

The Mediating Effect of Customer Satisfaction in the Predictive Relation between Celebrity Advertising and Purchase Intentions in Telecom Industry in Ghana: University Students' Perspective

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ABSTRACT: *The study was conducted to assess the mediating impact of customer satisfaction on the predictive relation between celebrity advertising and purchase intention among university students in University of Cape Coast, Ghana. Descriptive survey design was used to survey 392 university students out of a total regular student population of 19389. The sample was selected systematically and issued with questionnaires through self-administration. A 100% return rate was recorded. An internal consistency of 0.806 was recorded for the instrument. Data analysis was done through SPSS (version 22.0) configured with process macro (v2.16.3). Regression analysis was conducted to test hypotheses of the study. Pearson product-moment correlation was conducted to test the relation between the variables. The findings indicated that customer satisfaction partially mediates the predictive relation between celebrity advertising roles and purchase intention among university students. Similarly, it was discovered that customer satisfaction fully mediates the predictive relation between celebrity personality characteristics and purchase intention. There was a statistically significant positive but moderate correlation between customer satisfaction and purchase intention. Businesses must employ celebrity advertising as part of their corporate communication strategy because such ads influences customers to patronize celebrity endorsed brands.*

KEYWORDS -advertising, Cape Coast, personality characteristics, purchase intentions, roles, students, University

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I. INTRODUCTION

Advertising plays a very important role in influencing customers to buy the endorsed brands (Kumar & Raju, 2013)¹, forms part of corporate communication strategy (Frolova, 2014)² and has strong impact on the minds' of customers (Kumar & Raju, 2013). The use of celebrities in such advertising has become the norm of the day because celebrities are seen as credible source of information that customers rely on in their purchasing decision making (Choi, 2012)³. The idea in celebrity advertising is that positive celebrity personality characteristics are transferable between the brand of the celebrity and the brand(s) such celebrities advertise which results in desirable advertising campaign outcomes (Boon & Lomore, 2001)⁴. About 75% of young adults exhibit strong attraction for celebrities at some point in their lives (Boon & Lomore, 2001) as such celebrities are often admired, especially by young consumers, who borrow from such celebrities for their identity construction (Boon & Lomore, 2001).

Celebrity advertising is a time-honored strategy for drawing attention to a brand and could be either celebrity license or celebrity endorsement. Celebrity endorsement is the most traditional way that big businesses use celebrity recognition to compliment a marketing campaign (Kapoor, 2012)⁵. Endorsements typically involve using the name and likeness of a celebrity in a print or television advertising campaign. Celebrity licensing occurs when an existing business licenses the name, image, and rights of a celebrity to impose the belief that the celebrity has their own line. Generally the licensee (the brand) has all existing designs, manufacturers, and distribution in place and the celebrity has approval rights over the design. Two key essential elements of celebrity advertising are considered under this study; celebrity advertising role and celebrity personality characteristics. The celebrity advertising roles represent what celebrity advertising does to influence customers in their purchasing decision making whilst celebrity personality characteristics represent the key marketable

personality attributes of the celebrity who features in celebrity adverts which eventually influence customers to patronize the endorsed brands.

Customers are more likely to gauge the brand image of endorsed brands positively and are able to easily remember brands promoted through celebrities (Hoekman & Bosmans, (2010)⁶; Schiffman & Kanuk, 2009)⁷, warranting the huge investments in such ads (Flosi, Fulgoni & Vollman, 2013)⁸ by corporations. Celebrity advertising also influences customer purchase intention which translates such purchase intention into actual buying (Nyarko, et al., (2015)⁹; Tirtiroglu & Elbeck, (2008)¹⁰; Till & Shimp, 1998)¹¹. Purchase intention can gauge the potential of a consumer's buying power, and the higher the purchase intention the higher possibility consumer's willingness is to buy a product (Khuong & Nguyen, (2015)¹²; Abiodun, 2011)¹³.

Successful celebrity advertisers should possess market-oriented personality characteristics such as expertise (Hoekman & Bosmans, 2010), credulity, attractiveness (Gupta, 2007)¹⁴, likeability, trustworthiness, familiarity and match-up congruence with the endorsed brand (Parmentier, Fischer & Reuber, 2013)¹⁵ as these personality characteristics affect the brand image of endorsed brands (Ofori-Okyere & Asamoah, 2015)¹⁶.

It must however be recognized that customer satisfaction also plays a significant role in enhancing the capacity of celebrity advertising to influence customers' purchase intentions. When audience (customers) are preconditioned to experience satisfaction because of advertising, their positive feelings are likely to transfer to their evaluations of perceived value in the actual consumption (Mandan, et al., 2013)¹⁷. In fact, previous research suggests consumers may utilize their affective expectations to categorize consumption experiences (Wirtz, et al., 2000)¹⁸. Taylor and Baker, (1994)¹⁹ also found that customers satisfaction moderates the relationship between service quality (a key component for evaluating customer satisfaction) and purchase intention.

However, there are some gaps that needs to be extensively looked at in order to establish appropriate research gaps. Not all celebrities can be successful brand ambassadors (Bekk & Spörrle, 2010)²⁰. Even though customers are over-exposed to multiple advertising nowadays (Nyarko, Asimah, Agbemava & Tsetse, 2015), most of them forget about 80% of such adverts (Agrawal & Kamakura, 1995)²¹. Customers may have negative attitude for endorsed brands (Belch & Belch, 2001)²² especially if customers have justifiable grounds to believe that information being championed is not true (Fatima & Lodhi, 2015)²³. Celebrity advertising in Ghana is woefully inadequate (Noraini & Napi, (2015)²⁴; Ofori-Okyere & Asamoah, 2015). Whether celebrities create credibility for companies or risk the identity of brands is a concern that will continue to baffle advertisers (Radha & Jija, 2013)²⁵. Also, several products in spite of celebrity endorsement and expensive adverts have failed to attract customers' attention towards such endorsed brands (Apejoye, 2013)²⁶. Besides, when a celebrity is not accepted, his/her unacceptability may affect the product that he/she identifies with negatively (Apejoye, 2013). Lee and Kim (2005)²⁷ also found that celebrity endorsement can have a negative effect on purchase intentions, the product and even the celebrity, especially through shadow effects or multiple products endorsement.

