out of which 384 responses were received representing 91% response rate. The study made use of both Stata and SPSS as software for analysis.

4.1 DEMOGRAPHIC INFORMATION

It was found that in terms of ages, respondents used were below 30 and intervals of 30-40, 41- 50 and above 51 years. These age groups were considered be to adult and student of Christian Service University College and are capable of making precise decisions when it comes to product preference and purchases. Based on these categories, out of the total response given, a total of 136 responses representing 35.4% were below 30 years, 164 respondents which equals 42.7% of age 30-40, 72 respondent denoting 18.8% were between age 41-50 and 12 respondents represent 3.1% of age 51 and above. This result explains that respondent of the study was adult between the intervals 31-40 hence, the findings are valid to make generalization to students of Christian Service University College.

A sum of 217 responses representing 56.5% were males whiles 167 responses representing 43.5% were females. This implies that more males participated in the study than their female counterparts. This shows that male students use Samsung mobile phone more than females. Demographic variable illustrates that most of our respondents were single representing 50.5% with frequency of 194 out of 384 and remaining are married with 49.5% with frequency of 190. The study revealed that more singles of the students use Samsung mobile phones than couples. The qualification level of demographic variable shows respondents of 43.2% representing 166 frequencies, 38.3% representing frequency of 147 respondents, 13.5% representing 52 respondents and 4.9% with frequency of 19. It is clearly indicating that most of the respondent claimed to have a degree of bachelors and diploma. The table above shows how long the students have been using the Samsung mobile phone. 144 respondents representing 37.5% have been using the product for 1-2 years, 143 respondents representing 37.2%

have duration of 3-4years, 5-6 years' duration represent a frequency of 47 with 11.2%, 7-8 years' duration presenting 54 respondents with 14.1%.

Table 1. Demographic Information

Variables	Frequency	Percentage
Age		
Below 30	136	35.4
30-40	164	42.7
41-50	72	18.8
51 and above	12	3.1
Gender		
Male	217	56.5
Female	167	43.
Marriage Status		
Married	190	49.5
Single	194	50.5
Education		
SHS	52	13.5
Diploma	147	38.3
Degree	166	43.2
Masters	19	4.9
Usage duration		
1-2	144	37.5
3-4	143	37.2
5-6	43	11.2
7-8	54	14.1

Source: Researcher's Field summary 2018

4.2 EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR OF SAMSUNG PHONES IN GHANA

In assessing the relationship between celebrity endorsement and consumer buyer behavior, the multiple regression analysis was conducted to check the nature and magnitude of the relationship between the independent variables and the dependent variable. The regressions equation was therefore $y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$. When the figures from the output are estimated, the equation becomes; $y = 2.201 + .068X_1 + .172X_2 + .158 (X_3)$. The result shows that there is a moderate relationship between celebrity endorsement and consumer buyer behavior with R value of .398 indicating a moderate relationship. The R square value point out that 15.8% (.158) of consumer buyer behavior can be explained by using the predictor celebrity endorsement. From the ANOVA results, it obvious that, the integrated impact of celebrity endorsement and profession, personality and popularity is statistically significant ($F = 23.707$; $p = .000^a$). An F-statistics of 4 shows that the model is fit hence value of 23.707 indicates that the model fit the study.

In assessing the individual effect of the predictor variables (profession, personality and popularity) on consumer buying behavior, the regression analysis used the coefficients, significance (T statistics) level at 95% and the beta values.

Table 4. Celebrity Endorsement relationship with Consumer Buying Behavior

	B	Std. Error	Beta	T	Sig
Constant	2.201	.154		14.333	.000
Personality	.068	.036	.102	1.907	.057
Popularity	.17	.046	.203	3.736	.000
Profession	.158	.038	.211	4.109	.000
R	.398				
R^2	.158				
F Statistics	23.707				
Dependent variable	Consumer buying behavior				

Source: Researchers field work, 2018

The finding of the study shows a positive and statistically significant relationship among consumer buying behavior. This implies that popularity as a measurement of celebrity endorsement impact on consumer buying behavior of Samsung mobile phones in Ghana. The B value for profession is .158, the Std Error value is .038, the Beta value .211 and T 4.109 with significant value of .000. (Kulkarni & Gaulkar, 2005) state that featuring a famous personality enhance marketers' problem solving over communication. Celebrities upon their popularity can assist advertisement to become more popular, unique from competitors and increase communicative ability. The implication for celebrity endorsement is that, profession has a positive and significant role to play as far as consumer buying behavior is concern. This has supported H_1.

