



## **EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMERS' BUYING BEHAVIOUR OF ELECTRICAL APPLIANCES IN ACCRA, GHANA: A CASE OF HISENSE GHANA LTD**

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**ABSTRACT:** *The study examines the effect of celebrity endorsement on consumers' buying behaviour of electrical appliances in Accra, Ghana. Data were collected using questionnaire administered through personal interviews to 240 customers of Hisense Ghana Limited in Accra, Ghana, and data analyses carried out using SPSS version 22. The findings of the study revealed television ranked first, radio ranked second, newspaper ranked third and billboard ranked fourth as the various media used by Hisense Ghana Limited for celebrity endorsements to influence consumers' buying behaviour in Accra. Also, the study showed credibility ranked first, physical attractiveness ranked second, trustworthiness ranked third and expertise ranked fourth as celebrity's attributes influencing consumers' buying behaviour of products of Hisense Ghana limited in Accra, Ghana. Since reactions to television advertisements seem to be stronger than the reaction to print advertisement, the study recommends Hisense Ghana limited to continue to emphasize the use of television as a medium for celebrity endorsement to influence consumers' buying behaviour. The firm should also continue the use of celebrity endorsement on radio. However, celebrity endorsement in newspapers and billboards can be minimized. Also, it is recommended that celebrities with credibility and physical attractiveness must be utmost priority for Hisense during endorsements and celebrities with additional attributes such as trustworthiness and expertise must be preferred albeit not so significant.*

**KEYWORDS:** Celebrity Endorsement, Consumer Buying Behaviour, Hisense, Electrical Appliances

### **INTRODUCTION**

In today's dynamic market conditions coupled with the fragmentation of the media landscape, the consumer is exposed to several advertising messages on daily basis (Thornson, 1990). This is because a lot of organizations are communicating at the same time; an average city dweller is exposed to about three thousand to five thousand messages in a day (Kotler, 2007). The challenge, however, with organizations is how to arrest the attention of consumers as regarding displayed advertising messages to influence a purchase. As a result, these organizations have adopted several marketing communications tools to capture the attention of consumers to influence a purchase and among these many communication tools, celebrity endorsements have become one of the most influential and commonly used tools. In the Western world for example, the likes of Jay Z, Steve Harvey, Oprah Winfrey among others can be mentioned. In Nigeria, the likes of Genevieve Nnaji, Omotola Jalade Ekeinde, John Michel Obi, Davido amongst others are rated as highly respected celebrities. Ghana can boast of Kwadwo Nkansah Liwin, Nana Ama Mcbrown, Jackie Appiah, Yvonne Nelson, Asamoah Gyan, Andre Dede



Ayew, Jordan Ayew among others as highly rated celebrities used in advertisements by many organizations. Biswas *et al.* (2009) attribute the usage of these celebrities on the premise that celebrity endorsement advertising is attractive, popular, glamour, status symbols and has the potential to influence consumers buying behaviour. Blondé & Roozen (2006) are also of the view that celebrity endorsements advertising usage has surged because of the considerable decline in the effectiveness of other marketing communication tools. Another reason according to Endorgan (2001) for the rapid and noticeable use of celebrities in advertisements is because of its capability of having a profound impact on financial gains for the organizations.

However, Klaus & Bailey (2008) believe the concept of celebrity advertising had been used since ages as an effective source of marketing to influence consumers' purchasing behaviour but gained apt importance after the Second World War. According to Erdogan *et al.* (2001), in 1979, one in every six commercials used a celebrity and in 2001 that percentage grew to 25%. Segrave (2005) posits that people used to find celebrities in newspapers and magazines even from the beginning of the twentieth century.

Today, celebrities are found in almost every advertisement around the world acting as spokespersons in a bid to influence consumers' purchasing behaviour (Kambitsis *et al.* 2002; Rajakaski & Simonsson 2006). According to Agrawal & Kamakura (2005), celebrity endorsements constitute approximately 10% of all television advertising expenses. More so, Busler (2002) posits that celebrity advertising fee accounted for about \$800 million United States dollars in 2001 and the figure has witnessed a continuous rise. For instance, in 1997, Michael Jordan used to earn \$47 million in a year which made him the highest paid athlete and the following ten years, Le Bron James signed a contract worth \$90 million with Nike (Arango, 2007). In India and Taiwan, at least one celebrity appears in 24% and 45% of advertisements respectively (Crutchfield, 2010).

With this notion that celebrities endorsements generate publicity and attract consumers' attention to the advertising message being displayed to influence a purchasing behaviour, the electrical appliances industry in Ghana which is in strenuous completion has sought the services of celebrities in almost every advertisement displayed by the firms in a bid to capture the attention of consumers and influence a purchasing behaviour. A credible and attractive celebrity endorser can be very helpful in making the consumer believe in the advertising message and drive attention as well influence a purchasing behaviour (Ohanian 2000). Therefore, the purpose of this study is to examine the effect of celebrity endorsement on consumers' buying behaviour in the electrical appliances industry of Ghana.

