



Research Paper

Ascertaining the Impact of Celebrity Attractiveness and Familiarity on Consumer Buying Behavior Among Female University Students in Ghana.

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ABSTRACT: With the growing trend of celebrity endorsement among the marketing strategies of organizations, this study was constituted to ascertain the impact of celebrity attractiveness and familiarity on consumer buying behavior of female university students in Ghana. Using a quantitative and descriptive design, an online questionnaire was administered randomly through the various digital platforms to female students in Legon, KNUST, and UCC. Using a sample size of 450, the descriptive, correlation, and multiple regression analysis was undertaken to achieve the objectives of the study. firstly, celebrity attractiveness was established to have a positive and significant impact on consumer buying behavior ($B=0.235$, $p<0.05$). Secondly, celebrity familiarity was determined to have a positive and significant impact on consumer buying behavior ($B=0.315$, $p<0.05$). The study concludes that the buying behavior of female university students in Ghana is influenced by the attractiveness and familiarity of the celebrity used by an organization in promoting its offerings. Marketers and advertisers are called upon to engage celebrities who are physically attractive and familiar to the target consumers because it influences their choices.

KEYWORDS: celebrity attractiveness, celebrity familiarity, celebrity endorsement, consumer buying behavior.

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I. INTRODUCTION

The influx of several and similar products a company deals with has created the challenge of how an organization can communicate its products or offerings to consumers to remain competitive and not outwitted (Raza et al., 2019). This has necessitated the need to develop many marketing and advertising strategies and programs that help them to sell their offerings to existing consumers and acquire potential consumers (Osei-Frimpong et al., 2019a). Among these strategies is the use of celebrity endorsement where prominent and widely recognized individuals are engaged to promote their products (R. Ahmed et al., 2015). With the drive to connect the offerings of an organization to consumers, stir up desires to buy, influence consumer choices, and create demands for offerings, many organizations have introduced celebrity endorsement as a pervasive marketing strategy (Kaur & Garg, 2016).

The introduction of celebrity endorsement as a marketing strategy dates back to the nineteenth century (Awobamise & Jarrar, 2018). Celebrity endorsement is a means used to provide goods and services a touch of glamour, appealing to the public, a recognition even in a populated market, resurrect a declining brand, and create hope for a new product introduced (Nyarko et al., 2015; Singh & Banerjee, 2018; Um & Jang, 2020). In the center of celebrity endorsement is a person called a celebrity endorser who is the individual duly recognized by the general public and uses the same recognition to communicate an organization's product to consumers to win the minds of consumers (Gilal et al., 2020). According to Munnukka et al., (2016); Pradhan et al., (2016), celebrities are often effectively employed to endorse products to draw the attention of the audience and influence the buying behaviors of consumers. Relative to that, the benefits produced through celebrity endorsement have been duly captured in the literature (Choi & Rifon, 2012; Keel & Nataraajan, 2012).

With the argument on the relevance of celebrity endorsement being a never-ending one came the position that there are specific traits or characteristics of celebrities that tend to influence a consumer and hence the need to explore the impact of these features on the buying attitudes of consumers (Knoll & Matthes, 2017; Malik & Gupta, 2014; Nyarko et al., 2015; Osei-Frimpong et al., 2019b). According to Ahmed et al., (2015); Erdogan, (1999); Wang et al., (2017) characteristics of celebrities that are mostly considered by marketers and are well documented in the literature are credibility, attractiveness, familiarity, trustworthiness, expertise, likeability, and match-up. These attributes are supported by the source credibility theory (Erdogan, 1999), the source attractiveness theory (Kahle & Homer, 1985), and the match-up hypothesis model (Kamins, 1990). Knoll & Matthes, (2017) is of the view that consumer's relationship with any of the characteristics of the celebrity is likely to affect their relation to that product or brand, and hence the need for marketers to critically consider the traits possessed by a celebrity before engaging them. This is because, an aspect of a celebrity if not well noted could be damaging to an organization's offerings (Nyarko et al., 2015).

