

The Use of Celebrities in Advertisement and its Influence on Consumer Purchasing Decisions of Mobile Telecommunication Services

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Abstract

This research focuses on the use of celebrities in advertisement and its influence on consumer purchase decisions of mobile telecommunication. The study seeks to investigate how consumer make purchase decisions of the telecommunication services. This research which was undertaken at the various telecommunication services. This research was conducted using primary data sources. The field data collection involved an initial visit to the various mobile communication services and making a general assessment of the various layouts. This was followed by interviews, observations and the use of questionnaires. The measures include customer attitude towards celebrities in making purchase decisions, attitude towards customers and celebrities' appearance. From the discussion, it could be seen that management sees their customers as an essential part of the business operation and for that their choice of celebrities is a major priority. In view of this, management has set in place means of satisfying their customers to their maximum benefits, among them are: providing customers with celebrities with clean sheet record, handling customers' complains and also reducing the probability of choosing unpopular celebrities. The research found that these measures have increased customers' commitment thus retaining the existing customers and winning more customers.

Keywords: Celebrities Advertisement, Consumer Purchasing Decisions, Mobile Telecommunication

1.0 INTRODUCTION

This chapter presents the general introduction to the study which includes background to the study, statement of the problem, research objectives, research questions, research design, and significance of the study, scope of the study and the outline of the research.

1.1 Background of the study

The nature of competition in the mobile telecom industry in Ghana has introduced various dimensions to strategies employed by the companies. Marketers in the industry believe that celebrities can contribute effectively in their attempts to increase their subscriber base. The use of celebrities in advertisements in the mobile telecommunication industry has increased recently with both local and international celebrities featuring prominently. It is common to see celebrities in all manner of advertisements by the mobile telecom operators in both the electronic, print and outdoor media. Using celebrities as spokespersons to promote products, services and ideas has been a popular advertising strategy around the world. Celebrities are believed to exert special influence on the public via advertising due to their distinctive qualities compared to average persons or anonymous models (Hsu and McDonald 2002; Pringle 2004). As their images are created in a public stage and their meanings are derived from the culture, celebrities are often viewed as symbols of quality.

The ever increasing product diversity and competition on the market of goods and services has dictated the pace of growth in the number of advertisements. Despite their admittedly diminished effectiveness over the recent years, advertisements remain the favored method among the promotional tools. Consequently, the challenge for a marketer is to explore every possible avenue of making an advertisement more noticeable, attractive and impellent for consumers. One way to achieve this is through invoking celebrity endorsements. Even though the use of a celebrity to endorse a product in an advertisement involves substantial costs to the marketer, it is believed that such advertisements can influence the consumer to behave in favour of the firm

1.2 Statement of the problem

Studies on the relationship between celebrities in an advertisement and consumer buying Behaviour have generated a lot of academic controversies. The widely held view is that celebrities in an advertisement have direct and positive impact on the buying behaviour of the people. Thus, with the use of celebrity's customers are likely to behave in favour of the companies' product. Some studies suggest that the use of a celebrity could result in a fairly considerable value added to an advertisement, while other researchers contend that only a relatively insignificant number of such advertisements serves the purpose. Hume (2001) was certain of negative consumer reaction to a product in the advertisement of which famous people partake. Hume (2001) mainly attributed this ill-feeling to the realization on the part of consumers that celebrity featuring advertisements are costly and the purchaser who chooses the product advertised in such a way is therefore bound to pay a higher price (Cooper, 2005). Other scholars found that although celebrities are generally appealing, they nevertheless fail to evoke confidence in the promoted product strong enough to in turn motivate customers to purchase it. The uncertainty on the exact nature of the impact of using celebrities in an advertisement and its influence on consumer purchasing behaviour has therefore necessitated the research into the study area.

1.3 Research Objectives

In order to understand the extent to which celebrity advertisements influence the purchasing decisions of consumers, there is the need to set measurable and achievable objectives. The general objective of the research is to study the use of celebrities in advertisements and its influence on consumer purchasing decisions. The specific objectives are;

- i. to examine why marketers, use celebrities in the advertising
- ii. to assess the types of advertisement that celebrities are mostly used
- iii. to examine consumer behaviour in relation to celebrity advertisement
- iv. to measure the nature of influence celebrity advertisement has on consumer purchasing decisions

1.4 Research Questions

In order to achieve the research objectives of the study the following questions are stated;

- i. Why do marketers use celebrities in their advertising?
- ii. Which types of advertisements do marketers mostly use celebrities?
- iii. How can consumer behaviour be described in relation to celebrity advertisement?
- iv. How does celebrity advertisement influence consumer purchase decisions?

1.5 Research Design

The target population of the study was all mobile phone users or people who patronize mobile telecom services in Kumasi. Because the population size was large a sample size of five hundred and eighty (580) users were used for the study. A convenient sampling technique was used to select all the (580) respondents. Questionnaire was administered to gather the data from the respondents. A statistical tool that will be used to analysis the data will be Microsoft excel. It will be used to derive tables and charts for the effective analysis of the data.

1.6 Significance of the study

The popularity of celebrity endorsements use by marketers in the mobile telecommunication industry demonstrates the relevance of the topic, especially in the context of the current trend of competition, when companies are forced to save in order to survive, yet simultaneously to heavily invest in advertisement. The issue of the effective use of celebrity endorsements also features prominently in the academic discourse. Marketers will benefit from a study of this nature because they invest heavily in celebrity endorsement. The study will help the celebrities to realize, if any, their contribution to consumer purchasing decisions through their involvement in advertisements.

1.7 Organization of the Study

The research is designed into five Chapters. Chapter one looks at the general introduction which includes background to the study, problem statement, and research objectives, and research questions, scope of the study and the significance of the research. Chapter two presents the existing material on the topic, which includes theoretical literature and empirical literature on the use of celebrities in advertisement and its influence on consumer purchasing decisions. Chapter three states the methodology of the research with justification of the various choice of the research design. Chapter four presents the results and analysis of the data collected from the respondents. Chapter five summaries the entire work with conclusions and recommendations stated based on the findings of the study.

2.0 LITERATURE REVIEW

This chapter looks at the theoretical concepts of advertisement and celebrity advertisements its significance in terms of influence the target audience. This reviews relevant literature on the topic. The specific areas covered are the concept of celebrity advertisement, the consumer decision making process and the relationship between celebrity advertisement and consumer purchasing decisions.

