

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON THE BUYING BEHAVIOUR OF THE GHANAIAAN YOUTH: A STUDY OF FAN MILK GHANA ADS

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ABSTRACT: *The practice of celebrity endorsements has proliferated over time. Nowadays it has become a pervasive element of advertising industry. Celebrity endorsement business has become a multi-million industry. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. The object of this paper therefore is to explore the impact of celebrity endorsements on the buying behaviour of the Ghanaian youth. The paper begins with a review of existing literature on celebrity endorsements, which provides in-depth insight into the topic and clarifies many important aspects related to the subject. A qualitative enquiry approach was adopted to investigate the perceptions of the consumer, attributes and its subsequent impact on purchase intention. Data was collected with a structured questionnaire and analysed using the data analysis using frequency tables, charts, and chi-square analysis. It was proven revealed that consumers find celebrity endorsements more attractive and influential as compared to non-celebrity endorsements. The results of the study also indicate that celebrity endorsements positively impact the purchase intention of the Ghanaian youth.*

KEYWORDS: Celebrity endorsement, Buying behaviour, Ghanaian youth, Fan Milk, Chi-square

INTRODUCTION

In recent years most adverts on television has a celebrity that projects the products or services by way of using the product and with this, has influence on the buyers and customers of these products and services. Basically, a celebrity is described as any famous and influential person that is admired and much spoken about by most people in a society. 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” McCracken (1989). The use of celebrities has been adopted by various advertising agencies and is used in the advertisement of products and services. Celebrity endorsements are now common place in the advertising world. Celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand. Communication activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. According to Patrick Bishop (2000), a Marketing Expert, “When you get a celebrity to endorse your company or sign licensing agreement, you benefit from customer awareness of the property, which could include the perception of the quality, educational value or a certain image. If a celebrity is endorsing or

the business is selling the product of a well-known person or entity, then people assume they must be a good company to deal with.” Both entities represent nodes in a cognitive network, whose connectivity can establish contingency between the two entities (Till, 1998; Till *et al.*, 2008).

Marketers must understand what happens to the buying decision of the customer when the cultural meanings of celebrities are disgraceful. This is because the customer purchasing and using the product endorsed by the celebrity can obtain some of those meanings and use them in constructing a satisfying self-control. This research is specifically on celebrity endorsement and the influences it has on customers buying decision in attaining consumers' brand loyalty. Customers' attitudes regarding brands and products are well enhanced by celebrities, but whether it generates repeat purchase intention and brand loyalty is not so clear (Byrne & Whitehead 2003). However, there is no evidence proving that the usage of celebrity endorsement will achieve stronger brand loyalty in comparison to a non-use of celebrity endorsement. In fact, consumers might pay more attention to celebrities in advertisements than the actual product endorsed, which is not the marketers intention. As in most Fan Milk advertisements, physically attractive celebrities are especially recognized. They might exert a magnetic power to consumers resulting in a behavioural purchase instead of true brand commitment. But whether or not the purchase behaviour will become repetitive is less clear (Byrne & Whitehead, 2003).

Statement of the Problem

Consumers are over-exposed to the media nowadays. A person living in an over populated country will be exposed to one thousand advertisements on average per day. But the viewers tend to forget 80% of the information within 24 hours. In order to deal with this, marketers use celebrity endorsement to reinforce their marketing messages considering the massive amount of celebrity endorsement practices in advertising. This study is an effort to explore the effectiveness of the use of celebrity endorsements in advertisements and its influence on consumers' purchasing decision and also to examine the link between celebrity endorsement and its effectiveness in attaining the brand loyalty of youthful consumers of Fan Milk products in Ghana.