The studies of celebrity endorsement on various aspects of consumer behavior are gaining momentum and prevalent in Ghana as a growing market in Sub-Saharan Africa (Agyepong, 2017; Osei-Frimpong et al., 2019b). It is, however, challenging to locate a study that has been designed to look at the specific characteristics of celebrities and determine how these features affect consumer choices and attitudes in Ghana. This study was hence constituted to address these gaps by looking at the impact of celebrity attractiveness and celebrity familiarity on consumer buying behavior of female university students in Ghana. This serves as a means of contributing to the literature on the said principles and providing evidential information to marketers in Ghana as to the need to consider the characteristics of the celebrities they contract to achieve the objectives upon which they are engaging them. The study would provide evidence to the fact that celebrity attractiveness and celebrity familiarity have either a positive or negative impact on consumer buying behavior based on the outcome which would be a piece of important knowledge to organizations, marketers, consumers, celebrities, and advertisers.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Celebrity attractiveness

From the perspective of the source attractiveness model, celebrity attractiveness can be said to be the physical elegance and appealing of a celebrity who has been engaged to endorse a product (Onua et al., 2019). In another breathe, celebrity attractiveness is said to go beyond the physical attractiveness of a celebrity but it also encompasses items such as intellectual abilities, lifestyle, and other personal elements that reveal the inner beauty of celebrity endorsers to the audience (Onua et al., 2019; Wang & Scheinbaum, 2017). Based on this assertion, celebrity attractiveness is said to be a multi-dimensional concept adopted by marketers (Gilal et al., 2020). Among the revealed characteristics of celebrity endorsers, celebrity attractiveness is said the most effective trait that promotes marketing messages effectively (Adam & Hussain, 2017; Knoll & Matthes, 2017). On this basis, it is believed that celebrities who are very attractive and carry a certain level of aura are mostly engaged by organizations than those who are less attractive (Gilal et al., 2020). It has been ascertained that to form a positive perception in the minds of consumers concerning a product of an organization, the celebrity that would be contracted to undertake endorsement must be physically attractive. This is because pleasant celebrities are very good at instilling product beliefs in consumers (Choi & Rifon, 2012; Keel & Natarajan, 2012).

Celebrity familiarity

The source attractiveness theory also produces a dimension whereby the familiarity of an endorser becomes critical to the message being carried across to the audience (McCracken, 1989). Celebrity familiarity is explained as to how much knowledge consumers have about the celebrity endorser and how quickly they can recognize the endorser (Osei-Frimpong et al., 2019a). According to McCracken, (1989), the familiarity of the celebrity may be because of his or her prominence in the media spectrum and other related events such as his or her job that makes the celebrity well known. In the view of Spry et al., (2011) the familiarity of the endorser is borne through the physical appearance and behaviour of the endorser. The familiarity of a celebrity is a conduit used by marketers to sell off their products since consumers can relate to the celebrity endorsing the product because they have prior knowledge of this celebrity and what he or she stands for (Roy & Rishav, 2014; Um & Jang, 2020).

Consumer buying behaviour

The study of how people, organizations, and groups make their choices as to what product or service to patronize, use, and dispose of with the sole objective of satisfying their desires and needs is regarded as consumer buying behaviour (Khalid & Yasmeen, 2019; Palalic et al., 2020). Simply put, consumer buying behaviour is the observation made towards how consumers make decisions on what they want, need, how to patronize, utilize and finally dispose of the product or service. Consumer buying behaviour is influenced by several factors some of which are psychological (needs perception, the current situation, etc), persona (likes,

dislikes, interest, age, gender, etc), and socio-cultural (income, social class, workplace, etc) (Lautiainen, 2015; Ramya & Ali, 2016). Additionally, buying behaviour is said to be a process that begins from problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Bhargava, 2015). The certainty for the need for a new product and demands that a customer buys or has a challenge with the current product and requires substitution is said to be problem recognition (Palalic et al., 2020). An event where a consumer looks for products or substitutes that perfectly satisfy their needs is said to be an information search. Information could flow from the public, the vendor, or previous experiences (Khalid & Yasmeen, 2019). A consumer further weights the options on the table, make a choice after considering all factors i.e. the pros and cons, and based on the experience may recommend or slash the product to others are known as evaluating alternatives, purchase decision, and post-purchase behaviour respectively (Ahmed et al., 2015; Osei-Frimpong et al., 2019a).



FIGURE 1 consumer buying behaviour.

