

UNIVERSITY OF CAPE COAST

EFFECT OF CELEBRITY ENDORSEMENT ON YOUNG VOTER'S
CHOICE OF POLITICAL CANDIDATES IN CAPE COAST TECHNICAL
UNIVERSITY

BY

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Commerce Degree in Marketing.

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DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature..... Date.....

Name: Evans Ababio

Supervisor's Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the university of Cape Coast.

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ABSTRACT

The study was conducted primarily to examine the effect of celebrity endorsement on young voters' choice of political candidates during national elections in Ghana. The study targeted Technical University students in Cape Coast Technical University. Explanatory research design, backed by quantitative research approach, was employed to survey 400 students from the institution. An estimated population of 2500 were targeted for the study. Simple random sampling was employed for the selection of the respondents. Structured questionnaire was used for the primary data collection through self-administration exercise. The instrument had 0.825 internal consistency as measured by Cronbach's Alpha. Multiple regression was applied to assess the effect of celebrity endorsement on choice of political candidates. It was discovered that celebrity endorsement influences choice of political candidates among undergraduates than it does for both post graduates and graduates during national elections. Celebrity advertising and celebrity personality jointly accounted for a statistically significant moderate positive variance in choice of political candidates although only celebrity personality made a statistically significant positive contribution in this regard. Individually, celebrity advertising and celebrity personality respectively accounted for 10.4% and 36.6% significant positive variance in choice of political candidates. Political candidates and parties in Ghana must employ celebrity endorsement as a campaign strategy during national elections and they will change young voters voting intentions favorably towards their candidates.

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DEDICATION

To my brothers and sisters: Rudolph, Christian and Esther Dixon

TABLE OF CONTENT

CONTENT	PAGE
DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
DEDICATION	v
TABLE OF CONTENT	vi
LIST OF TABLE	ix
LIST OF FIGURE	x
CHAPTER ONE	1
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	5
Purpose of the Study	8
Specific Objectives	8
Research Questions	9
Significance of the Study	9
Delimitations	10
Limitations	11
Organization of the Study	12
CHAPTER TWO	13
LITERATURE REVIEW	13
Introduction	13
Theoretical Review	13
Theory of Planned Behaviour (TPB)	14
Transfer Theory	16
Conceptual Review	17

Advertising	17
Celebrity Advertising	20
Celebrity Personality	22
Young Voters Choice of Political Candidates	25
Celebrity Personality and Young Voters Choice of Political Candidates	27
Empirical Review	29
Conceptual Framework	36
CHAPTER THREE	37
RESEARCH METHODS	37
Introduction	37
Research Paradigm	37
Research Design	38
Research Approach	39
Study Area	40
Population	41
Sampling Procedure	41
Data Collection Instrument	42
Reliability and Validity	42
Psychometric Analysis of the Instrument	44
Construct Validity of Celebrity Endorsement Scale	46
Construct Validity of Voter's Choice	46
Data Collection Procedures	46
Data Processing and Analysis	47
Ethical Consideration	48
Chapter Summary	49
CHAPTER FOUR	50
RESULTS AND DISCUSSION	50

Introduction	50
Demographic Information	50
Data Screening (Assumptions of Multiple Regression)	51
Correlation Matrix	53
Chapter Summary	72
CHAPTER FIVE	73
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	73
Introduction	73
Summary of the Study	73
Conclusions	75
Recommendations	76
Suggestion for Further Studies	80
REFERENCES	81
APPENDICES	104
Appendix A: Questionnaire	104
Appendix B: Descriptive Statistics	107
Appendix C: Normal Probability Plot	108
Appendix D: Scatter Plot	109
Appendix E: Psychometric Analysis	109

LIST OF TABLE

1: Reliability Results	43
2: Demographic Information	50
3: Correlation Matrix	53
4: Test of Normality	56
5: Model Summary ^b	57
6: ANOVA ^a	58
7: Coefficient	59
8: Model Summary ^b	62
9: ANOVA ^a	63
10: Coefficient	64
11: Model Summary ^b	66
12: ANOVA ^a	68
13: Co-efficient	69

LIST OF FIGURE

1: Conceptual Framework	36
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CHAPTER ONE

INTRODUCTION

Political parties and candidates alike rigorously find means to get voters to vote for them owing to the competitive nature of politics. This is a global behavior in politics and Ghana is no exception. One major communication strategy that is mostly used, which finds itself in political marketing communication is celebrity political endorsements or celebrity advertising. The research therefore sought to found out the effect of celebrity endorsement on young voters' choice of political aspirants in the national political landscape of Ghana. The chapter provides information regarding the background of the study, statement of the problem, purpose of the study, research questions, significance of the study, delimitation as well as the organisation of the research.

Background of the Study

Political parties performance a necessary role in contemporary democracy as they are expected to express and cumulate voters' first choice and thus to connect constitutional plan with the general public (Sagarzazu & Klüver, 2015). This is more pronounced in multi-party democratic systems like Ghana. There is increasing evidence that campaign events can performance a relevant role in the outcome of elections (McGregor, 2012; Dalton, 2008). Marketing has become an important tool in politics in general over the past few years (Johanssons, 2010).

Dermody and Hanmer-Lloyd (2011) have stressed how political parties heavily relied on advertising to influence public opinion towards their parties

and their leaders. Celebrity participation in political affairs in its different systems, reveals it as a prevalent subject in political dialogues, it is re-formed as the concealing of contemporary beliefs, political display place and stars (Street, 2012). Celebrity endorsements have been regarded as a marketing communications tool. (Kang & Herr, 2016). Thus, political affairs and validations have become progressively interweaved in some years now (Jackson & Darrow, 2005).

In the US, film players, artistes and additional outstanding persons are asserting political comments by means of superimposing purpose of impelling views and behaviors of individuals of the civic (Wood & Herbst, 2007). For instance, Clinton was endorsed by Lebron James and Lady Gaga while Trump got endorsed by Willie Robertson and Toby Keith. However, none of them would be more valuable and vibrant than Oprah Winfrey. Already viewed as one of the most authoritative celebrities in Hollywood (Breslin, 2015), Winfrey's endorsement of Obama sent the political commentators into a rage over her possibility to swing the election in his good turn. In what became known as the "Oprah Effect," (Garthwaite & Moore, 2008) everyone marveled if the Queen of marketing could do the same with her first major political commendation.

In Ghana, the political arena has also witness massive utilization of celebrities in political campaigns through advocacy. Some celebrities in the movie industry, music industry as well as entertainment industry of Ghana threw their towels to some major political parties in the just ended 2016 presidential election in Ghana. For instance, John Dumelo, a popular Ghana in movie star actively supported the National Democratic Congress (NDC), Agya

Koo, a popular comedian also supported the current party in power, the New Patriotic Party in the just ended 2016 national elections in Ghana, even such was the case of 2008 general election (Hinson & Tweneboah-Koduah, 2010; Gyimah-Boadi, 2009). Ackah, a then popular musician composed the anthem for the NDC in 1992 general election which some party commentators agreed it supported the party to win more soul that eventually led to their victory.

Celebrity endorsement is a form of marketing tactic. Bovee and Arens (1992) asserts that, marketing is the non-personal dialogue of info, generally sponsored and habitually persuasion in nature in the region of merchandise (goods and services) or ideas by way of recognized benefactors via limitless media. The British Code of Advertising Practice (as stated in Ebeh Ezeoha & Ogamba, 2010), defines advertising as a sponsored communication targeted to the general public or a section of it, the purpose of that's to persuade the opinions or conduct of those to whom it is addressed. Celebrities usually feature in celebrity political endorsement or advertising. Who then is a celebrity? Celebrity is a renowned somebody who is openly related with a merchandise group being publicized (Ofori-Okeyere & Asamoah, 2015). Celebrities are individuals who take pleasure in open acknowledgment by a greater degree of a definite group of the general public (Schlecht, 2003). In this context, a celebrity is a famous individual who is openly linked with political party and political candidate being advertised or promoted. Endorsements in line with Grossman and Helpman (1999), is a modest linguistic for verbal exchange among group leaders and institution contributors. An endorsement is an approval in an advertising communiqué which might be a written or spoken statement in assist of a company (Atkins

& Block, 1983). Grossman and Helpman (1999), contend that an endorsement presents only a “dualistic evaluation” between applicants in a situation where citizens need a more special record a good way to forged votes optimally. The involvement of celebrities in advertising has come to be the model of this era because celebrities are regarded as trustworthy supply of facts that clients depend on in their buying choice taking (Choi, 2012). The notion in celebrity advertising is that constructive celebrity character traits (desirability, friendliness, knowledge etc.) are exchangeable between the emblem of the celebrity and the logo(s) these celebrities are marketing and effects in desirable advertising operation consequences (Bergkvist, 2017).

Celebrities hold positive personality capabilities that cause them to stand out in celebrity advertising and marketing plan (Domfeh, Kusi & Nyarku, 2018). These attributes are known as celebrity character traits or tendencies. Such personalities may not be shared to all people (Lunardo, Gergaud & Livat, 2015) however folks that possess them are in the capacity to entreat customers via advertising (Aggarwal & McGill, 2007; Lunardo, Gergaud & Livat, 2015). Superstars must display some kind of expertise. Celebrity political endorsements are open to some risks which means there is the need for political parties to be more strategic in selecting and using celebrities to promote their political candidates, especially in national politicking (Kusi, Domfeh & Kim, 2018).

Some studies concluded that party affiliation seem to have impact on celebrity political endorsement (Wood & Herbst, 2007; Frizzell, 2011), nonetheless, the controlling impacts and device of voters’ political affiliation on CPE have not been discovered. Political affiliation adds a contributing

factor in influencing voters' answers in connection with political advertising and polling inclination (Chang, 2003). Furthermore, it was asserted that voters think through political advertisements from their desired or acknowledged party more credible (O' Cass, 2005; Winneg, Kenski, & Jamieson, 2005).

The research is supported by the Theory of Planned Behavior as well as Transfer Theory. Theory of Planned Behaviour postulates that man or woman conduct is pushed through behavioral intents where behavioural intents are a characteristic of a person's outlook in the direction of the behaviour, the subjective norms surrounding the performance of the conduct, and the character's opinion of the benefit with which the behavior may be performed (behavioral manage). The simple tenet of the Transfer Theory as propounded via McCracken, (1989) posits that celebrities possess an extensive sort of meanings that are linking to demographic records, personality and lifestyle kinds which personally but occasionally cooperatively affect customer desire choosing tactics.

Statement of the Problem

Numerous artists, singers, and different prominent celebrities suggest their perspectives on political matters via taking part in political events, or even endorse and promotes for applicants and political events (Becker, 2013; Lee, Yen, Lin, Chen & Wu, 2011; wood & Herbst, 2007). Within the just ended presidential election campaigns in Ghana (2016), Ghanaian superstars vociferously and pompously expressed their help for the aspirant of their selecting. With fundraising, dialogues, concerts, and classified ads; however most celebrities were not shy. A rich literature on representatives and

endorsers and their results on purchaser and public marketing and marketing communiqué is existing (Chou, Lien, & Liang, 2011; Tsai & Jhuo, 2013). no matter the extensiveness of celebrity political endorsements, the operative use of celebrity political endorsements, the collection of appropriate endorsers, and celebrity political endorsements impacts on voters' responses are reasonable under researched in the political marketing and communication arena (Brukaker, 2011; Henneberg & Chen, 2008; Morin, Ivory, & Tubbs, 2012).

According to Henneberg and Chen's (2008), campaign administrators and candidates have faith in the intense use of celebrity political endorsements, which comes with a higher the possibility of winning the election. However, currently, not all the celebrity endorsed advertisements are the guarantee of success (Fang & Jiang, 2015). Even though numerous researches have examined the impact of celebrity endorsements on merchandises or brands (Bergkvist & Zhou, 2016; Knoll & Matthes, 2017), diminutive study has been piloted on such endorsements with regards to politics, particularly how such endorsements induce desirable voting behavior among young voters in public universities where political parties and politicians regularly campaign alongside their brand ambassadors during national elections in Ghana (Yalley, 2018). According to Street (2012), there exists minimal work to comprehend the role of endorsement within the bigger political marketing plan throughout balloting crusades.

Nonetheless, it is debatable whether such consequences (celeb advertising consequences) can without a doubt be reassigned to the political sphere (van Steenburg, 2015). In the meantime, the aforesaid studies

additionally predominately reflect educational arguments in the United States and European countries, though lately, study are been commenced on developing democracies in Latin America and Asia (Centeno, 2010, the Philippines; McCann & Lawson, 2003), even as ignoring the African context. In Ghana, the limited amount of research that has been carried out using political marketing has as well focused mainly on political marketing strategies (Hinson & Tweneboah-Koduah, 2010). Celebrity advertising in Ghana is woefully inadequate (Noraini & Napi, 2015; Ofori-Okyere, Isaac & Emmanuel, 2015).

Few recently published studies in Ghana on political marketing have concentrated on voters' response to rebranding of the logo of Electoral Commission of Ghana (Yalley, 2018a) and voter and political candidate's status homophile (Yalley, 2018b). Additionally, similar studies have revealed contradictory results on celebrity political endorsement effects (Mishra & Mishra, 2014). A few viable mediators or elements of celebrity political endorsement consequences were proposed to give an explanation for the contradictory results; they include voters' personal political salience (Veer, Becirovic, & Martin, 2010), gender, ethnicity (O'Regan, 2014), observed reputation of the problems that celebrities have endorsed (Becker, 2013), and endorser credibility, knowledge, trustworthiness, and splendor (Mishra & Mishra, 2014). Exemptions to these verdicts come from Frizzell (2011) and Nownes (2012), whose research discovered no or contrasting consequences. Within the same period, those and other research have included numerous mediators (gender, party choices, celeb liking).

Further than the truth that researches on the subject stay unusual (Mishra & Mishra, 2014; Morin et al., 20112), supplementary shortfalls inside the research are apparent. For instance, how celebrity endorsement influences the voting conduct of younger electorate in Ghana. Meanwhile, younger electorate' attitudes and inclinations concerning political candidates who're frequently risky which makes them campaign target (Chang & Hsieh, 2011). In disparity, O'Regan (2014) establish that university-aged grownups are less likely to hope in political endorsements and records from celebrities (defined as actors, singers, talk-show hosts, and athletes) than from other bases (which includes family and friends and political or interest companies), due to the fact most teenagers trust celebrities are much less abreast with politics. Again, there is inadequate pertinent research accessible on tools in regards to celebrity endorsements in advertising communications (Kang & Herr, 2006). As a result, this research sought to discover the effect of celebrity advertising among young voters' choice of political candidates.

