

Investigating the Effects of Celebrity Endorsement Dimensions on Brand Loyalty in the Telecommunication Industry of Ghana

Fayiah M Bouquest

Texila American University, Guyana

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ABSTRACT: *The study aims to investigate the effects of celebrity endorsement dimensions on brand loyalty in the telecommunication industry of Ghana. The descriptive design was adopted to explain the relationships between the independent variables (source credibility, source attractiveness and source expertise) and the dependent variable (brand loyalty). Questionnaire was used to solicit data from 384 customers of three telecommunication firms (i.e. MTN, AirtelTigo and Vodaphone) in Accra, Ghana. The SPSS version 23 was employed for data analysis. Findings of the study showed a significant relationship between source credibility and brand loyalty in the telecommunication industry of Ghana and also a significant positive relationship between source attractiveness and brand loyalty in the telecommunication industry of Ghana. Managerial implications, limitations of the study and direction for future studies are presented.*

KEY WORDS: celebrity endorsement, celebrity dimensions, brand loyalty, telecommunication

INTRODUCTION

Technology has made it possible for consumers to access with ease products around the globe by giving the consumer the power to switch brands easily (Ofosu-Boateng, 2020). This has engendered intense competition in the business environment as organizations are finding effective marketing communication strategies to communicate their brands to consumers. It is argued that regardless of the brand of product/service offered by organizations, communication is indispensable, in that, it helps in exposing the brand to actual and potential customers (Kotler *et al.*, 2008). However, due to the proliferation of advertisements in the media landscape through technology in recent times, consumers are exposed to loads of messages on daily basis thereby making it difficult to process these messages. Organizations have therefore adopted several communication strategies in a bid to extol brand attributes/benefits to attract consumers and enhance loyalty; among these strategies, celebrity endorsements have gained popularity. Cashmore

& Parker (2003) defined a celebrity as “a product or a thing produced and can be consumed, worshipped and adored”. They are famous individuals who in some cases, act as role models to influence consumers’ attention towards a brand. Hsu & McDonald (2002) view celebrity endorsers as movie stars, singers, models, athletes, politicians and business people who influence their audience. Rabia *et al.* (2019) also posit that organizations use celebrity endorsers with dimensions such as attractiveness, credibility, expertise and trustworthiness to arouse the attention of their audience and motivate them to use a brand.

According to Segrave (2015), celebrity endorsement has been in existence for quite long since World War 1. Through advertising, a few famous athletes, film stars, other celebrities and ordinary citizens were the endorsers until the 1880s when they began to appear more frequently. Since then, celebrity endorsements have gained tremendous popularity as organizations entice consumers to their brands. According to Praet (2008), about 15% of advertisements in the United States and Europe use celebrity endorsements. Also, Hung *et al.* (2011) posited that celebrity endorsements have become an indispensable marketing tool in China with national celebrities seen endorsing more than 20 brands. Dean & Biswas (2001) intimated that the endorsement of a brand by celebrities with source attractiveness and credibility are perceived to be more effective as compared to brands without celebrity endorsements. In buttressing this, Byrne *et al.* (2003) submitted that celebrities have the ability to develop, restore and add new scope to a brand. Ponce de Leon (2002) also pointed out that consumers in most cases desire to gain an insight into the lives of celebrities, and doing so, they are trapped into following the brands endorsed by such celebrities. Jacobson *et al.* (2001) also shared that celebrity endorsements help to re-position a brand in the minds of consumers, especially when the brand is on decline and lost in the minds of consumers. It is also perceived, generally, that the endorsement of a brand by a celebrity with dimensions such as attractiveness, credibility, expertise and trustworthiness enhance the image of the brand and reputation of the organization.

In Ghana, celebrity endorsement has witnessed a steadily rise in the telecommunications industry with firms employing this marketing communication strategy to influence consumers to accept and even follow their brands. Renowned celebrities with attractiveness, credibility, expertise and trustworthiness dimensions such as Nadia Buari, Van Vicker, Richard Asante (Kalybos), Priscilla Opoku Agyeman (Ahuofe Patri), among others, have been contracted as celebrity endorsers by firms in the telecommunication industry in Ghana to help attract consumers to their brands. It is hoped that these celebrities can be very helpful in making consumers believe in the brand message thereby enhancing loyalty.

The study therefore aims to investigate the effects of celebrity endorsement dimensions such as credibility, attractiveness and expertise on brand loyalty in the telecommunications industry of Ghana.