Based on the above submissions, this study seeks to assess the impact of celebrity advertising on purchase intention of university students, after controlling for state of customers satisfaction-mediating factor. The study was conducted in University of Cape Coast, Ghana.

II. LITERATURE REVIEW

Snapshot of Celebrities Advertising In Telecommunication Industry in Ghana

The market effect of celebrity endorsement suggests consumers positively value the use of celebrity endorsers in advertisements (Das & Padhy, 2012)²⁸. It is on this notion that communication network providers in Ghana have over the years employed some well-known celebrities in Ghana to champion the course of their marketing communication strategy (Baah, Dawson-Ahmoah & Mensah, 2012)²⁹. Such endorsements by celebrities are prevalent form of advertising among businesses (Zipporah & Mberia, 2014)³⁰. The six mobile network operators [MNOs] currently operating in Ghana include Vodafone, Airtel, GLO, Tigo, Expresso and MTN Ghana. Notable among such celebrities include Samini (musician- MTN Ghana Limited), Chris Ato and Kwame Faakye (TV personalities-Expresso), Asamoah Gyan, (footballer-Glo), "Kalybos" (comedian-Airtel Ghana Limited), E.L (musician-Airtel Ghana), "Funny Face" (comedian-Vodafone Ghana Limited. These celebrities were engaged through celebrity endorsement contract. These endorsements enhance advertisement (Choi & Rifon, 2007)³¹. This proves that businesses in the telecommunication industry in employ celebrity advertising to reach out to customers.

Who are celebrities?

Celebrity is any well-known individual who is directly associated with product category being advertised (Ofori-Okeyere & Asamoah, 2015). Celebrities are people who enjoy public recognition by a large share of a certain group of people (Schlecht, 2003)³². Also, Choi and Berger (2010)³³ asserted that celebrities are persons who have gained fame or recognition in the society by virtue of their unique personality. Celebrities

could serve in various capacities for business organisations such as testimonials, endorsement, actors or spokespersons (Khatri, 2006)³⁴. Celebrities could be typical customers of products, experts or celebrities (Bekk & Spörrle, 2010). Celebrities extend their personality, popularity, stature in the society or expertise in a field to the brand (Choi & Rifon, 2002)³⁵. It appropriate for marketers to carefully select an endorser who currently has a good image and will likely be able to uphold this image in the future (Ofori-Okyere & Asamoah, 2015). Celebrity establish point of differentiation and this makes them “stand out” subject to the powerful role of continuous exposure to customers through media appearances (Lunardo, Gergaud & Livat, 2015)³⁶.

Celebrity Advertising Roles

Advertising plays crucial roles in the formation of buyers’ purchasing intention and actual subsequent purchase behavior (Hetsroni, 2000)³⁷. These roles are individually definite and unique yet the interactive interplay among such roles collectively influences buying decisions of customers. This results in creating climate for maintaining of improving sales. Customers are more likely to remember endorsed products than unendorsed brands (Klaus & Bailey, 2008)³⁸. Celebrity advertising plays persuasive role in influencing customers to buy the endorsed brand (Klaus & Bailey, 2008) through tactics such as attacking audience’s social standing, promising happiness, limiting availability, creating positive associations, building emotional appeal and so forth. Celebrity advertising increases the recalling and recognition capabilities of customers for the endorsed brand (Balakrishnan & Kumar, 2011)³⁹. Celebrity advertising catches customers’ attention (Ohanian, 1991)⁴⁰ and constantly remind them (customers) of the endorsed brand (Zipporah & Mberia, 2014). Khatri, (2006) found that celebrity advertising provide information that aid customers’ assessment of the endorsed brand(s). Credibility of endorsers enhances brand quality and brand image which is transferred to customers who find strong attachment with the selected celebrity (Khatri, 2006; Agrawal & Kamakura, 1995). Similarly, it was found that brand endorsed by a celebrity is of good quality and thus it influences more as compared to the non-celebrity endorsed brand (Kaur & Garg, 2016)⁴¹. Higher prices attached to endorsed brands by superstars signal product quality and customers are more likely to purchase such brands, thereby aiding the parent firm to generate additional margin that could not be gained where such brands were not endorsed by celebrities (Friedman & Friedman, 1979)⁴². Also, celebrity advertising enhances brand equity and competitive position of the endorsed brand in the market place (Babu & Latha, 2014)⁴³. Hsu and McDonald, (2002)⁴⁴ also found that endorsing a product with multiple celebrities can be beneficial for appealing to various audiences to which the product is aimed.

Celebrity Personality Characteristics

Celebrities possess some personality characteristics that make them “stand out” in celebrity advertising strategy. Such characteristics are termed celebrity personality traits or characteristics. These traits are not common to all human beings (Lunardo, Gergaud & Livat, 2015) but those who possess them are able to appeal to customers through advertising (Lunardo, et al., 2015; Aggarwal & McGill, (2007)⁴⁵; Goldberg, 1992)⁴⁶. Celebrities must exhibit some kind of expertise. Expertise of celebrity measures the extent to which an endorser is perceived to be a source of valid assertions. Hoekman and Bosmans, (2010) reiterated that expertise of celebrities could be found in different fields. Expertise also embodies how much the celebrity knows about the product area (Ohanian, 1991). Further, celebrities are supposed to exhibit trustworthiness among target audience. Trustworthiness, portrays how honest the celebrity is about the product. Trustworthiness also embodies the honesty, integrity and believability of an endorser (Erdogan, Baker & Tagg, 2001)⁴⁷. Trustworthiness causes customer attitudinal change (Balakrishnan & Kumar, 2011). Another personality characteristic that celebrities must possess is attractiveness. According to Schlecht, (2003) celebrity attractiveness covers endorser’s physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source. The use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customer’s attitudes and beliefs than unattractive spokespersons (Zipporah & Mberia, 2014). Attractive celebrities influence consumers’ attitude and behavior (Hoekman & Bosmans, 2010). Attractiveness also covers intelligence, skills, personality and lifestyle (Gupta, 2007; Erdogan, 1999)⁴⁸.

