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## **Globacom Ghanatele Communication Mobile Network and the Use of Celebrity Endorsement on Consumer Purchasing Decision (Case Area -Dodowa, Dangme West District, Greater Accra Region, Ghana)**

**Dr. Fiona Gibson**

Lecturer, Tourism Marketing, Faculty of Communications, Department of Public Relations,  
University of Professional Studies, Accra (UPSA), Legon, Accra, Ghana

### ***Abstract:***

*This study discusses Globacom Ghana Telecommunication Mobile Network and the use of celebrity endorsements as a marketing strategy to influence consumer purchasing decision. Companies and organizations around the world and Ghana in particular use celebrities to endorse their products and services; with the aim to persuade, push and encourage consumers purchasing interests and decisions making to patronize their products and services. The study examines the effectiveness of celebrity endorsement on consumer purchasing decision, specifically on Globalcom Ghana Telecommunication Mobile Network. The objective of the study is to investigate the effectiveness of celebrity endorsement on consumer purchasing decision on Globacom Ghana Telecommunication Mobile Network, using Dodowa in the Dangme West District of the Greater Accra Region, Ghana as a study area. The study is an explorative and uses survey method for the data collection. The sampling size of the study is 100 respondents, representing subscribers of registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network at Dodowa in the Dangme West District of the Greater Accra Region. The study involves both primary and secondary sources for data collection; purposive and convenience sampling techniques to identify respondents for the study. The instrument for the study is a well-structured questionnaire administered on the spot through face to face qualitative data collection and quantitative for the demographic data.*

## **1. Introduction**

### ***1.1. Background of the Study***

Consumers around the world today are exposed to thousands of marketing strategies in an attempt to introduce newly brands into the market. Challenges marketers' faces are to convince and hold the attention of consumers to patronise products and services just introduced. In achieving this, the study uses celebrity endorsement of Globacom Ghana Telecommunication Mobile Network as marketing strategy. Silvera and Austad (2004) argue that celebrities are people who enjoy public recognition among a large group of people and possess distinctive qualities like attractiveness and trustworthiness and brands such as Coca Cola recognizes the importance of celebrity endorsements as marketing tool and strategy for successful marketing (Soderlund, 2003) campaign. Kambitsis et al, (2002) also affirm that celebrity endorsements is a multi-billion dollar industry and marketers around the globe spend huge sum of money on celebrity endorsement contracts annually (Katyal, 2007) to sell their products and services, as celebrities play important role in the service industry. Globacom Ghana Telecommunication Mobile Network, in recent years has recognized the need to use celebrities to promote its products and services around the world, particularly in Ghana. The company has accepted the notion that celebrities create awareness of product and services and in tend increase sales and profit margins. Globacom Ghana Telecommunication Mobile Network in its recent advertisement campaign to get societal attention, use and still using celebrities such as footballers, actors and actress in Ghana to endorse, promote and advertise its products and services, thus emphasizing on the quality of their products, thereby sending strong signal to potential customers that its products and services are of higher quality and with greater value than its competitors. This is the more reason the study is out there to develop a thick and in-depth knowledge on celebrity endorsements. It is worth noting that celebrity endorsements of companies' brands have greater bearings on customers buying decisions making.

### ***1.2. Statement of Problem***

Most of researchers have analysed celebrity's attributes to be of a good endorser, but whether it is enough to build good marketing strategy is a question this study is seeking to answer. The product is sometimes forgotten and too much focus is on the celebrity, while the focus should be on the product. Today in Ghana, companies spend billions of dollars each year to use celebrities to endorse

their products and services and Globacom Ghana Telecommunication Mobile Network is no exception. It is always of a greater challenge for marketers of most Ghanaian service providing companies, telecommunication companies for example to determine the meaning consumer associate with a brand in order to select the right celebrity and to build right brand for celebrity endorsement concept. Some of the serious risks which are associated with celebrity endorsement on brand building which are not yet addressed by any of the earlier studies are, the reputation of the celebrity may derogate after he or she has endorsed the product, inconsistency in the professional celebrity popularity, multi brand endorsements by the same celebrity would lead to overexposure, celebrities endorsing one brand and using another competitor for instance, mismatch between the celebrity and the image of the brand needs to address thoroughly on it. Since the commencement of commercial operations in Ghana, Globacom GhanaTelecommunication Mobile Network has been rolling out aggressive promotional advertisements through the use of celebrities. However; market share statistics from National Communications Authority (NCA, 2014), Ghana in 2014 indicated that GlobacomTelecommunication Mobile Network has been recording a declining subscriber base in both nominal and percentage terms. The reason for this decline is unknown and this study wants to find out and begin to wonder whether celebrity endorsement has any effect on consumer purchase decision. It is in this direction that the study seeks to investigate into Globacom GhanaTelecommunication Mobile Network and the use of celebrity endorsement on consumer purchasing decision, a case area of Dodowa, Dangme West District, and Greater Accra Region.

