Do Artefacts and Values of a Celebrity Enhance Purchase Intentions?

Rexford Owusu Okyireh
School of Business – Department of Marketing, Procurement and Supply Chain Management
University of Education, Winneba, Ghana

Abstract. The study focuses on artefacts and values of celebrities in influencing the consumer purchase intentions. Though much is not known in this area, it enhances the discussion on the best way to increase appeal and to ensure return on investments for firms who hire the celebrities. Respondents were conveniently selected and SEM was used to carry out the analysis. The study concludes that artefacts and values have significant influence on the purchase intentions of consumers. Implications for theory and practice are discussed.
Keywords: artefacts, values, celebrity endorsement, consumer purchase intentions

Introduction

There is a wealth of knowledge on celebrity endorsements in the marketing literature though it is beset with varied issues. The study of this phenomenon has largely focused on the characteristics or antecedents that predicts celebrities and, some scholars have even investigated its impact on consumer buyer behavior. Though this lays the foundation for studies to be built on, there are other aspects that needs attention as well. It is not uncommon to see a celebrity without appropriate clothes subject to the norms of that society and in fact, nudity in advertising is a growing trend (Veloso et al., 2021). McCracken (1989) has made it clear that, celebrity endorsements are enhanced with cultural perspectives and several other studies (Daher, 2016; Meng & Berger, 2019; Vafakhah et al., 2018) also supports this view. The apparel and artefacts seen on celebrities are iconic and therefore, efforts are needed in the selection process in order to have the right impact or influence. Though much is not known, the symbols and ornaments seen on the celebrity can help get consumers to believe and even like the celebrity the more. Existing literature have argued that culture is vital but have failed to disclose its dimensions which is important to helping understand the level of influence on consumers. Consumer behavior is pivotal in understanding patterns which helps to predict tastes and preferences of targeted cohorts within a market. Consumer purchase intention is "the likelihood that an individual will purchase a particular product based on the interaction between customer needs, attitude and perception towards the product or brand" (Beneke et al., 2016). Primarily, purchase intention can also be seen as the interest consumers have relative to a product or perhaps the willingness to buy a product (Kamalul Ariffin et al., 2018; Lee et al., 2017).

To this end, the intention of a customer to patronize a product is influenced by myriad of factors which culture is included. Consequently, Schein's model of organizational culture is used to explain and underpin the phenomenon thus artefact, values and underlying assumptions. According to Schein (1985) every organization has a certain type of culture and categorizes it into what is seen thus artefacts to what is felt, values and beliefs. McCracken (1989) firmly believes that, the meaning transfer model starts with the endorser and hence, the success or failure of an endorsed brand depends largely on the first quadrant thus the individual. Subsequently, little is seen on artefacts and values used to explain cultural perspective on celebrity endorsement studies and the study contributes and extend knowledge in that regard.

Theoretical Foundation and Research Perspectives

Culture is derived from the Latin word 'cultura' and 'cultus' and it connotes care, adornments and worship (Kahler, 1961). Culture is believed to be a way people live with norms

and values (Bennett, 2015; McGann, 2005), and it has been part of celebrity endorsements as a strategy in the marketing literature (Khan, 2018; Um, 2013). Again, many authors (Aaker & Sengupta, 2000; Lee, 2019) have defined culture in varied ways but the key words are usually centered on symbols, ideas, norms, belief, customs, morals etc. Furthermore, the issues that has accounted for cultural dimensions in celebrity research have mostly concentrated on cultural orientations on either consumers or the celebrity. Again, Hofstede's individualism/collectivism dimensions have been greatly used in the celebrity and consumer behaviour studies (Baniya, 2017; Biswas, Hussain & O'Donnell, 2009; Erdogan, 1999; Jafar, Adidam, & Prasad, 2011; Park, 2019; Praet, Pelsmacker, & Dens, 2009). However, there are other forms of cultural dimensions that have received little attention which ought to be addressed. In furtherance to this, culture is examined on either an individual, group or organization hence three items are cognizant; observable artefacts (language, dress codes, gestures) values and basic underlying assumptions. These three dimensions propounded by Schein (1990) has been used largely on groups and organizational levels (Guldenmund, 2000; Hogan & Coote, 2014; Mamatha, & Geetanjali, 2020) with scanty contribution to the individual level. It is worthy of attention that, an individual exists within a group, and the group also exist within an organisation and hence the society. Therefore, culture is both individual and social constructs that exist on personal and global stage. Individual differences in culture are manifested in people thus the degree to which attitudes, beliefs and values influences them. It is therefore imperative to throw light on the individual level to ascertain the full dimension of Schein's model in order to tackle what is seen to the least visible elements of culture.

