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Keywords: *advertising, celebrity, effectiveness, endorsement.*

GJMBR-E Classification: *JEL Code: M37*



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Factors Predicting the Effectiveness of Celebrity Endorsement Advertising: HND Marketing Students Perspective

Mohammed Majeed [α], Ahmed Tijani [σ] & Abdulai Yaquob [ρ]

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I. Introduction

Advertising as a promotional tool is a dedicated influence that is certain to create understanding what is being presented with ultimate goal to providing information towards purchase intention. Since the last decade, it has been proven that marketing environment changed the connection of celebrities in advertisement (Khan et al., 2016). Large amount of money is spent in contracting celebrity endorser to promote firms' brands. The role of celebrity advertising on firm's products and services is crucial (Danesh vary & Schwer, 2000; Kambitsis et al., 2002; Mistry, 2006). Celebrities who are used for the promotion should match with the right brand to the right level for the right purpose at a right place, where the features and images should match with the image of the celebrity (Saeed, Naseer, Haider & Naz, 2014).

Endorsement is a mouthpiece of brand message in which a celebrity is used as the brands' representative and certifies the brand's claim and position by extending the personality, reputation, and importance in the society or expertise in the field to the brand (Shoeb & Khalid, 2014). In a market with a very high large number of local, regional and international brands, celebrity endorsement was considered to give a distinctive differentiation (Roll, 2006). According to Anjum, Dhanda, and Nagra (2012) found a positive and significant impact of celebrity's advertisement on sales and consumer. According to (Anjum, Dhanda, & Nagra, 2012) celebrities' endorsement has positive impact on company as well as brand and customers and they enhance the image of the product, Brand awareness, recall, retention and for credibility. According to the study celebrity approved advertisements have elevated level of deliverance and sense of appeal than those conveyed by non- celebrities. Focused celebrity approval on global perspectives as it is communication strategies that promote goods and services in the society (Nelson & Gloria, 2012). Care should be taken to choose celebrities for approving a brand, because celebrity endorsement can positively or negatively affect the image and productivity of an organization. Therefore, the researchers concluded that celebrity endorsement must be accompanied by powerful idea and effective positioning to promote the brand (Khan & Lodhi, 2016). In Sathiya, (2014) the use of celebrity in advertising is like a double-edged bludgeon, thoroughly analysis and appropriately implemented it may not be always effective, as it depends on the celebrity, the product, the message, the implementation and the media. The current study therefore seeks to unearth factors predicting the effectiveness of celebrity endorsement advertising from HND marketing student's perspective.

II. Literature

a) Advertising

At present roughly every business irrespective of the industry uses advertising as a major means of conveying information to firm's general public in an efficient and effective way. Advertising refers to "any paid form of non-personal presentation and promotion of ideas, goods or services through mass media by identified sponsor" (Kotler, Wong, Saunders, & Armstrong, 2005). The three major goals of advertising are to give information of the products (Informative advertising), to persuade consumers and build selective demand (Persuasive advertising), and to remind consumers to continue thinking about the brand (Reminder advertising) (Ahmed, Seedani, Ahuja, Paryani, 2015). In consumer buying intentions, adverting was found to be vital for all firms, hence firms were

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tasked by Ahmed et al. (2015) to use advertising to encourage and pursued customer towards its products. Celebrity advertising is attached to demonstration advertising. Demonstration advertising refers to coherent appeal promotion, which is designed to catch the attention of buyer by presentating the value, quality and performance of the product (Kotler et al., 2005). Pelsmacker, Geuens and Bergh (2007) proffered that, demonstration advertising provides information about product benefits and attributes. Celebrities as endorsers are mostly used educate buyers on how to use the product during demonstration advertising.

Tanu Sree Bhowmick (2012) opined that celebrity advertisement provides a substitute to creative advertisement. The marketer also has to be careful about the reputation of the endorser and should prefer to stay with a celebrity which has a stable image and not that the image of the celebrity changes each few weeks (Tanu et al., 2012). According to them a careful analysis of the market situation indicates that celebrity endorsement strategies can justify the high cost incurred in advertising if used in the right circumstances. Advertising through celebrity endorsements has become a trend and a superficial attractive prescription of product marketing and building firm's reputation. Celebrities have the potential of helping the advertisements be noticeable from the surrounding clutter (Gupta et al., 2015).