Celebrity attractiveness and consumer buying behaviour

Gilal et al., (2020) posit that information emanating from an attractive endorser is mostly received by consumers with gladness. The buying behaviour of an individual is duly influenced when the source (celebrity) is attractive (Knoll & Matthes, 2017; Onua et al., 2019). According to Khalid & Yasmeen, (2019); Wang & Scheinbaum, (2017), the physical attractiveness and the beauty displayed by an endorser has a significant and positive effect on the buying pattern of consumers and how a product performs in the market. Relying on the source attractiveness model, some researchers have determined that irrespective of the type of offering endorsed, once consumers perceive a celebrity endorsing the product to be attractive tend to affect their attitude and desire for the product or service (Knoll & Matthes, 2017; Malik & Guptha, 2014; Nyarko et al., 2015; Osei-Frimpong et al., 2019b). In a study conducted in Pakistan, Ahmed et al., (2015) concluded that customers are much attracted to celebrity attractiveness and further affects their choices. According to Ahmed et al., (2015), an attractive and decent appearance of a celebrity endorser influences viewers to buy something. Based on the above empirical evidence, this study hypothesis that:

H1 – celebrity attractiveness will positively have an impact on consumer buying behaviour.

Celebrity familiarity and consumer buying behaviour

Choi & Rifon, (2012) is of the view that when consumers know the celebrity endorser, recall of the product becomes easier and hence affects the choices they make. It is believed the familiarity of a celebrity endorser to a consumer creates an emotional attachment to the celebrity and then translates the same attachment to the product communicated by the endorser (Ha & Lam, 2017; Osei-Frimpong et al., 2019a). Erdogan, (1999) explaining from the source attractiveness model indicates that familiarity of a celebrity endorser attracts and draws consumer's minds to the message of a product being carried across, consumers pay attention to the endorser as a result of the lasting desire and need to be created through the familiarity. Ismaila et al., (2020) determined the impact of celebrity familiarity on consumer behaviour among international students in China with coefficient values of $B=0.389$, $t=7.976$, and $p<0.05$. Khalid et al., (2018); Khalid & Yasmeen, (2019) ascertained the relevance of celebrity familiarity in enhancing consumer buying behaviour. This study hence hypothesis that:

H2 – celebrity familiarity will positively have an impact on consumer buying behaviour

III. METHODOLOGY

Theoretical framework

The theoretical framework presents the general idea of the study. It has been discovered that there are various characteristics of celebrity endorsers. In this study, the researcher focuses on two important features which are celebrity attractiveness which looks at elements such as beauty, charm, looks, appearance, pleasant, magnetism among others, and celebrity familiarity which also considers elements such as recognition, knowledge of the celebrity among others. When the position of a consumer to patronize a product is influenced by these two attributes, then we could say that there are direct relationships and impacts on their overall buying behaviour.

Model

The figure below indicates the framework for understanding the impact of celebrity attractiveness and familiarity on consumer buying behaviour. This framework was expunged from the integrated model for understanding the comprehensive impact of celebrity endorsement on consumer buying behaviour (Biswas & Hussain, 2009).

