MODERATING ROLE OF THE MEDIA IN CELEBRITY ENDORSEMENT AND PRODUCT ADOPTION

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ABSTRACT

This study aims to extend knowledge by linking celebrity endorsement to the adoption theory by examining the role of the media as a moderating factor. This adds value to the present knowledge of celebrity endorsement literature and further explains the media's role in the relationship. The research adopted a quantitative methodology approach. Questionnaires were used to collect the data. Having taken 500 responses from respondents, including 30 Business Executives and 470 consumers. Both stratified and simple random sampling methods were used to select the business executives and consumers, respectively. The study used a test moderation approach for the analysis of the data. The outcome of the study has proved that for an endorsement to be effective, it depends on the vibrancy of the media used that are mostly used by the targeted audience. The results suggest that if the right medium and the appropriate vehicles are used to convey messages, then the effectiveness of endorsement promo is ensured. The study found that Celebrity endorsement could be used to speed up the acceptance of products and services successfully through media moderation. This creates awareness in the communities, which comes through social learning from each other. It was revealed that media could alter and make consumers adjust their behavior towards accepting such endorsed brands, which would result in adoption. The multiplicity of the media has made the social system more cohesive and interactive and has accelerated the time taken for the spread of endorsed product information, which has improved adopters' access to information. Management should note that the media platform drives the circulation of product and service information because it creates community awareness. This adds value to the present knowledge of celebrity endorsement literature and further explains the media's role in the relationship. Celebrity endorsement and adoption models were applied to capture media influence on customers' behavior towards endorsed products and service acceptance.

KEYWORDS: media, moderating, factors, celebrity, endorsement, adoption

JEL CLASSIFICATION : D12, P36, P46

INTRODUCTION

Celebrity endorsement has been so successful and popular over the years yet the moderating factor facilitating the acceptance of endorsed brands is yet to be ascertained. Research has shown that the use of celebrities for endorsement in adverts has a positive impact on consumers' acceptability of endorsed brands. Thus, this study aims to find out whether the media's role has a direct or indirect relationship with the adoption of endorsed products and services. Trivedi and Ramzan (2020) have observed in their studies the moderating role of customer experience between celebrity endorsement, perceived food quality, and the dependent variable of brand love. Ahmad et al. (2020) reanalyzed and reconfirmed the relationships between celebrity endorsements and E-WOM on consumer purchasing intentions. Trivedi and Sama

(2020) propose that using influencers in promotional activities has an effect on consumers' brand acceptance and online purchase intentions, which is an emerging market trend. Singh and Banerjee (2021) emphasize celebrity credibility in enhancing brand equity and absolute customer relationships. Wei et al. (2021) emphasize celebrity influence on young people's behavior of adopting and using mobile payment. Though they have made all these claims without determining the real factors militating against the success rate on the market they failed to suggest a solution.

Luyi Qiu et al. (2021) revealed in their study that the three dimensions of consumer trust also play a positive moderating role in the relationship between celebrity effects and consumer engagement. That is, the celebrity effects have a positive and indirect influence on consumer engagement. Min Fang Wei et al. (2021) claim that the empirical results demonstrate the uniquely positive effect of social influence on the young generations' behavioral intention to adopt mobile payment. The findings in this research have important implications for the development of promotion programs motivating the young generation's adoption of mobile payment. Hassan et al. (2016) in their study confirm that religiosity partially regulates both the relationships between celebrities' credibility and their attitude toward advertisement and purchase behaviour and reveal that religiosity correlates negatively with celebrities' credibility and attitude toward advertisement. Tahir Islam et al. (2017) examine the controlling role of materialism between contextual factors and compulsive buying. The study highlights the importance of understanding young adults' materialistic attitudes and consumption decisions and provides key knowledge for researchers, policymakers, and managers of leading brands. Omayma AlFarraj et al. (2021), in their study, successfully validated the regulating impact of customer engagement between influencers' credibility dimensions and purchase intention, especially in the absence of studies that have addressed such a relationship. Ramendra et al. (2021) have examined the role of celebrity credibility in building brand equity and relationship continuity using brand credibility as a mediator. Phaik et al. (2019) examine the regulating effect of attitude toward brand credibility and attitude towards the brand in their study. The findings of this study demonstrate that endorser credibility and brand credibility have significant effects on attitudes toward brand and purchase intentions. Roberta De Cicco et al.'s (2020) study outcome indicates untangled controlling effects of ad recognition and sponsorship transparency between influencer–product congruence and the influencer-related outcome. Qiu, et al. (2021) conclude that celebrity endorsement can help effect consumer engagement.