REVIEW OF RELATED LITERATURE

The Concept of Celebrity Endorsement

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” (McCracken, 1989). This definition explicitly encompasses celebrities who appear to have expertise or a long-term association with the manufacturer, but it excludes typical customer endorsements featuring non celebrities. According to Kotler and Armstrong (2000), endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, status in the society or expertise in the field to the brand. Because celebrities appear to be gaining increasing influence in society, marketing managers try to exploit the process of meaning transfer from an endorser to products or brands involved (McCracken, 1986). Associative learning theory details that, celebrity endorsements influence brand image through a transfer of meaning from the endorser to the brand (Till, 1998). Communication

activities establish a pattern of connectivity between the image of the celebrity and the image of the brand. Both entities represent nodes in a cognitive network, whose connectivity can be modified according to experience. An image transfer occurs when an advertisement can establish contingency between the two entities (Till, 2008). Managers pursue such connectivity with the goal of obtaining a favourable brand image outcome (TNS Sport, 2005). Brand image encompasses all perceptions of a brand, stored as brand associations in consumer memory (Keller, 1993). Its importance mainly reflects its ability to provoke unique perceptions of the brand in competitive settings (Aaker, 1996; Kamins, 1989). It also constitutes a meaningful brand value driver and influences the formation of brand equity (Faircloth, 2001). Keller (1993) distinguishes among attitudes, attributes and benefits as types of brand associations, Barich and Kotler (1991) regard brand attitude, belief and impression as ingredients of brand image. Both perspectives imply that improved attitudes toward the brand favourably influences brand image.

Consumer Behaviour

As individuals, consumers usually purchase products or services for personal consumption either for private purposes, domestic or a gift means, these can be defined as 'end users'. Blackwell et al (2001) defines the initial step in the consumer decision process as “need arousal in relation to the emotional and psychological needs relevant to the individual consumer, this occurs when an individual senses a difference between what they perceive to be the ideal versus the actual state of affairs”. However, the degree in which a consumer will actively search to resolve need deficiency relies on the perceived importance of the “problem” and the distinction between desired and current state. If problem recognition is high, then information search and evaluation of alternative options are two potential further stages in the process. Motivation occurs when there is a strong “desire” or “need” for a particular product or brand that the consumer wishes to satisfy (Foxall, Goldsmith and Brown, 1998). A series of stages must be passed through before an ultimate decision is made whether to purchase or not, during this process a brand choice will be made. Branding strategies used by organisations should be aware of factors that may affect an individual's motivation with regards to needs satisfaction when obtaining products/brands through the initial stages of the consumer decision making process. One determinant of the extent a consumer will evaluate a brand is the involvement the product entails; high involvement decisions mean there is a need for extensive evaluation and information search (Hawkins et al, 1992). Price is frequently seen as a main indicator of involvement level as individuals spend increasingly more time searching and comparing information and prices. Schiffman and Kanuk (2009) argue that customer satisfaction depends on the product or service matching consumer expectations. It has been suggested that each member of the household has definable roles within the decision making process which includes: initiator or gatekeeper, influencer, decider, buyer and user (Blackwell et al, 2006). It is unsurprising that organisations pursue branding strategies that incorporate reference group influences such as celebrities to create a specific brand image for the consumer.

In addition to understanding the needs of customers, organizations need to understand what motivates them to purchase and how they can influence the buying process to ensure that products or services are on the shopping list. Understanding customers will help to develop and distribute products, as well as getting the right price point and developing successful promotional activities. The psychology of the buying process has been widely studied and no matter what size of business, knowledge of this process can help the business to become more

successful. Both business and consumers exhibit patterns of buying behaviour. The business model is less open to debate as business customers will almost certainly have some formalized process of buying in place. The task is to understand the process and match marketing activities to the different stages of the process. This means that the customer will receive the right kind of contact at the right time.

Model of Consumer Buying Behaviour

The consumer decision process model illustrates a roadmap of consumers' minds that marketers and managers could use to help and guide product mix, communication as well as sales strategy. The model captures the activities which would occur when decisions are made in a schematic format. It also shows how different internal and external forces would interact and affect consumers' thinking, evaluation, and acts. Furthermore, it could help people to solve the problems which lead them to make a purchase and consume the products (Blackwell, et al. 2006). The steps of consumer decision process include; problem recognition, information search, evaluation of alternatives, and product choice. After that are consumption, post purchase evaluation and divestment, as shown in the figure below:



Figure 2.1: Consumer decision process model (Blackwell, et al. 2006)

Influence of Celebrities on Consumers

Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path (Kurzman, et al., 2007). Celebrities are often hired by advertisers to lend their personality to a product or brand (Kaikati, 1987). The use of celebrities has been widely used as it could provoke attitudinal and emotional reactions (Kanungo and Pang, 1973) than a non-celebrity endorser (Atkin & Block, 1983; Petty and Cacioppo, 1983). In order to be effective a celebrity endorser should have the credibility to attract attention (Miciak and Shanklin, 1994) increase awareness of the endorsed product and influence the purchase decision of the targeted audience (Ohanian, 1991). Cooper (1984) and Dean and Biswas (2001) found that advertisements featuring a celebrity deliver a higher degree of appeal, attention, recall rate and possibly purchase, compared to the ads without celebrities. Bowman (2002) argued that celebrity endorsements lead to an increased level of product recall. Chan, Leung Ng, Luk (2013) found that using a celebrity in an ad would increase brand awareness. According to Palmer (2000), celebrity endorsement may be an element of the creative message strategy.

Celebrities and Product Endorsements in Ghana

In the Ghanaian society today, most companies use one celebrity or the other in their adverts because of the recognition given to the product through that particular celebrity. They use celebrities from all fields of profession such as film actors, footballers, radio and TV presenters, and the like. Fan Milk Ghana Limited in recent years has also recognized the use of celebrities in the promotion of their products. They have accepted the fact that celebrities

create awareness of product which tends to increase their sales. Michael Essien, a Ghanaian footballer (of Chelsea FC fame), and a very influential celebrity of Ghanaian youth recently endorsed Fan Yoghurt, a product of Fan Milk Ghana Limited to portray its nutritional values to the youth of Ghana. The purpose of this endorsement is to send a signal to the youthful public, upcoming footballers and athletes in particular that, fan milk products contain the right nutrition for healthier and stronger body. This implies that anybody who admires Michael Essien will definitely see Fan Yoghurt as a secret to greatness. This then serves as an influence on the buying behavior of the targets of the Fan Milk Ghana Limited. Marketers need to understand more about how celebrities transfer meaning to products which has a bearing on customers' buying decisions. Well known spokespersons, such as Gifty *Anti* and Tiger Woods can enhance the persuasive impacts of the message. The milk-moustache appeals by Jago have been very effective at encouraging attitude change among consumers towards the use of milk and its nutritional benefits. This advertising has a footballer (John Mensah of Black Stars) as the celebrity endorser. Celebrities are often selected for advertisement because of their perceived expertise. According to Gupta (2008), cultural meanings are also connected to the products not only through text but also through personae associated with adverts. Some adverts contain explicit characters such as real or fictional spokespersons. When the personae are real or fictional spokespersons, such as a celebrity endorser, advertising effectiveness depends on the credibility, trustworthiness, expertise and likeability of the spokesperson. Celebrities transfer meaning to a product. The celebrity endorser (media or political figure, cartoon character) develops meaningful personae as a result of the roles he or she has assumed in the past and the social context persons and objects with which he or she has interacted in those roles. In this way, the endorser draws meaning from the culturally constituted world. For example, the dancehall artiste Samini who appears in a traditional cloth, transfers a meaning to the Ghanaian consumer and the product he is advertising and also the character he portrays. Then in the endorsement process the meaning is transferred from the celebrity to the product through the figure of speech, contiguity (closeness), similarity and so forth. The meaning that has the opportunity to capture and enjoy some of the meanings associated with the transfer process is completed when the consumer consumes the products. Through celebrity recognition, marketers associate brands with celebrity endorsers and so connect the celebrity's personality and values with them. A consumer ultimately responds to the celebrity in their buying behaviour. It is important that the celebrity does not overpower the brand. The brand must fit the celebrities' lifestyle or it will not be as effective. The celebrity also must be affiliated with the association or group that they are targeting. If an up and coming brand tries to use a celebrity with a high profile, it will not be effective. All the consumer will remember is the celebrity. All of the attention of the advert or event will be focused on that certain celebrity and the brand or product will take a back seat.