Statement of the Problem

The rivalry in the telecommunication industry in Ghana has heightened forcing even two giant firms in the industry i.e. Tigo and Airtel to merge to become AirtelTigo to enhance competitive advantage. The use of celebrity endorsers with dimensions such as credibility, attractiveness, trustworthiness and expertise have been intensified in the industry to communicate brand benefits/attributes to existing and potential customers. Television, radio and billboard commercials of the firms have been flooded with celebrities espousing brand benefits/attributes to existing customers to enhance brand loyalty and to woo potential ones. A plethora of studies have underscored the importance of celebrity endorsements (Khatri, 2006; Pringle, 2004; Silvera & Austad, 2004). Sokolovska (2016) mentioned from the Marketwatch Report that the mere signing of a celebrity to a brand usually causes the stock price to increase marginally thereby influencing sales to also rise by 4% on the average. Thus, celebrity endorsements have the capacity to attract and retain consumers' attention to a brand (Premeaux, 2005 cited in Bailey, 2007). This observation is shared by Carroll (2009) when he stated that using attractive celebrities endorsements may be more successful to influence consumers' brand decisions and beliefs. In support of this, Biswas *et al.* (2006) also posited that consumers transfer the feelings and meanings associated with the celebrity to the endorsed brand.

However, Solomon *et al.* (2010) hold a contrary view. According to Solomon *et al.* (2010), consumer behaviour is dynamic and that various factors such as reference groups, social effects as well as local cultural factors may as well influence consumers' brand decision. Also, a perceived challenge associated with celebrity endorsements is that consumers often doubt the honesty of celebrities on brands. More so, Knittel & Stango (2009) pointed out morality and exclusivity as predominant issues affecting celebrity endorsements.

Myriad of studies had been conducted on celebrity endorsement (Byrne, 2003; Gilal *et al.*, 2020; Spry *et al.*, 2011; Silvera & Austad, 2004) and brand loyalty (Dawes *et al.*, 2015; Knox & Walker, 2000; Murray & Kline, 2015; Schwarzkopf, 2009). These prior studies showed the importance of celebrity endorsement

Based on what is already known in extant literature, studies have shown the following gaps. Examining the outcome of Celebrity Endorsement Dimensions in the Telecommunication Industry in the context of Ghana has not been studied, more specifically, its influence on loyalty. A more recent study carried out by Ofosu-Boateng (2020) in Ghana had focused on how the Celebrity Endorsement entire dimensions/attributes influence consumers' buying behaviour suggesting a knowledge gap.

Therefore, the study aims at filling in the gap by investigating the effects of celebrity endorsement dimensions such as credibility, attractiveness and expertise on loyalty in the context of Ghanaian telecommunications industry

However, these studies were carried out in the developed world where the cultural settings quite differ from those of a developing country like Ghana suggesting a gap in knowledge. Interestingly, a study by Osei-Frimpong *et al.* (2019) on the subject in Ghana focused on its impact on consumer's purchase intention. A more recent study carried out by Ofori-Boateng (2020) in Ghana also focused on how the entire dimensions/attributes of celebrity endorsers influence consumers' buying behaviour without determining the level of influence of each attribute, suggesting a knowledge gap.

Therefore, the study aims at filling in the gap by investigating the effects of celebrity endorsement dimensions such as credibility, attractiveness and expertise on brand loyalty in the telecommunications industry of Ghana.

LITERATURE REVIEW

Celebrity Endorsement-Concept and Meaning

The word 'celebrity' originated from the Latin word "celebritas" for 'multitude' or 'fame' and "celeber" meaning frequented populous or famous which originally was not meant to a person but a condition. It is believed that the concept started playing an active role in the development of the society in the early 1930s when advertising came into existence in early 18th Century. According to Kambitsis *et al.* (2002), most of these celebrities used their status in society to promote products/services or charities through stage shows, modeling, sports activities; most of them were from the movie industry. Aggarwal-Gupta & Dang (2009) defined a celebrity as "a person whose name could grab public attention, arouse interest, and generate profit from the public." Similarly, Schlecht (2003) defined the term 'celebrity' as "people who enjoy public recognition by a large share of certain group of people". Rojek (2012) viewed celebrities as "recognised individuals who possess rare talents or skills." Also, Nasir *et al.* (2016) defined celebrities as "famous people amongst the social members who are given more importance as compared to the rest". Due to the attractiveness and credibility of the celebrities, Farrell *et al.* (2000) posited that consumers become attracted to their messages which can lead to forming a positive attitude towards the brand.

