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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

IMPACT OF CELEBRITY ENDORSEMENT ON YEMENI CONSUMER'S PURCHASE INTENTION IN TERM OF BRAND IMAGE

THESIS

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Department of Business

Business Administration Program

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(Y1712.130040)

Advisor: Assist. Prof. Dr. MÜGE ÖRS

January, 2020

YÜKSEK LİSANS TEZ ONAY FORMU

İşletme İngilizce Anabilim Dalı İşletme Yönetimi İngilizce Tezli Yüksek Lisans Programı Y1712.130040 numaralı öğrencisi REEM MOHAMMED OTHMAN ALAWADHI'nin **"Impact of Celebrity Endorsement on Yemeni Consumer's Purchase Intention in Terms of Brand Image"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 14.01.2020 tarihli ve 2020/01 sayılı kararıyla oluşturulan jüri tarafından oybirliği/oyçokluğu ile Tezli Yüksek Lisans tezi 29.01.2020 tarihinde kabul edilmiştir.

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DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original of this thesis.

Reem Mohammed Othman Alawadhi

This thesis is dedicated to:
My beloved parents
My sister (Randa)
And my brothers
who supported me and kept encouraging
me to go forward with my master study

FOREWORD

First of all, I would like to thank my creator Allah for awarding me the ability to issue my thesis.

I would also like to thank my backbone, the pillar of my life, my sister Dr. Randa AL Awadhi,

The soul whom her prayers always protected me, my mother (May Allah grant her place in His paradise), the man who without I would not be what I am today, my father,

My brothers who were always there for me. And lastly to my mentor who without her guidance this thesis will not be. Prof. Dr. MÜGE ÖRS thank you for efforts and guidance during the research phase.

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ABBREVIATIONS

AMOS	: Analysis of a Moment Structures
AVE	: Average Variance Extracted
CFA	: Confirmatory Factor Analysis
CFI	: Comparative Fit Index
CMIN/DF	: Chi-Square Mean / Degree of Freedom
CR	: Composite Reliability
EFA	: Explanatory Factor Analysis
MSV	: Maximum Shared Variance
P-value	: Probability value
RMSEA	: Root Mean Square Error of Approximation
SEM	: Structural Equation Modeling
SMC	: Squared Multiple Correlation
SPSS	: Statistical Package for the Social Sciences

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IMPACT OF CELEBRITY ENDORSEMENT ON YEMENI CONSUMER'S PURCHASE INTENTION IN TERM OF BRAND IMAGE

ABSTRACT

Using celebrities in commercial advertisements for introducing or promoting the brand considered a common practice among organizations to support the brand image. Celebrity endorsement strategy is considered as a popular and influential way to reach to a huge number of the consumer. The success and popularity of this strategy for a long time making marketers believe that messages delivered by celebrities accomplish a high degree of attention, recall and possibly intent of purchase for some consumer. This research clarifies how do Yemeni consumers perceive celebrity endorsement and studies the influence of celebrity attributes' (Trustworthiness, Expertise, Attractiveness and likeability) on Yemeni consumer's purchase intention in terms of brand image — moreover, the direct impact of the brand image on consumer purchase intention. The survey community was identified in Yemen; a total of 282 respondents have collected. This research used structural equation modelling (SEM) to demonstrate the relationship between variables, some hypotheses associated with this study were accepted (celebrity expertise, celebrity likeability) where celebrity expertise had the strongest impact on the intent of purchase for the consumer in terms of brand image. While the others were rejected (celebrity trustworthiness, celebrity attractiveness), it also found there is a significant and direct correlation between brand image and purchase intention of the consumer.

Keywords: *Celebrity Endorsement, Trustworthiness, Expertise, Attractiveness Likeability, Brand image, Purchase Intention*

ÜNLÜLERİN REKLAMLARDA ROL ALMASININ MARKA İMAJI BAĞLAMINDA YEMENLİ TÜKETİCİLERİN SATIN ALMA EĞİLİMİ ÜZERİNDEKİ ETKİSİ

ÖZET

Markayı tanıtmak ve terfi etmek için ticari reklamlarda ünlüleri kullanmak marka imajını destekleyen kurumlar arasında yaygın bir uygulama olarak düşünülmektedir. Ünlülerin reklamlarda rol alması stratejisinin çok sayıda tüketiciye ulaşmak için popüler ve etkili bir yol olduğu değerlendirilmektedir. Bu stratejinin başarısı ve popülaritesi konusunda pazarlamacılar uzun zamandır, ünlüler ile verilen mesajların daha çok dikkat çekmeyi başardığı, bazı tüketiciler için satın alma eğilimi olasılığı ve çağrışımı yaptığına inanmaktadırlar. Bu araştırma Yemenli tüketicilerin, ünlülerin reklamlarda rol alması algısını açıklığa kavuşturmaktadır ve ünlülerin niteliklerinin (Güvenilirlik, Uzmanlık, Çekicilik, ve Sevilebilirlik) marka imajı bağlamında Yemenli tüketicilerin satın alma eğilimi üzerindeki etkilerini ve hatta marka imajının tüketicilerin satın alma eğilimi üzerindeki direk etkisini ele almaktadır. Araştırmanın evreni Yemen'den tespit edilmiştir; toplam 282 kişi ankete katılmıştır. Bu araştırmada, değişkenler arasındaki ilişkiyi ortaya koymak için Yapısal Eşitlik Modeli kullanılmıştır. Bu çalışma ile ilgili bazı hipotezler (ünlülerin uzmanlığı, ünlülerin sevilebilirliği) kabul edilirken ki ünlülerin uzmanlığı marka imajı bağlamında tüketicilerin satın alma eğilimi üzerinde en güçlü etkiye sahip olmuştur; bazılarını da (ünlülerin güvenilirliği, ünlülerin çekiciliği) reddetmiştir. Aynı zamanda marka imajı ile tüketicilerin satın alma eğilimi arasında anlamlı ve direk bir ilişki olduğunu ortaya konmuştur.

Anahtar Kelimeler: *Ünlülerin Reklamlarda Rol alması, Fiziksel Çekicilik, Güvenilirlik, Uzmanlık, Sevilebilirlik, Satın Alma Eğilimi, Marka İmajı.*

1. INTRODUCTION

1.1 Research Background

Most companies want to use the right strategy to build a successful and unforgettable name for their brand to ensure its success, survival, growth and prosperity. In the present era celebrity endorsement deemed a million of dollars industry. (Kambitsis , Yvonne , Nicholas , & Giannis , 2002). Using celebrities in commercial advertisements to introducing or promoting the brand considered a common practice for organizations to prop the image of brand. In fact, lots of researches have proven this practice always getting the customer's admiration and making great feedback toward the advertisement. Celebrity endorsement is a marketing communications strategy using by firms to attracting customers, effect in their decision and push them to purchase that brand. Advertisers use celebrities in their ads to attracting viewers and making the ads more memorable, valuable and reliable. Companies' expenditure a large amount of money to align their brands with the image of a celebrity. however, it became necessary for firms to use those celebrities to endorse their brands firstly to create a unique identity of the brand, secondly to make the companies brand or product very popular, this strategy power accumulate and grow with time to get maximum profit (Chavda V. , 2010).

To implement this strategy marketers should follow a plan that accurate and carefully considered. There are three main factors that affect the attitudes of consumers towards endorsements, primarily determines the position of consumers towards a celebrity-endorsed product, to achieve this point marketer should found a celebrity that aligns with their brand, adding a celebrity influencer to the brand leads directly to enhance the brand image of a company. The facts proved that consumers cannot remember 80% of the information presented in the ad after 24 hours but certainly will remember the celebrity that endorsed the exact brand. Celebrity can touch the emotional feelings of consumers and persuade them to their message where people tend to believe that the brand endorsed by a celebrity is more credible and successful.

The second factor that should be observed is the congruency between a celebrity's image and the product that endorse, create a harmonious match between celebrity influencer and the brand which helps in increasing credibility toward the advertisement. However, consumers must believe that the celebrity uses the product actually. Last factor is determining the dimensions of celebrity endorsement which meaning the traits and skills that celebrity-owned that affecting people and change their intent and drive them to purchase the product. This study focusing on examines the most influential attributes that influence on the perception of consumers. The table below represents a summary of some researches that have been done in this filed.

Table 1.1: literature review on the relation of celebrity endorsement and purchasing intentions

Source	Variable Studied	Findings
(Hovland & Weiss, 1953)	Credibility	Credible source information impact on beliefs, attitudes and/or behavior.
(Kanungo & Pang, 1973)	Fit between the celebrity and the brand	When the customer sees the celebrity's compatibility with the endorsed product, he\she gets inspired to purchase an endorsed product.
(Homer & Kahle, 1990)	Attractiveness	Attractive celebrity has produced more buying intentions than unattractive celebrities.
(Ohanian, 1991).	Source Credibility (Trustworthiness, Expertise and Attractiveness)	Found that expertise has a significant impact on the intention to purchase while Attractiveness and Trustworthiness have no impact.
(Pornpitakpan, 2003)	Source Credibility (Trustworthiness, Expertise and Attractiveness)	All three dimensions of likeability, personality, attractiveness and experience credibility contributed favorably to purchase intention.
(Zafar & Rafique, 2012)	Physical attractiveness, credibility and congruence	All dimensions have an effect on the intention of the consumer to buy
(Gupta, Kishore, & Verma, 2015)	Attractiveness, trustworthiness and expertise	attractiveness and trustworthiness have a significant impact on a consumer's intention to purchase whilst expertise has no significant impact

Table 1.2: literature review on the relation of celebrity endorsement and purchasing intentions (Cont.)

Source	Variable Studied	Findings
(Mansour & Diab, 2016)	Attractiveness, Likeability, Trustworthiness, Expertise and Respect	The likeability and attractiveness of celebrities influence consumers more than their trustworthiness and expertise while not influenced by the respect of celebrities.
(Abbas, Afshan, Aslam, & Ewaz, 2018)	likeability, personality, Credibility attractiveness and experience	likeability, attractiveness, experience and personality influenced male customer purchasing intention while likeability, attractiveness and credibility influenced female customer purchasing intention

Sometimes these approach is not without fault too, a single slip up can be the end for a brand, the negative image of celebrity immediately affect negatively to the image of brand. so it not easy for marketers to bring and choose the best nominee between a lot of celebrities that are in the market, while the customer expected real, unique, amazing and incredible celebrities to trust and believe in their experience to achieve a unique and relevant position in the minds of the consumer. Companies should be accurate when signing a contract with a celebrity because it will be a strong bond for many years (Temperley & Tangen, 2006).

1.2 Problem Statement

Nowadays, marketers faced a lot of challenges in markets field, one of the challenges faced is how to establish effective communication with consumers, by employing a language they understand and confidence (Sheth, Mittla & Newman, 1999).

The biggest problem with the celebrity endorsement strategy is selecting an appropriate celebrity endorser that aligns with the brand to obtain an effective and successful advertisement campaign. The previous studies were conducted in this field concluded there is a positive correlation between celebrity endorsements and consumers' purchase intentions. However, those researches have been done in several countries with a diverse group of consumers. The current study seeks to find out the perception of Yemeni

consumer's on celebrity endorsement and impactful of celebrity endorsement on Yemeni consumer's purchasing intent in term of brand image.

Furthermore, it is interesting to notice that earlier researches have not reached any consensus concerning the effecting of four celebrity attributes which are trustworthiness, expertise, attractiveness and likeability on consumers' purchase intentions.

1.3 Purpose of Research

This research was selected to address the following goals:

- Examine the perception of Yemeni consumer's toward celebrity endorsements.
- Determine the factors and attributes of celebrity that influence the intent of purchas for Yemeni consumer's in terms of brand image.
- Finds out the impact of the brand image as mediating between celebrity endorsement and the intention of the consumer to buy.
- Examine the direct impact of brand image on consumer purchase intention.

1.4 Research Questions

This study is predicated on the following questions:

Question 1: How do Yemeni consumers perceive celebrity endorsement?

Question 2: What is the influence of celebrity trustworthiness, expertise attractiveness and likeability on the purchase intentions of Yemeni consumers when using a brand image as a mediator to purchase a product?

Question 3: What is the relationship between brand image and purchase intention of the consumer?

1.5 Significance of Research

- The growing interest in celebrity endorsement in advertising to promote the brand.
- Knowing the characteristics of celebrity that influencing the purchase decision of the Yemeni consumers.
- Empower advertisers on how choosing a celebrity to endorse a certain product.

1.6 Organization of chapter

The structure of research has been divided into several main chapters order as follows:

- Chapter one: This chapter presents an overview introduction of the research topic, determining the purposes and questions for which the study was carried out and the objectives to be achieved.

- Chapter two: This chapter reviews the discussion that has been done on previous literature and studies related to celebrity endorsement through displaying a comprehensive view of celebrity endorsement, beginning with the background of this strategy and explaining the concept and meaning for each word related to celebrity endorsement also find out the advantages and disadvantages following this method. In addition, detailed clarification on trustworthiness, expertise attractiveness and likeability of celebrity also brand image and consumer purchase intention.

- Chapter three: This chapter displays the conceptual framework of the research and identifies the hypotheses on which the research was based

- Chapter four: This chapter concentrates on the interpretation of Followed methodologies in this research, demonstrates the research design, data collection methods, survey instruments and at last displaying the scales of research.

- Chapter five: This chapter reviews the statistical analysis of the research and presents a brief illustration of the results.

- Chapter six: This chapter discusses the results derived from the analysis. Finally, the research concludes by mentioning some recommendations and tips for future research.

2. LITERATURE REVIEW

2.1 Introduction

This chapter comprehensively presents the current concept and ideas of celebrity endorsements also reviews previous studies have been done in this area in order to get a complete understanding of the research topic.

2.2 Concept and Meaning

2.2.1 Endorsement strategy

Organizations had formally used endorsement strategy since the nineteenth century for radio and Television advertisements making, then developed speedily in the '70s when big-name endorsers showed up in 15% of all publicizing. The offering of appearances developed in the coming years: 20% in the '80s, 25% in the '90s, setting VIP underwriting as the most demanding and generally applied showcasing a procedure (Ang & Dubelaar, 2006).

Endorsement is an action that takes to show you're supporting and approving to something or someone. An endorsement for a product meaning that appears in product-specific advertisements for showing support for it. According to the (Vaghela, 2013) Endorsements have to reflect the honest opinions for a product without any unprejudiced and reflect the beliefs and experience of the endorser. Federal Trade Commission (1980) defined Any advertising message like oral statements, name or even the signature of endorser, name or seal of an organization, this message which consumers may think reflects the opinions, beliefs and practices, which may be an individual, group or institution.

Based on a study conducted by (Friedman, Termini, & Washington, 1967) they concluded that endorsers could be divided into four main elements as follows:

- The typical consumer: is a normal person not famous, which is the one who knows the product precisely by using it continually in his/her life.

- Professional expert: is a person who has a specific and deep understanding of the product through specialized training for the product, which means he\she used significantly compared to average people. Until he\she had become enough experience with the product.

- Company president: is the leader of the organization's product in which is being promoted.

- Celebrity: is a person who is known for their achievements in other areas that not with regard to the product that is being endorsed.

Eventually, celebrity is the most effective approach compared with other approaches of endorsers (Seno & Lukas, 2007). In this study we are concerned primarily with the celebrities, so we will look at it in more detail.