Purpose of the Study

Generally, this research sought to evaluate the effect of celebrity endorsement on young voters' choice of political candidates. The study targeted young voters in the Cape Coast Technical University, Ghana.

Specific Objectives

In the bid to achieve the overall purpose of the study, the following specific research objectives were pursued.

1. To examine the effect of celebrity advertising on young voters' choice of political candidates.

2. To scrutinize the effect of celebrity personality on young voters' choice of political candidates.
3. To assess the combined effect of celebrity advertising and celebrity personality on young voters' choice of political candidate.

Research Questions

In order to obtain appropriate retorts to the specific research objectives of the study, the subsequent specific research objectives were asked subsequently.

1. Does celebrity advertising affect young voter's choice of political candidates?
2. Does celebrity personality affect young voter's choice of political candidates?
3. Does both celebrity advertising and celebrity personality jointly influence young voters' choice of political candidates?

Significance of the Study

The research possess a lot of benefits to be gained by celebrates, political parties and even advertising agencies. Students and scholars alike may find the findings of this study extremely beneficial as it will make available literature gaps that can further be explored for more insightful findings regarding the nature of interrelationship among the constructs such as celebrity political endorsement and voters' choice of political candidate in Ghanaian context. It will again contribute to knowledge building in political marketing literature. Significantly, the study will help advertising agencies to gain more insight into how actually celebrity advertising can affect young

voters' choice of political candidate. Furthermore, existing literature has mainly concentrated on conventional democracies like the United States and the European countries, such as the United Kingdom. Even though celebrity politics has been witnessed in unpredictable dimensions in diverse political systems (Mukherjee, 2004; Street, 2004; West & Orman, 2003), very little comprehended about its use in Africa and how it is distressing the taking on of political marketing tools in Africa's new and developing democracies like that of Ghana. The concentration of the thesis is to contribute to the literature on effect of celebrity advertising on young voters' choice of political candidates in election campaigns by testing theories of celebrity political advertising developed in Western contexts in the Ghanaian political context.

The results may provide information as to whether the claims of the supporting theories are actually proven evidential or otherwise. Advertising agencies, celebrities, and political candidates and parties may now understand the interplay of celebrity endorsement and its influence on voters' choice of political parties. This will help these stakeholders to better execute their mandates successfully so as to obtain value for celebrity endorsement promotion strategies in Ghana. Furthermore, the findings may provide some insights as the effect of political affiliation and celebrity political endorsement risk on young voters' choice of political candidates.

Delimitations

The study targets young voters in Cape Coast Technical University [CCTU] Cape Coast, Ghana and sought to measure the effect of celebrity endorsement among young voters' choice of political candidates. The political

landscape of this study was restricted to only national politics in Ghana. The study population was all young voters in Cape Coast Technical University, Ghana. The choice of the population was necessitated by the very sensitive nature and the timing of the study. Yalley, (2018) offered that given this peculiar nature of circumstances, it is better to use students because they are readily available and willing to give up information without any resistance. Similar sentiments were also expressed by some researchers in political marketing landscape (Druckman & Kam, 2009; Kam 2005; Kam, Wilking & Zechmeister, 2007).

Limitations

The study was predominantly constrained because using the young voters in Cape Coast Technical University, the findings could not be generalized to all other young voters in Ghana because of the peculiar nature of lifestyle of university students in terms of their reaction to such advertisements. Since designed questionnaire (with close-ended questioning style) was deployed for the primary data gathering, it however constrained respondents to give off their personal views on the items expressed in the instrument. Also, the study was limited in the sense that the actual contributions of the dependent variable (young voters' choice of political candidates) were not indicated although this construct was reliable and valid. This is due to the fact that, the dependent variable had to be transformed through a rigorous statistical manipulation in order to create the single dependent variable needed in a multiple regression model.

Organization of the Study

The study was categorized mainly into five chapters. Chapter One consists of an introduction which includes the background, problem statement, objectives, research questions, significance, scope, limitations and organization of the study. Chapter Two provides a review of related literature of the study with emphases on a theoretical framework as well as an empirical analysis of the study while the third chapter outlines the methodology of the study which includes major themes such as population, research design, sampling and sampling procedures, data collection procedure, data processing and analysis. Chapter Four analyses as well as discusses the results of data while the final chapter, Chapter Five presents information regarding the summary of the study, conclusions drawn in respect of the specific research objectives recommendations and suggestions for further studies.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The section focuses on the review of related and relevant literature in respect of the central theme of this study. The chapter begins with an assessment of supporting theories that underpin the conduct of this study. This is followed by reviews on the major concepts that make up the key constructs being investigated and also establishes the relationship among the constructs. Again, an extensive empirical review was carried out. Finally, the chapter ends with a detailed conceptual framework which essentially portrays the proposed interrelationships among the key constructs targeted in the study.

Theoretical Review

By the nature of this study, thus being explanatory by design and quantitative in approach, it becomes mandatory to support the study with applicable theories that can support the formation of hypotheses and guide conclusions to that effect at the end of the data analysis in respect of the research objectives and hypotheses alike. A close analysis of the various theories proved that the major theories that are fully and justifiably applicable in this context include Theory of Planned Behaviour and Meaning Transfer Theory. These theories are reviewed and subsequently linked to the context of the study.

Theory of Planned Behaviour (TPB)

Theory of Planned Behaviour was propounded by Ajzen in 1985. The Theory of Planned Behaviour which is very popular suggests that individual behavior is pushed with the aid of behavioral intents wherein behavioural intents are a characteristic of an individual thoughts-set in relation to the behaviour, the subjective norms adjoining the overall performance of the conduct, and the individual's discernment of the affluence wherewith the behavior can be done (behavioral manage). Attitude towards the conduct is defined as the character's awesome or poor feelings approximately performing a behavior. Its determined through a calculation of one's beliefs concerning the costs springing up from a behavior and an assessment of the attractiveness of these effects.

Officially, regular attitude can be measured as the sum of character end result improved with the useful resource of appealing assessments for all predictable consequences of the behavior. Subjective norm is defined as an character's focus of whether or not humans essential to the man or woman think the conduct ought to be completed. The involvement of the judgment of any given referent is subjective through the keenness that a character has to comply with the needs of that referent. Consequently, ordinary subjective norm may be articulated as the amount of the individual discernment expanded by the use of motivation valuations for all applicable referents. Behavioral control is defined as one's belief of the battle of acting a conduct.

The Theory of Planned Behaviour [TPB] observes the manipulate that humans have over their conduct as resting on a number behaviors which are without issue executed to those demanding full-size attempt, assets, and many

others. Even though Ajzen (1985) has encouraged that the relationship between conduct and behavioral manipulate in place of perceived behavioral control, the trouble with weighing real control has triggered the use of perceived control as a substitution. This study applies the Theory of Planned Behaviour [TPB] to provide a reason behind why human beings propose to vote for a particular candidate, that is, to provide evidence on what their vote is primarily based mostly on. The theory has been suitably implemented for this reason in lots of research works (Rosema, 2004).

It especially endorse that the goal to ballot for an aspirant may be willing via (a) attitudes inside the course of vote casting for the candidate or attitudes closer to the candidate, (b) subjective norms and social stress associated with balloting for the candidate, and (c) perceived behavioral manipulate over balloting for the aspirant (Ajzen, 1991). In relation to balloting, the behavior is typically completed in mystery, which means that that people can't be held answerable to their conduct and that social strain is normally small. Consequently, social norms are rarely a component in forecasting balloting cause (Rosema, 2004). Perceived behavioral manage is even lots less of any. Following such thinking, the study elucidates voting intention in step with attitudes in the direction of the candidates and attitudes themselves in step with sentiments produced via candidates. The scheme supports the theory of Planned Behaviour that perceives sentiments as an essential precursor of approaches (Ajzen & Fishbein, 2005).

Transfer Theory

It is acclaimed that celebrities have more effect than non-endorsers since they offer meaning of depth and influence from their character and lifestyle into the endorsement. Such is the overall rationale for the Transfer theory (Schlecht, 2003). The Transfer theory has three main stages. At the first stage, the meaning connected with the well-known person moves from the endorser to the product (endorsed political party and or candidate). This stage is termed as the meaning acquisition stage. At the second stage, also known as the consuming route, brand meaning is attained by the aimed audience (which in this context applies to the potential voter). This happens when the celebrity endorses a specific political party and or aspirant (Fleck, Korchia & Le Roy, 2012). When this happens, voters openly validate the significance of the brand with the famous persons in mind. Clients (voters) turn to their goods not only as packs of utility with which to serve functions and satisfy needs, but also as bundles of meaning with which to mode who they are and the sphere in which they live (Belk, 1988). This is found at the consumption stage of the theory.

The basic tenet of the Transfer Theory as propounded by McCracken, (1989) asserts that celebs encompass a wide variety of implications which are connecting to demographic facts, character and standard of living types which independently but sometimes cooperatively impact consumer decision making procedures. This underscores the assertion that a celebrity does not support one connotation but rather a plethora of different imports (McCracken, 1989). According to Fowles (as cited in Erdogan, 1999) and Hoekman and Bosmans (2010) advertisers' justification for signing celebrities to endorse products (in this context, political parties and or candidates) is that the general public

ingest imageries of celebrities. Gupta (2008) discloses that cultural meanings are also associated to the merchandise not only through text but also through personalities associated with adverts. Advertisers should discover the imagery that contains a celebrity in order to decide whether these meanings are necessary for brands since the overall efficiency of the endorser hinge on, in fragment, on the denotations he or she take along to the endorsement process. Being much pronounced in celebrity endorsement for political parties and or contestants.

Conceptual Review

This section provides information relating to the major concepts (constructs) that form the central theme of the study as well as the interrelationship among the constructs. The concepts were defined and explored in details and were logically presented.

Advertising

Advertising, income promoting and civic associations are mass-communicé equipment handy to entrepreneurs. As the call implies, mass communication makes use of equal communication for everyone in the audience. The mass communication equipment alternate-off the gain of private promoting, and the chance to adjust a information to each viewpoint, for the benefit of achieving many people at a decrease rate in keeping with individuals (Etzel, et al, (1997). Meanings of advertising thrive. Bovee and Arens (1992) additionally posits that advertising is the non-personal conversation, commonly funded for and typically coaxing in nature about

merchandise (goods and service) or thoughts of diagnosed promoters via countless ways.

The British Code of Advertising Practice (as quoted in Ebeh Ezeoha, & Ogamba 2010), explains advertising as a paid-for message spoken to the public or a phase of it, the purpose of which is to steer the critiques or conduct of those to whom it's spoken to. Advertising also encompasses communiqué procedure, an advertising technique, a commercial and group technique, a public relation technique or info and persuasion procedure (Arens, 1996). Barban et al. (1978) regarded advertising from its practical standpoints, hence they outline it as a funded, non-personal communication via some of media through commercial enterprise companies, non-income enterprise, and people who are in a few manner branded inside the advertising message and who wish to tell or persuade individuals of a selected target market.

Morden (1991) is of the view that advertising is used to create a basic consciousness of the service or product in the mind of the capable consumer and to construct up knowledge about it. Kotler (1988) perceives advertising as one of the four predominant gear businesses use to direct influential communications to target shoppers and public noting that “it consists of non-private forms of verbal exchange directed through paid media beneath clear funding”. In step with Kotler (1988), the drive of advertising is to improve able buyers’ reactions to the corporation and its offering, noting that “it seeks to do this providing data, via guiding wish, and via presenting motives to a preferred company’s offer. Whereas inscribing on advertising nature and range, Etzel et al. (1997) concisely captured all advertising and marketing as having four features which includes a verbal and or visible message, a sponsor

who's recognized, delivery through one or more media and remuneration by means of the sponsor to the media conveying the message.

The British Code of Advertising Practice (as quoted in Ebeh Ezeoha, & Ogamba 2010), explains advertising as a sponsored verbal exchange targeted to the public or a phase of it, the reason of which is to steer the critiques or behavior of these to whom its spoken to. Advertising additionally encompasses communication technique, advertising technique, a monetary and public technique, a civic relation procedure or statistics and persuasion technique (Arens, 1996). Barban et al. (1978) perceived advertising from its fixed standpoints, because of this they define it as a funded, non-personal verbal exchange via a number of media by way of using industrial organization corporations, non-income organisation, and people who are in a few manner branded within the advertising message and who desire to inform or coax participants of a specific target market.

Morden (1991) is of the view that advertising is used to create an easy attention of the products or services in the thoughts of the able patron and to accumulate understanding about it. Kotler (1988) perceives advertising as one of the four essential equipment corporations use to direct influential communications to objective customers and civic noting that “it includes non-private sorts of communiqué directed via sponsored media underneath clean funding”. Consistent with Kotler (1988), the cause of advertising is to beautify competent consumers’ rejoinders to the agency and it’s providing, highlighting that “it seeks to do this imparting facts, by guiding preference, and via presenting motives for choosing a particular employer’s provide. At the equal time as writing on advertising nature and scope, Etzel et al. (1997) concisely

captured all advertising as having four capabilities which incorporates a unwritten and or seen message, a benefactor who is diagnosed, distribution through different media and imbursement by the benefactor to the media conveying the communication.

Celebrity Advertising

The intent behind celebrity advertising is that constructive celebrity persona capabilities (splendor, friendliness, information etc.) are exchangeable amongst the brand of the celebrity and the logo(s) those celebrities are advertising and outcomes in suitable marketing campaign aftermaths (Bergkvist, 2017). Celebrity commercial considers classes, celebrity authorization and celebrity endorsement. A celebrity endorsement is the utmost commonplace manner that large organizations use celebrity reputation to approval an advertising campaign (Kapoor, 2012). This marketing logic in such communication strategy usually applied in the context of political marketing where political parties use celebrities to market their political figures to their target electorates so as to promote their candidanship within political land scape (von Sikorski, 2017; Breslin, 2015; Dermody & Hanmer-Lloyd, 2011). Such endorsements usually take in the using of the identity and resemblance of a celebrity in a print or television advertising campaign. It has been described as a habitual policy for bringing attention to a brand. This paper conceptualizes two aspect of celebrity advertising as critical to the success of any celebrity advertising campaign: Celebrity advertising roles and celebrity persona features.

