



The Impact of Celebrity Endorsement on Buying Behavior: A Case Study
of Advertising Industry in Saudi Arabia

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ABSTRACT

Having a celebrity endorse a product has in previous research been shown to increase both sales and brand awareness for companies. Celebrity endorsement can also be used by companies as a marketing communication strategy to build brand image. As a result of this, companies pay millions of dollars to have a celebrity endorse their products. It is therefore a very interesting area to investigate and do further research on.

Celebrity endorsement is one of the advertising techniques companies use to create awareness and gain favorable responses about their products and services. This expectation is often not realized as negative image about a celebrity endorser, incongruity of a celebrity endorser with the product being endorsed are all capable of inducing bad responses towards the product rather than the other way round. This study therefore examined the influence of celebrity endorsed advertisement on students' purchase intention employing experiment as the method of study.

Research methodology of the study is to develop the project by providing the necessary research tools in collecting material, participating in fieldwork, where appropriate, and also providing techniques to collect data appropriate to specific problems. The objective of this chapter is to provide data and keywords from the survey and analyzed by SPSS. It also aims to provide all the important observations and conclusions reached during data collection.

Keywords: Consumer buying behavior, Celebrity strategy model, Advantages and Disadvantages of using celebrity endorsement in advertisement, Celebrity Endorsement in Social Media Marketing

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Introduction

1.1: Introduction

The objective of this study is to investigate and focus on the impact of celebrity endorsement on purchasing behavior in Saudi Arabia. The support of celebrities has become a widespread element in the advertising industry. Companies invest large sums of money to align their brands and themselves with the delegates. These delegates are considered dynamic due to their attractive and attractive qualities and companies expect to transfer these qualities to products through marketing communication activities. Moreover, due to its fame, celebrity, not only serve to create and sustain attention, but also to achieve high rates of recovery of marketing communication messages in today's very confusing environments (Ankit Garg, 2016). No access every day to hundreds of stars of television, film, athletes athletes and other celebrities known through the media the propaganda of the five major television, radio, magazines, newspapers and the Internet (Azab, 2011). That is, what makes celebrity an attractive option by advertising producers, who invest large sums of money in famous celebrity contracts every year, where it shows that celebrities are able to increase: brand vision, levels of attention, positive attitudes towards the product and purchase intentions The biggest marketing professionals also use the support of celebrities to help store information better in the mind of the consumer, who can easily remember when buying. Many people see a key formula for the success of lifestyle celebrity for this reason, they try to copy their behavior in order to increase their self-esteem,

feeling more confident using the same product used by celebrities. This behavior can be related to the fact that fame is an attribute of personality are endless, such as intelligence, beauty, charisma or evolution, the idea is that advertisers are trying to create a relationship between beautiful and advertised brands an image or lifestyle of a celebrity (Suegker, 2003). Consequently, its presence can be considered to influence consumer buying behavior (António Filipe, 2012).

Consumer attitudes have been chosen as a means of measuring the effectiveness of celebrity endorsements in many previous studies. Attitude is a vital concept Researchers are often used to understand and anticipate Christdth people who react or change the object and how they can influence their behavior (Samadi, 2006). Consumer attitudes towards different aspects of celebrity support have been studied. There are many contradictions in the literature on the most important dimensions for effective support of celebrities (Subhadip, 2012). Some studies state that reliability is more important and some say that experience is more important and others claim that the source of attraction is the most important factor. This led to the development of other models to determine the selection of celebrities for certification purposes. Another model that does not depend on the properties of the source is the model of coincidence (Oluwafunmike Jatto, 2014). With continuous globalization, the new challenges in current markets have caused a change in the competitive market scenario. Industries after exploring new market opportunities, every company tries to establish a brand with a brand and a different symbol in order to distinguish itself from others in a highly competitive market. One of the most important things is that every business needs to understand its target customers and identify appropriate marketing communication tools so that the products and services reach the target customers. To provide information to a broad audience, you can use ads. If you use each call to provide information, always include known and unknown people. The known person tends to have a significant influence on consumer buying behavior. In order to make the products accessible to the target customer, the use of celebrity specialties has become widespread and widely used in both traditional marketing and digital marketing. Traditional marketing consists of television, radio, print, outdoor advertising, digital marketing logos, social networking and in-store marketing. Over the last decade, traditional marketing has been the

most effective tool among marketing experts. The use of printed matter by celebrities is often used for television advertising. Not only do celebrities provide a great value in building strong commercial property rights, but they also improve the marketing status of the brand when reporters are used wisely. He also said that this marketing strategy is an invaluable and fast way to create immediate brand recognition. Marketing specialists have a long experience in trying to reach consumer awareness and brand awareness. The celebrities are reliable, reliable and reliable. Therefore, most companies also use celebrity certificates, big or small, to promote their brand and their products. The new or smaller institution wins celebrities in a short time more fame. Celebrity features affect your company's sales and messages. That's why the company needs to select celebrities who increase their message characteristics for target customers. When a company decides to use prominence certificates, it must be carefully selected based on three factors: source reliability, source attractiveness, and source strength.

There is a belief that the media has a significant impact on the masses, directly or indirectly, on attitudes, beliefs or behavior. It also influences the concept of reality, the level of fear and the many dimensions in the way we think, feel or act. Prominent advertising assessments are very popular and help build trust between existing and potential customers, increase brand appeal, and attract new audiences. The data may also increase the consumer's desire for the product. This is often achieved by the fact that private celebrity is at least partially successful, talented or attractive due to the product.

1.2: Background of study

The Saudi market is flooded with a lot of brands trying to cut space in the minds of consumers. Every company tries to find hooks in their brands that can connect to viewers faster. Therefore, the challenge for the seller is to introduce all possible actions to influence the desire to buy, motivate and instill the customer through an effective advertising campaign. To achieve this,

the use of celebrities to support the brand is a widely used marketing strategy (Mohammad Nakibur, 2012).

The Saudi market is not an exception. Therefore, a complete effort must be made to plan future challenges and emerging trends based on new areas of opportunity. The company operating in Saudi Arabia is making a complete effort to understand future challenges and prospects based on the scientific report and the objective analysis of the interest market in Saudi Arabia. As a research method based on fact analysis, the retail industry is divided into two parts: a structured and informal sector.

Previous research in the Saudi market has shown that celebrities have an impact on the effectiveness of advertising, brand awareness, brand, purchase intent and buying behavior (Cornwell, 2011). Companies can use celebrities to create unique ads and positively influence consumer attitudes towards the brand (Momeni, 2010). The celebrity specialties make the product clearer, more attractive and more attractive to the consumer. Celebrity Announcer is a feature of modern marketing. The famous specialties were taken over in the commercials for several years. In the 1980s, he used one of the six advertisements in advertising and in 2001 that number rose to 25% (Erdogan, Baker and TAG, 2001). The main reason for the well-known sponsor is in particular that he publishes a prominent announcement. Internationally recognized celebrities can facilitate access to the international market and avoid cultural and linguistic barriers.

Understanding consumer behavior is becoming an important task for marketing, marketing and marketing professionals. Second (Manali Khanwala 2015), involves the consumption behavior of the study of people and how they use them to select products, services, use them and put them in a position to meet their needs and the impact of this process on the consumer and on Society in his life. Consumer behavior refers to all thoughts, feelings, and actions that a person takes or takes before or during the purchase of a product, service, or idea. Buyer behavior is a concept that responds to what, why, when and where an individual buys. Consequently, the behavior of the buyer is the decision of the buyer. Consumer behavior is the study of how individuals, groups and institutions choose to buy, use or sell goods, services, ideas or

experiences to meet their needs and desires. One of the most common forms of consumer choice has been presented in the five stages of consumer decisions: problem and recognition of needs search for information, assessment of alternatives, purchase decision and currency after purchase. Understanding the effectiveness of delegates is a very important issue for academics and professionals.

A number of studies have examined whether, and under what conditions, celebrities become suitable product endorsers and some of them generally support the effectiveness of celebrity endorsement. Nevertheless, recent studies are bringing new information about the profitability and applicability of celebrity endorsement (Bataineh, 2003). The attitude towards the celebrity photographer directly or indirectly influences the attitude towards the brand, but on the other hand, the attitude towards the sources of celebrities has not had a significant impact on the purchase intent. Consumer purchase behavior refers to the selection, purchase and consumption of goods and services for their satisfaction. There are several processes involved in consumer behavior. Many factors, characteristics and characteristics influence the individual in what he is and in the decision-making process of the consumer, in purchasing habits, in buying behavior, in the brands he buys or in the stores he addresses. The purchase decision is the result of each of these factors. At the beginning, the consumer tries to find the products he wants to consume, so he chooses only those that promise the most benefits. (SA Mohamed Ali, 2016). Impact of Celebrity endorsement on consumer's buying behavior was conducted in Saudi Arabia to examine the influence by celebrity endorsed advertisements on buying behavior of consumers belonging to different age groups. After applying convenience sampling the data was acquired through structured questionnaire. The findings revealed that Celebrity endorsement develops product awareness among respondents. According to the result it was also come to know that these advertisements also assist the respondents to recall endorsed products. It was also established by the study that these advertisements persuade customers to buy brands rather than non-celebrity advertisements. A vast majority of consumers think that celebrities are not consuming those brands endorsed by them. A good number of the consumers feel that repeated changes in celebrity for the brand lessen their buying decision. It was also observed that the purchase attitude is affected by the quality of the products rather

than endorsement features, cost, price cut and incentive packages. The findings also established that renowned figures are playing key role in generating more impact than Sports persons and showbiz personalities.

1.3: Research Problem

Most of the advertisements in Saudi Arabia today need to use celebrities to increase sales and achieve consumer satisfaction, which affects the behavior of buying positively, but the use of celebrities to promote for products has become in need of large sums of money, which leading to financial risks to the commodity. In some cases, it has been proven that many companies in Saudi Arabia have been spending too much money to use celebrities for advertise the product without achieving the goal of attract more customers or effect on buying behavior to consumers.

In addition the advertising price by celebrities through social media has become very high compared to the prices of traditional advertising or TV ads, and most of celebrities (actors and football players) in Saudi Arabia are dominates on half of advertisements industry, they became require a lot of money without enough experience in advertisement industry or promoting to products which effect on buying behavior of consumers (Maha alshehry / 6 January 2016 /Advertisements in celebrity markets / Okaz

Journal/<http://www.okaz.com.sa/article/1603789>). Celebrity endorsement could damage the brand image If the the celebrities has a negative reputation, it is included in scandals or other types of bad publicity that can strongly influence the buying behavior of consumers in Saudi Arabia. (White, Goddard and Wilbur, 2009), the risk of damaging the brand image in Saudi Arabia today is particularly high for new brands or brands closely related to celebrity sponsors. Furthermore, research has shown that using a famous photographer with an attractive overall image can reduce self-esteem among consumers and have a negative impact on intentional purchase. On the contrary, the presence of a famous celebrity with an unattractive general

image can increase consumers' self-esteem and have a positive effect on purchase intentions (Balabanis, 2016).

1.4: Research Objectives

The first objective is to examine if purchasing intentions have effect on consumer buying behavior. The second objective of this thesis is to gain knowledge on impact celebrity endorses to brand image and purchase decision process is being made by individual consumers. And the third objective to evaluate the financial risk from use celebrity

The main objective of the study:

1_ to investigate the impact of purchasing intentions and celebrity endorsement on Buying Behavior in Saudi Arabia

2_ to investigate the impact of brand image and celebrity endorsement on Buying Behavior in Saudi Arabia

3_ to investigate the impact of financial risk and celebrity endorsement on Buying Behavior in Saudi Arabia

1.5: Research Questions

The main research question is which factors have the most effect on the consumer buying behavior when selecting a celebrity for promotion to product.

Q1: is there any significant relationship between purchasing intentions and celebrity endorsement impact on Buying Behavior

Q2: is there any significant relationship between brand image and celebrity endorsement impact on Buying Behavior

Q3: is there any significant relationship between financial risk and celebrity endorsement impact on Buying Behavior

1.6: Significance of the study

To obtain statistics on the impact of celebrity endorsements on consumer purchasing decisions between the ages of 18 and 50 concerning social networks. A greater understanding of this topic will open the way to more detailed research on this topic in the future. It will also help to provide the producers and marketers of social networks with a better idea of the characteristics of interest for consumers in the age group under study.

Celebrities enrich advertising campaigns and make them attractive to attract millions of people. It reactivates the brand image and helps to quickly identify the brand. Brand association with a very famous celebration can make it more attractive. The influence of the image of celebrities and their impact on the younger generation has been a problem for a long time. Therefore, the current study attempts to analyze the impact of the celebrity appeal on consumer intentions in Saudi Arabia. The present study will provide a clear understanding of the concept discussed above. This study will be useful for advertising professionals, marketing specialists, researchers and academics to deduce the impact of celebrity specializations on young people, which helps to penetrate the market more effectively. Understanding the effectiveness of delegates is a very important issue for both academics and professionals. Several studies have examined whether celebrities, under any circumstances, become exporters of suitable products. And some of them generally support the effectiveness of celebrity endorsement. Nevertheless, recent studies are bringing new information about the profitability and applicability of celebrity endorsement. Conducted a study and concluded that attitude toward celebrity endorser has

directly or indirectly influence on attitude toward a brand but on the other hand, attitude toward celebrity endorser hadn't significant influence on purchasing intention.

1.7: Thesis Outline

This thesis consists of six chapters: introduction, literature review, methodology, data analysis, results and conclusions. The first chapter presents a research area with background and discussion of problems. Presents the purpose and the following research questions, the second chapter presents the pertinent theory in the field of research. And it ends with a conceptual framework. In the third chapter, the selected research method has been described and stimulated. Chapter 4 presents all relevant empirical data, and then analyzes the data with the help of the conceptual framework. Chapter 5 describes the main results and conclusions of the thesis. Bring the message to the beginning by answering the search questions in the first chapter.

Figure 1.7: Outline of thesis

Literature Review

2.1: Introduction

This chapter will examine the literature for the message area. will continue to explain the concept of buying behavior by supporting celebrities. Massive corporate

investments in advertising are not without motivation, in which companies try to outdo each other through their statements in order to gain a dominant position for the benefit of customers and profit. For example, in Saudi Arabia, 20% of all advertisements have a celebrity endorser.

The result was that some previous studies have explored the relationship between consumers and endorser's, relying heavily on consumer attitudes towards products and does not greatly affect the attitudes of consumers towards products (Lafferty et al., 2002). Choosing idealist celebrities to support a product or brand is not an easy task. A series of studies have been conducted to help construct an indicative model for the selection of the validator.

2.2: Celebrity Endorsement definition

Celebrity is a person who has a prominent personality and a certain fascination and public influence in the daily media. A person with great popularity in a several and particular area can be easily recognized by the public. Sports and entertainment are often associated with celebrities. Most of the advertisers in all classes are rushing to use celebrities in the world of art and sports to attract attention to advertised products. Advertisers are distracting consumers from the stars as they are usually seen through their personal, knowledge and personal appearance. In the hearts of people, the products are acquired by the public figures that provide them with external accents and fame. In addition, these products gain the support and support of the public. Famous of TV stars, filmmakers and athletes are widely used in magazine and television ads and even road advertising to promote products. Judging the influence of celebrities in this digital age, of course, involves looking at their own brand names, their scope of fame and their spread in social networking sites. Social networking, as well as YouTube, has opened up a whole new world to the entertainment industry: celebrities can communicate directly with their followers, and fans can build similar relationships. This means that public figures can now make a greater impact, and make more money than

ever before. for example: some Saudi celebrities whom led by media such as: lojain Omran, leads the list of women, with about 20 million followers in social networking who making it the most popular celebrity in Saudi Arabia. Also the Saudi comedian Hisham Al-Hawish by a small margin, but he has the largest number of Twitter followers with more than 12 million followers. We also looked at how long these celebrities spent their professional careers. Saudi Arabia's first-ranked in media the producer shows Ahmed Alshukairi, has been at the forefront of his field for more than 10 years with 10 million followers on instagram. Most of the celebrities on the list are working in the field of music, with a total of 30 of them, 5 singers in the top 10 list. As well as 27 representatives and you tubers, among them Afnan Batel and Abdulaziz alkassar, As well there are a number of criteria for evaluating celebrities and their impact on consumers:

1_ Followers of social media on Facebook, Twitter, Instagram and YouTube

2_ Years of work in the field

3_ Influential activities and other editorial points

Study will analyze the factors that motivate and affect the purchase attitude of consumers at Saudi Arabia and also studied the consumer perception on endorsement of celebrities through advertisement.

