



**ISSN: 2454-9940**



**INTERNATIONAL JOURNAL OF APPLIED  
SCIENCE ENGINEERING AND MANAGEMENT**

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# Selection of Celebrity Endorser and Purchase Intention: A New Model

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*Abstract:* Advertising that persuades consumers to purchase the company's products is of utmost importance. Companies should put a lot of effort into advertising since it is the main channel via which the firm connects with its clients. A more thorough model is necessary despite the abundance of theoretical and empirical research that investigate the impact of celebrity endorsement on purchase intention. For this reason, I came up with Fit-for-Purpose, a model for consumer behavior change that incorporates the identification, internalization, and fitness dimensions—all of which are thought to be potent indicators of future purchases. Reviews of relevant literature formed the basis of the investigation. Firms should remember that celebrity endorsements aren't a replacement for strong brand building methods, according to the researcher's recommendations and conclusions. In order for endorsements to have a favorable impact on consumers' thoughts and perceptions, marketers need ensure that the brand and endorser are a suitable fit, whether the endorser is local or international, a celebrity, etc.

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*Keyword:* Promotional materials, endorsements, intent to buy, famous people

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## INTRODUCTION

The present climate of intense competition has prompted many businesses to seek out new ways to attract customers' attention through marketing communications in an effort to stay afloat and even grow their share of the market (Keller 2016; Osei-Frimpong, Donkor, & Owusu-Frimpong, 2019). (Nichols & Schumann 2012). At the heart of the changing nature of competition is the fact that consumers are more aware and demanding of the firm's goods and services (Brodie et al. 2011; Seno & Lukas 2007). Because of this, it's not uncommon for companies to employ celebrities to advertise

their products and services in Ghana and other countries. There is a large concentration of local, regional, and international businesses in this market, therefore it was believed that celebrity endorsement would help stand out (Roll, 2006). As a result, companies all over the world are using celebrities as part of their marketing outreach campaigns to boost their company or brand's reputation across various channels, including traditional and digital marketing, and ultimately, to encourage customers to make a purchase (Jatto, 2013). What makes a celebrity a "source characteristic" are the traits that the public looks for in a public figure.

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Both the source attractiveness theory and the source reputation theory explain how the practice of celebrity endorsement influences customers' thoughts and lay the groundwork for the approach used in celebrity endorsements. The credibility and level of experience of the celebrity are the deciding factors in the message's reception, as per the source reputation hypothesis (Van der Waldt et al., 2009). According to Ohanian (1990), a source's willingness to make valid claims about the product is a measure of their trustworthiness, while their capacity to make valid statements is a measure of their expertise. Acceptance of a communication is contingent upon its familiarity, likeability, and resemblance, as stated in the social psychologically grounded Source Attractiveness Theory (Van der Waldt et al., 2009). A "familiarity" with a source is one in which the audience has gained some knowledge about it through repeated exposure. The term "likeability" refers to a warm and fuzzy feeling toward the way the source looks and acts, while "resemblance" describes how similar the source and receiver are (Jatto, 2013). When it comes to the impact of celebrity endorsements on consumers' desire to buy, studies have seldom taken likeability, familiarity, and likeness into account. Prior research examined consumer propensity to purchase based on reputation of source (Jatto, 2013). Further, Branchik and Chowdhury (2017) state that the reason celebrity endorsers have control over endorsed goods and services is due to their "talent, beauty, trustworthiness, and

popularity." Consumers' attitudes shape their purchasing intentions, and celebrity traits can influence these attitudes (Jatto, 2013). The relationship between expertise, trustworthiness, and intent to buy has been studied before. So, it's safe to presume that every other element would influence intent to buy. Only in the US, Europe, and Asia has celebrity endorsement been shown to influence consumers' intent to purchase (Zipporah, 2014; Jatto, 2014). (Sharfina, 2015; Hai-xia et al., 2015). Instead, there is a dearth of studies that actually examine how celebrity endorsement influences consumers' intentions to buy in Ghana. Specifically for Ghana, studies have looked at how celebrity endorsements affect the value of cosmetic product brands (Sivesan, 2013). Depending on the celebrity's trustworthiness, beauty, and strength, an endorsement can either influence a person's purchasing decision for the better or worse (Jatto, 2014). By using source models, advertisements can be highlighted without really encouraging consumers to make a purchase.