Advertising acts crucially in the development of buyers' purchasing objective and real successive acquisition. These characters are independently certain and exclusive yet the collaborating interaction amid such obligation jointly impacts purchasing choices of consumers. This results in generating the atmosphere for keeping and increasing sales. Consumers obviously recall endorsed products than unendorsed brands. Celebrity advertising plays convincing part in persuading consumers to buy the endorsed brand (Patpong, 2008) via strategies which include confronting target listener's societal standing, encouraging pleasure, restraining obtainability, growing superb institutions, constructing sensational attraction and many others. Celebrity advertising additionally escalates the recollecting and acknowledgment competences of consumers for the advocated emblem (Kumar, 2010). Further, endorsed products come to be more appealing to clients when the endorser is held to be clever to the objective spectators. Likewise, the material being advocated through celeb endorsers for recommended brands impacts consumers to buy recommended brands (Jamil & Rameez ul Hassan, 2014).

Celebrity publicity hooks customers' responsiveness (Ohanian, 1991) and continuously reminds them (clients) of the endorsed trademark (Zipporah & Mberia, 2014). Khatri, (2006) observed that celebrity advertising offers material that help clients' valuation of the endorsed brand(s). Integrity of endorsers complements brand worth and brand image which is transmitted to clients who locate robust affection with the chosen celebrity (Khatri, 2006; Agrawal & Kamakura, 1995). Higher charges connected to endorsed brands by super-stars shows merchandise superiority and customers are more likely to purchase these brands, thereby supporting the discern stable to produce

supplementary boundary that might not be brought in anywhere such brands aren't endorsed (Friedman & Friedman, 1979). Correspondingly, celebrity advertising augments brand fairness and affordable point of the endorsed brand in the marketplace area (Babu & Latha, 2014). Hsu and McDonald, (2002) also establish that endorsing a product with numerous celebrities may be useful for attracting many audiences to whom the manufactured goods is meant.

Celebrity Personality

The most primitive definitions of celebrity consider celebrity as any renowned person who is unswerving allied with artifact category being advertised (Ofori-Okyere & Asamoah, 2015). Celebrities may want to serve in some of dimensions for enterprise businesses as tributes, endorsement, performers or representatives (Khatri, 2006). Once more, celebrities can be common clients of products, experts or celebrities (Bekk & Spörrle, 2010).

Celebrities spread their persona, repute, and stature in the society or know-how discipline to the brand (Choi, 2003). It becoming for entrepreneurs to judiciously handpick a supporter who presently have a worthy image and will probably be capable of preserving this image in the future (Ofori-Okyere & Asamoah, 2015). Celebrity institute point of inconsistency and this makes them “exceptional” challenge to the influential position of incessant advent to clients through media appearances (Lunardo, Gergaud & Livat, 2015). The popular influence is that political parties contest for votes by means of strategically emphasizing some policy issues at the same time while talk down others (Sagarzazu & Klüver, 2015). Political parties spend great deal of time,

resource and effort on cautiously selecting what issues to talk about. These problems are by some means transmitted to the electorates through celebrity endorsers.

Celebrities hold a few dispositional appearances that make them “exceptional” in superstar marketing approach. These functions are dubbed celebrity personality trends or traits. Such tendencies may not be public to every human (Lunardo, Gergaud & Livat, 2015) but those who have them are able to petition clients via advertising (Lunardo, et al., 2015; Aggarwal & McGill, 2007; Goldberg, 1992). Celebrities must show a few sort of expertise. Know-how of celebrity takes into account the degree to which an endorser is given the impression to be the originator of legal claims. Hoekman and Bosmans (2010) restated that proficiency of celebrities can be discovered in various endeavours. Know-how additionally stands for the way the celebrity is acquainted with the product jurisdiction (Ohanian, 1991).

Further, celebrities are predicted to demonstrate honesty among spectators. Honesty represents how truthful the celebrity is about the brand. Honesty additionally exemplifies the uprightness, integrity and credibility of an endorser (Erdogan, Baker & Tagg, 2001). Another nature that celebrities should own is charm. Celebrity charm covers endorser’s bodily look, persona, niceness, and resemblance to the receiver, therefore to the supposed public worth of the foundation (Schlecht, 2003). The usage of good-looking people is not an unusual practice in TV and print advertising, with bodily good-looking communicators having verified to be more popular in inducing client’s attitudes, beliefs and conduct than unappealing envoys (Zipporah & Mberia,

2014; Hoekman & Bosmans, 2010). Charm additionally covers intelligence, talents, personality and lifestyle (Gupta, 2007; Erdogan, 1999).

Celebrities must be liked by all. Being liked by all evaluates the degree of fondness for the celebrity due to conduct and physical appearance (Hoekman & Bosmans, 2010). When people like a celebrity, they are affected by the very personality and character of the celebrity (Kahle & Homer, 1985). Customer's purchase decision is to a greater extent affected by the brand and the celebrity they admire (Jamil and Rameez ul Hassan, 2014). Consumers are probable to be inclined to celebrities that they (consumers) are conversant with. Familiarity determines the likeness as information that a celebrity endorser holds through publicity (Belch & Belch, 2004). Hoekman and Bosmans (2010) additionally rehearsed that there should be match-up similarity between the celebrity and the endorsed brand.

The match-up involves dual most important phrases: the supposed fit and the image of the perceived celebrity (Misra & Beatty, 1990). Placed in any other case, persons brand must "fit in" with the expectancy of the ground (Parmentier, Fischer & Reuber, 2013). It is risky to match-up the image, features and nature of the brand with the celebrity (Kapoor, 2012) due to the fact that this results in extra credibility and so usefulness of the celebrity advertising (Hoekman & Bosmans, 2010). Celebrity sponsors are perceived as reliable origin of info by consumers (Belch & Belch, 1990). It ascertains the quantity to which the patron sees the endorser as having sizable understanding, talent or knowledge and relies on the origin to give independent, impartial facts (Byrne, Whitehead & Breen, 2003). But when it comes to overseas celebrities, a local celebrity is much more likely to be perceived and to be

regarded as more factual by customers when they consider that they have similar specific attributes with such celebrity in the case of ethnicity, desires, aims, pursuits and lifestyle (Hou, 2012), a state of affairs known as demographic connect (Zipporah & Mberia, 2014). This suggests that the foundation of celebrities' guidance purchasing conduct of clients.

Young Voters Choice of Political Candidates

Young people's involvement in politics can take a variety of forms, similar to that of another age group (Needham & Smith, 2015) consequently further research ought to be accomplished in political advertising and marketing on this segment of the vote casting populace (Neilson, 2010). Vote casting constitutes handiest one detail of a far more great repertoire of political participation, however it's the most simple democratic act that all citizens need to carry out on a regular foundation. Young people are a number of the human beings least possibly to show out and vote. Attempts by way of political events to have engaged younger voters seemed to have been inadequate. Young voters are specifically keen to observe the feel of participation, of 'having a say'; the relaxation of the electorate is probable to quote a sense of civic duty or obligation to vote. In line with Marcelo, Lopez and Kirby (2007) younger citizens fall among 18-29 years voting age, of which maximum of them are first time voters (Esser & De Vreese, 2007).

According to Chou (2015), a comment on younger electorate is commendable as young adults reverence for celebrities makes them an appealing aim for celebrity demands (Jackson & Darrow, 2005). Aside, young votes' outlooks concerning political hopefuls are frequently unsure (Burton &

Netemeyer, 1992) that makes them a promotion intention (Chang & Hsieh, 2011). Moreover, notwithstanding the truth that they display, they portray a decrease in participation and concern in politics and polls, connecting with the right message and through the right intermediate can grow younger citizens' involvement within the political system (Drummond, 2006) and then inspiring young voters to vote is indispensable due to the fact their balloting behaviors can turn out to be routine (Gerber, green, & green, 2003). Young people are not 'victims' or 'complicated' as regularly claimed, however diverse and vital stakeholders in democracy (Pickard, 2019; Brooks, 2009).

The likelihood to select a political candidate during elections represents voting intentions or choice of political candidate (Hati, Gayatri, Lupiyoadi & Safira, 2017; Lee, Chen, Tsai, Yen, Chen & Lin, 2016) which is similar to customer purchase intention except contextual evaluation (Hughes & Dann, 2005). Thus, likelihood to choose a particular endorsed political candidate is usually the best approach to measure voter's choice (Lee et al., 2016). Others see it as preference for a particular political candidate at the time of voting (Lee et al., 2016). Of the different kind of celebrity political endorsement, performer/idol endorsements and political character endorsements are widely wide-spread and produce sturdy imprints on electorate (Pan, 2012; wood & Herbst, 2007). Different studies, though, proves that the attitudes of which we might not be conscious, inclusive of our implicit (e.g., unconscious) possibilities, can expect balloting picks, which may also query the properly-functioning democracy (Lee et al., 2016). Voter choice and selection making has acquired pretty a tremendous interest within

the extant political advertising and political science literature (Downs, 1957; Dean & Croft, 2009; Nwanganga, Peter & Mirian, 2017).

Um (2018) additionally found out that human people's view of celebrity endorsement of political aspirants as having no bearing on their very own vote casting conduct but manipulating that of others by means of inspiring them to cast their vote for recommended political applicants. Wooden & Herbst (2007) discovered that, in comparison to the effect on pals and circle of relatives, idol endorsements made an insignificant influence on first-time citizens' balloting picks. Payne, Hanlon & Twomey (2007) specified that, nonetheless Hollywood huge name endorsements accelerated the balloting intents of young voters; they also improved the propensity of votes deciding on the rival instead of the advertisement sponsor. Endorser knowledge is a vital contributing issue of political endorsement consequences (Henneberg & Chen, 2008). But, heroes are most at times seen as more appealing, which may be handed directly to the hero's recommended aspirant and party (see wood & Herbst, 2007). After observing the propensity of young adults to behave like their preferred celebrities, it was advocated that idol endorsements may also additionally have an impact on young folks' political alternatives and reactions (Jackson & Darrow, 2005; Yue & Cheung, 2000).

Celebrity Personality and Young Voters Choice of Political Candidates

Of the diverse varieties of celebrity political endorsement, entertainer endorsements and political figure endorsements are obviously essential and produce sturdy impresses on electorates (Pan, 2012; timber & Herbst, 2007). In disparity, O'Regan (2014), stated that college-aged adults are much less

likely to consider political commendations and info from celebrities (described as actors, singers, communicate-show hosts, and sportspersons) than from additional source (inclusive of own family and buddies and political or interest organizations), because of the fact that most young adults consider celebrities are much less conversant about politics. Some electorate put political candidate's competency above something else while different do otherwise, probably comparing inside the mild of celeb endorsement (Mizuno & Okazawa, 2018; Karakas & Mitra, 2017).

Though, notwithstanding the universality of celeb political endorsements (CPEs), the efficient use of CPEs, the assortment of appropriate endorsers, and CPE consequences on electorate's replies are reasonably under-researched inside the political marketing and advertising commination arena (Brubaker, 2011). Consistent with Brubaker (2011), university elderly voters' distant themselves from celebrity endorsements of out-institution applicants; however, superstar endorsements of in-organization candidates additionally had no effect on electorate's choices, due to the fact citizens already favored the recommended candidates. Few researches have in comparison the outcomes of various celebrity sorts on CPE.

Furthermore, Wood and in keeping with Chou, (2015), voters' party identification appears to make an impact on celebrity political endorsement; however, the controlling consequences and instrument of electorate's membership on CPE have now not been discovered. Political hopefuls normally have extra political know-how and understanding (Veer et al., 2010). Endorser understanding is a critical factor of political endorsement consequences (Henneberg & Chen, 2008). But, idols are observed as greater

appealing, which may be conveyed to the idol's aspirant and party (Wood & Herbst, 2007).

Advanced price committed to recommended manufacturers by way of celebrity indicates product first-rate and customers are much more likely to obtain such brands, thereby supporting the assisting agency to produce extra boundary that couldn't be brought to such brands which were not recommended (Friedman & Friedman, 1979).

Empirical Review

Von Sikorski, Knoll and Mattens (2018) conducted a study named “a new look at celebrity endorsements in politics: Investigating the impact of scandalous celebrity endorsees and politicians’ finest responses” in Austria. The researcher hired experimental studies design. The contributors evaluated seven Austrian celebrities and seven Austrian politicians in relations to their acquaintance as celebrities and politicians, the celebrities’ credibility of recommending politicians, and the celebrities’ credibility of having engaged in an outrage, based on 7-factor scales. An over-all number of 280 students from the university (undergraduates) joined in study. Designed questionnaire was employed for the primary data gathering. The predictors taken into consideration were originator of the endorsement, politician’s reaction, party identification, initiator reaction, initiator and identification, response and identification, and initiator, response and identification. The dependent variable was intention vote. Anger and pity were considered controlled factors. A path model was formed with the help of Mplus software. It became determined that motions, consequently prompted attitudes in the direction of

the politician. Again, the effect of anger on politicians turned to be inverse ($b = -.39$, $SE = .04$, $p < .001$), whereas the impact of pity was positive ($b = .18$, $SE = .04$, $p < .001$). In addition, it discovered that attitudes positively stimulated aim to vote for the candidate. Furthermore, it turned out that predictors jointly elucidated 34% of the variance of attitudes towards the politicians and 24% of the variance of intent to cast their vote for the candidate.

A study conducted by Kusi, Domfeh and Kim (2018) which sought to study the effect of celebrity advertising on buying objective of university undergraduates. Celebrity advertising threat was managed as a moderator. The study used a descriptive survey design backed through quantitative studies method. The populace consisted on 19389 regular first degree students. A sample size of 392 students was targeted. The respondents selected through systematic sampling method. The personality traits of the recommenders were ascertained by means of the usage of character tendencies of established advertising relevance. A five-point Likert scale, bringing from 1 (Strongly disagree) to 5 (Strongly agree) was employed in the valuation of the attitudes of the contributors.