### 1.3. Objectives of the Study

The objective of the study is to investigate the effect of celebrity endorsement on consumer purchasing decision of Globacom Ghana, Telecommunication Mobile Network; using Dodowa in the Dangme West District of the Greater Accra Region as a study area. Specifically in four thematic areas;

1. To examine consumers' perception on celebrity endorsement of Globacom Ghana Telecommunication Mobile Network at Dodowa in the Dangme West District of the Greater Accra Region, Ghana.
2. To identify the key factors which influence purchase attitude of Globacom GhanaTelecommunicationMobile Network consumer's at Dodowa in the Dangme West District of the Greater Accra Region, Ghana.
3. To examine the attributes of celebrity endorsers on the purchase intention of Globacom Ghana, TelecommunicationMobile Networkat Dodowa in the Dangme West District of the Greater Accra Region, Ghana.
4. To assess the impact of celebrity endorsements on Globacom Ghana TelecommunicationMobile Network consumer's purchase intentions at Dodowa in the Dangme West District of the Greater Accra Region, Ghana.

### 1.4. Research Question

1. What is the current state of customers' perception on celebrity endorsement of Globacom Ghana, TelecommunicationMobile Network'sproduct and services at Dodowa in the Dangme West District of the Greater Accra Region, Ghana?
2. What are the key factors that influence the purchase intention of Globacom Ghana, Telecommunication Mobile Network customers within Dodowa in the Dangme West District of the Greater Accra Region, Ghana when celebrities are used as products and services endorsers?
3. What attributes of celebrities account for the purchase of Globacom Ghana, Telecommunication Mobile Network at Dodowa in the Dangme West District of the Greater Accra Region, Ghana?
4. What impact does celebrity endorsement have on the purchase intention of Globacom Ghana Telecommunication Mobile Network customers within Dodowa in the Dangme West District of the Greater Accra Region, Ghana?

## 2. Literature Review

### 2.1. Globacom Logo



Figure 1

Source: Globacom Ghana Limited Accessed 03/02/ 2015

Globacom Ghana, Mobile Telecommunication Network, is a subsidiary digital mobile company established in Ghana by Globacom Nigeria, a latest expanding mobile telecommunications market in Nigeria. Globacom Nigeria was awarded license to operate as the fourth Nigerian digital mobile licence in August 2002 by the Nigerian Communications Commission (NCC) with the permission to construct the second fixed line network in the country. Globacom Limited founded in 2003, with its headquartered in Lagos, Nigeria. According to Globacom Ghana (2015), Globacom Nigeria provides mobile services in Nigeria, Benin, Ghana, and the Ivory Coast and also offers prepaid package, business package, high speed Internet, 3G, international calls and roaming, prepaid roaming, bandwidth, and business roaming services. It also has a point of presence and international traffic hub in London, United Kingdom. Globacom Nigeria Limited operates as a subsidiary of Conpetro Nigeria Ltd, Globacom Nigeria (2015). According to Globacom Ghana (2015), Gloworld is the retail business arm of Globacom Ghana, the physical interface between Globacom and her valued customers, providing exciting shopping experience for Ghanaians in an atmosphere of excellent customer service. Gloworld comprises of specialised outlets equipped to offer convenient and easy access to Telecommunication Products, exceptional Customer Care Services and Issues Resolution, in a world class and friendly environment. Globacom Ghana (2015) said Gloworld consists of outlets located in various towns and cities throughout Ghana. Each outlet is fitted with state of the art telecommunications and ICT equipment manned by dedicated and well trained staff with an overriding commitment to customer satisfaction. The services of Globacom Ghana cover a wide range of Customer Service and support line (Globacom Ghana, 2015). Globacom Telecommunication Mobile Network is among many companies in the world and Ghana in particular, which opted to use celebrity endorsement to advertise their products and services.