People are less influenced by beauty because of their strong brand association, and are more concerned with taste, consistency, and affiliation with the product (Hassan & Jamil, 2014). Not every celebrity advertising campaign is successful. Because of the ineffective existence of the models used, some of them are very effective and others are not at all (Dissanayaka & Ismail, 2015). In this field of study, current models such as source reputation and source attractiveness have been criticized (Bower and Landreth, 2001; Erdogan, 1999), and according to McCracken (1989), neither model can describe a match between a

testimonial and a particular product in detail. Empirically, celebrity models including gratification (Sharfina, 2015), source reputation, and source attractiveness have not been shown to affect customer purchasing intention in most studies (Jatto, 2013), so theoretical depth is restricted (Bergkvist & Zhou, 2016). To reduce the flaws associated with celebrity endorsement, a detailed new model must be created (Tellis, 1998). The researcher claims that there is a theoretical research void in relation to celebrity endorsement analysis and its effect on customer purchasing intention as a result of the previous models' flaws.

Till and Busler (1998) call for a more straightforward comparison of attractiveness and experience, as well as more empirical studies on the match-up hypothesis, since the authors found no evidence that certain dimensions were useful in the previous model. When it comes to matching celebrities to goods, Till and Busler (1998) argue that knowledge might be more important than attractiveness. The researchers also stress the significance of carefully selecting endorsers (Till and Busler, 1998; Ohanian, 1990). Furthermore, Till and Busler (1998) believe that competence, rather than attractiveness, is more fitting. The researcher follows the authors' call and closes this research gap by incorporating these hypotheses into the researcher's current conceptual model with the research design used in this study (mainly literature review).

The researcher looks at several dimensions, as well as different endorser characteristics and the environment, to resolve these calls and gaps. This research proposes a new model in which the dimensions of identity, internalization, and health are good predictors of purchase intent. The new model, which can be specifically checked for validation of celebrity traits as well as the method of selecting individual endorsers, is a one-of-a-kind model. This methodological paper can also assist managers in choosing only the right endorsers for their products by looking at a wide variety of countries with diverse cultures and competitive environments. This research is remarkable in that it is the first to present a new model. Three detailed measurements are used in this model. This model is needed to gain a better understanding of the attitudes and behaviors of consumers. It may assist in lowering risk and increasing overall message acceptance. If the source's credentials are viewed as being relevant to the product being endorsed, as in the case of the new model, the effectiveness of the endorser can be increased. Other concerns people can have to the endorser or the product can be resolved using this model.

Other sections of the papers capture literature comprising of theoretical framework, criticism of the previous model, mistakes in selecting a brand, how to address those mistakes, process of celebrity selection, discussion of the new model, discussions and conclusion.

## LITERATURE

### Theoretical

### Considerations

### Definitions of Celebrity

### Endorser

Freiden (1984) presented the first concept of celebrity endorser, which included "well-known individuals who are closely affiliated with the product category being marketed." "Any person who enjoys public attention and who uses this recognition on behalf of a consumer product by appearing with it in an advertisement," according to McCracken (1989). Schlecht (2003) expanded on previous definitions, claiming that celebrities are people who are widely recognized by a large group of people, while attributes such as attractiveness and extraordinary lifestyle are only examples, and specific common characteristics cannot be observed, though it can be seen that celebrities generally differ from the general public within a corresponding social group. Although performing their careers as entertainers, sports stars, politicians, business executives, religious personalities, academicians, journalists, and others, it is obvious from the descriptions above that most celebrities draw a lot of publicity and appreciation from a wide range of people.

### Celebrity Endorsement

Endorsement is characterized as any advertising message that customers are likely to believe represents the views, values, findings, or expertise of a party other than the sponsoring advertiser (including verbal statements, presentations, or depictions of the name, signature, likeness, or other identifying personal characteristics of an entity or the name or seal of an organization). In today's marketing, celebrity endorsement is a common occurrence (McCracken, 1989). Celebrities are often used to endorse products because they have a higher chance of attracting audience interest and influencing customer attitudes and buying intentions (Munnukka et al. 2016; Pradhan et al. 2016; Zhou & Whitla 2013).

The spokesman, according to Kamen, Azhari, and Kragh (1975), serves as a kind of center around which the substantive messages are placed. There has been a large rise in the number of celebrity endorsements in recent years (Boyd & Shank, 2004). Celebrities are a popular sight in today's marketplace, often serving as the face or image of not only consumer goods and brands, but also businesses (Illicic & Webster, 2011). By partnering with a celebrity, a brand will capitalize on the celebrity's unique and positive secondary brand associations to increase market recognition, pass positive celebrity associations to the brand, create brand image, and eventually increase the endorsed brand's equity (Keller, 2008). Celebrities not only sell goods and brands; they also have a major impact on customer views and expectations across all aspects of popular culture and public life (Time Inc.,



2006).