2.1 Celebrity Advertising

McCracken (1989) suggests that a celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". Compared to anonymous actors used in advertising, celebrities deliver meanings to the ad and the product with depth and power. While an anonymous person may provide demographic cues such as age, gender and role, celebrities offer all these meanings with special precision. In addition, they offer a holistic image and personality through associations. Freidman and Freidman (2000) discovered that in comparison with other types of advertisers, celebrities and experts are more stimulating and thus more capable of generating desirable behaviour in regard to the promoted product.

2.2 Factors Which Influence Consumer Behavior

Consumer behavior according to Schiffman and Kanuk (2000) is highly individualized and complex, and is influenced by a multitude of intrapersonal, interpersonal, and external mediated factors. Intrapersonal factors include variables such as one's individual personality characteristics, one's individual drives and motivations, and one's values, attitudes, and beliefs. According to Semenik (2002) to interpersonal factors include personal interactions with others, especially family members and peers, as well as interactions with members of groups to which one belongs or aspires to belong, such as one's culture, subculture or subcultures, reference groups, and the like. External mediated factors would include non-personal sources of information such as newsletters, television portrayals, advertising, and other mass-mediated information (Pride and Ferrell 1997). Intrapersonal factors determine the way in which a consumer will perceive and interpret information.

A consumer's personal values, attitudes, and beliefs, individual personality characteristics and character traits, and drives and motivations are unique. They vary across individuals, vary across situations, and vary over time, thus ensuring that a consumer's response to any consumer situation is highly individualized and specific to the context in which the situation occurs. These intrapersonal factors combine to determine how a consumer will interpret incoming stimuli, and respond to his or her own unique interpretation. (Kotler and Armstrong 1994). Consumer behavior is greatly influenced by interpersonal factors. Personal interaction with others, particularly family and peers, socializes an individual with regard to the expectations of one's culture, subculture or subcultures, reference groups, and other groups to which one belongs or aspires to belong. (Schiffman and Kanuk 2000).

Through observation and interaction within the family, one learns at a very early age about the core values of one's culture. In an American household, for example, one learns that success comes from hard work; that self-reliance is something to aspire to; that freedom of choice is a privilege to be cherished; that being "young at heart" is important, among other values. Through observation and interaction within the family, one learns about the expectations of the subcultures to which one belongs, such as subcultures based on ethnicity, religion, geographic region, social class, special interests, or others. Experiences within the family shape one's values, attitudes, and beliefs. External mass-mediated

messages, including advertising, have the least impact on individual consumers because these messages are filtered through interpersonal communication channels as well as consumers' own perceptual systems before they can acquire meaning (Berelson, and Gaudet 1998).

According (Wells 1995) such messages do not have inherent meaning on their own, but rather attempt to resonate with a pre-existing set of values, beliefs and attitudes. Ads follow, they do not lead. A content analysis of an advertisement, for example, is just that and nothing more—a simple description of the content of the message. It is not an indication of the meaning of the message, nor is it a reflection of the perceptions of the message for any individual other than the person providing the analysis. No person is able to identify the precise meaning of any message for another person. Rather, each consumer determines the meaning of these messages based on the pre-existing values, attitudes, motivations, and beliefs the consumer brings to the message. As the authors of a recent advertising text write:

Remember, the meaning of an ad does not exist inviolate and immutable within its borders. In fact, it doesn't exist there at all. Meaning is constructed in the minds of consumers, not delivered by advertisements. What an ad means is determined through a subtle but powerful process of meaning construction by consumers (O'Guinn, Allen, and Semenik 2003). Whether a message is considered appealing depends on a myriad of factors including the individual's experiences with, attitudes toward, and beliefs about the product and the brand being advertised, the perceived content of the message, the context of the message, the medium in which the message appears, and so forth. Any given advertisement means different things to different people because of the wide variation in individual perception. Obviously, the only way to determine the precise effect of any given advertisement is to conduct an individual analysis to assess the perceptions of class members. (Lazarsfeld, 2000)

2.3 The Consumer Decision Making Process

Individuals, adults and adolescents, males and females progress through a series of stages in making a purchase decision (Belch and Belch, 2001). Marketing communication campaigns have used the consumer decision making process as a framework for determining strategic objectives (Schultz 1990). According to Kotler and Armstrong (1994) first, the prime prospect or target of a campaign needs to be aware of the brand name of your product or service, and understand that the brand name represents a particular product category. Second, the target consumer should perceive relevant information about the brand. What is relevant depends on the individual and the situation but may include such things as features, benefits, availability, price, and so forth. Third, the target consumer must perceive the information about the brand to be positive. Fourth, the target consumer should perceive that the brand is unique and better than the competition in important ways. The advertising should help consumers differentiate among brands, and determine that the advertised brand is the preferred brand due to its unique qualities (Moriarty 1995). Fifth, the consumer should have the conviction to buy your advertised brand instead of any other. Finally, following the purchase, the provider of the brand must reinforce the target consumer's decision to buy the brand.

2.4 The Role of Advertising in the Consumer Decision Making Process

According to Kotler and Armstrong (1994), consumers encounter large amounts of advertising on a daily basis. In order to make sense of their busy, complicated environment, consumers of all ages filter out a great deal of information, including advertising that is irrelevant to their lives, and perceive information which reinforces their pre-existing values, attitudes, and beliefs. In order for advertising to have any impact, therefore, it must break through the advertising "clutter" and, specifically, break through the target consumer's perceptual barrier. Relevance, originality, and repetition will increase the odds that a mass-mediated message will be perceived by a target consumer. Consumer research has shown that advertising can be effective in the early stages of the consumer decision making process in enhancing consumer awareness and knowledge of a brand; however, later stages of the process, including the decision to purchase a brand, are shown to be influenced by interpersonal factors. As Kotler and Armstrong noted although it reaches many people quickly, advertising is impersonal and cannot be as persuasive as a company salesperson. Personal selling is the most effective tool at certain stages of the buying process, particularly in building up buyers' preferences, convictions, and actions. Kotler and Armstrong (1994).