Brand Loyalty

Brand loyalty has been given a considerable mileage in literature. Notwithstanding, there has not been a unanimous agreement in literature regarding its definition. For instance, Armstrong *et al.* (2009) defined it as "an individual's different ways of bonding with a certain brand, which can be drawn to a consumer's willingness to repurchase a brand or unwillingness to switch brand." Mowen & Minor (2001) also viewed brand loyalty as "the extent by which a customer holds positive attitudes towards the brand, commitment and intention to repurchase this brand in the future". Chaudhuri & Holbrook (2002) defined brand loyalty as "the deeply held commitment to

re-buy or re-purchase a preferred product/service consistently in the future thereby causing repetitive same brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behaviour". Yeh *et al.* (2016) viewed brand loyalty as both attitudinal and behavioural. Brand loyalty refers to the consumer's preference to buy or purchase a particular brand in a specific product category. According to Giddens (2002), brand loyalists show commitment to the brand, pay higher prices for the brand over other brands and are likely to recommend the brand to others. Notwithstanding the varied definitions in literature, there exists a commonality showing commitment of consumers to the brand reflecting in their purchase behaviour over time.

Celebrity Dimensions

Belch & Belch (2009) extolled three important sources factors of celebrities to be considered during endorsements. These are: source-credibility, source-attractiveness and source-expertise. According to the authors, each influences the recipient's attitudes or behaviour through a different process.

Source Credibility

Credibility is regarded an important source during endorsements and must not be toyed with. Since consumers in recent times encounter loads of messages on daily basis from different platforms, they are likely to filter and process messages coming from credible sources. Also, some consumers often doubt the authenticity of a brand being endorsed especially when the endorsement is from a celebrity. Hence, credibility is regarded vital during endorsements. Byrne *et al.* (2003) refer to credibility as "the extent to which consumers view the source as having relevant knowledge, skills experience and trust to give unbiased and objective information. Such attributes are considered imperative to influence attitudes. According to Ohanian (1990), source credibility is used to imply an endorser's positive characteristics which are capable of influencing consumers' acceptance of a message.

Source Attractiveness

Attractiveness can be referred to as "magnet" in that sometimes it becomes the only powerful tool to attract the attention of consumers. It is an open secret that most celebrities often have dieticians and also visit the gym for exercises all in a bid of keeping their bodies in shape and to look attractive. It is, interesting, to note according to Albert *et al.* (2017), that consumers often judge the physical attractiveness such as the weight, height and the handsomeness/beauty of celebrities. Similarity, familiarity and likability have also been likened to physical attractiveness. Belch & Belch (2009) explained similarity as "the resemblance between the endorser and the message receiver. Whilst they explained familiarity as the knowledge of the source by which the consumer receives the message. The authors further explained likability as the "love developed by the consumer due to the physical attractiveness of the endorser. Thus, consumers are likely to strike a relationship with source attractiveness.

Source Expertise

Belch and Belch (2009) states that a spokesperson is often chosen because of their knowledge, experience, and expertise in a particular product or service area. Ohanian (1990, cited in Belch & Belch, 2009) found that the perceived expertise of celebrity endorsers was more important in explaining purchase intentions than their attractiveness or trustworthiness. Ohanian also suggests that the celebrity spokespeople are more effective when they are knowledgeable, experienced and qualified to talk about the product they are endorsing. Source expertise in persuasive communication, indicates generally that the source's perceived expertise has a positive impact on attitude change.

Relationship between Source Credibility and Brand Loyalty

Erdogan *et al.* (2001) defined credibility as “honesty, integrity and trustworthiness of an endorser”. Among other things, the primary aim of using celebrities during endorsements is to increase purchases, reinforce attitudes, and to inform potential customers about a product (Wright & Crimp, 2000). Laver (2004) posits that endorsements through advertising can serve as an important tool to capture the attention of passer-byers and then induces them to accept a mutually advantageous exchange. This brings to the fore the significance of churning the message from a credible source. According to Belch & Belch (2001), credibility is the organizations' best bet especially when consumers entertain doubt about the brand or the organization. The authors intimated that such credible source has the potential to stifle the doubt of the consumer leading to a better acceptance of the brand. Inferring from the literature, the study hypothesis that:

H0: there will be a significant relationship between source credibility and brand loyalty in the Telecommunication Industry of Ghana

Relationship between Source Attractiveness and Brand Loyalty

Solomen (2002) refers to source attractiveness as “social values”. He posits that for consumers to fall for the brand, the physical approach of celebrities, personality and likeability must be accepted by consumer. According to Hakimi *et al.* (2011), such physical attractiveness has the potency to engender consumers to purchase the brand. Suki (2014) reported that celebrity attractiveness positively improves brand attitude and brand recall. According to Pornpitakpan (2004), consumers are attracted and most often purchase brands endorsed by an attractive celebrity. As most consumers are wooed by the attractiveness of celebrities, Menon *et al.* (2001) also is of the view that physical attractiveness serve as a catalyst to induce behaviours thereby making a purchase. However, it has been established by some studies that source attractiveness might have little or limited impact on brands loyalty since a consumer's acceptance of a celebrity's attractiveness to influence a purchase might differ from one brand to the other (Till & Busler, 2000). Inferring from the literature, it was hypothesized that:

H0: a significant positive relationship will exist between source attractiveness and brand loyalty in the Telecommunication Industry of Ghana

Relationship between Source Expertise and Brand Loyalty

Goldsmith *et al.* (2000) defined source expertise as “the knowledge related to the topic and can be trust. In support of this, Ohanian (1990) posits that the celebrity spokespeople are more effective when they are knowledgeable, experienced and qualified to talk about the product they are endorsing. Silvera & Austad (2004) viewed celebrity expertise as factors to increase the trustworthiness. In the mind of Thomson (2006), consumers value the expertise of a celebrity and perceive them as real people who care about them and enhance the feeling of security by endorsing a brand of expertise in his/her occupation. Expertise has been shown to have a positive impact on the spokesperson’s effectiveness and when the endorser is perceived to be knowledgeable about the brand, the consumer is likely to be influenced (Zoubi & Bataineh, 2011). In the study of Mac-Kingsley & Kalu (2016), expertise was found to have a strong positive influence on brand loyalty. However, a study carried out by Yeo *et al.* (2019) found no significant relationship between source expertise and brand loyalty. Hence, the study’s hypothesis:

H0: there will be a significant positive relationship between source expertise and brand loyalty in the Telecommunication Industry of Ghana

Empirical Review

Sivesan (2013) conducted a study entitled: Impact of celebrity endorsement on brand equity in cosmetic product. Using systematic random sampling technique to select 123 respondents, the results showed that brand equity and celebrity endorsement were positively correlated. Also, the study of Bush (2004) showed that celebrity sports athletes have a positive significant impact on adolescents’ word-of-mouth intentions and brand loyalty. More so, the study of Chan *et al.* (2013) on the topic: Impact of celebrity endorsement in advertising on brand image among Chinese adolescents revealed that celebrity endorsement create brand awareness by the different attributes such as attractiveness and humour. The study of Nyakado (2013) in Kenya confirmed that physical attractiveness of celebrity effects buyer’s towards the brand.

Conceptual Framework

In testing the hypotheses of the study, i.e. the relationship between the independent variables and the dependent variable, a construct was formulated as presented in figure 1

To test the stated hypotheses, i.e. the relationship between ICT and customer service (as independent variables) and customer satisfaction (dependent variable), a construct is formulated as shown in figure 1.