Table 2.2: top 10 celebrities at Saudi Arabia in 2017

Rank	Celebrity	Earning Including Endorsement	Career
1	Ahmad al shugairi	245 Score	TV Presenter and Media
2	Sami Al Jaber	205 Score	Football Player
3	Mohamad alarefe	195 Score	author and scholar
4	Nasser algassabi	175 Score	Actor

5	Rashid almagd	145 Score	Singer
6	Lojain Omran	95 Score	TV Presenter and Media
7	Bader Saleh	85 Score	Social Media Presenter
8	Bader Alzidane	80 Score	TV Presenter and Media
9	Darin al bayed	65 Score	Social Media Presenter
10	Hisham alhawish	60 Score	Actor and Presenter

Key Determinants of T Score are:

- 1_ Ability to stay in news across print and TV
- 2_ Visibility through endorsements on print and TV
- 3_ Promotions of their upcoming movie release on print and TV
- 4_ Popularity among fans across mediums including the internet and social media

Choosing idealist celebrities to support a product or brand is not an easy task. A series of studies have been conducted to help construct an indicative model for the selection of the endorsers. (Carl Hofland and his associates presented one of the oldest models of 1953), dubbed "the credibility of the source". Subsequently, the additional models have been improved: the model of attractiveness of origin (McGuire 1985), the hypothesis of coincidence of the product. So far, the most models mentioned above are the basis and the backbone to explain the effectiveness of the celebrity and have played a key role in the development of our understanding of the subject. One of the main reasons for using a celebrity is to make the message more credible, an important feature that goes back to the fact that some advertising research indicates that about 70% of consumers believe that advertisements are often wrong., Daily consumers are exposed to thousands of voices and images in magazines, newspapers,

billboards, websites, radio and television. Each brand attempts to steal at least a small portion of a person's time to inform you of the extraordinary and disparate features of an existing product. The challenge for the seller is to find a hook that attracts the attention of the person. To achieve this, the use of celebrity sources is a broad marketing strategy. In this modern age, people tend to ignore all advertising and advertising as they leaf through magazines and newspapers or watch TV (Kokil Jain Piyush, 2017). But even in this case, the charm of celebrities is barely noticed. Therefore, the approval of celebrities in advertising and their impact on the brand is generally of great importance. Well-known companies use a specific domain to appear in their advertising campaigns. This is accompanied by promotional features and images of the product with a celebrity image that tends to convince the consumer to fix his selection of a variety of brands. Although this seems very simple, designing these types of campaigns and achieving the desired success requires a deep understanding of the purpose of the product and the brand and the choice of a celebrity the connection of the celebrity brand and the structure for measuring efficiency (Kokil Jain Piyush, 2017).

Table 2.2: Top 8 worldwide Celebrity in 2017 Source: Opendorse <http://www.granthaalayah.com>

Rank	Celebrity Name	Yearly Endorsement Earning	Notable Deals
1	Roger Federer	\$ 5,80,00,000	Wilson, Nike, Rolex, Mercedes-Benz, Gillette
2	Tiger Woods	\$ 5,00,00,000	Nike, Upper Deck, Rolex
3	Rory Mcilroy	\$ 3,20,00,000	Nike, Bose, EA Sports, Omega, Upper Deck
4	Novak Djokovic	\$ 3,10,00,000	Adidas, Mercedes-Benz
5	Rafael Nadal	\$ 2,80,00,000	Tommy Hilfiger,

			Kia, Nike , Bacardi
6	Cristiano Ronaldo	\$ 2,70,00,000	Tag heuer, Samsung
7	Ms Dhoni	\$ 2,70,00,000	PepsiCo, Aircel, Godrej, Gulf Oil, Reebok
8	Lionel Messi	\$ 2,20,00,000	Adidas, EA Sports, Gillette, Head & Shoulders

In the previous literature, there are two basic models to support celebrities: the source credibility model and the attractive source model. The credibility of the source of the model focuses on the dimensions of the experience and honesty of the celebrities and focuses on the interesting source of the pattern of intimacy "and the potential for" similarity "and severity. In addition, the research suggests hypotheses for play, which argues that physical attractiveness can increase the credibility of celebrities when celebrities promote attractive correlated products, but other researches respond that the dimension of experience is the basis of greater utility than the attractiveness of delegate and brand correspondence, in addition to rehabilitation of the celebrities themselves, the research on celebrity and celebrity brands has focused, in particular, each celebrity representative and commercial nation knot, activate the celebrity node will activate the knot of marks through the relationship between them, which eventually leads to the relationship between the two as such, the compatibility between the celebrity and the brand leads to an at Stronger branding towards the brand Is not limited to related information .. (Like the right to choose the right celebrity brand) on the topic of advertising, the researchers also have discovered non-relevant information, such as lack of consistency between product and fame, in addition to Muslim messages. Previous research shows that showing a celebrity in commercials is better than not using a celebrity. Recognizing the beneficial impact of celebrities, research has examined the most effective type of celebrity in advertising. Some researchers use trivial diffusers in experimental studies. This is based on the fact that fake celebrities are the most appropriate for products because the characteristics and personality of

celebrity creation are created on the basis that the brand provides meaning. On the other hand, real celebrities may not coincide with the brand in some circumstances, although they have a social force that affects consumers. Study the effectiveness of four types of specializations: celebrities, typical consumers, experienced professionals and business leaders. However, they did not find any difference in terms of effectiveness. In their experiment, which is based on two Australian celebrities (local celebrities) from pre-match test results with global brands, the results showed a strong impact on the credibility of celebrities in property rights.

There are many factors that influence the association of the brand; however, for example, the association of the brand is linked to the goals of the consumer and the interaction between the consumer and the brand. Furthermore, it is likely to evoke symbolic products and thirsty attachments rather than functional products. Love, passion, self-communication, interdependence, commitment, intimacy and the quality of the brand partner are important aspects that form a relationship between consumers and the brand. The strong relationship between consumers and the brand triggers the association of brands.

This part will provide the definitions and main concepts which are used in this research such as celebrity endorsement, consumer purchase intention, social media as Facebook and the model that apply along this thesis. Celebrity Endorsement is one of the effective marketing tools. celebrity endorsement is Celebrities are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. On the other hands, this is true for some form of celebrities as not only models (e.g. Cindy Crawford, Heidi Klum), singers (e.g Taylor Swift), or actors (e.g Brad Pitt, Leonardo DiCaprio), athletes (e.g Lionel Messi); but also to businessmen (e.g Steve Jobs) and politicians as President of USA Barack Obama. Celebrities appear in public in different ways such as events, special performance, magazines and mass media channels as Facebook, they will — tell a storyll about the brand to promote

products and services. Besides that, Endorsement is a channel of communication where celebrities can act as spokesperson of the brand and by extending their popularity and personality they certify the brand's claim and position (Kotler, 2009). Celebrity endorsement is still commonly used by marketers because consumers still pay attention, believe in famous people and widely recognizable person attracts greater attention than non- celebrity endorser. The reason why companies using celebrity endorsement as a spokesperson is that their huge influences; it can make consumers pay attention and recall of the brand or services. Customers can increase awareness of a company's advertising that create positive feelings toward brands and are perceived by consumers as more entertaining (Solomon, 2002). Nowadays, using celebrity endorsement in advertising is likely to positively affect consumer's brand attitude, consumer attention and purchasing intentions. The celebrity endorsement has positive impact on consumer purchasing intention. Purchase intention is defined as a plan to buy a product by consumer in the future (Spears and Singh, 2004) and may influence by consumer's attitude to endorser's performance. Nowadays, celebrities are turning to website like Facebook to promote their brands and connect with fans. A researcher stated that purchase intention is one of the effectiveness tools use to predict purchasing process. Consumer's purchase intention was easily influenced by many external factors during the buying decision process. For example, consumers will affect by other customers such as word-of mouth and word-of-mouse communication in the stage of searching information about products or brands. Their purchase intention will be affected by the price, On the other hands, this is true for some form of celebrities as not only models (e.g. Cindy Crawford, Heidi Klum), singers (e.g Taylor Swift), or actors (e.g Brad Pitt, Leonardo DiCaprio), athletes (e.g Lionel Messi); but also to businessmen (e.g Steve Jobs) and politicians as President of USA Barack Obama. Celebrities appear in public in different ways such as events, special performance, magazines and mass media channels as Facebook, they will tell a storyll about the brand to promote products and services. Besides that, Endorsement is a channel of communication where celebrities can act as spokesperson of the brand and by extending their popularity and personality they certify the brand's claim and position. Celebrity endorsement is still commonly used by marketers because consumers still pay attention, believe in famous

people and widely recognizable person attracts greater attention than non- celebrity endorser.

2.3: consumer buying behavior

There is a growing literature on the importance of consumer behavior in marketing. In the ever-changing business environment, many companies struggle for their livelihood and market share, with increasing technological advances, increasing globalization, greater social and economic participation of companies in foreign countries and greater political interference. In the corporate world consumer behavior involves the study of individuals and the way they are used to choose products, services and use them to meet their needs and the impact of this method on consumers and society in general. Consumer behavior refers to all the thoughts, feelings and actions that an individual takes or takes before or during the purchase of any product, service or idea. The behavior of the buyer is the concept that responds to what, why, how, when and where an individual buys. As a result, the result of the buyer's behavior is the purchaser's decision (Manali Khaniwali, 2015).

The whole process involves thinking about what to buy, a suitable or appropriate brand, where to buy, when to buy, when to buy, and how much time to buy and at what time. Therefore, the final result of the buyer's behavior is the final decision of the customer regarding the selection of the product, the selection of the brand, the selection of the agent, at the time of purchase, the amount of the purchase and the purchase repeated. Consumer shopping behavior is a channel for at least three flows of social sciences, individual psychology, social psychology and cultural anthropology. There are many factors in the background that make the consumer behave in a certain way. The factors that appear in the image while you find the answers on what to buy, where to buy, why buy, when to buy, buy or not to buy are the factors that influence the behavior of the buyer. These factors influence consciously or without consumer knowledge, may be inside or outside the buyer's control.

The reason why companies use celebrity testimonials as their spokesman is their big impact: they can make consumers worry and remember the brand or services.

Customers can increase awareness of the company's ads that create a positive feeling for the brand and consumers consider them more fun. Currently, the use of celebrity in advertising can influence the consumer's brand address, consumer interest and purchase intentions. The celebrity endorsement has positive impact on consumer purchasing intention. Purchase intention is defined as a plan to buy a product by consumer in the future and may influence by consumer's attitude to endorser's performance. Nowadays, celebrities are turning to website like Facebook to promote their brands and connect with fans. A researcher stated that purchase intention is one of the effectiveness tools use to predict purchasing process. Consumer's purchase intention was easily influenced by many external factors during the buying decision process. For example, consumers will affect by other customers such as word-of mouth and word-of-mouse communication in the stage of searching information about products or brands. Their purchase intention will be affected by the price, product attributes, endorser performance during the purchase process. All of firms have invested large sums of money to align their brands and corporate images with celebrity endorsers 'qualities such as attractiveness, likeability, and trustworthiness. On the other hand, the credibility of celebrity is considered to consist of three constructs: attractiveness, trustworthiness, and expertise.

In the process of creating purchasing cycles, the consumer simplifies the activity or activities by storing information and establishing a routine decision-making process. Consumers begin to identify the problem (need) in which they are looking for information that can be based on memory or on environmental influences such as family, friends and celebrities. Thus, the consumer evaluates alternatives which in turn influence the purchase intention. The next step is to choose a product purchase. Finally, the result of satisfaction and dissatisfaction becomes reactions and again affects the cycle. Purchasing behavior differs from attitude and intention because it is a real behavior. Therefore, buying behavior is useful for controlling the complete movement of the buyer and purchasing the procedure in the shop. A celebrity can use your product in general, drive your vehicle or eat your food after a big game. While it may be

tempting to use these support "opportunities" directly and can provide significant benefits when they are carefully framed in business, there are some concerns that may arise. The provision of this type of cross certification requires attention and cannot be remedied because celebrities are a real recognition.

Without prior consent (Celebrities and other companies also look to social networks, they will know). Instead of trying to enter a relationship between the brand and the celebrity, simply link the image in its original context, with a presentation of the state in which it is located and the product used. The creation of novels is part of the human being. Your followers and potential customers will fill your spaces.

2.3.1: Buyer Cultural

Culture profoundly influences the individual's purchasing behavior; marketing professionals should therefore focus on subdividing their markets according to cultural needs and consumer preferences. Culture is a combination of financial rules, ethical values, beliefs, attitudes and habits, developed at the right time and shared by community members and those who define their behavior, including buying and consuming behavior. The term culture has two effects on basic marketing: it defines the basic values that influence consumer behavior and can be used to differentiate subcultures that offer great market opportunities. In addition, the behavior of individual consumption can be seen, imitated or rejected by others. They can thus become the group's code of conduct and define themselves as part of a particular culture of the population. It is called the process of assimilation of socialization culture (Manali Khaniwali, 2015). It exists throughout its life and produces many special preferences for products, services, buying models and interaction with others. When applied to marketing and consumer behavior, this is called consumer socialization. For example, the cultural background of the Indian social goal of the same product in advertising may be adjusted, which motivates a housewife or a consumer of teenagers in Saudi Arabia to buy cosmetics or jeans to give a concrete example. Cultural factors

include the culture of the buyer, the subculture and the social class. Culture refers to the way in which people live in a society, a place or a time. Culture includes all aspects of life, including ideas, behaviors, practices, technology, rituals, customs, language, beliefs, ethics, lifestyle, business and art in any group of individuals. Therefore, the opinions of people in the cultural context may differ from a specific product of the service. They may prefer the goods and services contained in their culture.

2.3.2: Personal Factors

The buyer's purchase consists of personal factors and these personal factors are unique to each individual. It is also influenced by the decisions of the buyer or consumer. Personal labels, in particular the age and phase of the life cycle experienced by the consumer, sex, profession, financial situation, lifestyle and personal vision of the same. Demography plays an important role in the purchase of the consumer. Income, age, employment and countless other demographics can influence decisions at every stage of the process. For example, in the family, women are influencing the consumption decision, especially for children and the elderly.

1) Age

Of course, the needs of an individual depend on their age. Desires and preferences change as the person's age changes. In every phase of human life, needs and desires vary. For example - do not buy diabetic who has 70 years of high calorie caloric content of sugar and chocolate, while the child was ten years old wants to buy so much chocolate.

2) Education

The level of education or the educational field also determines consumer behavior. In general, a student tends to make wise decisions compared to a person without an education. This is because they vary in the ability to collect process and analyze information. The educational

field also has an impact on consumer purchasing behavior. For example, doctors may lean more towards healthy food when they benefit from it.

3) Profession

Employment of the individual affects the purchase decision. People choose the elements that employ their profession and / or are required in their careers. For example, the project manager can buy more versions of PM Network than the public.

4) Income

It is clear that everyone is thinking about their income and expenses before spending. Therefore, the economic situation of people affects the amount of the price of the products they buy. Consumers are always looking for cheap offers, however, if the economic situation of an excellent buyer can buy premium products.

5) Staff

Personality is not just a person's appearance, but is also a characteristic of people who define how they behave in situations and interact with others. A person's personality influences his purchasing behavior and decline towards products that include his personality. However, it is difficult to determine the relationship between the individual personality and the presented behavior model.

6) Lifestyle

Lifestyle is the way a person lives and communicates with others. A lifestyle describes the lifestyle of a person expressed in activities, interests and interests. Lifestyle characteristics are more realistic than personality traits and are directly related to most of the goods and services used and disposed of.

Successful endorsers have the ability to increase consumer buying intentions and prefer a particular brand to younger consumers because they could be closely related to the characteristics of the testimonial. Young people tend to choose their own celebrities, which can

be associated with their best specific characteristics and are known as mobile role models. Consumers' behavior during the process in which people select, purchase, use and dispose of sports items and services related to the sporting event to meet the needs and receive the benefits. This process is accompanied by different types of socialization factors such as family, peer groups, society, culture, media and school (Baxamusa, 2010). Young people enjoy a strange nature and adopt values through experience, research and testing. Advertising in global markets is more difficult due to problems that exceed cultural boundaries based on previous sentences.

2.4: Celebrity endorsement according to type of product and Persuasive message

2.4.1: Type of product

The type of endorser used in an advertising campaign can interact with the approved product type. Use of sources of appropriate celebrity when the purchase of the product implies high social and psychological risks, Celebrity endorsements is always an effective strategy when companies sell products that are a status symbol. Celebrities are high-ranking people. When they accept, they invite consumers to unify them with the products. However, consumers are often influenced by speakers when the products are low-cost and this implies a small reduction among the players available. (Selim, 2007) also supports the idea that celebrities have a positive impact on consumer awareness when they appear in low-participation advertising campaigns. Moreover, with the appearance of more celebrities in these ads, consumer perception becomes more positive as these ads attract different target markets at the same time (Hsu and McDonald, 2002). However, the latter idea will be analyzed extensively in a subsequent topic. Celebrities are defined as individuals who enjoy public recognition. As a believer, celebrities take advantage of this to influence people to adopt a particular buying behavior by appearing in advertising campaigns. The power of a celebrity lies in its ability to stimulate a particular buying

behavior in the consumer. This influence, for most of the time, is characterized by a sense of adoration. For the average consumer, celebrities are a world to which many of them want to belong, but they cannot. It is also difficult, the worlds are very distant. It is imperative that people establish psychological relationships with celebrities, which eventually lead to the purchase of behaviors, adopting the same hairstyle or buying the same clothes.

Table 2.4.1: types of products used by celebrities in advertisements

Rank	Product Category
1	Shampoo
2	Cellular Phone service
3	Soft drink
4	Branded Jewelry
5	Televisions
6	shaving products
7	clothes brands

billions of dollars spent annually on contracts Approval of famous celebrities, such as Liz Hurley and Britney Spears and Tiger Woods, who play an important role for the advertising industry (Kambitsis et al., 2002). For example, tennis champion Venus Williams, winner of Wimbledon in 2002, signed a \$ 40 million five-year contract with Reebok International. Theory and practice have shown that the use of super stars in advertising generates much publicity and public attention. The adoption of celebrities as a marketing communication strategy has in many cases produced remarkable results, both in terms of sales and brand image. For example, the Made By Sweden Swedish campaign, which includes the Swedish football star Zlatan Ibrahimovic, has produced remarkable results. It was a Volvo XC70 campaign and sales in the first eight weeks after the campaign were launched were 269% higher than the intended Volvo target. In

addition, the number of people who "made" the car with Volvo specifications rose 146% compared to normal, while the target was a 35% increase (Andersson, 2014).