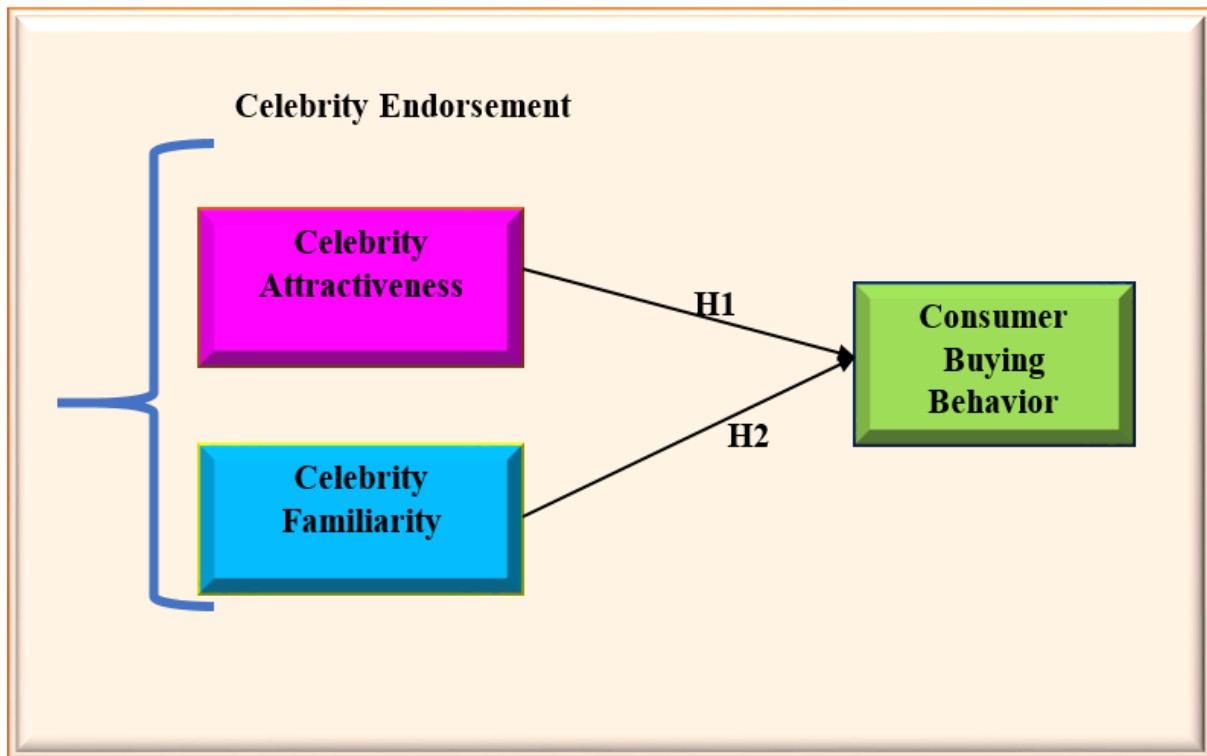


FIGURE 2 Model of the study.

The independent variables are celebrity attractiveness and celebrity familiarity whereas the dependent variable is the consumer buying behaviour. This was represented in an equation:

$CBB = \beta_0 + \beta_1 CA + \beta_3 CF + \varepsilon$, ($\beta_0, \beta_1, \beta_2$, = unknown parameters, ε = Error term) which was used for the correlation and regression analysis.

TABLE 1: Models

Models explaining dimensions of celebrity endorsement	Basic theory	Source of influence on consumers	Consumer Buying behaviour
Source Attractiveness Model (McGuire, 1985)	Physical attractiveness, similarity, familiarity, and likeability of a celebrity	Identification process (McGuire, 1985)	Positive insight of ad, celebrity, and product when knowledge and dependability high.
Source Credibility Model (Ohanian, 1990)	trustworthiness, expertise, the attractiveness of a celebrity	Internalization process (Ohanian, 1990)	Optimistic discernment of ad, celebrity, and brand when personality

		is well-known and likeable.
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Source: (Ahmed et al., 2015)

Research design

The research approach to this study is quantitative and descriptive. In a situation where the variables of the study could be measured quantitatively, most researchers opt for the quantitative approach for which this study is not an exception. Additionally, to obtain a snapshot description of the respondents and their views relative to the elements being measured, the descriptive approach was also included in this study. This research has an equal contribution of both primary and secondary data. The secondary data consist of information gathered from the internet, journals, marketing portals, magazines, and a research thesis. The primary data was collected through a well-structured questionnaire administered to the population of the study.

Population, Sampling, and Sample size

The researcher and team survey female university students in the University of Ghana, Kwame Nkrumah University of Science and Technology, and the University of Cape Coast. These are people who are much aware of celebrity trends, some are even celebrities, hence would be in a good position to provide candid views on celebrity attractiveness and familiarity and their impact on consumer behaviour. The study employed the random sampling technique that gives room to all participants to gather responses. Subsequently, the sample size that was chosen to represent the entire population is 450 female students across the three universities.

TABLE 2 unit of analysis, sample size, and sampling approach

Name of University	Unit of analysis	Sample size	Sampling approach
University of Ghana (Legon)	Female students	215	Random
Kwame Nkrumah University of Science and Technology (KNUST)	“	160	“
University of Cape Coast (UCC)	“	75	“

The total sample size is 450

Instrument selection and data collection

The researcher used a questionnaire as the primary source of data to solicit information from the research population. The questionnaire covered three sections with the first seeking the socio-demographic information of respondents; the second seeking for the general views of respondents on celebrity endorsement; the third section measuring the impact of celebrity attractiveness and familiarity on consumer buying behaviour using the Liker scale of the fifth continuum from 1 to 5 (1= strongly disagree, 2= disagreed, 3= neutral, 4= agree, and 5= strongly agree). Celebrity attractiveness and familiarity were measured with four items each adapted from (Ohanian, 1990). Consumer buying behaviour was also measured with five items adapted from (Dwivedi, 2019). The questionnaire was administered through various social media platforms and emails with the help of a research team in the three universities. A total of 489 questionnaires were distributed out of which 450 were filled and the same adopted for the study, 26 were partially filled, hence it was rejected, 13 did not fill at all. The outcome presents a response rate of 92%.