2.2.2 Celebrity

"A sign of a celebrity is that his name is often worth more than his services." Daniel J Boorstin

People who are known for large groups of people through their characteristics, skills, attractiveness and lifestyle, and getting a high degree of attention from audiences. Celebrities can be people from television, movies, artists and sports, or can be untraditional celebrities as business, politics, or even person from the military (McCracken G. , 1989). As a matter of fact, with modern developments celebrity can be an animal or an animated character like Fred Flintstone (Miciak & Shanklin, 1994).

Celebrities are appearing to people in different forms and ways either by attending events or through media which considered the source of information about their private and occupational lives. Celebrities are people who have distinctive features, that assists companies to bring the attention of consumers to their advertising (Silvera & Austad, 2004).

Celebrity name is often associated with wealth (commonly referred to as fame and fortune) where fame can easily offering to celebrity huge opportunities to make money. For the time being, with rapid effecting of communications strategy, it became easier to reach and influence the public directly (Dinu & Dinu , 2012). Whereas celebrities represent the ideal life that most people imagine and they would wish to live. This brings

us that ads have a significant influence on the buying decision of consumers (Düsenberg, Almeida, & Amorim, 2016).

In advertisements market, there are two types of celebrity: celebrity license and celebrity endorsement. Celebrity license defined as long term commitment between the company and celebrity through adds his/her name immediately to a product. The foundation of this type based on the direct relationship among the celebrity and the product (co-branding). Celebrity license is often not preferred for both celebrity and company, this is because long-term commitment can be a strength or weakness point for both, that depends on the status of celebrity and the quality of brand (Mistry, 2006). Celebrity endorsement is the most strategy used in the marketing field as a product promotion tool. This type of celebrity can give his\her opinions about the product or being a spokesperson for a product (Blackwell, Taghian, D'Souza, & Miniard , 2006).

2.2.3   Celebrity Endorser

Celebrity endorsers defined as a person who enjoys public recognition and appears in an advertisement to endorse consumer products. In another meaning, utilizes his\her public recognition on behalf of the product (McCracken, 1989). Celebrity endorser defined as a person who is known to the public and uses this fame to co-present a product or recommend a certain product in the advertisement (Stafford, 2003). As seen the previous definitions of celebrity endorser highlight the fact that a person who becomes celebrity endorser should enjoy public recognition because of some achievements in a particular field, Admiration, love and respect may accompany this recognition. These factors make a celebrity affect a huge number of audiences, who are following celebrity actions, words, expressions and affiliations.

Celebrity endorser is a person who can provide other people with objective information such as knowledge and expertise. Therefore, celebrity is said to be a credible source of information (Ulkhaq, Nurdianti, Karti, & Astharina, 2016). Sometimes an endorser is called inviter because they enjoy a distinctive position and reputation help them to invite and encourage others to purchase products or services in Ads (Jamil, 2014).

2.2.4 Celebrity Endorsement

The celebrity endorsement has utilized for many years. As the beginning of 1979 one every six commercials used a celebrity. This strategy has continued to grow annually until the percentage reached 25 % in 2001 (Erdogan, 2001). At the same time, the corresponding cash flows grew dramatically. In 1996 the companies in the United States spent more than 1 billion dollars to celebrity endorsers for endorsement deals and licensing rights (Lane, 1996). In fact, researchers confirmed that the celebrity endorsement phenomenon will increase continuously (McGill, 1989). Actuality media often overload society with news about celebrities and provide them an entertainment function. As well is not probable to change this phenomenon because people are obsessed with celebrities function (Choi & Rifon, 2007).

Celebrity Endorsement is one of those powerful tools that advertisers are seeking to exploit celebrity image and reputation to promote their brand. Use celebrity endorsement in ads reinforces the message in target customers ' minds more than when other approaches are used. Moreover, since celebrities are known to many, more people become aware of the product advertising associated with such personalities, creating a positive attitude towards the product among consumers brand (Atkin & Block, 1983). There is empirical evidence proving that for both the endorsed brand and the advertisement, celebrity endorsement generates higher recall. The celebrity endorser also runs as a co-brand for the brand endorsed, resulting in equity being created for both the celebrity endorsed and the brand endorsed (Seno & Lukas, 2007).

Celebrity endorsement helps boost sales of endorsed brands where consumers like to buy the brand more if their favorite celebrity endorses it. As well consumers affected more because they assume that a celebrity has a real attachment to the product rather than a materialistic profit (Deepa & Giridhar, 2018). Studies point out that celebrity endorsements can contribute to high favorable marketing ratings and brand evaluations (Dean & Biswas, 2001) and can have a positive effect on the financial returns of organizations using them (Erdogan, 2001). A reasonable explanation for the success of celebrities is that consumers tend to believe that celebrities are motivated not by

sponsorship fees but by a real love of the bran which facilitates the task of the advertiser in ads (Atkin & Block, 1983).

(Agrawal & Kamakura, 1995) and (Rangan & Mathur, 1997) conducted two different studies to evaluate the company's expected profitability in terms of the economic value of celebrity endorsement contracts. To describe the assessment results of marketing decisions, the researchers used "Event Study Methodology." Surprisingly, both studies ' findings demonstrated the effectiveness of using celebrity endorsers.

Research also pointed out that celebrity endorsement can impact perceived quality and uniqueness of the product (Dean D. , 1999).

2.3 Celebrity versus Non-Celebrity Endorsements

A non-celebrity is a person who is not publicly known but appears to promote a product in an advertisement (Patel & Parmar, 2015). Is a person that not enjoys special features as the celebrity person has (Saeed, Naseer, Haider, & Naz, 2014).

The non-celebrity merely transmits the message with its gender, age and social status, while the celebrity transmits the message in a creative and meaningful manner that persuades consumers about the brand that is more effective because the celebrity already has a meaning in the world of advertising (McCracken, 1989).

The customer's view of celebrity and non-celebrity is completely different. Generally consumers prefer to buy items that are endorsed by a celebrity because the item easily appeared in their minds when shopping, they often trust the brand more. As for when the non-celebrity endorsement, customers will be attracted to the product once the ad has touched people's emotional feelings. For example the Nescafe commercial ads in 2015, the advertisement got great attention from the audience on television and social media. As a matter of fact, consumers' perceptions is totally different in advertisement aspects (Baliyan & Kaushik, 2017).

Celebrity advertising has a significant impact on the perception of consumers compared to non-celebrity advertising. According to study of (Said & Napi, 2015) the result clarified that celebrity advertisement has a greater impact compared to non-celebrity where the

image of a celebrity is considered the core of advertisement also brand congruency factor play an essential role when selecting a particular celebrity to participate in ads.

Ultimately, The ads endorsed by celebrity raise the willingness of consumers to purchase the product compared to advertisements endorsed by non-celebrity or advertisements with no endorsement at all (Bhagyashree, 2015).

2.4 Celebrity Endorsement as a Marketing Communication Tool

From the point of view of advertising communication strategies, it has become more important for companies to carry out strategies that give their products and services a competitive advantage and have a positive influence on consumers ' minds (Erdogan, 1999).

Celebrity endorsement can be a valuable support to firms who want higher awareness in the brand or gain higher returns. There is no strategy without risk; firms should have a wise about selecting celebrities that the consumers or targeted group likes as their image directly engaged with their brand. As well, the celebrity has to have their image adapt to the brand's image to be believable to consumers. As long as firms have celebrity endorsement strategy paired with the right celebrity, then their endorsement and representative has a positive impact (Foong & Yazdanifard, 2014).

Most researchers believe that the use of celebrity endorsement strategy in their advertising is very significant for businesses because having a celebrity provides a higher degree of attention, popularity, recall rate and likely purchase and thus has a positive impact on the competitiveness of the companies. Implementing a celebrity endorsement strategy may turn out to be a risk-free all gain or win-win situation, like any marketing communication strategy hazards are also possible. Ultimately the implementation of this strategy can be a two-edged sword that can build the brand or destroy the brand.

2.5 Positive and Negative Aspects of Celebrity Endorsement Strategy

In light of the significant potential advantages of using celebrity endorsers, the costs and risks are also significant. Marketers to reduce this risk and raise consumer attention of their brand. This section will elaborate on the positive and negative of the celebrity

endorsement strategy then summed up in a table the potential advantages and disadvantages for celebrity endorsement and provides some defensive tactics.

2.5.1 Positive Aspects of Celebrity Endorsement

Increasing company competition to attract more consumers to promote their products has encouraged marketers to use celebrities to endorse their products. (Croft , et al., 1999). Here are the benefits of using a celebrity in the advertisements for a brand:

- Increase Brand Awareness

Using a celebrity in brand advertisements creates a link in the consumer's mind between that brand and the celebrity endorsement in the ad campaign. Because of his love for this celebrity, the consumer directly is impressed by the brand represented by that celebrity. Once the consumers see the brand in stores, they remember the ad in which used their beloved celebrity, which creating great awareness of the brand in the mind of the consumer (Erdogan, 1999).

- Increase Brand Value

The use of celebrities in advertising campaigns makes viewers think strongly about the brand that used their beloved celebrity, using celebrities in advertising is expensive, that makes the consumer trust this brand and knows that it is a brand with great financial potential and it is not possible that their products are not good (Mukherjee D. , 2009).

- Build Brand Positioning

Positioning means creating a certain mental image of the brand in the mind of the consumer. The use of a celebrity in a trademark leads to the reversal of the celebrity's personality on that brand. For example, using a young and energetic celebrity reflects the brand image that this brand is a brand of youth and activity and thus creates a positioning of the brand as a youth brand (Erdogan, 1999).

- Attract new user to the brand

One of the challenges small companies face is finding new users for their products. Using a popular celebrity in ad campaigns for a brand attracts the fans of the celebrity to the brands. Although they are users of competitive brands. However, their love and loyalty

for this celebrity made them switch buying to the brand represented by their beloved celebrity (Vaghela, 2013).

- Breathe Life Into Failing Brand

Using a celebrity in an advertisement may also help to restore success when the brand is failing by creating new interest and excitement in consumers. Companies can enhance their image and expanding the fanbase by hiring a world-famous celebrity, this step can help companies overcome many of these issues (Vaghela, 2013). Pepsi Co International, for instance, boosted its Middle East market share by promoting celebrities such as Mohamed Salah, Amr Diab, Tamer Hosny, etc.

All of this leads to the conclusion that celebrity endorsements have a positive influence on buying behavior of consumer (Goldsmith, Lafferty, & Newell, 2000).

2.5.2 Negative Aspects of Celebrity Endorsement

Using celebrities to endorse a specific brand as part of a company's marketing communication strategy also poses potential risks. Each company wants to hire a celebrity to endorse their brands, but sadly this sometimes causes people to become more confused and lose the ability to remember correctly which the brand the celebrity stands for (Tripp et al. 199). Sometimes in advertisements, customers can not recognize the item that a celebrity endorses because it focuses on the glamor and fame of the celebrity, which leads to failure in promoting the brand. This phenomenon, called overexposure, is a common problem between well-recognized celebrities (Rossiter and Fercy 1987).

Negative information about a celebrity endorser influence not only consumers' perception of the celebrity but also may reach to destruction the brand reputation (Till & Shimp, 1995). Most corporations have paid a high amount of money over the misdeeds of the celebrity. Pepsi Co International suffered from some stained celebrities such as the idol Michael Jackson, the company were faced with tremendous embarrassment when their celebrity was deeply involved in a scandal (Erdogan, 1999). Other factors can also lead to negative consequences for example moral issues, lost credibility etc.

Table 2.1: Advantages and Disadvantages of Using Celebrity Endorsers

Potential Advantages	Potential Disadvantages	Preventive Tactics
Increase attention, update a brand, add new dimensions to a brand.	Overshadow the brand, Celebrity can also be deemed a co-brand.	Pre-testing and accurate planning
Image polishing.	Public controversy.	Purchase of insurance and lay-in contract clauses
Brand introduction	Image change and overexposure	Clarify what their job is and enforce a clause restricting the approval of other brands.
Brand positioning and repositioning	celebrity declines in importance	Examining the stages of the celebrity's life-cycle and how long this period is likely to continue
Underpin global campaigns, lead to more favourable advertising rating, brand evaluations, and higher profits	Image change; financial risk; long term contract with unsuccessful celebrity.	Selecting celebrity who are suitable for the global target audience.

2.6 Celebrity endorsement effectiveness

As seen in previous literature, selecting the right celebrity in celebrity endorsements strategy is paramount importance In order to ensure successful brand promotion. Moreover, making this choice is challenging as there are many factors should be taken into consideration in the process. Consequently numerous researchers have developed various models. These models assist marketers in the selection of suitable celebrity endorser for the brand through a concentrate on the different independent variables that have an action on celebrity endorsements.

2.6.1 Source credibility model

Advertising is intended to attract consumers by shaping their attitude towards a product. Credibility in advertising is very important because it plays an important role in convincing consumers of the product presented.

The credibility model is established by (Hovland & Weiss, 1953), this model of the effectiveness of celebrity endorsements in brand marketing campaigns depends on the level of expertise and trustworthiness perceived by the recipients. The credibility of the source depends on the positive attributes of the communicator that influence the acceptance of the message by the recipient (Ohanian, 1991). The message source that could be a person, groups, or organization, which make a communication more persuasiveness by enhance the quality and value of information in a message (Anderson & Clevenger, 1970). Using credibility in the celebrity endorsement ads adds a sense of confidence, persuasiveness, objectiveness and experience.

Consumers suppose that the endorser is credible regarding the information provided about the brand they endorse (Goldsmith, Lafferty, & Newell, 2000). When an endorser is known for his\her trustworthy and expert in a specific field, it can change the attitude of the consumer towards the brand and boost the consumer's buying intentions (Liu & Teo, 2007).

The celebrity endorser can be convincing in case the consumer does not have any information about the product. lots of researches evidence proven that the source credibility deemed as the best basis for producing a successful endorsement, besides that a high source of credibility is more effective than a less source of credibility which leading to favorable attitude change and behavioral intentions (Sallam, 2012). (Yilmaz, Telc, Bodur, & Iscioglu, 2011) They claimed that celebrities with high credible and attractiveness are more successful than those with low credible and attractiveness in attracting the attention of the customer and positively influencing their attitude towards the product and advertising.

2.6.2 Source Attractiveness Model

"Beauty is a greater recommendation than any letter of introduction" Aristotle mentioned this sentence to emphasize the importance of the attractiveness and beauty. As known that

the human are eye centered, that is why an attractiveness considered one of the most important factors. Moreover, Aristotle provide a recommendation to marketers for using an attractive celebrity endorser on their brand commercial to ensure higher effectiveness.

This model was the result of (McGuire's, 1985) study. Which focused on the attractiveness of celebrity person, which include physical attractiveness, similarity, familiarity and likeability. As said these features affect the first impression to the customers when they see the celebrity.

Marketers tend to choose celebrities that enjoy physically attractive because they believe that the physical attractiveness of celebrities is a boost the image of celebrities. The attractive celebrities are more influence on consumers than unattractive celebrities when other variables are constant (Debevec & Kernan, 1984). By using attractive celebrity endorsers, consumers ' attitudes towards a brand and its advertising are enhanced. However, that point out such personalities ' ability to create future purchase intentions repeated (Baker & Churchill, 1977). According to (Erdogan, 1999) attractiveness is not confined only to beauty, it also probably includes a number of virtuous attributes that customers may found in a celebrity, such as personality, lifestyles, intellectual abilities or athletic prowess. The similarity is an implied resemblance between the message source and the message receiver, it can be measured when both parties have the same interests, goals and lifestyle (Ohanian, 1991). Familiarity indicates to a close acquaintance to the source. , while likeability is a source love due to actions, physical appearance or other personal needs, lifestyle and interest (Belch & Belch, 2004). (Patel & Parmar, 2015) Point out that physical attributes and likeability are commonly and more important factors in source attractiveness model.