A Cronbach's Alpha of 0.806 was obtained for the internal stability of the whole instrument. Data analysis was done with the use of Statistical Package for Social Science (model 22.0). The hypotheses were evaluated with regression analysis with Process macro-launch (v2.16.3). Explicitly, the regression analysis (through SPSS manner macro-launch 2.16.3). The model predicted 43% positive variance in students' purchase intentions. It was revealed through the analysis that both advertising role and celebrity

advertising risks were significant predictors of purchase intentions. Moreover, it was found that celebrity advertising hazard moderated the predictive association between celebrity marketing role and acquisition purpose for advertised brands. It became also settled that there are statistically positive correlations between celebrity advertising role and customers' purchase intentions and between celebrity personality traits and clients' buy aim.

A study was conducted by Blaise (2016) to assess the effect of political advertising on voting behavior in Switzerland. A meta-analysis covering the period 2011-2015 was carried out. The objective of the study was to test the "minimal effect" hypothesis. Database was sourced from Année Politique Suisse (APS). The study therefore employed content analysis as the main research design. The unfeasibility to quantify straightly the inherent quality of a political/aspirant entity creates a misplaced variable partiality. Firstly, the researcher created two substitutes to measure candidate's intrinsic quality. Furthermore, the researcher adopted a principal differencing with repeat contestants simply to let go the variable quality out of the calculation. Again, the researcher took benefit of spatial media markets disjointedness in Switzerland. It was discovered that political advertising in print media has an insignificant and non-significant effect on voter behavior. The cantonal political inclination and the dual variable for being president of a Swiss political party that was a degree of nominee's superiority possessed a positive and momentous effect. Again, if advertising controls appear unneeded for election in Switzerland, they influence the need for the general vote. The consequence of political advertising may be satisfactory to alternate final outcomes of prevalent vote with a winner-take-all background.

Another study was conducted by Agyepong (2017) on the topic “Understanding the concept of celebrity capital through an empirical study of the role of celebrity political endorsements in 2008 and 2012 Ghana election campaigns”. The study employed mixed research approach to which supported the content analysis research design of the study. Data for the content analysis were accessed via Ghana online news source. The bases took coverage of a variety of media kinds, including wireless, newsprint, TV and Internet. The media breakdown encompassed going through all of the news stories and reports on celebrities’ endorsement of either the NPP or the NDC presidential candidate or political party.

Initially, 1,375 media reportage from 2008 have been chosen and 3,216 from 2012. They were recovered from the Ghana web.com news records primarily established at the point out of phrases linked to election 2008 or election 2012 in the captions. This sample turned into then reduced to 665 information gadgets for 2008 and 1,248 for 2012 with captions concentrating at the campaigns of the 2 political parties. This in addition was decreased to a pattern of 10 news tales about endorsement for 2008 and 56 for 2012, to which evaluation was implemented. Out of the final pattern of 66 tales, in-depth evaluation was achieved on 24 stories that focused on celebrities from the amusement and mass media enterprise, including musicians, actors, and comedians, and media presenters from radio and TV, who advocated both the NPP or the NDC party or presidential candidate at some stage in the 2008 and 2012 elections.

Focus group discussion was performed to assess the views of Ghanaians who had been qualified to vote on how electorate views the usage

of celebrity endorsements during election campaigns. This focused 36 voters. The records regarding the media coverage of celebrity political endorsements within the 2008 and 2012 elections had been accumulated between July 2013 and October 2013. The number one research, which consisted of focused organization discussions with vote casting citizens of Ghana, interviewing marketing campaign managers from the NDC and NPP, and interviewing celebrities who advocated political party/candidates inside the 2008 and 2012 elections, became undertaken amongst December 2013 and March 2014. The thesis accompanied a thematic analytical framework for reading how celebrity political endorsement produces 'capital' inside one-of-a-kind fields and the way the technology of capital operates and affects the political place.

The findings indicated that radio dominates the origin of political news throughout all years and political tendencies in Ghana. Once more, it became determined that first time young voters as a minimum have a few records about political marketing campaign news normally and celebrity political commendations exactly. Majority of the celebrity endorsers who had been interviews also asserted that they'd their desired political candidates. Furthermore, it was discovered that some partakers voiced the opinion that the political time table being followed with the aid of the Ghanaian media swings the focal point of the media from enlightening and updating the civic to disseminating a political attitude through their reporting of debatable provocative campaign stories, specifically in relation to celebrity political endorsements in election crusades.

Again, it was found that the two major roles played by celebrities in the 2008 and 2012 general elections for both NPP and NDC were influencing

voters and making political parties/candidates attractive to voters. Again, it was found that first young voters usually were attracted and influenced by celebrity advertising in terms of their political party/ candidate choice. Among the factors that can influence matured voters to vote through the influence of celebrity endorsement included source credibility (in terms of the reasons celebrities chose a particular political party/candidate). Further, it was found that political parties in Ghana actually use celebrities because such political communication was seen as useful. The findings recommend that celebrity political endorsers confronted opposition in making use of their celebrity capital to increase power advantage in the political field, especially from campaign team followers.

Furthermore, a study was conducted by Roozen and Raedts (2017) which sought to assess the effect of adverse endorser information and their facial look on advertising usefulness for profit and non-for-profit establishments. The study employed experimental research design. Data collection was carried out by using public networking and or sending e-mail encompassing a hyperlink to Qualtrics. Simple random sampling was employed to choose 208 respondents. The researcher employed Questionnaire for the primary data gathering. The respondents rated the facial appearance of the twelve people in the photographs on a 7-point bipolar adjectival scale based on Till and Shimp (1998).

The scale comprised of five sets of objects: ‘cold/warm’, ‘aggressive / calm’, ‘cruel / mild’, ‘negative / positive and ‘unreliable / dependable’. The consequences of an exploratory factor analysis confirmed that all gadgets weighed down on one underlying component (67% of the complete variance

become explained). The internal consistency for the scale changed into $\alpha = .89$. One-way repeated-measures MANOVA was performed to scrutinize the overall important effects of information approximately the endorser (positive/negative), their facial look (warm/cold) and gender (male/female) on the following dependent variables: mind-set in relation to the ad (ad), mind-set in the direction of the emblem/not for-profit corporation (Ab/Aorg) and buy intention/ intention to donate money (PI/ID).

It became discovered that the MANOVA outcomes significant major effect of kind of information (positive/negative) on attitudes towards the ad, attitudes in the direction of the brand/not-for-Profit Corporation and buy purpose to donate cash. All consequences showed the same trend: negative information about the endorser resulted in lower advertising effectiveness. It was additionally discovered that a giant principal impact attitudes toward the advert, attitude toward the brand/not-for profit organisation and purchase aim/intention to donate cash. Commercials with a photo of an excessive looking male or female endorser yielded decrease rankings than commercials encouraged by means of a cheerful smiling person. The effects showed three-way sizable collaboration consequences between kind of facts, the facial appearance of the supporter and his/her gender on ad ($F[3, 894]=12.047, p =.001$), Ab/Aorg ($F[3, 894]=9.312, p=.004$) and PI/DI ($F[3, 894]=22.888, p <.001$). Moreover, it become discovered that endorsers surrounded with terrible records had a terrible effect on members' attitudes towards the commercial, their attitudes in connection with the product or organisation and their buy purpose or goal to make a contribution in monetary terms.

Conceptual Framework

On account of the overall purpose of the study, the theoretical underpinning, specific objectives, trends identified through the conceptual and empirical review, this conceptual framework was formulated to guide the analytical approach of the study. Conceptually the study postulates that celebrity advertising and celebrity personality (which collectively represent celebrity political endorsement constructs) have linear association with young voters' choice of political candidates and further envisage considerably a positive variance in voting intent. On the individual level, the study proposes that celebrity advertising role foretells a positive change in young voters' choice of political candidates. Again, it expected that appealing celebrity personality will influence young voters to vote for endorsed candidates. This stems from the fact that there the study proposes that there is positive correlation between celebrity advertising and choice of political candidates. It is similar in the case of celebrity personality and voting aim (choice of political candidates). These interrelationships are presented on Figure 1.

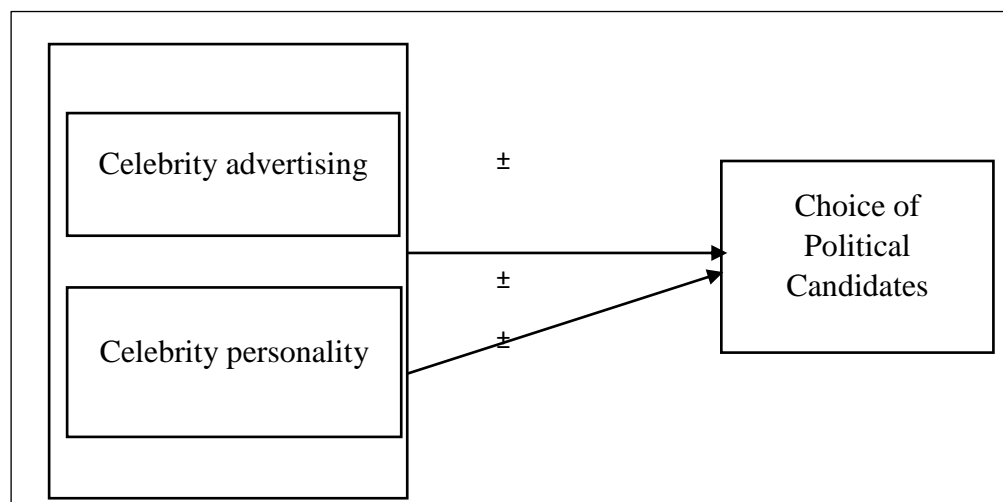


Figure 1 Conceptual Framework

Source: Field Survey, (2019)

CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter deals with the methodological approach to the primary data collection, analysis and presentation. Research methodology is the common approach the researcher takes in conducting the research project (Williams, 2007; Igwenagu, 2016). This Section deals with key matters such as the research approach, research design, population, sample and sampling techniques, research approach, research area, instrument, data collection procedure, and data analysis.

Research Paradigm

This approach goes with the positivist's research model. People are seen factually, and as a result, social scientists aspect different paths to observe people culture (De Vos, Strydom, Fouché & Delpont, 2005). (2014) states that the roots of positivism are traced to Auguste Comte, who noticed humans as a marvel to be studied scientifically. Hence, positivism can be seen as a technique to social research that seeks to apply the natural science model of studies because of the factor of parting for inquiries of social phenomena and reasons of the social world (Denscombe, 2010). The natural sciences are appropriate for the study of the social world; consequently, many scholars propose that the positivist method is scientific. Positivism firstly entails a notion based on the belief that patterns (traits), generalisations, methods, strategies, cause-and-effect issues are also applicable to the social sciences (Glicken, 2003; Denscombe, 2010). This view of positivism maintains that the

items of the social sciences, namely people, are suitable for the implementation of scientific methods.

The positivist researcher prefers working with a sizeable social fact; and such research might produce generalisations similar to those produced with the aid of the natural scientists. Positivists also trust that objective reality exists outside personal reviews with its very own cause-and-effect relationships (Gratton & Jones, 2010). Scientific theories are visible via positivists as presenting hypotheses, which might be then submitted to empirical testing (Denzin & Lincoln, 2011) as in this situation of this study. Thus, the study starts with theory, collects data that both helps or refuses the theory, after which makes vital evaluations earlier than additional tests are made (Phillips & Burbules, 2000).

Research Design

The study employed the explanatory research design in accordance with the nature of the scientific enquiry supporting this study. Consequently, being driven by the logic of cause-effect relationship among the constructs of interest – celebrity advertising roles, celebrity personality characteristics (Independent variables), celebrity advertising and voters' choice of political candidates (Dependent variable). Siding with Zikmund, Babin, Carr and Griffin (2012) explanatory design research is piloted in the bid to ascertain the degree and nature of relationships. Explanatory studies focus on an analysis of a situation or a specific problem to explain the outlines of relations amongst variables (Creswell, 2014). The main drive of explanatory research is to clarify why occurrences happen and to forecast future incidences (Maxwell,

2012). Also informing the decision to approach the study quantitatively is the assertion that the data are quantitative and virtually always demands the use of a statistical test to institute the validity of the relationships.

Research Approach

The study employed the quantitative research approach built on the strength of the study's aim under study, explicit objectives/hypotheses and the nature of the primary data to be collected and analyzed. The concepts (Celebrity personality characteristics, celebrity advertising, and voters' choice of political candidates) were by nature calculable and subject to statistical influence. Creswell (2014), have it that quantitative approach explains occurrences by collecting numerical data that are analyzed using mathematically based methods, in certain, statistics. Quantitative methods, typically use rational logic, seeks predictabilities in human lives, with the aid of keeping asunder the social global into empirical additives called variables (constructs) which can be symbolized numerically as frequencies or rate, whose institutions with every other can be explored by statistical strategies, and gain access to through researcher-introduced stimuli and systematic measurement (Ben-Shlomo, Brookes & Hickman, 2013; Rahman, 2016).

This approach usually starts off evolved with data collection primarily based on a hypothesis or idea and it's far observed with utility of descriptive or inferential statistics (Tashakkori & Teddlie, 2003). Quantitative techniques are usually labeled as inferential in nature, in the sense that inferences from test of statistical hypotheses cause trendy extrapolations about traits of a populace. Quantitative methods are also habitually regarded as assuming that there's a

single “truth” that exists, impartial of people belief (Lincoln & Guba, 1985). The quantitative effects are predicted to be generalised to an entire population or a sub-populace as it consists of the larger sample that's randomly decided on (Carr, 1994). A few obstacles relating to quantitative research method are that quantitative research takes snapshots of a phenomenon: not in-depth, and neglect test-takers’ and testers’ reviews as well as what they imply through something (Rahman, 2016).

Study Area

The study was undertaken in the Cape Coast Technical University which is one of the public universities in Ghana. The new Polytechnic Act of 2007, Act 745 has given the university the obligation to run degree programs. Cape Coast Technical University is positioned about 5km from the Pedu Traffic Light off the main road linking Cape Coast and Twifu Praso. The University is a prestigious public institutional research university located in Cape Coast, Ghana. The Technical University today is structured into three schools, each school has different departments under them. The Technical University was selected because it has the right target and accessible population. Other similar studies had been done at University of Cape Coast (Domfeh et al., 2018; Kusi, Domfeh & Kim, 2018) so the researcher used Cape Coast Technical University to see how the findings would be.