Pilot testing and establishing the reliability of the model

Before the mainstream administration of the research instrument, 15 participants across the universities were pretested to appreciate their understanding of the questions in the questionnaire and the kind of answers required by the researcher. The sampling technique and means of administering the questionnaire in the pilot study were consistent with the approach used in the main study. The study recorded a Cronbach alpha $\alpha > 0.7$ and a significant correlation at a level where $p < 0.05$ after the initial analysis of the pre-test. This is an indication of how robust the scales were. Minor changes were undertaken in the questionnaire following the feedback from the pilot test before the questionnaire was finally administered.

Plan of analysis

The information obtained from the respondents was processed with the Statistical Package of Social Sciences (SPSS version 26). The results were analyzed through the frequencies, descriptive, correlation, and multiple regression. The outcome was presented in tables and figures.

IV. RESULTS

Demographic analysis

TABLE 3 socio-demographic features of respondents

Participants features	Sub-profile	Frequencies	Percentages (%)
Age	18-25 years	230	51.1
	26-30 years	201	44.7
	31-35 years	15	3.3
	36 years and above	4	0.9
Duration in University	1 year	34	7.6
	2 years	129	28.7
	3 years	191	42.4
	4 years	59	13.1
	4 years and above	37	8.2
Education level	Undergraduate level	315	70
	Master's level	72	16
	Ph.D. level	37	8.2
	Others	26	5.8
Marital status	Single	398	88.5
	Married	51	11.3
	Divorced	1	0.2

Information from table 3 shows that out of the 450 participants, the majority are between the age range 18-25 years, followed by yet a recognizable number of 201 between the ages 26-30 years, 15 and 4 individuals are between the age range 31-35 years and 36 years plus respectively. It is an indication majority of respondents are youthful and hence their views on the study's focus will be one to behold. Additionally, 34, 129, 191, 59, and 37 have been in their university for 1 year, 2 years, 3 years, 4 years, and 4 years plus respectively. The majority of the participants have been in their respective universities for 2 years. More so, the majority of respondents are undergraduate students (315 people). 72 are master students, 37 Ph.D. students, and 26 belonging to other educational levels. 398 representing the majority are single, with 51 married, and an individual divorced.

The Reliability Analysis

TABLE 4 The Cronbach Alpha table.

Variables	Cronbach Alpha (α)	No. of items
Celebrity attractiveness	0.847	9
Celebrity familiarity	0.859	9
Consumer buying behavior	0.770	5

To ascertain the reliability of the model and research instrument, the study opted for the Cronbach Alpha approach. The thumb rule indicates that when the coefficient of the Cronbach Alpha is >0.7 then the model is regarded as good and reliable. In table 4, celebrity attractiveness records α of 0.847, celebrity familiarity records α of 0.859, and consumer buying behavior records α of 0.770. The outcome indicates the model is reliable.

The Descriptive analysis

Impact of celebrity attractiveness on consumer buying behavior

The statements on celebrity attractiveness and consumer buying behavior were scaled on levels 1 to 5, whereby 1= strongly disagree (SD), 2= disagree (D), 3= Neutral (N), 4=agree (A), 5= strongly disagree (SA). The first aim of this research is to ascertain the impact of celebrity attractiveness on consumer buying behavior among female university students in Ghana. Table 6 shows that respondents agreed that celebrity attractiveness has an impact on consumer buying behavior among female university students as indicated through an aggregate mean of 3.97 with a significant variance of 0.788. Respondents agreed on the statement sexual attractiveness of the celebrity induces them, celebrity elegance affects their choices, classy appearance of celebrity initiating a buying process, and beauty of a celebrity influencing a buying pattern as shown by mean of 4.06, 3.97, 3.93, and 3.92 respectively and a standard deviation of 0.939, 0.923, 0.933, and 0.970 respectively.

