CELEBRITY ENDORSEMENT AND PURCHASE INTENTION OF THE BUYER IN CLOTHING SECTOR

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ABSTRACT

Companies are continually determined to increase and maintain clients by means of developing their brand reputation and image. Mainly, this calls for better celebrity endorser strategies with targeted markets. The goal of the study was to focus on investigating celebrity endorsement on the purchase intention of the buyer in the clothing/fashion sector. The present study used the Statistical Software Package for Social Sciences (SPSS) to analyse the data. The outcome of this study provided evidence that celebrity appearance in advertising in Ghana's clothing sector is admired by buyers because of the use of celebrity, which influences the public. Also, celebrities are recognised by the love, fashion style, lifestyle similarity and knowledge about the celebrity; hence, they are respected and relied upon by most of the customers and social groups. It concluded that a relationship existed between celebrity endorsement and consumers purchase intention.

Keywords: Celebrity endorsement; purchase intention; likeability; familiarity; similarity

1. INTRODUCTION

Clothing production in Ghana essentially manufactures textiles to feed the garment/apparel sectors. According to Quartey (2006) so far, the sector has provided several forms of employment to Ghanaians (3,000 people in 2005). Though there has been the establishment of a number of small to medium-size enterprises (SMEs), these SMEs are largely in the garment manufacturing sector (Vandyck & Fianu, 2012). Ghana currently has four major textile firms, including Akosombo Textile Limited (ATL), Ghana Textiles Manufacturing Company (GTMC), Ghana Textile Print (GTP), and Printex (Asare, 2012). Quartey and Abor (2011), however, indicated that these four textiles have since suffered market setbacks from amongst local second-hand clothing and foreign competitors. This same phenomenon affected the clothing industries in Zambia (Koyi, 2006) and Kenya (Mangieri, 2006) on the same continent.

Again, owing to the sudden increase of media and information technology, today's media is rigorously cluttered (Nelson-Field, Riebe, & Sharp, 2013). Increasingly, it is becoming difficult for marketing managers to gain customers' attention, and they are looking for celebrities to grab customers' attention with a better opportunity to communicate their message to customers (Baniya, 2017). Celebrity endorsements are valuable investments as they bring rapid memorability, identification and recognition, and direct client link with the listeners (Choudhary & Sharma, 2015).

Employing celebrities in promotional marketing is traced back to the 19th century, and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations (Randhawa & Khan, 2014). Celebrity endorsement has become a multi-million dollar industry in the world. The concept of celebrity endorsement is very popular in the fashion industry. Advertising pays millions of dollars to celebrities, hoping that the stars will bring their magic to the products and services they endorse and make them more appealing and successful.

Despite these efforts, fashion firms in Ghana are not able to do outstanding business compared to global brands. The companies in Ghana are in dire need of good persuasive and promotional strategy (New Business Age, 2017; Pokharel & Pradhan, 2017). Baniya (2017) studied the relationship of brand loyalty with celebrity endorsement in Nepalese situation; this research is interesting and valuable since it further enables researchers to understand the celebrity endorsement process from the Nepalese consumer's point of view specifically FMCG products. This study can help to set a new milestone in the discipline of marketing and in the clothing/textile sector. Consumers feel highly considerate towards a brand if a celebrity they admire involves promoting their products (Randhawa & Khan, 2014). Though service quality, brand, and celebrity related marketing campaigns are no guarantee for effectiveness (Merkert and Pearson, 2015), current studies have confirmed that celebrity endorsement leads to a positive attitude toward the endorsed product (Till et al.,

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2008) and the credibility of the endorsed brand (Spry et al., 2011). All of these presence concrete data and helps the core objectives of this study. Therefore the study focused on examining celebrity endorsement on purchase intention of the buyer in the clothing/fashion sector.

1.1 Clothing Industry

The history of clothing and fashion industry is traced back to the pre-colonial era when the local people were using hide/skin and the back of trees to cloth themselves. According to Ghana Statistical Service (GSS, 2016), the clothing sector in Ghana is dominated by the informal sector players. The industry has low entry barriers since the skills required is low and sometimes little or no capital (International Labour Organization, 2015). Adu-Akwaboa (2010) made it clear that clothing is amongst the first three basic necessities, including food and shelter. Individuals constitute the greater producers of the industry. Other sub-operators are the open market operators, sales agents, supermarkets, and government organizations (JICA, 2008). The industry grew competitive since the start of the second-hand clothing business in Ghana. Export of mass garments to global markets are typically restricted to seven mechanized garment firms with Free Zone Status that have the capability to produce a large scale export-based full package or Cut-Make-Trim (CMT) garment products (Ghana Free Zones Board, 2017).