### **Statement of the Problem**

Celebrity advertising endorsement has been recognised as the "ubiquitous feature of modern-day marketing" (Keller *et al.* 2011). The main goal of using celebrities in advertising is to generate publicity and to drive consumers' attention to the message being communicated (Biswas *et al.* 2009), as well as influencing consumers' purchasing behaviour (Keller *et al.* 2011). According to Bergkvist (2016), celebrities are respected around the globe and they can really create a positive consumer mind-set and strengthen the consumer buying and re-buying intention towards the endorsed product. Like other countries, Ghana also has a great respect for celebrities; hence, they are highly sought after for advertisement in the electrical appliances industry. A typical example is Hisense Ghana limited, one of the newly introduced electrical appliances firms in Ghana which sought the services of celebrities in most of its advertisements



in a bid to influence consumers' purchasing behaviour. A number of researches indicate that customers have an unquenchable need to gain insight into the lives of celebrities (Ferris 2007; Cashmore, 2014) because the celebrity easily catches consumers' attention (Kaikati, 2007) which is a very successful way of influencing a purchasing behaviour (Chapman & Leask, 2001; Larkin, 2002; Pringle & Binet, 2005).

However, according to Atkin & Block (2003) and Frieden (2004), celebrities are the right choice but are not always found to be effective. Research has shown that using a celebrity endorser with an attractive public image can decrease consumers' self-esteem and have a negative impact on buying behaviour. On the contrary, having a celebrity endorser with an unattractive public image could potentially increase consumers' self-esteem and have a positive impact on buying behaviour (Sääksjärvi *et al.* 2016). Another research has proven the opposite. According to Wei & Wu (2013), consumers react more positively towards endorsement if the celebrity is attractive and fascinating. Scholars argue that celebrity endorsement could damage the brand image if the celebrity endorser has a negative reputation in connection with scandals or other types of bad behaviour (White *et al.* 2009; Pope *et al.* 2009). Also, according to McCracken (2018), the frequency of celebrity exposure of the advertisement has a negative impact on purchase behaviour. This makes the study an interesting one. The question then is: how have celebrity advertising endorsements influenced consumers' buying behaviour of products of Hisense Ghana limited in Accra?

### **Aims of the Study**

The primary aim of the study was to examine the effect of celebrity endorsement on consumers' buying behaviour of electrical appliances in Accra, Ghana.

### **Specific Objectives of the Study**

In order to achieve the stated aim of the study, the following objectives have been set;

### **Research Objectives**

1. To uncover the various media used by Hisense Ghana limited for celebrity endorsements to influence consumers' buying behaviour in Accra;
2. To identify the attributes of celebrities influencing consumers' buying behaviour of products of Hisense Ghana limited in Accra, and;
3. To explore the level of relationship between celebrity endorsements and consumers' buying behaviour of Hisense Ghana limited's products in Accra.

### **Significance of the Study**

It is hoped that the findings of the study will be significant to firms in the electrical appliances industry in Accra, Ghana, particularly, Hisense Ghana limited. The study should expose Hisense Ghana limited to the various media capable to influence behaviours during celebrity endorsements. The study also should guide Hisense Ghana limited to the paramount attribute(s) of celebrities needed to influence behaviours. The academia and students who would want to research further in this area would find this study significant.



## **Scope of the Study**

The scope of the study is confined to consumers' behaviour towards celebrity endorsements in relation to electrical appliances in Accra, Ghana. Other regions of Ghana fall outside this scope. Also, only one company Hisense Ghana limited was examined with a sample-size of 240.

## **Limitations of the Study**

Conducting a study of this nature requires funding which is always a challenge. Respondents also pose a challenge during questionnaire administration. In most cases, they are of the view that responses given would be used against them unless detailed explanation is provided. However, the researcher was able to overcome these challenges which resulted in the success of the study.

## **LITERATURE REVIEW**

### **Celebrity Advertising defined**

Han *et al.* (2015) refer to celebrity advertising as “the use of a famous person’s image to sell products or services by embracing the individual’s wealth, popularity, or fame to endorse the products or services”. Celebrity is a means of brand communication whereby the celebrity acts as a brand’s spoke’s person and endorses a brand’s claims and position by spreading his or her personality, popularity and status in the field of the brand (Sajan & Nerhu, 2014). Endorsement occurs when a celebrity lends his/her name to and appears on behalf of a product or service on which he or she may or may not be an expert (Bekk & Spörrle, 2010). Erdogan, (1999) defines a celebrity “as an individual having a wide favorable social recognition and is well reputed amongst the social members. According to McCracken, (1989) and Khan *et al.* (2016), celebrities are famous amongst the social members and are given more importance as compared to the rest. Most celebrities that are hired by an organisation to endorse products or brands are popular people, television stars, movie actors or famous athletes (Shimp, 2007). Choi *et al.*, (2005) define a celebrity as “a person who is acknowledged by the public for his or her deeds in having different portfolios like performer, sportsman, entertainer, legislator etc. In this study, Han *et al.* (2015) definition was adopted.