Many attempts have been made to establish the moderating roles of variables that facilitate celebrity endorsements and adoption of products and services in the literature on consumer purchase intentions, but few scholars have attempted to explain the media's role in moderating celebrity endorsements and adoption. Celebrity endorsement success has been trumpeted a lot but the media's role as the moderating platform that drives these endorsement campaigns has not been given the necessary recognition in the literature. Despite a high number of Celebrity endorsement successes having been trumpeted a lot, the media's role as the moderating platform that drives these endorsement campaigns has not been given the necessary recognition in the literature. It is in this direction that the current researcher focuses on this paper to review the moderating role of the media, which has been used extensively to create awareness in the public space for consumer attention. By understanding this, marketers can develop more effective campaigns using the media as a platform to target their audiences. The article is structured as follows; literature review, methodology, empirical analysis and results, discussion, conclusion, and research implications.

1 LITERATURE REVIEW

1.1 Celebrity Endorsement

Immanuel Vinikas (2023) explained a celebrity as one who has an image that represents values and how this can be used to reach a large audience. According to (Ekakitie, Kifordu, & Nwaegbuni,(2022) a celebrity is a well-known public figure who is used to get the attention of consumers which companies hold with high esteem. These celebrities serve as brand ambassadors that companies hire to advertise their products and this approach has become a custom among firms Marques, et al., (2021). Aldajani and Daajani (2019) have claimed that an effective means through which firms can improve the visibility of their brands is through celebrities' endorsement. Similarly, Gupta, *et al.* (2020) asserted that, beyond improving sales volumes, celebrity endorsement improves brand image only if such celebrities create unique adverts. Another notable fact about hiring celebrities is that, the messages which they intend to communicate are easily grasped by the public. Fahlevi & Alharbi, (2021) have stated that the concept of celebrity endorsement has caught on well using technology through social media to advertise brands.

Celebrities, as defined by Adeyanju (2013), are people who enjoy public recognition and possess such attributes as attractiveness and trustworthiness. The importance of this assertion is that celebrities are people who have excelled in their respective fields of endeavor and therefore command respect, acceptance, popularity, and lots of followership in society. Celebrity endorsement according to McCracken (2018) is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in public or an advertisement. Earlier researchers have shown that celebrity endorsement in general influences consumers' attitudes toward an advertisement and brands, which increase their purchase intentions and, consequently, increase sales. Nanda and Khandelwal (2017) suggest that engaging a Celebrity endorser is a mutual phenomenon in the sense that it can be valuable for both the celebrity and the brand. Driessens (2016) iterates that both parties benefit from the endorsement packaging as they are all promoted to enhance their image. On the other hand, Bergkvist and Zhou, (2016) express that the tripartite attachment model, with its connections between the consumer, celebrity, and product, allows for the mutual transference of endorsers, consumers, and product traits. Ranganadh (2017) states that celebrity endorsement influences the consumer purchase decision which confirms this assertion of authorities in the field.

ElHedhli et al. (2021) asserted that Celebrity endorsement significantly impacts a company's bottom line and improves a brand's visibility, familiarity, and memory due to its relationship with credible sources. They trust that the celebrity's qualities might transfer onto their brand and thus produce favourable campaign results. Akram et al. (2017) claim that Celebrity endorsement is an extensively used approach in marketing and a useful way of pushing a product into congested markets, much research has been done on the selection and effect of celebrity endorsement. Hsu and McDonald (2022) also establish that endorsing a product with numerous celebrities may be useful for attracting many audiences to whom the manufactured goods are meant. Thus in this age of information, where consumers encounter various promotional messages widely, it is difficult for an advertisement to be effective. Celebrity endorsement is a strategy that many businesses use, hoping that it will help them overcome this problem of advertising effectiveness.

Hoekman and Bosmans (2020) restated that the proficiency of celebrities can be discovered in various endeavors.
Ranganadh (2017) emphasizes in today's marketing communications, one of the most popular advertising strategies used by companies is celebrity endorsement. It has become an integral part of almost every brand's promotional campaign and a big marketing trend. Both theory and practice have proven that the use of celebrities in advertising is a good way of attracting the attention of the public. However, not all

celebrity endorsements yield the preferred results, and importantly resources get squandered. Per their studies, the learning outcomes have been focused mainly on celebrating endorsement neglecting the moderating factor that has made the transference possible.

All these earlier studies overlooked the role played by the media which has been a channel through which endorsed messages (adverts) are carried to consumers via the various social media and traditional handles. Instead, they rather consider other factors that have made these endorsements possible without determining the real moderating factor that has aided it in achieving such success. This gap ought to be filled in the literature to enhance the celebrity endorsement debate. Thus this gap is being filled because of the non-existent moderating factor that must have prevailed which has enabled the achievement story of celebrity endorsement that has affected the speed of adoption of products and services.

1.2 Theoretical Foundations of the Study

In discussing the issues regarding the impact of celebrity endorsement on consumers' adoption of products and services, a great deal of effort is required to figure out and review appropriate theories that underpin the concept of celebrity endorsement and consumers' responsiveness to products and services' acceptability. This study is based on the framework of theories namely the adoption theory, and the social learning theory, which helps in shedding light on understanding how consumers form positive or negative opinions of celebrities endorsed brands affecting their acceptance. These theories are useful in this study because they will enable marketers to understand how celebrity endorsement affects consumers' behaviour and help them in making their purchase decisions. The theories are discussed in the next section.