1.2 Celebrity

There are a lot of definitions of celebrity. A celebrity is anyone whose name can invite public attention, ignite public interest, and generate individual values from the public (Kotler, Keller, & Jha, 2007). According to Young and Pinsky (2006), celebrity is an individual who has obtained a considerable degree of reputation which the society knows him/her a lot.

1.3 Celebrity Endorsement

According to Qureshi and Malik (2016) cited from McCracken (1989), celebrity endorser is “Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisements, is useful, because when celebrities are depicted in advertisements, they bring their own culturally related meanings, thereto, irrespective of the required promotional role”

Celebrity endorsement is one of message routes that are employed by a celebrity as a way of specifying their expressions to encourage the product on the basis of their reputation and personalities (Kotler et al., 2007).

A unique star who is successful in the world of sports, business, entertainment, art, politics but typically television star, film star or singer can be identified as a celebrity

(Baniya, 2017). While recommending, celebrity takes the form of an impersonal message source, with features that involve own attributes like power, attractiveness, or credibility, and allow the endorser to persuade the customer (Apejoye, 2013). As stated by Byrne et al. (2004), credibility refers to the knowledge, skill, and expertise related to the product/s, attractiveness refers to the similarity, familiarity, and likeability of the celebrity and power allows the celebrity to bias the customer. These are the rationales for employing the services of a celebrity as an advocate of a product. Celebrity choice for a brand is always a test and an important decision. In the past efforts have been done to identify the significant characteristics of effective communicators (Baniya, 2017).

1.4 Source Attractiveness Model

This model explains that the recognition of an advertising message by the potential buyers is contingent on familiarity, likeability and similarity (Apejoye, 2013). Apejoye (2013) elaborated in details, the three major concepts that advocate the source attractiveness model.

1.5 Dimensions of Celebrity Endorsement

Likeability

Numerous research investigations also advocated the significance of likeability as an additional dimension to select the celebrity endorser for promoting the product (Knott & James, 2004; Pornpitakpan, 2003, 2004; Wongweeranonchai, & McClelland, 2016). Apejoye (2013) defined likeability as love for the celebrity as a result of the celebrity's physical appearance and/or behaviour Modern researchers have discovered that the adored celebrity endorser has a favourable effect on product purchase (Premeaux, 2009; Prieler, Kohlbacher, Hagiwara & Arima, 2010; Simsek, 2014; Um, 2013). The current research proposes the inclusion of the likeability dimension of the celebrity to the existing celebrity credibility scale (Wongweeranonchai, & McClelland, 2016). Likeability relates supposed degree of affection that the potential customers and audience have for an exact celebrity. This likeability for the endorser is being developed as a result of his or her bodily modishness and manners (Adnan, Jan, Alam, & Ali, 2017; Belch & Belch, 2001; Amit Kumar, 2010).

Similarity

Apejoye (2013) defined similarity as a believed semblance between the celebrity endorser and the target viewers and customers. Similarity is the supposed degree of shared quality between the celebrity endorser and the target audience visible to the marketing communications (McCormick, 2016). It's a common fact that usually, people have an eye-catching tendency towards others who are "like them" and a repellent one towards unlike people (Mazlan et al., 2016).

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Familiarity

Apejoye (2013) defined the as an acquaintance of the celebrity through exposure in the media. It is about envisioned evidence among the general public that the endorsing celebrities hold through social publicity (Adnan et al., 2017; Kumar, 2010). The marketers must know the degree to which the potential customers and target audiences possess familiarity with the endorsing celebrity (Poghosyan, 2015).