Three Levels of Schein's Cultural Dimensions

Artefacts

The term describes things that are visible or easily identified with the celebrity that often signals certain attributes to the target audience. These artefacts include language, dress code, gestures and even the tone of voice that is often associated to a celebrity (Schein, 1985). Artifacts are seen from organizational outlook to include all the phenomena that one sees, feels or even tangibles (clothing and symbols) that define a group (Gagliardi, 2017). These tangibles can be viewed also from the individual perspective like a celebrity who use gestures, language, etc. to communicate in the endorsement process. These items that Schein (1985) describes as artifacts are the very essence of influence when consumers are making a decision to buy as extant literature have observed. Some studies have concluded that artifacts within a group or organization have a bearing on the overall performance and positioning of a firm and further argue that, artifacts give better behaviourial outcome to the source (Khalid, Bibi & Akhtar, 2020).

Values

Values are the social principle and standards held within a culture to have intrinsic worth. It essentially orates what members or individuals care about such as tradition, wealth or loyalty. Values are used as standards for judging what is right or wrong within a group or society and therefore, celebrities and consumers also have shared values in that regard. Schein (1985) is of the view that values specifies what is important to members within a particular cultural setup and also predicts the kind of behaviour to be expected as well. In addition, the model maintains that, new members are hired on the basis of shared beliefs and values and by extension, firms hire celebrities with high congruence to the brand. It can also be inferred that; consumers are likely to make purchases when they share the same beliefs and values with a celebrity as well as those with high values. It is important to note that, values don't work in isolation, but rather, artifacts reinforce the accepted patterns within a society and that is what credence to value.

Underlying Assumptions

Assumptions are the preconditioned state of mind about culture and how it is related in a cultural setting (Schein, 1985). It also represents members or groups view of reality and the level of influence. In addition, it also represents an unconscious level of culture which the underlying values have over a period of time (Lim, 1995). Schein (1985) believe that, underlying assumptions are purely unconscious and subjective but however take cognizance from the value and artefacts. This means that underlying assumptions are become active when values are accepted within a particular culture.

H1: Artefacts will have a significant positive influence on consumer purchase intentions.
H2: The total value measure will have a significant positive influence on consumer purchase intentions.

Methodology

A sample of 552 respondents were conveniently used for the study at Ga-East Municipality in the Greater Accra Region. Ethical considerations were duly observed with the following psychometric properties. The artefacts items were selected from a communication scale developed by Barkman and Matchmes (2002) and the internal consistency was 0.79. The value measure was developed by the researcher with six items on the scale. The Cronbach alpha was 0.80 which is acceptable for consistency of the scale.

The results in Table 1 shows the values of the composite reliability, Cronbach's alpha, average variance extract and factor loadings. As suggested by Hair et al. 2011 and Henseler et al. 2015 composite reliability values between 0.70 and 0.95 in exploratory research are considered satisfactory. Hence, the results from Table 1 shows that the CR values are satisfied since they fall between 0.70 and 0.95. Also, the individual item's factor loadings exceed the acceptable threshold of 0.4 as suggested by Nunnally (1978). In addition, the results from Table 1 shows that the values of the Cronbach's alpha exceeded the minimum threshold of 0.6 as suggested by Hair et al. (2011). Finally, the values of the AVE show that it near or above 0.5 as recommended by Henseler et al. (2015)

Table 1. Confirmatory factor analysis

Construct	Composite Reliability (CR)	Cronbach's Alpha (CA)	Average Variance Extract (AVE)	Factor Loading
Artefact				
ART1				0.611
ART2				0713
ART3	0.803	0.695	0.450	0.656
ART4				0.643
ART5				0.723
Total Value of Measure				
TVM1				0.694
TVM2				0.700
TVM3	0.857	0.801	0.500	0.643
TVM4				0.731
TVM5				0.723
TVM6				0.746
Purchase Intention				
PIN1				0.741
PIN2				0.779

PIN3	0.917	0.891	0.650	0.842
PIN4				0.795
PIN5				0.890
PIN6				0.781

The results in Table 2 shows the estimated values of the Fornell–Larcker Criterion and Heterotrait–Monotrait Ratio (HTMT) criterion for discriminant validity. As suggested by Fornell and Larcker (1981), the square root of average variance extract should exceed the correlation among the study construct. A critical look at Table 2 reveals that Fornell–Larcker criterion was satisfied. Also, a look at Table reveal that the values of the HTMT ratio are below the suggested threshold of 0.85 (Afum et al., 2020; Benitez et al., 2020).