The effectiveness of advertising in imparting information about a product or service depends on the consumer's previous understanding of the product or service. For that reason, the role of advertising for imparting information about totally new products and services differs from its role in communicating about known products and services. Totally new products—innovations—are introduced to all consumers of all ages at the same time. Advertising about these products and services imparts information about how the new product could be used, how it could be relevant, and so forth (Kotler and Armstrong 1994). Mature products are not new, and advertising for mature products need not explain how the products are used because consumers have observed the products in their daily lives prior to viewing advertising for it. Advertising for mature products must impart information about how the advertised brand is better for the target consumer than, and differs from, other brands in the product category.

2.5 The Influence of Celebrity Advertising on the Consumer Brand Decisions

Researchers have studied the nature of influence celebrity advertisement has on consumer brand preference many industries. However, there is little or scattered literature in the telecommunication industry. Majority of the literature on celebrity advertisement focused more on the credibility of an advertiser and the effectiveness of an advertisement in influence consumer decisions. Among these studies, Petty, Cacioppo and Schumann's (1983) found the existence of two routes – central and peripheral – by which a consumer receives the information communicated to him and acts in accordance with it. When a consumer is at a low level of involvement, he/she responds via the peripheral route, i.e. reacts to the context, specific details, spokesperson of an advertisement and nonverbal signals within it, without cognitively processing the key message delivered to him/her.

Petty, Cacioppo and Schumann's (1983) concluded that the use of celebrities in advertising helps mould desirable consumer response, in the event that the information is received via the peripheral route. Kahle and Homer (1985) traced that attractive celebrities are more acceptable and consequently bring more influence to bear on a recipient of an advertisement which can determine their decisions. Wheeler (2002) maintains that a celebrity endorser who is perceived as an expert on the promoted product is more convincing and therefore more likely to induce a positive brand attitude among consumers, as compared with its non-celebrity counterparts. Celebrities' such as actors, sportsmen and musicians have been most extensively used in advertising. Some authors hold that celebrity featuring advertisements attract greater consumer attention as well as generate higher intention to try out the product promoted, in comparison with those that do not (Atkin and Block, 1983; Petty and Cacioppo, 1983).

Misra and Beatty (2000) found that the success of a celebrity endorsement as well as that of an advertisement as a whole depends on a number of variables. The use of a prominent person for an advertising campaign requires substantial funding, yet even in the event that it is secured, success is far from guaranteed. Different surveys of advertising frequently offer a one-sided perspective and refrain from explaining why celebrity endorsement is effective in some cases but not others. Petty, Cacioppo and Schumann (1983) discovered that in an advertising environment, when individuals are highly involved with the product or service promoted, it is rational arguments rather than 'star' endorsement that mainly conditions their purchase decisions.

At a low level of involvement, Floyd (1999) found that an effective use of celebrity endorsers proves much more persuasive than key message arguments. Thus, one can assume that the effectiveness of an advertisement does not necessarily hinge on the appearance of a celebrity in it, but is also related to the nature of the promoted product as well as the way in which consumers make their purchase decisions. Given the current pronounced differentiation of substitute goods, Floyd (1999) recommends presenting more facts and reasons why one product is worth choosing over others, instead of relying on the use of celebrities in advertising campaigns.

2.6 Characteristics of the Celebrity in Advertisement that Influence Consumers

Misra and Beatty (2000) found the reasons why the use of celebrity endorsers in advertising serves its purpose in some cases but not others. Different researchers have their interpretations of the commercial use of celebrities in marketing communication activities such as advertisement. The effectiveness of celebrity featuring advertisements has often been attributed to the fact that consumers generally regard famous people as highly dynamic, appealing and likeable personalities, which, in turn,

attracts their attention to the products promoted (Atkins and Block, 1983). Various studies commonly mention source credibility, source attractiveness, celebrity-product congruence (match-up), celebrity activation and the influence of celebrity multiplicity as well as that of celebrity and audience gender among the variables that ought to be considered when selecting an appropriate celebrity to endorse a product.

2.6.1 Source credibility

Source credibility is one of the key factors that determine the image of a brand. Goldsmith (2000) defines source credibility as the degree to which a celebrity is assumed to have enough expertise to impart an objective attitude towards the product he/she promotes. Kelman (1991) asserts that information attributed to a credible source can influence the opinions and behaviour of consumers through the internalization process.

2.6.2 Expertise and trustworthiness

Expertise and trustworthiness are the principal variables in most scholarly accounts of the credibility of 'star' advertisers. Some authors argue that the perceived expertise of a celebrity endorser is one of the most persuasive elements of an advertisement. It therefore affects the purchase decisions of the target market more than the attractiveness of the endorser or, indeed, any other factor (Ohanian 1990; Horai, Naccari and Fatoullah 1994). Expertise and trustworthiness of a celebrity endorser, influence customers to turn their attention to the arguments presented in the advertisement, and the more reasonable these appear, the more credibility the celebrity endorser is credited with (Hovland, 1993). Consequently, the more favourably consumers assess the expertise and trustworthiness of a celebrity endorser, the more likely the celebrity is to be regarded as a reliable source of information on the product and thus the better the brand he/she endorses is represented (Ohanian, 1990).

The research conducted by Miller and Baseheart (1969) confirmed that consumer behaviour is directly related to the confidence they place in celebrity endorsers. Ohanian (1990), conversely, traced no significant correlation between the perceived credibility of celebrity endorsers and the intention on the part of consumers to purchase the products they promote. It has been widely assumed that mainly due to their considerable professional achievements and fame, which in turn boosts their credibility, celebrities bring greater influence to bear on customers, as compared with that of unknown endorsers. From his review of literature in the field, Goldsmith (2000) draws a general inference that the perceived credibility of the source of information (celebrity) contributes to persuading consumers and inducing desired behaviour with regard to the advertised product. Arguably, the more reliance is put upon the celebrity endorser, the stronger this positive influence becomes.

2.6.3 Source attractiveness

Another equally important attribute of the source of information (celebrity endorser) is its attractiveness. Langmeyer and Shank (2000) maintain that the concept of source attractiveness is not limited to good looks only, but also encompasses such non-physical characteristics as, for example, abilities in sports, charisma, grace, tact or intelligence. An attractive celebrity is a force that affects the brand he/she endorses particularly strongly due to the dual effect of his/her 'star' status on the one hand and physical appeal on the other (Kamins, 1990). Various academic studies have revealed that physically attractive celebrity endorsers substantially improve the image of the products and brands associated with them.