Conceptual Framework

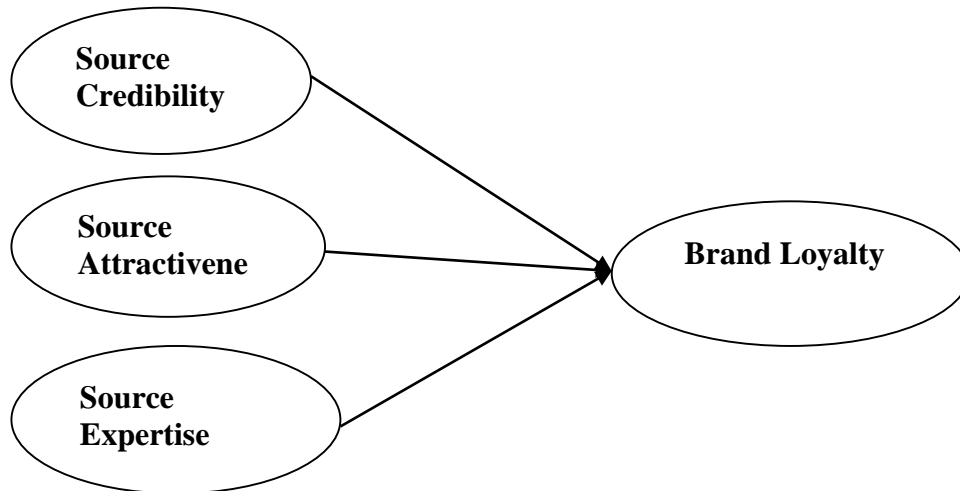


Figure 1: Celebrity Dimensions

METHODOLOGY

Research Design

Research design as stated by Bryman & Bell (2007) provides a framework for the collection and analysis of data. Burns & Grove (2010) define a research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. The design of the study is descriptive in nature. A descriptive design explains relationships between variables (Brickman & Roy, 1998). Since the study sought to establish the relationship between the independent variables (source credibility, source attractiveness and source expertise) and the dependent variable (brand loyalty), the chosen design is considered appropriate

Population of the Study

Population refers to the complete set of individual (subjects), objects or events having common observable characteristics in which the researcher is interested in studying (Agyedu *et al.*, 2007). Therefore, the population of the study consists of three telecommunication firms i.e. MTN, AirtelTigo and Vodaphone customers in Accra, Ghana.

Sampling Technique and Sampling Size

Bhattacharjee (2012) defines sampling as “the statistical process of selecting a subset of population of interest for the purposes of making observation and statistical inferences about that population. Since it will be near impossible to administer questionnaire to every single individual or units within the population of the three telecommunication firms, the convenience sampling technique was adopted to select a subset of the population to represent the population. This technique allows

the researcher to solicit data from respondents most conveniently available.

Sample-Size

Wimmer & Dominick (2006) refers to sample as “a proportion of the population that is a representative of the entire population. Determining sample size is a complex exercise as it depends on other factors such as margin of error, degree of certainty and statistical technique. As stated by Israel (2013), there are various strategies to calculate sample size. Since the population of the study is large, the strategy of Cochran (1963) was adopted. This is because other researchers Million (2013) and Beidemariam (2014) had used the strategy to determine sample size in their study. The formula is as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where n= required sample size

Z= degree of confidence (i.e. 1.96)²

P= probability of positive response (0.5)

q= probability of negative response (0.5)

e= tolerable error (0.05)²

Hence, maximum variation of p=0.5, confidence level of 95% and ± 5% precision. Therefore, the resulting sample size for the study will be as

$$\frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.25}{0.25}$$

Therefore, n=3.8416 ≅ 384 respondents

Source of Data

Data collection involves gathering of relevant and important data used for conducting a particular research work. The data collection source for the study was through field survey with questionnaire being the main instruments used. Data collection through questionnaire is well-known particularly in cases of big inquiries. Creswell (2009) divided questionnaire into three types as self-administration questionnaire, telephone questionnaire and personal interviews. The study's questionnaire was administered personally by the researcher. This was preferred because it is cheap or low cost as stated by (Blumberg *et al.*, 2008)

Distribution of Questionnaire

The distribution of questionnaire took longer than usual due to the large sample size and the COVID-19 social distancing protocols. The researcher took over 2 months to administer the questionnaire and respondents spent close to 20 minutes to complete the questionnaire

Data Analysis

The analysis of data was done with the use of Statistical Package for Social Sciences (SPSS) version 23 after all the information received from respondents through data collection were entered and coded. In ascertaining the relationship between the independent variables and the dependable variable, the regression analysis was carried out.

Validity and Reliability of Data

Saunders *et al.* (2009) defined validity as “the extent to which the data collection method accurately measures what it was intended to measure. The study’s validity was ascertained by pre-testing the questionnaires. This was done by administering 20 questionnaires to respondents on different network other than the ones under consideration. After pre-testing of the questionnaire, minor modification was made to ensure the study accurately measures what it was intended to measure. Reliability on the other hand as stated by Zikmund *et al.* (2012), “is an indicator of a measure of internal consistency, as well as, how the appropriate items on the test measure the same construct”. The Cronbach alpha was used to ascertain the reliability of the study

Ethical Consideration

Ghauri & Grønhaug (2020) defines ethics as “moral principles and values that influence the way a researcher or a group of researchers conduct their research activities” Ethics are applied to any situation or social setting where potential harm may occur to anybody (Ghauri & Grønhaug, 2020). According to Jacobsen (2002), ethical issues may occur when the researchers conceals the purpose with an investigation for a specific reason. In the light of this, the purpose of the study was well explained to respondents. Participation was done on the volition of respondents and animosity was also ensured.