Table 2. Discriminant validity

Construct	Artefact	Purchase Intention	Value
Fornell and Larcker Criterion for Discriminant Validity			
Artefact	*0.671*		
Purchase Intention	0.397	*0.806*	
Value	0.515	0.500	*0.707*
The Heterotrait–Monotrait Ratio (HTMT) Criterion for Discriminant Validity			
Artefact			
Purchase Intention	0.500		
Value	0.707	0.573	

The results in Table 3 shows the relationship established among the study construct using the Pearson's product moment correlation analysis. As shown in the Table, the results revealed that total value of measure is significant and positively correlated with purchase intention ($r = .488$, $p < 0.01$). Correspondingly, the results also revealed that there exist a significant and positive relationship between artefact and purchase intention ($r = .392$, $p < 0.01$).

**Table 3. Correlational analysis matrix of study construct**

	Construct	Mean	SD	1	2	3
1	Total Value of Measure	2.2156	.87233	-		
2	Purchase Intention	2.6407	1.04005	.488**	-	
3	Artefact	2.0022	.79004	.526**	.392**	-

Note: **. Correlation is significant at the 0.01 level (2-tailed).

The results in Table 4 reveals the estimated path relationship of the study construct. The results show that the path from artefact to purchase intention was positive and significant, thus ($\beta = 0.189$, t-statistic $= 4.379$, $p < 0.001$). Hence, *H1* is supported. Similarly, the path from total measure of value to purchase intention was also found to be positive and significant, thus ($\beta = 0.402$, t-statistic $= 8.994$, $p < 0.001$). Hence, *H2* is supported.

Table 4. Results of structural path relationship

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
ART → PIN	0.189	0.198	0.043	4.379	0.000	Supported
TVM → PIN	0.402	0.402	0.045	8.994	0.000	Supported
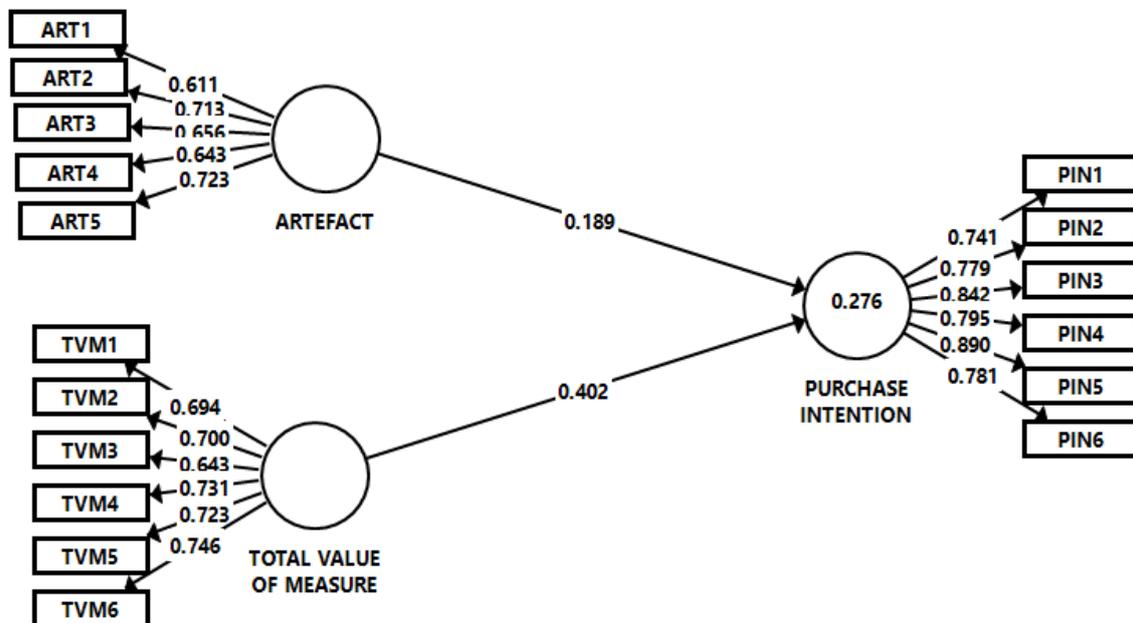
Figure 1. Results of structural equation model