2.6.3 The meaning transfer model

The significance transfer model focuses on the effect of the personality, lifestyle, class, age, gender and other demographic characteristics of a celebrity. Where the meanings of a celebrity are passed to the brand or product (Erdogan, 1999).

(McCracken G. , 1989) Introduced this model that focuses on determining the meaning that a celebrity endorser brings to a process of endorsement.
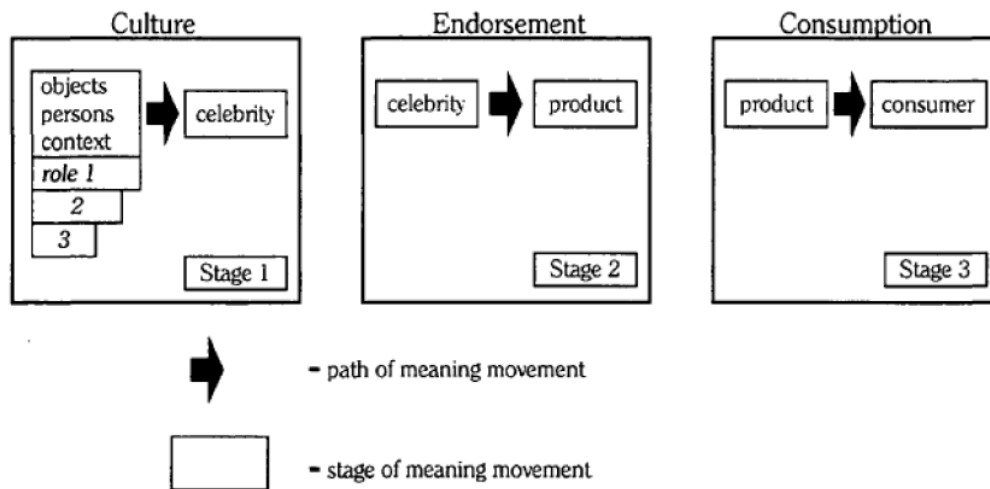
Figure 2.1: Meaning Movement and Endorsement Process
Source : (McCracken, 1989)

The concept of meaning transfer model describes a process of three stages. It begins when the advertiser recognizes the cultural significance intended for the product and determines what he/she wants to say about the product. Then, the advertiser searches for objects, persons and contexts that can give voice to these meaning for example celebrities. In other words, the meanings associated with the celebrities shift from the endorser to the product or brand at the first stage, and this meaning is drawn out of the celebrity's public image. In the second stage process of product personality formation happens (Tom, et al. 1992). This process is based on the symbolic properties that the endorser conveys. Having moved meanings into products, they must also be passed on to consumers. Eventually in the last stage called consumption process, the brand meaning is achieved by the consumer. Consumers recognize the symbolic properties of products and translate them into their own meanings through putting them to work on building their self-image. Once that is done, the meaning movement is complete. The third and last stages of the model show the consumer's importance in the endorsement process (McCracken G. , 1989).

2.7 Celebrity Characteristics that Influence Endorsement Effectiveness

2.7.1   Celebrity Trustworthiness

Trustworthiness is an indicator of an endorser's believability and integrity. This points to the trust of the consumers in the source of information in an honest and objective method

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(Choi & Rifon, 2011). (Ohanian, 1990) Mentioned to trustworthiness as the level of confidence (target) of the customer in the source and the degree to which the message sent to them is accepted. The confidence level is based on "the trust of a listener in a speaker". Trustworthiness referred to the validity of the statements about the brand by the celebrity endorser in the customer's view (Suki, 2014) while (Peetz, 2012) trustworthiness as the source's perceived willingness to provide valid assertions.

The most successful and profitable way to make the customer more optimistic about the brand is to create a degree of trustworthiness (Hakimi , Abedniya, & Zaeim, 2011). Advertisers tend to choose a celebrity with strong trustworthiness, integrity, and reputation characteristics (Shimp, 2003). In fact, the celebrity's good trustworthy can have positive effects on the expectations of consumers and further influence their buying choice (Erdem & Swait, 2004). The institutional trust described as the form of confidence which relies on the rule of law and claimed, for example, that toothpaste is endorsed by dentists because it is treated to be credible (Egan, Marketing Communications, 2007).

Many types of research have demonstrated that trustworthiness can influence attitudes or beliefs in the message of an endorser. A study conducted by (Baseheart & Miller, 1969) the effect of source trust on the persuasibility of interaction was investigated. The analysis showed a positive relationship between the perceived trustworthiness and change of attitude of the communicator. Also noticed that a well thought-out message from a highly trustworthy communicator creates a successful change in attitude, while the impact of untrusted communicators was inconsistent.

Trustworthiness influences the purchase decisions of consumers making them unconsciously believe in the brand likewise the use of their products promoted. Researchers argue that information related to an untrustworthy model is most likely to be unthinkingly rejected or at least severely devalued. It is also expected that the information presented by an untrustworthy model is likely to be discussed carefully, whereas the information presented by a trustworthy model is likely to be accepted unthinkingly. This result demonstrates the overwhelming importance of trustworthy as well as the obvious need (Priester & Petty, 1995).

Based on the study done by (Wang & Scheinbaum, 2017) "Trustworthiness Trumps Attractiveness and Expertise: Enhancing Brand Credibility through Celebrity Endorsements" Airline industry empirical study that examined how the trustworthiness, attractiveness and experience of the celebrity endorser influence the attitude of the brand, credibility of the brand and purchasing intention. The results showed the trustworthiness trumps attractiveness in the airline industry where trust is especially paramount when it comes to celebrity endorsement origin characteristics. These results suggest that advertisers seeking to enhance their brand credibility should invest in a celebrity endorsement that has a sense of trustworthiness above all else. Marketers who use an attractive celebrity endorsement is regarded to be as trustworthy to have the best impact on their low and high consumer base.

2.7.2 Celebrity Expertise

Expertise is the level of knowledge and skill that the endorser possessed (Hovland, Janis, & Kelley, 1953). Is referring to celebrity's ability to provide knowledge to others based on his\her background, education, abilities or efficiency, this constitutes a person's qualifications (Horai, Naccari, & Fatoullah, 1974). The semantic expertise scale includes expert, experienced, knowledgeable, qualified, and skilled (Ulkhaq, Nurdianti, Karti, & Astharina, 2016).

The expertise of the endorsers is related to their qualifications. When a customer perceives a celebrity having a high level of expertise, the message in the advertising will more persuade the consumer, which directly encourages consumers to buy what is endorsed (Amos, Strutton, & Holmes, 2008). Therefore, it is believed that a celebrity with high expertise is more compelling than a celebrity with low levels of expertise (Ohanian, 1990) (Erdogan, 1999).

Based on a study done by (Khong Kok Wei & Wu, 2013) which examined that an expert endorser creates a positive perception towards products or services. The research carried out on David Beckham, he is renowned for his football skills and would therefore be an outstanding sponsor of football related goods (e.g. sportswear, footwear and balls), the results from David Beckham's dataset support the literature by demonstrating that origin knowledge (expertise) influences the behavioral intentions of consumers. This finding is

consistent with the studies (Maddux & Rogers , 1980) (Ohanian, 1991). In addition, results showed that the communications attributed to an expert source yield more acceptance than the same communications to non-expert (Wang & Scheinbaum, 2017). The study was conducted by (Woodside & Davenport, 1974) which tells the influence of the expertise of the source on decision making, researchers found that salesperson perceived expertise produced a large proportion of purchases compared to another salesperson has no experience.

(Homer & Kahle, 1990) Indicated that source expertise may be used under specific conditions (i.e. print media) as a key cue for persuasion. The study assessed the role of celebrity expertise in the effectiveness of advertising, particularly how celebrity knowledge affected the respondent's buying intention. The author used the theory of social processes for (Kelman, 1961), In accordance with this theory, there are three aspects in which the social impact process takes place: identification, internalization and compliance. Identification and internalization applicable in the study of celebrity endorsements (Kamins , 1989), while the influence of expertise on purchase intention is illustrated by internalization. However, this process happens when people adhere to others ' attitudes or behaviors because these views or acts are considered to be credible and are congruent with one's system of values (Kelman, 1961). Depending on this, the celebrity's expertise would lead the audience to infer from their experience that the celebrity-endorsed brand, so the consumer who sees the commercial ad may think it's worth endorsing the brand that is why they buy the product. Expert celebrities more persuasive and may impact the consumer buying decision than non-expert.

2.7.3 Celebrity Attractiveness

Attractiveness deemed to be a key topic of social science research (Kahle & Homer, 1985). Attractiveness refers to the characteristics that make an endorser attractive to audiences. Attractive, classy, beautiful, elegant, and sexy these terms usually used to measure celebrity physical attractiveness (Ohanian, 1991). Also, named the construct of both physical and facial attractiveness (Steadman, 1969) (Patzer, 1983) (Caballero & Solomon, 1984). An attractiveness endorsed by celebrities can be classified as a person's height, weight and facial beauty that is often judged by the public in relation to the celebrity's

attractiveness (Bardia, 2013). TV and print ads typically use physically attractive endorsers to influence the attitudes and beliefs of consumers (Baniya, 2017). Using a good-looking celebrity to advertise a brand can promote the component of attractiveness (Kahle & Homer, 1985).

Marketers believe that beauty can increase the chances of selling thus completely used attractive celebrity endorsers in their advertisements (Said & Napi, 2015). The attractive celebrity improves the image of an advertised brand (Baker & Churchill, 1977) and can be more successful in interpersonal marketing sales than an unattractive individual (Reingen, Gresham, & Kernan, 1980). Furthermore, with good attractiveness, it can attract and persuade the potential customer to become the customer for the products. Evidently, the customer needs to see the current sample in order that can be sample goals in their mind thus if they use this product they know the results of using this product. Summa, having attractive physical appearances is the key sells of the product (Agam, 2016).

Authors pointed out that the physical attractiveness of celebrity play as a predictor of the effectiveness of advertising (Till & Busler, 2013). Indeed, celebrities who usually have physical attractive also have diversified personality traits and skills and generally more favorably than their less attractive counterparts (Kahle & Homer, 1985). (Hudha & Hidayat, 2009) Inferred that celebrity advertising's attractiveness has a positive relationship with customers and a positive impact on the behavior of consumers in Indonesia in the choice of brands.

It is very rare to observe an unattractive celebrity appeared on any advertisement (Rekha & Maran, 2012). There is a significant variation in perceptions that associated the attractive person with positive aspects or characteristics, whereas the unattractive person was viewed from a negative perspective consistently (Miller, 1970).

Lots of studies have demonstrated that an attractive source can indeed help shift the attitudes of consumers (Joseph, 1982) (Mills & Harvey, 1972) (Silvera & Austad, 2004). (Agam, 2017) Studied the impact of endorser attractiveness on getting the attention of the online customer. The study concluded that attractiveness is a high factor for a celebrity endorser. Therefore, the physical of the celebrity that endorses online advertisement should be attractive, this stimulates the imagination and motivates the potential customer's to see what the product's result is when they are willing to purchase the product. The

attractiveness of the endorser can also enhance the image of the brand. (Tantiseneepong, Gorton, & White, 2012).

Eventually, the attractiveness of a celebrity should be given special importance in an advertisement because it creates greater social acceptance and gives a positive impression during the initial social contact, this illustrates why attractive attributes such as beauty, physique and gender appeal are common in any famous advertisement (Adeyanju , 2013).

2.7.4 Celebrity Likeability

Likeability is "affection for the endorser due to their physical appearance and behaviour" (Erdogan, 1999). The consumer's liking for the endorser impressed by the endorser's external appearance, qualification and behavior (McGuire, 1969). Celebrities are likable because they have similar beliefs to those of the audience (Vaghela, 2013). There are various attributes that embody likeability for a celebrity such values as personality, attitude, intellectual skills and fashion style (Byun, 2014).

Celebrity endorsers attract fans to trying the brand for raising the awareness of the brand. The likelihood of a person imitating a celebrity depends on a number of factors such as the likeability, prestige and attractiveness of the celebrity. It depends on the likely outcome of the behavior if an individual actually follows modeled behavior,

This expectation of the outcome is often learned by an observational learning mechanism called indirect conditioning, which means that a person learns the consequences for someone else. This theory shows how public consumption intentions are influenced by the use of celebrity endorsement in advertising. Through seeing, listening and observing what celebrity endorses, then decided to buy it (Mwendwa, 2014).

People would like to be like celebrities. The fame and success stories of celebrities are inspirations for most of their followers. Wherefore, celebrity fans try to imitate them in their behaviors or even seek to change their physical appearance, just to appear similar to the celebrity just slightly. This conduct reveals more about what people want to become than about what they are already. This reflects the power of celebrity endorsement, which is regarded as the main reason why celebrities are used to promote all kinds of products (Fraser and Brown, 2002). This power is observed in three aspects: attention, breaking through the chaos of ads and making the endorsed product more visible to the target

consumer. Credibility which transfers a sense of trust to marks that are endorsed and persuasion, sending a convincing message to the target consumer to adopt the mark approved (Cuneo, 2002). Substantially, those fans buy products promoted by their celebrity, which makes them happy to buy these products, and this makes the brand sales increase significantly (Alsmadi, 2006).

The likeability of a celebrity affects the liking of a brand. Customers prefer to like brands that are correlated to the celebrity they respect (Callcott & Phillips, 1996). (Freiden, 1984) Stated that, as compared to commercials that include an expert, a CEO or a typical customer, a celebrity spokesperson for television created higher values for the likeability of the spokesperson. However, Measures relating to the spokesperson's expertise, believability, trustworthiness, the advertiser's product quality and purchasing purpose did not provide favorable ratings. In a similar study, (Dubitsky & Walker, 1994) It has been shown that likeability plays an important role in facilitates consumer response to ads, which provides the opportunity to develop an effective advertisement that contributes to the positive attitudes towards the brand being advertised.

2.8 Brand

2.8.1 History of Branding

Brands were used for the establishment of cattle, and this practice had begun around 2000 BC. Brands have also been used to classify the type of ceramic and property details. Ceramic Chinese products, Greek, Roman and Indian (Rajaram & Shelly, 2012). In the nineteenth century, the brand's historical perspective developed from ownership to focus on value and Information stating the product's origin. Where the factories built during the time of the Industrial Revolution introduced mass manufacturing of goods, seeking a greater marketplace for consumers used to manufacture local products. It quickly became apparent in this context that a generic soap kit had trouble competing with common local products. The industrialization has shifted the production of many household items from local communities to centralized factories, such as soap. When these items were shipped, the factories put their own marks on the barrels used. This new phenomenon has created a surplus of high-quality branded products with the same sizes and shapes (Briciu & Briciu, 2016). The American Marketing Association has confirmed that there is no difference between the brand and trademark. All of them were seen as a name, mark, sign

and symbol. In that period, Branding was aimed at strengthening consumer relationships with their products or services. The earliest companies that got branded in the United States were Levi Strauss & Co. was in 1853, Coca Cola in the year 1886, Tylenol in 1893 and Marlboro in 1902 (Keller K. , 2008).

2.8.2   Branding concept

Branding is a known marketing tool that businesses used to distinguish their products and services from those of their competitors. A brand is also known to be a special name, emblem or design that differentiates between companies ' products and services (Solomon R. , 2002). A brand is a process of separating a distinctive product from other products with similar characteristics and benefits (Pearson, 2005).