Joseph's (1982) comprehensive literature review and analysis of fundamental research findings in the area led him to the conclusion that physically attractive celebrity endorsers have a positive impact on the way that consumers think about and assess the products promoted by them. This was confirmed by Kahle and Homer (2005) who proved that physical attractiveness of celebrities evokes greater response to the brand they endorse as well as likings for it in the target audience. Till and Busler (1998) summarized the insights into the issue of the use of physically attractive celebrity endorsers in advertising discussed above. These authors attributed the phenomenon of source attractiveness to the fact that an attractive person generally tends to receive more attention than a charmless one.

2.6.4 Celebrity-product match-up

Celebrity-product match-up commonly implies a convergence between the image conveyed by a celebrity and the characteristics of the product that he/she endorses (Misra and Beatty, 1990). According to Friedman and Friedman (2001) the effectiveness of an advertisement depends on the advertiser's choice of product endorsers. In a study conducted by Lynch and Schuler (1994) the correlation between athletic and non-athletic endorsers of sports equipment and the effectiveness of the respective advertisements in which they appeared. Their findings, however, failed to demonstrate that an athletic, thus more physically attractive, individual has a stronger impact on the target audience. A considerable amount of research to reveal the effects of celebrity product match-up, on the credibility of a communicator of the promotional message – a celebrity endorser, – as well as on consumer behaviour in respect of the product advertised. Kamins, 1990; Kamins and Gupta, 1994; Misra and Beatty, 1990) however found conclusively confirm the positive effects of celebrity-product match-up.

2.6.5 Celebrity multiplicity

Hsu and McDonald (2002) suggest two possible outcomes of multiple celebrity endorsements, with regard to meaning transfer. Firstly, not merely one, but a multitude of separate meanings attributed to the celebrity endorsers who feature in an advertisement eventually get associated with the promoted product. Secondly, the specific meaning thereby transferred to the product indicates that the celebrities partaking in the process have certain features in common. Provided that multiple celebrity endorsers are different, their characteristics and thus the symbolic meanings they transfer become complementary. In this case, the product or brand promoted is expected to acquire a wider spectrum of transferred meanings.

2.6.6 Celebrity activation

Celebrity activation according to Till and Shimp (1998) is defined as the occupation and achievements, public activities, dramatic personal experiences, landmark successes and failures of a celebrity. They explain that the term also refers to how a celebrity is perceived and appraised in the public sphere and how this, in turn, brings to bear on the brand which he/she represents. Till and Shimp (1998) concluded that in the course of the endorsement process, when a celebrity and the brand he/she endorses are presented in repeated advertised pairings, consumers forge associative links between the two entities. Daneshvary and Schewer (2000) discovered that the professional success of a celebrity, when publicized, is beneficial, as it translates into the product or brand he/she represents in advertisement. Farrell also observed regular increases in the sales relative to the brand promoted by a celebrity, after the information about a professional attainment of its endorser had gone public. Farrell's findings concluded that the more a celebrity endorser excels in his/her professional undertakings – if consumers are duly informed about it, – the more positive influence it will have on the endorsed brand.

2.6.7 Celebrity and audience gender

Studies have been conducted on the impact of the gender of a celebrity endorser on consumers of the promoted product and their purchase intentions. Hsu and McDonald (2002) reported on a study in which they showed pictures of certain male and female athletes to participants. The respondents were then asked to identify the athletes as well as to tell whether the athletes could be considered experts on various sports related products and could thus affect their purchase decisions. The experiment yielded some gender-based results: compared to their female counterparts, not only were male athletes recognized much more often, but they also had more influence on the purchase intentions of the respondents.

Silvera and Austad (2004) attempted to determine the effects of gender matching between a celebrity endorser and consumers on the effectiveness of an advertisement. Their findings suggest no clear link between the gender of a celebrity endorser and the way in which his/her attractiveness or expertise with relation to the endorsed product is conceived by consumers, regardless of their gender. Yet the gender of a celebrity endorser was discovered to significantly correlate with his/her perceived trustworthiness: women had more reliance on female endorsers, whereas men, accordingly, demonstrated greater confidence in male celebrities.

It is also noteworthy that, according to some surveys, women are generally more susceptible to promotional persuasion (Widgery and McGaugh 1993). Yet other authors have deemed this proposition untenable, as it does not apply to advertisements with certain inbuilt extremities, such as a persistent assertion of the benefits of the product promoted or, conversely, unequivocal signs of hesitation. According to Kempf, Lacznik and Smith (2006), women typically process an advertisement more comprehensively, as they search for hidden cues, whereas men tend to directly assimilate the message communicated to them. Putrevu (2001) attributed the gender-based effects in advertising information processing to various factors, including social and biological gender differences.

3.0 METHODOLOGY

This chapter outlines the methodology used in conducting the research. The elements considered in this chapter include, sources of data, population and sample size, sampling technique, data collection instrument and data analysis tools.

3.1 Sources of Data

The data of the study were gathered from two main sources; primary and secondary sources. The primary data use in the research includes the responses gathered from the people selected in the Kumasi metropolis. The secondary data used in the study were collected from books, journals, internet and available literature on existing studies on the topic; the use of celebrities in advertisement and its influence on consumer purchasing decisions of mobile telecommunication services.

3.2 Population and Sample size

The target population for the study includes all mobile phone users in Kumasi which are in the thousand. Because the exact population figure is not readily available a sample were carefully selected to respond to the questionnaire. The sample size of the study was five hundred and eighty (580), which was determine because of the similarities in the services of the mobile telecommunication companies; MTN, TIGO, VODAFONE, EXPRESSO, AIRTEL. The people who subscribe to each of the network receive or experience similar services. This means that the people are likely to have common views on why they are using a particular network. This justifies the selection of five hundred and eight (580) respondents for the study.

3.3 Sampling technique

The sampling techniques available when conducting a study of this nature are probability and non-probability Saunders et al (2007). The probability sampling is where the respondents selected in such a way that all the people in the population will have equal opportunity of being selected. Non-probability is where the people are not presented an equal chance of part taking in the study. The researchers used a non-probability sampling technique in selecting the five hundred and eighty respondents for the study. This was in the form of convenience or accidental sampling technique. Thus, mobile phone users who were ready and willing to fill the questionnaire were used for the study.