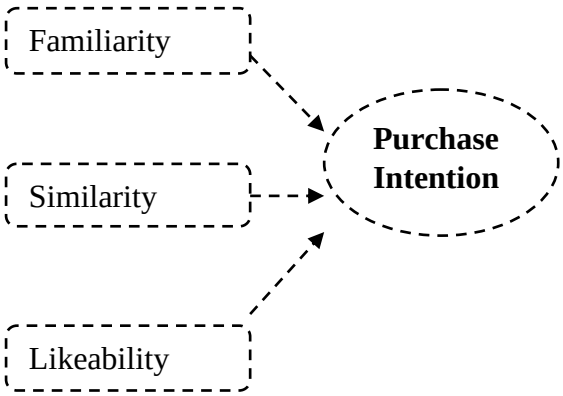
1.6 Purchase Intention

Purchase Intention refers to a plan to purchase a product in future for use, but before this, a perceptive process works behind where several factors consumer perception about product or source person really matters. Purchase intention is a type of choice making that studies the motive to buy a specific brand by the end user (Shah et al., 2012). Kotler (2003) recommended that human being attitudes and changeable situations will determine purchase intention. Researches show the adverse impact of celebrity endorsement. Celebrity effectiveness declines by over endorsement and has an adverse association with purchase intention (Hassan & Jamil, 2014). Relationship of the unfavourable situation with celebrity endorser also has an unpleasant outcome on purchase intention (White et al., 2009). That notwithstanding, celebrity endorsement has a positive impact on purchase intention. Significant results about purchase intention by the involvement of celebrity are also found by (Hassan & Jamil, 2014) according to him; likability has more stimulating command on purchase intention. Similarly, Aneme (2013) found that celebrity television advertising has an affirmative impact on their potential customers and market.

The message of advertisement is simply remembered and likeable of advertisement increases due to the association of celebrity, which results in purchase Intention. (Pringle & Binet, 2005). Meandering association with intention to purchase and source endorser is also found significance influence toward product by using advertisement (Goldsmith et al., 2000). Positive results about purchase intention by the embarrassment of celebrity are also found by (Yoon et al., 1998; Hassan & Jamil, 2014) attractiveness has influenced on purchase intention. Society of negative event with celebrity endorser also has negative effects on buying behaviour (White et al., 2009). But if brands features are not considered in specified by the consumer then they choose celebrity endorsement to purchase (Hassan & Jamil, 2014).

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1.7 Research Model



1.8 The Relationship between Celebrity Endorsement and Purchase Intention

Customers' perception concerning the supply of information of the brand is essential in leading the target audience to decide on the future purchase plan. In this case, it is important to deliver the same message that can be interpreted easily to the customer's mind by both endorser and the product, since the cognitive process works behind (Hasan, & Jamil, 2014). Celebrity endorser brings particular features to build up the customers' buying behaviour. Thus, the positive attitude of the customer toward celebrity endorser will increase purchase intention to the product that is being endorsed (Amos et al., 2008). Celebrity endorsement agenda will persuade customers' attitude toward the product considerably due to the reflection that formed to the product by celebrity endorser (Amos et al., 2008; Hasan & Jamil., 2014). Choi & Rifon (2012) also continued several previous types of research that significant influence on customers' toward the product match up to attractiveness is a result of similarity of the image between the celebrity endorser and the product that they stand for. Also, the credibility of the endorser absolutely affects the attitude of customers toward the brand compared to the attractiveness (Muda et al., 2014).

2. RESEARCH METHODOLOGY

A quantitative design, deductive philosophy was used such that it can be replicated in future for verification (Kumar, 2011). Also, this study employed a survey method because the rationale of the research is to generalise the results from the sampled participants to population. Malhotra (2009) recommended that the sample size should be over 150 and more preferably, around 200 to 300 respondents. The current study is focused with the table provided by Sekaran& Bougie, (2016) when selecting sample size, which are a minimum of 300 participants. A questionnaire was used as the medium of

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data collection in the measurement of variables and their relationship to each other. The questionnaire was mainly used as an instrument that mainly consists of closed questions, in which respondents are required to choose just one most appropriate response for each question where numbers assign for each question (Malhotra, 2000) ranging from 1 for strongly disagreed and 5 for strongly agreed.

The present study used the Statistical Software Package for Social Sciences (SPSS) version 21 and SEM software packages to analyse the data from the survey. First, a descriptive analysis was carried out on the respondents, then a correlation analysis to depict and the influence and direction of the relationship between the variables. Lastly, a regression analysis was performed to establish the relative significance of the celebrity endorsement variables on attitudes towards purchasing intention of the participants.

2.1 Research Hypotheses

Celebrity likeability has a significant positive effect on consumer purchasing intention.
Celebrity similarity has a significant positive effect on consumer purchasing intention.
Celebrity familiarity has a significant positive effect on consumer purchasing intention.

3. RESULTS

3.1 Reliabilities of scales used in the study

Therefore, reliabilities of the scale were measured using a conventional method, i.e. Cronbach's alpha was calculated to get α values of items related to various variables. Cronbach's alphas used to test the consistency of the measuring instrument for the variables included in the model of the study were 0.901 (Celebrity familiarity), 0.898 (Celebrity likeability), 0.785 (Celebrity similarity), 0.861 (consumer purchase intention) endorsement respectively. According to DeVellis (2003), the ideal values of alpha should range from 0.70 to 0.95. Hence, the study measuring instrument The message as reliable in measuring the impact of celebrity endorsement on consumer purchase intention. The α values of all the variables are well over the recommended minimum values of 0.73, as shown in Table 1.

