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## The Influence of Celebrities on Consumer Buying Decision through Social Media

Melissa Samir Araigy

Phone: +96171298881

E-mail: Melissa\_araiji@hotmail.com

Lebanon

### ABSTRACT

*This research is designed to see the influence of celebrity endorsement on the buying decisions of Lebanese young adults aged 18-35 years old, through social media. The data of 100 respondents were analyzed using the descriptive technique. The results showed that celebrities are effective in advertising a product but their influence on the buying decisions of Lebanese consumers is limited because respondents don't consider them as believable. In addition, celebrity endorsement is more effective on female rather than male respondent. However, there was no significant difference regarding the type of celebrity since both male and female respondents consider "singer" as the celebrity type that is most likely to have an impact on their purchasing decision. Results also showed that the educational background is not related to the influence of celebrity endorsement on consumer buying decisions.*

**Keywords: advertisement; celebrities; consumer; endorsement; product; social media**

### INTRODUCTION

#### 1.1 Background of the Research

A celebrity endorsement is a process of brand communication, in which the celebrity is considered as the brand spokesperson and confirms the brand's claim by using his/her popularity, character and personality to grab the attention of people. This gives companies a better chance to deliver the message to consumers (Roll, 2011).

Advertising is an integral factor for both businesses and consumers. It helps deliver short messages to target audiences, in order to facilitate the marketing process of products and services. Therefore, celebrity endorsement is considered one of the most popular forms of advertising (Choi & Rifon, 2007).

The first celebrity endorsement was published in 1760, by Josiah Wedgwood who created a tea set for Queen Charlotte. After a short period of time, almost everyone had heard about the tea set. People started to call it "Queenware" because they liked its elegant design. From that date until now, we cannot avoid seeing celebrities endorsing different brands, especially since they are paid millions of dollars in order to promote a product/brand (Sokolovska, 2016).

Previous studies showed that consumers recall more often the products that have been endorsed by celebrities, even if they are not actual fans of the celebrity. Celebrities are recognized by the human brain similarly to how it recognizes people we already know in person (Sokolovska, 2016).

Therefore, consumers place a higher value on the product that celebrities are endorsing, because fans consider that they are receiving an advice from an appreciated friend. When celebrities are promoting the product, they are increasing its awareness in the market. Attractiveness and credibility are important factors to be considered in the decision-making process. Consumers feel more concerned toward a brand if the product is promoted by a celebrity they admire. This process is related to psychology. People subconsciously believe that buying a product promoted by a celebrity they admire, will allow them to imitate the celebrity desired characters. Therefore, they associate the product with celebrity success and beauty (Sokolovska, 2016).



A research published by the University of Arkansas and the Manchester Business School in London found that consumers aged 18-24 years old develop their identities and look based upon celebrities, which make them more inclined to celebrity brand endorsements than the other age groups. Another research published by Nielson found that celebrity endorsements resonate more powerfully with consumers aged 15 to 34 years old (Herrera, 2009).

With the rise of technology, social media has become important in a person purchase journey. Brands are increasingly using social media to advertise on celebrity's personal social media profiles. Social media is used by people to engage with celebrities they choose to follow. Kim Kardashian can be paid around \$ 20,000 for a single tweet on twitter (Sokolovska, 2016).

Celebrity endorsement is also used by brands to increase awareness and build credibility. In the USA, almost 19% of ads feature celebrities that endorsed products and brands. Nike spends \$475 million per year on celebrity endorsement. In 2003, Chanel chose Nicole Kidman to endorse its perfume. Shortly after the promotion, Chanel announced that the perfume sales increased by 30% (Herrera, 2009). In addition, when Michael Jackson was considered as the new face of Pepsi in 1984, after the success of his album "Thriller", Pepsi sales increased directly as well as its market share (Herrera, 2009). In 1995, when George Foreman was considered as the face of Russell Hobbs, home and kitchen appliances, the percentage of sale increased to over 100 million units (Port, 2009).

Nowadays, consumers are exposed to thousands of ads on magazines, billboards, radio, television and social media. Advertisers are using social media and celebrities to attract at least a fraction of a personal time in order to hold consumer's attention and inform him about the product. Social media is a new medium used by celebrities to advertise on. It makes the product more accessible for new customers, recent customers, and old customers. Every picture, video, or comment celebrities share on social media is a chance for people to react, visit the page, see the product and buy it.