## 2.2. Definition of a Celebrity

Celebrities are people who enjoy public recognition by a large share of a certain group and they have distinctive characteristics, such as attractiveness and trustworthiness (Silvera & Austad, 2004). Friedman and Friedman (2002) explain further that a celebrity is a person such as an actor, sportsman, and presenter, entertainer, just to mention a few who is different from the general public and is recognized by the public because of their individual achievements. Celebrities, Friedman and Friedman (2002) argue further that, persons in the public eye such as Tiger Woods, Lionel Messi, Usain Bolt, Rafeal Nadal and Michael Jordan, because of their various sports activities have made hundreds of millions of dollars from endorsements and in return have helped the sports apparel company like Nike become dominant global brand. In recent years, using celebrity endorsers has become more and more common, indicating that a more positive response, along with higher purchasing intentions have been gained by using celebrity endorsers as compared to non-celebrity endorsers (Friedman and Friedman, 2002).

## 2.3. Consumer Purchase Intention and Behaviour

Lancaster and Massingham (2011) argue that satisfaction of consumer needs is the ultimate goal for businesses; thus the marketer's job is to accurately identify the customer needs and accordingly develop product and services that satisfies their wants. It is therefore very critical for marketers to have a proper understanding of consumer buying behaviour. Perner (2008) defined consumer behaviour as "The study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to Perner (2008) knowledge of consumer buying behaviour helps marketers in developing their marketing strategies by understanding the psychology of the consumers in five different stages and these are:

- Consumers think, feel, differentiate, and select between different brands or products;
- How consumers are influenced by their environment (e.g., culture, family, signs, media);
- The behaviour of consumers while shopping or making purchase decisions;
- How consumers' motivation and decision strategies differ between products that differ in their level of importance;
- How marketers can adapt and improve their marketing campaigns and strategies to reach the consumer more effectively.

## 2.4. Empirical Literature

Gayathri Devi and Ramanigopal (2010), in a paper entitled "Impact of celebrity endorsement on Indian market" stated that whether celebrity endorsement has a positive or a negative impact on the brand is a debate that is open to interpretation. But till the time comes, the corporate world continues to foot fancy bills of celebrity endorsers and till consumers continue to be in awe of the stars, the party is not likely to break up. Daneshvary and Schwer (2000), in their article "The Association Endorsement and Consumers' Intention to Purchase" found out how consumers have a connection towards the celebrity endorsement or endorser. McCracken's (1989), in his article "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process" states that a celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (marketing communication). Earlier studies evidences that, in general, celebrity endorsement influences the feelings of the consumers and can also influence the attitude consumers have towards the advertisement and attitude towards the brands, which can increase the purchase intentions and, consequently, increase sales.

## 3. Methodology

### 3.1. Research Design

This section deals with the collection and analysis of data to examine the effect of celebrity endorsement on consumer purchasing decision of Globacom Ghana Telecommunication Mobile Network at Dodowa in the Dangme West District, Greater Accra Region.

The study will settled for both qualitative (open-ended questions for data analysis and quantitative (closed-ended for profile data collection) and explorative in nature.

### *3.2. Qualitative Research Approach*

The methodological approach adopted in this study is both qualitative for the main body and quantitative for the profile of persons that subscribe to Globacom Ghana Telecommunication Mobile Network at Dodowa in the Dangme West District, Greater Accra Region. The research study involved questionnaire survey comprising closed and open-ended questions

### *3.3. Sample Design*

#### 3.3.1. Target Population

Cooper and Schindler (2003) argue that the population is the total collection of elements for which researchers make inferences. Kent (2007:227) also argues that research population is the population, which in research terminology has a broader meaning than the common usage that refer to the total number of inhabitants, including children, in a particular country, or geographical area.

“It is the total set of cases that are the focus of the research and is sometimes referred to as ‘universe’ or ‘target population’, (Kent, 2007:227).

The population, Kent (2007) affirms needs to be defined carefully to avoid any ambiguities in the research results, however in this case, the research population is located at Dodowa in the Dangme West District, Greater Accra Region, Ghana. The sampling size of the research is 100 respondents, representing registered and non- registered of Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers at Dodowa in the Dangme West District of the Greater Accra Region as the study area. Both primary and secondary data collections are used, as well as purposive and convenience sampling techniques. The instrument employed for this study is well-structured questionnaire administered through face to face qualitative data collection and quantitative for the demographic data.

Malhotra (2007) argues that researchers should be very careful when considering the target population. Such considerations help researchers to decide on the gender, the age, geographical location of the research as well as developing the type of questions to be resolved before the target population is determined (Malhotra, 2007). The target population for this study are registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers, with sampling size of 100 respondents, between the ages of 20 to 40 years and above at Dodowa in the Dangme West District of the Greater Accra Region, Ghana. The research study involved questionnaire survey comprising closed and open-ended questions.