Table 1: Cronbach's alpha

Variables	Items	Cronbach's Alpha (α)
Familiarity	5	0.901
Likeability	5	0.898
Similarity	5	0.785
Purchase intentions	7	0.861

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Table 2.Descriptive Statistic of Quantitative Variables

	Dimensions	Mean	Std. Dev.
CF	**Celebrity Familiarity**		
CF1	I often see the celebrity on the television.	4.25	0.599
CF2	I often see the celebrity on the stage or in the movies.	3.31	0.960
CF3	I often see the celebrity at events or festivals.	3.52	0.877
CF4	I often see the celebrity on the advertising boards.	4.16	0.656
CF5	I often see the celebrity on the newspapers.	4.25	0.666
CF6	I often see the celebrity in person.	2.25	0.994
CF7	I often see the celebrity on the Internet.	4.11	0.672
CF8	I often pay attention to the celebrity over the radio.	3.07	0.928
	Total	**4.14**	**0.696**
CL	**Celebrity Liking**		
CL1	I like the celebrity's behaviours.	4.10	0.757
CL2	I like the celebrity's appearance.	3.75	0.762
CL3	I think that celebrity is especially popular.	3.36	0.721
CL4	I like the celebrity's voice.	3.34	0.800
CL5	I like the celebrity's fashion style.	3.64	0.818
CL6	I like the celebrity's skilled manner.	3.71	0.799
CL7	Overall, I like the celebrity.	3.66	0.891
	Total	**3.85**	**0.861**
CS	**Celebrity Similarity**		
CS1	I think that the celebrity and I share the same culture.	3.95	0.861
CS2	I think that the celebrity and I share similar way of life.	3.89	0.790
CS3	I think that the celebrity and I share similar interests.	3.10	0.881
CS4	I think that the celebrity and I share similar viewpoint.	3.60	0.780
CS5	I think that the celebrity and I share similar likings.	4.67	0.886
	Total	**3.95**	**0.871**
PI	**Purchase Intention**		
PI1	I will seek more information on this product.	4.62	0.899
PI2	I will keenly seek for this product.	3.55	0.857
PI3	I will try this product when you see it.	3.77	0.762
PI4	I will buy this product.	3.44	0.822
PI5	Celebrity appearance in has motivated I to purchase this product.	3.74	1.009
	Total	**3.88**	**0.663**

3.2 Descriptive Statistic of Quantitative Variables

3.2.1 Celebrity Liking

CL1 has the uppermost mean value of 4.10, whereas CL4 has the lowermost mean value (3.34). Therefore, the participants agree that the celebrity is extremely fashionable, but they do not like his/her voice.

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3.2.2 Celebrity Similarity

CS5 has the uppermost mean value of 3.95, whereas CS3 has the lowermost mean value of 3.10. Therefore, the participants agree that the celebrity and they share the same culture, but they don't think that the celebrity and they share a related way of life.

3.2.3 Celebrity Familiarity

CF1 and CF5 have the uppermost mean value of 4.25, whereas CF6 has the lowermost mean value of 2.25. Therefore, the participants agree that they often see the celebrity on the TV and the Internet, but they don't agree that they often see the celebrity in person walking ordinarily.

3.2.4 Purchase Intention

PI1 has the uppermost mean value of 4.62, whereas PI4 has the lowermost mean value of 3.44. Therefore, the customers agree that they will try this product when they see it, but they don't think that celebrity appearance in the advertisement has motivated them to purchase the product.

3.3 Regression Analysis

From table 3 below, a regression analysis was performed. Analysis of the fitness of the regression model on customer's attitude toward the brand, Adjusted R^2 get value is 0.286, which is multicoloured by 28.6% in term of customer's purchase intention, it can be explained by independent factors in the model. F = 22.067 with significant level of 0.000. Therefore, the regression model is considered as entirely fit.

Table 3: Regression Analysis

Model	Unstandardized Coefficients (B)	Standardized Coefficients (ß)	t	Sig.	VIF
(Constant)	1.131		4.220	0.000	
Celebrity Familiarity	0.002	0.004	0.055	0.000	1.043
Celebrity Liking	0.036	0.035	0.719	0.005	1.188
Celebrity Similarity	0.050	0.058	0.861	0.002	1.539
R	0.526	Sig. (Anova)	0.000		
R^2	0.292	F (Anova)	22.067		
Adjusted R^2	0.286				

Table 4.