With brands like Nike that are already well established, they do not have this problem, they could pick any celebrity they want to endorse their product and it will increase sales of their product. What businesses like Fan Milk Ghana Ltd can do is to see where they are at compared to their competitors and select a celebrity that can be matched up evenly with them. It is also shown that when celebrities actually use or like the product they endorse, consumers are more likely to purchase that item. When a Ghanaian consumer sees music icon Sarkodie or football star, Dede Ayew, taking fan milk products, it gives him or her more sense of security while making their purchase. Also the selection of celebrity is important; the image of the celebrity at that point in time is extremely important. Celebrities like Kobe Bryant and Tiger Wood lost endorsements as they were going through a personal crisis and did not look

like role models to the consumers. Instead of having celebrities with tarnished images, businesses can flock towards the philanthropic celebrity, maybe somebody like Brad Pitt who is involved with countless charities and organizations as well as being a successful actor and who also appeals to many women because of his looks. Consumers idolize good looks and humanitarian efforts, depending on what type of person you are.

In the future, more companies will use celebrity endorsements because of the power that they have over the average consumer. As the years go on, businesses will realize more and more how consumers are attracted to the celebrity lifestyle and will do anything to emulate them. Soon we will be seeing celebrities in every commercial, they will be tweeting about various products, and wherever they go it will be like product placement in a movie. As long as the endorsements are in a respectable manner and can help consumers feel better about themselves, there should be no problem with it. After all, consumers do idolize celebrities.

Implications of Celebrity Endorsement

There are adverts that conveniently use celebrities but fail to integrate the celebrity's personality with the brand personality or simply use it to hide behind the look of truly creative ideas. There are many elements around the influence of celebrity endorsement on consumer buying behaviour and marketing. Marketers must pay tons of money to celebrity endorsers hoping that they will bring magic to the brand they endorse and make them more appealing and successful, but all that glitter is not gold. Celebrity success may enhance attitude change for a number of reasons. They may attract more instant attention to the adverts than would non-celebrities or in many cases, they may be viewed as more credible than non-celebrities. Consumers may identify with or desire to emulate the celebrity. Finally, consumers may associate known characteristics of the celebrity with attributes of the product that coincide with their own needs or desire. The effectiveness of using a celebrity to endorse a firm's product can be greatly improved by matching the image of the celebrity with the personality of the product and the actual or desired self-concept of the target market. Advertising is one of the major factors behind the economic activity of a country as it not only helps to stimulate consumption but also give models for lifestyles and value orientation (Polly and Mittal, 1993). Celebrity ads are becoming very common and prominent phenomena in advertising everywhere. Almost 25% of all American ads have celebrities in them (Stephens and Rice, 1998) and this percentage is more than double, up to 70% in Japan (Kilburn, 1998). The effectiveness of a celebrity endorsement strategy may be mediated by variables such as the celebrity or product fit, the product and usage occasion, societal or cultural conditions and the volume of repetitive advertisements featuring celebrities. Brand marketers with positive experiences would tend to believe that celebrity endorsements work and some would disagree, but one would be sure of the fact that the magnitude of its impact is difficult to measure even if sales figures are at our disposal. As Ajzen and Fishbein (1980) put it, "Human beings are usually quite rational and make systematic use of the information available to them. People consider the implications of their actions before they decide to engage or not to engage in a given behaviour." Celebrity endorsement has a big impact on purchase decision.

The use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount and celebrities have proved to be the ideal way to ensure brand prominence. Academic researchers have conducted sufficient empirical research to express the benefits of product endorsement, in

addition to the intuitive arguments that rationalize this practice (Till and Shimp, 1998). Celebrities have the potential of helping the advertisements stand out from the surrounding clutter. It has been experienced that the products endorsed by celebrities help them to stand out and get more noticed while shopping due to their improved level of product recall (Bowman 2002). The results of the study conducted by O'Mahony and Meenaghan (1998) designate that a consumer holds by and large a positive attitude towards celebrity endorsements.