Although celebrity endorsement has not been thoroughly investigated in the Ghanaian context, there are an increasing number of celebrity-focused media outlets in Ghana, according to Agyepong (2017).

According to Agyepong (2017), celebrity is a general concept that lacks proper cultural, geographical, or demographic contextualization.

Corporations spend a lot of money to associate themselves and their products with big name celebrities in the hopes that they can (a) attract attention to the supported products/services and (b) pass image values to them because of their celebrity profile and engaging attributes (Erdogan 1999; Ohanian, 1991). The amount of advantages retailers have seen from using this type of advertising can be due to celebrity endorsement. Celebrities have the power to draw an audience's attention, offering retailers a greater chance of getting their message across to customers (Choi & Rifon, 2007). Another advantage, according to Agrawal and Kamakura (1995), is when a celebrity is associated with a brand image and helps form the brand's image.

### **Models of Celebrity endorsement**

#### **Source Credibility and Attractiveness**

Source credibility is a concept that refers to the positive attributes of a speaker that influence the receiver's recognition of a message (Ohanian, 1990). Celebrity endorsers' reputation is thought to be based on three factors: attractiveness, trustworthiness, and knowledge (Ohanian, 1990). The Source Credibility Model was first suggested by Hovland, Janis, and Kelley (1953), who argued that knowledge and trustworthiness were the two major components that influenced the credibility of the message sent by the source. The degree to which a communicator is regarded as a source of true claims about the object or problem is defined as expertise, and trustworthiness is defined as the degree of customer confidence in the communicator's intent to convey the assertions she or he believes are most valid.

The second model is attractiveness, which is based on a study by McGuire (2009). According to McGuire (2009), three important characteristics of a source are reputation, beauty, and strength. The source's perceived attractiveness is referred to as attractiveness. Physical attractiveness of a communicator is operationally characterized as the degree to which a person's face is pleasing to look at, and is decided by a panel of judges (Van der Waldt et al., 2009). In the sense of the source attractiveness model, three main factors stand out and contribute to the message's effectiveness. These are the endorser's familiarity, likeability, and similarity (McGuire, 2009).

### **Criticism of the Celebrity Models**

This new model was created as a result of the flaws in these popular models. From both a theoretical and empirical standpoint, there have been many critiques of the current models. First and foremost, source models cannot be used to demonstrate the efficacy of a specific endorser for a specific product. As a result, it's hard to say why a celebrity works out with certain goods but not others. Furthermore, the source models do not have a useful tool for distinguishing celebrities. McCracken (1989) proposes that celebrity endorsements should be viewed as part of a three-step meaning transfer procedure.

Since the models are built on and mirror social influence theory, which states that certain features of a source in any communication can influence message receptiveness, the source models are only grouped under the same name.

(Erdogan, 1999). The product match-up hypothesis has a flaw that is essential for organizations when selecting the right endorser; it is ineffective as a model because it does not define or quantify measurements that are relevant to a particular product. As a result, as previously said, it is better used as a complement to the other, more comprehensive ones (Erdogan, 1999; Hunter, 2010). As a result, results support the idea that celebrities represent concepts that are passed on to brands via endorsement. It forces advertisers to investigate the meanings of celebrities and choose the celebrity whose meanings correspond to the brand's desired meanings (McCracken, 1989; Erdogan, 1999), making it difficult to implement. There is still no guiding principle for selecting endorsers, which the new model would introduce. The researcher attempts to supplement current hypotheses with this proposed model in view of these differences.

#### **Source Attractiveness**

Both source models illustrate why and how celebrity endorsement works from the source's perspective, but they lack the connection with the endorsed product's target customers. They claim that the celebrity's personal characteristics have the potential to affect consumers' attitudes and behaviour. As a result, some scholars (see below) attempted to develop models from a more detailed perspective, taking target consumers' perceptions into account. Furthermore, source attractiveness models do not have a useful tool for distinguishing celebrities. McCracken (1989) and Basu (2009) propose the meaning transfer model as a solution, which consists of three phases that demonstrate the transfer of characteristics or meanings.