So, how can you believe that celebrities support certain products in Saudi Arabia? This was evident in the degree of experience in support of beauty products, with the best celebrities with a superior personality that is positioned in an enchanting way. Authentication allows ads to reach a certain type of person from a culturally consolidated world. The specific and powerful meanings are contained in the validators. From this aspect, celebrities can offer greater depth, efficiency and distinction to publicity than other celebrities. The claims of fanatics who are not famous also lead to the transfer of meaning to advertising. Non-celebrities are expensive in the sense and can be used at lower costs than celebrities. The significance that is brought by celebrities to advertising is usually sufficient for most ads. Why are celebrities chosen as credentials and how do they add value to the process? The answer lies in what the designer brings to the process. People who are not famous provide information such as age, gender and status. The celebrities bring the same information, simply more accurate. Celebrities can also convey their personality and lifestyle, which means they cannot be celebrities. Finally, a celebrity can offer a combination of meaning. All celebrities have a special configuration of meaning that cannot be imitated.

2.4.2: Persuasive message

Persuasive varies between high and low divisional conditions, and there are two ways in which persuasive messages are processed: the central path and the ocean path. The core course consists of thoughtful evaluations of the argument in the message (Benoit et al., 2001).

Consumers carefully evaluate the message and trust their ratings in depth, either accepting or

rejecting the message. Consumers use the central form of persuasion when the topic is important to them when they are not distracted when exposed to the subject when they understand the message and / or if they are familiar with the subject. Otherwise, consumers will use the path of peripheral persuasion that has taken place to exchange news in the future, and the low motivation of the recipients and the weak news. Unlike the central route, messages sent through the perimeter route are not treated symmetrically. Instead, it shows the coastal road that if a person is not willing to evaluate the real benefits of the product, he does not understand the content of the message and it is not the time to deal with the information, and then convinced by factors of order not I have to do with them, with the actual content of the message itself, people will focus on almost everything that is next to the message, and here comes the role of marketing and advertising. Attractive tones, vibrant colors and references of celebrities are a set of peripheral beliefs. (Moore, 2001) For this reason, it is very important to analyze the main characteristics of the target group when implementing the support strategy. For companies, it is important to develop their consumer motivation campaigns to take advantage of advertising content and opportunities. The masked message itself has a strong impact on high participation, while the source has a greater impact on low release conditions. Therefore, the central path is more conscious, while the peripheral path is more emotional.

Another model that shares the same theory of low attitude towards high participation is the theory of social adaptation. This means that the degree of informational relevance determines the impact on consumer behavior. Suppose an advertisement on the On the screen for a second or two, before proceeding to the next source of information. If this hypothesis is correct, the information obtained during this period is only of interest, and the product name or visual impression of the viewer may be the only information stored. On the other hand, in big advertising, the consumer may spend a lot of time reading the version, and the content of the message, strong or weak, will have a bigger impact on the visual effect.

Many people deny that celebrities have convinced them and some marketing experts can call them ineffective. However, there is much evidence that suggests otherwise. Recent studies have shown that sales of some brands have grown by up to 20% after the celebrity sponsorship

campaign. Some companies increased their shares by 0.25% on the date of the announcement of the agreement. There are more than a few general approvals showing how the brand can benefit from a celebrity. The effectiveness of the message depends on the level of competence and credibility of the certification body. The information obtained from the source can be considered credible as celebrities, influences beliefs, attitudes, behaviors and opinions through a process called internalization that occurs when the influence of future profits on the position of the person's personal values and the structure of the person Source. Paper that is printed as an incentive, and the distribution is low: the viewer looks

1_ Reliability

Reliability refers to "honesty, integrity and credibility of supporters: companies looking for legitimate, trustworthy and trustworthy delegates Reliability is a crucial factor when it comes to credibility and respect mentioned as one of the most important aspects of trust, when consumers love reputation, increase brand reliability. It is not influenced by the relationship between the intentions purchased by consumers of a brand that is credible for authentication.

2_ Experience

Experience in supporting celebrities as much as plaintiff is seen as a source of valid statements, the experience of celebrities is not important, it is important to make consumers believe that the applicant has experience. Famous viewers with experience in this field are more convincing in terms of product quality. This generates multiple purchase intentions. The consumer has a higher brand rating when fame is an expert in this field, for the most experienced celebrities has received maximum efficiency (Strutton, 2008). The experience of the authenticator will affect the credibility and credibility of the brand.

A well-planned celebrity program can change the negative perception of products and services advertised. It could be the best choice for effective celebrities to determine the site of the product, which has been launched recently and may even change perceptions about the product that has been put in the wrong way. The use of celebrity specializations has had a positive impact on the financial soundness of the company. For example, the study of the

events reported that Michael Jordan returned to the National Basketball Association (NBA) in 1995, increasing the adjusted value of the brand from customers by about 2% on average, or more than \$ 1 trillion in the value of the stock market (Pornpitakpan, 2004: 56). World famous celebrities can also provide the same status to a product created in the international market. In addition to the positive effects, the approval of celebrities can also have disadvantages. Depending on the popularity of celebrities, you can use the costs as a product spokesperson for millions of dollars. The personal problems of celebrities and negative publicity can negatively influence the image of the brand. If celebrities lose popularity or are exposed or modified, they can have negative effects on the brand or product. Celebrities can also damage the company's product by saying that they never use the product (a vegetarian product that accepts meat products) or that they abuse the controversial products. And it's not the relationship between the brand and the celebrity distinctive if celebrity has started to support a large number of brands that have nothing to do and can damage the image of celebrity (Mehulkumar, 2005). The ultimate goal of any brand when using popular sources is to identify. The prerequisite for a common brand association is that each participant generates awareness and generates an image in the minds of consumers. Celebrities meet this requirement. These characters create attention and attract the reputation of the brands they represent, promoting a bigger memory. Research shows that celebrities are more effective in promoting an unknown expert or an ordinary consumer. By connecting with a celebrity, the brand aims to differentiate itself from its competitors and gain a position of strength in the minds of consumers, which leads to purchase when consumers consume. Therefore, the end by itself is not an increase in revenue, but an increase in the value of the brand (Amos, Holmes, and Strutton 2008).

2.5: Celebrity strategy model

Choosing idealist celebrities to support a product or brand is not an easy task. A series of studies have been conducted to help construct an indicative model for the selection of the

validator. One of the main reasons for using a celebrity spokesperson is to make the message more credible, an important feature that goes back to the fact that some advertising research indicates that about 70% of consumers believe that advertisements are often wrong. The credibility of the source is defined as the positive characteristics of the editor, which therefore influence the future evaluation of the message. A certificate has the main source of credibility of the factors that drastically increases consumer buying intentions (Liu et al., 2007) and can also influence their beliefs, opinions, attitudes and behavior through a process called internalization. This occurs when the influence of the receptor source is accepted in terms of personal structures and values; in the sense that the receiver learns and accepts the idea of a credible official spokesperson, because it is assumed that the information provided is a precise position on this subject.

The use of trusted notaries and personal sources can be a way to achieve higher levels of credibility in a warning message once they are found to be able to increase the impact and influence on consumer buying intentions and more convincing when the consumer has not learned much about a product or a position on this topic.

The model of transfer means the approval of the celebrities; the model is divided into three phases, as can be seen in figure 2.5. The celebrity sympathizer has an impact on all three phases. Celebrity presents the meanings of lifestyle and different types of characters in the first phase that ordinary people cannot. In the second phase, companies must choose the right approver for their specific product. They must also promote the transfer of the celebrity's meanings and personality to the product. The third stage is when the meaning and personality of the product are transferred to the consumer who has purchased the approved product.

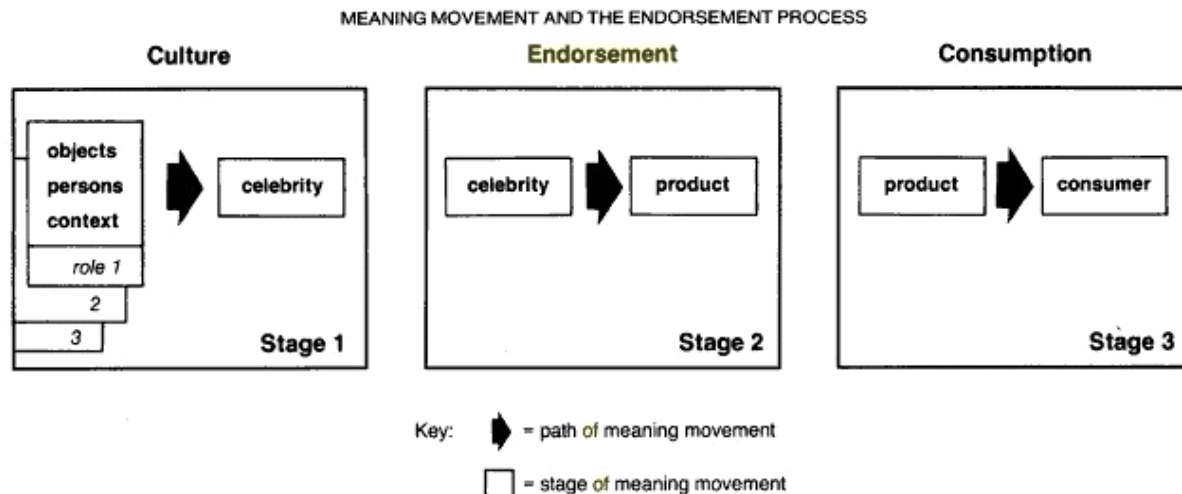


Figure 2.5: Celebrity transfer model, Source Thomas Hills behavior change of Meaning Transfer Model February 4, 2016

Phase 1:

Authentication allows ads to reach a certain type of person from a culturally consolidated world. The specific and powerful meanings are contained in the validators. From this point of view, celebrities can publish a deeper vision, efficiency and discrimination in advertising are more than an unverified endorser, affirmations without fame can make a reference to advertising. Non-celebrities are expensive in the sense and can be used at lower costs than celebrities. The significance that is brought by celebrities to advertising is usually sufficient for most ads. Celebrities are also more effective means than non-celebrities. Celebrities can inspire meanings in their personality with greater simplicity and distinction. Although celebrities simply do not understand the meaning of the announcement, celebrities have it. They have a meaning since they have been developed on the public stage through emotional and repetitive performances. Celebrities evoke the strong meanings of their personality that they adopt in

their films, television series, sports games or other professions. These features can be viewed as large advertisements that can be viewed in Step 1 of Figure 2.5. Each feature connects celebrities with different things, people and contexts. So celebrities get the transferred meanings of all those things, people and contexts. When these meanings are brought to advertising by celebrities, they are simply ignored by celebrities. In a sense, celebrities transmit only the meanings loaded by another transfer model. The significance that celebrities give to the ad was created primarily in movies, sporting achievements, and other ways.

Phase 2:

The ideal choice for celebrities depends on the importance they represent and the sophisticated marketing plan. The company must begin to determine the required symbolic characteristics of the product from the consumer. So you need to find out which celebrities are available and what they mean. It should also take into account budgetary constraints. In the end, they have to choose a famous designer who gives their product the best meaning. If you choose a nickname, the ad campaign must select and deploy the product. The campaign should have all the meanings you want to get from celebrities and not lose importance. However, they should only capture the desired meanings of celebrities. All contain inappropriate and undesirable meanings of the product and it is important to avoid these meanings and keep them outside the induced group. To do this, you must complete the display with related people, objects, and contexts, and have the same meaning as celebrities. These elements help the consumer to choose the right meanings that celebrities need. Advertising can sometimes help turn celebrity fans into new roles that give your personality a new meaning. In some cases, celebrities are known to use them by helping celebrities enhance or change their image. However, it is more common for an ad to try to convey celebrity meanings rather than trying to convert them.

Phase 3:

Consumers always study the physical world of products that have meaning significant to them. They use these meanings to provide specific aspects of themselves and the world. The physical world of consumer goods offers an excessive amount of potential worlds and potential worlds. The third and final phase of the transfer process is complex and sometimes problematic. Consumers do not have the meaning of a product by owning it. Having just one product is not enough to integrate its meaning into itself. There is no automatic transfer of meaning between product and consumer. There is no automatic self-transformation before the consumer claims meanings and then has to work with them. To get the full meaning, consumers need to order, transport, transport and use the product. Consumers must select and integrate meanings in the testing process. And the celebrities that are created make them an important role in the final phase of the importance of communication. The celebrities were created in the first phase by their public image with their roles and various modes of transport. The generators are self-dressed and talented; celebrities are good at building as anime. This makes celebrity challenging and ideal for the consumer. The consumer himself constantly transmits the symbolic properties of consumer goods in his life to create aspects of the self and the world. The consumer creates the same first level with the meanings available. The celebrities are admired by consumers because they are already in places where consumers are trying to get them. In the first phase, it completes what consumers want to achieve in the third and final phase. However, it is not the only reason why consumers are influenced by celebrities. They also admire celebrities because they have acquired a variety of celebrity meanings. When celebrities enter the validation process, they make these meanings available to consumers in a physical form. In the sense that celebrities offer consumers an example of self-creativity and the basic building blocks for it, it helps celebrities in the final phase of meaning transfer.

2.6: Advantages and Disadvantages of using celebrity endorsement in advertisement

The media gives the public a lot of information every day. Have a great impact and maybe believe in what we see, hear or read. We deal with a lot of fear and we put it into practice or we give it an experience. The media play a key role in setting the agenda in society, and this process has a cognitive focus. Differences were found in the cognitive responses received from the beneficiaries of the information. In non-celebrity situations, recipients focused more on the brand and its features while focusing on celebrity advertising. On the contrary, famous commentators have developed a more positive attitude towards advertising and greater purchase intentions than the unknown author. The celebrity adoption strategy is effective in selling products and services as position symbols because celebrities are people who have a prominent and indisputable position. These people invite consumers to join them to enjoy the products.

Advantages:

1. Establish credibility: the adoption of a brand by a star increases the sense of trust of the brand among the recipients, especially in the case of new products.
- 2_ Paying attention: celebrities ensure the attention of the target group by breaking the clutter of advertising and making advertising and branding remarkable.
- 3_ higher than the call: people tend to align the celebrities with the brand and thus increase the value of the product call.
- 4_ Guided function: the preference of celebrities for a brand provides a convincing message. As the company benefits from the brand, the consumer will also benefit from it and, therefore, this perception increases the sales or association of the consumer with the product.
- 5_ Viewers love to communicate with their fans and use star fans to take advantage of these emotions to drive fans to their brands.
- 6_ Demographic communication: different appeals respond differently to different demographic sectors, such as age, sex, class, geographical position, etc. This helps to reach different target groups.

7_ Massive appeal: some stars have a universal appeal and, therefore, prove a good bet to generate interest among the masses.

Disadvantages:

1_ Reputation: reputation may be missing after supporting the product if the goodwill used is known. The behavior of celebrities affects the brand and, therefore, influences the attitude of the public towards the product it supports.

2_ Vampire effect: in case of celebrities blocking the mark. This causes the audience to remember celebrities instead of the advertised product.

3_ the approval of several brands by the same celebrity will lead to excessive exposure. The novelty of the celebrity is reduced if you have many ads, so the announcement may not have much impact or meaning for the public.

Celebrities and spokespersons use a variety of forms in marketing and advertising (Mehulkumar, 2005). Both backups have advantages and disadvantages. The use of famous advertisers helps advertisers differentiate and attract attention. They are also seen as fun and reliable. Furthermore, the image of a celebrity influences the image of the brand that helps the marketing manager to present a new product or to change its current position.

However, the success and fame of celebrities is not the only factor that weighs heavily on the decision to choose an authenticator. If the consumer does not see the difference between the brand and personal values, this can be very detrimental to the brand's reputation. This game can take three different forms: celebrity, advertised product, testimonial, audience, celebrity and message. Coincidence can be measured through two different dimensions. Predictability measures to what extent the selection of celebrities is in line with a model evoked by a brand message. The links are interrupted if there is a clear meaning for that particular person to support that particular good. Validated celebrities must be associated with the consumer on

one level. According to the source's credibility model, the effectiveness of the message depends to a large extent on the degree of experience and reliability conveyed by celebrities. Therefore, being an expert, knowledgeable and knowledgeable is the most valuable feature of an authenticator, as it allows you to see celebrities as an expert.

2.7: Celebrity Endorsement in Social Media Marketing

Before companies can communicate with customers via text messaging, they can now do all that easily and at a lower price through social networks. Why send expensive text messages when you post a campaign on Instagram or a private message in the Facebook group? The more people work on different social platforms, the more companies have data to analyze their customers. Social networking platforms bring everything to the buyer. You can market more effectively for a more specific group of people you want to target. All social networks collect a large amount of data for one person. This information can be used by companies to analyze the type of product that a person may want to buy. The type of content developed by the company also plays a role in the attractiveness of a particular type of customer. Since the Internet came to us, there have been many platforms where people can write freely about what they want. Sites such as BlogSpot offer individuals and company the opportunity to write what they like and share with an audience. Many companies have blogs in which they show what they do and when. Usually, it is the team that updates the blog, but it can also be the CEO if he has time. In recent years, however, people are less interested in reading, and since the care period is limited to marketing specialists, celebrities have had to invent new ways to keep people curious. (Evans 211-212). The biggest faithful was YouTube, however, there were small sites like Vine where people started posting videos for the first time. YouTube offers a new game for companies and individuals. You can publish animated images, short videos, advertisements and much more. People can search for what they want with the search engine, and if you get lots of views, you

can go to the main page and promote YouTube. Vlogging is a video that is usually uploaded to YouTube where someone talks about their life and what they do on a specific day or event. The creator of the video can be anyone, some very successful and have a large fan base. The creator basically records their videos or parts of them and companies can send their products to try to express their opinions. Some of them can be paid and some are not. An example of a video blogger is Logan Paul. He's an American boy who created a successful YouTube channel in a year from the beginning. He writes videos that show his life and the lifestyle he invented for himself. He became one of YouTube's most popular users and currently has 12 million followers. Even his followers follow Instagram and are very loyal to everything they publish.