Celebrities must be likeable. Likability measures the extent of affection for the celebrity due to behavior and physical appearance (Hoekman & Bosmans, 2010). When people like a celebrity, they are influenced by the celebrity (Kahle & Homer, 1985)⁴⁹. Customer’s purchase decision is much influenced by the celebrity they like (Raja, et al., 2014). Customers are likely to be influenced by celebrities that they (customers) are familiar with. Familiarity measures the resemblance as knowledge that a celebrity endorser possesses through exposure (Belch & Belch, 2001). Hoekman and Bosmans (2010) further iterated that there must be match-up congruence between the celebrity and the endorsed product. The match-up consists of two central terms; the perceived fit and the image of the celebrity (Misra & Beatty, 1990)⁵⁰. Put differently, persons brand must “fit in” with the expectation of the field (Parmentier, Fischer & Reuber, 2013). It is critical to match up the

image, characteristics and personality of the brand with the celebrity (Kapoor, 2012) since this lead to greater believability and so effectiveness of the celebrity advertising (Hoekman & Bosmans, 2010). Celebrity endorsers are deemed as credible source of information by customers (Belch & Belch, 1994). Credibility measures the extent to which the consumer sees the endorser as having relevant knowledge, skill or experience and trusts the source to give unbiased, objective information (Byrne et al. 2003)⁵¹. Compared to foreign celebrities, a local celebrity is more likely to be seen and to be viewed as real by consumers since they share certain characteristics with such celebrity in the case of ethnicity, needs, goals, interests and lifestyles (Hou, 2012)⁵², a situation called demographic connect (Zipporah & Mberia, 2014). This means the origin of celebrities influence buying behavior of customers.

Celebrity Advertising and Purchase Intention

Purchase intention predicts subsequent purchase (Tirtiroglu & Elbeck, 2008). Purchase intention is what consumers think they will buy (Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak, 2014)⁵³. Purchase intention also incorporates both favorable (word-of-mouth communications, purchase intentions, price sensitivity) and unfavorable (negative word-of-mouth, complaining behaviour) dimensions of behavioural intentions (Zeithaml, Berry & Parasuraman, 1996)⁵⁴. A gap may exist between expressed intention to buy and actual buying behavior (Niessen & Hamm, 2008)⁵⁵. These gaps are identified by the gathering of actual purchase data and are then compared with data on expressed purchase intention (Tirtiroglu & Elbeck, 2008). These gaps represent inconsistencies in what is said and done.

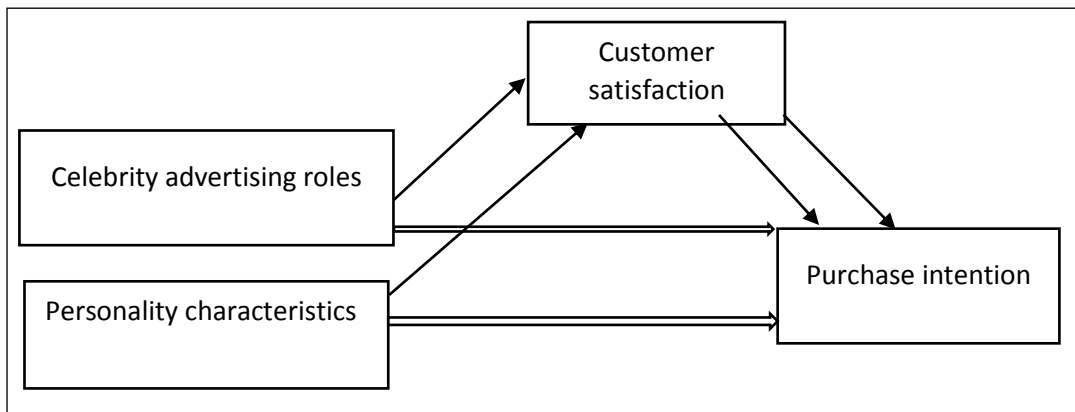
Some empirical studies show significant inconsistencies between purchase intention and purchase behavior (Mullett & Karson, (1985)⁵⁶; Pickering & Isherwood, 1974)⁵⁷. The differences in intention-purchase behavior are attributed to variance in both internal and external forces that affect consumer decision making (Nyarko, et al., 2015). This variance could be altered positively for consumers to 'live the talk' through celebrity advertising (Brown, 2005)⁵⁸. Wang, Cheng and Chu, (2013)⁵⁹ found that celebrity advertisement significantly and positively affect consumer purchase intention, which a key attitudinal change (Bowman, 2002)⁶⁰. More specifically, in reference to the target population of the study, Randhawa and Khan (2014)⁶¹ found that celebrity endorsements influences students' purchase intention to patronize telecommunication products. Apejoye (2013) also found that celebrity endorsed advert has a significant influence on students' purchase intention.

Customer Satisfaction and Purchase Intentions

It is has been recognized that customer satisfaction is the most important result of marketing and practice and occupies a significant position both in theory and observation (Sallem, Ghafar, Ibrahim, Yousuf & Ahmed, 2015)⁶². The purchase of a product is followed by a post-purchase behaviour evaluation exercise (Hoffman, Czinkota, Dickson, Dunne & Griffin, 2005)⁶³. In this situation, it is acknowledged that, when consumers' expectations are not met by the product performance, they get dissatisfied, when performance meets consumers' expectations, consumers are satisfied and when consumers' expectation are surpassed by the performance, they are delighted (Kotler & Keller, 2012)⁶⁴. Bringing this under the context of telecommunication product patronage by university students, it is believed that these category of customers (students) subject their experience with purchased celebrity endorsed brands to post-purchase evaluation which could result in dissatisfaction, satisfaction and delight. Customer satisfaction has three main components (Giese & Cote, 2000)⁶⁵. Customer satisfaction is a response (cognitive or emotional), the response relates to a particular focus (expectations, product, consumption, experience) and the responses occurs at a particular time (after consumption, after choice, based on accumulated experiences).