A major advantage of branding is that it helps customers make market decisions by selecting a product among thousands of similar products, it helps consumers make decisions based on the brand's past experience (Solomon R. , 2002).

2.8.3   Brand image

Brand image is the perception of consumers about a brand. It is referred to as the outstanding image of the brand in the minds of the consumers (Aaker J. , 1997). The image of the brand reflects a passion for a product, this illustrates how a particular product or service positions in the minds of the consumers. Also, showing the identity of a brand in its consumers ' minds (Keller K. , 2003). "Brand image is linked to the use of the brand by consumers to reflect their symbolic meaning of consuming and identity in self-expression" " (Lau & Phau, 2007).

The brand image is formed through past experiences and monitoring the organization's operations by non-organizational individuals. Organizations must be certain that their mission and goals are part of their brand image. Customers may create links with the brand which shapes the general perception of a customer about an organization (Keller K. , 2003). For clarification, the image of a brand is created by customers, not through marketers (Aaker D. , 2007). A favorable brand image can be accomplished by using promotional tools such as advertisements, packaging and word of mouth. The image of the brand is generally formed on the basis of a unique idea about a brand that the customer

has. For example, Toyota is linked to reliability while Volvo is linked to safety (Keller K. , 2003).

Marketers should be aware that the concept of the brand image is not only about the consumer making a purchase, but also about the interpretation of the purchase (Ind, 2007). Lastly, each consumer expects a positive brand image when making a purchase that meets customer expectations (Keller K. , 2003).

2.8.4   Consumer Perception of Branding

Perception is the mechanism by which the person receives and interprets stimuli and converts them into a response. In other words, perception is unique which focused on how people describe their stimuli. For instance, if two clients enter to the same company, they will each have different perceptions of the company (Ind, 2007).

When a customer has to make a decision, consumer understanding is very critical. In a market where branding is vital, the brand's products do not only buy for their core value but the purchase will be made via psychology and social brand-related (Ind, 2003). There are two essential determinants that control a customer's perception of the brand:

- Stimulus generalization is when the consumer sees that all products offered to serve the same purpose. In order to compete with their rivals, advertisers use the generalization method. They made consumers believe that the products offered by rivals are the same as these ones.
- Stimulus discrimination is the customer's ability to distinguish between the product and the service from various rivals. That is why firms want to create a premium brand that is superior to its rivals. For both the consumer and the brand, the formative impression about a brand is very critical (Erdogan, 1999).

2.8.5   Effect of Celebrity Endorsement on Brand Image

Celebrities are loveable and adored by their fans. That's because their fans loving all that endorses through them. Fans try to mimic their appearance, lifestyle and whatever they like (Aaker D. , 2007). The relationship between celebrities, brands and consumers must be created to improve the mental image of the impact of endorsing celebrities. This will help companies to select their brand's best celebrity (Mukherjee D. , 2009).

Sometimes consumers might assume that a celebrity who endorsing multiple brands may not love the product or service but behaves for the money (Ateke, 2013). Often the reputation kept by the celebrity affects the endorsement that means any change in the celebrity's image can have an impact on the brand that is endorsed. To clarify that, in 2009, the golfer Tiger Woods became involved in a scandal, All brands have canceled their agreements with him except Nike. Nike's decision significantly influenced their sales. However, when choosing a celebrity, businesses must be vigilant to protect their product, this is because the endorsement is able to make and unmake the brand. Also customers can memorize the brand through the celebrity.

In modern business environments, creating a strong brand image is of primary importance, to be an efficient way to get the brand in the middle of media hustle. Consideration in the study of the impact of celebrity endorsement on brand image advertising and how Chinese teenagers are influenced by celebrity endorsements. (Chan, Ng, & Luk, 2013) Explained how the attributes of a celebrity endorser, Including physical appearance, talent and expressions which combining with advertising attribute to create a favorable adolescent brand image, while (Byun, 2014) studied the effect of (K-pop) Korean celebrity endorsement on Thai brand image. Three popular Korean famous Thai brands have been picked. However, the relationship between celebrity endorsement and brand image was powerful. Also "KyuHyun"'s endorsement campaign was successful in bringing the brand image they had anticipated. (Onwujiariri, Ateke, & Nnennanya, 2015) Concluded that the relationship between celebrity endorsement and brand image in Port Harcourt's fast food industry is positive and reliable.

According to research conducted by (Saeed & Bhatia, 2014) the research question was, is celebrity endorsement helps in building the brand image? Depending on the result of analyzing, it can be seen that 83% of customers were influenced the brand image through celebrity endorser. (Koshy & Manohar, 2017) Have done study in the influence on the brand image of Grooming Products through celebrity endorsement, they noticed that celebrities gave a touch of glamour to the brand and the expectation that a celebrity can raise value, awareness and popularity to the brand in a rival's market. At the same time, they indicated the negative influence that celebrity result in. Most of the times consumers

consider that celebrity endorse the product in order to money through endorsed multiple brands. This way could mess the minds of the customer which badly affects the image of the brand. Furthermore, the Overshadow by making consumers remember the celebrity more than the brands being endorsed by them. The above findings show a positive and negative impact on both the product and the customer.

2.9 Consumer Purchase Intention

One of the main concepts in marketing literature is purchase intention which has routine applications in studies and also covers a wide product and service scope. In order to understand the consumer behavior and predict the future of the sales of a company or an organization, most researchers objective to examine the influence of purchase intention on buy actualization, also The factors affecting the intention of purchasing (Jamieson & Bass, 1989).

Purchase intention is the consumer's preference for buying a product or service (Rasheed, Younus, & Zia, 2015). The predisposition to purchase a particular product or brand (Crosno, Freling, & Skinner, 2009). Purchase intention defined as a form of decision-making which studies the consumer's justification for buying a particular brand (Sallam, 2012). Purchase intention is a situation in which the buyer wants to purchase a certain item in a certain condition (Morinez , et al., 2007). In the recommendation context, the user's willingness to buy a certain product recommended by the recommender. A greater willingness to purchase a product means the probability to buy it is higher, but not necessarily to actually purchase it. On the obverse, a lower willingness does not mean an impossibility to buy (Roudposhti, et al., 2018).

The most known purchase intention model was created by (Engel , Blackwell, & Miniard, 1995) in which five stages of the purchasing process are listed:

1. Recognition of the problem.

2. Searching for information.

3. Assessing the alternatives.

4. Decision making.

5. Post-purchase behavior.

Based on this model, customers at first define their requirements and demands. Then they identify what they need or want to buy, thereafter customers start to search for information from either marketing or non-marketing sources. (Prasad & Jha, 2014) Subsequently, make a comparison and demand for finding the preferable alternative in terms of cost, quality, etc. Then customers beginning to evaluate alternatives. After all stages have been accomplished, customers are ready for taking their final decision about purchasing the product or the service. Afterward the usage or purchase of the related product or service, they make a post-purchase evaluation in which they evaluate the value of actualization of purchase (Shahid , 2017).

The Intention to buy can be broken down into three cases: unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that the consumer decides to buy a type of product in a supermarket. Partially planned buying means when a customer just thinks to buy a category of the product without specified from which brand and later in the shop will decide which particular product while fully planned buying means that consumers decide before entering the store which product and brand to purchase (Engel , Blackwell, & Miniard, 1995).

Creating a successful brand image on customers point of view plays a significant role in ensuring brand awareness and brand loyalty which eventually has a favorable influence on intention to purchase and even post-purchase of related products or services (Shah H. , et al., 2012).

 Intent to purchase is a type of decision in which studied why a customer purchases a particular brand. Constructs like considering something buying a brand and anticipating to purchase a brand aids to scope the intentions of purchasing (Porter, 1974). As well, customers' intention to purchase a focused brand is not just by his same brand attitude, but also by his attitudes leading to other brands in choice of set considered. (Shah S. , et al., 2012) Demonstrated a type of loyal customer, whose purchase decision is insensitive to pricing and the show their loyalty by suggesting affirmative recommendations to firm and even investing money in the brand which shows their extreme trust in the brand.

The purchase decision of a customer is a complex process. The intention of purchase is usually linked to consumer perceptions, behavior and attitudes. Purchase behavior considers a basic point to access and analysis a particular product for consumers (Ghosh,1990).

Several studies have evaluated the effect of brand image on the willingness of consumers to buy and the relationship between these variables has been relevant (Arslan & Altuna, 2010) (Tariq , Nawaz, & Butt, 2013) (Chi , Yeh, & Huang, 2008). (Shah H. , et al., 2012) Showed in their research "The Impact of Brands on Consumer Purchase Intentions" that customer buying intent has a positive and close association with the image of the brand while (Zeeshan, 2013) discovered that the brand image has a major impact on men's buying intention. Obviously high brand awareness is more likely to result in a high brand association in the minds of customer that directly contribute to a decision to purchase the brand.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESIS BUILDING

3.1 Introduction

This chapter clarifies the theoretical framework that developed in accordance with the existing literature and researches done in the area of celebrity endorsements. Also, the chapter identifies the key structures and theories examined to form a hypothesis.

3.2 Conceptual Framework and Hypothesis

The research done by (Mansour & Diab, 2016) they have studied the correlation between the characteristics of celebrity endorsement, religiosity, consumer attitude and consumer buying behavior. The model suggested that on the one hand there is a strong relationship between the dimensions of celebrity endorsement as the independent variable and, on the other hand, purchasing behavior and customer attitude as dependent variables, the religiosity was mediating these relationships. However, this research adopted the same conceptual framework but to examine the relationships between the characteristics of celebrity endorsement as independent variables on one hand, and the consumer's intention to purchase as a dependent variable on the other, these relationships are mediated by the brand image. The following conceptual framework model has been presented in order to achieve this objective.
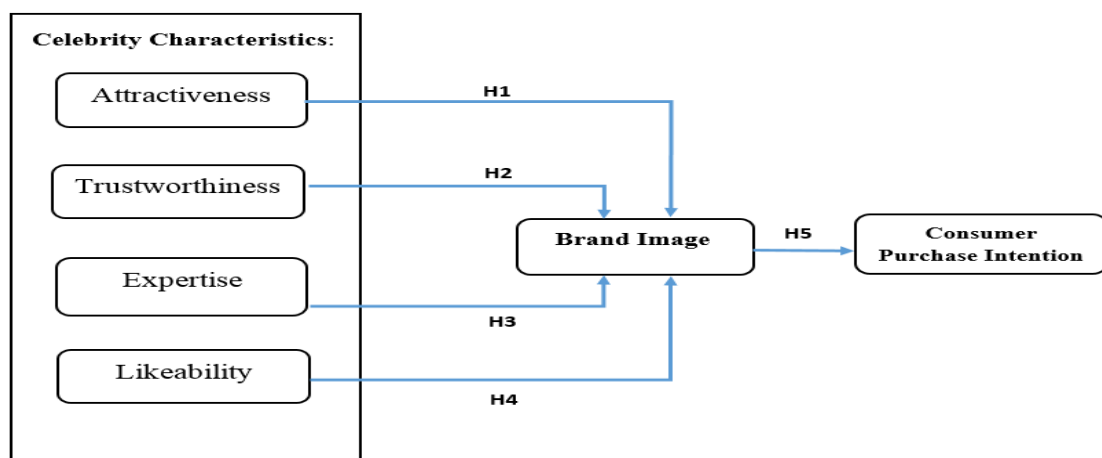
Figure 3.1: Conceptual Framework

According to the research conceptual framework of this study, the hypotheses for research are as follows:

H1: There is a positive relationship between celebrity attractiveness and consumer purchase intention in terms of brand image.

H2: There is a positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image.

H3: There is a positive relationship between celebrity expertise and consumer purchase intention in terms of brand image.

H4: There is a positive relationship between celebrity likeability and consumer purchase intention in terms of brand image.

H5: There is a significant and positive relationship between brand image and purchase intention.

3.2.1 Celebrity Attractiveness

A celebrity's attractiveness was considered an important factor influencing the brand image and the intention of the consumer to buy. The message sent to the consumer through advertisements showed an attractive spokesman is more influential and easier to accept compared to a less attractive spokesman's message. (Kamins , 1989).

Attractive people are more convincing than unattractive people in changing beliefs (Ohanian, 1991). According to the study of (Sallam, 2012) found that the celebrity endorser's attractiveness has a strong and positive influence on the intention to buy consumers. The following hypothesis is therefore formulated in order to test this statement:

H1: There is a positive relationship between celebrity attractiveness and consumer purchase intention in terms of brand image.

3.2.2 Celebrity Trustworthiness

A consumer's willingness to hear message from celebrity in the advertising and trust this message is called the celebrity's trustworthiness. Trustworthiness is the honesty and authenticity of the celebrity that is evident and visible in front of target consumers (Erdogan, 2001). The study conducted by (Baseheart & Miller, 1969) indicated that consumer's attitudes towards a brand and their purchase intentions able to be changed if

the target consumers consider the source of the message as reliable and trustworthy. As well as (Gupta, Kishore, & Verma, 2015) revealed that trustworthiness has a significant impact on Indian consumers' purchase intention. The following hypothesis is therefore formulated in order to test this statement:

H2: There is a positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image.

3.2.3 Celebrity Expertise

Expertise refers to the practical knowledge, competence or skills of an endorser (Hovland & Weiss, 1953). The knowledge that celebrity possesses about a product and gives consumers tips about the product (Magnini , Honeycutt, & Cross, 2008). That expertise is a senior part of the credible model, lots of former studies shown that expertise has a major influence on the intention of purchase (Eisend & Langner, 2010). Moreover, that a celebrity's perceived expertise may result in a favorable attitude change thus directly influence on the purchasing intentions of consumers (Erdogan, 1999). Hence, the following hypothesis is formulated to test this statement:

H3: There is a positive relationship between celebrity expertise and consumer purchase intention in terms of brand image.

3.2.4 Celebrity Likeability

Consumers tend to like the brand that is associated with their favorite celebrity that they have high regard for. Meanwhile, the celebrity likeability increases the attention toward the brand that enhances the brand liking which influences consumer purchase intention (Patel & Parmar, 2015). The likeability of this study was used as a separate construct distinct from the attractiveness of the endorser based on the results of many previous studies. For testing this statement, the following hypothesis is formulated:

H4: There is a positive relationship between celebrity likeability and consumer purchase intention in terms of brand image.

3.2.5 Brand Image

The perception that exists in the minds of customers since knowing the brand is called brand image. Customer assessment of a product is focused on their experience following the brand's perception. In the process of building a brand, an organization should provide

a favorable impression of the brand. Majority of researchers believe that the brand image has an important impact on the intention to purchase (CHI, ZHU, & YAN, 2016).

The research carried out by (Arslan, 2014) found was the store's brand image has a positive effect on the intention to buy. Managers will increase the intention of purchase by strengthening the brand image. The following hypothesis is therefore formulated in order to test this statement:

H5: There is a significant and positive relationship between brand image and purchase intention.

4. RESEARCH METHODOLOGY

4.1 Introduction

This chapter illustrates the essential elements of the research design that should be catered while conducting systematic research. The right and suitable research methodology will lead to a perfect data analysis that valid and accurate results. The descriptions have been provided then the justifications for each choice.

4.2 Research Design

This research aims to define if there is an indirect impact of celebrity attributes (which includes attractiveness, trustworthiness, expertise, and likeability) on Consumer purchase intention with mediating of brand image and the direct impact of brand image on consumer purchase intention.