There are two types of celebrity specializations: paid and unpaid. In the endorsements paid by celebrities, celebrities are paid to come and promote their branded products or services. Support is paid when a celebrity likes to wear a shirt and Nike producer, for example, taking a picture of him and posted on social networks, leading to the departure of some observers and buy the same shirt Nike. In today's competition, it concerns the image you visualize and the credibility. You want to choose a celebrity that you will add to your image and you want celebrities to choose to promote the brands they experience and help them maintain the credibility and sincerity of their style. Why do brands need celebrity specializations? When companies define goals, they have to think about how to achieve them. If the goal is to increase the number of people who see your publications and can identify your brand, one of the best ways to do that is to approach celebrities or influential people. Not only will the influencers have an extended network, but everyone in that network has their networks, etc. This means that if you have impressive scenes of your product and we talk about it or publish it on your social media account, those of your followers will see it and it is likely that you will be at the center of admiration for at least this product and you will look for topic and maybe buy the product or service and talk to your friends about it.

On this day, consumers are not aware of billboards and commercials for self-sufficiency (Kissmetrics 2013). Does not trust the beauty of the side of the road, people want to hear honest opinions about brands? This is one of the reasons why a YouTube video in which a

YouTube user tries to create a new product is very effective. Initially, they say the video is not licensed or give you an opinion on the product or service. However, many reviews and YouTube are not free to say they hate the product. On the other hand, the adoption of celebrities in another way helps the brand when it does not closely monitor the face of the campaign. When a person has the opportunity to clarify what is appropriate for them. They can improve content targeted specifically at this audience rather than in an advertising agency where they know their community better. When you write a screenplay for your own influence or personality, you become false and people will know it. Fake no longer works in this world where everything must be clear and visible. Celebrities who use campaigns often start to become more and more influential, representing a niche rather than the use of adult celebrities. Of course, they are still used, but companies must find a way to reach people who are more specifically interested. In some situations, a scriptwriter or vlogger can work better than a big star. For example, in Dubai all new articles are promoted by local bloggers and Instagram stars. Celebrity endorsement is a form of advertising in which a company uses a well-known person whose popularity is used to promote a product, service, or brand. At one time it was more in television and in the press, but now it has extended to social networks. In addition to supporting celebrities, other words are summoned to describe this type of effective marketing. When influencing marketing, you will find a good person in what you do, you have a loyal basis (followers) and you are respected and you have the same values as your company or organization. Influential people are often very active in social networks and can be called brand promoters or professional promoters. Celebrity specializations should not be confused with effective marketing and advocacy. Traditionally the support of celebrity and marketing has been used interchangeably. However, there is a difference. The difference between the two is that influencers do not have to be celebrities. They are more like specialists with certain types of followers on social networks.

The celebrities appear in advertisements to promote a variety of different things, such as perfumes, fast food, vehicles, clothing and charity. There are many benefits to be gained by hiring celebrities as advertisers. For example, when consumers see the favorite actress or actor, or musician or athlete accepting a specific product, they may be interested in buying this product. Popularity has been seen more frequently in print media, as well as in television

commercials (multimedia). However, in recent years, the emergence of social networks as a source of everyday common media consumption has provided another place for celebrities to support the various elements of a more personal level. Now, famous consumers follow Twitter, Facebook and Instagram. Many users "follow" these celebrity accounts. Users can see every message sent by celebrities. The result is that, on average, people receive daily celebrity ideas and their daily activities, this type of access can make this person feel connected to the celebrity. Many celebrities on Twitter or Instagram benefit from the fact that they can directly access their fans as soon as they send a tweet or post. Celebrity accounts can be published for the first time in movies, sporting events, concerts, tips for new products, etc. More importantly, celebrities use tweeting as a source of greater support with their votes. Many celebrities will "re-publish or publish a small excerpt of a branding brand or a product of it on television, or make a comment on the" own "brand directly on Facebook. Celebrities that publish, which allows all your followers to see the celebrities too much message, even if you have not followed the celebrities themselves into different social networking sites. Many celebrities have thousands and millions of followers, should Companies looking for celebrities to celebrate the benefits of using Twitter, Instagram and Facebook to promote the brand Because the mediator allows all those who follow the celebrity to get a stake of immediate interest for their support and These observers the opportunity to share this news with their followers, the social media of the famous has the potential to be more effective than the past and the media. The famous celebrity supports print and television ne, because it helps consumers remember the brand and identify them and increase the likelihood that the consumer purchases the product. Now, with the availability of all social media, a celebrity can advertise a brand or charity and fans see the Saale immediately. The ability of social networks to make fans feel close to these celebrities can improve the effectiveness of ratification.

Use celebrity testimonials to increase brand awareness and recovery. Fans of personal contact with celebrities through social media may have an advantage over the traditional use of celebrity recommendations used in print and on television. This feature raises the question of whether celebrity tips are more or less effective on social media and how they can influence consumer buying behavior.

2.8: Research Hypothesis

The topic covered in this research study involved celebrity endorsement impact on Buying Behavior in Saudi Arabia.

There are three factors chose in this research which believed to have impact on buying behavior in Saudi Arabia: purchasing intentions, brand image, and financial risk. Based on those factors, this study proposed three hypotheses, which are:

- H1: purchasing intentions has positive impact on celebrity endorsement in Saudi Arabia
- H2: brand image has positive impact on celebrity endorsement in Saudi Arabia
- H3: financial risk has positive impact on celebrity endorsement in Saudi Arabia

2.9: Research Framework

Independent variable (IV)

Dependent variable (DV)

Figure 2.6: Celebrity endorsement factors that impact on buying behavior

2.10: Hypothesis Development

Match up hypothesis states that for a buying behavior to have a positive impact on believability, attitudes and behavioral intentions, there should be a fit between the product and the celebrity endorser. This fit or matchup is the congruency between the message conveyed by the image of the celebrity and the product image. If there is no distinct and specific relation between the celebrity and the product being endorsed, then it will have negative impact as consumers will remember the celebrity but not the product. Announcements using celebrity testimonials are very popular among brand managers. Every year, companies spend huge sums of money to convince celebrities to support their products and brands, for example. For example, past Mobily (telecommunications company in the Kingdom of Saudi Arabia) is about 100,000 USD to support and disseminate advertising campaigns in 2017 in Saudi Arabia, almost 45% of all ads published in the TV characters show the celebrity celebrity power (image of celebrity endorsement) reflected in the niche market (target) for a personal celebrity, credibility and popular and attractive value offer consumers the appeal and acceptance of the approved brand certain opening. The openness to change has completed the psychological engagement between brands and consumers and the associated strength of communication between accredited people to change beliefs and ideas and changes in the strength of the brand, thus improving the brand of switching, changing the state of loyalty, the more great impact on brand valuation and purchase intentions "(Kohoy and Revon 2007).

Effectiveness of famous celebrities by evaluating the meanings that the consumer associates with the certificate and, ultimately, transferring it to the brand. He developed the meaning of the transfer model consisting of three phases, meaning associated with the character of the certified product or the moving brand, and then become the meanings attributed to the good will associated with the brand in the consumer's mind and finally, in the consumption process,

you get the meaning of the brand (and prestige) of Before the consumer. The third phase of the model clearly illustrates the importance of the role of the consumer in the process of adopting brands with celebrities.

2.10.1: Purchasing Intentions

The first question will answer the impact of celebrity specializations on consumer purchase. The goal is to explore how and under what circumstances a celebrity advocate can influence consumers' desire to buy a product in a positive way. The model of attractiveness of origin is the theory most closely related to the first research question. It offers features such as resemblance, familiarity, gratification and attractiveness and explores features that influence consumer intent. Therefore, it will be used to answer the second research question. Intent to buy a particular brand or product (Belch et al., 2004), Purchase intentions also show that the person can buy the product. Consumer behavior occurs when consumers are driven by external factors and make a purchase decision based on their characteristics and personal choices. These factors include product selection, brand, distributor, time and quantity.

Consumer insights are always derived from the perceived value to consumers and the perceived benefits of the purchase, all that comes from consumer perceptions of benefits and results, an important key to predict consumer behavior. The perceived value and the perceived quality will affect the purchase intention, the perceived value and the perceived quality with a greater purchase objective. Consumer attitudes and the evaluation of external factors are based on the intention of consumers to participate, which is a critical factor in predicting consumer behavior. Purchase intentions can measure the likelihood that a consumer will buy a product and the consumer's desire to buy a product will increase. Purchase intentions show

that consumers use their own experiences, preferences and external environment to gather information, evaluate alternatives and make decisions (Yang, 2009). In addition to good branded products, people also buy relatively familiar family products, because a good brand image can make them feel comfortable and reliable. The greater the knowledge of the product by the consumer, the greater the confidence and attitude of the products and, therefore, the intention to buy more (Wang, 2006), used the brand image as an independent variable, the product category as a manager, the purchase attempt as a dependent variable, and discovered that the larger the brand image, the greater the desire to buy. When the brand provides product characteristics that adapt to the needs of consumers, consumers work on psychological links and do not create exchanges with the brand, which will maintain a personal interaction with the brand and its intention to increase accordingly.

There is a plan to buy something in the future to use, but before this emotional process, then, work where there is a specific consumer perception about the product or the person of origin. In the process of purchasing behavior, the main objective of the study is the opinion towards the person of origin, the certified celebrities. The celebrity brand develops an attitude towards the purchase. The positive opinions of consumers on the brand's celebrity source are expanding the prospects for buying. The intention to buy is the only result from the point of view of a celebrity and its experience is nothing else. The advertising message can easily be added again and you would like to see increases in ads due to the participation of celebrities leading to the intention to purchase. (Pringle and Binet, 2005), it was found that the indirect correlation with the desire to buy and the source of origin also has an important effect on the product through advertising. The positive results on the intention to buy through the fame of the celebrities are also found through the gravity that has influenced the purchase intention. A negative community with a celebrity follower also has negative effects on buying behavior (White et al., 2009). In such measures to buy intentions, a celebrity becomes more effective in advertising messages if it is recommended to be a speaker, who says how credible that person is? Celebrities in advertisements have experience, credibility or credibility. (Hung et al., 2011), in the case of supporting celebrities in Saudi Arabia, it is interesting that there is an exceptional relationship even in some cases with the same culture, but there is also a difference in thought.

The consumers of the product are more influential than celebrities when they believe that the testimonial has a real participation in the product rather than sensory gain. Several studies have similar opinions that associate celebrities with advertising show strong results in terms of credibility, requests for communication, calls and accept advertising and finally in the intentions of buying (Gheysari et al., 2012).

Many celebrities who have already studied and studied social networks you can help other celebrities or rising stars to use social media effectively. As mentioned in the literature, there is a way to build a fan base that interacts with fans. When Katy Perry started her fireworks, she does not turn on, but with her fans. I asked him to make videos to tell the world about his fireworks (someone from them, someone who inspired them). His biggest fans gave him the opportunity to tell all the important people in their lives during the process, and that they were important to them (Walter, 2013). Through social networks, Katie Perry not only gained more followers, but also more loyalty. Another example, Lady Gaga has ways of using social networks to connect with her fans. He has established a special social network to connect with his fans at Littlemonsters.com. They often participate in discussions despite publication, comments and fun. There are competitions that encourage fans to work together on projects such as the design of wearable clothes or the design of icons to see them. Lady Gaga has 6 million followers on Instagram and 44.9 million followers on Twitter. Taylor Swift is another celebrity who has a large following in social networks. With 23.4 million followers on Instagram and 54.2 million followers on Twitter Swift gained a large following by becoming a fan of friends. "One of the main reasons why the choice of celebrity fans on social networks who want to be friends this deepest celebrity to look into their daily lives, After seeing Twitter again as a new signature it is Taylor Swift one of the few. Celebrities who do not take the time to re-write content effectively, not only for fans to know loudly and clearly heard, but also brand loyalty (Lanier, 2014) to create, For example, share photos of your wedding day and pick them up and kiss them with your husband at the wedding location on the farm.

2.10.2: Brand Image

A celebrity is used to transfer credibility and ambitious values to a brand, but celebrities must combine the product. The idea of a good brand campaign and the essential relationship between the celebrity and the message are essential for a successful campaign. There is no doubt that the fame of celebrities attracts attention, reminders and positive attitudes towards advertising, as long as they support a good idea and have a clear consensus between them and the brand. Some parameters guarantee the correct compatibility between the image of the celebrity and the brand

1_ Adapt the image of the celebrity brand.

2_ Match your target audience with celebrities

3_ values related to celebrity.

4_ costs to get celebrities.

5_ corresponds to the product of the celebrity

6_ Danger of celebrity disputes

7_ popular celebrities

8_ Free celebrities

The objective of the first research question is to consider the effect of the influence of celebrities on the image of the brand. The image of the brand is, as already mentioned, specific as a concept of brand maintained by the consumer. Therefore, this research question will focus on responding to consumers' perceptions of the brand and how they are influenced by celebrity endorsements. The company's theory and model focus on how well-known brands influence consumers' attitudes towards certification and, therefore, towards attitudes towards the brand, it is the theory most closely related to the first research question in this thesis and, therefore, will be used to respond to it. Attributes like credibility and appeal will be used to see consumers' attitudes towards celebrity sources. Other factors will also be examined, such as the suitability of famous brands, experiences and motivations of celebrities. A brand image is a

consumer perception of a brand and is measured as a brand association in consumer memory: this is the logical or emotional perception of consumers who comment on specific brands. The brand image can also be seen as the sum of the consumer's perceptions about the brand or how to see it, which may not be the same with the brand identity. The image of the brand is made up of the functional and symbolic beliefs of the brand. A strong and favorable and unique brand in recognition, which leads to a positive attitude, perceived quality and a general positive impact, basically, any specific information that exists in the minds of customers regarding a brand is relevant as an element of the image. It also indicates that the brand image has been widely accepted in the literature as perception in the client's memory. When a customer can identify the brand of the product, it means that he has also collected the symbolic value and the desire to own the product. They also indicate that the high level of brand awareness and positive brand image will increase the likelihood of brand selection for customers, leading to increased customer loyalty and lower marketing costs, so that it is important to Companies create a wonderful and effective brand image, including the brand image. It reflects the strong positive attitude of consumers and the results of the flow of benefits are greater, both long and short term. If a company does not provide a strong and positive brand image, it can directly or indirectly influence consumer decision-making, consumers can turn to competitors who offer a better experience. To achieve the objectives associated with the management of products and brands, it is important to build a solid brand. Numerous metrics have been introduced in recent decades, such as brand image measurements by famous authorities in the field of marketing in general and in particular of brands. However, this document is limited to studying the knowledge of the brand, the brand, the identity of the brand and the position of the brand as reference points for a brand image.

The theory of cross learning realized by the celebrity support of the brand image through the transfer of meaning from the factory to the activities of the brand and the extension to establish a model of communication between the image of the celebrity and the image of the brand, in which the entities represent a contract in the knowledge network, it can be modified according to the details of the experience. In Saudi Arabia, the use of popular advertising for businesses is currently an exciting and complex trend in creating corporate images and

marketing products. For brand calls, the brand can be associated with celebrity first class. You can connect with the power of the stars and add new and new dimensions to the image of the brand. How much do you remember a world full of faces? It is true, those who give you a sense of humor, acceptance, appreciation or appreciation. These are the faces you have studied, the ones that avoid you on your track. This is when you have more than one face. You have a personality Celebrity brand is a challenge to sell the concept because the current concept of celebrity management is far from ideal. It's a company that simply marks the brand to get that extra. However, the real function is not just mediation, Choose a character whose properties match the brand image. The use of celebrities in advertising dates back to the late nineteenth century and this general advertising practice attracted a great deal of academic and practical attention. Most academic research has been conducted to support celebrities in the credibility of sources and severity models, and show that celebrities exert their influence on the consumer through perceived qualities such as experience, honesty, attractiveness, family, and seduction.

Celebrities embody a collection of culturally relevant images, symbols and values. When celebrity images are associated with products through authentication, the meanings that they attribute to the product are transferred to the consumer through consumption. Therefore, the practice of supporting celebrities should be closely related to the cultural context in which celebrity images emerge and individual celebrities are selected to associate with particular products.