#### *3.3. The Sampling Frame*

Malhotra (2007:338) affirms that a sampling frame is a representative of the elements of the target population and for this study is about persons that are registered and non- registered Small Medium Enterprises (SMEs) of Glo network subscribers, of sampling size 100 respondents, between the ages of 20 to 40 years and above at Dodowa in the Dangme West District of the Greater Accra Region, Ghana. In determining the sample frame for this study, many things are considered as argued by Malhotra (2007), which include, age, location, and occupation. However, for cost benefit analysis, it is unwise to collect data on Globacom Ghana Telecommunication Mobile Network subscribers around the country, the study settled on those living within Dodowa in the Dangme West District, Greater Accra Region. In determining the challenges facing Globacom Ghana Telecommunication Mobile Network subscribers operating at Dodowa in the Dangme West District, Greater Accra Region, questionnaire comprising an open-ended and closed ended questionnaire is administered for their geographical background, their ages, educational background, and their knowledge on the subject under investigation.

#### *3.4. Sample Size*

Kent (2007) argues that research sample size is a subset of cases, selected and studied by the researcher for the purpose of being able to draw conclusion about the entire population cases under investigation. Sample size of this study is 100 respondents recruited and a total of 100 questionnaires administered. As indicated above, the study cannot be generalized as a representation of the entire country, rather as a subset of registered and non- registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers, of sampling size 100 respondents, between the ages of 20 to 40 years and above at Dodowa in the Dangme West District, Greater Accra Region.

#### *3.5. Sampling Technique*

Sekaran (1992) argues that sampling is the process of selecting a sufficient number of elements from a population so that by studying the sample and understanding the properties or characteristics of the sample, researchers would be able to generalize the properties of the sample to the whole population. To achieve this, purposive and convenience sampling techniques are adopted to obtain samples, meaning only registered and non- registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers at Dodowa in the Dangme West District, Greater Accra Region, Ghanawere recruited for the study. Kent (2007) argues further that, purposive sample is a non-probability sample in which the selection of sampling units is made by the researcher using his or her own judgment or experience. As already indicated from the beginning, the researcher of this study used purposive; “Purpose samples are used, quite legitimately, for exploratory research, for qualitative research and for some experimental research, where the focus understands situations, generating ideas or evaluating social situations”

(Kent, 2007:230.

Malhotra (2007:341) also asserts that convenience sampling obtains a sample of convenient elements, where the selection of sampling units is left to the interviewer, often because respondents are selected because they happened to be in the right place and at the right time, as in the case of only registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile network subscribers at Dodowa in the Dangme West District, Greater Accra Region, Ghana were recruited for interview.

“Convenience sampling is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure, and cooperative of all sampling techniques,”

(Malhotra, (2007:341).

Respondents of this study are conveniently and purposively selected because they fell within the selection criteria, in that the person should be between the ages of 20 to 40 years and above and must be registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile network subscribers residing at Dodowa in the Dangme West District, Greater Accra Region, Ghana.

### *3.6. Research Instrumentation*

#### 3.6.1. Secondary Data

Secondary data are data that have already been collected for the purpose other than the problem at hand. Secondary data, Malhotra (2007) argues that can be located quickly, rapidly easily and not expensive, especially on the phenomenon under investigation, such as the case of Globacom Ghana Telecommunication Mobile Network and the use of Celebrity Endorsement on Consumer Purchasing Decision in Dodowa, Dangme West District, Greater Accra Region.

#### 3.6.2. Primary Data Collection

Malhotra (2007) affirms that primary data are organized by a researcher for a specific purpose of addressing the problem under investigation. For this study, primary data collection was on Globacom Ghana Telecommunication Mobile Network and the use of Celebrity Endorsement on Consumer Purchasing Decision in Dodowa, Dangme West District, and Greater Accra Region. The nature of the study was explained to respondents and assured of confidentiality of any information they provided.

“Respondents of this study were assured of the confidentiality of the information they provided which reduced the likelihood of obtaining biased responses”

(Sekaran, 2003)

### *3.7. Designing the Questionnaire*

The study involves face-to-face interview guide and personal contact to recruit 100 respondents some of whom have no or little education of basic level of either Junior Secondary School (JSS) or Senior Secondary School (SSS) with little or no writing nor reading experience. The researcher of this study therefore decided to read the questions out to them from the questionnaire or interview schedule guide and recorded the responses by ticking appropriate boxes or noting down answers in spaces provided in the questionnaire as argued by Kent (2007:184).