1.3 The Adoption Theory

Adoption is the process by which an innovation is communicated through certain channels or media over time among the members of a social system. Adoption is the process of the market penetration of products and services, which is driven by social influences. Such influences include all of the interdependencies among consumers that affect various market players with or without their explicit knowledge. There are five adopter categories of the members of a social system based on their acceptance of products and services. Thus adoption is a special type of communication concerned with the spread of messages that are perceived to persuade consumers. Rogers (2005:2018) maintained that the theory of adoption is built on four pillars that have the potential to spread new ideas: communication channels, innovation, time, and social system. Adoption comes about through a combination of the need for individuals to reduce personal indecision when offered new data, the need for individuals to respond to their discernments of what specific credible others are thinking and doing, and to general felt social pressure to do as others have done (Englis & Phillips, 2013).

Thus if the potential adopter believes the innovation to be interesting and with potential for benefits from respected media sources of information and trusted opinion leaders, there is a likelihood of getting influenced and reacting to it in one way or another, (Sadiq, Egiri & Iheme, 2019). They reiterate that the audience acquires ideas, and knowledge from media advertisements endorsed by celebrities about a product in the market, thus making the message influential to the local audience. They then form opinions, and attitudes, either positive or negative towards the product or service.

1.4 Social Learning Theory and Celebrity Endorsement

Social learning theory, which is observational learning, posits that individuals learn by observing others' behaviour, attitudes, and outcomes of those behaviours (Bandura, 2018). The social learning theory added a social element, arguing that consumers can learn new information and behaviours by watching other people who have accepted the product and service endorsed by a celebrity. He noted that external environmental reinforcement was not the only factor to influence learning and behaviour but also intrinsic reinforcement such as pride, satisfaction, and a sense of accomplishment (Pangaribuan, 2020; Napitupulu, 2021). Stajkovic et al. (2018) have assumed that this theory assumes learning to be a social activity that is based on one's needs as a human being to fit in with others.

Social learning theory explains how the use of celebrity endorsement in advertisements influences audience consumption intentions because they watch, listen, observe, and want to consume what the celebrities endorse (Sadiq et al., 2019). Deri & Dadang (2022) Social learning theory identifies learning as a dynamic interaction between people, environment, and behavior. Engagement in a social context involves a dual process of making meaning. Sondang et al. (2022) believe that the theory affects consumers' behaviour as a result of financial restraints and group influences. Fry et al., (2018) claimed that knowledge influence and persuade consumers to make a decision either to accept or reject an alternative product or service. Thus the advanced social messages have a broader appeal which can potentially attract consumers' attention. Celebrity endorsements in adverts contain social messages which are constantly used for commercial purposes in disguise. These theories have shown their usefulness in forecasting and explanation of the diversity of human conduct in different situations. Social learning theory incorporates the idea of observed consequences when predicting conduct even though the adoption theory emphasizes only opinions about the product or service.

These theories are useful in this study because it is through the media that awareness is created which enables marketers to understand how celebrity endorsement influences consumer behaviour to help them in making their purchase decisions to adopt products and services. Thus the media aids throw more light on possible uses and benefits of product applications and their adoption for future purposes.

However, the current role played by the media networks in disseminating information has greatly been transformed by innovative technology through the availability of both traditional and social media platforms to communicate such products and services. Thus, the travel speed of information is faster now than before. That is not alone, the availability of various social media networks and the internet has aided this course. Moreover, the cost of acquiring these facilities has now become very moderate and in some communities, accessibility easy to enable countless people to have access to these media facilities. This has made social interactions among communities and societies quite easier to spread information, ideas, and innovation faster. Thus it has aided in the acceleration of the adoption of products and services on a global scale. This is a result of consumers learning from each other in society through observation from others.
Thus no matter the type of media used to broadcast celebrities' endorsement of new products on the market, it will still lead to a significant relationship between consumers' acceptance of the products when advertised and a particular medium used. The present study seeks to contribute to filling up this gap in the Celebrity endorsement literature in the context of the media as the moderating factor used to advertise these products for adoption in a developing country using the Ghanaian situation. The study, therefore, postulates that:

H1: The media as a moderating factor will significantly affect consumers' acceptance of endorsed products and services by a celebrity on the market.

2 CONCEPTUAL FRAMEWORK OF THE STUDY

As part of the introductory statement, this research work intends to establish celebrity influence in Ghana by linking celebrity endorsement to the adoption theory by examining the role of the media as a moderating factor. Thus, messages are carried out to the consuming public using the media which aids in throwing more light on possible uses and benefits of product applications and hence their acceptance. This shows the media's crucial role in carrying out messages to inform people in contemporary times. Thus the media serves as a platform facilitating the moderation of consumer adoption of products and services on the markets. Does this section leverage the conventional understanding of the theories of Adoption to raise and answer critical questions like to what extent does the media influence consumer behaviour in the market? To ascertain whether the moderating factor influences the adoption of products and services. What deductions can be made following the acceptance of products and services using the media as a moderating factor? All these questions are adequately answered through the application of the Social learning, Adoption, and Celebrity endorsement theory. Thus Social learning theory incorporates the idea of observed consequences when predicting conduct even though the adoption theory emphasizes only opinions about the product or service.