TABLE 6 Summary of items that measure the opinions of respondents about celebrity attractiveness.

Items	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.
The classy appearance of the celebrity makes me initiate a buying process	1.6	6.4	18.7	44.4	28.9	3.93	.933
How beautiful the celebrity look is likely to influence my buying pattern.	2.4	6.0	18.4	43.1	30	3.92	.970
Celebrity's elegance is most likely to affect my choice of a product.	0.9	7.3	16.9	43.3	31.6	3.97	.923
The sexual attractiveness of a celebrity induces me to buy a product without a second thought.	1.1	7.3	12.7	42.7	36.2	4.06	.939
Aggregate						3.97	.788

The impact of celebrity familiarity on consumer buying behavior

The statements on celebrity familiarity and consumer buying behavior were scaled on levels 1 to 5, whereby 1= strongly disagree (SD), 2= disagree (D), 3= Neutral (N), 4=agree (A), 5= strongly disagree (SA). The second objective of this study is to ascertain the influence of celebrity familiarity on consumer buying behavior among female university students in Ghana. Table 7 shows that respondents agreed that celebrity familiarity has an impact on consumer buying behavior among female university students as indicated through an aggregate mean of 3.96 with a significant variance of 0.792. Respondents agreed on the statement they choose products endorsed by a celebrity they know, avoid products endorsed by a celebrity they do not know, duly recognized celebrity influences their buying behavior, and once they have heard about that celebrity, they make a purchase as shown by mean of 4.03, 4.01, 3.93, and 3.86 respectively and a standard deviation of 0.911, 0.932, 0.934, and 0.924 respectively.

TABLE 7 Summary of items that measure the opinions of respondents about celebrity familiarity.

Items	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.
Once I know the endorser, I choose to buy the product he or she endorses	1.6	6.0	14.7	43.8	34	4.03	.932
Once I have heard about the celebrity, I don't mind buying a product he or she endorses.	2.0	7.3	16.4	50.9	23.3	3.86	.924
A celebrity who is duly recognized by all can influence my buying behavior.	2.2	6.2	15.1	48.9	27.6	3.93	.934
I choose to avoid products endorsed by a celebrity I do not know off.	1.6	6.9	10.9	50.2	30.4	4.01	.911
Aggregate						3.96	.792

The correlation analysis

The relationship between variables is mostly determined through correlation analysis. In the case of this study, the Pearson Correlation (r) was used to establish the relations. Working with the proposition by Hair et al., (2010) which shows that when $r=0$ then there is no relation; when $r=1$ or -1 then there is a perfect or negative relation respectively. Furtherance to the assertion, the same study posits that the strength of the correlation matrix is judged based on (1) when $r=0.10$ to 0.29 or $r=-0.10$ to -0.29 indicates a small correlation, (2) when $r=0.30$ to 0.49 or $r=-0.30$ to -0.49 reveals a medium correlation, (3) when $r=0.5$ to 1 or $r=-0.5$ to -1 indicates a strong correlation.

Table 8 reveals that there is a moderate correlation between the dependent and independent variables. There is a medium and positive correlation between celebrity attractiveness and consumer buying behavior where $r=0.456$. This evidence statistically implies that there is a relationship between celebrity attractiveness and consumer buying behavior of female university students in Ghana. Furthermore, there is a medium and positive relationship between celebrity familiarity and consumer buying behavior with $r=0.495$. Deducing from this outcome, the study posits that there is a positive correlation between celebrity familiarity and consumer buying behavior of female university students in Ghana.

TABLE 8 Correlation matrix

	Consumer Buying Behavior	Celebrity Attractiveness	Celebrity Familiarity
Pearson Correlation	1.000		
	.456	1.000	
	.494	.575	1.000

Correlation is significant at 0.05 level (1-tailed)

The multiple regression analysis

To ascertain the impact of the independent variables (celebrity attractiveness and celebrity familiarity) on the dependent variable (consumer buying behavior), the regression analysis was executed. Results in Table 9 show that there is a significant relationship between the predictors and consumer buying behavior with $R = 0.537$ and significant at 0.000. The models' R^2 records a value of 0.689 which implies the independent variables account for 68.9% of the total variations in consumer buying behavior with the remaining 31.1% unaccounted for which may be as a result of other factors.