Campus politics in Ghana is most vibrant. Besides, political socialization and impact of political context is much pronounced during adolescence and early adulthood (Dassonneville & McAllister, 2018) which perfectly reflects the age demography of the target participants. All political

parties in Ghana have active wings in all tertiary education institutions and continuously collaborate with student leaders on how political parties and political candidates can get more votes on the various campuses in these tertiary institutions. Besides, student leadership in Ghanaian politics cannot be ignored when it comes to political marketing in Ghana (Yalley, 2018). Most politicians had their grooming experience in these campus branches.

Population

The study population therefore included young voters in Cape Coast Technical University, Ghana. An estimated population of 2500 young voters in Cape Coast Technical University were targeted in this study (Students Records CCTU, 2019).

Sampling Procedure

Before selecting sample to be surveyed, it becomes necessary to determine the representative sample size. A minimum sample size of 344 was targeted (obtained through Krejcie and Morgan's (1970) Table). However, in order to avoid the possibility of obtaining lesser return rate, 450 respondents were targeted but 400 respondents were finally used for the data analysis in this surveyed. Ideally, larger sample size in quantitative studies are preferable to lesser sample size (Snijders, 2005; Peers, 1996). The respondents were selected through the simple random sampling technique because it is a major assumption underlying causal studies. Each component in the sampling structure had one and the same chance of selection (Sarstedt, Bengart, Shaltoni & Lehmann, 2018). Random numbers were created for the elements through

computer programme which formed the basis for selection of qualified young voters.

Data Collection Instrument

Causal researches are very dependent via nature (Maxwell, 2012) thereby demanding dependent way of primary data collection. The research tool that was used for data collection was structured questionnaires. Young and Javalgi, (2007) asserted that surveys using questionnaires are conceivably the maximum extensively accessed data collecting approach in research. The questionnaire essentially employed the closed-ended questioning patterns to approaching the measurement of the principle gadgets that made up the scale. The closed ended questions demands respondents to choose from amongst a given set of responses and additionally require the respondents to scrutinize every viable reaction impartial of the alternative preference. The close-ended objects use checklist – a list of behavior, attributes or other objects that the researcher is examining – and Likert scale – which is extra convenient when behaviour, attitude or other occurrence of interest desires to be appraised in a field (Leedy & Ormrod, 2010). Normally, McColl (2005) postulates that there are extraordinary profits in the use of questionnaires as opposed to interview technique. It is easy to code and analyse. A 5-point Likert scale was used to quantify the opinion of the participants regarding the items that measured the constructs considered on this study. See Appendix A for the questionnaire.

Reliability and Validity

Reliability and validity are predominantly the two fundamental constituents to be well thought-out in the bid to gauge a particular instrument.

The administration of surveys should consider the purposes of the study, the population under study, and the resources accessible to enhance the validity and reliability of the study (Wyatt, 2000). Bless and Higson-Smith (2000), asserts that reliability is concerned with consistency of the instrument. However, an instrument is said to have high reliability if it can be reliable to give an accurate and consistent measurement of an unchanging value. A minimum cut-off point of 0.7 is required for a scale to be reliable (Taber, 2018).

The reliability test results for the variables as presented in Table 1 portrays that the overall scale was reliable with a Cronbach’s alpha of 0.825 (constituting 14 items) which was above the minimum cut off point (Pallant 2005). The celebrity personality construct which was made of 5 items was reliable with Cronbach’s alpha of 0.738. Similarly, the celebrity advertising was also reliable with Cronbach’s alpha of 0.725 (5 items) was above the minimum standard as postulated by Pallant (2005). Again, the voting of political candidate construct was reliable (Cronbach’s alpha=0.803 with 4 items) which met the minimum cut off point.

Table 1: Reliability Results

Construct	Cronbach’s alpha	No of Items
Overall scale	0.825	14
Celebrity personality	0.738	5
Celebrity advertising	0.725	5
Voting of political candidate	0.803	4

Source: Field Survey, (2019)

The validity of an instrument, then again, denotes how properly an instrument evaluates a specific idea it required to quantify (Saunders et al., 2009). The additional cause which a device ought to be reliable earlier than it is able to be legitimate, inferring that a tool ought be continuously reproducible; and as soon as this has been completed, the tool must then be examined to measure whether it is what it claims to be. To ensure validity of questionnaires, the researcher ought to go through different relevant literature and that literature supported the construct of the instrument. A number of the objects in the scales were scientifically proven items. Additional, the designed questionnaire was given to the project supervisor for vetting, correction and approval before dispensing it to the respondents. Elements whose numbers in the sampling frame were generated randomly were contacted and surveyed hence.

Psychometric Analysis of the Instrument

Validity is concerned with the volume to which a test or instrument quantifies the attributes that it ought to measure (Saunders, Lewis & Thornhill, 2009). There are basically three standard techniques to estimating the validity of an instrument, namely, content validity, criterion validity, and construct validity (Cooper & Schindler, 2008) were employed to this research. Content validity is seen as the extent to which the measurement tool offers adequate coverage of the investigative questions (Saunders, Lewis and Thornhill, 2009). The judgement of what's 'adequate coverage' was made in two primary ways.

First, a cautious definition of the research via literature overview. Secondly, a panel of individual well-grounded within the discipline assessed

whether or not each dimension query in the questionnaire was ‘crucial’, ‘useful’, or ‘no longer vital’. Criterion-related validity, commonly referred to as predictive validity, is involved with the measures being capable of make accurate predictions (Saunders, Lewis and Thornhill, 2009). Validity was examined by regressing the celebrity endorsement variables on voter’s preference and the outcomes confirmed a high quality relation in all cases suggesting criterion validity of the tool.

Lastly, assemble validity concerned with the volume to which a measure relates to different measures to which it have to relate (Kent, 2007) was examined using classes of convergent validity and discriminant validity. Convergent validity refers to the degree to which objects show homogeneity inside the identical assemble whereas discriminant validity refers to the degree to which items show heterogeneity between different constructs (Malhotra, Agarwal & Peterson, 1996). Factor analysis was deployed in testing for these two classes of construct validity. Principal component extraction method was followed with orthogonal rotation technique. The orthogonal approach was used because it successfully yields discriminant validity through trying to maximise the factor loading on some variables and diminish the loadings on others. Additionally, it's far greater frequently used in exercise (Hair et al, 2006). Of the one-of-a-kind orthogonal rotation technique Varimax became adopted because it diminishes the wide variety of variables that have high loadings on each factor and simplifies the interpretation of the factors.

Construct Validity of Celebrity Endorsement Scale

Kaiser-Meyer-Olkin (KMO) quantification of sampling appropriateness and Bartlett test of sphericity were carried out to gauge the suitability of using factor analysis. The assessment supplied outcomes that showed that factor analysis was enough to be used with KMO of 0.819 and significant level ($p < 0.001$) for the Bartlett test. Using Eigenvalue more than 1 as the cut-off and suppressing all coefficients much less than 0.45, a two-factor solution (appendix E) was generated with smooth loadings. The coefficients for the factors ranged from 0.456 to 0.820 that is properly above the proper α value recommended by Hair et al. (2006).

Construct Validity of Voter's Choice

The suitability of using factor analysis was confirmed by both the KMO index (0.763) and Bartlett's test ($p < 0.001$). The result (appendix E) illustrated that all four items agreed on one common construct as only one component was hauled out. The factor loadings of the items ranged from 0.729 to 0.865 suggesting high convergent validity.

Data Collection Procedures

Primary data of this study were collected through the administration of structured questionnaire to the respondents that were randomly selected to partake in the study. The purpose of the study was explained to all participants. The questionnaires were normally distributed to the respondents immediately after lecture sessions. This made the retrieval of questionnaire easy and faster. In all, it took a month (May) for the data to be collected in the 2018-2019 academic year. Overall, 450 questionnaires were distributed to the

participants. 400 of the respondents fully provided the necessary information required correctly and brought back the questionnaires, which thus led to 88.9% rejoinder rate. This data collection approach was in reality time consuming (Liamputtong, 2019).

Data Processing and Analysis

The replies from the questionnaires were edited, coded, entered into Statistical Package for Social Science (SPSS version 22.0) for the analysis. Composite variables were formed for each of the constructs and this improved universal approach to data analysis. The data were analyzed and interpreted with descriptive statistical techniques such as mean, standard deviation, frequency count and percentage. These techniques were extensively applied to analyse the demographic characteristics of the respondents that were surveyed. The deployment of any of these descriptive statistics was necessitated by the nature of findings at hand (Leedy & Ormrod, 2010).

Regarding the specific objectives of the study, an inferential statistical tool was employed. Thus, multiple regression was conducted to find out how much variance in the dependent variable (voters' choice of political candidates) is explained by the independent variable (celebrity endorsement, celebrity advertising, celebrity personality). Thus, for research objectives 1, 2 and 3. Again, Pearson product-moment correlation analysis was carried to assess the relationship between the predictors and the dependent variable. The conclusions were chronologically displayed on Tables and Figures, for interpretation and discussion.

Ethical Consideration

No study can be deemed trustworthy if it is infected with unprincipled predicament. Ethics is the norms or standards of behavior that regulates moral choices about our behavior and our associations with others (Saunders, Lewis & Thornhill, 2007). Official approval was sought from management of Cape Coast Technical University. This was made possible because an introductory letter was sent from the Graduate School of University of Cape Coast which ideally sought to ask for permission for the conduct of the survey among the young voters (regular students) of this institution.

A period for the primary data collection exercise was scheduled, specifically, in May (2019). The motive for the study was fully expounded to the participants. Again, the benefits that may accrued to the school were also communicated to the concerned stakeholders. The respondents were fully abreast with the sampling process and those who qualified were not forced to participate in the study but were however, encouraged to participate in the study. Likewise, the questionnaire was designed in such a way to make it easier to complete. The content of the questionnaire was such that the secrecy and privacy of the participants were protected. Again, the information provided by the respondents was preserved with utmost discretion. The data gathered were processed as dully collected. Thus, no data manipulation was done afterwards. Besides, all sources were appropriately acknowledged accordingly. Equally, the results were presented as were found after the data analysis.

Chapter Summary

This chapter has provided information as to how the primary data for the study was collected, organized, analyzed and presented for further analysis and discussion. This section also presented information on the design of the study and scientific approach it took in terms of approach to data needs, statistical techniques and systematic enquiry into the investigation under consideration.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

The research sought to evaluate the effect of celebrity endorsement on choice of political candidates among young voters in Cape Coast Technical University. Structured questionnaire was used for the primary data collection from 400 young voters in Cape Coast Technical University. The primary data were processed with SPSS (Version 25.0). Multiple regression was employed for the analysis of the predictive effects proposed in the research. The results were presented in this chapter on tables and figures for easy comprehension.

Demographic Information

The demographic information of the respondents is presented in Table 2. The study utilized descriptive statistics such as frequency and percentage to assess these features of the respondents surveyed in the study. The findings are presented and discussed to that effect.

Table 2: Demographic Information

Variable	Options	Frequency	Percentage (%)
Sex	Male	199	49.8%
	Female	201	50.2%
Age	18-21 years	103	25.8%
	22-25 years	154	38.5%
	26-29 years	143	35.7%
Qualification	B-Tech	123	30.8%
	Diploma	73	18.3%
	HND	204	51.0%

Source: Field Survey, (2019)

The sex component of the respondents surveyed in the study was measured as depicted in Table 2. It was discovered that majority of the respondents were female (201) representative of 50.2% whilst the remaining 49.8% (199) were males. The age range of the respondents shows that majority of the young voters (38.5%) were in the 22-25 years category. 35.7% of the young voters were within 26-29 years whilst the remaining 25.8% were within 18-21 years category. Also, from Table 2, an in-depth observation of the qualification of the respondents indicated that majority of the respondents (204) were HND constituting 51.0%. It was discovered that (30.8%) of the respondents were B-TECH (123) whilst the remaining 73 representing (18.3%) were Diploma students.

Data Screening (Assumptions of Multiple Regression)

Proceeding to key analyses, data were examined using SPSS 25.0 for data entry accuracy, missing values and violation of regression assumptions of normality; linearity, multicollinearity and outliers. Residuals were marked off for normality through expected normal probability plots, skewness and kurtosis. Pallant (2005) postulates that when remaining plots appear normal in regression, it is not essentially to screen individual variables for normality. An examination of normal probability plots recommended no noteworthy abnormality from normality for the present data. The skewness values and kurtosis values were all closer to zero confirming the normality of the data.

Assumption of multicollinearity was tested the using correlation matrix and collinearity diagnostics. Hair et al (2006) advice that inter-correlation of more than 0.9 is considered to be a demonstration of high multicollinearity.

For this observe, correlation values for all independent predictors were under 0.9 indicating that the policies underlying multicollinearity was not debased. Collinearity diagnostics were determined by way of noting tolerance values and variance inflation factor (VIF). Low tolerance values (those drawing near zero) indicate that multiple correlation with other variables is high, suggesting the possibility of multicollinearity. The present findings suggest that the tolerance values for the independent variables (0.76) are pretty decent and the VIF value of 1.329 for both independent variables are nicely under the threshold of 10.

Linearity assumption was studied by means of scatter plots of the variable to discover any non-linear patterns in the data. In step with Hair et al., linearity of relationship among dependent and independent variable represents the degree to which the change in the dependent variable is related to the independent variable. In multiple regression with multiple independent variable, partial regression plots are used to expose the relationship of single independent variable to dependent variable. An examination of the residual probability plots showed that there was no non-linearity in any of the connection.

Cases with ratings which can be very special from the rest are taken into consideration as outliers (Kline, 2005). Outliers can be detected via inspecting the scatter plots of standardised residuals. The residuals must be rectangularly dispensed with most score concentrated within the centre (alongside the zero point) (Tabachnick & Fidell, 2007). Tabachnick Deviation from the centralised rectangle violates this assumption (Tabachnick et al., 2007). This was absent within the present thesis from the examination of the

residual plot (see appendix D). The Mahalanobis distance was additionally examined to check for viable outliers. The result confirmed a maximum value of 17.515 which is above the critical value of 13. Although it shows the presence of some outliers, an investigation of the prepare Cook’s distance with a maximum value of 0.074 that is below 1 (Tabachnick et al., 2007) suggests no essential problem.