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness (McCracken, 1989; Silvera and Austad, 2004).

The term 'celebrity' refers to an individual who is known to the public, such as actors, sport figures, entertainers and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979). McCracken (1989) defined celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". Kamins (1989) defined celebrity endorser as "an individual who is known to the public for his or her achievements in areas other than that of the product endorsed". Stafford et al. (2003) gave a clear definition by defining celebrity endorser as, "a famous person who uses public recognition to recommend or co-present with a product in an ad". 'Celebrity endorsements' has been accepted to be a 'ubiquitous' feature of modern day marketing (McCracken 1989). It has the potential to enhance audience attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 1981).

Today celebrity endorsement has become an integral part of the advertisement industry. In fact, celebrity endorsements are omnipresent feature of present day marketing. This holds true for the Indian perspective as well (O'Mahony, 1998). Celebrities are increasingly being used by marketers to get attention and recall of the consumers. Not only this, the marketers expect their brands to benefit in many more ways by linking their brands to the celebrities. Research in the area of celebrity endorsement lays down that when a celebrity endorses a product successfully, consumers will evaluate the endorsement positively, feeling it is credible, believable and appealing (Ohanian, 1990; 1991). Consequently, people would tend to like the advertisement, brand name, enhanced advertisement recall, increase product liking and other positive effects may occur (Brown and Stayman, 1992). Studies conducted by Atkin & Block, 1983; Kamins, 1990; O'Mahony & Meenaghan, 1998 show that celebrities are known to induce more positive feelings toward ads than non-celebrity endorsers.

METHODOLOGY

This is a descriptive research based on personal opinions of respondents emanating from their perceptions and perspectives of the subject matter. Qualitative data forms the basis of analysis to interpret the perceptions of respondents per the phenomenon under study. Sampled respondents for the study were drawn from Ho Polytechnic campus and its immediate environs. Ho Polytechnic is situated at the south-western end of Ho, the capital city of the Volta Region, Republic of Ghana. Ho occupies a semi-plateau area, midway between the northern and southern halves of south-eastern Ghana, very close to the Ghana – Togo border and about one hundred and sixty-six kilometers (166 km) from Accra. The research population included consumers of Fan Milk Ghana Limited products in and around

Ho Polytechnic. A total of One Hundred consumers were purposively sampled for the study. Accidental sampling was used in selecting respondents from among the customers of the organization. Data for the study was collected using self-administered questionnaires with closed ended questions. The data collected was analyzed using descriptive statistics including frequency distribution tables and charts.

RESULTS AND DISCUSSION

One hundred questionnaires were distributed with 98 retrieved; which forms the basis of analysis.

Table 1: Gender Distribution of Respondents

Response	Frequency	Percentage (%)
Male	57	58.2
Female	41	41.8
Total	98	100

Table 1 clearly indicates that the majority of respondents are male. This suggests that the findings of this research are 58.2% likely to be the views of male respondents.

Table 2: Age Distribution of Respondents

Age	Frequency	Percentage (%)
18– 30	76	77.6
31– 60	22	22.4
Total	98	100

Table 2 reveals that the highest percentage of respondents was within the age bracket of 18 years to 30 years. This implies that views leading to conclusions drawn from this research are attributable to the opinions of young adults within the above age bracket.

Table 3: Knowledge of Celebrities

Response	Frequency	Percentage (%)
Yes	98	100
No	0	0
Total	98	100

The study revealed that all sampled participants in the study had knowledge of the celebrities they were quizzed about. This suggests how popular celebrities are and how influential they can be by extension.