TABLE 9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.537 ^a	.689	.685	.60965	.689	90.631	.000
a. Predictors: (Constant), Celebrity Familiarity, Celebrity Attractiveness							
b. Dependent Variable: Consumer Buying Behavior							

To determine the goodness fit of the linear relationship between the variables, the study relied on the Analysis of Variance (ANOVA). The sum of squares, degree of freedom (df), mean square of F(estimated), and its significant level were ascertained. Table 10 records an F value of 90.631 that is also significant at $p < 0.05$. By implication, the model is said to be statistically significant in portraying the effect of the predictors on the dependent variable amid all the unexplained factors. The study can then deduce that the buying behavior of female university students in Ghana is affected by celebrity attractiveness and familiarity.

TABLE 10 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	67.369	2	33.685	90.631	.000 ^b
	Residual	166.135	447	.372		
	Total	233.504	449			
a. Dependent Variable: Consumer Buying Behavior						
b. Predictors: (Constant), Celebrity Familiarity, Celebrity Attractiveness						

Relying on the SPSS output reported in table 11, the equation $CBB = \beta_0 + \beta_1CA + \beta_2CF + \varepsilon$ becomes $CBB = 0.147 + 0.235CA + 0.315CF + \varepsilon$. The following observations were deduced from the regression equation and result in table 11.

TABLE 11 coefficients of determination

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.147	.165		11.186	.000
	Celebrity Attractiveness	.235	.045	.257	5.264	.000
	Celebrity Familiarity	.315	.044	.347	7.106	.000
a. Dependent Variable: Consumer Buying Behavior						

Assuming that all the predictors (celebrity attractiveness and celebrity familiarity) are held constant at zero, consumer buying behavior among the female university students is regarded to be at 14.4% which may be accounted for by other factors. Furthermore, celebrity attractiveness (β_1) recorded a B-value of 0.235 which implies that celebrity attractiveness affects consumer buying behavior (CBB) by 0.235 (23.5%) and also statistically significant at $t=5.264$, $p < 0.05$. The outcome also suggests that an additional unit increase in celebrity attractiveness would result in a 23.5% increase in consumer buying behavior of female university students. Additionally, celebrity familiarity (β_2) reported a B-value of 0.315 which means that celebrity familiarity affects consumer buying behavior (CBB) of 0.315 (31.5%) which is $t=7.106$, $p < 0.05$. This presupposes that a 1% increase in celebrity familiarity would result in a 31.5% increase in consumer buying

behavior of female university students in Ghana. The outcome in table 11 is a justification that celebrity attractiveness and celebrity familiarity have a positive and significant influence on consumer buying behavior as proposed by this research.

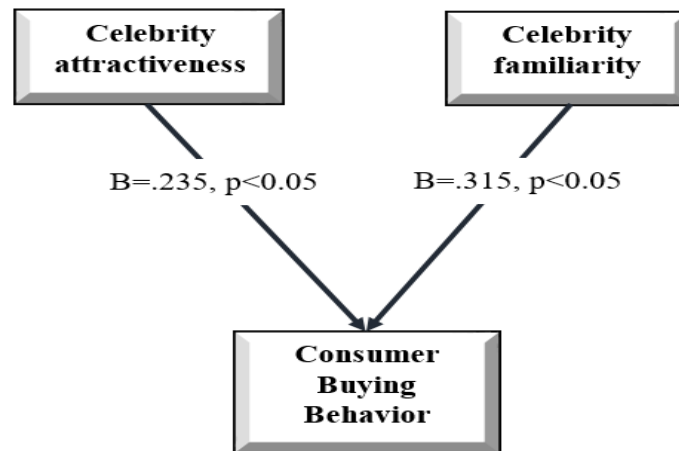


FIGURE 3 conceptual framework with coefficients of determination

The results of hypotheses testing are summarized in table 12 is given below

TABLE 12 Summary of the hypothesis.