#### **Source Credibility Model**

The source credibility model has limitations, as it has been proposed that if customers have a favorable attitude toward an advertisement, a less reliable source may be more convincing than a more credible source (Erdogan,

1999; Harmon & Coney, 1982; Sternthal et al., 1978). In other words, consumers' perceptions of an endorser's reputation can be easily swayed and then dictated by their possible affinity for the endorsed product. Furthermore, psychologists have discovered that many of the recipients of advertising messages are emotional and habitual. They lack the rationality and patience to learn more about the reputation of both the celebrity endorser and the endorsed product. And it is because of this phenomenon that the attractiveness trait stands out. As a result, the idea of source reputation model, which provides the survival soil for source attractiveness model, needs to be augmented to some extent. Erdogan (1999) goes on to say that, while source reputation has a direct and substantial impact on behavioral intentions and attitudes, and it is crucial for marketers to consider when choosing endorsers, it is not the only factor to consider. McCracken (1989) adds to this by arguing that there are far more influential variables than just attractive and reputable people, attacking all source models in the process. His thoughts on the most relevant driving factors will be addressed later.

### **The Meaning transfer model**

McCracken (1988) criticized the meaning transfer model for failing to depict all of the factors that influence communication effectiveness, claiming that it is difficult to know why a celebrity works out for certain goods but not others. Furthermore, as compared to the models above, it does not take all factors into account (Erdogan, 1999).

### **Match up-Hypothesis model**

Celebrities, according to Dholakia (2018), are at risk of poor behavior and have too many brand affiliations. Liu (2005) investigated the impact of celebrities on product match-ups and found that only a high match between a product and a celebrity has a positive influence on producing more purchase intentions as compared to a low celebrity product match, and that celebrity attractiveness is not statistically important in influencing subjects' purchase intentions. The model's flaw is that it can't identify or quantify celebrity traits that are essential for specific product categories or brands. Choi & Nora (2005), Braustein & Zhang (2005), Ohanian (1991), and Kahle & Homer (1985) found that endorser-product match is positively linked to customer attitudes and purchasing intentions in several studies.

Since it does not define or quantify measurements that are valid for a particular product, Match-up is restricted as a model. As a result, as previously said, it is better used as a complement to the other, more comprehensive ones (Erdogan, 1999; Hunter, 2010). Consumers, on the other hand, are not taken into account in this model. Consumers' attitudes toward the advertising, product, and brand matter the most as the final target of celebrity endorsement.

### **Q Rating Technique**

Only the celebrity's familiarity and popularity are considered in the "Q" rating technique. The "Q" rating technique is simple to use and analyze statistically, but it is insufficient to determine which celebrity should be chosen.

### **Mistakes for Brands to Avoid When Choosing a Celebrity Endorser**

Choosing a celebrity partner is a high-stakes, high-reward gamble. A brand's reputation and market perception can be tarnished by the wrong celebrity partner. However, if the celebrity is chosen wisely, it can improve the brand's reputation, increase appeal with target buyers, and even shift the brand's trajectory. Brands also take a subjective approach to these decisions. We all have prejudices, but a multibillion-dollar plan should not be defined by them. Here are five popular blunders made by brands when selecting a celebrity to endorse them.

#### **1. Falling victim to internal bias**

The celebrity selection process always starts with the brand team sitting around a table discussing celebrities they like and meet, as well as celebrities their children or spouses enjoy. This is never more evident than in companies whose marketing departments are predominantly made up of older men who are obviously investing in celebrities who are primarily relevant to older men. Instead, it's crucial to think about what people who look like the brand's target customers think.

#### **2. Relying on vanity metrics**

Marketers often believe they are selecting celebrity talent with rigor, but in fact, they are just scratching the surface in terms of metrics. The size of a celebrity's social following is one measure that is frequently examined. However, just because a celebrity has millions of followers doesn't mean they're still relevant (those followers may have been acquired years ago), and it doesn't mean the brand can tell if the celebrity is on the rise. Marketers might often select celebrities because they have recently generated buzz about them, such as when they appeared in a blockbuster film or released a new album. However, headline publicity does not assist a brand in determining whether or not the celebrity is a good long-term fit. It's crucial to figure out which types of customers like the celebrity and whether or not they look like the brand's target demographic.

#### **3. Assuming your creative agency has it covered**

When it comes to selecting a celebrity endorser, brands also depend on their creative agency to be more thorough. In reality, creative agencies fall prey to internal bias, sit around a table thinking of celebrities they know and like, and rely on vanity metrics, just as a brand would. Even if the talent isn't exactly the right fit for your company, it's

normal for a brand's agency partners to choose celebrities with whom they've already worked or to depend on pre-existing relationships with celebrities with whom they know they will possibly sign. To make sure the agency partners aren't firing from the hip, ask them how they came up with the celebrity suggestion.