The researcher believes that as long the theory of adoption, Social learning theory, and Celebrity endorsement theory remain relevant in all social conditions which help in shedding light on understanding how consumers form positive or negative perspectives of products and services, it would therefore be prudent to refer to these theories in explaining the basis for the moderating role of the media in the consumer's behaviour as it has a critical role to play in their acceptance of products and services on the market. Hence it is very appropriate to use the theories of adoption, Social learning theory, and Celebrity endorsement theory in explaining because they form the foundation of the study.

Figure 1 **Conceptual Framework of the Study**
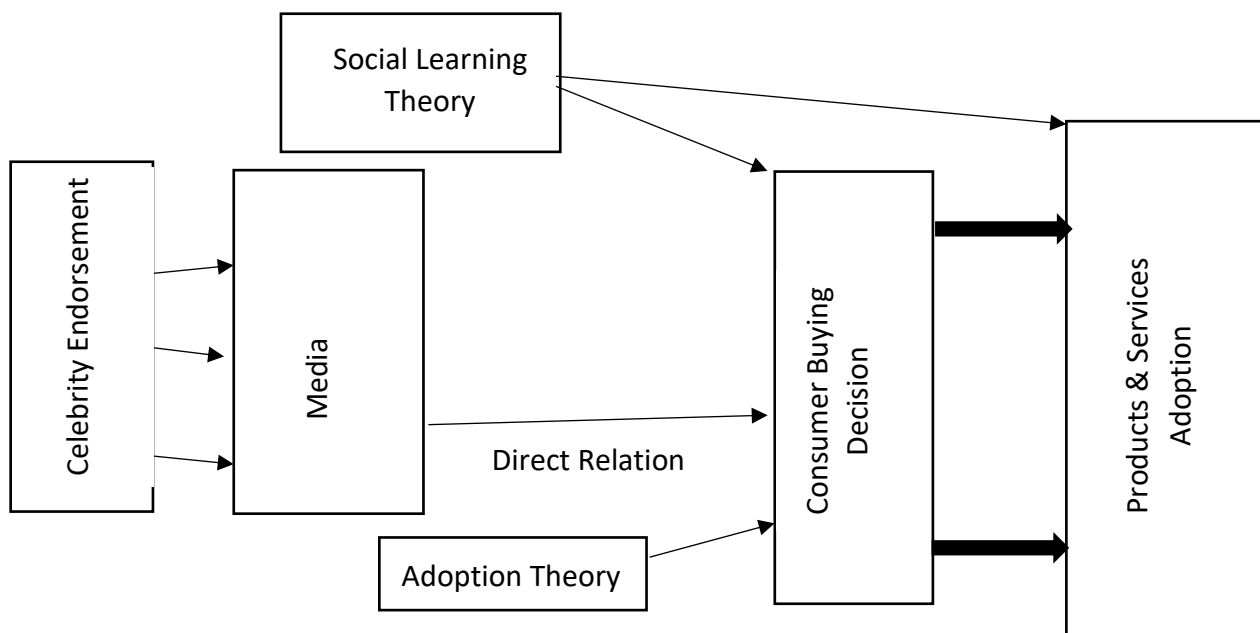
(*Source*: Authors Own)

Celebrity endorsement triggers adverts through the media and it significantly affects the endorsed brand's rate of acceptance and usage. Through media adverts, customers get to know of these endorsed brands for adoption. However, this alone does not warrant adoption (sales) but is equally affected by adoption theories and Social Learning theory, the affordability level of the consumer as well as the gender of the consumer. These factors have a direct or positive relationship to influencing the consumer to make a final decision to either buy the product or not. For a consumer to patronize a product or service to a larger extent will depend on the price charge and whether he/she can afford is an issue to contemplate. Lastly, the media moderates significantly to influence consumers' acceptance of endorsed products and services. All these affect consumer decisions to adopt a product or service, even though the media play a greater role in creating consumer awareness to make a final decision on adoption.