The involvement with the celebrity person's name typically being the selling point of the campaign (Priyankara et al., 2017). Celebrities are commonly used in conservation marketing as a tool to create understanding, engender funding, and effect behaviour change (Duthie et al., 2017). Due to the competitive environment in which companies are working on, doing an effective communication is definitely one of the key issues to catch the attention of the consumers and there are a variety of communication strategies, which allow the advertisers to reach their target. The use of celebrities as spokespersons is becoming an increasingly widespread approach in the advertising amongst firms (Carvalho, 2012). There is a day after day entrance of hundreds of television stars, sport athletes, movies and other well-known celebrities through the five major mass advertising media: television, radio, magazines, newspapers, and internet (Azab, 2011). Khan et al. (2016) disclosed that celebrities are well sensitivity personalities having a powerful emergence and touching power to pursue the audience either by their attractiveness, trust with brand which leads in conception of strong brand value in observer minds. It becomes an essential thing to launch a product by well-known and credible personality in a competitive marketing environment (Gheysari et al., 2012). Celebrities are cultural symbols who reflect the ideas and worth of a particular culture (Hassan & Jamil, 2014).

This type of advertising is used as a way of understanding students´ way of thinking toward the consumer endorser in this study.

b) Celebrity

The definition of celebrity comes with several perceptions. A celebrity is also defined as an individual who has obtained recognition in the general public by virtue the exclusive qualities (Choi & Berger, 2010). According to Francis and Yazdanifard (2013) celebrities are renowned individuals with qualities distinguishing them from other individuals. Young and Pinsky (2006) defined celebrity as "individuals who have achieved a significant level of fame that makes them well-known in society". A celebrity is a person whose name can attract public attention, ignite public interest, and create individual values from the public (Kotler, Keller, & Jha, 2007). Silvera & Austad, (2004) defines a celebrity as an individual who enjoys public appreciation by a large share of a certain group of people and has unique personality, such as attractiveness and trustworthiness. The celebrity has risen to become an influential force in the 21st century and hold a vital role in the modern-day way of life (Koernig & Boyd, 2009; Lord & Putrevu, 2009). Several researchers have said that the existence of celebrity in advertising promotion has an incredible effect on the consumer's state of mind (Usman et. al, 2010; Sertoglu et. al., 2014; Priyankara et al., 2017; Adnan, Jan, & Alam, 2017).

c) Celebrity Endorsement

Celebrity endorsement are an admired form of advertising improvement (Breen (2003; Premeaux, 2005; Choi & Rifon, 2007). are of the view that, Celebrity endorsement has the possibility of improving the monetary achievement for firms that the use celebrities in advertising campaigns (Farrell et al., 2000; Erdogan et al., 2001). In addition, celebrities in universally are seen as more trustworthy than non-celebrity endorsers, bringing to bear greater influences on consumers' brand attitudes and purchase intent (Choi & Rifon 2007). According to Seno & Lukass (2005), a celebrity endorser has an affirmative influence on the overall attitude of the consumer and purchase intention. A celebrity that endorses a brand and scores high on expertise and trustworthiness has the ability to alter the attitude and purchase intention of the consumers (Liu & Teo, 2007). Celebrity is a ubiquitous attribute of society, radiating long-lasting impressions in the reminiscences of all who cross its path (Kurzman, et al., 2007).