2.10.3: Financial Risk

Event studies in the media market provide a unique window to measure the revenue associated with celebrity endorsements. The price of the company's announcements reflects expectations about the reduced value of future financial gains. If maintaining the value support changes these expectations, by increasing the expected future sales, the advertising promotion of celebrities must be born in the price. On the contrary, a negative event that can result in (discreditable) or the exit of certified securities to move expectations about future financial benefits down, leading to a decrease in the share price. The other dimension to using prices to evaluate the endorsements of celebrities is a financial risk. As with any investment, there is a

chance that the settlement agreement will not come to fruition, either because the company initially reduced the actual benefits associated with the support, or because the added value of a certified celebrity shelter. Investors must deal with "reputational risk" because they will deal with any other component of the company's financial risk: the greater risk is less attractive. By keeping the expected level of future earnings stable, investors should punish the companies with the highest risk at the lowest prices. In the context of celebrity endorsements, this means that any company with significant exposure to the financial risks of celebrities must have a price commensurate. More importantly, this means that changes in the way you recognize the support of celebrity market risk can affect the value of all companies that are exposed to the reputational risks of celebrities. Beyond the obvious obviousness, there is a slight difference in the market-based approach to measuring the performance of recommendations (Victor Stango, 2012). The prices reflect changes in expected benefits instead of sales or market share. Like authentication costs, celebrity endorsements can reduce benefits, even if they lead to higher sales or growth. In more formal terms, the endorsements of celebrities generate economic rents, and the terms of the consent agreement divide these rents. Celebrities may reduce all the rents they make to their sponsors, making sponsorship the best option for a raffle. On the other hand, the high market prices indicate to the sponsors that the company has acquired some of the economic rents resulting from a solid authentication and association. The main issue of the company, then, is whether it is possible (or perhaps, on average, more likely) that it acquires companies revenue from celebrity support. Another important point to mention is that due to changes in expectations of driving changes in stock prices, it is much more difficult to measure changes in the value of the company after the next events. For example, it is widely expected to be endorsed by celebrity agreement long before the official announcement, where the buyers and sellers of the shares of the sponsors will have the valuation of all the benefits associated with the transaction in full before the announcement itself, nor the real changes expectations of the notice and prices of the shares. Therefore, an examination of stock price movements on actual advertising can reduce the profits associated with a certification transaction. This means that the kind of clean concepts with which the performance of the company is measured, a surprise is good or bad, because the definition of surprises avoids the

problem of anticipation. In relation to the issue of identification in the front, it is not surprising that previous studies attempting to connect celebrity endorsements and corporate sponsorship of the value of the stock market have found mixed evidence. We recognize the study and investigation of bad news from celebrities (including athletes and artists). The bad news is often, but not always, more of a surprise for announcements of recommendations or measures of care, thus providing a clearer definition. (Kulik, Jacobson, 2001) found that the bad news that you have little responsibility for generating income from certified sponsors are good propaganda and that it causes bad news with more loss of debt in losses. The scandal we're experiencing is right in chapter two and it's not bad. Previous studies may also have mixed results for two other reasons. Prominent backs are too expensive. Therefore, its use in advertising must be justified. In other words, the brand strategy of a brand must ensure that a familiar face is used in the idea. Unfortunately, celebrities are often hired first and then an idea about their existence is woven. it may be true that some companies enter into lease agreements when they connect to famous designers, but others do not. Some celebrities may demand payments that are exactly the same as the additional benefits obtained for the sponsoring company. Second, some companies may overestimate the benefits associated with support. Due to the logic of the winner's curse, these companies often have to sign celebrities.

Research Methodology

3.1: Introduction

The research methodology is not limited to research methods, but also takes into account the logic underlying the methods. My research methodology is to develop the project by providing the necessary research tools in collecting material, participating in fieldwork, where appropriate, and also providing techniques to collect data appropriate to specific problems.

1_ to understand the consumer's perception of celebrities in advertising

2_ to understand the effectiveness of celebrity tips

3_ to identify obstacles to celebrity endorsements and solutions

It will also describe how the collection of empirical data will grow to achieve the purpose of this message. The quantitative approach will be used. The chapter will end with a brief summary.

3.2: Research Design

The purpose of this research is to investigate the impact of celebrity endorsements on consumer buying behavior, so that an exploratory investigation was conducted. In exploratory research, the relationship between the variables was established. To elucidate the relationship between variables, we highlight the analysis of the situation or the study of problem design in the study to organize the terms of data collection and analysis in a way designed to combine the greatest research and descriptive description. Relevant is used in this letter by the fact that descriptive studies are trying to obtain a complete and accurate description of the situation, covers all the necessary steps and provides methods for collecting data from various sources of information (example) of the project, and ensuring a minimal prejudice in data collection, keeping costs to a minimum and reducing errors in the interpretation of collected data. In this chapter, we present the hypothesis and its structure and purpose of the test results, and explain the methods that have been adopted to conduct the research, including a review of the reasons for selecting the research sample, collecting the data, measurement. And the type of variables used in the study.

This study has an equal contribution of primary and secondary data. Secondary data are collected by collecting data from the Internet, a review of literature, newspapers, magazines, existing publications and research thesis, while preliminary research was conducted with the help of well-structured questionnaire tables and intentions were used to broaden the scope of applications.

3.3: Population

All these individuals who are interested in introducing statistical inferences are the target audience (Henlal and Jentoft, 2011). Therefore, all men and women in Saudi Arabia older than 15 years are among the target populations of the study, and the population is limited to Riyadh and Jeddah due to its suitability, low cost and accessibility. The purchasing decision is determined by consumer decisions based on questions that show the influence of celebrities and the impact of advertising on different brands and products.

3.4: Sampling

The study designed a sampling plan, which offers three decisions:

- 1_ sampling unit - Who will be examined?
- 2_ Sample size: how many people should be examined
- 3_ sampling procedures: how the respondents should be chosen

Data were collected through a questionnaire through the Internet and the final sample included 200 responses, and the research was exploratory, and took appropriate measures and considered random samples. The sample used in this investigation is mainly aimed at a young Saudi public, especially those in high schools, graduates and masters. The objective sampling was used for this study and is based on the criteria of the researcher in the selection of the participants that better respond to the research questions. Therefore, the selection criteria were chosen to select the correct respondents. The standards related to age, sex and lifestyle, the goal is to try to get the opinions of men and women, so we looked for a balanced gender balance. The main criterion was that respondents should be active. The reasons for the three criteria are:

1_ Lifestyle: all participants must be active because they are more likely to have a preliminary understanding of buying behavior, since some products, such as sports drinks and fashion products. Therefore, you can give us more detailed answers about your perception of brand impact and the impact of celebrities

2_ Gender: advertising is aimed at both men and women, so distribution by sex is required

3_ Age: the age of the participants is over 15 years, since the age is the time scale of the social networks of the researchers.

To measure differences in credibility and memory between publications and social networks, a questionnaire was administered with a suitable sample of a group of students in a university. The goal of the experiment is to evaluate if there are differences in brand memory that are self-reported and credible between publications and social media in terms of support for celebrities. The experiment consisted of two groups of consumers in independent retailers, selected for convenience. Both groups were classified according to the administered treatments; one group is the group of impressions and the other group of social networks. Both groups made copies on advertising paper. The print group received printed announcements for these brands, while the social media group received paper copies of the social brands. These ads were posted at the start of the interaction, and consumers were asked to review the print ads or social media feeds for five minutes and then deliver them again. During the last ten minutes of interaction, consumers conduct a brief survey to compare the credibility of celebrity statements made between press, social media and celebrity recall, in order to measure all the variables involved in the topics Research through 11 faith data at outside the place where respondents are invited to arbitrate according to their beliefs using a measurement scale. The 11 declarations of faith were presented to measure the differences in the credibility of the trade name between the written press and social networks. All faith-related data, in particular, took no account of the credibility, but also of other categories used by consumers in their judgments on credibility, such as the belief that celebrity speakers are trustworthy and inclined. buy a brand approved by a celebrity. These questions are to judge how much they believe in the credibility of the brands and how they remember the celebrities associated with them.

3.5: Data Collection Method

Data collection methods are the way data is collected for research purposes. While the data collection method used for the study was collected, primary and secondary data were collected in this study. The primary and secondary methods of data collection differ from when the initial data are collected in the original. For data collection, we will develop a well-defined questionnaire as a research tool consisting of questions to measure perceptions, tastes, hatred, opinions and comments from consumers about celebrity endorsement. Furthermore, research shows that endorsement is more effective under a low, rather than a high, product involvement condition. Therefore, an effort was made to choose a context for which a low-involvement situation existed and in order to present unbiased products.

3.5.1: Sources of data collection

Sources of data collection state the various sources of data from where we collect the information's for the comparative analysis.

1_ Primary Data: Primary data are those collected specifically by different methods such as Observation Method, Questionnaire Method, etc. An online questionnaire was used, in order to gather the required data for this analysis. This questionnaire was about 5 demographic questions and 20 dependent and independent variable questions, the questionnaire available online from March 26. The reason to use this tool is that students can be reached easier via an online questionnaire and respondents have less time pressure to answer the questions.

2_ Secondary Data: Secondary data is collected by other organizations such as government agencies, newspapers, magazines, magazines and others. This research used external sources

such as scientific journals in advertising, marketing, management, books, and other topics. Magazines are a source of richer and new information from books due to the frequency of their publication.

3.5.2: Scale of Measurement

Five-point scale models were used in the research questionnaire. Respondents received five possible answers for each question in the questionnaire. The respondent had to choose only one answer per question. A five-level system was used as follows:

Table 3.5.2: A five likert scale measure

Answer	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Grade	5	4	3	2	1

3.6: Research Strategy

The search strategy is the part that provides a structure for the collection of articles, data, and analytics. If you answer questions like how and why, the case study is the preferred strategy. In addition, the case study provides a better understanding of the selected search area. The case study is the most appropriate research strategy for this thesis, as the goal is to develop a better understanding of how celebrity adoption influences the consumer's perception of brand image

and purchase intent. Research questions such as asking questions that also indicate that the case study is the most appropriate strategy.

Another possible reason is that there may be a link between the attractiveness of credibility and credibility. If the physical attractiveness of the exporters had a positive relationship with the credibility of the author, the conclusion was that the attractive reviewers had statistically obtained less estimates of the notables' credibility of unattractive participants. Therefore, although there is greater power of influence together with younger generations, they can be considered less credible and, consequently, the purchasing intentions of the products they support are lower. In terms of the benefits of using celebrities instead of celebrities to approve products, the results of this study did not achieve the required accuracy due to errors in the construction of the questionnaire. However, the results were according to some literature.

3.7: Objectives

There is a large gap in the current literature collection. There is a lot of research in this area of knowledge. However, finding the study verifies the relationship between cause and effect between buying behavior and dependence on printed advertising and social media is still a gap. This study attempts to bridge this gap by finding and evaluating relationships through a model. This model involves studying the three buildings that are buying the behavior and effectiveness of printed advertising and the effectiveness of media ads on social variables. The effectiveness of the ad was measured by collecting data on consumer preparation in the same way as a question about their behavior. Therefore, the study tries to evaluate these effects with the help either through the assumption of causal relationships and the relationship between study facilities. In light of this idea, the study tries to achieve the following objectives.

1_ to find out if there is a relationship between consumer shopping behavior and consumer effectiveness or behavior in relation to printed advertising

2_ to find out if there is a relationship between consumer buying behavior and consumer effectiveness or behavior towards ads on social networks

3_ to find out if the presence of influential celebrities to influence the purchase and verification of behavior, the main objective of this study is to analyze the relationships between the purchasing behavior of the survey participants who are very active in social networks in urban areas, mainly and reliability in the two print and media announcements Social development

3.8: Research hypothesis

During the literature review chapter, the key dimensions about celebrity endorsement were identified. The impact of those relevant dimensions on buying behavior was not homogeneous among all the previous studies and the outputs were sometimes contradictories. Table below makes an overview on the research hypothesis of this study, which main purpose is to support and complement the existing theoretical view on the topic in hand and also allow practical recommendations. Following these research questions, it is presented a conceptual framework that articulate the different variables (independent and dependent variables) of this study where all of the independent dimensions flow to the consumer buying behavior, in order to study the relationship between them.

Table 3.7: Research hypothesis

H1: purchasing intentions has positive impact on celebrity endorsement in Saudi Arabia
H2: brand image has positive impact on celebrity endorsement in Saudi Arabia
H3: financial risk has positive impact on celebrity endorsement in Saudi Arabia

3.9: Delimitations

Furthermore, there are precise limits for this study depending on the type of data collected. The study was conducted to acquire knowledge about celebrities and the benefits of using social networks. However, the answers are based on the premise that the answers are quantitative and based on opinion. Therefore, they cannot be generalized. However, due to time and site limits, there are some limitations based on clarity, on the inability to observe expression or scan movements and on informal lifting.

A study entitled "Influence of Celebrity Endorsement on the Consumer's Purchase Decision" was conducted in Coimbatore, India. As Saudi markets are flooded with stars and brands so it was point to evaluate the trends and opinions regarding celebrity endorsed advertisements. Convenience sampling is been adopted in this study and a sample of 200 is been selected. And data was gathered through questionnaire and analyzed by using statistical tests. The findings concluded that 51% of the consumers give leverage to quality of the brand while buying. Whereas 53% believe that advertisements with celebrity support them to recognize a product. It was also revealed that 51% of the consumers are persuaded by these advertisements to acquire the goods. Another finding exposed that 69% television the medium of advertisement convincing to buy a brand. 39.5% individuals strongly agreed that a sportsman is the greatest among all other celebrity endorsers.

3.10: Data Analysis

Effective data analysis is based on nature and mission of research question, as well as the skills of the team responsible for the task of collecting and using data for program purposes. Before making effective data collection or analytical procedures, it is necessary to formulate one or

more specific questions. These questions serve as a basis for an organized approach to the decision-making process: first, on the data that will be collected and, secondly, on the types of analysis that should be used with the data. Different types of questions require different types of data, which makes the difference in data collection. However, the choice of one or more specific questions allows data collection and analysis to continue. The statistical social science package (SPSS) was used for data analysis. Preliminary analyses performed to verify possibility in normal life, equality between differences and linearity. The example data meet all the conditions allowed by the parametric tests. Most of the results used statistics descriptive for the dimensions of celebrity endorsement impact on buying behavior, the means of all variables are considered the scale of half a point, in which the Most of the respondents share views similar to each variable.

The main statistical measure of the relationship is the correlation coefficient. The analysis of interdependence refers mainly to the fact that the relationship exists and its dimensions and direction. To find more contributions of this relationship between variables, multiple regressions are a behavior. Multiple regression as a statistical method of data analysis involves the variation of a dependent variable as a consequence of greater influence of a single independent variable. In other words, correlation indicates a relationship between variables, while multiple gradients determine the most important variables for this relationship.

The result of SPSS involved in analyzing tables is a summary model, ANOVA and coefficient tables. The main hypotheses suggested responding to research questions. The hypothesis is tested using multiple correlations and regression in its research to determine the relationships between the dimensions (Dependent variables) and the (independent variables).

The questionnaire is consisted 2 parts in order to collect adequate information from the respondents. These sections include consumers 'purchase intention under the concept of celebrity endorsement, source credibility model. The first part mainly focuses on using components of source credibility model to determine the consumers 'purchase intention. All of the questions will be constructed under like scale which includes 6 answers from strongly disagrees to strongly agree. On the other part, there will be question related to source

credibility model. The question aims to determine the most credible source among the three dimensions. The study will be conducted with a sample of some participants in Riyadh province. Participants are as students, officers and others. Convenience sampling was utilized in this study in order to meet the targets because of flexible time and budget constraints. The survey including online surveys to collect the needed information, online survey mainly focused on young respondents, by using social media network as Facebook. The questionnaire includes 20 questions was given to 60 participants both online and offline. The online survey mainly focuses on young participants who highly access the internet. This survey is more suitable for those who are older and difficult to approach through the internet. All the attributes related to Trustworthiness|| were subjected to the reliability test. The Cronbach's alpha of the test was 0.82 that is considered as acceptable. In addition, the value was lower than 0.4 which means these items were not related to the scale as a whole.

3.11: Validity and Reliability

To ensure reliability, the study examined the consistency of the questionnaires using Cronbach Coefficient Alpha. The method measures the square correlations between observed and true scores and this method helps to estimate the internal coherence of the celebrity support variables in the study. Therefore, alpha values ranged from 0.7 or more until they were acceptable. The current study used the Alpha Kronbach test to measure the reliability of variables using the SPSS version 22. SPSS also shows the different values of Cronbach's alpha for the different constructs of the questionnaire.

From the reliability analysis there are two concepts that need to be related: honesty (credibility) and reliability (accuracy). Credibility and accuracy must be linked together to achieve the desired result. The greater agreement between health, reliability and better and clearer results is the answer to the questions. Each quantitative search is so unique that it is impossible to specify specific rules for authentication. Instead, a researcher with good

intentions and good analytical skills must interpret the results and put them in context. Validity means that the measurement actually measures what you are trying to measure; it is easier to get a high validity in the quantitative approach using the survey. There are questions that need to be answered and answers are developed using a quantitative approach such as scanning. Data collection for this study started with 15 respondents, and after collecting primary data, five of the other respondents confirmed that no other important information was provided. The reliability and validity of this study has increased. In addition, there is a process to develop the correct workflows for the concepts studied. To construct the validity of this study, interview notes were used to ask if the answers were misunderstood or corrected.

Data Analysis and Findings

4.1: Introduction

The objective of this chapter is to provide data and keywords from the survey and analyzed by SPSS. It also aims to provide all the important observations and conclusions reached during data collection. The chapter begins by presenting the factors related to the first research question and the second research question up to the third research question. The chapter will end with short results and a brief summary of the keywords used.

4.2: Respondent Results

4.2.1: Frequencies

Table 4.2.1: this table shows the sample of the study according to demographic questionnaire divide it to Age, Gender, Marital Status, Education Level and Monthly income.