#### **4. Blindly trusting talent agency recommendations**

When looking for celebrity endorsers, brands will also switch to talent agents or talent brokers. The problem is that talent agents and brokers exist to serve celebrities, so they aren't always suggesting clients based on their brand alignment. It's in their best interests because they'll get paid at the end of the day. If you ever plan to work with a talent agent or broker, you can ask them the following two questions: Do you ever make recommendations for those you don't represent? Can you get paid if this contract is signed? You will want to look elsewhere if they say no to the first and yes to the second.

#### **5. Not fully considering the celebrity's risk**

Not only does a previous conviction or drug and alcohol-related events put a celebrity at risk, but so do other scandals and controversies. Politically or racially motivated material, as well as political leanings (liberal or conservative), may all turn off a certain percentage of your consumer base. Purchasing disgrace insurance, a financial insurance policy designed to cover the brand in the event of a celebrity scandal, is one of the best practices. Disgrace insurance, on the other hand, would only be useful if a damaging scandal emerges.

The celebrity selection process should not be delegated to a single marketer or even an entire marketing team due to the extremely subjective nature of celebrity decision-making.

Rather, companies should invest in celebrities that target customers like, trust, and relate to. It's not trendy to be anything other than data-driven, says MIT Sloan lecturer Miro Kazakoff. Top executives who want to keep their jobs aren't going to say they manage by instinct."

#### **Methods used to reduce risks associated with celebrity endorsement**

According to Tellis (1998), there are many ways for businesses to avoid some of the potential pitfalls that may arise by using celebrity endorsers. Companies should begin by thoroughly screening applicants to ensure that they are purchasing the correct image and that the risk of a celebrity contract is worth the risk of possible harm. Companies may also include a moral clause in their contracts. A moral clause is a legal statement that offers businesses the option of terminating a contract for a partial or no charge. These often claim that if the celebrity is involved in some situation or incident that, in the company's fair opinion, exposes Talent or Company to criticism, contempt, or scandal, the

company will terminate the contract (Tellis, 1998). Till (1998) goes on to say that in order to manage celebrity endorsers, businesses must create a bond between the endorser and the brand or product. When a connection is established between the celebrity and the brand, both become part of the association package, which is a collection of concepts that are meaningfully linked to the target brand. Consumers who think of Michael Jordan are a clear example of this. The associative learning mechanism relies on the repeated pairing of the two stimuli since it increases belief that the presence of one stimulus predicts the presence of the other stimulus. According to Till (1998), a single-minded approach to communicating the brand-celebrity pairing is the best way to reduce the chances of overshadowing the commercial executions. The ad's two most powerful factors should be the brand and the celebrity. Ad executions that are cluttered with unnecessary execution devices detract from the brand-celebrity pairing, reducing the celebrity endorser's power. When there are few other competing elements in the commercial, the probability of establishing an associative relation between the celebrity and the brand increases (Till, 1998). Companies should use celebrity endorsement more often to reduce the possibility of extinction. Since it is impractical to expect a celebrity endorser image to appear any time a customer interacts with a brand. As a result, businesses should try to better incorporate endorsers into the marketing mix. Celebrity endorsers are most often used in advertisements, but they may also be effective in promotional events such as giving away related products or vacations that are related to the celebrity. Wide trade shows, national sales meetings, and other important marketing activities should all feature the celebrity (Till, 1998). There is a problem with financial risk. Companies must assess how cost-effective their celebrity option is. Frequently, the most valuable celebrity is often the most expensive. Companies should also seek out a lesser-known figure that matches the brand's message and appeals to the target market (Tellis, 1998). Finally, companies may use questionnaires (Q) – scores to reduce the risks associated with celebrity endorsement. Shimp (1997) emphasized that in order to determine the effectiveness of a celebrity endorser, questionnaires must be created and circulated to individuals who must answer two basic questions: If you know who this star is? The second question is: if you have, how would you

rate him or her? Would you rate him or her as bad, fair, decent, very good, or one of your favorites? According to Sandin and Widmark (2005), a celebrity might not be widely known, but he or she may still achieve a high Q – rating if one person who does remember the celebrity also likes the celebrity. A celebrity, on the other hand, may be well-known but still receive a low Q – rating because the respondents dislike them. Q-ratings are thought to be a smart way for businesses to stop recruiting major

personalities who aren't well-liked by their target audience (Rossiter & Percy, 1987). In the end, the use of Q-ratings to reduce the risks associated with celebrity endorsement in the industry can be concluded that the Q-rating is an efficient method of filtering and shortlisting celebrities for a business.