3.4 Data collection instrument

The instrument used in collecting the data from the respondents was a questionnaire. The questions were drafted to include both close and open ended questions. The questions were structure in a standardized manner in order to illicit the responses relevant to the achievement of the research objectives. The questions on the demographic characteristics of respondents provided a range for respondents to tick what matches them. This was to provide a standardize levels of response for easy interpretation and analysis of the data. The questions that seek to illicit responses on the how customers are influence by celebrity advertisement was also structured in a scale of 5-1 with 5-strongly agree, 4-agree, 3-strongly disagree, 2-disagree, 1-indeterminate. This helps in the measurement of the nature of influence celebrity advertisement have on consumer brand decisions.

3.5 Data Analysis Tools

The data were analyzed by first considering the demographic characteristics of the respondents which include age, gender and education background. These items are important because they serve as independent variables which can influence the outcome of how a person behaves after viewing a celebrity advertisement. Data of how celebrity advertisement influence consumer decisions were also analyzed using Microsoft excel. This statistical tool was used to derive table, graphs and charts for easy interpretation and analysis of the data.

4.0 DATA ANALYSIS

This chapter presents evidence on data obtained from respondents during the study on the use of celebrities in advertisements and its influence on consumer purchasing decisions of mobile telecommunication services. Aside that the reason why marketers use celebrities in the advertising, the types of advertisement that celebrities are mostly used, and consumer behaviour in relation to celebrity advertisement were also looked into during the questionnaire administration.

4.1 Personal Data of Respondents

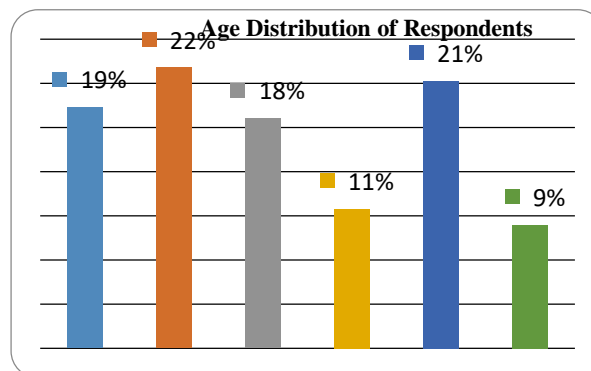
4.1.1 Age of respondents

Age is very important because it shows the number of years one has spent on earth. This will help know the kind of people that were interviewed during the study with respect to growth.

The table below shows the age distribution of respondents

Table 1: Ages of Respondents

Responses	Frequency	Percentage (%)
16-19	109	19
20-29	127	22
30-39	104	18
40-49	63	11
50-59	121	21
60+	56	9
Total	580	100



From the distribution, 109 respondents representing 19% were between the ages of 16 and 19, 127 respondents representing 22% were also of the ages of 20 and 29, 104 respondents also representing 18% were also between the ages of 30 and 39. Also 63 respondents representing 11% were between the ages of 40 and 49, 121 respondents representing 21% were between 50 and 59 whilst 56 respondents which also represent 9% were 60 years and above.

4.1.2 Gender of respondents

The data below shows the number of males and females that completed the questionnaire during the administration

Table 2: Sex of Respondents

Responses	Frequency	Percentage (%)
Male	317	55
Female	263	45
Total	580	100

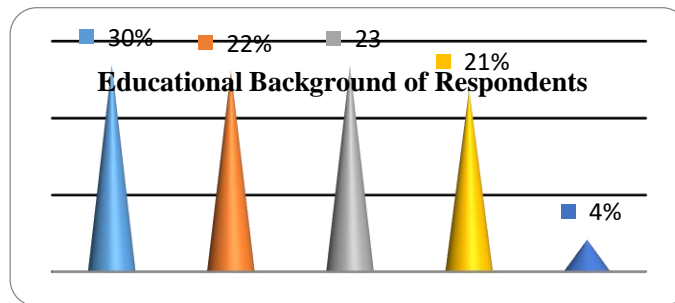
From the questionnaire distributed, 317 respondents representing 55% were male whilst 263 respondents also representing 45% were also females. This clearly indicates that a lot of males use mobile phones in Kumasi as compared to that of females.

4.1.3 Educational Background of respondents

The distribution below shows the educational background of respondents.

Table 3: Educational Background of Respondents

Responses	Frequency	Percentage (%)
Tertiary	175	30
S.H.S	131	22
Vocational/Technical	134	23
JHS/MSLC	119	21
None	21	4
Total	580	100



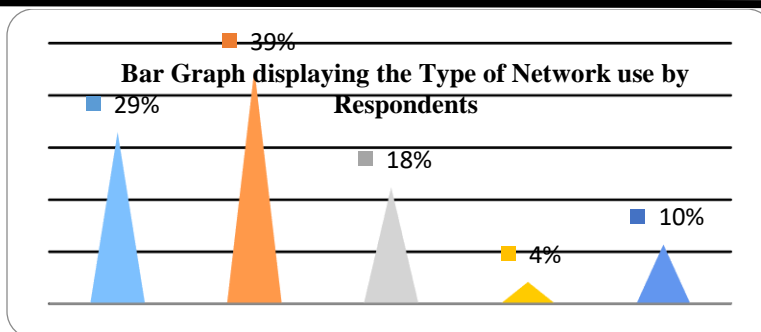
From the data presented above, 175 respondents representing 30% of the total sample size had Tertiary education qualification, 131 respondents also representing 22% had S.H.S educational level qualification, 134 respondents representing 23% had Vocational and Technical education, 119 respondents representing 21% had J.H.S or Middle School qualification whilst 21 representing 4% had no formal education.

4.2 Mobile Network use by respondents

The information below presents the type of network used by respondents.

Table 4: Network Work Used by Respondents

Responses	Frequency	Percentage (%)
Tigo	165	29
MTN	225	39
Vodafone	112	18
Expresso	21	4
Airtel	57	10
Total	580	100



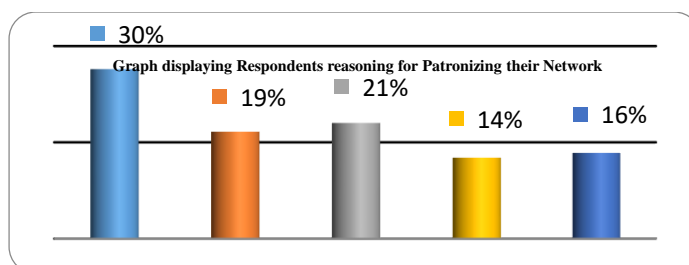
When respondents were asked about the network they use, 165 representing 29% said they use Tigo, 225 respondents representing 39% used MTN, 112 respondents representing 18% said they use Vodafone, 21 representing 4% of the respondents interviewed said they use Espresso whilst 57 respondents which also represent 10% said they use Airtel. This is a good sign for MTN because from the information gathered, it is clear that most of the people in Kumasi prefer MTN to the other network and it shows that MTN is enjoying most of the market share.