Table 4: Popularity of Local Celebrities who Endorse Fan Milk Products

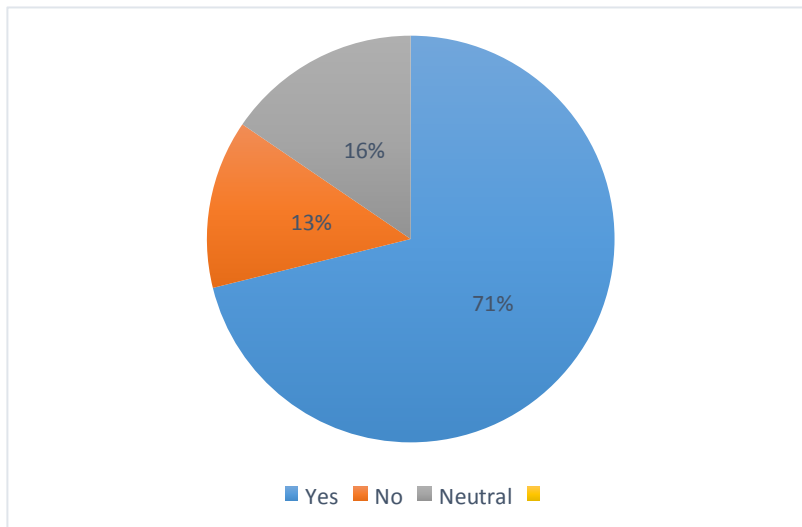
Name	Frequency	Percentage (%)
Michael Essien	15	15.3
Dede Ayew	38	38.8
Others	45	45.9
Total	98	100

Two Ghanaian celebrities are lately engaged by Fan Milk Ghana Limited for products endorsements in their promos. The study sought to test the level of popularity of these celebrities and by extension the level of influence they have on their audiences. The study revealed that André Dede Ayew (of Olympique Marseille FC fame) was influential compared to Michael Essien of Chelsea FC. It was also revealed that close to forty-six percent of respondents were familiar with other celebrities as compared to the two engaged by Fan Milk. Among the other celebrities identified by the respondents are movie actors, musicians, religious personalities, and the like. This means that Fan Milk and other organizations seeking celebrity endorsements might have to look beyond the two footballers.

Table 5: Level of Awareness Created by Celebrities

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (2-tailed)
<i>Level of Awareness Created by Celebrities</i>	Group 1	<= 1	70	0.71	0.50	0.000
	Group 2	> 1	28	0.29		
	Total		98	1.00		

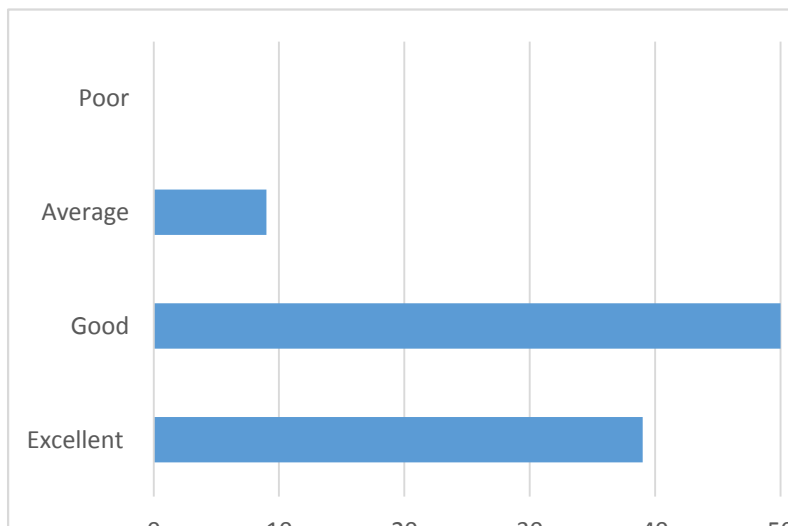
From the table, group 1 represents those who indicated that celebrities create awareness of products; group 2 represents those who indicated that celebrities do not create awareness of products. The table depicts a unanimous agreement by seventy of the respondent that celebrities create product awareness. This means that about seventy-one percent of the time celebrities associated to products, create awareness of the products and help customers in retaining products knowledge. On the contrary, twenty-nine percent of the time, celebrities association to a product will not create any awareness of the product. Figure 1 below illustrates the level of awareness creation by celebrities.