### *3.8. Validity and Reliability*

Haralambos and Holborn (1991) affirm that secondary sources are invaluable; although they cautioned that their reliability and validity is open to question. However, to ensure the reliability of this study, primary data collection is used to support secondary sources (Glaser and Strauss, 1999; Crotty, 2003) and to ensure the richness of the data. Seale (2002: 118) argues that reliability and validity are important issues in qualitative research, and emphasizes the importance of ensuring consistency and accuracy in the way data are collected and analyzed. This study involves open-ended interviews on Globacom Ghana Telecommunication Mobile Network: and the use of Celebrity Endorsements on Consumer Purchasing Decision at Dodowa, Dangme West District, Greater Accra Region.

#### 3.8.1. Ethical Issues

The questionnaire is administered directly on the spot to registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers residing at Dodowa in the Dangme West District, Greater Accra Region, Ghana using the local “Akan Twi” language for the interview. As an Akan speaker myself, there is no need for an interpreter, because almost everyone the researcher interviewed could not understand or speak the English language. The purpose of the research is explained to each individual respondent recruited. Additionally, as part of Ghanaian tradition, cookies and drinks are provided to show the researcher’s appreciation of their time and space during the research interactions.

## **4. Results and Discussion**

### *4.1. Results - Bio Data of Respondents*

The study administered 100 questionnaires and all retrieved, thus representing 100% of retrieval rate. Gender distribution of the sampled registered and non-registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network

subscribers residing at Dodowa in the Dangme West District, Greater Accra Region, are 47 percent male and 53 percent female, totalling 100% per cent.

Regarding the age distribution of the one hundred respondents sampled, the survey showed that the highest number of respondents is between 30-39 years representing 49.0%, followed by 40 years and above representing 30.0%, while the respondents within the 20-29 years age group represented 22.0%. See the table below:

	Age	Frequency	Percent
Valid	20-29	21	21.0
	30-39	49	49.0
	40 and Above	30	30.0
	Total	100	100.0

Table 1: Age Distribution of Respondents

Source: Field Survey, 2014

Customers' perception on celebrity endorsement of Globacom Ghana Telecommunication Mobile Network subscribers at Dodowa Dangme West District, Greater Accra Region is shown in the table below;

Respondent	Frequency	Percent (%)
Celebrity Endorsed advertisement	87	87
Non Celebrity Endorsed advertisement	13	13
Total	100	100.0

Table 2: Frequency table for attractiveness

Source: Field Data, 2014

On the question, what attracts people more, an advertisement featuring a celebrity or non-celebrity advertisement; results showed that, celebrity endorsed advertisements effectively attract people as compared to non-celebrity advertisements. The descriptive frequency analysis of the data depicts that 87% of the respondents' favoured celebrity endorsed advertisements, while non-celebrity advertisements is only 13% of sampled population. The results concludes that celebrity endorsed advertisements attract more consumer attention.

Additionally, celebrity endorsed advertisements helped people to recognize and recall the Globacom Ghana Telecommunication Mobile Network advertisement more quickly. Accordingly, 63% of the result analysis shows majority of the respondents agreed associating celebrities with the product and services, thus increases the recognition and recall rate. However, 24 % respondents slightly agreed to the statement, while only 6% of the respondents are not sure about the statement and only 7% of the respondents either slightly disagreed or disagreed. Overall 87% of the respondents agreed that they can recognize and recall Globacom Ghana Telecommunication Mobile Network if a celebrity is associated with it products and services.

The study probed further to find out how influential respondents think of celebrity endorsements as important in prompting intention to purchase products and services endorsed by celebrity endorser as compared to non-celebrity advertisement. This was an important question as the main aim of any advertisement whether celebrity or non-celebrity influence the customer to buy a certain product or service. The results from the descriptive analysis of the data showed that, respondents considered celebrity endorsements as an influential factor in prompting their purchase intention.

The analysis shows that 24% of respondents believe celebrity endorsement is very influential, 50% respondents considered celebrity endorsement an influential factor; meaning majority of the respondents believing celebrities can influence their purchase intentions. On the contrary, 22% of the respondents believes it is somewhat influential, thus, celebrities may have a little influence on their purchasing intention, while 3% of the respondents say they cannot be influenced by celebrity endorsement advertisements.