4.3 Reason for Patronizing the Network

Customers always patronize a product because of something they see as good for exchange about the product. The table below depicts respondents' reasons for patronizing the network they are using now.

Table 5: Respondents reasons for patronizing a particular network

Responses	Frequency	Percentage (%)
Service quality	176	30
Charges	111	19
Coverage	120	21
Added value	84	14
Relation use it	89	16
Total	580	100



From the distribution, 176 respondents representing 30% said they use the network because of the service quality, 111 respondents representing 19% said they chose their network due the flexibility of the call and other charges. Again, 120 respondents which correspond to 21% were also of the view that they join their network because of the network coverage, 84 respondents representing 14% said they patronize because of the added value and the last 89 respondents which also represent 16% said they patronize because they have relations who uses the same network.

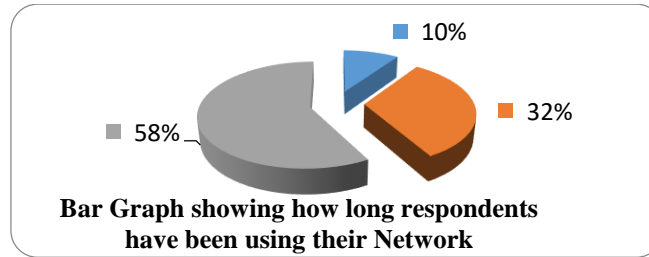
4.4 Period for using the Network

The distribution below shows the how long respondents have been using their network.

Table 6: Period of Usage

Responses	Frequency	Percentage (%)
Weeks	56	10
Month	187	32

Years	337	58
Total	580	100



From the distribution, 56 respondents representing 10% said they have use their network for weeks, 187 respondents representing 32% said they have use it for months whilst 337 representing 58% said they have use their network for yours.

4.5 Telecommunication in Advertisement

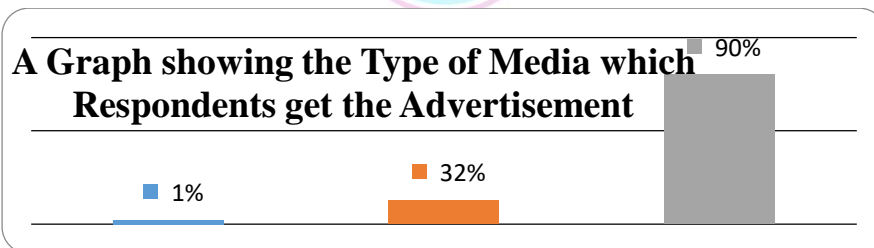
When respondents were asked about whether they see or hear their network in advertisement, all the 580 respondents which represent 100% said they normally see the advertisement of their network. Out of this, 94% said they see these advertisements very often whilst 6% said they sometimes see the advertisement.

4.6 Media for the Advertisement

The table below display the type of media which respondents hear, see or read their advertisement.

Table 7: Media

Responses	Frequency	Percentage (%)
Newspaper	9	1
Radio	51	9
Television	520	90
Total	580	100



From the table and chart, 9 respondents representing 1% of the people interviewed said they read the advertisement in the newspapers, 51 respondents representing 9% said they hear the advertisement on radio whilst 520 respondents representing 90% said this see the advertisement on the television.

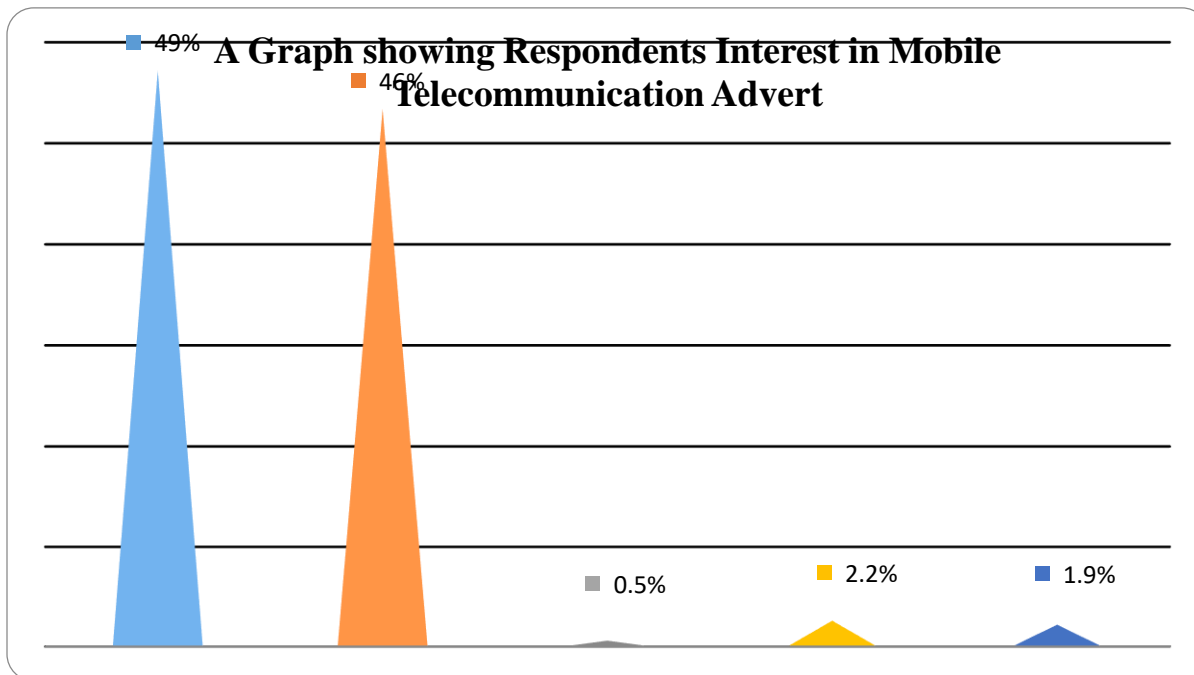
4.7 Respondents Interest in Advertisement

Advertisement can sway people to buy products from a company. The data below shows whether respondents like the advertisement of their network companies or not.