Celebrities are people who get pleasure from public acknowledgment and who often have distinctive attributes such as attractiveness and trustworthiness (Silvera & Austad, 2004). Celebrity is an individual who is well-known to the public, such as actors, sport figures, entertainers and others for their accomplishments in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979). Stafford et al.,

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(2003) defining celebrity endorser as "a famous person who uses public recognition to recommend or co-present with a product in advertising". The reason why celebrity endorsement became very fashionable is related with the facts that, this kind of advertisements attract buyers' interest effortlessly and generate a superior chance for firms to deliver their circumspectly planned ideas to buyers. It is considered that using famous persons in ads make it easier for audience to bear in mind the marketer's message and concurrently the brand name which is endorsed by a celebrity, it also allows to develop in mind a characteristics of the brand to a reasonable level since whenever a famous person is put together with the brand, it also helps to produce their concept in audience's mind (Zipporah & Mberia, 2014).

d) Effectiveness of Celebrity

Ibok (2013) carried out a study on factors determining celebrity effectiveness in endorsing firm's brand and it was revealed that using celebrity in marketing communication has become an important constituent almost for every variety of advertisements in ongoing in Nigeria particularly in Nigerian Telecommunication sector. The drawback in using celebrity endorsement includes using it per consumer's perspective or views (Ibok, 2013). Ibok (2013) found out that credibility, expertise, attractiveness and trustworthiness were the most crucial factors determining the effectiveness and persuasiveness of the Celebrity Marketing. Ibok (2013) concluded that Celebrity's image could have respective effect on the brand and suggested to consider it seriously.

Dix and Chowdry (2010) have done research on factors influencing persuasiveness of sports celebrity endorsements and to know the consumer's attitudes towards endorser and brand when the endorser is actually a sportsman and is endorsing both sports and non-sports products. It was also found that there is no difference in consumer's attitudes towards endorser or brand (either non-sports brands or sports brands) endorsed by the sportsmen (Bell, 2014; Dix & Chowdry, 2010). But Dix and Chowdry (2010) affirmed that the study could be extended to more fields as their one has some limitations e.g. convenience sampling or being limited to the particular sample and field (Roy, 2012). Many years of accomplishment practiced from using celebrities and athletes as representatives of brand images; marketers realized the power of public figures and opened new endorsement ventures. Endorsements were the source of firm's cultural obsession with celebrities (Jones, 2007).

Celebrity endorsement improves brand message and creates attentiveness amongst consumers. It helps them to recall the brands of the endorsed products (Kaur & Garg, 2016). Celebrity endorsement research discovered that among the various media vehicles TV is the most influencing media persuading consumers to buy the products (Kaur & Garg, 2016). Consumer buying behaviour is greatly impacted the quality of product rather than endorsement factors, offers, discounts and pricing. Also, it was found that movie celebrity is playing major task in creating an impact than Sports personalities (Kaur & Garg, 2016).

Brands promoted by Celebrity endorsers are of high-quality (Kaur & Garg, 2016). In India a study was conducted by Manish (2017) to appreciate the effect of celebrity endorsement on advertising effectiveness and buying intentions. With a sample size of 212 in a quantitative research, celebrity endorsement was found to be effective in new product advertising, changing brand reputation, brand appeal, brand quality and purchase intention but was not effective in brand credibility. Celebrity endorsement was found to be effective in increasing brand acceptance by consumers as well as familiarity with the brand (Handriana & Wahyu, 2017). Also, multiple brand celebrity endorsement will create a better attitude amongst consumers towards the product than single celebrity will generate (Handriana, 2017). With a sample size of 800, a quantitative study was done to investigate the impact of celebrity endorsement on mobile phone buyers' intentions of female and male. The found attractiveness, personality, expertise and likeability of the celebrity to be most effective elements of celebrity endorser (Abbas et al., 2018). Atay (2011) did a study on celebrity endorsement and advertising effectiveness and the relevance of value congruence and found that lower wage celebrity endorsers are successful in creating positive results.

Kumar and Hunda (2015), conducted a study on "customer perception towards celebrity endorsement", and found that celebrity endorsement has become very popular element in the advertisement nowadays. The rationale of that study was to explore customer perception towards celebrity endorsement. Authors described about nine factors were manipulated in his research paper: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, negative role of celebrity and brand for result. The research also found out that consumer buying behaviour is positively affected by product as compare to celebrity endorsement. Authors also concluded that attractiveness of a celebrity endorsing a particular product robustly influences a customer opinion and this impact of products is more positive on the customer buying decision. Roozen and Claeys (2010), researched on "the relative effectiveness of celebrity endorsement for print advertisement" and research confirmed the claim that celebrity endorsement is not always effective.