Personality has positive and negative significant relationship among consumer buying behavior. This implies that personality as a measurement of celebrity endorsement does not impact on consumer buying behavior of Samsung mobile phones in Ghana. This has supported H_2. The B value for personality is .068, Std. error is .036, Beta value of .102, T value of 1.907 and significant level of .057)." Resemblance is the common qualities involving the source and the receiver; familiarity arises through knowledge from source or repeated exposure (Byrne et al., 2003). Further discussion is that, if consumers find a celebrity endorser as having some similarity that consumers are familiar with and for that matter like the celebrity, they will tend to find the celebrity more attractive (Amos et al., 2008). The findings of the study show a positive and significant impact on consumer buying behavior. This implies that profession as a measurement of celebrity endorsement impact on consumer buying behavior of Samsung mobile phones in Ghana. This has supported the H_2.

The regression results for profession publicized that, the association between profession and consumer buyer behavior is positively having the correlation coefficient of .158. This implies that as personality and popularity is held constant consumer buyer behavior will increase steadily with increases if profession of celebrity is done creditably and vice versa. To substantiate further, Profession as a celebrity endorsement is statistically significant and revealed a great donation to consumer buyer behavior with t-value of 5.810 which is significant at .000. When a celebrity is expert in the profession, it influences consumers significantly to purchase a product. Expert credibility may affect perceptions of product's quality. The celebrity who is a specialist is known to be

more influential or persuasive (J. L. Aaker, 1997) and contributes to high purchase intentions (Ohanian, 1991). The implication being that, profession of celebrity endorsement will help to contribute to consumer buyer behavior in terms of sale for the product the celebrity endorses hence increase in profitability. This has supported H_3.

Summary of hypothesized construct

H_{1-3}	Hypothesis	Status
H_1	Popularity has positive and significant impact on consumer buying behavior	Accepted
H_2	Personality has positive and negative significant impact on consumer buying behavior	Accepted but not significant
H_3	Profession has positive and significant impact on consumer buying behavior	Accepted

Source: Researchers field work, 2018

5. CONCLUSION AND POLICY IMPLICATION

This study has the objective to investigate the effect of celebrity endorsement on consumer buying behavior of Samsung mobile phones in Ghana. To achieve this objective, the research appraised all the measurement scales of the said construct to determine their measurement of value of the study cortex of theory and managerial practices. The study found that out of the 19 variables used to measure celebrity endorsement are adequate and 10 variables for consumer buying behavior. The findings of the study show a positive and statistically significant relationship among consumer buying behavior. This implies that popularity as a measurement of celebrity endorsement impact on consumer buying behavior of Samsung mobile phones in Ghana. Personality has positive and negative significant relationship among consumer buying behavior. This implies that personality as a measurement of celebrity endorsement does not impact on consumer buying behavior of Samsung mobile phones in Ghana. The study revealed that celebrity endorsement plays an important role in consumer buying behavior of the Samsung mobile phone in Ghana. Business organizations have resorted to celebrity endorsement as an important to marketing strategy to create customer satisfaction, brand preference and customer buying behavior. Likewise, customers have over the years relied on celebrity endorsement as an important source and product information, likeness and influencer for consumer purchase decision process. The following recommendations are worth implementing based on the findings of the study. It is required of Samsung Electronics Company Limited to increase brand personality to make customers loyal to their products. The Samsung Company should consider celebrity personalities who have other professions that contribute to the popularity for customers to develop interest to purchase that particular product. Consumers feel comfortable with brands endorsed by celebrities who have made it in their profession and for that matter see whatever they endorse to be of good quality to purchase. We recommend that the other institutions can also research into consumer buying behavior on insurance policy for further studies.

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