The quantitative research method has been used to design and implement this research. "The distinctive thing in quantitative research is has a conclusive purpose. Results from a sample population are quantified and taken to represent a larger population" (Mora, 2010). (Neils, 2007) assumes that a researcher who uses a quantitative methodology to conduct research needs to know what he/she is looking for specifically. Then, can create designs of some aspects of the study even prior to collecting data. Hence, the data is collected to emphasize or prove a hypothesis of the variables.

 According to (Neils, 2007) the quantitative data is more efficient than qualitative data. Also, (Abbawi , 2008) mentioned another advantage to use quantitative methodology "that the researcher can easily avoid bias in the results by remaining objectively separate from the subject under investigation by using the quantitative methodology".

A self-administered online survey was used to collect the primary data, as surveys help to collect data from a large sample of people who were asked about their opinions and views.

An online survey was used in order to saves time and cost of collecting the data and to reach a large audience wherever their geographical location (Ilieva, Baron, & Healey, 2002).

Structural Equation Model (SEM) was used In order to achieve the objective of this research. SEM uses different types of models to explain the relationships between observed variables and conduct a quantitative analysis of the research model .Also, SEM can test and evaluate different and complicated models (Schumacker & Lomax, 2010).

The variables in the research can be divided into a latent variable and observed variables. The variables that cannot be measured directly called latent variables. Because of that latent variables cannot be observed directly they are being indicated by observed variables that are being measured through surveys, tests, etc. (Byrne B. , 2016).

4.3 Study Sample

The online questionnaire was created by Google forms then distributed among Yemeni consumers. The non-probability method was used for sample selection. "This method is based on judgments of the researcher and does not involve any probabilities techniques" (Smith & Albaum, 2010). (Pallant , 2013) Stated that multiple regression techniques need a large sample size for generalization objective and recommends using the following formula suggested by (Tabachnick & Fidell, 2007).

$$N > 50 + 8m$$

Where:

N = sample size
m = number of independent variables

Based on the above formula the current research required sample size approximately N >82 whereas the number of independent variables is four. In another way, according to Hoelter's index, an appropriate sample size for the SEM method should exceed 200. As it represents the data in an adequate way (Byrne B. , 2016). Consequently, current research required to obtain at least 200 responses to achieve both requirements above-mentioned.

4.4 Survey Instruments

The survey beginning with an introduction about the researcher, then explained the main idea and goals of research for targeted respondents. The current research focuses on quantitative research techniques "Likert type" survey was chosen for the collection of data. The survey questions were divided into two-part. The first part contains tow section, the first section included demographic questions in order to obtain specific information about the target customer and the second section contained general information. These demographic questions include gender, age, marital status, education level, employment Status and income per month. The general Information involves two questions about the perception of Yemeni consumers about celebrity endorsement.

The second part included questions targeted to measure the research variables such as celebrity attractiveness, celebrity trustworthiness, celebrity expertise, and celebrity likeability as independent variables, consumer purchase intention as a dependent variable, brand image as a mediator variable.

The questions established were in the English language then translated to Arabic and distributed in Yemen in both languages in the same form with a view to give the respondent a clearer understanding of the questions in Arabic in case he/she did not get the meaning from the English version of the survey.

The Likert point5 scale was used for measures the research items, the Likert scale is a series of points that assist a researcher in knowing the opinions of respondents (Saunders et al., 2009). Moreover, it is consisting of five points as follows: (1= strongly disagree), (2 = disagree), (3 =Neither Agree nor disagree), (4 = agree) and (5 = strongly agree).

Below table (4.1) shows the survey questions as well as the sources of questions used in the survey.

Table 4.1: Measurements

Factor	Question	Source
Attractiveness	I buy the products because the celebrity of products was nice-looking I buy the products because the celebrity of products was classy	(Peetz, 2012) (Chavda, 2015)

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Table 4.2: Measurements (cont.)

Factor	Question	Source
Attractiveness	I buy the products because the celebrity of products was nice I buy the products because the celebrity of products was elegant I buy the products because the celebrity of products was attractive	(Peetz, 2012) (Chavda, 2015)
Trustworthiness	I can depend on celebrity because the product endorsed by celebrity is good I trust & buy the product because the celebrity is honest about the message he/she is giving. The message given by the celebrity is reliable so I can count on it. Celebrities are trustworthy.	(Chavda, 2015)
Expertise	I think celebrity is a good source of information when it comes to new products or sales. Celebrity like helping people by providing them information about many kinds of products. People ask celebrity for information about products, places to shop or sales	(Feick & Price, 1987)
Likeability	I buy the product because I like the endorsed celebrity. I buy the product because the endorsed celebrity is familiar to me. I buy the product because the celebrity fits with my own culture.	(Chavda, 2015)
Brand Image	I am passionate about the celebrity endorsed brand. Celebrity endorsed brand has a good reputation. Celebrity endorsed brand are trustworthy. I pay attention to what is going on the celebrity endorsed brand. Celebrity endorsement brand provides excellent value.	(Peetz, 2012)
Purchase Intention	I'm willing to buy products or services that the celebrity endorsed in the future. I plan to purchase this products or services that the celebrity endorsed. I'll make effort to buy products or services that the celebrity endorsed.	(Feick & Price, 1987)

4.5 Statistical Techniques

Factor analysis and Structural Equation Modeling (SEM) statistical techniques were used to analysis this research.

Factor analysis is a statistical technique that has three uses. Firstly, reduce a large number of data to a smaller group of variables. Secondly, establishes and explores underlying dimensions between measured variables and latent constructs. Thirdly, provides structure validity evidence (Williams, Onsman, & Brown, 2010). Factor analysis divided into two main classes: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The two first use of factor analysis conducts by EFA whereas the third use conducts by CFA.

According to (Williams, Onsman, & Brown, 2010) the purpose of EFA is to minimize the number of variables, examine the relationship between observed variables (reliability), evaluates the structure validity of a scale.

Confirmatory factor analysis (CFA) "provides a clearer framework for confirming previously notions about the constructs of content. CFA adds the ability to test structure on the parameters of the factor model to the methodology of EFA" (Steiger, 2013).

Structural Equation Modeling (SEM): "is testing various theoretical models, that hypothesize how sets of variables define constructs and how these constructs are related to each other in a quantitative manner" (Schumacker & Lomax, 2010). SEM examines the structural path between variables whereas CFA confirms the relationship between latent and observed variables.

Statistical Package for the Social Sciences (SPSS) is a software program used in the analysis of social and behavioral science with lots of statistical techniques that help in analyzing surveys' primary data (Landau & Everitt, 2004).

Analysis of moment structure (AMOS) is a software program uses for CFA and SEM analysis, as provides an ability to a path diagram and it helps reflect the estimates on the demonstrated graphs (Byrne B. , 2016). AMOS is supported by the SPSS and both of them are used when performing a CFA factor or SEM analysis.

5. ANALYSIS AND DISCUSSION

5.1 Introduction

This chapter explains the search outcomes of data that have been formerly collected. The study used IBM SPSS 23.0 (Statistical Package for the Social Sciences) program for analyses the primary data collected, it explains demographic characteristics, Descriptive statistics of the frequency and reliability and validity test of the questionnaire. Then, multiple regression analysis and hypotheses testing were conducted by AMOS software.

5.2 Demographic profile of respondents.

Table 5.1: Demographic respondents

Demographics Profile	Variables	Frequency	Percent	Cumulative Percent
Gender	Male	149	52.8	52.8
	Female	133	47.2	100.0
Age	under 18	6	2.1	2.1
	18-24	145	51.4	53.5
	25-34	82	29.1	82.6
	35-40	36	12.8	95.4
	45 or more	13	4.6	100.0
Education	High school or less	61	21.6	21.6
	Undergraduate(Bachelor's degree)	156	55.3	77.0
	Graduate degree (master's, PhD)	65	23.0	100.0
Marital Status	Single	181	64.2	64.2
	Married	101	35.8	100.0
Employment Status	Student	177	62.8	62.8
	Employee	27	9.6	72.3
	Retired	71	25.2	97.5
	Unemployed	4	1.4	98.9
	Unable to work	3	1.1	100.0
Income per month	less than 200$	127	45.0	45.0
	200-500	85	30.1	75.2
	500-1000	42	14.9	90.1
	more than 1000$	28	9.9	100.0

The sample of the study includes male and female. From the total of 282 surveys, 149 were respondents by male which represent 52.8% and 133 were respondents by female which represent 47.2%.

From the ages of respondents were in grouped data. Where the ages range from 18-24, 25-34, 35-40, and 45 years and above. The results point out that most respondents were within 18-24 years with 145 of the respondents which represent 51.4% that means category of youth is most interested in celebrity, followed 82 of the respondents were within 25-34 years which represent 29.4%, while 36 of the respondents were within 35-40 years which represent 12.8%, finally respondents from 45 years and above were 13 of respondents which represent 4.6%.

The study indicates that the majority of the respondents from undergraduate with 156 people which represent 55.3%, then 65 respondents have a graduate degree (master's, Ph.D.) that represents 23%, while 61 of respondents have a high school or less education which represent 12.8% of respondents.

Table (5.1), 181 were respondents by single which represent 64.2% while 101 were respondents by married which represent 35.8%. The results showed that both single and married people were contacted for the study, possible to argue that both of them have a similar interested to celebrity.

The study findings that the majority of the respondents were students 62.8%, followed by retired with 25.2%, the employee was 9.6%, while unemployed and unable to work were the least percentage not exceeding 2%. The study indicates that there was no relationship between a person's employment status and his or her association with products and services endorsed by celebrities.

Concerning the income level of the respondents, the greater number of the respondents were earning less than 200$ forms a ratio of 45%. Followed by people who were earning between 200% to 500$ forms a ratio of 30.1%. People who were earning between 500$ to 1000$ represent 14.9%. While people who were earning more than 1000$ were considered the lowest proportion with 9.9%.

Table 5.2: Aware of a brand because of a celebrity endorsed

Variables	Frequency	Percent	Cumulative Percent
Yes	172	61.0	61.0
No	110	39.0	100.0

Responses on have you ever been aware of a brand just because of a celebrity-endorsed it?

From table (5.2) the results presented show that 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it. That means Yemeni consumers have positive attitude to celebrity endorse and that give us the answer of the first question of study.

Table 5.3: Purchase celebrity-endorsed product

Variables	Frequency	Percent	Cumulative Percent
Yes	105	37.2	37.2
No	177	62.8	100.0

Table (5.3) Responses on the question, have you ever bought a product because a celebrity-endorsed it? The response rate of the responses was 62.8% said no, while 37.2 said yes. Taking into consideration that the majority of Yemeni consumers which represent 45% their monthly income were fewer than 200 dollars. Because they think that the product or brand endorsed by a celebrity is of high quality and expensive.

5.3 Variable Coding

In order to do SEM results effectively, the following coding terminology was used in the data analysis.

Table 5.4: Variable Coding Conventions Used in the Analysis

Variable	Label	Value
	Strongly Disagree	1
Attractiveness	Disagree	2
Symbol: PhyAttract	Neither Agree nor disagree	3
Total Items (5)	Agree	4
	Strongly Agree	5
	Strongly Disagree	1
Trustworthiness	Disagree	2
Symbol: TurstW	Neither Agree nor disagree	3
Total Items (4)	Agree	4
	Strongly Agree	5
	Strongly Disagree	1
Expertise	Disagree	2
Symbol: Expert	Neither Agree nor disagree	3
Total Items (4)	Agree	4
	Strongly Agree	5
	Strongly Disagree	1
Likeability	Disagree	2
Symbol: like	Neither Agree nor disagree	3
Total Items (3)	Agree	4
	Strongly Agree	5
	Strongly Disagree	1
Brand Image	Disagree	2
Symbol: Bimage	Neither Agree nor disagree	3
Total Items (5)	Agree	4
	Strongly Agree	5
	Strongly Disagree	1
Purchase Intention	Disagree	2
Symbol: PurchasInt	Neither Agree nor disagree	3
Total Items (3)	Agree	4
	Strongly Agree	5

5.4 Exploratory Factor Analysis (EFA)

EFA was conducted to get the early dimensionality of the scale (Williams, Brown, & Onsman, 2010). Scale dimensionality is reflected in inter-item correlations (Furr, 2011) and exploratory factor analysis works on these correlations via gathering the items with high correlations with each other which forms a factor or (dimension). The economic

principle behind this is the sturdy correlation indicates a common core amongst the items (DeVellis, 2003). The objective of EFA is to identify a convenient and theoretically meaningful factor structure and consequently it acted as a procedure more of a theory-testing (Stevens, 2009).

(Hair J. , Black, Babin, Anderson, & Tatham, 2006) Based on their research there are two tests to check sampling adequacy: Kaiser-Meyer-Olkin (KMO) statistic test and Bartlett test of sphericity.

- Kaiser-Meyer-Olkin (KMO)

The KMO test was conducted on the sample to check the sampling adequacy. The KMO statistic value ranges between 0 and 1, whereas values close to 1 suggest that the factor analysis will output distinguished and reliable factors (Field, 2009). Based in table (5.5) the result value of this test was .918, which can be considered meritorious" (Kaiser, 1960) or superb (Hutcheson & Sofroniou, 1999).

- Bartlett Test of Sphericity

Bartlett Test of Sphericity examines the whole correlation matrix to assure that the correlation matrix has a significant correlation between at least some of the variables (Hair J. , Black, Babin, Anderson, & Tatham, 2006). In this research, Bartlett"s test of sphericity value is 2442.451 (p<0.000,

 df = 153)

Table 5.5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	2442.451
	Df	153
	Sig.	.000

- Communalities**:** Researchers point out that communality for each item must be above 0.5 and if there are any items less than this value must be excluded from further analysis (Hair J. , Black, Babin, Anderson, & Tatham, 2006). Based on this recommendation, table (5.6) shows that communalities for all the items were above 0.5.