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e) Selection of Appropriate Celebrity for Advertisement

The selection of appropriate celebrity for advertisement is a convoluted matter that the attention of several scholars and researchers at both academic and practical fields (Banytė et al., 2011). The review of systematic literature revealed that there are many theories and methods for choosing of celebrity endorsers (Eriksson & Hakansson, 2005; Bergstrom & Skarfstad, 2004; Osorio, 2002). Four models on celebrity endorsement strategy, which includes source attractive model, source credibility model, meaning transfer model, and product match-up hypothesis. There are other factors which are essential for choosing celebrity endorser, including industry and product type and impacts of different cultural values on implementation of celebrity endorsement (Wenqian, 2006). Each of these methods from special perspective examines the selection process and identifies personality factors that influence selection process. There are four characteristics of the celebrity (attractiveness, credibility, expertise and trustworthiness) factors predicting the effectiveness of celebrity endorsement advertisements (Shahrokh & Arefi, 2013).

f) Predictors of Celebrity Effectiveness

Additionally, the level at which the endorsement process occurs depends on the worth and character of the endorser and the process of meaning movement from the endorser to the consumers (Erdogan, 2013; Erdogan, 1999; Shahrokh & Arefi, 2013). In the source credibility model the effectiveness of an advertising message is contingent on the evident degree of trustworthiness and expertise of the celebrity (Armando, 2014). Dimensions of credibility are classified as trustworthiness and expertise (Lafferty, Goldsmith, & Newell, 2002). This study refers to the study of Priyankara et al., (2017) as well as in Shahrokh & Arefi (2013) which used attractiveness, credibility, expertise and trustworthiness (Source credibility) as the dimensions of celebrity endorsement.

g) Credibility

According to Koekemoer (2012), credibility is defined as the degree to which the source is perceived to possess skills, expertise and knowledge appropriate to the topic to be communicated. Credibility is the extent to the consumer is aware and trusted the source as possessing relevant knowledge, expertise, or experience about the products as well as giving unbiased information to consumers (Forouhandeh et al., 2011). In view of that, source credibility also delivers trust for the message source. Seemingly, credibility characteristic is the mainly vital part of credibility given that expert endorsers cannot be regarded credible if they display deceitful behaviour or biased conduct (Koekemoer 2014). In credibility, it is expected that the endorser can provide the required information about the product or service accurately (Solomon, 2002).

This source attribute might be successfully persuasive when clients have not got much information or experienced and formed their belief in the products. Credibility is principally significant when people have a depressing feeling towards the product and influential information are required to reduce the contradict arguing and positively persuade the attitude towards the product. Consequently, when celebrities are credible it affects the acceptance and recognition of the persuasion and the communication (Belch & Belch, 2001). An equivalent observation is the initiative of a source that is direct, candid and dependable, yet having inadequate knowledge of the brand being communicated. Koo et al. (2012) illustrates credibility as how convincing the consumer sees the endorser's credibility to be. They simplify the point by saying it is "the amount of knowledge the source has about the product or topic that he/she is endorsing" (Koo et al., 2012).