RESULTS AND DISCUSSION

Demographic Characteristics of f Respondents

The study’s demographic characteristics of respondents on gender revealed 210(54.7%) to be males as against 174(45.3%) females. Obviously, male customers are slightly majority of the telecommunication industry in Ghana. This was envisaged prior to the study as similar study showed male customers slightly dominating female customers in the industry

Pertaining to the age groupings of respondents, the age group 50-59 were slightly majority (135). This was followed by the age group 40-49(110) whilst the age group 30-39 recorded (75) with the least age group being 60 and above recording (64). On attainment of education, bachelor degree holders were the slightly majority (28.6%). Master degree holders accounted for (20.8%) whilst HND holders accounted for (19.5%). Other certificate holders were the slightly majority accounted

for (31.1%). It can be concluded that customers of the telecommunication firms in Ghana have attained education with varied certificates.

Reliability Statistics

As stated by Zikmund *et al.* (2010), internal consistency is vital to ascertain how the appropriate items on the test measure the same construct”. The Cronbach’s Alpha is said to be the appropriate tool for this measurement. As indicated by Zikmund *et al.* (2010), a scale with coefficient alpha values between 0.6 and 0.7 indicate fair reliability. However, Cronbach’s Alpha coefficient of 0.7 or above is considered acceptable and adequate to determine reliability in most social science research situations. As can be observed, the study’s reliability value is 0.808 which is above 0.7 and hence considered acceptable and adequate. This is presented in table 1

Table 1 Reliability Statistics

Cronbach's Alpha	Number of Items
0.808	4

Source: Researcher’s field work, 2024

Correlation Analysis

The statistics from the correlation analysis obtained revealed a positive correlation between source credibility (independent variable) and brand loyalty the (dependent variable). The findings demonstrate a positive relationship such that (r= .820, p=0.0001). The results are presented in table 2.

Table 2: Pearson’s Correlation between Source Credibility and Brand Loyalty in the Telecommunication industry of Ghana

		BL	SC
Brand Loyalty	Pearson Correlation	1	.820**
	Sig. (2 tailed)		.0000
	N	384	384
Source Credibility	Pearson Correlation	.820**	1
	Sig. (2 tailed)	.0000	
	N	384	384

Source: Researcher’s Field Work, 2024

** Correlation is significant at the 0.01 level (2-tailed)

*** BL and SC denotes Brand Loyalty and Source Credibility respectively

The findings obtained from the correlation analysis also revealed a positive correlation between source attractiveness (independent variable) and brand loyalty the (dependent variable). The relationship demonstrates positive such that (r= .760, p=0.0001). The results are presented in table 3.

Table 3: Pearson's Correlation between Source Attractiveness and Brand Loyalty in the Telecommunication industry of Ghana

		BL	SA
Brand Loyalty	Pearson Correlation	1	.760**
	Sig. (2 tailed)		.0000
	N	384	384
Source Attractiveness	Pearson Correlation	.760**	1
	Sig. (2 tailed)	.0000	
	N	384	384

Source: Researcher's Field Work, 2024

** . Correlation is significant at the 0.01 level (2-tailed)

*** BL and SA denote Brand Loyalty and Source Attractiveness respectively.

The results obtained from the correlation analysis shows a positive correlation between source expertise (independent variable) and brand loyalty the (dependent variable). The relationship demonstrates positive such that ($r = .754$, $p = 0.0001$). The results are presented in table 4.