Discussion of Results

The outcome of the analysis is very novel in predicting consumer purchase intention. First and foremost, it is explicitly clear that, artefacts of the celebrity have an influence and this is largely what is seen on the celebrity or what can be observed. Again, it is imperative to understand that, culture inclinations of celebrities are important as the endorsements itself and therefore, the issues of symbols, ornaments, style, body gestures and tone of voice must be brought to the fore burner. This will further throw more light on the phenomenon and unearth any hidden issues. Additionally, consumers are able to replicate the similarities that exist with celebrities and hence, it can be said that, artefacts play an important role in the endorsement process as suggested by Dwyerand and Mulligan (2020). In addition, culture can be viewed in diverse ways, for example, adinkra symbols is suggestive that the endorser is a Ghanaian, and, within that too, there are other fragments of symbols that can be attributed to certain ethnic groups as well. Artefacts that are worn by celebrities on daily basis are not unnoticed by their followers and due to this, celebrities have numerous avenues of making money as these ornaments can be used to increase revenue.

Celebrities cultural value is also refreshing to have an impact on consumer purchase intentions. The values are the cultural beliefs celebrities cherish or hold on to and from the study, it also influences consumers positively. It must be noted that the construct value is not the net worth of the celebrity but the cultural alignment that is unique to the study setting which may vary from other locations. It is also important to note that, consumers want to see a celebrity with unique sets of cultural values which enhances product appeal and also serve as a differentiation strategy.

Contribution to Knowledge

The study is unique to the extant body of knowledge in varied ways; the first is the application of artefacts as a construct in the celebrity endorsement studies is unmatched and though few studies are found, the current study seeks to extends the debate on artefacts and celebrity endorsements studies. Furthermore, artefacts that bear deeper meaning culturally are largely appreciated consumers who share similar inclinations and further strengthens the endorsement process. Secondly, a cursory look at value in celebrity endorsement studies have attributed it to net worth other than beliefs espoused by the celebrity which makes the current study unique. This seeks to also open up a debate on the cultural characteristics which can impact greatly in the endorsement process. Thirdly, the use of organizational cultural theory by Schein (1985) in explaining the Meaning Transfer Model by McCracken (1989) is also rare and thus opens further discussions on other possible way of reviewing the endorsement process as well.

Summary and Conclusion

The findings of the study are enlightening for agencies and firms within the marketing space to relook at endorsements as it can derail the fortunes of strong brands. Consequently, celebrities ought to define their cultural space very well and be proud of what they stand for culturally. These are the building blocks of strong personality for endorsing strong brands. In addition, artefacts and values are inseparable in the endorsement process and hence, efforts must be made to include them in the selection process of celebrities because, it has proven to influence the decision making of consumers. Though research is not adequate in this area, the study has triggered the debate of further improving the current phenomenon either by different geographical setting, increase in sample size or preferably a qualitative study to unearth any hidden issues thereof.

References

Aaker, J. L., & Sengupta, J. (2000). Additivity versus attenuation: The role of culture in the resolution of information incongruity. *Journal of Consumer Psychology*, *9*(2), 67-82.

Afum, E., Agyabeng-Mensah, Y., & Owusu, J. A. (2020). Translating Environmental Management Practices into Improved Environmental Performance via Green Organizational Culture: Insight from Ghanaian Manufacturing SMEs. *Journal of Supply Chain Management Systems*, *9*(1).

Ariffin, S. K., Mohan, T., & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing,* *12*(3), 309-327.

Baniya, R. (2017). Components of celebrity endorsement affecting brand loyalty of Nepali customers. *Journal of Business and Management Research*, *2*(1-2), 52-65.

Barkman, S., & Machtmes, K. (2002). Communication evaluation scale.

Beneke, J., de Sousa, S., Mbuyu, M., & Wickham, B. (2016). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *The international review of retail, distribution and consumer research*, *26*(2), 171-201.