2.1 Research Design

This is exploratory research, which made it possible for the study to use both primary and secondary research methods to address the information needs of the study consumers. To have a better understanding of the study, primary data was needed because some of the variables used were different from those of the previous studies. Thus, a survey was appropriate to confirm the reliability of existing variables and to test the new variable that is being used for the first time (Metzker et al., 2021)**. The current employed the** Quantitative approach to execute the study's objective by using a structured questionnaire (Amoah et al., 2022). This was appropriate because certain information needed for the study was by nature numerical and could be handled better by quantitative research instruments. Structured questionnaires were used for the survey data collection. Respondents constitute both the private, public, and informal sectors as well as students. All 500 people were surveyed and selected using stratified and random sampling respectively from each of the sectors. This made it possible to sample the views of consumers from diverse backgrounds. The questionnaire was designed to obtain information on the demographic characteristics of respondents as well as media use by companies to advertise such endorsements to consumers. All 13 questions were asked, comprising these variables, respondents' profile, moderating role of the media, effects of media on endorsed product by celebrity, and effects of price on endorsed product by celebrity. The research questions were structured to contain both close-ended and open-ended questions. However, due to the nature of the study being more quantitative, more close-ended questions than open-ended questions were used in designing the questionnaire. In some sections of the questionnaire, however, a few Likert scale questions were incorporated to assess the views of the study's respondents. Again not only one demographic characteristic of respondents was considered, others like gender, age, educational level, income, and one's working status but for this paper.

3 FINDINGS AND DISCUSSION

3.1 Respondent's Profile
Gender, respondents' profiles who participated in the study using endorsed products by celebrities. Table 1 represents the findings of the profile of respondents.

Table 1 shows the gender of respondents. Column two shows the frequency results of the number of males against females, while column three shows the percentage of male respondents to female respondents. The frequency distribution table indicates that respondents were made up of 66% males as against 34% females.

Table1 **Gender of respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	330	66	66	66
	Female	170	34	34	100.0
	Total	500	100.0	100.0	

(*Source*: Authors Own)

The results of Table 1 show that 330 males and 170 females, respectively, constituted respondents for the survey. This implies that more male consumers patronize products and services as compared to their female counterparts. Similarly, the findings of the study represent more of the views of males than females.

3.2 Analysis and Discussion of Data on Moderated Variables

The tables below in this section show moderated variables, whether endorsed products by celebrity endorsers effectively predict (independent variable) individuals' choice to buy such products (dependent variable). In determining such, the study assumes the two variables - dependent and independent are moderated by gender, price of the product (affordability), and media influence on consumer adoption of products and services.

Table 2 **Model Summary of Effects of Gender on Endorsed Product by Celebrity**

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
412.2730	28.5183	3.0000	.0000	.0647	.0858	.1144

(*Source*: Authors Own)

Table 2 contains the effects of gender on an endorsed product by celebrities. Column two shows the two variables - dependent and independent which are moderated by gender and price of the product.

Table 2 above indicates that the overall model is significant (p-value = 0.0000). This implies that an endorsed product by a celebrity effectively predicts that an individual would buy such a product or service and gender influences such prediction. In effect, it implies that consumer adoption of a product or service is influenced by his or her gender concerning it. Sometimes a product or service preference is highly skewed towards a particular gender, which makes it preferable for the particular gender in question to adopt. For instance, some creams, fashion, shoes, and bags are designed geared toward a particular gender which makes their adoption more biased towards that gender. However, unless a product or service is designed unisex then it would be for both genders to use. But, one can digress by saying that irrespective of a product's skewness towards a particular gender one can easily buy for the other without minding the product design. So a product skewness to gender will not bother too much since each gender can buy for the other to use.

Table 3 **Regression Model for Effects of Gender on Endorsed Product by Celebrity**

Gender	coeff	se	Z	p	LLCI	ULCI
constant	5.9217	1.2976	4.5637	.0000	3.3786	8.4649
Effect	-1.7407	.3841	-4.5318	.0000	-2.4936	-.9879
Gender	-3.1001	.7500	-4.1332	.0000	-4.5702	-1.6301
Int_1	.8906	.2228	3.9977	.0001	.4540	1.3272

(*Source*: Authors Own)

Table 3 is a regression model which shows the effects of gender on endorsed products by celebrity endorsers. The Column shows the Int_1 which is the interaction factor between gender and the effectiveness of the media used to advertise the endorsed product by a celebrity.

Table 3 above shows the regression model for the variables. The Table shows that all the variables under consideration significantly affect the individual choice of buying the product. The most outstanding is the Int_1 which is the interaction factor between gender and the effectiveness of the media used to advertise the endorsed product by a celebrity. This is significant because, with the p-value of 0.0001, it indicates how gender is directly influenced when media moderates and endorses a product by a celebrity which predicts the choice of buying such a product. This implies that when an endorsed brand is being advertised on a particular program on either Television or Radio, on a column in a newspaper, on a website, in a magazine, or using a particular vehicle dedicated to carrying messages to a gender group, it can easily determine the gender choice of buying such a product. This is because the media will directly influence its audience type through exposure during that time. Much publicity will be created for the endorsed brand to the gender group that uses this particular media most of the time which indirectly will position the brand in that gender's mind.