Hypothesis		Decision
H1	Celebrity attractiveness will positively have an impact on consumer buying behavior.	Accepted
H2	Celebrity familiarity will positively have an impact on consumer buying behavior.	Accepted

V. DISCUSSIONS AND CONCLUSIONS

The focus of this study was to ascertain the impact of celebrity attractiveness and celebrity familiarity which are characteristics of a celebrity endorser on consumer buying behavior among female university students in Ghana. According to Ismaila et al., (2020); Osei-Frimpong et al., (2019a) celebrity endorsement has been used as a model by marketers and organizations in influencing the buying patterns of consumers in various jurisdictions. It is, however, to be indicated that several researchers have also endeavored to determine in specificity the impact of the characteristics of endorsers such as credibility, attractiveness, match-up, familiarity, trustworthiness, and expertise using different research populations and arriving at a conclusion of how these traits affect consumer behavior (Nyarko et al., 2015; Singh & Banerjee, 2018; Um & Jang, 2020). The outcome of this study firstly determined that celebrity attractiveness has a relationship with, positive and significant impact on consumer buying behavior with a correlation value of 0.456, regression coefficient of 0.235, $t=5.264$, $p<0.05$. The results of this study are consistent with the outcome in Ismaila et al., (2020); Khalid & Yasmeen, (2019); Onua et al., (2019) which also produced outcomes where celebrity attractiveness had a positive and significant impact on consumer buying behavior. Based on the outcome, the hypothesis (H1) was accepted to be true. The study can hence deduce that the choices of female university students are influenced by attractive celebrities used by organizations in promoting their products. On the second objective of the study, it has been ascertained that celebrity familiarity correlates with, positive and significant impact on consumer buying behavior with a correlation coefficient of 0.494, the regression coefficient of 0.315, $t=7.106$, $p<0.05$. The result of this study is in tandem with evidence from Ha & Lam, (2017); Osei-Frimpong et al., (2019a). where the familiarity of a celebrity was positioned as an important tool in influencing consumer choices and purchasing patterns. According to Priyankara et al., (2017), the regular presence of celebrities in the media limelight (social, print, or electronic media) creates familiarity. Celebrities become famous in the eyes of the audience and mostly influence their perceptions and their choices. In this instance, the same study suggested that familiar celebrities are more influential in establishing a positive impact on consumer buying behavior other than individuals who are not familiar with the target market (Priyankara et al., 2017). McCormick, (2016) is of the view that it is prudent for advertisers and marketers to use familiar faces to promote their offerings because they are famous and familiar figures. This study can then deduce that the buying behavior of female university students in Ghana are greatly affected by the presence of the celebrity they know well when the same endorses a product. On this basis, the hypothesis (H2) was also duly accepted. The objectives of the study are duly deemed to have been achieved as the results of the study justify so.

VI. IMPLICATIONS OF THE STUDY

The outcome of the study presents some implications for organizations, advertisers, and marketers especially those in Ghana. The study has ascertained the relevance and impact of celebrity attractiveness and familiarity on the buying behavior of female university students in Ghana. Our findings suggest celebrity endorsement would be much effective and influence buying behavior of consumers when the celebrity endorser engaged are physically attractive and familiar with the target consumers. The attractiveness of an endorser would catch the attention and stimulate a consumer (Ha & Lam, 2017); Osei-Frimpong et al., 2019a). Similarly, the familiarity of the endorser makes consumers perceive them as empathetic, sincere, credible, and trustworthy (Priyankara et al., 2017). However, marketers ought to be careful with the kind of endorser they engage irrespective of his or her attractiveness or familiarity especially in circumstances where the endorser is strongly related to other offerings because it would bring confusion to the minds of consumers (Singh & Banerjee, 2018). Moreover, efforts should be made to maintain an attractive and familiar celebrity over a reasonable period to establish the recall ability of the offerings of an organization in the minds of consumers.

VII. LIMITATIONS AND SUGGESTION FOR FUTURE RESEARCH

The study was conducted among female university students in Legon, KNUST, and UCC. Due to the same reason, female students from other universities were not engaged. This would make it challenging to generalize the outcome of the studies to cover every female university student. Furthermore, the sample size of the research is small. Since we have numerous female students in the various universities in Ghana, an expansion of the sample size may produce a different result. Future studies could expand the sample size and also include other female students in other universities to establish their opinions on the said constructs. Future researchers can focus on other characteristics of celebrity endorsement such as credibility, trustworthiness, likeability, match-up, similarity, and expertise and determine their effect on consumer buying behavior among a given population. Lastly, future researchers can consider how celebrity endorsers negatively affect the buying behavior of consumers.

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