### **Vital Attributes of Celebrities**

Organizations endeavour to select celebrities whose traits will maximize message influence. Based on earlier studies (Kim *et al.*, 2013; Amos *et al.*, 2008), this study defines attributes of celebrity as physical attractiveness, credibility, trustworthiness, expertise and according to Dea & Biswas (2001), each influences the consumer’s behaviour through a different process.

### **Celebrity Physical Attractiveness**

Physical attractiveness is the “sum of a celebrity’s physical appearance, etiquette, beauty, dress and accessories, elegance, manners, and sexual appeal” (Lord & Putrevu, 2009; Han & Ki, 2010) which influence consumers’ buying behaviour. Thus, physical attractiveness is said to be multi-dimensional in nature (Erdogen 1999) which enables them to enjoy a high level of social recognition (Cohen & Golden, 1972; Rengarajan & Sathya 2014). According to McGuire (1985), celebrities with physical elegance and a proper match-up with the endorsed product(s)



can better advocate products. Erdogan (1999) sub-divided physical attractiveness into three: similarity, likeability and familiarity.

McCormick (2016) describes similarity “as the perceived level of commonalities between the celebrity endorser and the consumer”. Similarity can be defined as “a supposed resemblance between the source and the receiver of the message” (Erdogan, 1999). The fact still remains that normally people have an attractive tendency towards others who are “like them” and are repulsive towards dissimilar ones. Hence, if a consumer finds the endorsing personality to be similar to him or her, there is a greater chance of successful product endorsement.

On the other hand, McGuire (1985) describes likeability as “the affection for the source because of the source’s physical appearance and behavior”. It refers to the perceived level of affection which the consumer holds for a particular celebrity. Consumers’ likeability for the celebrity is stemmed from the physical elegance and behavior of the celebrity. When such likeness is developed, it certainly creates affection with the product(s) being endorsed by the celebrity. Given this, organizations and for that matter marketers engage these celebrities to promote their products (Belch & Belch, 2001; Kumar, 2010).

According to Belch & Belch (2001), familiarity is the presumed resemblance as knowledge that a celebrity endorser possesses through exposure. Erdogan (1999) and Kumar (2010) describe familiarity as “the intended information amongst the general public that the endorsing celebrities possess through social publicity”. The challenge with organizations and marketers is how to identify the celebrity who familiarizes easily with consumers. According to Poghosyan (2015), the greater the level of familiarity of a celebrity, greater will be the influence on the purchase behaviour of the customer.

### **Celebrity Credibility**

Endorser credibility is “the extent to which the source is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject” (Goldsmith *et al.* 2000; Ohanian, 1990). Credibility simply refers to the volume to which the receiver of the advertising message perceives the endorsing source as having applicable understanding, knowledge and abilities in relation to their buying behaviour. Perceived credibility of a superstar is defined as the overall effectiveness of an endorsing source that creates and increases the acceptance and understanding of the promotional messages (Erdogan, 1999 & Kumar, 2010). Credibility also consists of celebrity’s believability and dependability of the consumer. Consumers have a high level of liking, appreciation and trust for celebrities. The consumer believes that these celebrities give unbiased and reliable information regarding products as compared to other non-famous personalities (Krishnan, 1996).

### **Celebrity Trustworthiness**

Tripp *et al.* (1994) define trustworthiness as “the measure to which the consumers perceive that the celebrity can communicate a sense of honesty, believability, and integrity through the medium of advertising. Trustworthiness refers to the amount of confidence the consumer put on the celebrity for the message delivered by them which is believed to be most convincing (Ohanian 1990). It also refers to the perceived level of the endorsing celebrity’s integrity, honesty and believability in the minds of the consumers. According to Griffin (1967), “favourable disposition, acceptance, psychological safety and perceived supportive climate are



favourable consequences of trust” (cited in Chao *et.al.* 2005). It is always found that a message coming from someone whom you trust, you tend to believe in the message more and bring about an effectual attitudinal change; on the other hand, non-trusted spokesperson influence tends to be lower (Mc Ginnes & Ward, 1980). The trustworthiness factor is an important element that constitutes the effectiveness of a celebrity endorsement. Hence, for effective product endorsement, a celebrity should be a trustworthy person (Erdogan *et al.* 2001; Hassan *et al.* 2014)