Table 4 **Conditional Effects of the Focal Predictor at Values of the Moderator (Gender)**

Gender	Effect	se	Z	p	LLCI	ULCI
1.0000	-.8501	.1807	-4.7057	.0000	-1.2042	-.4960
2.0000	.0405	.1304	.3104	.7562	-.2150	.2960

(*Source*: Authors Own)

Table 4 shows the effects of the focal predictor at values of the moderator (Gender) as a variable that contributes or (moderate) significantly to the predictor variable. It indicates that the Male gender is the most significant (p-value of 0.0000) moderation factor in this prediction.

Table 4, gives the most influential factor (1 - Male and 2 - Female) among gender as a variable that contributes or (moderate) significantly to the predictor variable. Table 4 shows that the Male gender is the most significant (p-value of 0.0000) moderation factor in this prediction. The Female gender with a p-value of 0.7562 is not influencing (moderating) the predictor variable. This clearly shows that Men (Males) are mostly influenced to adopt a product or service when it is endorsed by a celebrity. This could be a result of most men having more disposable income than their women counterparts and the fact that most men use the media more often than females. This reflects the 2020 Ghana Population Census which claims that

more men than women have white-collar jobs and receive regular incomes than their female counterparts Ghana Population Census (2020) and therefore can spend more on goods and services.

Table 5 **Model Summary of Effect of Price on Endorsed Product by Celebrity**

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
369.5332	72.6163	3.0000	.0000	.1642	.2036	.2715

(*Source*: Authors Own)

Table 5 shows the effects of the model summary of the effect of price on the endorsed products by celebrities. It indicates that the overall model is significant (p-value = 0.0000) which implies that an endorsed product by a celebrity effectively predicts that an individual would buy such a product irrespective of the price of the product or service.

Table 5. Indicates that the overall model is significant (p-value = 0.0000). This implies that an endorsed product by a celebrity effectively predicts that an individual would buy such a product irrespective of the price of the product or service. This shows the appeal power of a celebrity and how it can pull its followers along to adopt the endorsed brand. This is because celebrity qualities of being credible, trustworthiness, and more so match up with the brand as well as with consumers. This is irrespective of other factors all things being equal like the product quality coupled with other seemingly challenges the consumer may go through.

Table 6 **Regression Model for Effect of Price on Endorsed Product by Celebrity**

Price	coeff	se	Z	p	LLCI	ULCI
constant	4.3010	1.5069	2.8541	.0043	1.3475	7.2545
Effect	-2.0594	.4479	-4.5984	.0000	-2.9372	-1.1816
Price	-2.1406	.8361	-2.5602	.0105	-3.7794	-.5018
Int_1	1.1586	.2558	4.5299	.0000	.6573	1.6598

(*Source*: Authors Own)

Table 6 shows the Regression Model for the Effect of Price on Endorsed Products by Celebrity. The Table shows that both variables under consideration significantly (p= 0.000 and p=0.0105) affect the individual choice of buying the product. The factor Int_1 which is the interaction between price and effectiveness of the endorsed product by a celebrity is significant with a p-value of 0.0000 indicating how price moderates an endorsed product.

Table 6 above shows the regression model for the variables that are the predictor and the moderated variables. The Table shows that both variables under consideration significantly (p= 0.000 and p=0.0105) affect the individual choice of buying the product. The factor Int_1 which is the interaction between price and effectiveness of the endorsed product by a celebrity is significant with a p-value of 0.0000 indicating how price moderates an endorsed product by a celebrity which predicts the choice of buying such product or adopting it. This implies that no matter how a customer may like to adopt an endorsed brand by a celebrity and no matter how he has been exposed to the product and positioning has been through the media, the price of the product will be a determining factor in whether he or she can afford it or not is the issues.

Table 7 **Conditional Effects of the Focal Predictor at Values of the Moderator (Price)**

Price	Effect	se	Z	p	LLCI	ULCI
1.0000	-.9008	.2123	-4.2440	.0000	-1.3169	-.4848
2.0000	.2577	.1427	1.8064	.0709	-.0219	.5374

(*Source*: Authors Own)

Table 7 shows the conditional effects of the focal predictor at the values of the moderator (Price). This shows that most respondents would buy the product irrespective of the price once it has been endorsed by their favorite celebrity. This is evidenced as 1.0000 which implies yes is significant with a p-value of 0.0000 meaning this factor moderates the predictor variable.

Table 7 gives the most influential factor (1.0000 - Yes and 2.0000 - No) on the response regarding whether individuals would buy the product irrespective of the price. Table 6 shows that most respondents would buy the product irrespective of the price once it has been endorsed by their favorite celebrity. This is evidenced as 1.0000 which implies yes is significant with a p-value of 0.0000 meaning this factor moderates the predictor variable. Meanwhile, 2.000 indicating No to price is not significant to this predictor variable. This implies that one's income or affordability level determines his/her adoption of an endorsed product or service.