#### **Endorser selection process**

The general presumption seems to be that a creative agency, possibly specializing in endorsements, handles or at least guides the majority of the endorser selection process. This assumption has surfaced in casual conversations with (inexperienced) marketing managers over the years. The lack of research on the overall selection process, which has yet to be completed or written, adds to this presumption (Erdogan & Drollinger, 2008). The only existing literature on the method of endorser selection focuses on processes within advertising agencies. Erdogan and Drollinger (2008) published a groundbreaking report in 2008 on the mechanism by which advertising agencies pick endorsers. Given the breadth and depth of this research, it can be considered a ground-breaking achievement in the field of endorser selection research. Companies should be on the lookout for young celebrities who show promise and potential, and sign them on when they are still in their ideally throughout the formative years, so that everyone involved comes out ahead.

#### **Methods for Choosing Famous People**

1. A celebrity-led endorsement campaign is implemented by the company.
2. From the very beginning, the company's marketing is centered around a specific candidate, either directly or through his agent.
3. The corporation and the celebrity (or his representative) enter into an endorsement contract after negotiations.

This section will provide a brief overview of the selection process normative model proposed by Erdogan and Drollinger (2008):

1. The company's marketing team approaches the advertising agency with a campaign objective.
2. Teams within agencies deliberate and assess potential campaigns before deciding to launch a celebrity-led initiative.
3. In order to discover suitable candidates, market research is conducted.
4. The agency contacts the celebrities who have already been chosen in order to clarify any pre-conditions.

5. The agency suggests the marketing initiative to the customer.
6. Staff from the company, the agency, and the celebrity all come together for final discussions after the customer gives their consent.

4. A Model or Framework Based on Theory A fresh approach to star endorsements The Appropriate Model Choosing a suitable celebrity to represent a brand is the primary goal of a Fit-for-Purpose Model. A brand ambassador's credibility, attractiveness, and suitability are all factors that the theory suggests should be considered. There is always a strong correlation (in terms of "fit") between the brand and the celebrity endorsing it. According to research, it's important for there to be a compatibility between the brand and the celebrity, in addition to the subject matter brand and the celebrity's honesty and charisma. Agrawal and Kamakura (1995) and Till and Busler (2000) state that for a celebrity's credibility to grow and positively affect a brand, there needs to be a "match" or "fit" between the endorsed product and the celebrity's credibility. Additionally, the product and the celebrity should share similar qualities, such as image, expertise, or attractiveness. A celebrity-led endorsement campaign is front and center in this approach. The three pillars upon which this model rests are:

1. The idea of procedure
- Two, the environment principle;
- three, the features principle

The process principle The selection of a celebrity should adhere to strict protocols rather than management's subjective judgment, in accordance with the notion of procedure. The company's marketing department usually has an ideal endorsement in mind right from the start. Neither the decision to launch an endorsement campaign nor the selection of appropriate spokesmen are discussed with advertising firms. There isn't an evaluation procedure in place to screen potential endorsers and ensure a good match between brand and endorsee because the organization was initially focused on one person. Also typical of this strategy is the celebrity's heavy hand, since they are usually



present during talks and have direct contact with the business. It is possible that agents are not involved at all, leaving the procedure open to only the corporation and the star.

**Environmental principles**  
The environmental principle states that while selecting a celebrity, it is important to consider how well-known they are among the target audience. International, national, and regional celebrities are all examples of endorsers. Other famous people who endorsing items include those in the music, media, film, athletic, and charismatic industries. Thus, Ghana provides the setting for the local marketer (Jackie Appiah, often known as KSM, is a local celebrity). When choosing a celebrity to endorse a product, it's important to consider their area of expertise.

**Characteristics principle**  
What makes a celebrity memorable to their intended audience is a question that the theory of characteristics seeks to answer (Subhadip, 2012). Consideration of whether or not they are the ideal representative of the brand is also relevant. When these expectations are fulfilled, the chances of a communicator having a

have an impact on consumers' propensity to purchase, and vice versa. It is important for celebrities to maintain a balanced approach with

brand traits implanted in the minds of target purchasers to obtain the optimum "fit" in terms of fitting features and characteristics. Employing famous people to promote their products or services can pay off for businesses if they can locate the right "fit." The 'Source Credibility Theory' and the 'Source Attractiveness Theory,' which are foundational theories for celebrity endorsement methodology and show how the endorsement process influences customers' thoughts, are utilized in this proposal. People are more inclined to believe what a source says if it seems credible, according to Ohanian's 1990 source credibility hypothesis (Hovland, Janis & Kelly 1963). Ohanian claims that famous figures such as athletes, actors, and actresses have all served as