Table 4: Pearson's Correlation between Source Expertise and Brand Loyalty in the Telecommunication industry of Ghana

		BL	SE
Brand Loyalty	Pearson Correlation	1	.754**
	Sig. (2 tailed)		.0000
	N	384	384
Source Expertise	Pearson Correlation	.754**	1
	Sig. (2 tailed)	.0000	
	N	384	384

Source: Researcher's Field Work, 2024

** . Correlation is significant at the 0.01 level (2-tailed)

*** BL and SE denotes Brand Loyalty and Source Expertise respectively

Model Summary

The entire summary of findings is shown by the regression analysis where R square shows the variation in the independent variables (source credibility, source attractiveness and source expertise) and the dependent variable (brand loyalty). The R square value of .860 signifies that 86.0% influence on the dependent variable (brand loyalty) is as a result of source credibility, source attractiveness and source expertise (independent variables) . Table 5 presents the results.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.860	.628	.78263

a. Predictors: (Constant), Source credibility, Source attractiveness and Source expertise

b. Dependent Variable: Brand loyalty

ANOVA

The ANOVA test was conducted to determine the level of significance of the survey results and also to determine the rejection of the null hypotheses or acceptance of the alternative hypotheses. From the test, the statistics show a significant level of 0.000a which is less than .05 indicating acceptance and shows strong influence of source credibility, source attractiveness and source expertise on brand loyalty. Table 6 presents the results.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.842	3	16.874	46.566	.000a
	Residual	18.964	787	.862		
	Total	83.806	790			

a. Predictors: (Constant), source credibility, source attractiveness and source expertise

b. Dependent: Brand loyalty

Hypothesis 1: There will be a significant relationship between Source Credibility and Brand

Loyalty in the Telecommunication Industry of Ghana

From the regression analysis, the beta value of .864 showed a significant relationship between source credibility (the independent variable) and brand loyalty the (the dependent variable). The .864 beta value is explained that 86.4% variation in brand loyalty is as a result of source credibility whilst about 13.6% is explained by other variables. Hence, we accept the null hypothesis of the study H0: *There will be a significant relationship between source credibility and brand loyalty in the Telecommunication Industry of Ghana* whilst we reject the alternative hypothesis and conclude that a significant relationship exists between source credibility and brand loyalty. The result of the study is in consonance with literature as posited by Erdogan *et al.* (2001), a celebrity with source credibility is viewed by consumers as honest, integrity and trustworthiness whose endorsement enhances brand loyalty. Belch & Belch (2001) also stated that when consumers are in doubt of a brand, source credibility can be used to stifle the doubt of the consumer leading to a better acceptance of the brand. The result of the study is also in congruence with the work of Udovita & Hilal (2018) whose study found out that source credibility supports brand loyalty in the cosmetic industry of Sri Lanka. Table 6 presents the results.

Hypothesis 2: A significant positive relationship exist between Source Attractiveness and Brand Loyalty in the Telecommunication Industry of Ghana

The result of the statistics demonstrates a significant positive relationship between source attractiveness (independent variable) and brand loyalty (dependent variable) in the telecommunication industry of Ghana as showed by a beta value of .802. The value of beta .802 implies that 80.2% variation in brand loyalty is explained by source attractiveness whilst about 19.8% is explained by other variables. Hence, the null hypothesis of the study is accepted H₀: that, *a significant positive relationship exists between source attractiveness and brand loyalty in the telecommunication industry of Ghana* as we reject the alternative hypothesis. The findings of the study is in tandem with literature as explained by Belch & Belch (2009), source attractiveness leads to likeability (brand love); as consumers become “brand love”, brand switching becomes difficult. Hakimi *et al.* (2011) also posited that physical attractiveness has the potential to engender consumers to purchase the brand, which overtime could lead to brand loyalty. Also, the findings buttressed the work of Audi *et al.* (2015) whose study supported that brand loyalty is affected by source attractiveness. However, the study of Mittal (2021) found insignificant impact between source attractiveness and brand loyalty. Table 6 presents the results.

Hypothesis 3: there will be a significant positive relationship between Source expertise and Brand Loyalty in the Telecommunication Industry of Ghana

Findings from the statistics showed a significant positive relationship between source expertise (independent variable) and brand loyalty (dependent variable). From the statistics, the beta value obtained is .761 implying that 76.1% variation in brand loyalty is explained by source expertise whilst about 23.9% is explained by other variables. Hence, we accept the null hypothesis of the study H₀: that, *there will be a significant positive relationship between source expertise and brand loyalty in the Telecommunication Industry of Ghana* and reject the alternative hypothesis. The results of the study support the work of Mittal (2021) whose study found source expertise as the most influential celebrity dimension affecting brand loyalty. However, the study of Burnasheva & Suh (2021) found out that celebrity expertise had a positive moderate significant relationship with brand loyalty. This is also shared by literature as Till & Brusler (2000) intimated that celebrities’ professional accomplishments and expertise may serve as a logical connection with the products, and consequently make the endorsement more believable to consumers. The result is presented in table 6.