Following a satisfactory or dissatisfactory experience, consumers have three possible responses, exit, voice or loyalty (Mosahab, Mahamad & Ramayah, (2010)⁶⁶; Mittal & Kamakura, 2001)⁶⁷. Positive word-of-mouth (typical of voice) correlates to purchase intention (Molinari, Abratt & Dion, 2008)⁶⁸. Also, satisfied customers are less sensitive to price variations and have high capacity to purchase additional products (Kuo, Hu & Yang, (2013)⁶⁹; Zineldin, 2000)⁷⁰. Sallem et al., (2015) found that there is a significant relationship between customer satisfaction and purchase intentions. Also, it has been found customer satisfaction enhances customers' positive attitude towards the specified product or service (Goh, Jiang, Hak & Tee, 2016)⁷¹. Customer satisfaction is a significant predictor of customer purchase intention (Hu, 2011)⁷². More specifically, it was found that customer satisfaction partially mediates the relationship between product attribute (heightened through celebrity advertising) and repeat purchase intention (Goh, et al., 2016). Other studies indicate that customer satisfaction is a contingent factor that influences customer repurchase intention (Sánchez-García, Pieters, Zeelenberg & Bigné, 2012)⁷³.

Figure 1: Conceptual Framework



Source: Field Survey, 2017

The underlying notion for this study is described in Figure 1 which presents the conceptual framework of the study. Conceptually this study proposes that celebrity advertising has two main components no matter the type of such advertisement. These are celebrity advertising roles and celebrity personality advertising. Celebrity advertising roles predicts a statistically significant yet positive variance in customers' purchase intentions. However, this predictive relation is mediated by the extent of customers' satisfaction to the products offered by the telecommunication providers. Similarly, the conceptual framework portrays that celebrity personality characteristics predicts a statistically significant yet positive variance in customers' purchase intentions. However, this predictive relation is mediated by the extent of customers' satisfaction to the products offered by the telecommunication providers.

Hypotheses

Based on results of the literature reviewed and underlying notion of the study the flowing hypotheses were tested with appropriate statistical techniques.

- H1 Celebrity Advertising roles predict a significantly positive variance in purchase intention
- H2 Customer satisfaction significantly mediates the predictive relation between celebrity Advertising roles and purchase intention
- H3 Celebrity personality characteristics predict a significantly positive variance in purchase intention
- H4 customer satisfaction significantly mediates the predictive relation between celebrity personality characteristics and purchase intention
- H5 There is statistically significant positive correlation between celebrity advertising role and customer satisfaction
- H6 There is statistically significant positive correlation between celebrity personality characteristics and customer satisfaction
- H7 There is statistically significant positive correlation between customer satisfaction and purchase intention
- H8 There is statistically significant positive correlation between advertising roles and purchase intention
- H9 There is statistically significant positive correlation between celebrity personality characteristics and purchase intention

III. METHODOLOGY

Descriptive survey design was used for the methodology of this study because it offers the chance for the measurement of magnitude of people's behavior, attitude and perception at glance at a particular point in time (Zickmund, 2000)⁷⁴. The population for the study consisted the regular students of the University of Cape Coast. There were 19,389 regular students for the 2015/2016 academic year (UCC-Vice Chancellor's Annul Report, 2016). These students have such celebrities as their role models (Roy & Moorthi, 2009)⁷⁵. Each member in this target population at least subscribes to one of the six telecom operators in Ghana as they are required to provide that information as part of their admission requirement of the university (Division of Academic Affairs, UCC, 2017). A sample size of 392 was surveyed. The determination of the sample size was based on the proposed formula by Slovin, (1973).

The formula is given as; $n = \frac{N}{[1+N(e)^2]}$

Where n = sample size; N = sample frame; and e = margin of error, $e=5\%$ margin of error

The selection of the respondents was done through the systematic sampling technique. Given the sample frame, the first respondent was randomly selected and at each next 49th count, subsequent participants were selected unit until the sample size of 392 was reached. Mobile contact numbers of the participants were taken. Calls were made to reach these participants for questionnaire administration. Primary data collection exercise took three months (September, 2016-November, 2016). A 100% return rate was recorded. Structured questionnaire (close-ended in design) was used for the collection of the primary data. This was appropriate because the respondents could read and write (Kusi, Aggrey & Nyarku, 2014)⁷⁶. The personality characteristics of the endorsers were measured by using personality traits of confirmed marketing relevance (Bekk & Sporrle, 2010).

A 5-point Likert scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree) was used for the assessment of the attitudes of the participants regarding the degree of agreement regarding the influence of personality characteristics of the celebrities and celebrity advertising roles on their purchasing intentions. Customer satisfaction was measured on a 5-point Likert Scale, ranging from 1 (Very unsatisfied) to 5 (Very satisfied). Similarly, 5-point case was used to measure purchase intention, ranging from 1 (Not at all likely) to 5 (Very likely). The research instrument is deemed valid as experts in the field of work strongly agreed that it sought to measure what it purported to measure (Kothari, 2004)⁷⁷. A Cronbach’s Alpha of 0.806 was recorded for the internal consistency of the entire instrument. Table 1 summarizes the reliability results of the key construct of the study.

Table 1: Reliability Results

| No | Variables | Cronbach’s Alpha | No of Items |
|----|---------------------------------------|------------------|-------------|
| 1 | Customer satisfaction | 0.824 | 7 |
| 2 | Purchase intention | 0.776 | 4 |
| 3 | Celebrity personality characteristics | 0.937 | 7 |
| 4 | Celebrity advertising roles | 0.863 | 7 |

Source: Field survey, 2017

Data analysis was done through Statistical Package for Social Sciences (Version 22.0). This is commonly used statistical software in business research. The hypotheses were analyzed with regression analysis with Process macro (v2.16.3) developed by Hayes (2013)⁷⁸. Specifically the regression analysis (through SPSS process macro-release 2.16.3) was used to investigate the hypotheses that customer satisfaction mediates the effect of celebrity advertising roles on purchase intention and that celebrity customer satisfaction mediates the predictive relation between celebrity personality characteristics and purchase intention. Pearson product-moment correlation was computed to assess the nature and strength of relationship between celebrity advertising roles and customer satisfaction, celebrity personality characteristics and customer satisfaction, customer satisfaction and purchase intentions, advertising roles and purchase intention, and celebrity personality characteristics and purchase intentions. The findings were presented on Tables and Figures for clearer understanding. Composite variables were computed for each of the key constructs of the study (Advertising roles, personality characteristics, customer satisfaction and purchase intentions) so as to enable collectively analysis and reflection of total impacts (being direct or indirect).

IV. RESULTS AND DISCUSSION

The findings obtained after primary data analysis are presented in this section. This was chronologically presented and discussed accordingly. The findings are summarized and presented on Tables and Figures for easy understanding.