spokespersons (1990). If you want to know why this occurs, you might want to look at the Source Credibility Theory (Ohanian, 1990). Familiarity with the source, similarity to the source, and likeability to the source are the three interconnected components of source attractiveness theory. For the purpose of informing marketing practitioners' decisions, researchers sought to determine which communicator traits are most successful for the target group's attitude toward change. According to Solomon et al. (2006), one of the most essential features of a message sender is their reputation and how beautiful they are. My guess is that these additions will influence consumers' desire to buy.

**Elements of a Functional Model Identification, internalization, and fitness are three variables that this research suggests could influence consumers' propensity to buy.**

**Identifying Factor**  
The identification of a possible celebrity endorser is based on their physical attributes, including how trendy they are, how comparable they are, how familiar they are, how handsome or beautiful they are, and how likeable they are.

**Dimension of Fitness**  
One essential notion in management while searching for the right celebrity to promote a product is that their personality type should fit the product's features (Hou, 2012). An athlete or other famous person is a good fit for the energy drink or food industry, for example. Unless the endorser is a famous person all over the world, local endorsements tend to be more popular than international ones. A Swiss celebrity, for example, might not win over Ghanaian fans.

**The Internalization Factor**  
How much the receiver believes the source has the necessary expertise (knowledge, skills, experience) and can be trusted to give them honest and unbiased information is called internalization. Through a process called internalization, information shared by celebrities can influence people's attitudes, beliefs, opinions, and behavior.

According to Ulkhaq et al. (2016), it occurs when consumers, who are the receivers, accept a stimulus from the source according to their own attitude and value systems. A communicator's internal qualities that have a beneficial impact on the receiver's perception of their reliability

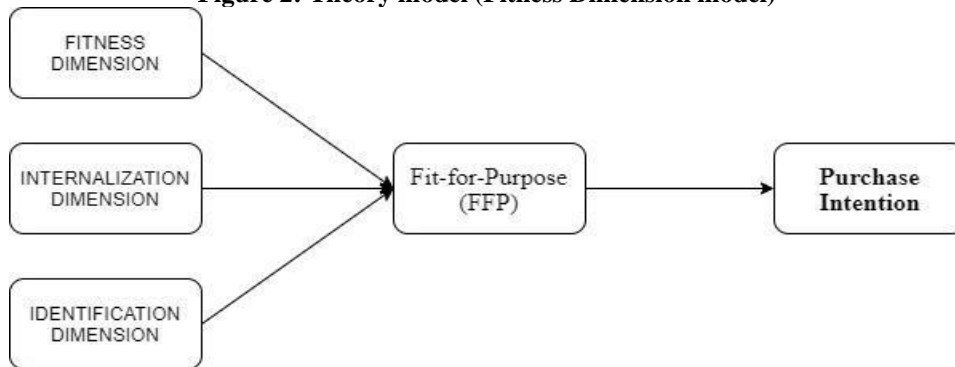
are implied through internalization, which is similar to source credibility.

conveying an idea. One definition of expertise is the degree to which an audience views the communicator as having credible claims regarding the topic at hand.

**Table 1: scales for future researchers**

Latent variable	Items
<b>Identification</b>	I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorsers I think that attractiveness is an important characteristic for celebrity endorsers. I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand. I remember a brand that is endorsed by an attractive celebrity more.
<b>Internalization</b>	I pay more attention to advertisements using a celebrity with expertise. I will buy a product if the celebrity endorsing it is an expert. I think a brand being endorsed by a celebrity with expertise is more trustable. I feel that an advertisement with a trustworthy endorser pushes me to remember that advertisement and the product that is being endorsed. I prefer to buy a product if the celebrity endorser is a trustworthy person. I think that a brand endorsed by a trustworthy celebrity is more respectable and desirable.
<b>Fitness</b>	His personality matches with the brand The local endorsers are good for the product The endorser career matches the brand

**Figure 2: Theory model (Fitness Dimension model)**



**Prepositions**

From the conceptual model proposed, the following prepositions are suggested:

- P<sub>1</sub>: Identification Dimension is positively related to customer purchase intention
- P<sub>2</sub>: Fitness Dimension is positively related to customer purchase intention
- P<sub>3</sub>: Internalization Dimension is positively related to customer purchase intention

**Achieving Suitability between Endorsers and the**

**Endorsed Brands using Fit-for-Purpose Model**

The commercial's credibility depends on the celebrity's fit with the product's attributes. An essential management concept for discovering potential celebrity endorsers is product-celebrity congruence, which is defined as the matching of a celebrity's attributes with a product's qualities (Seno and Lukas, 2007, Hou, 2012). The Fit-for-Purpose Model states that for celebrity

endorsement to be effective, the recommended brand and the celebrity must be inseparable.