Table 8: Respondents Interest

Responses	Frequency	Percentage (%)
Message	286	49
Personality	267	46
Background Music	3	0.5
Graphic Illustrations	13	2.2

Others	11	1.9
Total	580	100



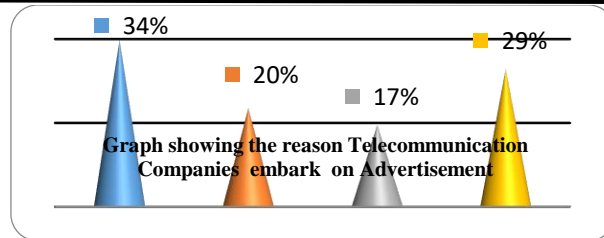
When respondents were asked whether they like the advertisement of their mobile telecommunication network, they all said yes but gave reasons as; 286 respondents representing 49% said they like the advertisement because of the message, 267 respondents representing 46% said they like it due to the personality they use, 3 respondents representing 0.5% said they like the advertisement because of the music at the background, also 13 respondents representing 2.2% said they like the graphic illustrations whilst 11 respondents representing 1.9% said they like the advertisement due to some other reasons.

4.8 Reasons for Advertisement according to customers

There are several reasons for embarking in advertisement, and the information provided below shows the reasons the telecommunication network embarks on advert according to respondent's perception.

Table 9: Reason for advertisement

Responses	Frequency	Percentage (%)
Market penetration	199	34
Increase subscribers	118	20
Provide information to subscribers	98	17
Create awareness	165	29
Total	580	100



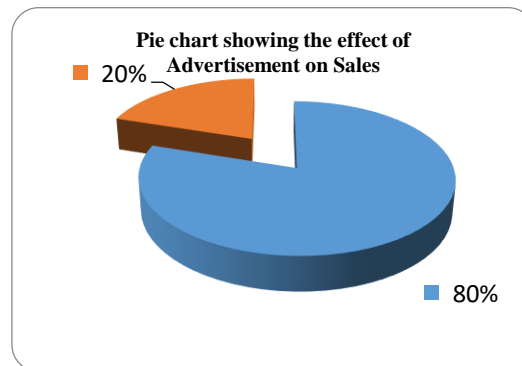
From the distribution, 199 respondents representing 34% said the telecommunication company uses advertisement to penetrate the market, 118 respondents which also represent 20% also said the companies embark on advertisement in order to increase their subscribers, 98 respondents representing 17% said the telecommunication companies mount advertisement to provide information to subscribers whilst 165 respondents representing 29% said the advertisement is meant to create awareness.

4.9 Advertisement and Sales

This shows whether subscribers patronize mobile network due to the advertisement of that particular company.

Table 10: Advertisement and it effect on sales

Responses	Frequency	Percentage (%)
Yes	464	80
No	116	20
Total	580	100



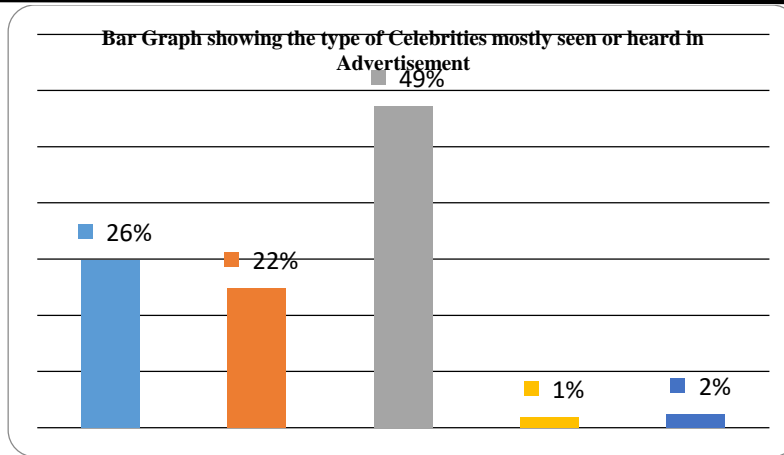
From the distribution, 464 respondents representing 80% agreed to the fact that they patronize a particular network because the advertisement see or hear on the media whilst 116 respondents representing 20% also believe that the mobile telecommunication network are not patronize due to the advertisement carried out.

4.10 Celebrities and Advertisement

The tables below present the types of celebrities mostly see or heard in advertisement of the mobile telecommunication companies.

Table 11: Celebrities mostly seen in advertisement

Responses	Frequency	Percentage (%)
Footballers	149	26
Musicians	124	22
Actors	286	49
Radio presenters	9	1
Television presenters	12	2
Total	580	100



When respondents were asked about the type of celebrities they mostly see or hear in advertisement, 149 respondents representing 26% said footballers, 124 respondents representing 22% said musicians, 286 respondents representing 49% also said they mostly see or hear actors in advertisement, 9 representing 1% said radio presenters whilst 12 respondents also representing 2% said they mostly see television presenters.

4.11 Respondent Interest in Celebrities

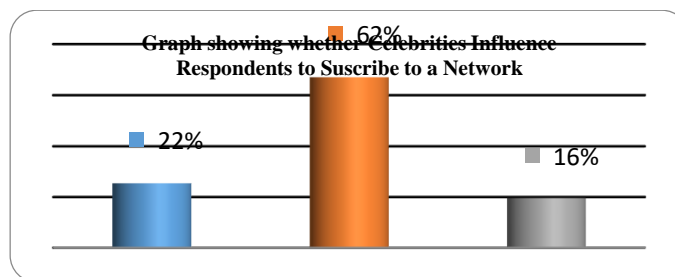
When respondents were asked about whether they like the celebrities they see or hear in advertisement, they all said they like the celebrities used in advertisement and also gave reasons that the fact that they are celebrities makes them public figures and role models to others and for this, they like the celebrities. Again, respondents hold that, celebrities play their roles very well in especially movies and if footballers, on the field of play. This has made them won the affection and turns to like them where ever or whenever they see them.

4.12 Influence of Celebrity Advertisement on the consumer

The data below provide information on whether the involvement of celebrities in advert really influences respondents to subscribe onto a network.