Correlation Matrix

The connection between the dependent variable (Voters’ choice of political candidate) and the independent variables (Celebrity advertising and celebrity personality) in Ghana was established through the use of the Pearson product-moment correlation. Initial analyses were done to ensure no violation of the assumptions of normality, linearity and homoscedasticity. The interpretation of the correlation results is based on the following cut-off points proposed by Cohen (1988) in that respect: $r = 0.10$ to 0.29 or $r = -0.10$ to -0.29 (Very weak); $r = 0.30$ to 0.49 or $r = -0.30$ to -0.49 (Weak); $r = 0.50$ to 0.69 or $r = -0.50$ to -0.69 (Moderate); $r = 0.70$ to 0.99 or $r = -0.70$ to -0.99 (Large). The findings were presented on Table 3.

Table 3: Correlation Matrix

		Voters' choice of political candidate		
			Celebrity personality	Celebrity advertising
Voters' choice of political candidate	Pearson Correlation	1		

Sig. (2-tailed)

Celebrity personality	Pearson			
	Correlation	.597**	1	
	Sig. (2-tailed)	.000		
Celebrity advertising	Pearson			
	Correlation	.313**	.498**	1
	Sig. (2-tailed)	.000	.000	

Source: Field Survey, (2019)

It was revealed that there was a statistically significant moderate positive correlation between celebrity personality and choice of political candidates ($r=0.597$; $p=0.000$; $p<0.05$). It thus signals that higher levels of scores on celeb personality are linked with higher levels of scores on voters' choice of political candidate and lower levels of scores on celebrity personality is associated with lower levels of scores of voters' choice of political candidate at Ghana. This conclusion is fully supported by some previous empirical studies (Kusi, Domfeh & Kim, 2018; Domfeh, Kusi & Nyarku, 2018; Lunardo, Gergaud & Livat, 2015; Aggarwal & McGill, 2007).

It must however be recognized that this does not suggest causation in their interrelationships. Thus, per the finding, it can be concluded that whenever, celebrity personality increases moderately, younger voters' desire to vote for endorsed political candidates also increases moderately although one cannot conclude the changes in celebrity personality is the actual cause of such positive moderate significant changes in likelihood to vote for endorsed political candidates during national elections among young voters universities in Ghana. The converse is also true in this particular instance.

Similarly, it was exposed that there exist a statistically significant weak positive correlation between celebrity advertising and young voters' choice of endorsed political candidates during national elections in Ghana ($r=.313$; $p=0.000$: $p<0.05$). It thus indicates that higher levels of celebrity advertising are associated with higher levels of voters' choice of political candidate and lower ranks of celebrity advertising is related with lower of voters' choice of political candidate in Ghana. This finding supports the views collectively held by some empirical studies (Downs, 1957; Dean & Croft, 2009; Nwanganga, Peter & Mirian, 2017; Ofori-Okeyere & Asamoah, 2015; Hinson & Tweneboah-Koduah, 2010; Gyimah-Boadi, 2009; Schlecht, 2003).

It must however be recognized that this does not suggest causation in their interrelationships. Thus, per the finding, it can be concluded that whenever, celebrity advertising scores increases weakly, younger voters' desire to vote for endorsed political candidates also increases weakly although one cannot conclude the changes in celebrity personality is the actual cause of such positive moderate significant changes in likelihood to vote for endorsed political candidates during national elections among young voters in public universities in Ghana. This converse is also true in this particular instance.

Objective 1: Effect of Celebrity Advertising on Young Voters' Choice of Political Candidates

For regression analysis to be validated, it is recommended for the dependent variable to be normally distributed. This normality of the dependent variable-choice of political candidates- was assessed with Skewness and Kurtosis. The findings indicated that choice of political candidate was

normally distributed because its scores for both Skewness and Kurtosis were closer to 1. The facts are presented in Table 4. Thus, Skewness score of 0.517 and Kurtosis scores of -0.474 were respectfully recorded for the dependent variable (Choice of political candidate).

Table 4: Test of Normality

			Statistic	Std. Error
Young Voters'	Mean		2.5594	.04878
choice of political candidates	95% Confidence Interval for Mean	Lower Bound	2.4690	
		Upper Bound	2.6635	
	5% Trimmed Mean		2.5299	
	Median		2.5000	
	Variance		.952	
	Std. Deviation		.97561	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.44	
	Skewness		.545	.122
	Kurtosis		-.421	.243

Source: Field Survey, (2019)

The study sought to assess the effect of celebrity advertising on young voters' choice of political candidates. This was conducted to assess the sole

effect of celebrity advertising devoid of personality characteristics of the celebrity used in such political campaign strategy. Composite variable was created for voters' choice of political candidate. Standard multiple regression analysis was conducted to that effect. The findings are presented on Tables 5, 6 and 7. The interpretation of the correlation results is based on the following cut-off points proposed by Cohen (1988) in that respect: $r = 0.10$ to 0.29 or $r = -0.10$ to -0.29 (Very weak); $r = 0.30$ to 0.49 or $r = -0.30$ to -0.49 (Weak); $r = 0.50$ to 0.69 or $r = -0.50$ to -0.69 (Moderate); $r = 0.70$ to 0.99 or $r = -0.70$ to -0.99 (Large).

Table 5: Model Summary^b

Model	R	R Square	Adjusted R Square	Durbin Watson
1	.339 ^a	.115	.104	1.312

a. Predictors: (Constant), better political recall at the point of voting, creation of faster awareness about the political candidate., creation of a longer lasting impact in the young voters' mind., better political candidate recognition at the point of voting, capturing young voters' attention easily.

b. Dependent Variable: Voters' choice of political candidate

Source: Field Survey, (2019)

The findings in the model summary provide the information to that effect. In the first instance, it was revealed that there was a weak positive correlation between the predictors and young voters' choice of political candidate ($R = .339^a$), with lower levels of the predictors being associated with lower levels of young voters' choice of political candidate. Regarding the predictive capacity of the model, it was also found that the predictors

accounted for only 11.5% ($R^2 = .115$) positive variance in voters' choice of political candidate. It therefore means political parties in Ghana together with their branches in Ghana must use celebrity advertising as part of the political campaign targeting university student in CCTU in particular and Ghana at large. The conditions surrounding the predictors should also be improved significantly so as to influence voters' choice of political candidates through celebrity advertising.

Table 6: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.722	5	8.744	10.252	.000 ^b
	Residual	336.055	394	.853		
	Total	379.777	399			

a. Dependent Variable: Voters' choice of political candidate

Source: Field Survey, (2019)

The findings pertaining to the justification of the reliability of the results depicted in the model summary (Table 5) are showed in Table 6. Observation of the significant level of the model showed that the 11.5% variance in the voters' choice of political candidate caused by the changes in the predictors was statistically significant ($p=0.000$: $p<0.05$). It can be concluded therefore that 11.5% change in voters' choice of political candidate was not due to chance but by the scientific interaction among the predictors actually caused that positive change in voters' choice of political candidate.

The finding supports the empirical claims that celebrity advertising is a significant predictor of choice of political candidates (Kapoor, 2013; von

Sikorski, 2017; Breslin, 2015; Dermody & Hanmer-Lloyd, 2011; Hati et al., 2017; Bergkvist & Zhou, 2016; Babu & Latha, 2014; Zipporah & Mberia, 2014; Khatri, 2006; Agrawal & Kamakura, 1995; Chou, 2015; Veer et al., 2010), especially among young voters (Agyepong, 2017; Daley, 2013; Chou, 2015; Austin, Vord, Pinkleton & Epstein, 2008) especially those who are highly educated (Negi, Fern & Jeedigunta, 2018; Nisbett & DeWalt, 2016; Nownes, 2017; Chou, 2015; Garthwaite & Moore, 2012 vk; Street, 2012; Veer et al., 2010; Payne, Hanlon & Twomey III, 2007).

Table 7: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.596	.150		10.637	.000
CA5	.016	.049	.019	.338	.736
CA2	.019	.064	.018	.290	.772
CA3	.147	.054	.152	2.722	.007
CA4	.163	.052	.175	3.136	.002
CA1	.092	.048	.098	1.895	.059

Source: Field Survey, (2019)

The study further sought to reveal the contributions of the predictors to the 11.5% positive variance in the voters’ choice of political candidates. The findings are presented in Table 7. The findings regarding the contributions of the individual predictors to the 11.5% variance in voters’ choice of political candidates showed that creation of a longer lasting impact in the young voters’ mind (Beta=0.152: p=0.007: p<0.05) and better political candidate recognition at the point of voting (Beta=0.175: p=0.002: p<0.05) all made statistically significant but positive contribution to predicting the 11.5% positive variance

in voters' choice of political candidates among the young electorates in Ghana when the effect of other variables in the model were held constant for each of the variables when the contribution of each of the variables to the 11.5% change in voters' choice of political candidate was considered. These roles all made statistically significant positive contribution to the positive change in voters' choice of political candidates in that their contributions to predicting the positive change in voters' choice of political candidates in the model were not by chance but true scientific interaction in the model.

Further, it was revealed that the rest of the individual variables in the model made some contribution to predicting the positive change in voters' choice to vote for politicians advertised by celebrities. But such contributions were not statistically significant when the influence of other variables in the model were held constant for each of the variables when the contribution of each of the variables to the 11.5% change in voters' choice of political candidates was considered. This implies that although these variables made some contribution to predicting the positive variance in voters' choice of political candidates, their contributions could be attributed to chance but not genuine interaction in the model considered in the study. Political parties in Ghana together with their branches in CCTU must therefore design their advertising strategy in such a way that these roles of celebrity advertising can be integrated into such adverts so as to improve the impact of such advertisement on voters' choice of political candidates.

Comparative to the overall model it can be seen that the level of relationship between the joint predictors (better political recall at the point of voting, creation of faster awareness about the political candidate., creation of a

longer lasting impact in the young voters' mind., better political candidate recognition at the point of voting, capturing young voters' attention easily) and choice of political candidates fell to 0.339 from 0.597 which is a weak positive correlation (Lunardo, Gergaud & Livat, 2015; Agyepong, 2016; Kusi, Domfeh & Kim, 2018; Patpong, 2008). Similarly, it is was also confirmed that the impact of celebrity advertising on young voters' choice of political candidates fell to 11.5% compared to the 35.7% although in both instances, a statistically significant effect was recorded. It thus, shows that celebrity advertising component of celebrity endorsement has the capacity to cause a weak but positive increase in young voters' choice of political candidates especially in public universities in Ghana.

Without consideration of the personality characteristics of celebrities employed in endorsement contracts, the effect of such celebrity endorsement contracts would be limited. Hence the need for proper screening of personalities of celebrities employed by political parties in Ghana during national campaign by political parties (McGregor, 2012; Dalton, 2006; Ofori-Okyere & Asamoah, 2015; Agyepong, 2016; Breslin, 2015; Dermody & Hanmer-Lloyd, 2011; Von Sikorski, Knoll & Mattens, 2018). Regarding the specific indicators of celebrity advertising that actually made a statistically significant positive contributions to predicting the positive change in young voters' choice of political candidates, it was discovered that capacity to recognize political parties and candidates through celebrity advertising strategy and creating a longer lasting impact in the young voters' mind made such significant contributions.

These predictors have recognized to making contributions to influencing choice of political candidates in literature (Brubaker, 2011; Henneberg & Chen, 2008; Morin, Ivory, & tubs, 2012; Kusi, Domfeh & Kim, 2018; Domfeh, Kusi, Nyarku & Ofori, 2018; Yalley, 2018). Invariably, it can also be concluded that celebrity advertising functions such as faster awareness creation and capturing young voters’ attention easily were not supported as claimed by some empirical studies (Demfeh et al., 2018; Kumar, 2010; Khatri, 2006; Agrawal & Kamakura, 1995; Friedman & Friedman, 1979; Babu & Latha, 2014).

Objective 2: Effect of Celebrity Personality on Young Voters’ Choice of Political Candidates

The study went further to scrutinize the effect of celebrity personality on voters’ choice of political candidate at CCTU, Ghana. This was measured through the application standard multiple regression. Composite variable was formed for the dependent variable (Voters’ choice of political candidate) through data transformation process. The findings are depicted in Tables 8, 9 and 10.

Table 8: Model Summary^b

Model	R	R Square	Adjusted R Square	Durbin Watson
1	.610 ^a	.372	.364	1.631

a. Predictors: (Constants), celebrities with good character, celebrities who possess skills in politics, celebrities who have moral courage, celebrities who have knowledge in politics, good looking celebrities.

b. Dependent Variable: Voters' choice of political candidate

Source: Field Survey, (2019)

The study sought to survey the effect of celebrity personality on voters’ choice of political candidate. The findings in the model summary provide the information to that effect. It was exposed that there was statistically significant strong positive correlation the predictors and voters’ choice of political candidate ($R=.610^a$), with higher levels of the predictors being associated with higher levels of voters’ choice of political candidates. Concerning the predictive capacity of the model, it was revealed that the predictors accounted for 37.2% ($R^2=0.372$) positive variance in voters’ choice of political candidate. It therefore means political parties in Ghana together with their branches in CCTU, Ghana must use celebrity personality as part of the political campaign targeting university student in CCTU in particular and Ghana at large. The conditions surrounding the predictors should also be improved significantly so as to influence voters’ choice of political candidates through celebrity advertising.

Table 9: ANOVA^a

		Sum	of	Mean		
Model		Squares	Df	Squares	F	Sig.
1	Regression	141.103	5	28.221	46.586	.000 ^b
	Residual	238.674	394	.606		
	Total	379.777	399			

Source: Field Survey, (2019)

The findings relating to the justification of the reliability of the results depicted in the model summary (Table 8) are showed in Table 9. A close observation of the significant level of the model shows that the 37.2% variance in the voters’ choice of political candidate caused by changes in the

predictors was statistically significant ($p=0.000$; $p<0.05$). It can be established therefore that the 37.2% change in voters’ choice of political candidate was not due to chance but by scientific interaction among the predictors actually caused that positive change in voters’ choice of political candidate.