Dimensions		Dimensions		
		Familiarity	Liking	Similarity
Celebrity Familiarity	CF4	0.829		
	CF3	0.826		
	CF2	0.822		
Celebrity Liking	CL5		0.861	
	CL2		0.861	
	CL3		0.779	
Celebrity Similarity	CS4			0.862
	CS2			0.811
	CS5			0.775
	CS3			0.757

3.3.1 Celebrity Familiarity

Familiarity dimension is statistically significant at ($p<0.00$) with value β = -0.004, meaning that H_1 hypothesis is supported. It is 'celebrity familiarity' that will assist the clients simply remember and be overwhelmed at the advertisements with celebrity endorsement, hence familiarity affects customer's purchase intention.

3.3.2 Celebrity Likeability

Likeability dimension is statistically significant at ($p<0.005$), with value β = 0.035, this means that H_2 hypothesis is supported. Findings of this current research showed a positive impact of "celebrity likeability" on "customer's purchase intentions".

3.3.3 Celebrity Similarity

Similarity dimension is statistically significant at ($p<0.002$), with value β= 0.058, this means that H_3 hypothesis is also supported. This means the study found "celebrity similarity" to have a positive effect on "purchase intention".

3.3.4 Research hypotheses with results of the regression analysis

Table 5. Research hypotheses with results of the regression analysis

Research hypotheses	ß	p	Results
Familiarity → purchasing intention	0.004	0.000	Supported
Similarity → purchasing intention	0.058	0.005	Supported
Likeability → purchasing intention	0.035	0.002	Supported

The outcome of the investigation from the descriptive statistics, correlation and regression, all signify that all the three dimensions of celebrity endorsement are positively correlated on purchase intention.

4. DISCUSSIONS

In Shahrokh and Arefi (2013), it was indicated that there is a positive impact of celebrity familiarity on purchase intention and thereby resulting in a positive impact on the effectiveness of celebrity endorsement. Meanwhile, the current study confirmed their findings since it found that familiarity affects the customer's purchase intention. A study by Pham & Nguyen (2015) indicates that celebrity likeability has a positive impact on a customer's attitude toward the advertisement and purchase intention. Their study was supported by the current study, which showed a positive impact of celebrity likeability on customer's purchase intentions. In Pham and Nguyen (2015), it was concluded that celebrity similarity has a positive effect on customer's attitude toward the advertisement and purchase intention. Their study was again supported by the current study, which showed a positive impact of celebrity similarity to having positive effect purchase intention.

This can be explained as follows: celebrity appearance in advertising in Ghana's clothing sector is admired by buyers because of the use of celebrity, which influences the public. Also, celebrities are recognised by the love, fashion style, lifestyle similarity and knowledge about the celebrity; hence, they are respected and relied upon by most of the customers and social groups. Therefore, celebrity endorsement will have more impact on the customers' intention.

4.1 Implication for Management

The public learns after celebrities and believes that they possess related values, to a firm degree, with celebrities. All the three dimensions make advertisements with celebrity endorsement receive additional attention and are memorised, hence customers' purchase intention. Industry players in the clothing sector how these three factors work to get the full benefits of using a celebrity in advertising. When a firm signs a celebrity, the three dimensions should be regarded as compatibility factors that should be present for the product to leverage the mutual benefits from that contract. What is also worth noting is that these dimensions are critical, but it may be impossible for a celebrity to possess all the features and talents that deliver the expectations in these dimensions. Hence, in practice, clothing sector players should at least emphasise on the dimension, in this case, familiarity, over others since "jack of all tracks is master of none". Lastly, firms in the clothing industry should continuously monitor the conduct, behaviour reputation of the celebrity to curtail any possible negative exposure of the endorser.

5.0 CONCLUSIONS

This paper examined the clothing industry in Ghana, so the absolute research model includes three dimensions of celebrity endorsement and its effects customer's purchase intentions. Therefore, comparable to earlier studies, it concluded that celebrity endorsement is entirely related and have a direct effect on consumer purchase intention in the clothing industry in Ghana. After testing the reliability of the measurement scale and conducting explanatory factor analysis, results are that celebrity familiarity factor stood tall though the other two factors are maintained, leading to an improvement of research model theory and hypotheses. The regression analysis indicates that customer's purchase intentions in Ghana's clothing industry are positively influenced by three factors, including familiarity, similarity and likeability. Ones the celebrity is known and has charming influences on the lifestyle and mindsets of the general public, then, they can better help the brand advertisers to strengthen their brand recall as well as invoke purchase intention (Kumar, 2010, & Munnukka, 2016). Therefore, it is concluded that the purchase intention of the buyers is remarkably influenced by their favourite superstars (McCormick, 2016). Respondents of the current study revealed that they are most commonly exposed to celebrity based commercials.

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