Table 2: Demographic information

| Variable | Responses | Frequency | Percentage |
|---|-----------|-----------|------------|
| Level of university education | Level 100 | 43 | 11.0 |
| | Level 200 | 116 | 29.6 |
| | Level 300 | 203 | 51.8 |
| | Level 400 | 30 | 7.7 |
| Most preferred TNOs | Vodafone | 165 | 42.1 |
| | Tigo | 24 | 6.1 |
| | Airtel | 41 | 10.5 |
| | Glo | 18 | 4.6 |
| | MTN | 144 | 36.7 |
| | Expresso | 0 | 0 |
| Awareness of celebrity endorsers of preferred brand | Yes | 373 | 95.2 |
| | No | 19 | 4.8 |

| | | | |
|---|-----------------------------------|-----|------|
| Frequency of celebrity advertising exposure | Never | 0 | 0 |
| | Rarely | 22 | 5.6 |
| | Sometimes | 81 | 20.7 |
| | Frequently | 140 | 35.7 |
| | All the time | 149 | 38.0 |
| Advertising media frequently exposed to | Radio adverts | 143 | 36.5 |
| | Television adverts | 88 | 22.4 |
| | Both radio and television adverts | 161 | 41.1 |
| | | | |

Source: Field Survey, 2017

The findings as presented on Table 2 show that majority (51.8%) of the respondents were in Level 300, followed by those in Level 200 (29.6%). Regarding the most preferred network operator in Ghana, the findings indicated that most of the participants preferred Vodafone (42.1%), followed by MTN (36.7%) and then Airtel (10.5%). None of the students selected Expresso. Majority of the respondents (95.2%) stated that they are aware of the celebrity endorsers of their preferred TNO in Ghana. The study also sought to uncover the extent to which respondents are exposed to advertising featuring well-known TNOs in Ghana. It was discovered that most of the participants agreed that they are all the time exposed to such adverts being radio or television advertising (38%). This was followed by 35.7% and 20.7% who respectively agreed that they are exposed to celebrity advertising frequently and sometimes. Regarding the media advertising that mostly feature celebrities of TNOs, it was found that most of the respondents selected both radio and television adverts (41.1%), followed by radio adverts (36.5%) and finally television adverts (22.4%).

This clearly shows that these TNOs extensively use celebrity advertising as part of their promotional strategy to influence customers to buy their products as was disclosed by Baah, Dawson-Ahmoah and Mensah (2013). A close analysis of the degree of exposure also shows that such advertisements are regularly broadcasted to the targeted audience by these TNOs. The choice of the media type (being television, radio, or both television and radio) is a strategic choice among these TNOs. The media type are preferable as they are typical of mass communication media. The participants are preferable source of data of this nature as they cannot be easily manipulated to follow blindly in their buying decisions for telecom products such as credit, data bundle services, mobile money services, involvement in promotional campaign and so forth. This claim supports the assertion that education brings rationality in thinking (Srivastava, 2011) since higher education may not make consumer follow blindly (Srivastava, 2011)⁷⁹. Since the participants were highly educated, primary data collection was made easier. This supports the claims of Kusi, Nyarku and Aggrey (2014).

V. MEDIATING EFFECT OF CUSTOMER SATISFACTION ON THE PREDICTIVE RELATION BETWEEN CELEBRITY ADVERTISING ROLES AND PURCHASE INTENTION

Regression analysis (through SPSS process macro-release 2.16.3) was used to investigate the hypothesis that customer satisfaction mediates the effect of celebrity advertising role on purchase intention. The findings are presented in these subsequent sections.

Outcome: CS

Table 3: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|---------|---------|--------|----------|-------|
| .3602 | .1297 | 21.4975 | 58.1386 | 1.0000 | 390.0000 | .0000 |

Source: Field survey, 2017

The findings in model summary shows that celebrity advertising role predicts a statistically significant variance 12.97 percent in customer satisfaction. This is shown by $R^2=0.1297$, $p<0.05$. This also means that 87.03 percent variation in customer satisfaction is attributable to factors not captured under this model. This finding provides an insight that celebrity advertising roles significantly predict positive variance in customer satisfaction. Meaning if advertisers and marketers design and implement celebrity advertisement that has the capacity to perform the key strategic roles of advertising for endorsed brand, customer satisfaction would be increased by 12.97 percent. This finding supports the empirical findings of Mandan (2013) when it was found that when audience (customers) are preconditioned to experience satisfaction because of advertising, their positive feelings are likely to transfer to their evaluations of perceived value in the actual consumption (Mandan, 2013), thus comparing their experience with their expectation created through celebrity advertising. No wonder celebrity advertising role plays a statistically significant role in predicting customer satisfaction.

Table 4: Model

| coeff | se | t | p | LLCI | ULCI |
|----------|---------|--------|---------|-------|-----------------|
| Constant | 12.2539 | 1.0905 | 11.2366 | .0000 | 10.1098 14.3979 |
| CAR | .3126 | .0410 | 7.6249 | .0000 | .2320 .3932 |

Source: Field survey, 2017

A close observation of the beta coefficient ($b=0.312$) shows that celebrity advertising roles makes a statistically significant contribution to predicting the 12.97 variance in the customer satisfaction. This is attested to the fact that a p-value of 0.000 (which is less than the maximum threshold of 0.05) was recorded. Again a critical observation of the LLCI (Lower Limit Confidence Interval) and ULCI (Upper Limit Confidence Interval) shows that zero does not lie between them, therefore it is concluded that celebrity advertising role significantly predicts customer satisfaction.

Outcome: PI

Table 5: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|----------|--------|----------|-------|
| .6202 | .3847 | 6.5864 | 121.5982 | 2.0000 | 389.0000 | .0000 |

Source: Field survey, 2017

The findings as presented in the model summary illustrates that both celebrity advertising role and customer satisfaction predict positively, a statistically significant variance in purchase intentions, which is approximately 38.47 percent ($R^2=0.38126$; $p<0.05$). Meaning the predictors could be manipulated to effect a positive change in purchase intention.