h) Trustworthiness

Trustworthiness is about the sincerity, believability integrity and of the endorser (Koekemoer 2012). Trustworthiness refers to buyer's opinion concerning the sincerity and faithfulness of the celebrity endorser when approving communication for a marketer (Koekemoer 2012). Trustworthiness refers to the justice, sincerity, and integrity of a celebrity (Erdogan, 2001). Trustworthiness is one component of source credibility. The features connected to a trustworthy source are ethicalness, honesty, sincerity, faithfulness, and reliability (Erdogan et al., 2001; Khatri, 2006). According to Forouhandeh et al. (2011) both trustworthiness and expertise are important elements in determining the credibility of a message source. Trustworthiness of the celebrity endorser depends principally on the perception of the consumer (Shimp, 2000) with a propensity to belief a source who shares some resemblance as them (Erdogan, 2013). The influence of a source can deteriorate or cast off, if buyers consider the celebrity endorser to be unfair or has primary intention for approving and endorsing a brand in providing the information, such as being paid (Belch & Belch, 2009). Biasness can happen as a result incorrect information from the source (Solomon, 2002). A celebrity is considered as trustworthy (Goldsmith et al., 2000) and that trustworthiness is illustrated as an outline of ethics that create positive features and enhance the recognition of the message (Erdogan, 2001). Koo et al. (2012) use Tiger Woods' marital recklessness as an instance of someone losing trustworthiness.

i) Expertise

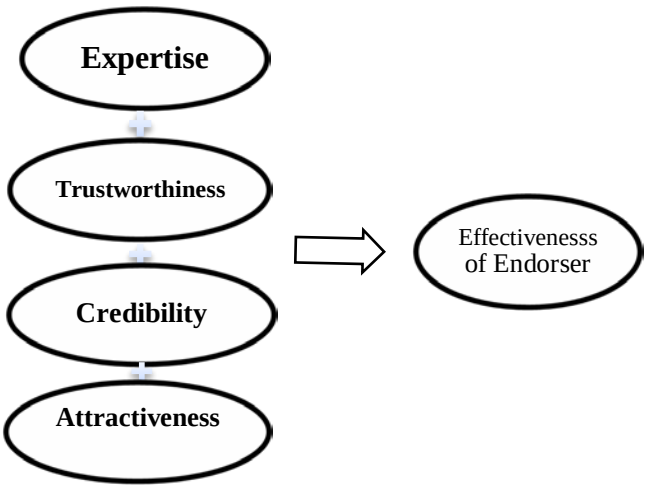
Expertise is the degree to which a source is perceived as "a source of valid assertion" (Forouhandeh et al., 2011). Expertise refers to the level at which buyers perceive the celebrity to be an authoritative source, while endorsing the product (Yilmaz & Ersavas 2005).

An endorser, who is viewed as knowledgeable and an expert, is more persuasive than one with less expertise. An expert celebrity endorser can influence the product perception (Erdogan, 2013). It is confirmed that celebrity is regarded as a proficient in a particular field, resulting in an elevated product endorsement than a celebrity with no expertise (Hoekman & Bosmans, 2010). Pham and Nguyen (2015) opined that celebrity expertise has a significant and positive influence on buyers' attitude toward the advertising and the brand. According Erdogan (2013; 1999), expertise of celebrity endorsement refers to the degree at which an endorser is professed to be a source of valid assertion. In Amos et al. (2008), it was argued that the degree of celebrity expertise establishes its effectiveness. The greater the expertise of the celebrity, the additional effective it will be. The expertise of a celebrity will not be altered by negative publicity, but the believability and credibility will be disapprovingly affected (Priyankara et al., 2017).

j) Attractiveness

Attractiveness refers to consumers' opinions concerning the tangible appeal of the athletic celebrity endorser, including qualities and athletic abilities (Koekemoer 2012). Attractiveness refers to the appeal of a source, as a provider of communication messages (Koekemoer 2012). Physical attractiveness transited via a person's weight, height, and facial magnificence is the very foremost lexis perceived by another (Bardia et al., 2011). This concept does not only mean physical attractiveness. It also requires intellectual skills, character, way of life, and art talents (Erdogan, 2013). A celebrity is attractive when the celebrity builds up an admired reputation among the public. Celebrity attractiveness swells the expressiveness toward the customers as they desire to be like the celebrity that they adore (Cohen & Golden, 1972 and that Celebrity attractiveness has a positive influence on customer's attitude toward the advertisement (Pham & Nguyen, 2015). Attractiveness in this context means mental skills, personality properties, way of living, performances of celebrity, and skills of endorsers (Erdogan, 2001). Celebrities can be attractive if for instance the celebrity established great sport performances and people have gargantuan respect for their achievement and therefore, they are attracted to them (Priyankara et al., 2017). Source attractiveness includes sub-components such as likeability, similarity and familiarity (Koekemoer 2014). When a receiver perceives a source to be attractive, persuasion could occur through a process referred to as 'identification' (Koekemoer 2014).