Table 5.6: Communalities

	Initial	Extraction
PhyAttract2	1.000	.785
PhyAttract3	1.000	.787
PhyAttract4	1.000	.809
PhyAttract5	1.000	.812
TurstW1	1.000	.802
TurstW2	1.000	.839
TurstW3	1.000	.834
Expert2	1.000	.867
Expert3	1.000	.866
Like1	1.000	.827
Like2	1.000	.902
Like3	1.000	.782
Bimage2	1.000	.842
Bimage3	1.000	.813
Bimage4	1.000	.793
Bimage5	1.000	.750
PurchasInt2	1.000	.905
PurchasInt3	1.000	.870

- **Factor loadings**

Explain the association among each variable and each factor (Hair J. J., Black, Babin, & Anderson, 2014). The items were less than 0.5 and items with cross-loading were excluded. PhyAttract1, TurstW4, Expert1, Bimage1 and PurchasInt1were excluded due to low communality, low correlations and low factor loading respectively). Table (5.7) displays that all remaining factor loadings for this study were above 0.5

Table 5.7: Pattern and Structure Matrix for Exploratory Factor Analysis

	Component					
	1	2	3	4	5	6
PhyAttract2	1.000					
PhyAttract3	.738					
PhyAttract4	.803					
PhyAttract5	.778					
TurstW1			.862			
TurstW2			.929			
TurstW3			.936			
Expert2						.840
Expert3						.840
Like1				.854		
Like2				.985		
Like3				.852		
Bimage2		.968				
Bimage3		.712				
Bimage4		.688				
Bimage5		.886				
PurchasInt2					.982	
PurchasInt3					.801	

5.5 Confirmatory Factor Analysis

CFA is a method to validate the results obtained from EFA and to assess their reliability (Hair J. , Black, Babin, Anderson, & Tatham, 2006). The purpose of CFA is knowing the description of the factors and how fully they match the actual data. CFA works on emphasizing the relation among the observed factors and their latent factor, as well it checks and assesses the regression paths that relate the variables. However, researchers provided a number of aspects, which are used in the experiential variables to measure aspects before outcomes (Schumacker & Lomax, 2010).
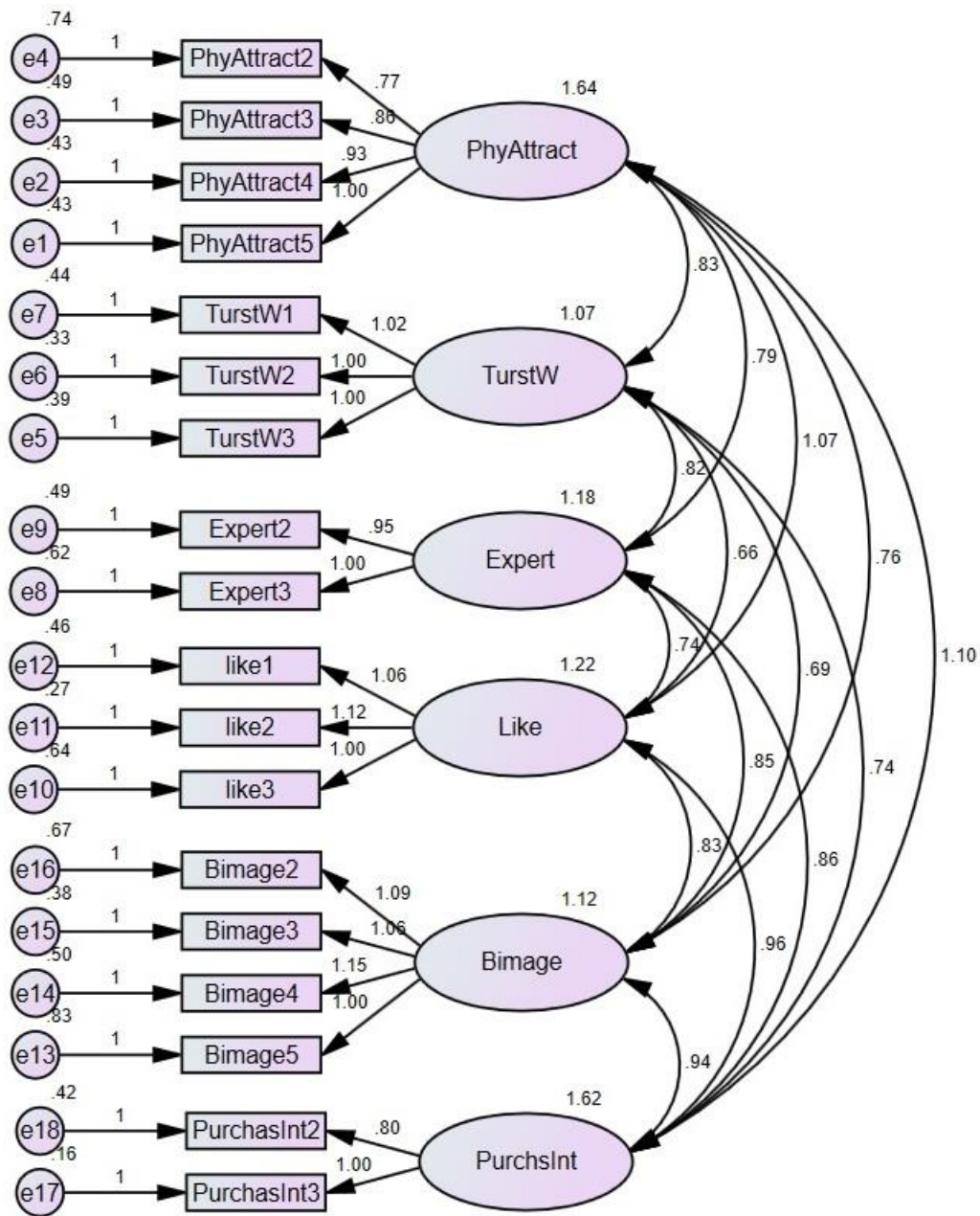
Figure 5.1: Hypotheses CFA Model

According to (per Klein (2011) at least two indicators for each factor are needed for conducting a CFA. in this phase there is total of 18 observed items of 6 factors. Attractiveness is measured with 4 items, Trustworthiness with 3 items, Expertise with 2 items, Likeability with 3 items, Brand Image with 4 items, Purchase Intention with 2 items.

Using AMOS a CAF model was created in Figure 3.1), then the fit indices were examined to evaluate the overall adequacy of the initial measurement model. The most common fit indices analysis are:

- CMIN/DF (Chi-Square Mean / Degree of Freedom): Chi-Square value is a measure for evaluating the aggregate model fit, is "assesses the greatness of variation between the sample and fitted covariance matrices" (Hu & Bentler, 1999). It Considered a very sensitive to sample size as "almost rejects the model when large samples are used". So dividing Chi-Square on the Degree of Freedom (CMIN/DF) is proposed to minimize this effect" (Hooper, Coughlan, & Mullen, 2008). Value for the CMIN/DF Ranging between 3 and 1 which indicative for a good fit, and values are greater than 5 sometimes permissible (Hu & Bentler, 1999).

- CFI (Comparative Fit Index): The CFI represents the model fitted the data well. Value for the CFI Ranging between zero and 1. the value is greater than or equal to 0.95 points out that there is a good fit for the model, and the value between 0.95 and 0.90 points out acceptable (Hooper, Coughlan, & Mullen, 2008), while the value greater than .80 sometimes permissible (Jamal, 2018).

- SRMR (Standardized Root Mean Square Residual): is "an absolute measure of fit and is knowing as the standardized difference among the observed correlation and the predicted correlation" (Baron & Kenny). The value for the SRMR Ranging between 0 ≤ SRMR ≤ .05 which indicates that it is a good fit for the model. While the value between .05<SRMR ≤ .10 indicates to acceptable Fit (Hans , 2003).

- RMSEA (Root Mean Square Error of Approximation): "demonstrates how well the model, with unknown but optimally chosen parameter estimates, would fit the populations' covariance matrix" (Hooper, Coughlan, & Mullen, 2008). The RMSEA result that is less than or equal to 0.06 (0.06 ≥ value) points out a good fit for the model (Hooper, Coughlan, & Mullen, 2008) (Hu & Bentler, 1999).

- PCLOSE (Root Mean Square Error of Approximation associated p-value): illustrates how good the RMSEA level inside the population (Byrne, 2010, p. 81). the PCLOSE result that is greater than or equal to 0.05 points out a good fit for the model (Hu & Bentler, 1999) (Byrne B. , 2010).

There are specific values that were calculated in order to check the goodness of fit. The metric values that must be presented are listed in Table (5.8) with their suitable values. Moreover, the results of the present study analysis and proper comments.

Table 5.8: Goodness of fit Metrics for CFA model

Measure	Standard fit	Results of this Study	Remarks
CMIN/DF	< 3 good; < 5 sometimes Permissible	1.711	Good
CFI	> .95 great; > .90 acceptable; >.80 sometimes permissible	.964	Great
SRMR	$0 \leq SRMR \leq .05$ good $.05 < SRMR \leq .10$ acceptable	.073	Acceptable
RMSEA	$0.06 \geq$ good	.064	Acceptable
PCLOSE	> .05	.059	Good

From table (5.8) it is evident that CMIN/DF is well less than the standard fit value of 3, which is 1.711 and indicates a good fit. It is clear the CFI value is equal to .964 which considered greater than the standard fit of .95. SRMR value of .073 is slightly upper the standard fit but is still acceptable. RMSEA and PCLOSE values are .064, .059 respectively, therefore, a good fit for the model.

On the other hand, the standardized regression weights measured to ascertain their significance. In table (5.9) all standardized loadings were higher than 0.60 suggesting their statistical significance.

Table 5.9: Standardized Regression Weights

			Estimate
PhyAttract5	<---	PhyAttract	.891
PhyAttract4	<---	PhyAttract	.878
PhyAttract3	<---	PhyAttract	.846
PhyAttract2	<---	PhyAttract	.754
TurstW3	<---	TurstW	.855
TurstW2	<---	TurstW	.875
TurstW1	<---	TurstW	.847
Expert3	<---	Expert	.810
Expert2	<---	Expert	.828
like3	<---	Like	.811
like2	<---	Like	.921
like1	<---	Like	.865
Bimage5	<---	Bimage	.758
Bimage4	<---	Bimage	.866
Bimage3	<---	Bimage	.878
Bimage2	<---	Bimage	.816
PurchasInt3	<---	PurchsInt	.955
PurchasInt2	<---	PurchsInt	.841

Regression Weights conducted to examine and evaluate the regression paths that associate these variables, this valuation can be confirmed by probability value (P-value). The value less than or equal to 0.05 ($P \geq 0.05$) will express that significant relationship exists (Hair J. J., Black, Babin, & Anderson, 2014). Ta) presents the P-value that indicates the relation between each factor and its latent factor (***refers to $P < 0.001$).

Table 5.10: Regression Weights

			Estimate	S.E.	C.R.	P
PhyAttract5	<---	PhyAttract	1.000			
PhyAttract4	<---	PhyAttract	.935	.058	16.132	***
PhyAttract3	<---	PhyAttract	.863	.057	15.012	***
PhyAttract2	<---	PhyAttract	.769	.063	12.222	***
TurstW3	<---	TurstW	1.000			
TurstW2	<---	TurstW	1.003	.071	14.183	***
TurstW1	<---	TurstW	1.018	.075	13.565	***
Expert3	<---	Expert	1.000			
Expert2	<---	Expert	.949	.090	10.540	***
like3	<---	Like	1.000			
like2	<---	Like	1.120	.078	14.362	***
like1	<---	Like	1.055	.079	13.286	***
Bimage5	<---	Bimage	1.000			
Bimage4	<---	Bimage	1.153	.097	11.867	***
Bimage3	<---	Bimage	1.062	.088	12.048	***
Bimage2	<---	Bimage	1.091	.098	11.101	***
PurchasInt3	<---	PurchsInt	1.000			
PurchasInt2	<---	PurchsInt	.796	.056	14.088	***

5.6 Reliability and Validity

Reliability and validity have a critical role in quantitative research that fundamentally concentrates on measurement aspects.

- Reliability

Referred to reliability as the level that the test scores are empty from measurement error or the elements of errors that happen when testing something. Unreliable measurement will lead to an insignificant correlation between variables and inaccurate results" (Muijs, 2004). In Composite Reliability (CR) the reliability test results should be above 0.70 then the measurement is reliable to be used (CR ≥ 0.70) (Muijs, 2004).

- Validity

Validity defined as "the appropriateness, meaningfulness, correctness and usefulness of the inferences a researcher makes" (Fraenkel, Wallen, & Wallen, 2012). Validity concentrates on checking if variables are being measured in an accurate method (Muijs, 2004).

There are various kinds of validation which are content validity, criterion validity and construct validity. Firstly, content validity is concerning the format and content of an instrument; such as suitability of language to be smoothly and correctly understood, typing size to be read clearly. Secondly, criterion validity is concerning in gathered by comparing the results of instruments measuring the same items. Lastly, construct validity refers to "the nature of psychological construct or characteristic being measured by the instrument" (Fraenkel, Wallen, & Wallen, 2012).

In this phase, concentrates on construct validation, which particularly focusing on Convergent Validity and Discriminant Validity. Convergent Validity indicates to "what level two measures of the same variable are correlated", and Discriminant Validity indicates to "what level two conceptually similar concepts are separated" (Hair J. J., Black, Babin, & Anderson, 2014).

(Gefen & Straub, 2005) Stated to get an acceptable validity you should get an Average Variance Extracted (AVE) above or equal to 0.5 (AVE ≥ 0.5) and a Maximum Shared Variance (MSV) that is lower than the Average Variance Extracted (MSV < AVE). Also, the standard-fit for Composite Reliability (CR) should be higher than 0.7 (CR > 0.7). Table 5.11 presents the results of validity and reliability.

Table 5.11: Validity and Reliability Results

	CR	AVE	MSV	MaxR(H	Bimage	PhyAttract	TurstW	Expert	Like	PurchasInt
Bimage	0.899	0.690	0.545	0.907	**0.831**					
PhyAttract	0.908	0.712	0.573	0.917	0.562	**0.844**				
TurstW	0.894	0.738	0.537	0.895	0.632	0.626	**0.859**			
Expert	0.803	0.671	0.545	0.803	0.738	0.569	0.733	**0.819**		
Like	0.900	0.751	0.573	0.913	0.709	0.757	0.580	0.613	**0.867**	
PurchasInt	0.894	0.810	0.493	0.927	0.702	0.676	0.560	0.620	0.683	**0.900**

As the table is shown the results of Composite Reliability is greater than 0.70 also Convergent Validity is more than 0.50 and MSV is less than AVE for Discriminant Validity. Lastly, the outcomes that the responses got from respondents are reliable and valid.

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5.7 Structural Equation Modeling (SEM)

The SEM focuses on analyzing and evaluating the relationship between hypothesis latent variables. According to (Hox & Bechger, 1999) SEM is "a powerful technique that can combine complex path models with latent variables and assist in allocating confirmatory factor analysis models, complex path models and regression models. SEM provides a major extent of options regarding the relationship between latent variables comparing to CFA and contains two components:

- Measurements model (basically CFA).
- Structural model.

Formerly measurement model has been analyzed, this phase of study focusing on the structural model. Structural model describes the interrelationship between latent variables and observable variables where multi regression equations take place. Direct and Indirect effects are conducted within this model. "The direct effect indicates the effect of an exogenous variable on the endogenous variable. While indirect effect indicates the effect of an exogenous variable on an endogenous variable through mediating variable" (Schreiber , Nora, Stage, Barlow, & King, 2006).