Figure 1: The Role of Celebrities in Awareness Creation**Table 6: Consideration of Celebrities in Adverts before Buying**

Response	Frequency	Percentage (%)
Yes	45	45.9
No	38	38.8
Not Always	15	15.3
Total	98	100

Findings from the survey indicates that approximately forty-six percent of the sampled population bought Fan Milk products because of a celebrity whereas thirty-nine percent (approximately) indicated that they bought Fan Milk products whether endorsed or not by a celebrity. Fifteen percent hinted that they sometimes bought due to celebrity endorsement and other times not. These responses confirm the perception that product endorsement by celebrities is an effective promotional tool in modern marketing practice.

Figure 2: Customers' Perception of an Endorsed Product



Fifty of the Ninety-eight respondents were of the opinion that products endorsed by celebrities, which they bought, were of good quality. Thirty-nine indicated that these products were excellent, whereas nine opined that they were of average quality. Such opinions tell a lot on the integrity of the celebrities in question.

Table 7: Reactions to Products if Celebrity is disliked

	Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (2-tailed)
<i>Reactions to Products if Celebrity is Disliked</i>	Group 1	Yes	60	0.61	0.50
	Group 2	No	38	0.39	
	Total		98	1.00	

From table 7, group 1 refers to those who do not reject a product when they dislike the celebrity used in advertising the product; group 2 represents those who reject products when they dislike the celebrity used in advertising the products. The findings suggested that, about sixty-one percent of the consumers sampled hinted that they do not reject a product when they dislike the celebrity used in advertising the product whilst the thirty-nine percent of say they rejected products when they dislike the celebrity used in advertising the products. Statistically, there is a significant difference between the proportion of those who do not reject a product when they dislike a celebrity used in advertising the product, and the other groups, since the significant value of 0.033 is less than 0.05. This implies that respondents do not reject products because of the celebrity used to advertise them but are rather interested other indicators.

Table 8: Celebrities as Good Brand Ambassadors

	Observed N	Expected N	Residual
Yes	45	32.7	12.3
No	18	32.7	-14.7
Sometimes	35	32.7	2.3
Total	98		

Celebrities as Good Brand Ambassadors	
Chi-Square	11.408
df	2
Asymp. Sig.	.003

The table above provides the actual result of the chi-square goodness-of-fit test. It can be deduced from the table that the test statistic is statistically significant: chi-square value of 11.408 and p-value of 0.003 which is less than 0.05. Therefore, the null hypothesis can be rejected with the conclusion that there are statistically significant differences in the responses of respondents regarding celebrities being good brand ambassadors; with less people (18) indicating that celebrities are not good brand ambassadors, 35 of them thinks celebrities are sometimes good brand ambassadors and majority of the respondents (45) agreeing that celebrities are good brand ambassadors and as such investing in them can be a good strategy.

CONCLUSION AND RECOMMENDATIONS

Celebrity endorsements has changed the way advertising used to be few decades ago. It is been accepted to be a —ubiquitous feature of modern day marketing (McCracken 1989). The use of celebrity endorsers in the promotion and the sales of products have much influence on customers of organizations concerned. However, some respondents are not influenced by celebrities in adverts. Celebrity endorsement is an expensive engagement and must be planned carefully in order for firms adopting it to gain profitability. As a result a greater understanding of consumers 'reactions towards celebrity endorsements can help marketers to use it more effectively. It is important that firms that have tarnished images turn to this sort of promotion because celebrities aid advertisement to effectively stand out from the other surrounding clutter. From managerial perspective, the outcomes of this study bring practically important results for marketers to consider when choosing a celebrity for an advertisement. The following recommendations are suggested:

- organizations are encouraged to intensify the use of celebrities to promote their products;
- organizations should also critically assess the right personality of celebrities for the promotion of their products;
- organizations involved should conduct cost benefit analysis to be sure if the use of a celebrity is worth the amount to be paid for the services of the celebrity;
- companies should critically assess to see if the use of celebrities is really necessary so as to avoid misallocation of resources.

- in order to avoid image change and the corresponding loss of public recognition that is associated with celebrity endorsement, a firm should examine a celebrity's life cycle stage at the time of the endorsement;
- to justify paying heavily for a celebrity endorser firms should select celebrities who enjoy wide audience.

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