### **Celebrity Expertise**

According to Erdogen (1999), “celebrity expertise is the extent to which the spokesperson is observed to be a valid informant to influence behaviour. Expertise is a cognition-based attribute and refers to skills, knowledge, and experience possessed by the endorser. Celebrity endorsers that are perceived as experts enhance the consumers’ agreement with the presenter’s recommendation. Thus, a highly competent and expert celebrity is generally assumed to be more persuasive than a celebrity endorser with low perceived expertise (Erdogan 1999; Ohanian 1991). According to Belch & Belch (2009), “a spokesperson is often chosen because of his or her knowledge, experience, and expertise in a particular product or service area”. Ohanian (1990, cited in Belch & Belch, 2009) found that the perceived expertise of celebrity endorsers was more important in explaining purchase intentions than their attractiveness or trustworthiness. Ohanian also suggests that the celebrity spokespeople are more effective when they are knowledgeable, experienced and qualified to talk about the product they are endorsing.

## **MEDIA FOR CELEBRITY ADVERTISEMENT**

### **Television advertising**

Celebrity endorsements advertising on television is the bestselling and economical media ever invented and according to Saxena (2005), its potential advertising impact is unparalleled by any other media because it helps to promote products more efficiently as it is based on image and visual medium and offers the ability to convey messages with sight, sound and motion. This is buttressed by Kavitha (2006) who posits that celebrity endorsements advertisement on television is perceived as a combination of audio and video features and provides products with instant validity and prominence and offers the greatest possibility for creative advertising. D’souza & Taghian (2005) asseverate that “the television set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households”. Reactions to television advertisements seem to be stronger than the reaction to print advertisements (Matharu *et al.* 2019) therefore, organizations find that it is more effective to use television rather than print media partly due to low literacy rate (Ciochetto, 2004). According to Kotwal *et al.* (2008), television advertising does not only changed emotions but give substantial message exerting a far-reaching influence on buying behaviour.

### **Radio**

Celebrity endorsement advertisement on radio has become one of the most successful media in creating “action and involvement” of consumers (Grønholdt *et al.* 2006b). The reason for this high consumers response has to do with the intimate atmosphere radio creates due to the warmth of the human voice, which makes radio personal, because the radio can be the only



companion on a cold night or when sitting alone in the car getting back from work (Bruhn Jensen, 2003). According to Warner (2009), advertising in radio is relatively cheaper, which gives organizations the opportunity to increase the frequency of commercials to influence a purchase. More so, radios have high frequency rate which can be created fast and easily towards certain consumer groups. However, this high frequency rate also develops a dilemma for radio advertising since it is likely that the effect will wear out faster because consumers hear the message repeated more frequently Dutta (2007). Additionally, Picard (2002) intimates that since consumers are unstable and can easily switch channel if there is something they do not care to listen to, consumers are more likely to be doing something else besides listening to the radio and less attention is paid to what is happening on the radio.

### **Newspapers**

Newspapers are the most traditional ways of promoting businesses and awareness among consumers. Celebrity endorsement advertisement in newspapers allows the message to reach large number of consumers as everyone likes to read newspaper (Kipphan 2001). Organizations can purchase advertising size of any dimension depending on the needed requirement in newspapers. Newspaper advertising forms an important medium of advertising and an important part of our daily life which can be retained, read and re-read when required. A newspaper has a high level of credibility where the readers rely on newspaper for factual information. The readers also hold high level of interest in the articles they read. It satisfies the curiosity of the reader to know what is taking place around him and how directly or indirectly it affects him (Rege, 1990). The increased audience's interest allows advertisers to provide a lot of copy details in their advertisements (Sharma & Singh, 2009). However, posit that celebrity endorsements advertising in newspapers can get really difficult to capture consumers' attentions if there are lots of other similar advertisements that are present in the same page. Cited poor photo reproduction can limit the creativity of the advertisement in the newspaper and once the advertisement is published in the newspapers, competitors may copy or enhance it to promote their advertisement in the newspaper. It is difficult to target a specific audience with this media; however, newspapers are effective in increasing awareness of a product and services in a specific geographical area.

### **Billboard**

A billboard is a large outdoor advertising structure (a billing board): typically found in high traffic areas such as alongside busy roads Taylor *et al.* (2006). According to Dent (2011), billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans and distinctive visuals, billboards are highly visible in the top areas. Bryan-Wilson (2008) posits that for billboard advertising to be effective, it must have a clear, concise message and attractive illustrations and visual appearance. They need to be as clutter-free as possible and easy to read. This is because according to Achieng, (2009), it only receives about 2-4 seconds of a customer's attention so the message needs to be easily digested. A recent study of billboard users found that compared with other media, billboards were rated higher in terms of ability to communicate information affordably, attract new customers, and increase sales (Taylor & Franke 2003). According to Wampler *et al.* (2006), the advantages of using billboards are many and among them is potential placement of the advertisement close to the point of sale. This ensures high frequency of exposure to regular commuters.