According to (Gaskin, 2018) In order to conduct appropriate hypothesis testing, some criteria must be met. These criteria are classified into three levels organized in a sequence which are Model Fit, Test of variance (R-squared), and the P-value Test. Figure 5. 2) explains the phases of hypothesis testing.
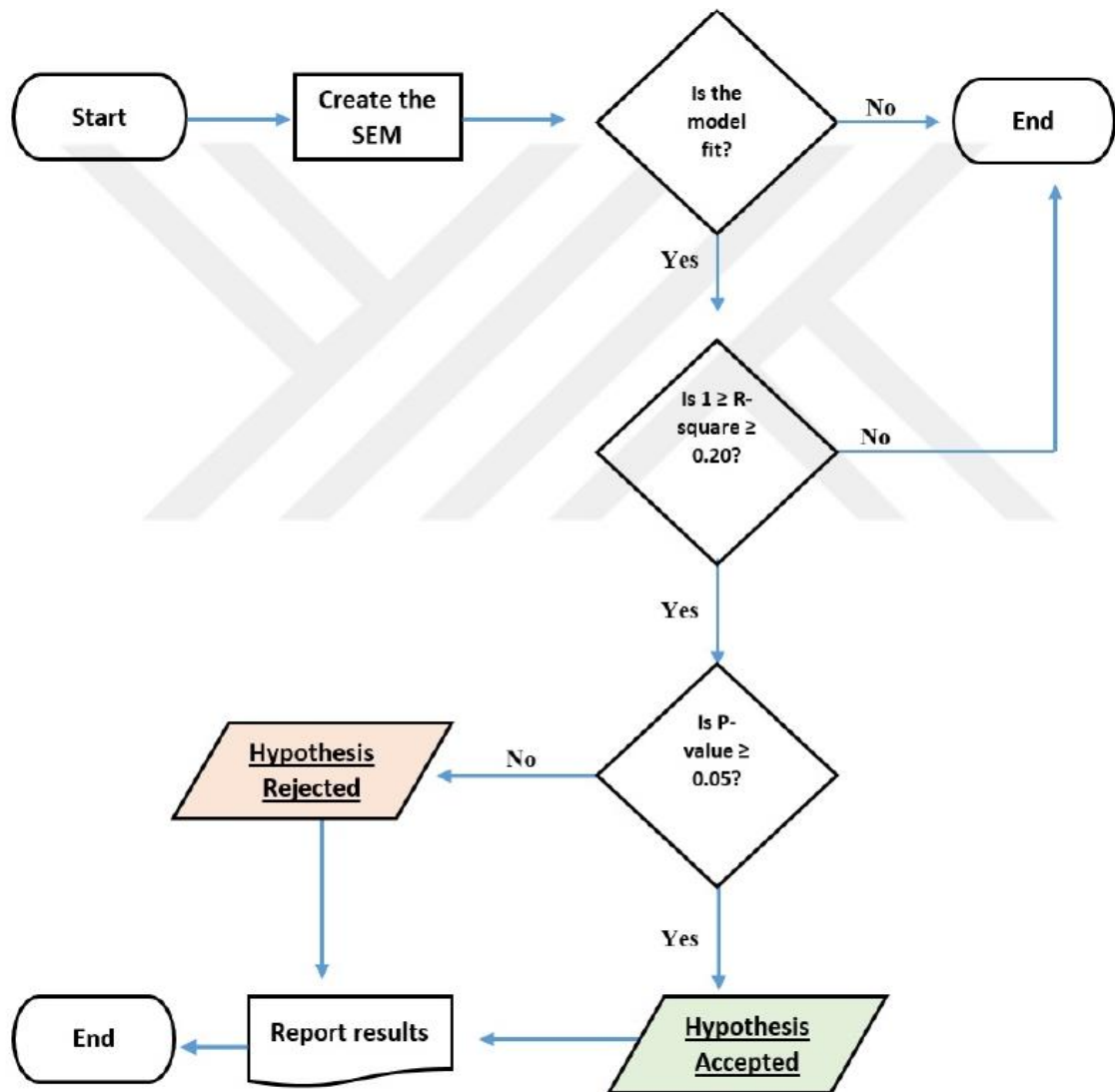
Figure 5. 2: Hypothesis testing flow chart
Source   : (Ghaleb & Kaplan, 2019)

Using the AMOS, a SEM was executed on only 17 items out of 23 which were evaluated by analysis and the structural model. Figure (5.3) and Table (5.12) presents the goodness-of-fit statistics of a structural model for each specified variable of the study.
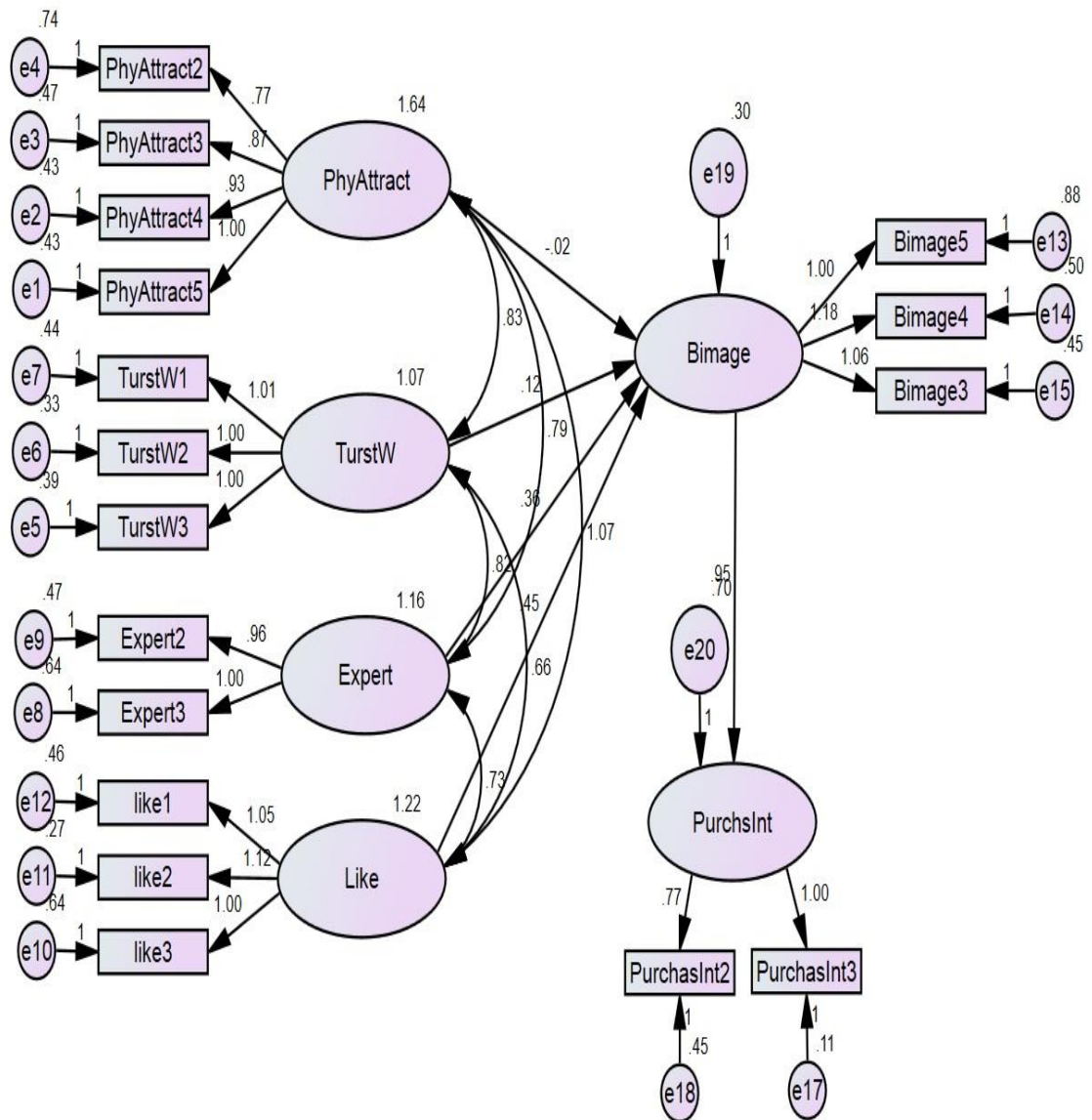
Figure 5.3: Structural Model

- Model fit:

The GFI and AGFI can be classified as "unconditional fit indices as they basically associate the hypothesized framework with no framework and both indices range from 0 to 1". However, values close to 1 and higher than 0.8 consider a good fit (Byrne B. , 2010).

In Table (5.12) values of GFI and AGFI are 0.888 and .842 respectively. Hence, the structural model is a good fit for data.

PGFI (Parsimony Goodness-of-Fit Index): indicates the point of parsimony in SEM, and it is better to have values lower than the standard level, usually supposed as satisfactory for average fit indices (Byrne B. , 2010). As shown in Table (5.12) the value of PGFI is 0.627 thus means is consistent with former fit statistics.

CFI points out that the data is a good fit for the structural model. CFI values from 0 to 1 and close to 1 are denominated as good fit values. From Table (5.12) It is clear the CFI value (0.965) considered a good fit.

RMSEA (Root Mean Square Error of Approximation) result that is lower than or equal to 0.06 points out a good fit. The RMSEA value is 0.065 hence, the structural model is a good fit (Hooper, Coughlan, & Mullen, 2008).

Lastly, PCLOSE is evaluated. The result value of PCLOSE is .059 which considered a good fit for the structural model.

In order to achieve the results and get the appropriate model fit, Bimage4 were excluded.

Table 5.12: Structural Model: Goodness-of-Fit Statistics

Measure	Standard Fit	Results of this Study	Remarks
GFI	> .80	.888	Good Fit
AGFI	> .80	.842	Good Fit
PGFI	> .50 - > .90	.627	Good Fit
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	.965	Good Fit
PCFI	> .50 - > .90	.776	Good Fit
RMSEA	0.06 ≥	.065	Good Fit
PCLOSE	> .05	.059	Good Fit

- R-squared (Squared Multiple Correlations (SMC)): "clarify the percentage of variance which is reflected by the variable predictors of the questions", the values of R-squared usually between 0% and 100%, with taking into consideration when the values are

higher the better the sample data matches to the model (Byrne, 2010, p. 189). According to (Hooper, Coughlan, & Mullen, 2008) the result of items (predictors) in R-square that are lower than 0.20 should be excluded from the analysis due this is a singe of high error level.

R-squared values for the hypothesized structural model are presented in Table (5.13) and from these results, it can be concluded that overall predictors demonstrate respective variables completely well.

Table 5.13: R-squared

	Estimate
Bimage	.720
PurchsInt	.578
PurchasInt2	.688
PurchasInt3	.938
Bimage3	.728
Bimage4	.748
Bimage5	.546
like1	.744
like2	.853
like3	.658
Expert2	.697
Expert3	.646
TurstW1	.714
TurstW2	.767
TurstW3	.733
PhyAttract2	.567
PhyAttract3	.724
PhyAttract4	.767
PhyAttract5	.790

- **P-value (probability value)**

Is "the indicator of accepting or rejecting the null hypothesis H0" (Carvalho & Chima, 2014).

P-value is a proportion between 0 and 1, and 0.05 is the cutoff point of accepting or refusing the null hypothesis while it is less than 0.05 the null hypothesis H0 will be rejected (Hair J. J., Black, Babin, & Anderson, 2014).

According to (Zain & Ibrahim, 74-85) the lower the P-value the better evidence to reject the null hypothesis H0:

- (0.01 ≥ P-value) is powerful evidence or very significant evidence against H0.
- (0.05 ≥ P-value) is strong evidence or significant evidence against H0.
- (0.10 ≥ P-value > 0.05) is moderate evidence against H0.
- (P-value > 0.10) there are no significant results.

5.8 Hypothesis Results

Table below presented the results of hypotheses testing, some inferences have been made as follows:

Table 5.14: Hypothesis Result.

Relationship	Estimate	S.E.	C.R.	P
PhyAttract >> Bimage >> PurchsInt	-.018	-.195	.154	.964
TurstW>>Bimage >> PurchsInt	.113	-.145	.292	.414
Expert >>Bimage >> PurchsInt	.347	.161	.585	.012
Like >> Bimage >>PurchsInt	.427	.186	.707	.014
Bimage >>PurchsInt	.952	.100	9.503	***

- Attractiveness (PhyAttract) is not positively related to purchase intention (PurchsInt) thus there is no positive relationship between celebrity attractiveness and consumer purchase intention in terms of brand image. In the case of the relationship, the estimated value (β) is -0.018, standard error (S.E) is -0.195 and P-value is .964 which is higher than the standard value of 0.05, therefore:

H1: There is a positive relationship between celebrity attractiveness and consumer purchase intention in terms of brand image = Not Supported.

- Trustworthiness (Turstw) is not positively related to purchase intention (PurchsInt) thus there is no positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image. In the case of the relationship, the estimate value (β) is 0.113, standard error (S.E) is -0.145 and P-

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value is 0.414 which is higher than the standard value of 0.05, therefore:

H2: There is a positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image = Not Supported.

- Expertise (Expert) is positively related to purchase intention (PurchsInt) thus there is a positive relationship between celebrity expertise and consumer purchase intention in terms of brand image. In the case of the relationship, the estimate value (β) is 0.347, standard error (S.E) is 0.161 and P-value is 0.012 which is less than the standard value of 0.05, therefore:

H3: There is a positive relationship between celebrity Expertise and consumer purchase intention in terms of brand image = Supported.

- Likeability (Like) is positively related to purchase intention (PurchsInt) thus there is a positive relationship between celebrity likeability and consumer purchase intention in terms of brand image. In the case of the relationship, the estimate value (β) is 0.427, standard error (S.E) is 0.186 and P-value is 0..014 which is less than the standard value of 0.05, therefore:

H4: There is a positive relationship between celebrity likeability and consumer purchase intention in terms of brand image = Supported.

- Brand image (Bimage) is very positive related to purchase intention (PurchsInt) thus there is a very strong relationship between brand image and consumer purchase intention. In the case of the relationship, the estimate value (β) is 0.952, standard error (S.E) is 0.100 and P-value= *** which means is ($P \leq 0.001$) much less than the standard value of 0.05, therefore:

H5: There is a significant and positive relationship between brand image and purchase intention = Supported.

6. CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This final chapter identifies findings, recommendations, limitations, and future research. The first part of the study presents discussions on the findings and conclusion of the hypotheses, the second part presents recommendations for marketers and organizations that need to endorse a celebrity. While the third part presents the limitation of this study and the last part presents future researches of the study.

6.2 Finding and Conclusions

The main aim of ads is building a brand image and raising brand awareness through the effect of purchasing on customers. Thus, advertisements should be useful and persuasive. To inform consumers about a particular product and convince them to buy it, it should reach the consumers first. Yemeni consumers are seeing many advertisements in their day to day lives. As a result, the marketer should execute effective tactics in advertising to catch target consumers ' attention. However, this study's primary purpose is to examine the perception of Yemeni consumers on celebrity endorsement and to explore the effectiveness of celebrity (trustworthiness, expertise, attractiveness and likeability) on purchase intention. Furthermore, discuss the influence of brand image as a mediating between celebrity characteristics and intent of purchase for consumer.

The research hypotheses were the attributes of celebrity endorsement were regarded as independent variables and the intention to buy the consumer was treated as the dependent variable. Besides, brand image was considered as a mediator variable. However, these relationships may vary according to the independent variable's primary components. Some parameters have been created to classify the study factor under the calculation of the indicators. The study examined four hypotheses according to the core components of the independent variable and its influence on consumer buying intention through the brand image in addition to the fifth hypothesis that tested the direct relationship between consumer buying intention and brand image. From the findings chapter, a lot of key conclusions can be made.

Firstly, Most Yemeni consumers regard prominent advertising as an effective marketing strategy. That 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it. The outcomes indicate that a significant portion of the Yemeni population has a positive attitude towards celebrity endorsement. That means Yemeni consumers are attracted more by advertisements that endorsement by celebrities. This confirms celebrity endorsement in brand advertisements Build a bond in the mind of the customer.

The majority of the Yemeni consumers will not buy a product simply because it is celebrity-endorsed. The survey results indicate that 62.8% of Yemeni consumers never purchased a brand because it was endorsed by a celebrity. Taking into consideration that the majority of Yemeni consumers which represent 45% their monthly income were fewer than 200 dollars.