Table 6: Model

| coeffse | t | p | LLCI | ULCI |
|----------|--------|-------|---------|---------------------|
| Constant | 4.1278 | .6945 | 5.9436 | .0000 2.7623 5.4932 |
| CS | .1643 | .0280 | 5.8631 | .0000 .1092 .2194 |
| CAR | .2765 | .0243 | 11.3689 | .0000 .2287 .3243 |

Source: Field survey, 2017

The findings as presented on Table 6 shows that celebrity advertising role made the strongest statistically significant contribution to the 38.47 per cent variance in purchase intention ($\beta=0.2765$, $SE=0.0243$, $p<0.05$). Zero did not lie between the LLCI (.2287) and ULCI (0.3243), signifying that such prediction is statistically significant. Similarly, customer satisfaction also made a statistically significant contribution to predicting the positive variation (38.47 per cent) in purchase intention ($\beta=0.1643$, $SE=0.0280$, $p<0.05$). Further, zero did not lie between the LLCI (0.1092) and the ULCI (0.2194), signifying that that the contribution of customer satisfaction is statistically significant.

These findings illustrate that both celebrity advertising roles and customer satisfaction collectively predict positive variance in purchase intentions. The model however shows that such contributions were all statistically significant although celebrity advertising contributes more than customer satisfaction. Similarly, the finding relating to the predictive capacity of customer satisfaction to positive variance in purchase intention supports the assertion that customer satisfaction is a significant predictor of customer purchase intention (Hu, et al., 2011)⁸⁰. This is also in line with the findings of Khan, Liang and Shahzad (2015)⁸¹ when it was discovered that customer satisfaction is a significant predictor of purchase intentions. Other studies indicate that customer satisfaction is a contingent factor that influences customer repurchase intention (Sánchez-García, Pieters, Zeelenberg & Bigné, 2012). The finding relating to celebrity advertising roles' predictive capacity in purchase intention more specifically supports the views of Apeyeye (2013) which claims celebrity endorsed advert has a significant influence on students' purchase intention. Also, the findings support some collective conclusions empirically (Zipporah & Mberia, 2014; Babu & Latha, 2014; Randhawa & Khan, 2014; Kaur & Garg, 2016).

Outcome: PI

Table 7: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|----------|--------|----------|-------|
| .5747 | .3303 | 7.1500 | 192.3582 | 1.0000 | 390.0000 | .0000 |

Source: Field survey, 2017

The findings as indicated on the Total Effect Models shows that celebrity advertising role significantly predicts a statistically significant variance in purchase intention ($R^2=0.3303$, $p<0.05$). This means that 66.97 per cent variance in purchase intention is explained by other factors not captured under this model. Relying on this model to makes scientific sense to advertisers, advertising agencies and marketers alike since it shows that celebrity advertising roles influence customers' purchase intentions. Now is it clear that celebrity advertising roles matter in the advertising-customer purchase intention relation.

Table 8: Model

| coeff | se | t | p | LLCI | ULCI | |
|----------|--------|-------|---------|-------|--------|--------|
| Constant | 6.1415 | .6289 | 9.7651 | .0000 | 4.9050 | 7.3780 |
| CAR | .3279 | .0236 | 13.8693 | .0000 | .2814 | .3744 |

Source: Field survey, 2017

A close observation of the findings presented on Table 8 illustrates that celebrity advertising role contribute significantly to the positive variance in purchase intention ($\beta=0.3279$, $SE=0.0236$, $p<0.05$). Also zero did not lie between the LLCI (0.2814) and the ULCI (0.3744) which signifies that the contribution of celebrity advertising role is statistically significant. This again solidifies the claims made earlier on that to get customers to form positive attitude towards brands, celebrity advertising must be carefully strategized to have impactful meaning in consumer decision making through well-crafted celebrity advertising roles.

Table 9: Indirect effect of X on Y

| | Effect | Boot SE | BootLLCI | BootULCI |
|----|--------|---------|----------|----------|
| CS | .0514 | .0121 | .0309 | .0785 |

Source: Field survey, 2017

The indirect effect was tested using a bootstrap estimation approach with 5000 samples (Shrout & Bolger, 2002)⁸². These results indicated the indirect coefficient was significant, $b = 0.0514$, $SE = .0121$, 95% $CI = 0.0309, 0.0785$), hence mediation supported.

Table 10: Normal theory tests for indirect effect

| Effect | se | Z | p |
|--------|-------|--------|-------|
| .0514 | .0111 | 4.6230 | .0000 |

Source: Field Survey

A Sobel test was conducted and found partial mediation in the model ($z=4.6230$, $p=0.000$). It can therefore be concluded that customer satisfaction partially mediated the relationship between celebrity advertising role and purchase intention. This supports that findings of Hu (2011), that customer satisfaction plays a partial mediating role in the relationship between perceived value (which is created through celebrity advertising) and purchase intention

VI. MEDIATING EFFECT OF CUSTOMER SATISFACTION ON THE PREDICTIVE RELATION BETWEEN CELEBRITY PERSONALITY CHARACTERISTICS AND PURCHASE INTENTION

Regression analysis (through SPSS process macro-release 2.16.3) was used to investigate the hypothesis that customer satisfaction mediates the effect of celebrity personality characteristics on purchase intention. The findings are presented in these subsequent sections.

Outcome: CS

Table 11: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|-----------|--------|----------|-------|
| .9600 | .9215 | 1.9383 | 4580.2206 | 1.0000 | 390.0000 | .0000 |

Source: Field survey, 2017

The findings in model summary shows that celebrity personality characteristics predicts a statistically significant variance (92.15 percent) in customer satisfaction. This is shown by $R^2=0.9215$, $p<0.05$. This finding

supports the joint views of some empirical findings (Bekk & Spörrle, 2010; Hoekman & Bosmans, 2010; Zipporah & Mberia, 2014; Ohanian, 1991).

Table 12: Model

| Coeff | se | t | p | LLCI | ULCI | |
|----------|--------|-------|---------|-------|--------|--------|
| Constant | 4.5267 | .2445 | 18.5137 | .0000 | 4.0460 | 5.0074 |
| CPC | .7286 | .0108 | 67.6773 | .0000 | .7074 | .7497 |

Source: Field survey, 2017

A close observation of the beta coefficient (b=0.7286) shows that celebrity personality characteristics did not make a statistically significant contribution to predicting the 92.15 percent variance in the customer satisfaction. This is attested to the fact that a $p > 0.05$. Again a critical observation of the LLCI (Lower Limit Confidence Interval) and ULCI (Upper Limit Confidence Interval) shows that zero lies between them, therefore it is concluded that celebrity personality characteristics does not significantly predicts customer satisfaction.