k) Research Model



III. Methodology

a) Theoretical Framework

The overall topic of the study is described using theoretical framework, as it shows in the multiple dimensions of celebrity. This study employs attractiveness, credibility, trustworthiness, and expertise dimensions from source credibility model. This is to explain that a product's image increases in the buyers mind it has direct relationship with buying intentions making the endorser effective (Ahmed et al., 2014).

b) Research Design

The study utilizes quantitative research design, Correlational and explanatory research design. It has also collected both primary data via questionnaire and secondary data via literature review.

c) Sampling

Convenient sampling techniques were used. The collection data was based on those who came to class for three weeks in middle of the first semester. The sample was 200 students taken from the Department of

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Marketing year 1, 2, and 3 from Tamale Technical University. The precedent of the sample size was in line with Radha and Jija (2013) and Saeed et al. (2014) who used 200 each.

d) Research Instrument

Questionnaire was employed by using five-point Likert scale (1 meaning Strongly Agree, 2 meaning Agree, 3 meaning Neutral, 4 meaning Disagree, and 5 meaning Strongly Disagree).

e) Data Analysis

The collected from the respondents were analyzed quantitatively via correlation and regression in SPSS version 19.00 software. The correlation and regression analyses were done to measure the association dependent and independent variables. Reliability test was also conducted via Cronach Alpha to unveil the internal consistencies of the variables and to understand whether the instruments were supposed to be used for this study.

f) Variables

The dependent variable was effectiveness and the independent variables were trustworthiness, credibility, attractiveness, and expertise. The researchers operationali zed the celebrity in four main factors influencing celebrity effectiveness which were measured using the following items in the table below:

Trustworthiness	Credibility	Attractiveness	Expertise
Dependability	Consumer's attitude about confidence of the celebrity.	Celebrities in MTN ads are usually well known faces	Consumer's attitude whether the celebrity has practical knowledge on his or her specialized area.
Honesty	Consumer's attitude about moral courage of celebrity.	Beautiful celebrities appear in MTN ads	Whether the celebrity has sufficient experience in his or her field or area.
Reliability	Consumer's attitude on the sincerity of the celebrity.	Attractive celebrities endorse quality MTN services	Consumer's attitude whether the celebrity has obtained a practical training relevant to his or her field.
Trustworthy	Consumer's attitude of whether the celebrity is honest.	Sexy celebrities are endorsed in MTN ads	Consumer's attitude whether the celebrity has power to influence others action or behavior.
		Celebrities that are endorsed in MTN ads are classy	
		Elegant celebrities appear in MTN commercials	

IV. Results

Table 1: Reliability of scale

Variables	Cronbach's Alpha	Mean	Standard Dev.
Trustworthiness	0.776	5.30	1.49
Credibility	0.773	3.34	1.31
Perceived expertise	0.778	3.68	1.77
Attractiveness	0.922	4.35	1.29

Table 1 clearly shows that the research instrument was internally consistent and could be used for this current study since data collected was reliable (Leech, 2008). The coefficient of Alpha tested by Cronbach Alpha ranged from 0.773 to 0.922. According to Sekaran and Bougie (2013), a coefficient of alpha between 0.80 and 0.90 is very good, 0.70 – 0.80 is good, 0.60 – 0.70 is fair and less than 0.60 is poor.

Table 2: Model Summary

Model	R	R-square	Adjusted R-square	Std. Error of the Estimate
1	.791	.620	.591	.25717
Predictors:	Perceived Expertise, Trustworthiness, Attractiveness and Credibility			

The dependent variable, celebrity effectiveness is influenced by 59.1% by the independent variables: perceived expertise, trustworthiness, Attractiveness and credibility. Therefore, it depicts that all these dimensions are responsible for endorser's effectiveness in advertising telecom products and services.