Secondly, the outcomes showed that a powerful and positive relationship exists between celebrity expertise and the intent of purchase for Yemeni consumers by mediating of brand image. Taking into account the above results, it shows that p-values are estimated, a strong association between these two variables. Lots of researches have been done in the impact of the expertise of celebrity to capture the attention of the consumers. Although the celebrity in the endorsed product is not seen as an expert, their power remains favorable as long as they are experts in their own field. However, Celebrity endorser expertise gives a sense of believability to the brand. The study conducted by (Suki, 2014) that focused on the role of celebrity endorser in influencing brands and intention to buy to Muslim and non-Muslim consumers. Indeed, Empirical findings from several discriminatory analyses showed that the most important factor for Muslim consumers was celebrity expertise. Over and above, the study revealed that Muslim customers preferred expertise, but not trustworthiness. The belief of Muslim consumers may be linked to the assumption that celebrity-endorsed products and services are consistent with Islamic values.

Thirdly, the results presented that celebrity likeability has a strong and positive impact on the intent of purchase for Yemeni consumers in terms of brand image. Therefore, the existence of a familiar and likeable celebrity in advertisements increases consumers' purchase intention. In summary, the study shows that celebrity likability draws attention to the brand and increases the likelihood that the item will be purchased when the endorser

and the customer have a link. In other words, the attractiveness model dimensions that have been conducted in this study conclude that celebrity likability does impact on Yemeni consumers' purchase intentions, whereas celebrity attractiveness does not. based on the research conducted by (Roshan , Sudath , Ravindra , & Manoj , 2017) that studied the influence of celebrity likability in consumer buying behavior in perfume brand, were revealed that celebrity likeability has strongly significant in the perfume buying intention in Colombo and Gampaha in Sri Lanka while the other factors such as lifestyle and familiar face of the celebrity have no relationship in this research study.

Fourth, the study present above that there is no relationship between celebrity attractiveness and the intent of purchase for Yemeni consumers by mediating of brand image. The results reveal that the hypothesis is not supported, despite that lots of existence of researches that supported the presence of the relationship between these two factors. From demographic results we can observe that the majority of respondents were from undergraduate, that educated people have the awareness sufficient to toward the brand without towage behind the celebrity attractiveness. Nevertheless, this study shows that Yemeni consumers are not interested in the celebrities ' external appearance. That concludes to its no matter if using an attractive or unattractive celebrity of the brand advertisement in order to get more attention from the Yemeni consumers.

Fifthly, celebrity trustworthiness has a negative impact on the intent of purchase for Yemeni consumers in terms of brand image. The results showed that the hypothesis is not supported by Yemeni consumers, which means Yemeni consumers don't favorable or believable the message that comes from the celebrity, despite that a lot of existing researches that supported and discussed the positive relationship between celebrity trustworthiness and consumer purchase intention. That confirms the argue of (Ohanian, 1991) regarding a celebrity endorser's trustworthiness that had a negative relationship with the consumer's intention to purchase the related brand. When people don't believe what the celebrity said and don't trust them, the credibility of the commercial is bad and the willingness of the customer to buy would diminish accordingly.

Finally, it is interesting to observe that the findings of this study are close to those of the early study that has done by (Ohanian, 1991) that indicated that although expertise has a

major impact on the intention of purchasing, the trustworthiness and attractiveness had no effect.

The results provide a clear understanding of Yemeni's consumer behavior that gives us some ideas and concepts in understanding how celebrity endorser can be chosen through focusing more on celebrity expertise and celebrity likeability to enhance the brand image which finally leads to increase consumer's purchase intention.

To sum up, when choosing a celebrity to endorse the brand marketers must be careful. The appropriate attributes of the endorser always lead to getting the attention of the consumer and drive the motivation to purchase the brand. However, this study can be used by Yemeni advertisers as a reference framework to choose suitable endorsers. This can help maximize the power of marketing campaigns to produce positive behavioral intentions

6.2 Recommendations

From the conclusion and discussion above, it is clear the concern of the Yemeni community to the brand that endorses by a celebrity in an advertisement. That current practice in Yemen can create and increase awareness about the brand and increase intent towards the purchase of the brand. However, this ability probably reduces because of the lack of diversity and the fast growth in celebrity endorser advertising.

Wherefore, modern ideas are required to input some variety in the industry. Following is the proposal that marketers should consider regarding celebrity endorsement advertising:

- As we have seen in the conclusion part, we recommend organizations that they have to endorse celebrities in their advertisement due to Yemeni consumers follow those celebrities and what they market in the advertisement which leads to showing their willingness to purchase it.
- To reinforce advertisement believability and increase effectiveness, marketer have to choose celebrity endorsers whose image matches the product attributes and who is considered to be a real user of the product by the target consumers.
- To increase attention and effectiveness to the brand advertisements, marketers should be smart enough to use celebrities that will endorse their brand they should

choose a celebrity that likeable, familiar and similar to the Yemeni consumers" character and culture.

- To increase brand congruence and make advertisements more believability, the marketer has to use celebrity who is recognized to have some knowledge about the product that will endorse it. From the conclusion part, celebrity expertise has been seen to have a significant impact on Yemeni consumers.

- The right celebrity selection for brand ads is highly profitable for firms.

6.3 Limitations of the Research

Every research should have several limitations. The following are the study's few limitations to note:

- The sample size used in this study was only 282 Yemeni consumers that means the results for all Yemeni customers cannot be generalized. Whereas the credibility of the source depends on long-term marketing strategies that take time to construct the points used in a long-term approach analysis.

- The survey design has a limitation. These limitations should be taken into consideration before carrying out future research. The survey was collected through online questionnaire that means a few opportunities were lost because not all consumers use the Internet. Wherefore, should be used other techniques to ensure the Inclusiveness of the study, such as using personal interviews, paper questionnaires, focus groups.

- The emphasis of this analysis was only on four celebrity attributes, i.e. attractiveness, trustworthiness, expertise, and likeability. Further studies are needed for other attributes such as similarity, familiarity, talented, popularity, reputation and match-up congruence.

- Another big limitation is the time, it has to submit the research in the specified deadline. While conducting celebrity endorsements research has faced many other exciting and challenging concepts. Due to the lack of time, it concentrated only on the relevant literature contributing to the subject of study and explored the factors/attributes of the earlier literature.

6.4 Future Researches

This study confirms the necessity of future researchers must pay more attention to celebrity endorsement as a marketing strategy. This is an interesting field for Arab researchers in general and Yemeni researcher in specially.

- Implement the same idea with Yemeni consumers but with a larger sample size in order to generalize the results further.
- Implement the same idea of the impacts of celebrity characteristics on the intent of purchase in a specific brand or specific market filed.
- Future research could study issues like: celebrity overexposure, celebrity overshadowing, celebrity overuse, and extinction of the celebrity endorser.
- Future research suggested conducting more in-depth studies on the negative impact of endorsing celebrities.
- This study only examined the mediating effect of the brand image. Future research could use the moderating effect such as negative publicity as a moderating variable.

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APPENDICES

Appendix A: Survey Questionnaire (English Version)

Appendix B: Survey Questionnaire (Arabic Version)

Appendix A: Survey Questionnaire (English Version)

This is an MBA Thesis survey for REEM ALAWADHI student at Istanbul Aydin University in Turkey.

Celebrity Endorsement refers to a marketing strategy used by marketers to promote its products and services by using famous people as tools to attract consumers. The purpose of this questionnaire is to examine the Impact of physical attractiveness, Trustworthiness, Expertise and familiarity attributes of celebrity on Yemeni consumer's Purchase Intention in terms of Brand Image.

I would be grateful if you could assist me by answering to the questions below. All information provided is accurately for academic purposes and treated as confidential.

- **Demographic Questions:**

1- What is your gender?
  - ❑ Male.
  - ❑ Female.

2- **What is your age?**
  - ❑ Under 18.
  - ❑ 18-24
  - ❑ 25-34
  - ❑ 35-44
  - ❑ 45 or more.

3- **What is the highest level of formal education you have completed?**

  - ❑ High school or less.
  - ❑ Undergraduate (Bachelor's degree.
  - ❑ Graduate degree (masters, PhD).

4- **What is your marital status?**
  - ❑ Single.
  - ❑ Married.

5- **Employment Status?**
  - ❑ Student.

- ❑ Employee.
- ❑ Retired.
- ❑ Unemployed.
- ❑ Unable to work.

6- Income per month
- ❑ Less than 200$.
- ❑ 200-500.
- ❑ 500-1000.
- ❑ More than 1000$.

- • **General Information:**
- - Have you ever been aware of a brand solely because of a celebrity endorsed it?

    *Yes   *No

- - Have you ever bought a product because a celebrity endorsed it?

    *Yes   *No

- • Each question has 5 scales 1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor disagree, 4=Agree, 5=Strongly Agree. Kindly tick the box where appropriate to you.

    As a consumer, do you think following attributes that can influence your purchase decision?

	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree
Physical attractiveness					
I buy the products because the celebrity of products was nice-looking					
I buy the products because the celebrity of products was classy					
I buy the products because the celebrity of products was nice					

I buy the products because the celebrity of products was elegant					
I buy the products because the celebrity of products was attractive					
Trust worthiness / credibility.					
I can depend on celebrity because the product endorsed by celebrity is good					
I trust & buy the product because the celebrity is honest about the message he/she is giving.					
The message given by the celebrity is reliable so I can count on it.					
Celebrities are trustworthy.					
Expertise					
I think celebrity is a good source of information when it comes to new products or sales.					
Celebrity like helping people by providing them information about many kinds of products.					
People ask celebrity for information about products, places to shop or sales					
Likeability					
I buy the product because I like the endorsed celebrity.					
I buy the product because the endorsed celebrity is familiar to me.					

I buy the product because the celebrity fits with my own culture.					
Brand image					
I am passionate about the celebrity endorsed brand.					
Celebrity endorsed brand has a good reputation.					
Celebrity endorsed brand are trustworthy.					
I pay attention to what is going on the celebrity endorsed brand.					
Celebrity endorsement brand provides excellent value.					
Purchase intention					
I'm willing to buy products or services that the celebrity endorsed in the future.					
I plan to purchase this products or services that the celebrity endorsed.					
I'll make effort to buy products or services that the celebrity endorsed.					

Appendix B: Survey Questionnaire (Arabic Version)

في إطار تحضير رسالة التخرج المكملة لنيل شهادة الماستر تخصص: إدارة أعمال بجامعة اسطنبول ايدن في تركيا.
تحت عنوان" تأثير المشاهير على نية شراء المستهلك اليمني من حيث صورة العلامة التجارية **"**

يسرنا أن نضع بين أيديكم هذا الاستبيان الذي يهدف الى دراسة تأثير "الجاذبية، الثقة، الخبرة والألفة لدى المشاهير
على نية شراء المستهلك اليمني من حيث صورة العلامة التجارية"ونحيطكم علماً بأن ما تدلون به من معلومات سيتم
التعامل معه في إطار علمي وبشكل موضوعي، ولأغراض البحث فقط وعليه فالرجاء التفضل بالتعاون معنا في
إجرائه والشكر المسبق لكم.

❖ <u>**البيانات الشخصية:**</u>

7- **الجنس:**
- ❑ ذكر.
- ❑ أنثى.

8- **العمر:**
- ❑ أقل من 18
- ❑ 18-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45 وأكثر.

9- **المستوى التعليمي:**
- ❑ ثانويه عامة أو أقل.
- ❑ بكالريوس جامعي.
- ❑ دراسات عليا.

10- **الحالة الإجتماعية:**
- ❑ عازب / عزباء.
- ❑ متزوج/متزوجة.

11- **الحالة الوظيفية:**
- ❑ طالب.
- ❑ موظف.
- ❑ متقاعد.
- ❑ عاطل.

□   غير قادر على العمل.

12- الدخل الشهري:

□   أقل من 200$

□   200-500

□   550-1000

□   أكثر من 1000$

❖ **أسئلة عامة:**

1. هل سبق لك أن علمت بعلامة تجارية لمجرد أن أحد المشاهير قام بعمل إعلان عنها؟

   * نعم   * لا

2. هل سبق لك أن اشتريت منتجًا لأن أحد المشاهير ظهر في إعلاناتها؟

   * نعم   * لا

❖ كل سؤال يحتوي على خمس مقاييس 1 = لا أوافق بشدة ، 2 = غير موافق ، 3 = لا أوافق ولا أوافق ، 4 = أوافق ،

5= أوافق بشدة. يرجى وضع علامة في المربع المناسب لك.

كمستهلك هل تعتقد أن الصفات التالية للمشهور يمكن أن تؤثر في قرار شرائك؟؟

أوافق بشدة	أوافق	محايد	لا أوافق	لا أوافق بشدة	السؤال
					الجاذبية
					أقوم بشراء المنتج لأن الشخصية المشهورة يبدو حسن المظهر.
					أقوم بشراء المنتج لأن الشخصية المشهورة يبدو شخصية راقية.
					أقوم بشراء المنتج لأن الشخصية المشهورة يبدو رائعاً.
					أقوم بشراء المنتج لأن الشخصية المشهورة يبدو أنيق.

					أقوم بشراء المنتج لأن الشخصية المشهورة يبدو جذاب
					المصداقية والثقة
					يمكنني الاعتماد على المشاهير لأنه يروجون لمنتجات جيدة.
					وأقوم بشراء المنتج المروج من قبل المشاهير لأن المشاهير صادقين بشأن الرسالة التي يقدمونها
					الرسالة التي تقدمها الشخصية المشهورة بالاعلان موثوق بها.
					المشاهير جديرون بالثقة.
					الخبرة
					يعتبر المشاهير مصدر جيد للمعلومات عندما يتعلق الأمر بشراء منتج جديد.
					يقوم المشاهير بمساعدة الناس من خلال تزويدهم بمعلومات حول خبرتهم عن المنتجات.
					يقوم الناس بسؤال المشاهير عن معلومات للحصول على المنتجات وأماكن بيعها
					الألفة \الإعجاب
					أشتري المنتج المروج من قبل المشاهير لأنني أحب الشخصية المشهورة.
					أقوم بشراء المنتج لأن الشخصية المشهورة مألوفة بالنسبة لي ومشابة لأسلوبي.
					أقوم بشراء المنتج لأن الشخصية المشهورة مقارب لثقافتي.
					صورة العلامة التجارية

					لدي شغف بالعلامات التجارية المعتمدة عن طريق المشاهير.
					العلامة التجارية المعتمدة من المشاهير لديها سمعة جيدة.
					العلامة التجارية المعتمدة من المشاهير جديرة بالثقة.
					العلامات التجارية المعتمدة من المشاهير تشد انتباهي.
					استخدام المشاهير كصورة للعلامة التجارية يزيد من قيمه العلامة التجارية.
					نية شراء المستهلك
					لدي الاستعداد لشراء المنتجات أو الخدمات المعتمدة من قبل المشاهير في المستقبل.
					اخطط لشراء المنتج المعتمد من قبل المشاهير.
					أقوم ببذل مجهود لشراء المنتجات المعتمدة من قبل المشاهير.

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
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Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 11.03.2019 tarihli ve 2019/04 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

e-imzalıdır
Dr.Öğr.Üyesi Hüseyin KAZAN
Müdür Yardımcısı

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RESUME

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- Bachelor degree in Information Technology (IT), University of Science & Technology, Yemen, 2013.

Work Experience

- **HR Assistant**, New Najran General Hospital, Najran, Saudi Arabia, from 11\05\2014 to 12\05\2016.
- **Administrative Coordinator**, King Khalid Hospital, Najran, Saudi Arabia, from 12\04\2013 to 13\04\2014**Training Courses**

Skills

- Project management
- Strong decision maker
- Good organizational
- Good communication
- Good management
- Good interpersonal skills
- Capacity to work with a team.

LANGUAGES

Arabic- native language

English- speaking and writing

Turkish- speaking and writing