## **Consumer Buying Behaviour**

Understanding the ways in which consumers' involvement levels influence how they use different cues to make purchase decisions has been a topic of research for several decades (Hollebeek *et al.* 2007). Perner (2008) defines consumer buying behavior as "a study of people, companies, or agencies and the tactics they use to choose, compare, use, and dispose of products, offerings, reviews, or thoughts to satisfy their needs and wants". According to Akehurst *et al.* (2012), consumer behaviour is also influenced by concerns about the brand, culture, demographic characteristics, finance, behaviours, lack of information, lifestyles, personalities or moral issues. Consumer behavior occurs either for the individual, group or an organization that involved services and ideas as well as tangible products (Sharma, 2006). It may happen in various thoughtless situations (Banyte & Raišyte, 2009; Kardes *et al.* 2010). People will always consider when to purchase and what impression toward the products (Saylor.org, 2013). According to Kardes *et al.* (2010), even if consumers did not actually make a purchase, they will probably be exposed to marketing information in the form of advertisement, product information on packages, opinions from friends or family members and brand symbols on almost everything.

## **Relationship between Celebrity Endorsement and Consumer Buying Behaviour**

According to Fleck *et al.* (2012), celebrity endorsers attract followers as well as fans to encourage product trial, increase brand awareness and consumption intentions. Prior research by Illicic & Webster (2011) demonstrates that a consumer's evaluation in terms of attitudes towards celebrity advertisement and buying behaviour is greater when a celebrity endorses a product. Dix *et al.* (2010) asserted that the celebrity's credibility is a much more significant factor in explaining consumers' buying behaviour. Biscaia *et al.* (2013) opined that attitudes towards sponsor have a positive and direct influence on buying behaviour. O'Guinn *et al.* (2008) described that 'a celebrity testimonial will increase the advert's ability to attract attention and produce a desire in receivers attempting to emulate or imitate the celebrities in which they admire'. Additionally, Atkin & Black (1983) emphasized that celebrity endorsers may be influential as 'celebrity endorsers are considered to be highly dynamic with attractive and engaging personal qualities. Audiences may also trust the advice provided by some famous persons, and in certain cases celebrities may even be perceived as competent to discuss the product. However, Chan & Luk (2013) posited that celebrities may create the vampire effect-a situation where the celebrity overshadows the product(s) being advertised. As a result, the consumers tend to remember the celebrity and not the product being advertised. More so, Choi & Rifon (2007) asserted that multi-product endorsement by the same celebrities would lead to overexposure. This makes the novelty of celebrities get diluted if they engage in too many advertisements, thus the advertisement might not have major influence on consumers' buying behaviour. Inferring from the literature, the study therefore hypothesizes that:

*Ho: There is no significant relationship between celebrity endorsers and consumer buying behaviour.*

*H1: There is a significant relationship between celebrity endorsers and consumer buying behaviour.*





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## **EMPIRICAL REVIEW**

A study by Khan *et al.* (2016) revealed that celebrity endorsement is one of the most useful advertising techniques of the 21<sup>st</sup> century used to influence a purchasing behaviour.

Malik & Gupta (2014) tailored a research on influence of endorsements by celebrity and brand mascots on buyers' purchasing behaviour. It was also affirmed that customers believe that a celebrity endorsed product celebrity is of worthy quality. After acknowledgement of the importance of celebrities' companies are hiring these figures massively to persuade the people. Nyakado (2013) investigated a representative sample size of 300 selected by random sampling technique, in Kenya about celebrity endorsement regarding their purchasing behaviour. The results of study confirmed that physical attractiveness of celebrity effects buyers towards the brand. Also, Anjum *et al.* (2012) conducted a study to analyze the effect of celebrity endorsed advertisements on consumers' purchasing. It was revealed that consumer perceives that these advertisements are reliable and convenient to recall about product

## **METHODOLOGY**

### **Research Design**

The design of this study is quantitative in nature. Quantitative research is the investigation of phenomena that give themselves to exact measurement and quantification, which attached a rigorous and controlled design (Polit & Beck 2008). According to Parahoo (2006), its main purpose is to measure concept or variables objectively in numerical and statistical process, also relationship between variables. Since data analysis was purely statistical and a relationship was established between the independent variable (celebrity endorsement) and the dependent variable (consumer behaviour), the study found it appropriate.