As previously stated by Hsu and McDonald (2002). With an emphasis on the bond between the endorser and the company, the Fit-for-Purpose Model postulates that effective advertising will convey both the image of the celebrity and the message of the product. Using the Product Fit-for-Purpose Model, marketers can increase the likelihood of a successful ad campaign by ensuring that product messaging and celebrity images are consistent with one another. How well the celebrity's image meshes with the brand's (name, qualities) is another factor that determines how well the two work together. Put simply, endorsers achieve their utmost success when there is a strong compatibility between themselves and the endorsed brand or commodity (Biswas et al., 2006). To a great part, it emphasizes that for an endorsement to work, the messages given by the celebrity's image and the product's message need to be consistent and uniform. The widespread use of celebrity endorsements can be attributed to three societal processes.

The first effect is an individual's sense of self-worth, which manifests as a desire to emulate the actions and suggestions of famous people. The impact of celebrities on consumer values, opinions, and desires can be further understood in this context. People are interested in buying from the celebrity because of this. The second social factor is internalization, which means that consumers take on the mindset of others and act accordingly because they truly believe in what is being promoted (Friedman et al., 1979). A credible source of the advertising message, an endorser's internalization is associated with the expert information they hold. Thus, endorsers' likeability and attractiveness are associated with identification, and the expert knowledge they possess is associated with internalization, which makes them a credible source of the advertising message. A customer's public and private expressions of the behavior or attitude internalized as a result of a celebrity's endorsement can be quite

powerful. When a consumer recognizes the influence of the endorser or other consumers, the third and last category is health.

#### **DISCUSSION**

Firms would have to decide whether or not to use celebrity endorsers, and if so, how they should go about doing so. Previous empirical study, which usually looked at just a few cases, has shown mixed results, causing more uncertainty than guidance for managers (McCall & Voorhees, 2010). To resolve this uncertainty, the researcher proposed this model and encouraged other researchers to test whether consumer purchasing intentions are influenced by I celebrity characteristics (identifying), (ii) (iii) internalizing; and (fitness) brand, country, and brand attributes. Hence, the researcher delves into the issue of theory gap, wherein multiple investigations have discovered that components of existing theories do not correlate with intents to purchase. This study's model might help advertising agencies and other service and manufacturing businesses better understand how customers feel about celebrity endorsements. When it comes down to it, companies have the freedom to pick the type of celebrity endorser that works best for their goods. Relevance to Management People are more inclined to believe what a celebrity or communicator says if they feel a connection to their values, interests, or aspirations, rather than what they say from someone they do not. It is commonly believed that celebrities can change their public persona to match a product's marketing campaign. If upper management wants to be sure they don't make any mistakes when choosing a celebrity to endorse their product, they should study this new model thoroughly. The principles offer a fantastic management guide for effective endorser selection and efficient ads; they cover processes, climate, qualities, health, internalization, and identity metrics, among other things. Assuming proper use of the paradigm, the following benefits are assured. Ads will be able to grab people's attention and stand out more. They're also believed to be more reliable and entertaining. The marketing manager can use the celebrity's image to help launch or reposition an existing product because of the effect on brand image. A change in people's negative views of branded

products may be in the works thanks to the new celebrity model.

brands. The correct celebrity endorsement may do wonders for a freshly launched product's positioning or for a mispositioned brand's image. With this model's help, the company may leverage celebrity endorsements to boost its bottom line.

#### CONCLUSION

Celebrity endorsements are great, but they can't replace strong brand creation methods. So, for endorsements to have a positive effect on customers' cognitive processes and create a favorable impression of the brand in their thoughts, marketers need make sure the endorser is compatible with the brand (whether it's a local or international celebrity, etc.). An experienced design firm may get the notion to build a campaign around a celebrity after being assigned the duty of creating a campaign that achieves certain objectives. On the other hand, the marketing team may get interested in a particular personality over time, and the choice to pursue such a strategy may emerge gradually and internally. On top of that, picking a single individual is usually not an easy task.

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