Table 10: Coefficient

Model	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	.880	.121		7.256	.000
CP1	.116	.040	.139	2.932	.004
CP2	.151	.042	.180	3.551	.000
CP3	.033	.041	.040	.804	.422
CP4	.153	.043	.184	3.539	.000
CP5	.219	.041	.273	5.354	.000

Source: Field Survey, (2019)

The study went extra to uncover the contributions of the predictors to the 37.2% positive variance in voters’ choice of political candidates. The findings are showed in Table 10. The findings regarding the contribution of the individual predictors to the 37.2% variance in voters ‘choice of political candidates showed that celebrity who has a good character (Beta=0.273; $P=0.000$; $p<0.05$), celebrity who has knowledge in politics (Beta=0.184; $P=0.000$; $p<0.05$), celebrity who is good looking (Beta=0.180; $P=0.000$; $p<0.05$) and celebrity who has a moral courage (Beta=0.139; $P=0.004$; $p<0.05$) all made statistically significant positive contribution to predicting the

37.2% positive variance in voters' choice of political candidates among the electorates at CCTU, Ghana, when the impact of other variables in the model were held constant for each of the variables when the contribution of each of the variables to the 37.2% change in voters' choice of political candidate. However, celebrity who possess skills in politics (Beta=0.040; P=0.422; $p < 0.05$) contributed positively but not statistically significant.

Again, a comparative analysis shows that celebrity personality is the strongest statistically significant predictor ($R^2=37.2\%$) of choice of political candidates in public universities in Ghana given cognizance to the overall model ($R^2=35.7\%$) as well as advertising model ($R^2=11.5\%$). It thus signifies political parties must thoroughly screen the personality traits of celebrities before they actually engage them in endorsement campaign strategies if they are to actually influence young voters in public universities in Ghana to vote for them during national elections. In a single model, it has been verified that marketable personality traits of celebrities in celebrity endorsement campaign are stronger predictor of choice of political candidates in national politics than celebrity advertising. Even the joint effect of celebrity advertising and celebrity personality could not influence young voters' choice of political candidates comparatively. This result is fully supported by some empirical studies (Ofori-Okeyere & Asamoah, 2015; Lunardo, Gergaud & Livat, 2015; Hoekman & Bosmans, 2010; Zipporah & Mberia, 2014).

On the individual predictor contribution analyses, it was discovered that celebrities who have morale courage, possess skills in politics, are knowledgeable in politics, have good character and are good looking have the capacity to strongly influence young voters' voting decisions during national

election. It is therefore recommended that political parties in Ghana must pay special attention to these personality traits when selecting celebrities for endorsement contract, especially for influencing university students' voting intentions during campaign periods. Managing the lifestyles of celebrities that are engaged in political endorsement contracts is a key to promoting favourable personality traits of celebrities (Von Sikorski, Knoll & Mattens, 2018; Roozen & Raedts, 2015; Zipporah & Mberia, 2014; Henneberg & Chen, 2008).

Objective 3: Joint Effect of Celebrity Advertising and Celebrity Personality on Voters' Choice of Political Candidates

The study examined the joint effect of celebrity advertising and celebrity personality (celebrity endorsement) on young voters' choice of political candidates. This was measured through the application of standard multiple regression. Composite variable was formed for the dependent variable (Voters' choice of political candidate) and the independent variables (celebrity advertising and celebrity personality) via data transformation process. The findings are presented in Tables 11, 12 and 13.

Table 11: Model Summary^b

Model	R	R Square	Adjusted R square	Durbin Watson
1	.597 ^a	.357	.354	1.622

Source: Field Survey, (2019)

A joint correlation between the predictors (Celebrity advertising and Celebrity personality) and the voters' choice of political candidate (dependent variable) was computed. It was revealed that there was a statistically

significant positive moderate correlation between celebrity advertising and celebrity personality on one hand and the voters' choice of political candidate ($R=.597^a$). Thus, it indicates that as the predictors (independent variable) increase, the more it impacts voters' choice of political candidate in the course of elections in Ghana. Inversely, it can be adduced that lower level of the predictors (Celebrity advertising and celebrity personality) is consociated with lower levels of voters' choice of political candidate. It must be remembered that this does not suggest causality in the relationship between endorsement (Celebrity advertising and celebrity personality) and voters' choice of political candidate in Ghana.

The R-square has been recognized as the most widely used effect size determinant in path models (Garson, 2016). According to Hock and Ringle (2006) there are some tentative cut-off points used in describing R-square as follows: Results above 0.67 (Substantial), 0.33 (Moderate) and 0.19 (Weak). Regarding the predictive capacity of the model, it was discovered that the jointly celebrity advertising and celebrity personality accounted for 35.7% positive variance in the young voters' choice of political candidate in Ghana ($R^2=0.357$). Thus, given all the other factors affecting young voters' choice of political candidate in Ghana, only celebrity advertising and celebrity personality accounted for a moderate positive change in young voters' choice of political candidate at said institution. It therefore means political parties in Ghana together with their branches in Ghana must continue their celebrity endorsement agenda at the institution because this actually influences young voters on their choice of political candidate.

Table 12: ANOVA^a

Model		Sum of Squares	Df	Mean Squares	F	Sig.
1	Regression	135.519	2	67.760	110.132	.000 ^b
	Residual	244.258	397	.615		
	Total	379.777	399			

a. Dependent Variable: Voters' choice of political candidate

b. Predictors: (Constant), celebrity advertising, celebrity personality

Source: Field Survey, (2019)

To certify as to whether the 35.7% variance in young voters’ choice of political candidate at CCTU, Ghana as accounted for by the variance in the predictors (Celebrity advertising, celebrity personality) was statistically significant or not, ANOVA report was generated alongside the model summary. It was affirmed that celebrity endorsement is a statistically significant positive predictor of young voters’ choice of political candidate in Ghana ($p=0.000$; $p<0.05$). Thus, users of the findings of this research can rely on the model to forecast changes in voters’ choice of political candidate given the same conditional changes in indicators that were used to measure celebrity endorsement (celebrity advertising and celebrity personality) in this because the claim is scientifically affirmed and not a mere due to chance.

The findings support some previous empirical studies that indicated that celebrity advertising actually influence choice of political candidates (Downs, 1957; Pan, 2012; Wood & Herbst, 2007; Henneberg & Chen, 2008; Dean & Croft, 2009; Nwanganga, Peter & Mirian, 2017; Jackson & Darrow,

2005; Yue & Cheung, 2000), especially celebrity personality (Mizuno & Okazawa, 2018; Karakas & Mitra, 2017; Chou, 2015; Brubaker, 2011; Veer et al., 2010; Wood & Herbst, 2007; Friedman & Friedman, 1979) and celebrity advertising (Kapoor, 2013; von Sikorski, 2017; Breslin, 2015; Dermody & Hanmer-Lloyd, 2011; Hati et al., 2017; Bergkvist & Zhou, 2016; Babu & Latha, 2014; Zipporah & Mberia, 2014; Khatri, 2006; Agrawal & Kamakura, 1995; Chou, 2015; Veer et al., 2010).

Table 13: Co-efficient

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.825	.141		5.864	.000
	Celebrity personality	.668	.053	.586	12.64	.000
	Celebrity advertising	.030	.064	.022	.466	.641

Source: Field Survey, (2019)

The results as presented in table 13 depicts that the contributions (in standard terms) of the predictors (celebrity advertising and celebrity personality) to causing the moderate positive change in young voters' choice of political candidates ($R^2=0.357$; $p=0.000$: $p<0.05$) in Ghana. It was revealed that celebrity personality was the highest significant positive predictor of young voters' choice of political candidate at Ghana (Beta=0.597: $p=0.000$:

$p < 0.05$) when the impacts of the other predictor in the model was statistically controlled for.

It thus means higher levels of celebrity personality cause a statistically significantly positive change in voters' choice of political candidate in Ghana. Celebrity advertising was however discovered to be a non-significant positive predictor of positive variance in voters' choice of political candidate (Beta=0.022: $p=0.641$: $p < 0.05$) when the effects of the remaining variable in the model was statistically controlled for. In this context, one cannot rely on celebrity advertising to positively influence young voters' choice of political candidate because its contribution may be due a chance and hence, it is not managerially and scientifically viable to rely on changes in this predictor to cause positive variance in voters' choice of political candidate.

Per the findings in the model, it is therefore advisable for political parties to employ celebrity endorsement as part of their mass communication strategies so as to attract and change people's voting choices for their political candidates in national elections in Ghana. Special emphasis should be placed on both celebrity advertising roles and personality of the endorsers that are employed in such political campaign strategy-celebrity endorsement.

This finding supports the calls by some previous empirical studies (von Sikorski, 2017; Breslin, 2015; Dermody & Hanmer-Lloyd, 2011; Mizuno & Okazawa, 2018; Karakas & Mitra, 2017) who collectively held that marketing logic in such communication strategy-celebrity endorsement strategy-usually applied in the context of political marketing where political parties use celebrities to market their political figures to their target electorates so as to promote their candidanship within political land scape. Drawing from the

Theory of Planned Behavior (1985), it can therefore be inferred that voting choice by young voters is influenced and driven by behavioral intentions that can be influenced by celebrity advertising strategy (Rosema, 2004; Ofori-Okyere & Asamoah, 2015).

The joint correlation between the predictors (celebrity advertising and celebrity personality) and the dependent variable (young voters' choice of political candidates) also showed a moderate and significant relationship. It is thus advisable for political parties in Ghana to utilize this communication targeting young voters' in Ghana, especially those in higher educational institutions. The co-efficient result also indicated that only celebrity personality made a statistically significant positive contribution to predicting the positive variance in young voters' choice of political candidates of national political parties during national electoral exercise.

This finding is primarily supported by the pillars of the Meaning Transfer Theory (McCracken, 1989; Gupta, 2008) which recommended that celebrities contain all-encompassing variety of meanings which are relating to demographic information, character and lifestyle types which separately but sometimes jointly affect consumer choice making processes (Mizuno & Okazawa, 2018; Karakas & Mitra, 2017; Von Sikorski, Knoll & Mattens; Zipporah & Mberia, 2014; Hoekman & Bosmans, 2010; Hinson & Tweneboah-Koduah, 2010; Aggarwal-Gupta & Dang, 2009; Stafford, Stafford, & Day, 2002

Chapter Summary

This research work sought to evaluate the effect of celebrity endorsement on young voters' choice of political candidates in Cape Coast Technical University, Cape Coast. This chapter delivered information relating to the findings as dictated by the nature of specific research objectives that guided the conduct of the study. It was discovered that at the individual modeling level, celebrity advertising accounts for weak positive statistically significant variance in young voters' choice of political candidates.

In the same fashion, it is evidentially clear that celebrity personality accounts for a statistically significant moderate but positive variance on young voters' choice of national political candidates in Ghana among young voters in public universities in Ghana. Also, in a holistic approach, it was discovered celebrity personality is a strong predictor of positive changes in young voters' choice of political candidates in national elections in Ghana than celebrity advertising although celebrity endorsement in general influences young voters' choice of political candidates in Ghana.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

The research was conducted to assess the effect of celebrity endorsement which embodies celebrity personality and celebrity advertising on choice of political candidates among young voters in Ghana, using Cape Coast Technical University as a target organization. This section provides information regarding the summary of the key findings, conclusions drawn on the respective study objectives as well as the recommendations offered founded on the findings of the study. Again, limitations of the study as well as suggestions for further studies were provided in that respect.

Summary of the Study

The first objective sought to evaluate the effect of celebrity advertising on young voters' choice of political candidates by targeting young voters in Cape Coast Technical University. Regarding the predictive capacity of the model, it was also found that the predictors (measures of celebrity advertising including better political recall at the point of voting, creation of faster awareness about the political candidate., creation of a longer lasting impact in the young voters' mind., better political candidate recognition at the point of voting, capturing young voters' attention easily) accounted for only 11.5% positive variance in young voters' choice of political candidate.

This predictive capacity of celebrity advertising to causing a positive but weak variance in voters' choice of political candidates was statistically significant. Regarding the contributions of the individual indicators of

celebrity advertising to the statistically positive weak variance in young voters' choice of political candidates, it was discovered that the capacity of celebrity advertising creating long lasting impact in the minds of young voters as well as influencing young voters to better recognize political candidates at voting points made some statistically significant positive contribution to that effect. The assertions that celebrity endorsed advertisements create faster awareness about the political candidate, influencing recalling of political candidates during national elections and celebrity endorsed advertisement captures young voters' attention easily, were positive predictors of young voters' choice of political candidates but not statistically significant.

The study went further sought to examine the effect of celebrity personality on young voters' choice of political candidate in Ghana by targeting young voters in Cape Coast Technical University. Concerning the predictive capacity of the model, it was revealed that the predictors (Measures of celebrity personality) accounted for 37.2% positive variance in young voters' choice of political candidate. This moderate positive variance in young voters' choice of national political candidates in Ghana was statistically significant.

Regarding the contributions of the individual indicators of celebrity personality to causing the statistically positive moderate variance in young voters' choice of political candidates, it was discovered that the celebrities who have good moral courage, celebrities who are good looking, celebrities who have good knowledge in politics and celebrities who have good character all contributed significantly and in positive ways in causing a positive variance in young voters' choice of political candidates in Cape Coast Technical

University. Celebrities who possess skills in politics, however, did influence young voters in their choice of political candidates but not significantly. It thus means majority of the celebrity personality features of political celebrity endorsers in Ghana contribute meaningfully to influencing university students' (young voters') decisions during national electoral campaign and voting exercises.

Regarding the predictive capacity of joint effect of celebrity advertising and celebrity personality (celebrity endorsement) on choice of political candidates in young voters in Ghana the study revealed that, jointly advertising and celebrity personality accounted for 35.7% positive but moderate variance in the young voters' choice of political candidate at Ghana. It was affirmed that celebrity endorsement is a statistically significant positive predictor of young voters' choice of political candidate at CCTU and Ghana at large. In a single model, it was released that only celebrity personality made a statistically significant positive contributions to predicting the moderate positive statistically significant variance in choice of political candidates among students in the institution. Although celebrity advertising made some positive contributions, such contributions were not statistically significant and could be attributed to chance.