### **Population of the Study**

A research population 'consists of individuals or elements, and these could be persons or events anything at all of research interest, including observations, judgments, abstract qualities, etc.' (Sapsford & Jupp, 2006). In this study, all the customers of Hisense Ghana limited in Accra made up of the population.

### **Sampling Technique and Sampling Size**

According to Saunders *et al.* (2005), sampling technique varies from probability (randomly) to non-probability (convenient). Also, a sample is any part of the fully defined population (Banerjee *et al.* 2007). In this study, a non-probability (convenient) technique of sampling was used to select 240 customers of Hisense Ghana limited in Accra.

### **Sources of Data**

Field survey was the main source of data for the study. Structured questionnaire and interviews were used in carrying out the survey.



## **Data Analysis**

Statistical Package for Social Sciences (SPSS) version 22 was used to analyze the data collected. The findings were presented by tables of frequencies and percentages computed for each item. A simple regression analysis was carried out to ascertain the relationship between the dependable variable (consumer buying behaviour) and independent variables (celebrity endorsement). A Cronbach's alpha coefficient analysis was used to ascertain the internal consistency of the responses received. Also, the mean ranking was used to rank the responses gathered.

## **Validity and Reliability of Data**

Validity is whether the research measure what it intends to and how accurate the data is (Golafshani, 2003). One way to attain the validity of a survey is to do a trial investigation and make any necessary changes. 'A pilot investigation is a small- scale trial before the main investigation, intended to access the adequacy of the research design and of the instruments to be used for data collection, piloting the data collection instruments is essential, whether interview schedules or questionnaires are used' (Sapsford & Jupp, 2006). To ensure validity, the questionnaire for the study was piloted with 20 customers whose characteristics were similar to that of the study. Variations identified were rectified. Cronbach's alpha ( $\alpha$ ) was used to check the internal consistency of the responses.

## **Ethical Consideration**

The ethical issues in the research were primarily concerned with confidentiality and anonymity of the research participants. For confidentiality, the researcher-maintained confidentiality the facts shared by the research participants all through the research process, and as well the names of the research participants were kept anonymous.

## **Overview of Hisense Ghana Limited**

Hisense Ghana Ltd. entered the Ghanaian market in 2011. The company's headquarters is based in the capital Accra with showrooms in East Legon, North Industrial Area, Tema, Lapaz, Kasoa, Accra – Opera Square, Baatsona, Junction Mall, Achimota Retail Centre and West Hills Mall, and also Kumasi Mall, Kumasi – Adum, Tarkwa – Market Circle and Tarkwa. Hisense Ghana Ltd. is rated as the first in the Ghanaian market for flat panel televisions. Since the introduction of the company unto the Ghanaian market, Hisense Ghana Ltd. has acquired 30% of the electronics market share in the country. Its products categories include but not limited to: Air Condition, Appliances, Digital Satellite TV, LED TV, Mobile Devices, Refrigerator, Smart Phones, Sound System, Top-loading, TV, Twin-tub, Washing Machine.

## **Background Characteristics**

The study deemed it appropriate to find out the background characteristics of respondents and the results of the study revealed 62.5% of the respondents being male whilst female respondents accounted for 37.5%. It can be observed obviously that Hisense Ghana limited has more male customers in Accra than females.

Age bracket 50-59 were slightly majority (33.3%) of the respondents according to the results of the study followed by age bracket 40-49 (27.1) and age 60 and above (25.0%). The findings also showed age bracket 20-29 to be the least (2.1) of the respondents' whilst age bracket 30-39 accounted for (12.5%).



Findings from the study revealed that majority of the respondents 102 (42.5%) were master degree holders whilst bachelor degree holders accounted for 75 (31.2%). The study further showed HND holders to be 35 (14.6%) whilst those with other qualifications accounted for 28 (11.7%). It can be concluded that majority of Hisense Ghana limited customers were well-informed about the products of Hisense due to the attainment of education. Table 1 below presents the results.

**Table 1: Background Characteristics of Respondents**

Characteristics	Frequency	Percent (%)
<b>Gender (N=240)</b>		
Male	150	62.5
Female	90	37.5
<b>Age in years (N=240)</b>		
20-29	5	2.1
30-39	30	12.5
40-49	65	27.1
50-59	80	33.3
60 & above	60	25.0
<b>Educational Background (N=240)</b>		
HND	35	14.6
Bachelor's degree	75	31.2
Master's degree	102	42.5
Others	28	11.7

Source: Researcher's field work, February, 2020

### Reliability Statistics

A reliability test to ascertain the internal consistency from respondents as regard the various media used by Hisense Ghana limited for its celebrity endorsements to influence consumers' buying behaviour in Accra, Ghana, was done with the use of Cronbach's Alpha Coefficient value. All the responses received resulted in high reliabilities values with Cronbach's Alpha ranging from 0.828 to 0.898. The figures fulfilled the acceptable value of  $> 0.70$  as suggested by Lehman (2005; Wells & Wollack (2003). The result is presented in table 2 below.