Benitez, J., Henseler, J., Castillo, A., & Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information & Management*, *57*(2), 103-168.

Bennett, T. (2015). Cultural studies and the culture concept. *Cultural studies*, *29*(4), 546-568.

Biswas, S., Hussain, M., & O'Donnell, K. (2009). Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. *Journal of global marketing*, *22*(2), 121-137.

Daher, N. (2016). The Relationships between organizational culture and organizational Innovation. *International Journal of Business & Public Administration*, *13*(2), 1-15.

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, *15*(4), 291-314.

Gagliardi, P. (2017). Artifacts as pathways and remains of organizational life. In *Symbols and artifacts* (pp. 3-38). Routledge.

Guldenmund, F. W. (2000). The nature of safety culture: a review of theory and research. *Safety science*, *34*(1-3), 215-257.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, *19*(2), 139-152.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, *43*(1), 115-135.

Hogan, S. J., & Coote, L. V. (2014). Organizational culture, innovation, and performance: A test of Schein's model. *Journal of business research*, *67*(8), 1609-1621.

Jafar, A., Adidam, P. T., & Prasad, M. V. R. (2011). Celebrity endorsements vis-a-vis brand equity of high fashion products: A cross-cultural perspective. *Innovative Marketing*, *7*(4), 72-80.

Kahler, E. (1961). Culture and evolution. *Centennial Review, 5*(3), 239-259.

Khalid, A., Bibi, B., & Akhtar, C. S. (2020). Role of leaders in the development and maintenance of organisational culture through artefacts. *Middle East Journal of Management*, *7*(2), 132-149.

Khan, M. M. (2018). The effect of celebrity endorsement on consumer purchase intention–evidence from q mobile linq advertisement. *Pakistan Business Review*, *19*(4), 1065-1082.

Lee, H. (2019). *Contemporary Korean cinema: Identity, culture and politics*. Manchester University Press.

Lee, W. I., Cheng, S. Y., & Shih, Y. T. (2017). Effects among product attributes, involvement, word-of-mouth, and purchase intention in online shopping. *Asia Pacific Management Review*, *22*(4), 223-229.

Lim, B. (1995). Examining the organizational culture and organizational performance link. *Leadership & Organization Development Journal, 16*(5) 16-21.

Mamatha, S. V., & Geetanjali, P. (2020). Founder Leaders and Organization Culture: A Comparative Study on Indian and American Founder Leaders Based on Schein's Model of Organizational Culture. *IIM Kozhikode Society & Management Review*, *9*(1), 23-33.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, *16*(3), 310-321.

McGann, J. (2005). Culture and technology: the way we live now, what is to be done?. *Interdisciplinary science reviews*, *30*(2), 179-189.

Meng, J., & Berger, B. K. (2019). The impact of organizational culture and leadership performance on PR professionals' job satisfaction: Testing the joint mediating effects of engagement and trust. *Public Relations Review*, *45*(1), 64-75.

Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York.

Park, S. (2019). We love or hate when celebrities speak up about climate change: receptivity to celebrity involvement in environmental campaigns. *Journal of Contemporary Eastern Asia*, *18*(1), 175-188.

Praet, C., Pelsmacker, P., & Dens, N. (2009). National wealth or national culture? A multi-country study of the factors underlying the use of celebrity endorsement in television

advertising. *Advertising research: message, medium, and context. Antwerpen: Garant*, 383-392.

Schein, E. H. (1985). Defining organizational culture. *Classics of organization theory*, *3*(1), 490-502.

Schein, E. H. (1990). Organizational culture. *American Psychologist, 45*(2), 109-119.

Um, N. H. (2013). The role of culture in creative execution in celebrity endorsement: the cross-cultural study. *Journal of Global Marketing*, *26*(3), 155-172.

Vafakhah, S., Yar Ahmadi, M., & Tamjid Yamche Loo, A. R. (2018). Investigating the Effect of Organizational Culture Types On Human Resource Management of Project Processes. *Journal of Research in Human Resources Management*, *10*(2), 49-72.

Veloso, A. R., Hamza, K. M., Victorino, L. P., & Lopes, L. V. M. (2021). Female Stereotypes in Print Ads: A Longitudinal Analysis from an Institutional Viewpoint. *Journal of the Association for Consumer Research*, *6*(2), 223-235.