Outcome: PI

Table 13: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|---------|--------|----------|-------|
| .4262 | .1816 | 8.7600 | 43.1644 | 2.0000 | 389.0000 | .0000 |

Source: Field survey, 2017

The findings as presented in the model summary (Table 13) illustrates that both celebrity personality characteristics and customer satisfaction predict positively, a statistically significant variance in purchase intentions, which is approximately 18.16 per cent ($R^2=0.1816$; $p < 0.05$)

Table 14: Model

| coeff | se | t | p | LLCI | ULCI | |
|----------|--------|-------|---------|-------|--------|---------|
| Constant | 8.7077 | .7125 | 12.2217 | .0000 | 7.3069 | 10.1085 |
| CS | .3629 | .1076 | 3.3710 | .0008 | .1512 | .5745 |
| CPC | -.0662 | .0817 | -.8107 | .4180 | -.2269 | .0944 |

Source: Field survey, 2017

The findings as presented on Table 14 shows that customer satisfaction made the strongest statistically significant contribution to the 18.16 percent variance in purchase intention (beta=0.3629, SE=0.1076, $p < 0.05$). Zero did not lie between the LLCI (0.1512) and ULCI (0.5745), signifying that such prediction is statistically significant. Thus [CS/CPC is significant predictor of PI] On the contrary, celebrity personality characteristics did not make a statistically significant contribution to predicting the positive variation (18.16 percent) in purchase intention (beta=-0.066, SE=0.0817, $p > 0.05$) after controlling for customer satisfaction. Further, zero lies between the LLCI (-0.2269) and the ULCI (0.0944), signifying that that the contribution of celebrity personality characteristics is not statistically significant. Thus [CPC/CS is not significant predictor of PI]. A close observation of the beta coefficients however shows that customer satisfaction made the strongest statistically significant contribution to predicting the positive variance in purchase intention. The finding relating to the predictive capacity of customer satisfaction to positive variance in purchase intention supports the assertion that customer satisfaction is a significant predictor of customer purchase intention (Hu, 2011). Other studies indicate that customer satisfaction is a contingent factor that influences customer repurchase intention (Sánchez-García, Pieters, Zeelenberg & Bigné, 2012).

Outcome: PI

Table 15: Model Summary

| R | R-sq | MSE | F | df1 | df2 | p |
|-------|-------|--------|---------|--------|----------|-------|
| .3971 | .1577 | 8.9928 | 73.0245 | 1.0000 | 390.0000 | .0000 |

Source: Field survey, 2017

The findings as indicated on the Model Summary (Table 15) shows that celebrity personality characteristics significantly predicts a statistically significant variance in purchase intention ($R^2=0.1577$, $p<0.05$). This means that 84.23 per cent variance in purchase intention is explained by other factors not captured under this model. This findings is empirically supported when it was found that customer’s purchase decision is much influenced by the brand and the celebrity (being measured by the kind of marketable celebrity personality traits or characteristics they possess) they like (Raja, et al., 2014).

Table 16: Model

| Coeffse | t | p | LLCI | ULCI | |
|----------|---------|-------|---------|-------|----------------|
| Constant | 10.3504 | .5266 | 19.6533 | .0000 | 9.3150 11.3858 |
| CPC | .1982 | .0232 | 8.5454 | .0000 | .1526 .2437 |

Source: Field survey, 2017

A close observation of the findings presented on Table 16 illustrates that celebrity personality characteristics did not contribute significantly to the positive variance in purchase intention ($\beta=0.1982$, $SE=0.0232$, $p>0.05$). Also zero does not lie between the LLCI (0.1526) and the ULCI (0.2437) which signifies that the contribution of celebrity personality characteristics is statistically significant. Thus [CPC is a significant predictor of PI]. This finding supports that findings of Dean and Biswas (as cited in Nyarko, et al., 2015) when it was stated that advertising featuring a celebrity (because celebrity personality characteristics re able to appeal to customers through advertising-Lunardo, et al., 2015; Aggarwal & McGill, 2007) deliver a higher degree of appeal, attention, recall rate (key purchase intention components) and possibly purchase, compared to the ads without celebrities.

Table 17: Indirect effect of X on Y

| Effect | Boot SE | BootLLCI | BootULCI |
|--------|---------|----------|-------------|
| CS | .2644 | .0863 | .0923 .4383 |

Source: Field survey, 2017

The indirect effect was tested using a bootstrap estimation approach with 5000 samples (Shrout & Bolger, 2002). These results indicated the indirect coefficient was significant, $b = 0.2644$, $SE = .0863$, 95% CI = 0.0923, 0.4383), signifying the presence of mediation.

Table 18: Normal theory tests for indirect effect

| Effect | se | Z | p |
|--------|-------|--------|-------|
| .2644 | .0785 | 3.3665 | .0008 |

Source: Field survey, 2017

A Sobel test was conducted and found full mediation in the model ($z=3.3665$, $p=0.0008$ which is <0.05). The overall findings indicate that customer satisfaction fully mediated the relationship between celebrity personality characteristics and purchase intention.