**Table 2: Demonstrates the Cronbach's Alpha (coefficient alpha) of the various Media used by Hisense Ghana limited for its Celebrity Endorsements to Influence Consumers' buying Behaviour in Accra, Ghana**

SN	Variables	Alpha
1	Newspaper	0.842
2	Television	0.898
3	Radio	0.884
4	Social Media	0.828
5	Billboard	0.848

Source: Researcher's Field Work, February, 2020



### **Ranking of the various Media used by Hisense Ghana limited for its Celebrity Endorsements to Influence Consumers' buying Behaviour in Accra, Ghana**

The analysis shows the ranking of the various media used by Hisense Ghana for its celebrity endorsements to influence consumers' buying behaviour in Accra, Ghana. Using a scale of 1 to 4 where 1 denotes most frequent and 4 least frequent, the statistics shows television ranked 1<sup>st</sup> with a mean of 3.0244 and a standard deviation of 1.036 as the most frequent media used by Hisense Ghana for its celebrity endorsements to influence consumers' buying behaviour in Accra. Radio is ranked 2<sup>nd</sup> as frequent media used by Hisense Ghana for its celebrity endorsements to influence consumers' buying behaviour in Accra, newspaper is ranked 3<sup>rd</sup> with a mean of 3.0334 and a standard deviation of 1.048 as the less frequent media used by Hisense Ghana for its celebrity endorsements to influence consumers' buying behaviour in Accra and billboard is ranked 4<sup>th</sup> with a mean of 3.344 and a standard deviation of 1.044 as the least frequent media used by Hisense Ghana for its celebrity endorsements to influence consumers' buying behaviour in Accra. The table 3 below presents the results.

**Table 3: Shows the mean ranking of the various Media used by Hisense Ghana limited for its Celebrity Endorsements to Influence Consumers' buying Behaviour in Accra**

Media used by Hisense Ghana	Mean	Std. Deviation	Mean Rank
Newspaper	3.0334	1.048	3 <sup>rd</sup>
Television	3.0244	1.036	1 <sup>st</sup>
Radio	3.0268	1.038	2 <sup>nd</sup>
Billboard	3.0344	1.044	4 <sup>th</sup>

*Source: Researcher's Field Work, February, 2020*

### **Reliability Statistics**

Internal consistency of the responses from respondents regarding celebrity attributes influencing consumers' buying behaviour of Hisense Ghana limited in Accra, Ghana, was ascertained with the use of Cronbach's Alpha Coefficient value. All the responses received resulted in high reliabilities values with Cronbach's Alpha ranging from 0.840 to 0.848. The figures fulfilled the acceptable value of  $> 0.70$  as suggested by Lehman (2005; Wells & Wollack (2003). The result is presented in table 4 below.

**Table 4: Showing the Cronbach's Alpha (coefficient alpha) of the attributes of Celebrity Endorsements Influencing Consumers' buying Behaviour of Hisense Ghana limited in Accra**

SN	Variables	Alpha
1	Celebrity's Physical Attractiveness	0.844
2	Celebrity's Expertise	0.840
3	Celebrity's Trustworthiness	0.848
4	Celebrity's Credibility	0.846

*Source: Researcher's Field Work, February, 2020*



The statistics demonstrates the mean ranking of the attributes of celebrities influencing consumers' buying behaviour of Hisense Ghana limited products in Accra. From the statistics, celebrity's credibility as an attribute influencing consumers' buying behaviour of Hisense Ghana limited products in Accra is ranked 1<sup>st</sup> with a mean of 3.0224 and a standard deviation of 1.032. Celebrity's physical attractiveness as an attribute influencing consumers' buying behaviour of Hisense Ghana limited products in Accra is ranked 2<sup>nd</sup> with a mean of 3.0336 and a standard deviation of 1.036 whilst celebrity's trustworthiness and celebrity's expertise are ranked 3<sup>rd</sup> and 4<sup>th</sup> with a mean of 3.0348 and 3.0388 and standard deviation of 1.038 and 1.040 respectively as the attributes influencing consumers' buying behaviour of Hisense Ghana limited products in Accra. The findings of the analysis buttress the work of Bhavana (2011) and Mohammad & Zoubi (2011) who described the impact of perceived credibility and physical attraction of a celebrity as more influencing determinants of celebrity endorsement process. Table 5 presents the result of the statistics.