Table 6: Coefficients

Model	Unsolicited B	Coefficients Std. Error	Standardized Coefficients		Sig.
			Beta	T	
Constant	.488	.424		.798	.268
Source Credibility .064	.842	.648	.864	28.14	
Source Attractiveness .025	.746	.426	.802	22.15	
Source Expertise .289	.724	.402	.761	16.86	

Dependent Variable: Brand Loyalty**CONCLUSION**

The study investigates the effects of celebrity endorsement dimensions on brand loyalty in the telecommunication industry of Ghana. The descriptive design was adopted to explain the relationships between the independent variables (source credibility, source attractiveness and source expertise) and the dependent variable (brand loyalty).

The study's demographic characteristics of respondents on gender revealed that male customers are slightly majority in the telecommunication industry of Ghana.

Pertaining to the age groupings of respondents, the age group 50-59 were slightly majority (135). This was followed by the age group 40-49(110) whilst the age group 30-39 recorded (75) with the least age group being 60 and above recording (64).

On attainment of education, bachelor degree holders were the slightly majority (28.6%). Master degree holders accounted for (20.8%) whilst HND holders accounted for (19.5%). Other certificate holders were the slightly majority accounted for (31.1%).

Findings of the study showed a significant relationship between source credibility and brand loyalty in the telecommunication industry of Ghana and also a significant positive relationship between source attractiveness and brand loyalty in the telecommunication industry of Ghana. Further, the study showed a significant positive relationship between source expertise and brand loyalty in the telecommunication industry of Ghana

MANAGERIAL IMPLICATIONS, LIMITATIONS AND DIRECTION FOR FUTURE STUDIES

Managerial Implications

The significance of brand loyalty cannot be overemphasized given that organizations face heightened competition and brand switching. Managers must do whatever they can to engender brand loyalty. When consumers become loyal to a brand, they show commitment to the brand, pay higher prices for the brand over other brands and are likely to recommend the brand to others. With the right mix of celebrity dimensions, managers can rely on this strategic marketing tool to enhance loyalty.

Celebrities are seen as credible source of information and the credibility of a celebrity is described as the total amount of positive features that create and increase the acceptance of the message. Therefore, it behooves on managers to consider credibility as one of the most important determinants during endorsements. Also, it is argued that brand loyalty is driven predominantly by the essence of attachment where consumers are linked with celebrities with source credibility. As a result, managers should be thoughtful in choosing a celebrity whose source credibility can link consumers to the brand during endorsements. More importantly, when consumers hold negative attitude towards the brand, a rather powerful arguments are needed to stifle the negative attitude held by consumers and this can be done by a celebrity with source credibility as stated by (Belch & Belch, 2001).

Also, the use of celebrities with source attractiveness should not be taken lightly during endorsements. It is important to note that consumers often judge the physical attractiveness such as the weight, height and the handsomeness/beauty of celebrities. When choosing celebrities with source attractiveness, managers must deem it necessary to consider these features of the celebrity. Additionally, managers must ensure that the source attractiveness embodies similarity, familiarity and likability. It is argued that consumers develop “love” for the brand as a result of the likability and acknowledge the message source due to the familiarity with the celebrity and strike a resemblance with the celebrity as a result of the similarity.

More often than not, celebrities occupy the position of experts in the eyes and minds of the consumer. If the celebrity is perceived to be knowledgeable, skillful, and experienced (ingredients of expertise) by the consumer during endorsement, the easier it is to influence the consumer to accept the brand. Therefore, managers must ensure that the source expertise is found with these vital attributes.

Limitations of the Study

The study encountered numerous hurdles. Firstly, a sample size of 384 was selected which was not enough to generalize the findings. Secondly, the geographical scope of the study was in Accra.

Other geographical areas of Ghana were excluded. Thirdly, the apathy showed by respondents and the issues of COVID-19 social distancing protocols were all limitation factors which impeded the study. Notwithstanding, greater effort was exerted to ensure the success of the study

Direction for Future Studies

The study investigates the effects of celebrity dimensions such as credibility, attractiveness and expertise on brand loyalty in the telecommunications industry of Ghana. Future studies should consider the other dimensions of celebrity endorsement and their influence on loyalty. This could be carried out in the same or other industries. More so, the sample size can be increased with the study carried out in a jurisdiction outside Accra.

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