Table 19: Correlation Results

| Correlations | | CAR | CPC | PI | CS |
|---------------------------------------|---------------------|--------|--------|--------|----|
| Celebrity Advertising roles | Pearson Correlation | 1 | | | |
| | Sig. (1-tailed) | | | | |
| Celebrity personality characteristics | Pearson Correlation | .353** | 1 | | |
| | Sig. (1-tailed) | .000 | | | |
| Purchase intention | Pearson Correlation | .575** | .397** | 1 | |
| | Sig. (1-tailed) | .000 | .000 | | |
| Customer satisfaction | Pearson Correlation | .360** | .960** | .425** | 1 |
| | Sig. (1-tailed) | .000 | .000 | .000 | |

** . Correlation is significant at the 0.01 level (1-tailed).

Source: Field Survey, 2017

The relationship existing among the variables was investigated using Pearson product moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. The findings are presented in Table 11. There was a statistically significant but moderate positive correlation between celebrity advertising roles and customer satisfaction

($r=0.380$, $n=392$, $p<0.05$), with high levels of celebrity Advertising roles associated with higher levels of customer satisfaction. In similar fashion, there was a statistically significant but strong positive correlation between purchase celebrity personality characteristics and customer satisfaction ($r=0.960$, $n=392$, $p<0.05$), with high levels of celebrity personality characteristics associated with higher levels of customer satisfaction. There was a statistically significant but moderate positive correlation between customer satisfaction and purchase intentions ($r=0.425$, $n=392$, $p<0.05$), with high levels of customer satisfaction associated with higher levels of purchase intentions. There was a statistically significant but strong positive correlation between advertising roles and purchase intentions ($r=0.575$, $n=392$, $p<0.05$), with high levels of advertising roles associated with higher levels of purchase intentions. There was a statistically significant but moderate positive correlation between celebrity personality characteristics and purchase intention ($r=0.960$, $n=392$, $p<0.05$), with high levels of celebrity personality characteristics associated with higher levels of purchase intention. The interpretation of the direction as well as the strength of the correlation scores was based on the recommendation provided by Pallant (2005)⁸³.

These findings provide valuable marketing insights in that the more celebrity advertising roles are enhanced in celebrity advertising and such advertising features celebrities with desirable personality characteristics, the more customers are likely to be satisfied with the celebrity endorsed brand. This analogy supports the findings of Mandan, (2013) when it was discovered that when customers are preconditioned to experience satisfaction because of advertising, their positive feelings are likely to transfer to their evaluations of perceived value in the actual consumption. Also the findings regarding the positive correlation between celebrity advertising roles and celebrity personality characteristics on one hand and purchase intentions supports the collective views of some empirical findings (Khanai & Agrawal, 2010; Boon & Lomore, 2001; Hoekman & Bosmans, 2010; Schiffman & Kanuk, 2009; Raja, et al., 2014; Zipporah & Mberia, 2014; Babu & Latha, 2014; Lunardo et al., et al., 2015; Erdogan et al., 2001; Parmentier et al., 2013; Kapoor, 2013; Byrne et al. 2003; Hou, 2012).

VII. SUMMARY OF HYPOTHESIS RESULTS

A critical observation of the hypotheses summary results indicates that all the hypotheses tested under the study were supported. The findings are presented on Table 20.

Table 20: Summary of Hypotheses Results

| | | |
|----|---|-----------|
| H1 | Celebrity advertising roles predict a significantly positive variance in purchase intention | Supported |
| H2 | Customer satisfaction significantly mediates the predictive relation between celebrity advertising roles and purchase intention | Supported |
| H3 | Celebrity personality characteristics predict a significantly positive variance in purchase intention | Supported |
| H4 | Customer satisfaction significantly mediates the predictive relation between celebrity personality characteristics and purchase intention | Supported |
| H5 | There is statistically significant positive correlation between celebrity advertising roles and customer satisfaction | Supported |
| H6 | There is statistically significant positive correlation between celebrity personality characteristics and customer satisfaction | Supported |
| H7 | There is statistically significant positive correlation between customer satisfaction and purchase intention | Supported |
| H8 | There is statistically significant positive correlation between advertising roles and purchase intention | Supported |
| H9 | There is statistically significant positive correlation between celebrity personality characteristics and purchase intention | Supported |

Source: Field survey, 2017

VIII. CONCLUSION

Customer satisfaction mediates the predictive relation between celebrity advertising roles and purchase intention among university students. Same is the case of the predictive relation between celebrity personality characteristics and purchase intention. There is moderate but positive correlation between customer satisfaction and purchase intention. Similarly, the assertion that there are statistically positive correlations between celebrity advertising roles and purchase intentions, between celebrity personality characteristics and purchase intention are supported.

1. If marketers are to use celebrity advertising strategy as a marketing communication tool to influencing customers' purchase intentions favorably for celebrity endorsed brands, then personality characteristics of celebrities needs to be subjected under microscopic lenses of auditing so as so engage celebrities with desirable marketable celebrity personality characteristics to feature celebrity advertising in Ghana. This is much pronounced for cluster of market that are highly educated (University students) and do not "follow

- blindly” in their purchasing decision making. This option first of all goes to TNOs in Ghana, advertising firms and the general businesses in Ghana and beyond at large.
2. Celebrity advertising strategies must be fashioned to strategically influence customers’ purchase intention favorably for endorsed brand by crafting such adverts in such way that all the essential roles of advertising are embedded in these adverts. Such adverts must have their design and contents strategically position to signal product quality, make it easier for customers to recall the promoted brand, influence customers positively to buy such brands, inform customers in details about what the endorsed brand stands for, appeal to customers emotionally, provide evaluative criteria for measuring customers satisfaction, attract customers’ attention to the endorsed brands, competitively position the endorsed brands and build positive brand and corporate image.
 3. Customer satisfaction mediates the predictive relation between celebrity advertising (with special emphasis on celebrity advertising roles and celebrity personality characteristics) purchase intention which therefore signal that TNOs operating in Ghana must at all times strive to ensure that customers’ expectations created through celebrity advertising are met by endorsed (to get customers satisfied) or such expectations are exceeded by endorsed brand performance (to get customers delighted). Periodic survey must be conducted to assess the state of customers’ satisfaction which the services of TNOs in Ghana.
 4. The study contributes to theory owing to the various results of hypotheses tested and have established some relations, predictability and association among the key variables of the study.
 5. Businesses in Ghana must use celebrity advertising to promote their brands because such ads have the capacity to influence customers to form intentions to purchase the celebrity endorsed brands.

IX. LIMITATIONS OF THE STUDY

The statistical technique (regression analysis) adopted for the analysis of some of the hypotheses (H1, H2, H3 and H4) considered under this study only gave composite results rather than the contributions of the individual indicators of the various variables of interest (celebrity advertising roles, celebrity personality characteristics and customers satisfaction), thereby limiting the ability to assess the individual contributions of the indicators in the predictive relation established.

Suggestion for Further Studies

Further studies must be conducted to assess if the gender moderates the predictive relation between celebrity advertising and purchase intention for TNOs’ customers in tertiary educational institutions in Ghana.

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