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a) ANOVA

ANOVA analysis examined the significance of the overall model as shown in the table below.

Table 3: ANOVA Results

Model	Sum of Squares	DF	Mean square	F	Sig
Regression	8.728	8	1.390	21.012	.000*
Residual	6.085	95	.066		
Total	14.813	98			

The ANOVA table above makes obvious the degree of significance. Table 3 shows that all the dimensions (trustworthiness, perceived expertise, Attractiveness, and credibility) are related to the effectiveness of an endorser. Therefore, the association between independent and dependent variables is absolutely significant when compared with the alpha values above.

b) Correlation Analysis

The utmost association is between trustworthiness and celebrity effectiveness, which 0.930, this shows that there is a positive and significant correlation between trustworthiness and celebrity effectiveness. Next highest is association is between credibility and celebrity effectiveness which is 0.675 and then followed by perceived expertise with a correlation value of 0.667. The least but equally significant is attractiveness and celebrity effectiveness with a correlation value of 0.661. From the figures in table 4 below, it can be concluded that all the variables (dimensions) have considerable association with each other and strong with celebrity effectiveness.

Table 5 below is the correlation analysis which depicts the association between variables in his study. According to Statistikian (2017), a correlation value close to zero (0) is very weak. See table 4 below for details:

Table 4: Interpretation of Pearson Correlation

Correlation values	Meaning
0.80 - 1.00	Very Strong Category
0.60 - 0.79	Strong Category
0.40 - 0.59	Moderate Category
0.20 - 0.39	Weak Category
0.00 - 0.19	Very Weak Category

Source: Statistikian (2017)

Table 5: Correlation

		Trustworthiness	Credibility	expertise	Attractiveness	Effective.
Trustworthiness	Pearson Correlation	1	0.668**	0.668**	0.634	0.930**
	Sig (1-tail)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200
Credibility	Pearson Correlation	0.691	1	0.469**	0.656	0.675
	Sig (1-tail)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200
Expertise	Pearson Correlation	0.264*	0.593**	1	0.549**	0.667
	Sig (1-tail)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200
Attractiveness	Pearson Correlation	0.507**	0.733**	.751**	1	0.661
	Sig (1-tail)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200
Effectiveness	Pearson Correlation	0.930**	0.634	0.661	0.661	1
	Sig (1-tail)	0.000	0.000	0.000	0.000	0.000
	N	200	200	200	200	200

c) Regression Coefficient

The Regression Coefficient analysis the coefficient of all the dimensions (variables) incorporated in the model together with their relevant p-values exposed in the below table.

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Table 6: Regression Coefficient

Coefficients					
Model	Understandized Coefficients		Standardized Coefficients	t	Sig.
	B	Standard Error	Beta		
(Constant)	1.137	0.261		4.519	0.000
Trustworthiness	0.188	0.081	0.291	2.477	0.014
Credibility	0.229	0.082	0.288	2.748	0.007
Expertise	0.211	0.076	0.288	2.748	0.007
Attractiveness	0.188	0.087	0.269	0.223	0.028

Table 6 has demonstrated that all the 4 dimensions were positively and significantly associated with celebrity effectiveness in the telecom sector in Ghana. Hence, each factor studied is vital to the celebrity in endorsing telecom products and services. The standardized coefficient from the analysis depicts that trustworthiness is the main and significant dimension of endorsers with a coefficient of 0.291. The second most important dimensions which measure the effectiveness of an endorser are credibility and perceived expertise with standardized coefficients of 0.288 respectively. Attractiveness was the least but significant with coefficient of 0.291. Consequently, all the hypotheses were accepted from the positive values, which are significant at 0.05.

Hypotheses	Correlation Values	Result
Trustworthiness ↔ Celebrity Effectiveness	0.930	Very Strong
Credibility ↔ Celebrity Effectiveness	0.675	Strong
Attractiveness↔ Celebrity Effectiveness	0.661	Strong
Expertise ↔ Celebrity Effectiveness	0.667	Strong

Trustworthiness dimension has exhibited very strong effect on celebrity effectiveness in developing advertisement, and contributes positively to the formation of celebrity endorsement variable. Meanwhile, attractiveness, expertise, and credibility have proven to be strong and have contributed positively to celebrity endorsement variable and celebrity effectiveness.