Conclusions

It is therefore concluded that, at the individual modeling level, celebrity advertising accounts for weak positive statistically significant variance in young voters' choice of political candidates. This therefore means political parties and politicians in Ghana should blend their campaign strategy

with celebrity advertising and this can influence young voters to vote for them during national elections, particularly election 2020. In the same fashion, it is evidentially clear that celebrity personality accounts for a statistically significant moderate but positive variance on young voters' choice of national political candidates in Ghana among young voters in public universities in Ghana. Political marketers and for that matter political parties in Ghana must contract celebrities with desirable marketable personality to undertake celebrity adverts if they are to cause young voters to vote for their political candidates during national elections.

Again, it can be concluded that in a holistic approach, both celebrity advertising and celebrity personality accounted for a statistically significant positive variation in choice of political candidates among young voters in Ghana. Furthermore, celebrity personality is a strong predictor of positive changes in young voters' choice of political candidates in national elections in Ghana than celebrity advertising. Special attention must therefore be placed on celebrity personality in political endorsement contracts so as to produce desirable political marketing outcome of vining more votes among young voters in public universities in Ghana. Theoretically, it is acclaimed that celebrities carry images given their personality that reinforces the effect of advertising on voters' choice as advanced by the Transfer Theory.

Recommendations

On the strength of the results of this study, in the light of the specific objectives that directed main themes of the study, some recommendations are offered contextually to realize the full rigor and benefits of this study to

various stakeholders that could find this study useful. First of all, political parties in Ghana are encouraged to fully take advantage of celebrity endorsement as a campaign tactic in Ghana, especially when targeting young voters in public universities in Ghana. Thus, by using celebrity endorsement as the marketing tool to promote their political agenda and ambitions, political candidates would attract young voters to vote for them.

It is also recommended that special attention should be given to the personality characteristics of celebrities that are contracted to undertake political advocacies for national political parties in Ghana, especially those celebrity endorsements particularly tailored to young voters in Ghana. Per the findings, political parties and marketers are advised to constantly manage the personality of celebrities employed in political endorsement contracts because personality of celebrities carry some marketable images that are transferred to intended audiences in that respect. This goes to confirm the tenets of the Meaning Transfer Theory which emphasizes those celebrities possesses a variety of explanations which relates to demographic information, personality and lifestyle kinds which exclusively but from time to time cooperatively impact voters/consumers decision making processes. This also goes to underscore the assertion that a celebrity does not support one meaning but rather a plethora of different meanings.

To this effect, it is proposed that choice of celebrities in political endorsement contracts should be viewed critically from personality point of view and that political parties in Ghana are advised to select celebrities who have good moral courage, celebrities who are good looking, celebrities who possess skills in politics, celebrities who have good knowledge in politics and

celebrities who have good character for endorsement campaign if they are to really influence the voting decisions of young voters in public universities in Ghana favorably for their candidates. Again, practical but conscious efforts must be expended by celebrities and their agents alike to improve their personalities in Ghana. This will go a long way to promote their marketability in the political landscape of Ghana. It must be recognized that celebrity endorsement is associated with some risks, therefore, managing celebrities as brand ambassadors could actually help create marketable celebrity brands for political discourse in Ghana.

From the perspective of the roles of celebrity advertising, it is advised that celebrity endorsement communication strategies need to be designed in such a way that these contracts could easily articulate the significant functions considered in this study that actually made some statistically significant positive contributions to causing the weak positive significant change in young voters' choice of political candidates. Thus, for celebrity advertising to influence young voters' choice of political candidates, such advertising should be designed in such a way that it could improve the capacity of creating long lasting impact in the minds of young voters, influencing young voters to better recognize political candidates at voting points as well as influencing recalling of political candidates during national elections. Through these roles, national political parties in general and for that matter celebrities and political candidates can truly enjoy the marketing potential of celebrity endorsement through gaining political capital through causing voters to choose endorsed political brands.

Celebrity endorsement commands huge injection of capital to such political campaign strategy. It is therefore advisable to ensure accountability in investments in celebrity endorsement strategies. National political parties in Ghana and national candidates are therefore advised to conduct periodic studies to find out how engagement in celebrity endorsement in national politicking at the end actually influence voters' (target audience) choice of political candidates which is essentially the overall reason for this political campaign strategy. This is to ensure value for money in endorsement contracts.

Furthermore, national political parties must monitor the changes in conditions surrounding celebrity endorsement such as celebrity personality, celebrity advertising role, trends in national political campaign in general, content of celebrity advertising, timing of endorsements, cost of political advocacy through celebrity endorsement, dynamics of characteristics of voters, especially by age, generation, ideology, education and lifestyle. All these trends could be unearthed through periodic scientific research. Special research teams should be formed by political parties and these teams should be adequately resourced and charged with stretching terms of reference for this consultation service. Political parties and candidates could also rely on expert research firms for this exercise. Recommendations of such studies should be implemented.

For policy purpose, it is recommended that Ghana National Media Commission should regulate those who engage in celebrity advertising as well as the advertising content. Special attentions should be ethical and moral issues that are championed by celebrities that have the potential to cause

political chaos among the voting populace especially during national electoral campaigns by political parties in Ghana, particularly the NPP and NDC that are the major political parties in Ghana at as now. Appropriate sanctions should be meted out to parties that go contrary to the provisions of regulations of celebrity advertising in political marketing in Ghana.

Suggestion for Further Studies

First and foremost, supplementary studies should be conducted to assess whether demographic characteristics such as political affiliation status, sex, level of education and religious affiliation can moderate the effect of celebrity endorsement on choice of political candidates among young voters in Ghana. Secondly, this study could be extended to compare the effect of celebrity endorsement taking place in voting intentions among young and old voters in Ghana. Lastly, further studies should be undertaken to assess if frequency of exposure to celebrity endorsement could mediate the relationship between celebrity endorsement and young voters' choice of political candidates in Ghana.

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APPENDICES

Appendix A: Questionnaire

UNIVERSITY OF CAPE COAST

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND SUPPLY CHAIN

MANAGEMENT



Introduction

This study is being conducted to assess the effect of celebrity endorsement on young voters' choice of political candidates. This study is being conducted by Evans Ababio in partial fulfillment of his Master of Commerce Degree at the Marketing in Department of Marketing and Supply Chain Management, University of Cape Coast. Your candid opinion on these questions will make this study a success. The study is for academic purpose only. You are encouraged to kindly provide the information needed as much as you can. Thank you.

Instruction: Kindly tick (✓) where appropriate

SECTION A

Demographic Information

1. Gender: Male [] Female []
2. Age: 18 – 21 [] 22 – 25 [] 26 – 29 []
3. Education Qualification: HND [] B-Tech [] Diploma []

SECTION B

Effect of celebrity endorsement on young voters’ choice of political candidates

To what extent do you agree with the following statements?

Please select by ticking (✓) the appropriate number that indicate your agreement level, with 1 (Agree) 2 (Strongly Agree) 3 (Neutral) 4 (Disagree) 5 (Strongly Disagree)

No		1	2	3	4	5
CA1	Celebrity endorsed advertisements create faster awareness about the political candidate					
CA2	Celebrity endorsed advertisement captures young voters’ attention easily					
CA3	Celebrity endorsed advertisement creates a long-lasting impact in the young voters mind					
CA4	Young voters have a better political candidate recognition at the point of voting when celebrities are present in the advertisements					
CA5	Young voters have a better political candidate recall at the point of voting when celebrities are present in the					

	advertisements.					
CP1	I will vote for a political candidate who has been endorse by a celebrity who has moral courage.					
CP2	I will vote for a political candidate who is endorse by a celebrity who is good looking.					
CP3	I will vote for political candidates endorse by celebrity who possess skills in politics.					
CP4	I will vote for political candidate who is endorsed by a celebrity who has knowledge in politics.					
CP5	I will vote for political candidate who is endorsed by a celebrity who has a good character.					
VC1	I become angry with political candidates who are endorsed by celebrity					
VC2	I feel upset with political candidates who are endorsed by celebrities					
VC3	I turn not to favor political candidates endorsed by celebrities when am sad					
VC4	I get scared with political candidates who are endorsed by celebrities					

Thank you

Appendix B: Descriptive Statistics

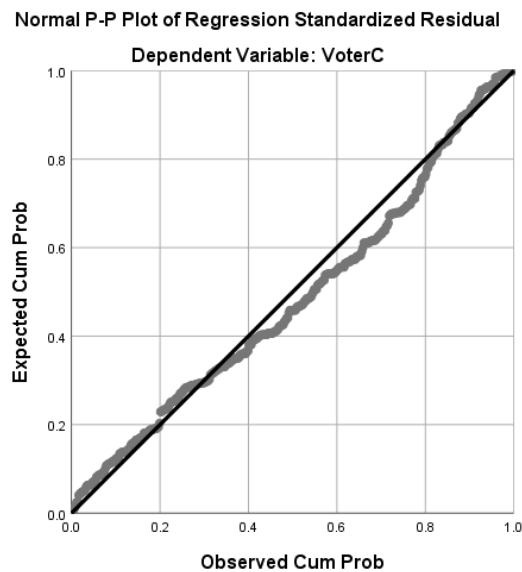
Statistics		
Voter C		
N	Valid	400
	Missing	0
Mean		2.5594
Std. Error of Mean		.04878
Median		2.5000
Std. Deviation		.97561
Variance		.952
Skewness		.545
Std. Error of Skewness		.122
Kurtosis		-.421
Std. Error of Kurtosis		.243
Range		4.00
Minimum		1.00
Maximum		5.00
Percentiles	25	1.7500
	50	2.5000
	75	3.1875

Descriptive Statistics

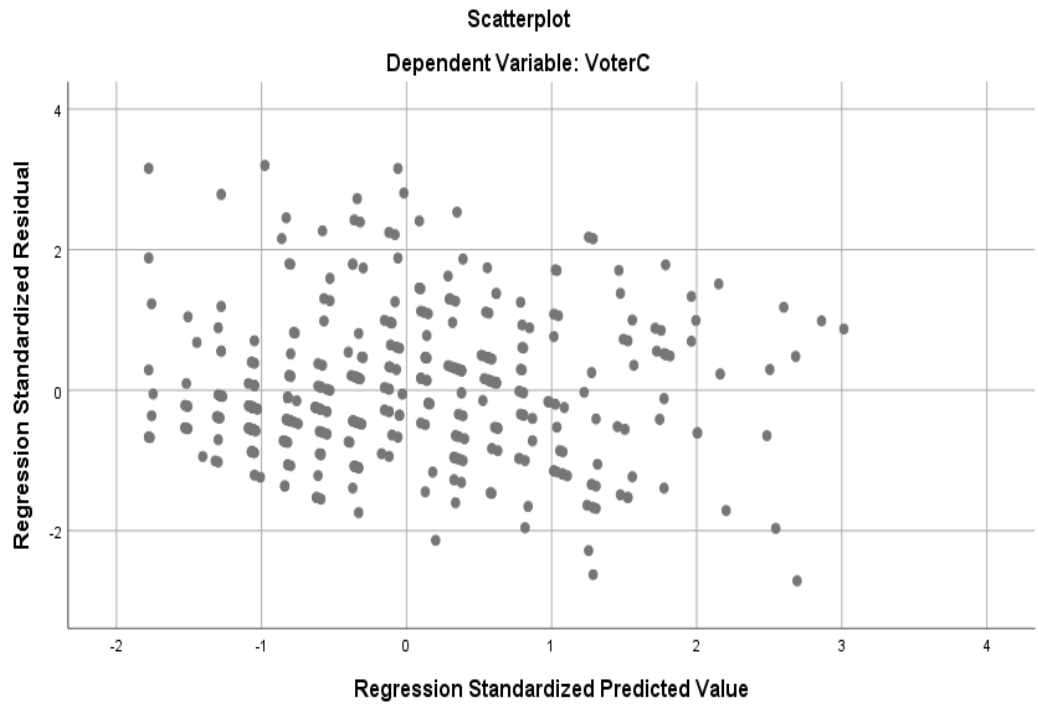
	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	Std. Error
Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Error
Respondents become angry with political candidates who are endorsed by celebrities	400	1.00	5.00	2.6200	1.16361	-.882	.243

Respondents feel upset with political candidates who are endorsed by celebrities	400	1.00	5.00	2.5250	1.24227	-.902	.243
Respondents turn not to favor political candidates endorsed by celebrities when they are sad.	400	1.00	5.00	2.5575	1.23511	-.707	.243
Respondents get scared with political candidates who are endorsed by celebrities	400	1.00	5.00	2.5350	1.30308	-.904	.243
Valid N (listwise)	400						

Appendix C: Normal Probability Plot



Appendix D: Scatter Plot



Appendix E: Psychometric Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.819
Bartlett's Test of Sphericity	Approx. Chi-Square
	1077.375
	Df
	45
	Sig.
	.000

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Tot al	Varian ce	Cumulati ve %	Tot al	Varian ce	Cumulati ve %	Tot al	Varian ce	Cumulati ve %
1	3.759	37.587	37.587	3.759	37.587	37.587	2.709	27.087	27.087
2	1.339	13.387	50.974	1.339	13.387	50.974	2.389	23.887	50.974
3	.971	9.713	60.687						
4	.809	8.089	68.776						
5	.767	7.669	76.445						
6	.592	5.918	82.363						
7	.533	5.330	87.693						
8	.460	4.601	92.294						
9	.391	3.907	96.202						
10	.380	3.798	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
Celebrity endorsed advertisements create faster awareness about the political candidate.	.712	
Celebrity endorsed advertisement captures young voters' attention easily.	.820	
Celebrity endorsed advertisement creates a longer lasting impact in the young voters mind.	.586	
Young voters have better political candidate recognition at the point of voting when celebrities are present in the advertisements.	.650	
Young voters have a better political recall at the point of voting when celebrities are present in the advertisements.	.456	
Respondents will vote for a political candidate who has been endorsed by a celebrity who has a moral courage.	.510	
Respondents will vote for a political candidate who is endorsed by a celebrity who is good looking.	.689	
Respondents will vote for political candidates endorse by celebrity who possess skills in politics.	.743	
Respondents will vote for political candidate who is endorsed by a celebrity who has knowledge in politics.	.749	

Respondents will vote for political candidate who is .758

endorsed by a celebrity who has a good character.

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