Statistics						
		Gender	Marital Status	Age	Education	Monthly Income
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0
Mean		1.52	1.62	2.17	4.43	2.38
Median		2.00	2.00	2.00	4.00	2.00
Mode		2	2	2	6	1
Std. Deviation		.501	.488	.955	1.369	1.587
Variance		.251	.238	.912	1.874	2.518
Range		1	1	4	5	5
Minimum		1	1	1	1	1
Maximum		2	2	5	6	6
Percentiles	25	1.00	1.00	2.00	3.00	1.00
	50	2.00	2.00	2.00	4.00	2.00
	75	2.00	2.00	3.00	6.00	3.00

Frequency Table:

Table 4.2.1: 51.5% of the samples of a study are males and 48.5% females; this is consistent with many of the studies that have been in the environment.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	103	51.5	51.5	51.5
	Female	97	48.5	48.5	100.0
	Total	200	100.0	100.0	

Table 4.2.1: Study respondent's shows that 61.5 are singles and 38.5 are married

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Single	123	61.5	61.5	61.5
	Married	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

table 4.2.1: accounted for 21.5% of the study sample aged less than 20 years old, 53.0% aged between 20-25, and accounted for 17.5% aged between 26 - 30 years and 4.5 above 35 years old.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	43	21.5	21.5	21.5
	20 - 25	106	53.0	53.0	74.5
	26 - 30	35	17.5	17.5	92.0
	31 - 35	7	3.5	3.5	95.5
	Above 35	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Table 4.2.1: Most of the samples from the study are bachelor's degree of 27.0 %, 4.0 % of diploma, and 1.0 % are high school, and the results show that also accounted for 23.5 % of master degree and 8.5 of PhD.

Education				
	Frequency	Percent	Valid Percent	Cumulative

					Percent
Valid	High School	2	1.0	1.0	1.0
	Diploma	8	4.0	4.0	5.0
	Bachelor Degree	54	27.0	27.0	32.0
	Masters	47	23.5	23.5	55.5
	Phd	17	8.5	8.5	64.0
	Others	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

Shows the table (4.2.1) to 32.4% monthly income less than 1000 USD, and that accounted for 31.8% monthly income from 1000 - 1999, and 19.6% between 1999 - 2999, and accounted for 16.2% of more than 3000.

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000 USD	68	32.4	32.4	32.4
	1000 – 1999 USD	67	31.8	31.8	64.2
	1999 – 2999 USD	36	19.6	19.6	83.8
	More than 3000 USD	29	16.2	16.2	100.0
	Total	200	100.0	100.0	

4.2.2: Correlation Coefficient

1_ Variables of demographic question

Table 4.2.2

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.2.2

Reliability Statistics	
Cronbach's Alpha	N of Items
.069	5

Table 4.2.2

Intraclass Correlation Coefficient							
	Intraclass Correlation ^b	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.007 ^a	-.012	.031	1.074	199	796	.254
Average Measures	.032 ^c	-.066	.138	1.074	199	796	.254

Two-way mixed effects model where people effects are random and measures effects are fixed.
a. The estimator is the same, whether the interaction effect is present or not.
b. Type A intraclass correlation coefficients using an absolute agreement definition.
c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

2_ Dependent and Independent Variables

Table 4.2.2

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.2.2

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	15

Table 4.2.2

Intraclass Correlation Coefficient							
	Intraclass Correlation ^b	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.425 ^a	.373	.482	12.495	199	2786	.000
Average Measures	.917 ^c	.899	.933	12.495	199	2786	.000

Two-way mixed effects model where people effects are random and measures effects are fixed.
a. The estimator is the same, whether the interaction effect is present or not.
b. Type A intraclass correlation coefficients using an absolute agreement definition.

4.2.3: Linear Regression Analysis

This section attempts to study the relationship between the overall dimension and the effect of purchasing intentions and celebrity endorsement impact on Buying Behavior.

4.2.3.1: The Relationship between purchasing intentions VS celebrity endorsement impact on Buying Behavior.

Table 4.2.3.1

Descriptive Statistics			
	Mean	Std. Deviation	N
CI 1	4.19	.899	200
PI 1	3.64	1.484	200
PI 2	3.93	1.215	200
PI 3	3.88	1.226	200
PI 4	3.93	1.158	200

CI 1 = celebrity endorsement impact on Buying Behavior (First Question in survey)

PI = purchasing intentions (All questions in survey)

Table 4.2.3.1

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.93	4.75	4.19	.492	200
Residual	-2.594	2.070	.000	.752	200
Std. Predicted Value	-2.560	1.144	.000	1.000	200
Std. Residual	-3.413	2.723	.000	.990	200
a. Dependent Variable: CI1					

Table 4.2.3.1

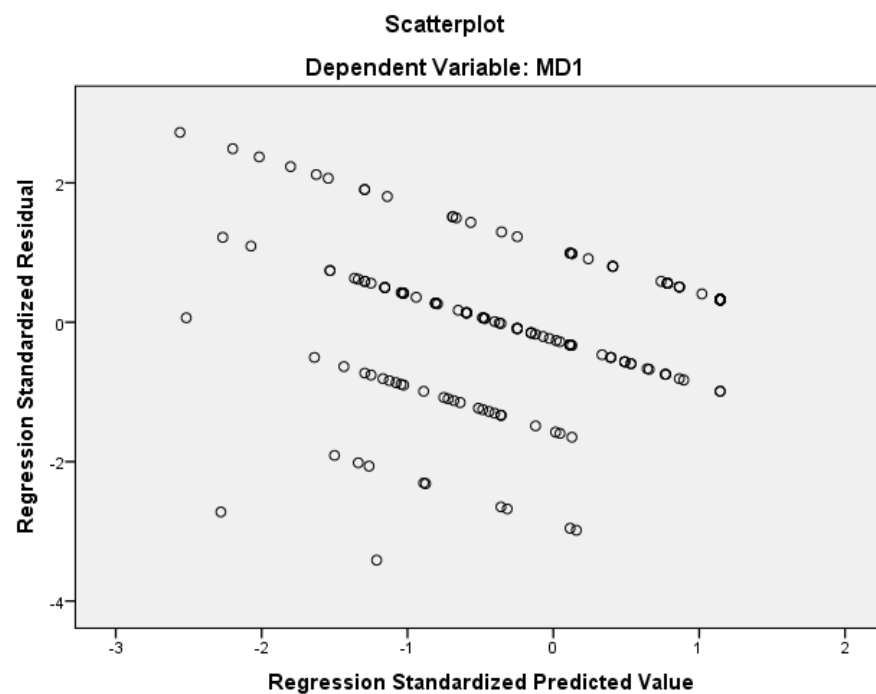
Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	ET1	ET2	ET3	ET4
1	1	4.789	1.000	.00	.00	.00	.00	.00
	2	.090	7.278	.04	.84	.02	.10	.00

	3	.047	10.049	.85	.01	.12	.25	.00
	4	.039	11.087	.03	.11	.44	.64	.18
	5	.034	11.791	.08	.04	.42	.01	.82

a. Dependent Variable: CI1

The regression model shows that the R-square is 0.300 with an F value of 20.858 and a significance level of $p < 0.000$. It can be summarized that 85 percent of the variance in celebrity endorsement impact on Buying Behavior. Has been significantly explained by the fulfillment dimension, there is less than 0.0001 percent chance of this not holding true. In summary, the regression analysis concludes that employee training measure predicts purchasing intentions.

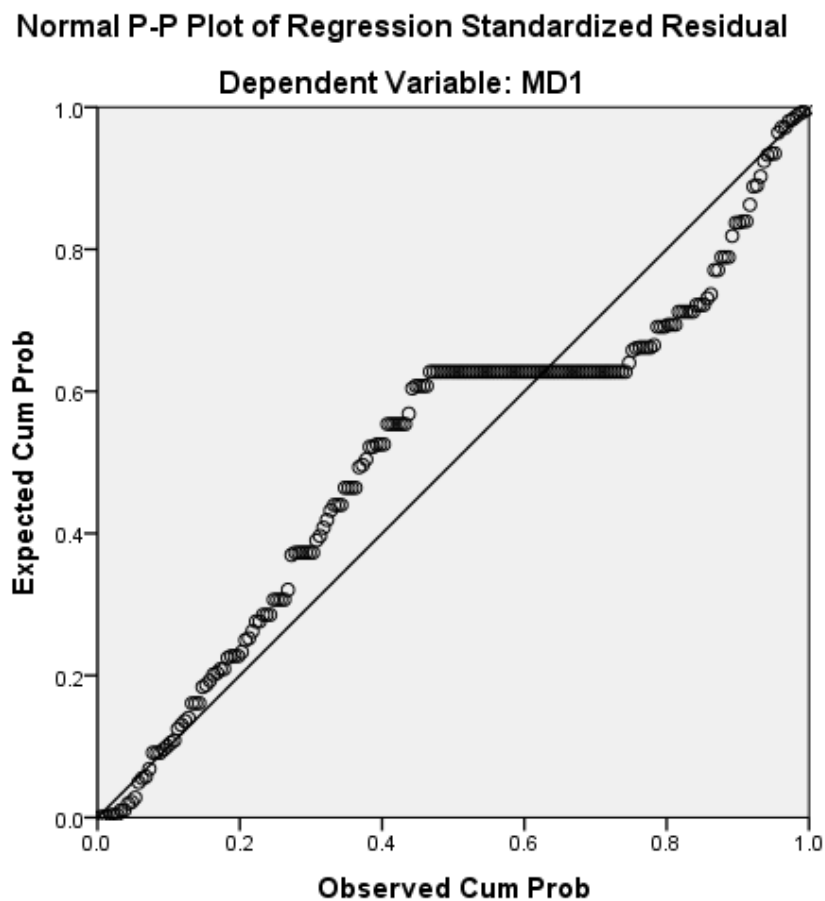
Figure 4.2.3.1



1_if height of impact of purchasing intentions were customers buying behavior of their dependent' heights, would expect heights of dependent variable to be scattered at random about their mean value, so will augment plot by adding a horizontal line indicating this mean value

2_ if each dependent variable (celebrity endorsement impact on Buying Behavior.) had a height exactly equal to independent variable (purchasing intentions) (i.e., $Y = X$ so that Y and X would be functionally dependent), would expect points to fall on a 45 line, so will augment plot with this line also

Figure 4.2.3.1



4.2.3.2: The Relationship between brand image VS celebrity endorsement impact on Buying Behavior

Table 4.2.3.2

Descriptive Statistics			
	Mean	Std. Deviation	N
CI 2	4.46	.912	200
BI 1	3.89	1.144	200
BI 2	3.87	1.106	200
BI 3	3.90	1.232	200

CI 2 = celebrity endorsement impact on Buying Behavior (Second question in survey)

BI = Brand Image (All questions in survey)

Table 4.2.3.2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362 ^a	.131	.118	.857
a. Predictors: (Constant), BI3, BI2, BI1				
b. Dependent Variable: CI2				

Table 4.2.3.2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.734	3	7.245	9.870	.000 ^b
	Residual	143.861	196	.734		
	Total	165.595	199			
a. Dependent Variable: CI2						
b. Predictors: (Constant), BI3, BI2, BI1						

Table 4.2.3.2

Collinearity Diagnostics ^a				
Model	Dimension	Eigenvalue	Condition	Variance Proportions

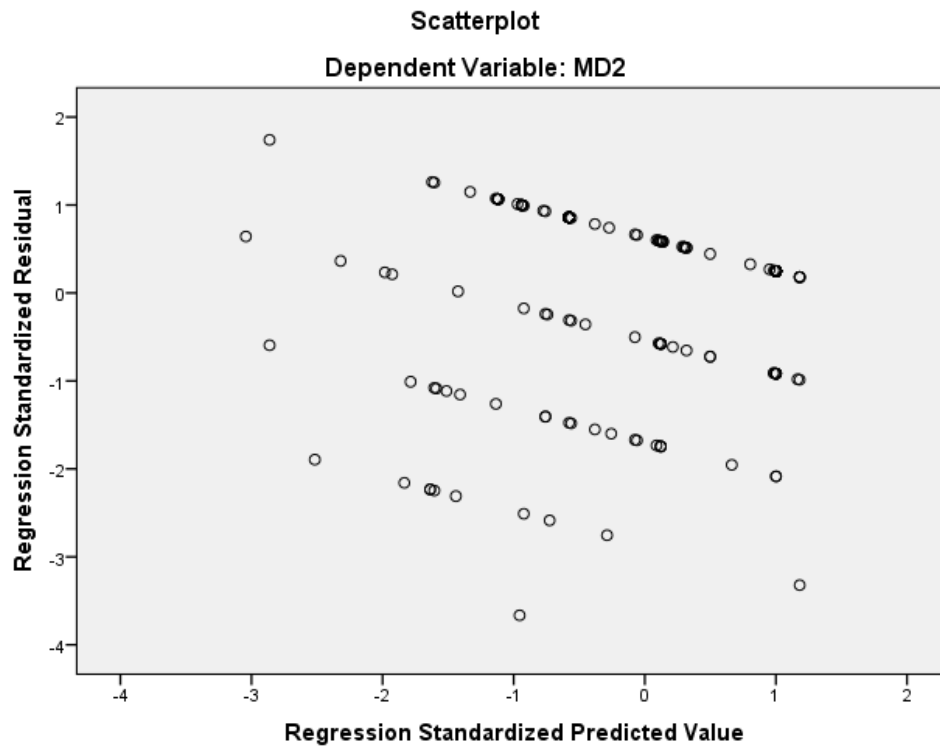
			Index	(Constant)	C1	C2	C3
1	1	3.891	1.000	.00	.00	.00	.00
	2	.048	9.024	.92	.04	.01	.24
	3	.037	10.229	.07	.21	.21	.75
	4	.024	12.776	.01	.75	.77	.00
a. Dependent Variable: CI 2							

Table 4.2.3.2

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.45	4.85	4.46	.330	200
Residual	-3.139	1.491	.000	.850	200
Std. Predicted Value	-3.043	1.181	.000	1.000	200
Std. Residual	-3.664	1.740	.000	.992	200
a. Dependent Variable: MD2					

The regression model shows that the R-square is 0.131 with an F value of 9.870 and a significance level of $p < 0.000$. It can be summarized that 92 percent of the variance in celebrity endorsement impact on Buying Behavior has been significantly explained by the fulfillment dimension. There is less than 0.0001 percent chance of this not holding true. In summary, the regression analysis concludes that Brand Image measure predicts celebrity endorsement impact on Buying Behavior.

Figure 4.2.3.2



Lines were added to scatterplots to help show that relationship between responses about (celebrity endorsement impact on Buying Behavior) and (Brand Image) is indeed linear to a good approximation (will discuss later how these lines were determined).

1_ points in scatterplot do not lie exactly on a straight line, but this might be due to measurement noise rather than a defect in the variables

2_ scatterplot indicates one vertically separated point, also called an outlier

Figure 4.2.3.2

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: MD2

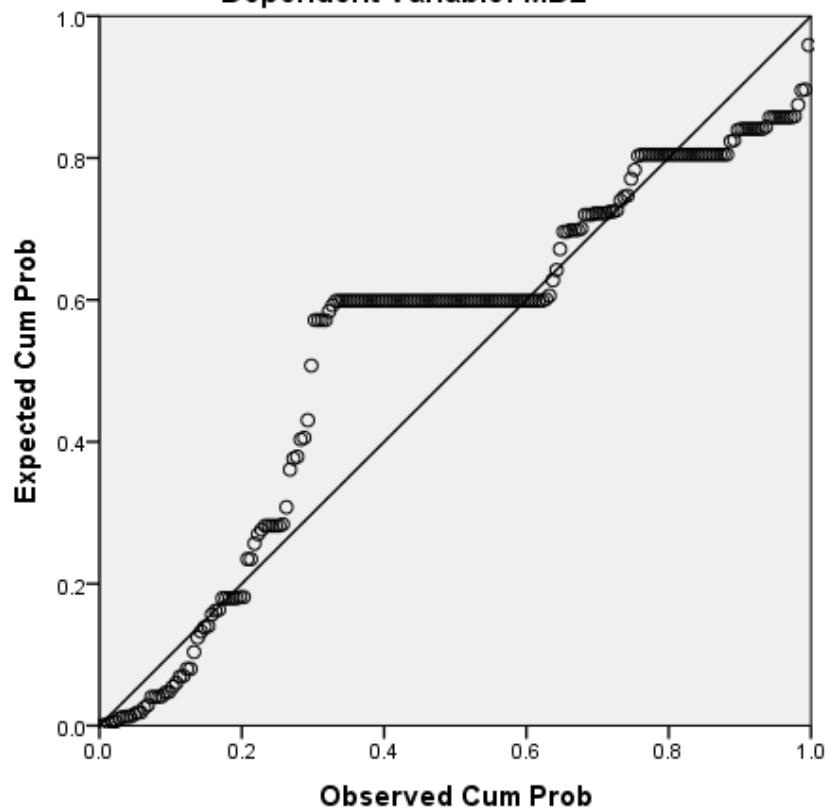


Table 4.2.3.3

FR = Financial risk (All questions in survey)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 ^a	.375	.362	.801

a. Predictors: (Constant), FR4, FR1, FR2, FR3

b. Dependent Variable: CI 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.892	4	18.723	29.202	.000 ^b
	Residual	125.028	195	.641		
	Total	199.920	199			

a. Dependent Variable: CI 3

b. Predictors: (Constant), MR4, MR1, MR2, MR3

Table 4.2.3.3

Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	MR1	MR2	MR3	MR4
1	1	4.832	1.000	.00	.00	.00	.00	.00
	2	.068	8.439	.17	.82	.00	.02	.02
	3	.040	10.961	.61	.08	.00	.02	.53
	4	.037	11.355	.12	.10	.81	.00	.19
	5	.022	14.801	.10	.00	.19	.96	.27
a. Dependent Variable: CI3								

Table 4.2.3.3

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.36	4.61	3.98	.613	200
Residual	-2.608	1.794	.000	.793	200
Std. Predicted Value	-2.635	1.023	.000	1.000	200
Std. Residual	-3.257	2.240	.000	.990	200
a. Dependent Variable: CI3					

The regression model shows that the R-square is 0.375 with an F value of 29.202 and a significance level of $p < 0.000$. It can be summarized that 61 percent of the variance in celebrity endorsement impact on Buying Behavior has been significantly explained by the fulfillment dimension. There is less than 0.0001 percent chance of this not holding true. In summary, the regression analysis concludes that financial risk measure predicts celebrity endorsement impact on Buying Behavior.