	Frequency	Percent
Price	20	20
Luxury	10	10
Brand	20	20
Celebrity	50	50
Total	100	100

Table 3: Key factors that influence the purchase intention of customers of Globacom Ghana Telecommunication Mobile Network subscribers residing at Dodowa in the Dangme West District, Greater Accra Region, in regards to celebrities endorsement

From the table 3, it shows that 50% of respondents are influenced by celebrity endorsement advertisements in their purchasing decision; 20% of respondents make decision based on the prices of products and services, 20% of the respondents are influenced by the quality of the products and services, 20% are influenced the brand of the products and services, while 10% are interested based on the luxury that goes with celebrity endorsements advertisement of Globacom Ghana Telecommunications Mobile Network.

The impact of celebrity endorsement on purchase intention of Globacom Ghana Telecommunication Mobile Network the study reveals that 44%, majority of the respondents are likely to purchase products endorsed by celebrities; 26% of respondents slightly agree to the use of celebrity endorsements, however, 10% of respondents are unsure whether they would like to purchase products and services endorsed by celebrities. Meanwhile, only 7% of respondents slightly disagreed to celebrity endorsements concept and 3% totally disagree about the influence of celebrity endorsements on consumers' purchasing decision.

The results from analysis regarding to the overall happiness and satisfaction level of respondents after buying products or services endorsed by celebrities, show 40% majority of respondents strongly agree, meaning they are happy and satisfy after their purchases of products and services endorsed by celebrities; 30% of respondents are slightly happy and satisfied for their purchases; while 24% of people are neutral about their purchasing decisions for the products endorsed by celebrities. Interestingly, only 2% of respondents slightly disagree and disagree and finally, 4% are not happy with their purchase decisions made under celebrity influence.

## 5. Conclusions and Recommendations

This study concludes that celebrity endorsements has changed the way advertisement used to be some decades ago and now an accepted norm of modern day marketing (McCracken 1989) become a multi-million dollar industry in India and around the world (Malhotra 2005). As a result, a greater understanding of consumers' reactions towards celebrity endorsements can help the marketers to use it more effectively. This study explores the current state of Indian consumers' perception about celebrity endorsements. In accordance with the study objectives, the following conclusions are drawn. The results reveal that people find celebrity endorsements more attractive, particularly the youth and reveals that using celebrities as marketing tool, increases the recognition and recall rate of the endorsed products and services. Overall, the study shows that people believe celebrity endorsements are more attractive, and effective in influencing their purchase decision power in the choice of Globacom Ghana Telecommunication Mobile Network. Interestingly, people know and agree that celebrities do not really use the products endorsed, although, celebrity endorsements have a very positive impact on consumers' perceptions and attitudes towards the endorsed products and services.

### 5.1. Recommendation

The study recommends that celebrity endorsements are more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand and when the execution of advertisement is simple, clean and free of irrelevant design elements. The advertisement, the study acknowledge must focus on the celebrity and the brand together to have positive effect and impact. Again, celebrity endorsements are effective and strong when a celebrity is not already associated with another products and services. The study again recommends that celebrity endorsements is more effective when the celebrity in question has a high "fit", "congruence", or "belongingness" with the endorsed brand. Celebrity endorsers become important for effective reinforcement to create an image for products and services and for image building for less familiar brands. For celebrity endorsers are more effective, it is appropriate for brands for which consumers have limited knowledge and facts. Finally, celebrity endorsers are more effective when integrated across the elements of marketing mix and caution in choice of celebrity endorser for the advertisement programme given the potential risk of tarnishing the brand's image if used inappropriately.

### 5.2. Limitations of the Study

Even though there were several subscribers of Globacom Ghana Mobile Telecommunication Mobile Network in and the use of celebrity Endorsement on Consumer Purchasing Decision in Ghana, this study limited itself to Globacom Ghana subscribers at Dodowa, Dangme West District, Greater Accra Region. For this reason, the results of the study cannot be directly generalized to include all the registered and non- registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile Network subscribers in the country.

### 5.3. Further Studies

The study was limited to only registered and non- registered Small Medium Enterprises (SMEs) of Globacom Ghana Telecommunication Mobile network subscribers residing at Dodowa in the Dangme West District, Greater Accra Region, and cannot therefore be used to draw any concrete conclusions for the study. The study therefore calls on any person or group of persons interested in this field of study to take up this research topic and further find out the impact of celebrity endorsement on the purchasing decision of consumer of telecommunication networks in Ghana and specifically other countries in the telecommunication mobile network industries in Africa in general.

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