Table 8 **Regression Model for Effect of Media on Endorsed Product by Celebrity**

Effect	coeff	se	Z	p	LLCI	ULCI
constant	2.5512	.8727	2.9234	.0035	.8408	4.2615
Effect	-1.0500	.2559	-4.1028	.0000	-1.5516	-.5484
Patro	-.8442	.3914	-2.1569	.0310	-1.6113	-.0771
Int_1	.3900	.1153	3.3817	.0007	.1639	.6160

(*Source*: Authors Own)

Table 8 shows the regression model for the effect of media on an endorsed product by celebrities. It indicates that both variables under consideration significantly (p= 0.000 and p=0.0310) affect the individual choice of buying the product. The interaction factor which is Int_1 between media and the effectiveness of the endorsed product by a celebrity is significant with a p-value of 0.0007 indicating how media influences the patronage of products and services

Table 8 shows the regression model for the variables that are the predictor and the moderated variables. Table 8 shows that both variables under consideration significantly (p= 0.000 and p=0.0310) affect the individual choice of buying the product. The interaction factor which is Int_1 between media and the effectiveness of the endorsed product by a celebrity is significant with a p-value of 0.0007 indicating how media influences the patronage of products and services endorsed by a celebrity. This factor proves the effectiveness of the media in carrying out advertising messages to the targeted audience. This means if the right medium and the appropriate vehicle (program) are used to convey messages to the targeted audience then the communication effectiveness of the endorsement promo is ensured. This, therefore, means that

for an endorsement deal to be effective it depends on the vibrancy of the media to carry such messages to consumers. These media could be the ones that are mostly used by the targeted audience.

Table 9 **Conditional effects of the Focal Predictor at values of the moderator (Media)**

Patro	Effect	se	Z	p	LLCI	ULCI
1.0000	-.6601	.1583	-4.1699	.0000	-.9703	-.3498
2.0000	-.2701	.1059	-2.5515	.0607	-.4776	-.0626
3.0000	.1198	.1548	.7742	.4388	-.1835	.4232

(*Source*: Authors Own)

Table 9 shows conditional effects of the focal predictor at values of the moderator (media) This is evident from table 9 that 1.0000 which implies that patronage increased by media influence is significant with a p-value of 0.0000. The rest of the factors are not significant as their p-values = 0.0607 and 0.4388 for decreased respectively.

In Table 9 the most influential factor (1.0000 – Increased, 2.0000 – decreased, and 3.0000 - constant) on the assessment of media influence on the patronage of a product endorsed by celebrities. It is evident from Table 9 that 1.0000 which implies that patronage increased by media influence is significant with a p-value of 0.0000. The rest of the factors are not significant as their p-values = 0.0607 and 0.4388 for decreased and constant terms respectively. This means in general, media influence the buying of products and services endorsed by celebrities. Thus in contemporary times, the media's role in the dissemination of information and communication is very powerful and fast and its availability and accessibility are present everywhere. This makes information on products and services dissemination quite easy for customers to be abreast with. So using the media as a platform to spread information on products and services and to persuade consumers becomes easier and overwhelming which affects adoption.

Table 10 **Model Summary of Effect of Media on Endorsed Product by Celebrity**

-2LL	ModelLL	df	p	McFadden	CoxSnell	Nagelkrk
410.7035	32.7982	3.0000	.0000	.0740	.0974	.1299

(*Source*: Authors Own)

Table 10 shows the model summary of the effect of media on an endorsed product by a celebrity which indicates that the overall model is significant (p-value = 0.0000).

Table 10 above indicates that the overall model is significant (p-value = 0.0000). This means that an endorsed product by a celebrity effectively predicts that an individual would purchase such a product or service based on media influences that moderate such a prediction. This means that the media's ability to moderate adverts for endorsed brands for consumers' adoption is quite great. This confirms the hypothesis that *H1: The media as a moderating factor will significantly impact consumers' acceptance of endorsed products and services by a celebrity on the market.* This generally means that the media influence the buying behaviour of consumers of products and services endorsed by celebrities.

4 DISCUSSION AND CONCLUSION

The current study explored the moderating role of media in the adoption of products and services after celebrity endorsement basing the discussion on the adoption theory and Social learning theory which all demonstrate how societies and communities interact and learn from each other. The media remains relevant in all social conditions which helps in shedding light on understanding how consumers form the positive or negative perspectives of products and services and infer. The study reveals that Celebrity endorsement could be used to speed up the acceptance of products and services successfully through media moderating, as it creates awareness in the communities which comes through social observation, and learning from each other. Consumers, therefore, could alter and adapt their behaviour to accept such endorsed products and services which results in consumer adoption.

Thus for adoption to attain such a feat it takes the media to serve as a platform to facilitate the achievement level of adoption of goods and services by spreading the news about them. Thus one should note that the moderating elements such as the media, gender, and prices are the facilitating factors that at least make the patronage of products and services very successful in the markets. This is because it is at this stage that drives the acceptance of products and services. The reason is they create awareness for the general public to know of such endorsed brands. These elements were recognized to be the enabling factors that improve the patronage of endorsed brands by celebrities which attest to the appeal power of celebs to consumers. That is the moderating factor that enhances and transforms the social system to be more cohesive, and interactive which shortens and fastens the time taken for the adoption of products and services. The multiple media and plurality of channels of communication in contemporary times have improved and have modified the rate of communication within, between, and among societies and communities in the world today. The study agrees with BC. Hassan et al. (2020) and Anwar et al. (2020) examined various moderating factors in their studies.