Figure 4.2.3.3

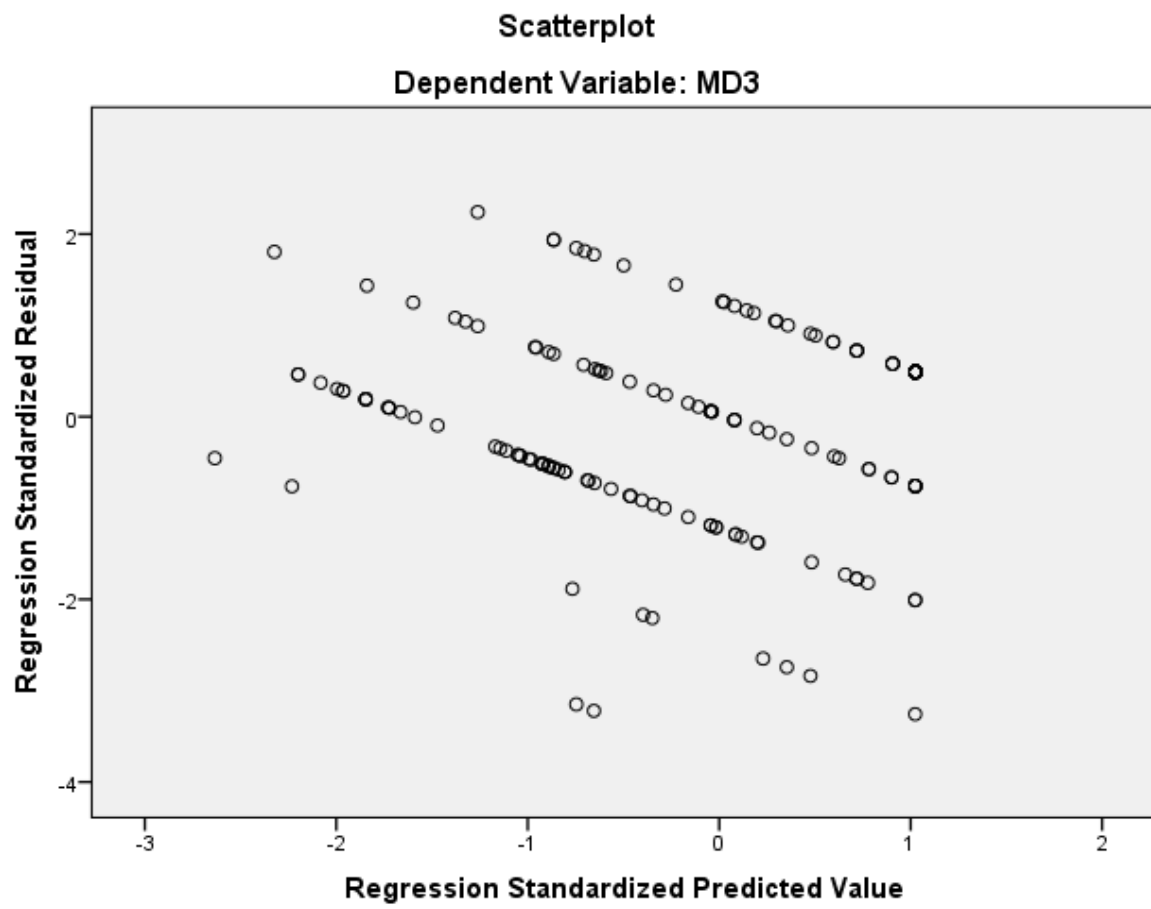
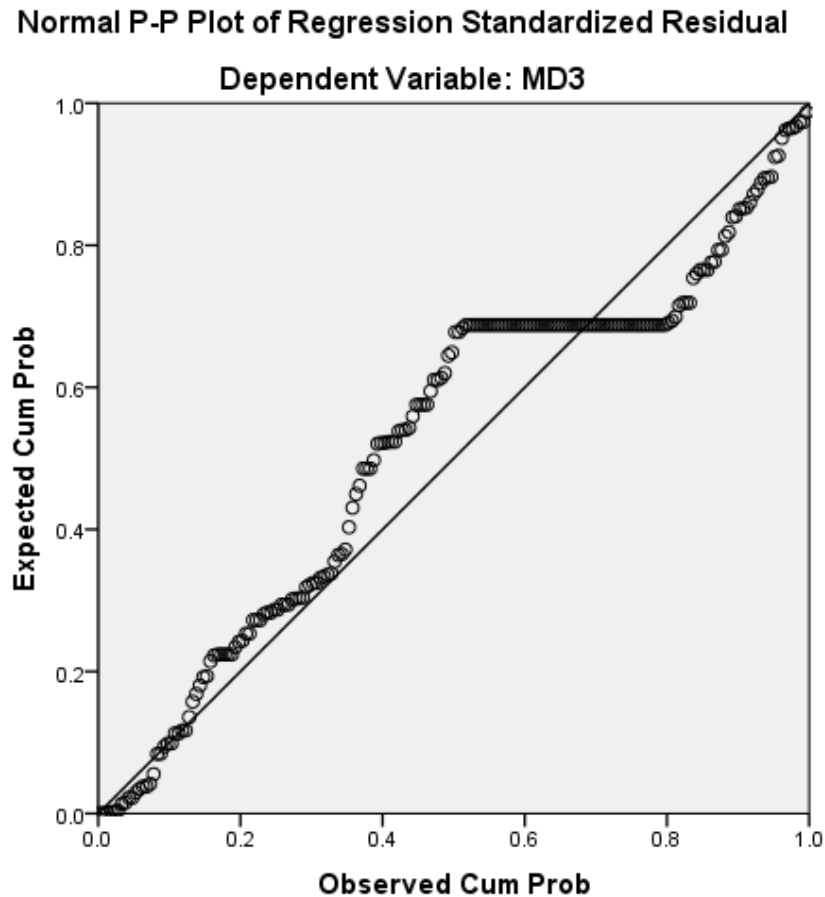


Figure 4.2.3.3



Linear regression analysis is a minor industry useful summary of increase in mean height of dependent variable with increasing independent variable height is a so-called regression line. Simplest form of linear least squares regression involves one response and one predictor.

1_ more later on how to best set intercept & slope of this line

2_ some tentative conclusions Dependent variables mean heights vary linearly with independent variable heights, but with lots of individual variation (scatter about the line) can rule out independence or functional dependence

4.2.4: Reliability

Table 4.2.4

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.2.4

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.881	20

Clear from the results shown in the table (4.2.4) that the average value of the Cronbach's Alpha 0.878 passable and statistically significant. And Cronbach's Alpha Based on Standardized Items 0.881

Table 4.2.4

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Gender	70.09	150.209	.597	.544	.873
Marital Status	69.99	159.070	-.123	.328	.884
Age	69.43	161.192	-.178	.362	.890
Education	67.18	155.924	.000	.257	.891
Employment Status	69.22	148.524	.174	.162	.888
MD1	67.41	142.645	.668	.638	.868
MD2	67.15	147.421	.430	.547	.874
MD3	67.62	139.986	.708	.632	.866
MD4	67.52	141.748	.556	.520	.870
ET1	67.96	138.426	.491	.544	.873
ET2	67.68	138.713	.615	.510	.868
ET3	67.72	139.439	.582	.502	.869
ET4	67.67	139.087	.635	.547	.867
C1	67.71	137.320	.715	.660	.864
C2	67.74	137.281	.744	.658	.864
C3	67.70	137.075	.665	.670	.866
MR1	67.77	134.580	.633	.679	.867
MR2	67.63	136.968	.702	.606	.865
MR3	67.58	140.828	.653	.605	.867
MR4	67.65	139.929	.593	.500	.869

Clear from the results shown in the table (4.2.4) that the value of Cronbach's alpha coefficient was high for each area, ranging from 0.878 to 0.881 for each area of the questionnaire. As well as the value of the coefficient alpha for all the paragraphs of the questionnaire, As well as the value of corrected item total correlation was high for each domain (0.744, 0.-178) for each area of the questionnaire. This means that the coefficients of stability are high, and the questionnaire to be finalized available for distribution.

4.2.5: Correlation Analysis

4.2.5.1: Pearson's Correlation Analysis (purchasing intentions VS celebrity endorsement impact on Buying Behavior)

Table 4.2.5.1

Correlations		CI1	PI1	PI2	PI3	PI4
CI1	Pearson Correlation	1	.339**	.455**	.459**	.438**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
PI1	Pearson Correlation	.339**	1	.428**	.318**	.505**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
PI2	Pearson Correlation	.455**	.428**	1	.557**	.567**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
PI3	Pearson Correlation	.459**	.318**	.557**	1	.504**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
PI4	Pearson Correlation	.438**	.505**	.567**	.504**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

The analysis of the bivariate correlation between the purchasing intentions dimension and celebrity endorsement impact on buying behavior variables reveal all positive figures, The results (refer to Table) reveal that efficiency is positively correlated to the effect of celebrity endorsement impact on Buying Behavior ($r = 0.339$). These correlation coefficients suggest a positive linear relationship which is highly significant at $p < 0.0001$.

4.2.5.2: Pearson's Correlation Analysis (brand image VS celebrity endorsement impact on Buying Behavior)

Table 4.2.5.2

Correlations					
		CI2	BI1	BI2	BI3
CI2	Pearson Correlation	1	.272**	.355**	.170*
	Sig. (2-tailed)		.000	.000	.016
	N	200	200	200	200
BI1	Pearson Correlation	.272**	1	.691**	.602**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
BI2	Pearson Correlation	.355**	.691**	1	.584**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
BI3	Pearson Correlation	.170*	.602**	.584**	1
	Sig. (2-tailed)	.016	.000	.000	
	N	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

The analysis of the bivariate correlation between the brand image dimension and celebrity endorsement impact on Buying Behavior variables reveal all positive figures. The results (refer to Table) reveal that efficiency is positively correlated to the effect of celebrity endorsement impact on buying behavior ($r = 0.272$). These correlation coefficients suggest a positive linear relationship which is highly significant at $p < 0.0001$.

4.2.5.3: Pearson's Correlation Analysis (financial risk VS celebrity endorsement impact on Buying Behavior)

Table 4.2.5.2

Correlations						
		CI3	FR1	FR2	FR3	FR4
CI3	Pearson Correlation	1	.551**	.504**	.445**	.422**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
FR1	Pearson Correlation	.551**	1	.547**	.505**	.492**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
FR2	Pearson Correlation	.504**	.547**	1	.617**	.524**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
FR3	Pearson Correlation	.445**	.505**	.617**	1	.634**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
FR4	Pearson Correlation	.422**	.492**	.524**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).						

The analysis of the bivariate correlation between the financial risk dimension and celebrity endorsement impact on buying behavior variables reveal all positive figures, The results (refer to Table) reveal that efficiency is positively correlated to the celebrity endorsement impact on buying behavior ($r = 0.551$). These correlation coefficients suggest a positive linear relationship which is highly significant at $p < 0.0001$.

4.3: Hypothesis Findings

H1: purchasing intentions has positive impact on celebrity endorsement in Saudi Arabia

Research has shown that famous celebrities have gotten more attention in celebrity advertisements than in celebrities. Furthermore, people tended to pay more attention to the announcement that was relevant to their interests and needs. The research shows that the presence of a famous and familiar celebrity supporter about the intention of consumers to buy a product when the product is low. However, gravity did not increase consumer buying intentions when it came to food products. It contradicts the theories and provides implications for future research. In summary, surveys show that the familiarity and sense of a celebrity raise the brand's attention and convince them to buy the product when there is a relationship between the consumers and validated, the product is a low participation of the product. In other words, factors such as similarity and familiarity and the likelihood those consumers' buying intentions towards low-power products, while gravity will not affect it.

H2: brand image has positive impact on celebrity endorsement in Saudi Arabia

This research shows that the presence of a famous and reliable personality and expert in their field of influence has a positive impact on the attitude towards celebrities and, therefore, a positive impact on the position of the brand. Although celebrities do not consider themselves experts in a certified product, they still have a positive impact as long as they are experts in their field. The experience and reliability of the famous designer give the brand a sense of credibility and credibility. Getting a successful celebrity certificate gives the brand a high quality image. Furthermore, the attractiveness of celebrity sources brings greater credibility to the brand. Research shows that gravity is more than physical attraction. It also includes athletic performance, success and lifestyle. My study also shows that the presence of a well-known famous designer can lead to the transfer of the image and the mark on the certified mark.

H3: financial risk has positive impact on celebrity endorsement in Saudi Arabia

Research shows that a source of celebrity increases the financial risks of advertising by paying attention to the brand and persuading it to buy the product when there is no relationship between the authenticator and the consumer and the product is of low participation. In other words, this will generate a financial deficit in advertising, since factors such as similarity, knowledge and sentiment influence consumers' buying intentions for low-power products that contain food, while gravity does not.

Conclusion and Recommendation

5.1: Introduction

This last chapter presents all the main results of this study and provides conclusions based on the study. It will start with all the main conclusions and conclusions related to the first research topic and then move on to the second. The chapter will end with influences on companies and theory. Furthermore, it will provide useful information for the future. The chapter will end with the limits of this thesis. Celebrities have always been the easiest way to launch a new product and will continue to be in the near future because of its public interest and faithful loyal world. But the impact on the brand is much more than a celebrity announcement. We have seen that the right choice for a famous figure can certainly increase sales, but when it comes to long-term loyalty and brand influence, this effect is not debatable.

5.2: Conclusion

The study concluded that there was a relationship between the celebrities and the consumer, in particular regarding the use of female consensus and responses of male respondents, emphasizing that men have agreed more on all articles related to gender. Previous studies have reinforced this production and indicated that consumers respond differently to photos of famous celebrity photographers to men, and announcements showing female celebrities are best evaluated (Klaus and Bailey, 2008). Moreover, he discovered that attractive female models had generated higher attitudes instead of attractive male models through the sexes, but specificity among men. Most respondents said that celebrity exporters would have no impact on any of their purchase decisions. However, among the minorities, commentators of celebrities risk being persuaded to buy clothes, snacks, sports equipment and drinks. Many have noted that celebrity endorsements were more compelling than cheaper products. Most respondents said they would buy a product even if approved by someone they do not like. A small minority claimed that they would not buy a product that is backed by a celebrity that they consider unfavorable. This study provides some statistics on the impact of celebrities on consumers between the ages of 18 and 35 years. This shows that celebrity reviews are among

the factors that consumers use for this age group when they buy digital media players. It also shows that consumers of this age group are usually not convinced of celebrity support. The information gathered in this study will help to refine future efforts to promote digital media. PR experts help you focus your efforts on other areas of your advocacy strategy by targeting the 18-35 age group. Even with celebrity endorsements, the information in this study will help them use celebrity supporters in ways that maximize returns. A person recognized by the public because of his actions in the presence of several governors, such as performers, athletes, Muslims, legislators, etc. known as celebrities. Celebrity is a person who loves the general appreciation of a large group of people. While features such as the fascinating lifestyle and the incredible or different abilities are the same characteristics that are seen and the celebrities generally differ from the social standard and experience a great signal of public attention. In this context, some examples of celebrities have a different portfolio and public recognition; people give weight to these characters in their routine as their aspirations and feel at ease. In this sense, celebrities from other countries can be seen in all the media. When a celebrity gets fame and popularity, they immediately appear in advertising. Such advertising in which a celebrity is used in favor of a consumer product through its performance, in a market vision, celebrities describe themselves as a person of interest, making profits and taking profit from a high level of public interest. These entities are used to support services, products, ideas or customer organization (Canning et.al. 2006).

5.3: Research Discussion and Findings

1_ Promote celebrity endorsement of product information and create awareness among consumers. It helps you remember the signs of approved products.

2_ notes that YouTube among the various media influences is more social to convince consumers to buy products.

3_ The purchasing situation is strongly influenced by the quality of the product rather than by support factors, product price, discounts, offers, etc.

4_ A large number of respondents believe that the products advertised by celebrities are of good quality and support for celebrities.

5_ will be most effective when applying the Declaration simple, clean and free of inappropriate design elements, and distinguishes the interesting features of the Declaration associated with the celebrity character.

6_ famous" more effective when using a celebrity already strongly associated with a product or service.

7_ will be more effective when it is not; there are frequent changes in celebrities that support products, as it will further enhance the brand's ability to call.

5.4: Managerial implications

The support of celebrities is a very important and interesting area to study. The study was conducted from the point of view of the consumer, but more research can be done from a business perspective or even from the point of view of celebrity certifiers. Some of the questions asked during this study are

1_ what are the risks of using celebrity sources with a negative image?

2_ how does the image of a brand influence the image of a follower of a celebrity?

3_ what kind of certified products do the famous celebrity designer benefit from?

On the other hand, the research was conducted with people who exercise regularly. More research can be done by interviewing people who do not train regularly. From the research results it seems that endorsing celebrity advertising has a huge impact on student consumers in unreliable advertising. The results of the survey show that the acceptance of the product as a result of its commercial treatment is due to the approval of the product celebrities by various

mixing factors, such as music and graphics, which perform complementary functions. As research results indicate that celebrity-supported advertising has a significant impact on students' purchasing intent and those other variables such as music and graphics do not play a complementary role in this respect.

5.5: Contribution

1_ the effects of celebrities work in the Saudi scenario has impact level and size vary depending on the celebrity and product category, but most adjustments have a positive effect.

2_ the consumer looks for a variety of aspects of authentication such as credibility and opportunities for the approver. Credibility also means compatibility between brand and celebrity.