**Table 5: Showing the mean ranking of the attributes of Celebrities Influencing Consumers' buying Behaviour of Hisense Ghana limited products in Accra**

Favourable Sales Promotion Methods	Mean	Std. Deviation	Mean Rank
Celebrity's Physical Attractiveness	3.0336	1.036	2 <sup>nd</sup>
Celebrity's Expertise	3.0388	1.040	4 <sup>th</sup>
Celebrity's Trustworthiness	3.0348	1.038	3 <sup>rd</sup>
Celebrity's Credibility	3.0224	1.032	1 <sup>st</sup>

Source: Researcher's Field Work, February, 2020

### **Relationship between Celebrity Endorsement and Consumers' Buying Behaviour of Hisense Ghana's Electrical Appliances in Accra, Ghana**

The statistics of the regression analysis reveals a positive relationship between the celebrity endorsement and consumers' buying behaviour. It demonstrates that there is a significant relationship between both variables. Results show the value of (R =.474) and .426 variance (Adjusted R) was recorded. Taking into consideration the value of the variance (42.6%) recorded, it can be explained that the 42.6% variation in consumers' buying behaviour is influenced by celebrity endorsement. Thus, the results reveal the existence of a positive relationship between celebrity endorsement and consumers' buying behaviour of Hisense Ghana limited's products in Accra. This result is presented in table 6.

**Table 6: Model Summary**

Sig. F Model Change	R	R Square	Adjusted Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2
.564a	.474	.426	.72782	.474	354.542	1	664	.000

(Constant) (celebrity endorsement)



The regression model shows substantial strength with ( $F=246.787$ ),  $\beta$  coefficient = 0.486) and a highly significant p value. The regression analysis shows a significant positive relationship between both variables and on the basis of the above, the first hypothesis of the study  $H_0$ : *There is no significant relationship between celebrity endorsers and consumer buying behaviour* was rejected whilst the second hypothesis.  $H_1$ : *There is a significant positive relationship between celebrity endorsers and consumer buying behaviour* was accepted. *The result of the study espouses the work of Shehzad (2015) who posits that “celebrity endorsement is a powerful tool that is used to create a positive change in consumer buying behavior and has a strong relationship with the purchase intentions of buyers”.* Table 7 and 8 present the results.

**Table 7: ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	146.442	1	146.442	246.787	.000a
Residual	402.040	688	.616		
Total	548.482	689			

a. Predictor (Constant) (Celebrity Endorsement)

b. Dependent: Consumer Buying Behaviour

**Table 8: Coefficients**

Model Sig.	Unsolicited B	Coefficients Std. Error	Standardized Coefficients Beta	T
Constant	1.241	.050	26.896	.000
Trustworthiness	.422	.23	.486	18.095

*Dependent Variable: Consumer Buying Behaviour*

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

1. From the findings of the study, it can be concluded that male customers of Hisense Ghana limited out-numbered the female counterpart in Accra.
2. The statistics showed that Hisense Ghana limited customers can be found in all the age brackets of the study with age bracket 50-59 slightly up (33.3%).
3. The results revealed that customers of Hisense Ghana limited are educated. However, the levels of education vary with master degree holders being majority (42.5%)
4. The results of the analysis as regard the various media used by Hisense Ghana limited in Accra, for its celebrity endorsements to influence consumers' buying behaviour showed television ranked 1<sup>st</sup>, radio ranked 2<sup>nd</sup>, newspaper ranked 3<sup>rd</sup> and billboard ranked 4<sup>th</sup>.



5. Analysis of the data on the attribute(s) of celebrities influencing consumers' buying behaviour of Hisense Ghana limited products in Accra, revealed celebrity' credibility ranked 1<sup>st</sup>, celebrity's physical attractiveness ranked 2<sup>nd</sup>, celebrity's trustworthiness ranked 3<sup>rd</sup> and celebrity's expertise are ranked 4<sup>th</sup>
6. The findings of the study revealed a positive relationship between celebrity endorsement and consumers' buying behaviour of Hisense Ghana limited's products in Accra. The strength of the relationship was revealed to be substantial.

### **Recommendations**

1. Since reactions to television advertisements seem to be stronger than the reaction to print advertisement, the study recommends Hisense Ghana limited to emphasize the use of television as a medium for celebrity endorsement to continue influence consumers' buying behaviour. The firm should also continue the use of celebrity endorsement on radio. However, celebrity endorsement in newspapers and billboards can be minimized.
2. Also, it is recommended that celebrities with credibility and physical attractiveness must be the utmost priority for Hisense Ghana limited during endorsements. Celebrities with additional attributes such as trustworthiness and expertise must be preferred albeit not too significant.
3. More so, the study recommends Hisense Ghana limited to consider the use of celebrities as a priority during product endorsements since they have high influence on consumers' buying behaviour.

### **Areas for Future Research**

Researchers interested in this area could select a larger sample-size in Accra, Ghana, or other parts of the region to explore more attributes of celebrities and how they influence consumers' buying behaviour.

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