Thus the assessment of how often consumers encounter celebrities' endorsed advertisements in the media as the moderating factor of celebrity endorsement tends to expedite the degree of adoption of goods and services within the social network. With the aid of technology, the media has made information readily available and accessible which has transformed and improved social networking and integration resulting in fast acceptance and easy circulation of product information. This aids social learning to be fast. This finding is an indication that the use of celebrities in endorsing products is pervasive in Ghana currently, and the world over. Thus exhibits in the various media networks through which consumers frequently find celebrities endorsing products are used by corporate bodies to reach out to the various public.

This shows that moderating factors of celebrity endorsement have a robust consequence and effect on the distribution network of goods and services in societies. The media function as a stage that drives celebrity endorsement and this has been used extensively to generate the necessary publicity for products and services to circulate information to the General Public. Celebrity endorsement influence is very popular and has achieved much fame because of the role played by media moderating elements that have expedited the success rate of adoption and circulation of goods and services all over our markets. This proves that moderating factors such as the media, price, and gender enable the frequency of circulation of goods and services amid the communal linkage. Therefore, this survey accepts the fact that the type of broadcasting medium used to advertise celebrities' endorsement of products has a significant relationship with consumers' adoption.

The media hold the key to the acceleration of the acceptance and circulation of endorsed brands. It is thus appropriate to say that there is a significant influence of moderating factors of celebrity endorsement facilitating the speed of distribution of goods and services in the societal system which proves and makes the assertion true that celebrity endorsement could not have been successful had it not been the media. These moderating variables ordinarily affect the strength of the relationship between Celebrity endorsements and the adoption to be either a direct or indirect linkage.

CONCLUSION

Celebrity endorsement has been successful because of the dynamics of the media that have enabled the attainment speed of influencing the adoption and flow of goods and services information all over the markets. The moderating element works as a stage that motivates celebrity endorsement and creates publicity to stimulate demand for products and services and in addition create the necessary cognizance for the General Public. Through adverts in the media, awareness is created in society, and through observation and social learning products and services information is propagated to consumers, who eventually adopt it. Thus a company in a state promoting its product or service must critically consider the media before going public. Both marketing and communication efforts should be well-coordinated and integrated as well to achieve synergy. Corporate organizations must know that it is the media that drives product and service adoption to a successful marketing campaign and also influences consumer adoption.

IMPLICATIONS

Theoretically, one could say that Roger's (2005) assertion that the theory of adoption is built on four pillars which are: communication channels, innovation, time, and social system has all been influenced and compromised when media is used to moderate these factors in contemporary times. Thus the media now provides a multiplicity of communication channels including social media, Television, Radio, and the internet which provide lots of information that has the potential to spread within the shortest possible time and its accessibility and availability are ubiquitous. So the timeframe proposed by Rogers (2018) has been greatly affected because the social system is now more connected, interactive, and mostly networked to enhance communication among, between, and within social systems. All of these influence consumers to behave atypically towards endorsed products and services and thus make adoption easier. Adoption comes about through a combination of the need for individuals to minimize personal indecision when offered new data, the need for individuals to respond to their discernments of what specific credible others are thinking and doing, and to general felt social pressure to do as others have done (Englis & Phillips, 2013).

Companies or organizations need to understand and consider to a larger extent the external and internal environment in which they operate. That is the media have enhanced the social system to be more cohesive, and interactive and have shortened and fastened the time taken for the spread of endorsed product information. Moreover, there are now multiple channels of communication that have to improve and modify the rate of communication flow. All these factors have improved adopters' access to information and marketing of products and services as it reduces consumer search risk and perception barriers. So in effect, the media moderating role has enhanced celebrity endorsement to speed up the adoption process and make adopters adopt earlier than has been previously anticipated.

The study has proven that Celebrity endorsement could be used to influence consumer acceptance of products and services successfully by using the media to reach out to consumers on the market through advertising. It has taken these moderating factor that facilitates the success rate of adoption of products and services throughout societies, communities, and markets all over the world. Thus management should note that the media as the facilitating factor makes the usage of endorsed brands to spread information very successful in societies. Though the media is very expensive its platform drives the circulation of products and services information because they create awareness for both existing and potential customers.

LIMITATIONS AND FUTURE RESEARCH

Only 500 consumers were selected for carrying out this research which is restricted to Ghana but did not cover the whole country. An aspect of the celebrity variable, the endorsement was considered as the media's role in advertising it. Using a quantitative approach only to gather data from consumers is a limitation. The author is researching celebrity endorsement's impact on political parties in Ghana.

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