3_ multiple approvals lead to confusion in the consumer's mind.

4_ when a financier approves many brands, recertification depends entirely on the strength of the brand. Undoubtedly, there are some brands that go unnoticed and remember that those positions are minimal. In this case, the company can increase the advertising content because it has a special place in the consumer's mental space.

5_ not only financial gains of approvals of interest to celebrities, they also look for the relevance of the brand and what design could do in its image.

6_ more than poor performance in the professional field, it is a celebrity link with controversy or misconduct that has a negative impact on support.

7_ access to celebrities, and factors of interest in the region, popular, gravity and belief system are some other important platforms, which arise when the impact of testimonial in the brands under consideration.

Of course, social media professionals and influential people are not a new strategy in the digital age, but the association of a celebrity with a producer is unworthy of thinking. Celebrities and influencers are preloaded with millions of followers and contacts to be used at the expense of brands. If testimonials represent the aspirations of potential customers, individual certificates represent the idea that someone like me "can use the product. It represents support with easy arrival and easy and with a remarkable ability to spread ideas repeatedly ideal for this type of transport certification. To think about giving those who has the ability to spread the word through the presence of their social networks, The voluntary tax of Facebook is not subject to the rules of Traditional Advertising and the average Facebook user has hundreds of friends, professional hobbies or similar hobbies and can benefit from the same types of products.

5.6: Research Limitation

Despite all the restrictions listed, the study showed that celebrity endorsement is an area in the field of advertising worthy of in-depth research where companies spend huge resources on advertising each year. From the research results it seems that endorsing celebrity advertising has a huge impact on student consumers in unreliable advertising.

1_ the study included only those respondents who exercised regularly. This factor can influence responses to support your admiration for support, as they have a normal relationship with the product and the proposer.

2_ there was no complete gender equality for respondents who could influence the answers.

3_ the study does not examine the classification of celebrity ratings for other factors that may affect the purchase decision. The study also does not collect information on the influence of many famous celebrities compared to one of the celebrities.

4_ the only demographic information included in the study was the age group of respondents. Therefore, there is no research into the possible differences between races and races with respect to reactions to celebrity endowments.

5.7: Future Research

Further research on this topic should initially include a wide range of age for inclusion in the sample, whereas this study focused its research primarily on respondents to consumers at different stages of life, as they all have the amount of targeted ads in Saudi Arabia in the present. Its inclusion in future research will be of great help in obtaining a general perception of consumers. The use of focus groups in future studies can also be useful for obtaining ideas and beliefs from consumers from a variety of perspectives. Although a quantitative approach to gathering data for this study, qualitative studies such as interviews and semi-structured focus groups also allow researchers to verify responses and enrich the understanding of research questions is used. Source properties are more attractive when they appear in TV ads than in printed ads. Although the questionnaire is very complete, it will be interesting to make television commercials, not only for the characteristics of the sources, but also for the general dynamics that will contribute to the analysis. Another possibility is to use these TV ads as content for focus groups.

Finally, the conversion model must be analyzed in greater depth. A study on how to convey the meaning of the celebrity product can also examine the reasons why social networks are chosen for such celebrities and how consumers are attracted to their qualities and which in turn leads to purchasing behavior.

5.8: Recommendations

1_ The study recommends inclusion of additional demographic information. In this way it can be ascertained whether some answers concern sex, race or socioeconomic status.

2_ Future research on this topic should ask respondents about all the factors they think about when they buy digital media players. You should also ask where the ranking of celebrities is in the list of factors

3_ Future research on this topic should include quantitative research. This allows a statistical analysis and analysis that helps to identify cases and ultimately to get more information about consumers' purchasing behavior.

4_ It is also useful for advertisers looking for simple directories and advertising as an erotic logo, good graphics and music that will help consumers identify and empathize so they can better understand the ad and get a positive response.

5. Cultural, social and psychological factors such as age, lifestyle, personality, credibility, creativity etc. They should be carefully monitored, on the contrary, superimposed with a commercial statement so that consumers can identify them.

6_ Advertisers need to make sure that they approve their product before using a celebrity, that there is compatibility between the wheel and the product. This is to prevent the public image from being blocked and accepted by an authorized product representative or the so-called vampire effect.

Mentions the traits of celebrity in terms of expertise, trustworthiness, likability, attractiveness and specific relations that carry possible product significance, Consumer behavior is the action public commences when gaining, consuming, and disposing of tangible and non-tangible products. Learning this action is vital because it can assist to develop effective strategies to stimulate the consumer to buy the advertised brand. Purchasers have the command to accept or reject the brands according to their needs and lifestyles. Suggested to read out consumers' heads comprehensively, It would definitely provide the grounds to consumer to act as per line of the marketing mix a well-known 4Ps at the end (Product, Price, Place and Promotion).

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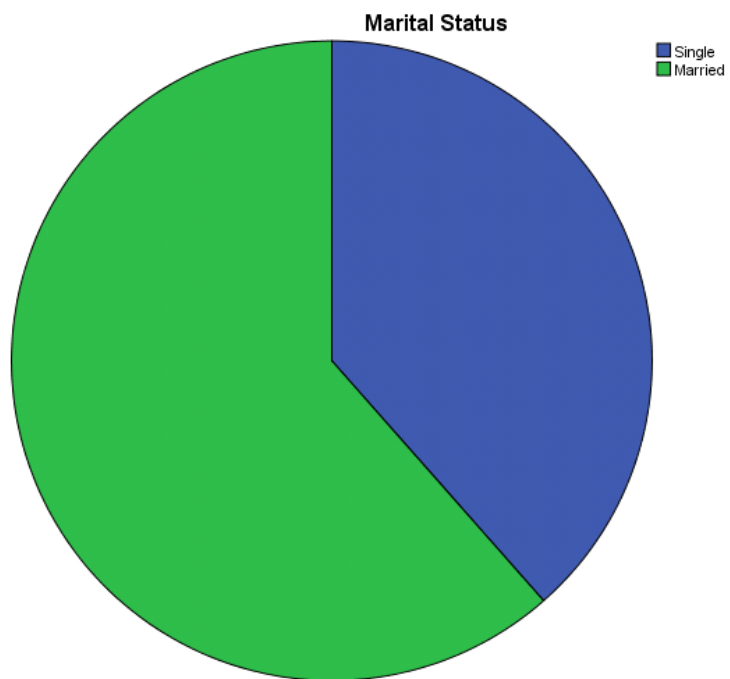
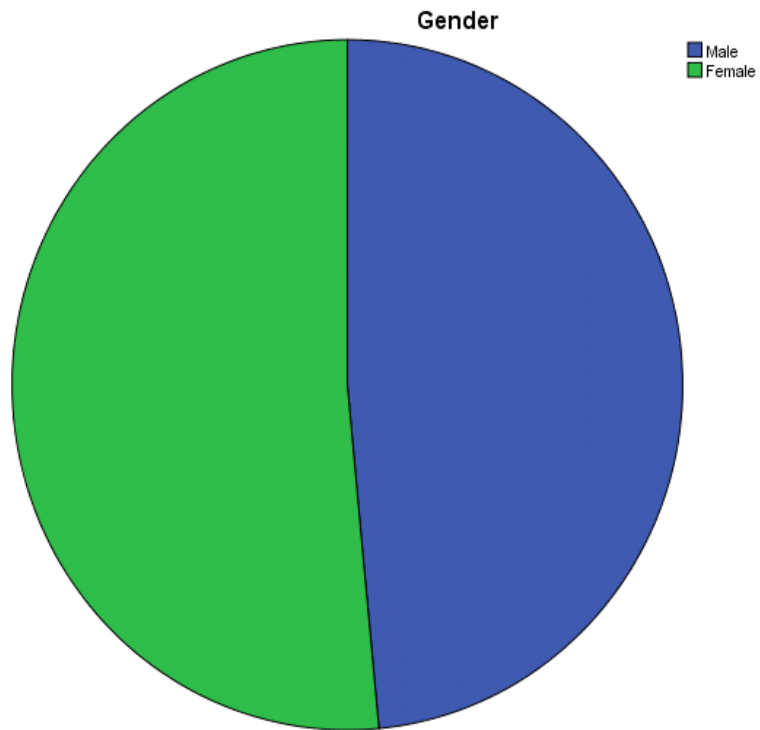
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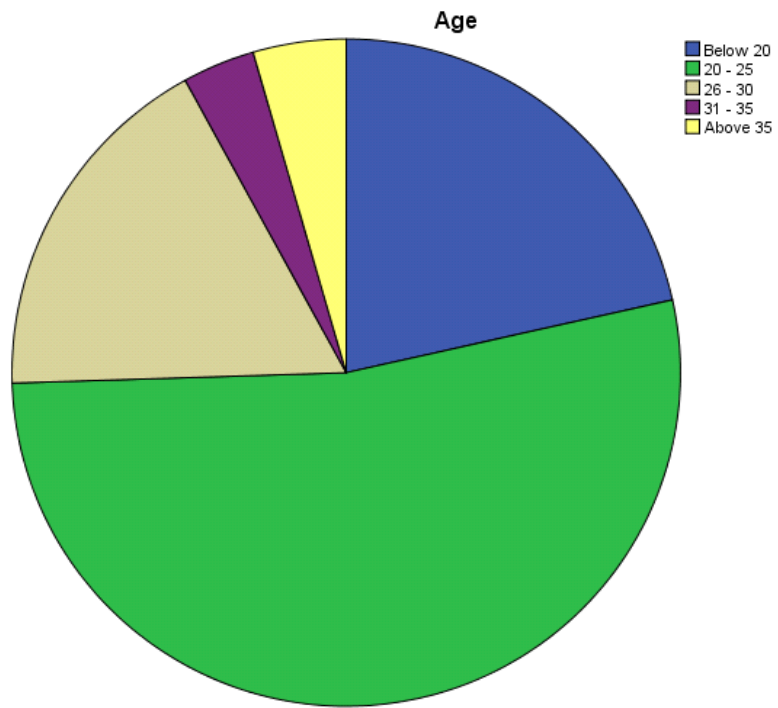
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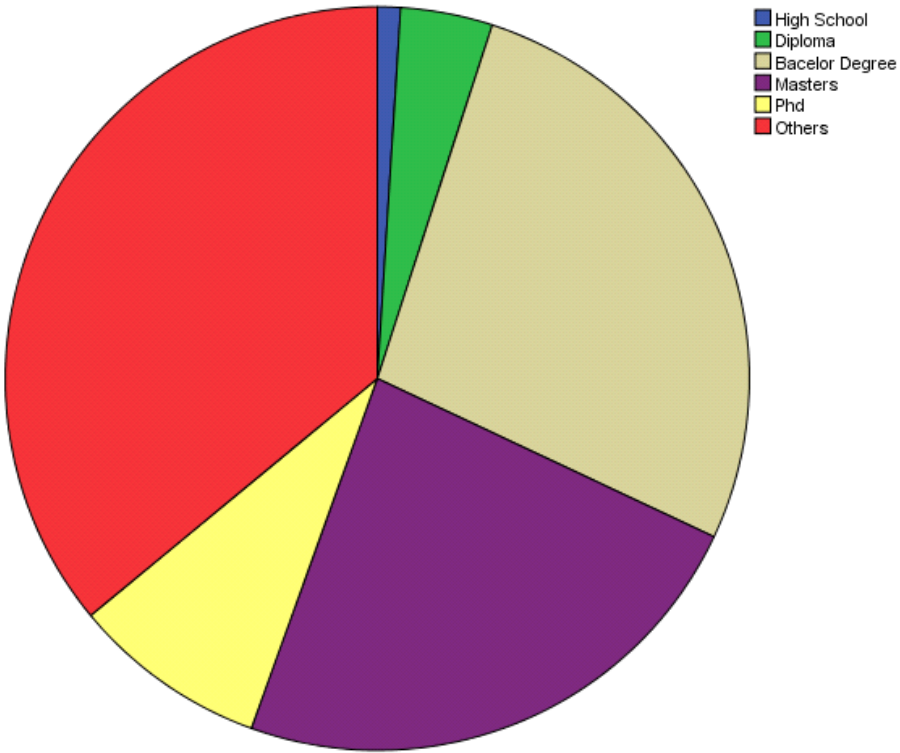
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Appendix

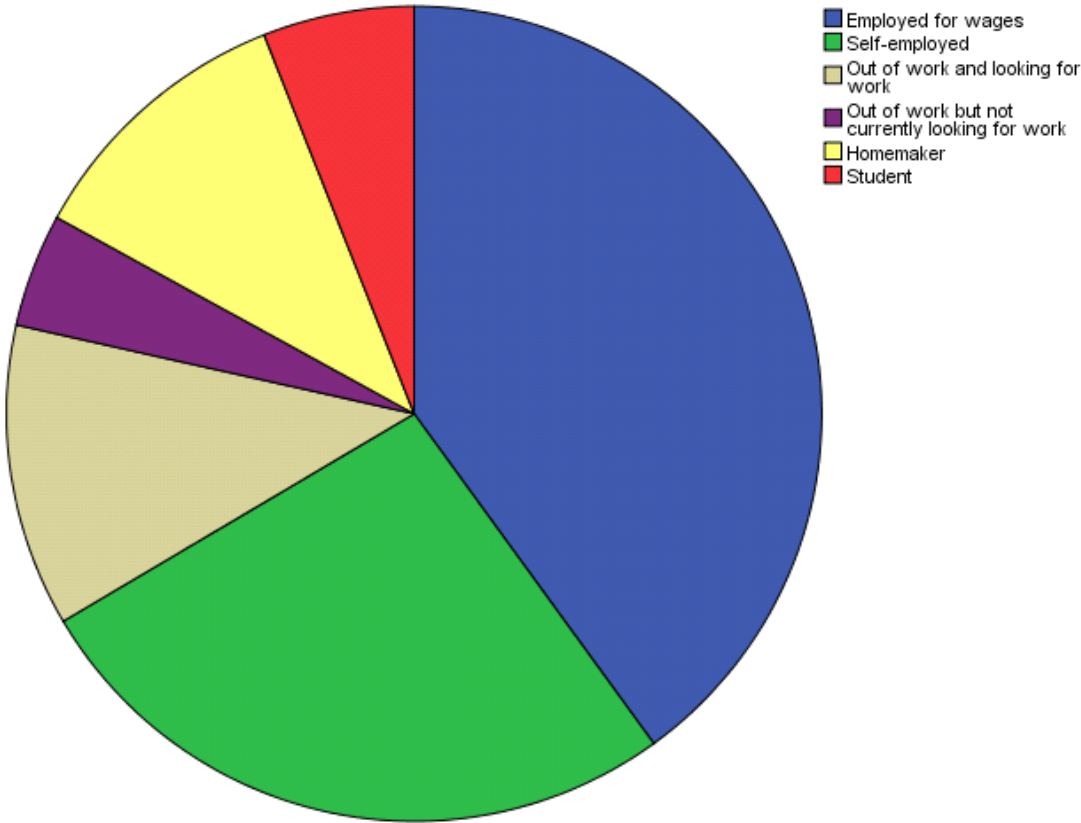




Education



Employment Status



Questionnaire:

Part 1 (Demographic Questions)

Q1_ Gender:

A_ Male

B_ Female

Q2_ Marital status:

A_ Single

B_ Married

Q3_ Age:

A_ Below 20

B_ 20 - 25

C_ 26 – 30

D_ 31 – 35

E_ Above 35

Q4_ Education:

A_ High school

B_ Diploma

C_ Bachelor Degree

D_ Masters

E_ Phd

F_ Others

Q5_ Monthly Income:

A_ Less than 1000 USD

B_ 1000 – 1999 USD

C_ 1999 – 2999 USD

D_ More than 3000 USD

Part2 (Celebrity Endorsement Impact on Buying Behavior)

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	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q1: Celebrity endorser is a main factor affects your buying behavior towards a purchase					
Q2: Male endorser is more effective as compared to female endorser					
Q3: Following celebrities on social media accounts					
Q4: I think celebrity endorsement is an important factor when i make my purchase decision					

Part 3 (Purchasing Intention)

Adopted by Aroobah Rukhsar, Maria Shoaib / January 2016 / Influence of Celebrity Endorsement on Consumer Purchase Intention / IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 1.Ver, I (Jan. 2016), PP 06-09.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q5: Celebrity endorsement is an effective tool of persuasion of buying a Product					
Q6: Buying a products because a celebrity endorsed it on social media					
Q7: i buy a products based on attractiveness of the celebrity					
Q8: I will stop buying a brand of my favorite celebrity if it gets involved in scandal					

Part 4 (Brand Image)

Adopted by ZOHRA SABUNWALA / 6 November 2013 / IMPACT OF CELEBRITY BRAND ENDORSEMENTS ON BRAND IMAGE AND PRODUCT PURCHASES -A STUDY FOR PUNE REGION OF INDIA / IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM) ISSN (E): 2321-886X; ISSN (P): 2347-4572 Vol. 1, Issue 6, Nov 2013, 37-42

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q9: Do you like to see any celebrity endorsing your brand on television?					
Q10: Brand name affects your buying behavior towards a purchase					
Q11: celebrity endorsement affect your image or your think on specific brand					

Part 5 (Financial Risk)

Adopted by Subhadip Roy / 22 December 2012 / To Use the Obvious Choice: Investigating the Relative Effectiveness of an Overexposed Celebrity AUTHOR:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q12: Pay on Celebrities is motivation factor for consumers to buying a products					
Q13: Celebrity participation in advertising may cause a financial losses to brand					
Q14: Celebrities become seeking a very high amounts for endorse it any brand					
Q15: The failure of advertising is one of the financial risks of the brand					