V. Discussion

The present study is carried out to identify the effectiveness of celebrity endorsement in advertising in Ghana. For this intention this current study quantitative research method is used to check the effectiveness of the celebrity endorsements by certain observed and universally accepted factors. The whole population was from Marketing Department of the University from which particular sample extracted. This sample was extracted by the help of sampling calculator. Effectiveness of the celebrity endorsement was a dependent variable and the trustworthiness, credibility, attractiveness, perceived expertise, dimensions were taken as the independent variables. The analysis above demonstrates that all the dimensions representing the independent variables have relationship with the celebrity effectiveness. The analysis found trustworthiness to have a strong correlation with celebrity effectiveness with Pearson's correlation value of 0.930. The other variables have strong correlation since they all fall within 0.661 to 0.675 correlation values. Also, the independent variables correlate with each other since the correlation values are within weak, moderate to strong categories.

The independent variables were four determinants, which all have a positive effect on the attitude of consumers towards the brand making the celebrity effective. Accessible literature on celebrity endorsement aids businesses to generate a distinctive representation of the product and bring about an affirmative impact on sales and attitude intention towards the product (Liu, 2007; Ranjbarian et al., 2010). This ensues from the fact that celebrity endorsers stimulate superior brand appreciation. Furthermore, when a celebrity is positively perceived by the consumer, a sentiment of trust will be involuntarily developed towards the celebrity and the attitude of consumers will increase, hence the study confirms the findings of Friedman et al. (1979).

Celebrity Endorsement has an important effect on endorser effectiveness such that using trustworthy, credible, and attractive celebrity can assist a marketer to increase consumers' purchase intention for the brand/product as also indicated in Gupta et al. (2015). These findings are also in line with several previous research, such as Pornpitakpan, (2004), and Chan et al. (2013). The findings of Gupta et al., (2015) reveal that celebrity endorsements can be a helpful marketing communication strategy available to the firms as it is anticipated to have a significant positive effect on buyers purchase intentions. These positive purchase intentions can be converted to purchase if other elements in the marketing mix are well planned. Khan et al. (2016) confidently said that celebrity endorsement is a marketing communication used to advise an audience to take and some action, and advertisement by

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concentration of celebrities turn into aspect in modern competitive marketing environment for high acceptance and formation of strong product attention.

a) Management Implication

With the theoretical contribution being made towards the advancement of existing knowledge, this research also concurrently provides several managerial implications. This study is expected to create awareness among marketers on the importance of considering a different celebrity attributes according to the different product which is a celebrity is endorsed. The promotional campaign should be vigilant in selecting the suitable celebrity for the product, as it can affect the way it is view by the customers. The positioning of the product is directly affected by the celebrity endorsing it (Pugazhenthi & Ravindran, 2013). Marketing managers should consider several aspects before choosing a celebrity to promote their brand and products or services, particularly consider the background of the artist associated with their attractiveness, expertise, and trustworthiness.

VI. Conclusion

The study seeks to unearth factors predicting the effectiveness of celebrity endorsement advertising from HND marketing student's perspective. The study concludes that the celebrity endorsement is an effective tool for effectively marketing firm's products. The advertisers must consider all the important factors while hiring the celebrity for firm advertisement as there was very positive and strong relationship and reliance of the effectiveness of the celebrity endorsement over observed factors. To stay away from expensive mistakes of selecting celebrities that do not possess the right attributes for transmitting credible messages and persuasiveness, it is imperative for firms and management to have better understanding of the right set of attributes to consider in choosing a representative to market their products. The study found the important role of choosing a celebrity that possesses trust, expertise, attractive and overall credibility. It is vital for firms to make sure the personality of the celebrity endorser selected, match that of the product endorsed. The researchers suggest providing training to celebrity endorsers by firms before using them for such purposes.

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