Table 12: Influence of Celebrities

Responses	Frequency	Percentage (%)
Very Influential	127	22
Influential	355	62
Less Influential	98	16
Total	580	100



From the table and chart, 127 respondents representing 22% of the people interviewed said celebrities are very influential in their decision to subscribe onto the said network, 355 respondents representing 62% said celebrities in advertisement influence them to subscribe to a particular network,

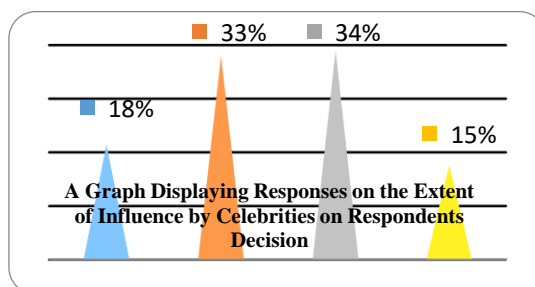
whilst 98 respondents which also represent 16% believe the use of celebrities in advert is less influential when it comes to their decision to subscribe to a network.

4.13 The Extent of Influence of celebrity advertisement

The distribution shows the extent to which celebrities influence their decision in subscribing a network.

Table 13: Extent of Influence

Responses	Frequency	Percentage (%)
To a very large extent	107	18
To a large extent	190	33
Uncertain	195	34
To some extent	88	15
Total	580	100



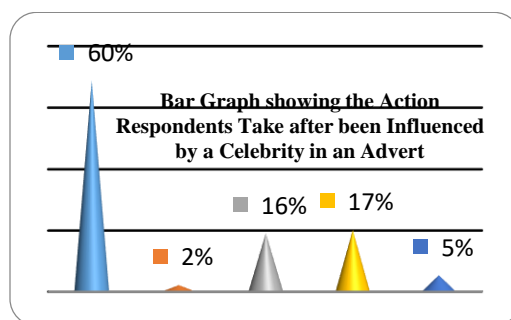
From the distribution, 107 respondents representing 18% said celebrities influence them to a very large extent to subscribe unto a network, 190 respondents representing 33% said celebrities influence them to a large extent, also 195 respondents representing 34% said they were uncertain about whether to some extent celebrities influence their decision in subscribing to a network and lastly, 88 respondents also representing 15% said celebrities to no extent influence their decision on a network.

4.14 Respondents reaction to celebrity advertisement

People react in a several ways after been persuaded or influenced to doing something. The data below exhibit the actions of respondents after been influenced by celebrities in an advert.

Table 14: Reaction to advertisement

Responses	Frequency	Percentage (%)
Repeat purchase	345	60
Referral to others	11	2
Increase the usage level	96	16
Never think of switching to another network	101	17
Others	27	5
Total	580	100



From the distribution, 345 respondents representing 60% believe that they repeat purchase after been influenced by a celebrity in an advert, 11 respondents representing 2% said they refer the advert to other people after been influenced by it, 96 respondents which also represent 16% said the increase the usage level of the network's product after been influenced, 101 representing 17% said they never think of switching to another network and the remaining 27 respondents representing 5% also said they do other things after been influenced by celebrities in advert.

5.0 CONCLUSION

The study intended to find out the influence of celebrities used in advertisement on consumers in the cellular telecommunication industry. This chapter entails the summary of the findings obtained from respondents after the questionnaire administration. It also deals with the conclusion of the research study and also gives recommendations based on the findings obtained from the questionnaire administered.

5.1 Summary of Findings

The research work aimed at finding the use of celebrities in advertisement and its influence in consumers purchasing decisions in the mobile telecommunication industry. At the end of the study, it was discovered that the youth in Kumasi are the people who mostly use mobile phones and as such subscribe to the various networks. Among these people, most of them are at the tertiary level in terms of their education qualification. It was established that the people in Kumasi patronize mobile network and the network mostly preferred is MTN. This according the people is due to the quality of service they provide. The researchers found out that the people in Kumasi are familiar with telecommunication advertisement and the most popular media for this advertisement is the television. This, the respondents said they like the personalities and the message put across in the advertisement. It was discovered again in the study that the telecommunication network embarks on advertisement in order to penetrate into the market and hence gain enough market shares. This according to the respondents is done by using celebrities.

Celebrities mostly actors were found to be the personalities mostly used by the telecommunication companies in their advertisement. The people in Kumasi believe the use of these people influence them when it comes to making decisions to subscribe unto a network and also makes them want to be loyal to the network company. Even though most of the respondents were not sure as to the extent of the celebrities' influence on them in terms of sticking to a network, 33% of them believe they are being influence to a large extent by those celebrities and the advertisement and that they are convince to repeat the purchasing of the networks product day in and day out.

5.2 Conclusion

Given the data that was solicited from 580 respondents who were randomly sampled from the Kumasi Metropolis, the data obtained were carefully analysed by using Microsoft Excel for charts, graphs, frequency distribution tables and percentages. At the end, variables were measured and compared and it was discovered that the use of celebrities in advertisement in the mobile telecommunication industry really influence consumer's decisions. In that consumers repeat purchase and also decide not to switch to another network after watching their super stars advertising for the network which they have subscribe unto.

5.3 Recommendations

Base on the responses obtained from respondents during the study, the following can therefore be recommended. The companies should use celebrities who appeal to the youth the advertisement for a positive impact on subscribers. The companies should improve service quality and coverage of their operations to pave the way for the impact of the celebrity advertisement. The mobile telecommunications company should increase the celebrity advertisement on Television in order to explore the full potential of the celebrity advertisement. The mobile telecommunication should plan and increase the values added to the services and benefits consumers gain from subscribing unto a network in other for consumers to keep on subscribing to the network.

The network companies should try and also use their advertisement to educate their customers on their services and the values they gain from been a subscriber in order for the subscribers to

distinguish one network services from the other. The telecommunication network companies should plan and use the right celebrities and the right message in an advertisement. The telecommunication companies must mount strategies to keep their customers/subscribers for a long time. The telecommunication companies should design celebrity advertisement in order to provide information to their subscribers. The telecommunication companies should use celebrities as footballers, Musicians and Actors in their advertisement in order to realize the full potential of advertisement to influence purchasing decisions. The personal characteristics of the celebrities should be considered before choosing them for any advertisement since they are the face of the company and any bad action will go a long way to affect the company.

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