## 1.2- Statement of the Problem

Social media has become increasingly important in our daily life, where people are easily exposed to celebrities' life. One must wonder how much celebrities have an influence on people purchasing decisions. Companies are doing extensive research to find new tactics that help them market their products online. Therefore, this study examines how celebrity endorsement works. The research also seeks to examine consumer perception about celebrity endorsement. Every advertisement aims to create interest in the mind of consumers. Celebrity endorsement is used by advertisers to attract the attention of people who consider celebrities as a role model in their life.

## 1.3-Significance of the Study

Celebrity endorsement is an important phenomenon in brand selling. Its influence is high because people want to identify themselves with their favorite celebrity, who is portrayed in social media.

Celebrity endorsement gives additional attributes to a product that it may have not possessed since he is used to promoting credibility and rational values (Mberia&Zipporah, 2014). When the celebrity matches the product, the value associated with him is transferred to the product, which creates an image easily recognized by consumers. This immediate identification helps in increasing brand credibility, thus improving the percentage of sales. The main objective of celebrity endorsement is to have brand recognition and emotional association with the target audience. Therefore, if this strategy is used effectively, it can make the brand stand out and stimulates brand recall (Mberia&Zipporah, 2014). Celebrity knowledge, liking, credibility, and appearance are important factors which affect advertising believability (Mberia&Zipporah, 2014).

Celebrities can somehow change the consumer way of thinking and perception toward a product or brand which might influence their purchasing decisions through social media.



## 1.4-Research aims

### *First research aim*

The first research aim is to find out how much celebrity endorsement influence consumers buying decisions through social media.

### *Secondary research aim (1)*

The secondary research aim is to determine if there is a difference in the purchase decisions of consumers based on gender factor.

### *Secondary research aim (2)*

The secondary research aim is to examine if the educational background is a determining factor in the responsiveness of consumers to celebrity endorsement.

## 1.5-Hypotheses

**H1:** Celebrities endorsement influence Lebanese consumer buying decisions through social media

**H2:** Celebrity endorsers have an effect on Lebanese females more than male's consumers

**H3:** Celebrity endorsement influence less educated people than more educated people

## LITERATURE REVIEW

Previous studies showed that there are many factors that contribute to celebrities' influence on consumers. The following theories will shed light on how celebrity's endorsement is influencing consumer buying decisions, through social media.

### 2.1-Celebrity endorsement

Celebrities are people who have public recognition and have the ability to influence individuals in society. They have interesting attributes such as attractiveness, luxurious lifestyle and special skills (Atkins, Charles & Martin, 1983). In addition, they generally differ from the social norm and have a high degree of public awareness. Celebrities have universal appeal and presence since they are witnessed in public events, news, magazines, fashion shows, and especially advertisements (Brian & Busler, 1998).

Any company considers the brand as a valuable asset, which means that promoting the product of the company through a brand ambassador can increase brand value which can lead to a brand extension. Endorsing company product through a well-known celebrity has become increasingly used these days in order to have an instant recognition of the brand. Many theories were used to explain how celebrity endorsement influences the mind of consumers such as source credibility theory, source attractiveness theory, and meaning transfer theory. Many companies spend a huge amount of money to hire the right celebrity since they must ensure hiring the right celebrity to endorse the right brand. Therefore, consumers consider that the brand has superior quality because it has been promoted by a credible source. The credibility of the company and the celebrity shape the attitude of the consumer toward the brand and the advertisement. In contrast, the over the popularity of the celebrity may overshadow the brand especially if the celebrity endorsed many products at the same time which confuse consumers. This may affect the perception of the brand and the advertisement.

In addition, the brand remains in the consumer's mind when the greatness associated with the endorser is associated with the brand. However, the impact of a celebrity depends on the type of the product and don't resist in all stages of product life cycles (David & Benedikte, 2004).

### 2.2- Celebrity Endorsement Selection Theories

#### *2.2.1- Source Credibility Theory*

Credibility is the degree to which the person sees the source as having appropriate skill, knowledge, or experience. It also refers to the extent to which the person trusts the source to give objective and unbiased information. Expertise and trustworthiness are two important dimensions to credibility. Expertness is defined as the perceived ability of the celebrity to make valid claims. Trustworthiness is defined as the perceived willingness of the celebrity to make honest announcements. The acceptance of the advertisement depends on the



trustworthiness of the celebrity and people ability to evaluate the product. A source must be trustworthy, believable and ethical in order to be seen as persuasive (Kelman, 1961).

When a credible source shares information, he influences opinions, beliefs, attitudes, and behaviors through a process called internalization. Internalization occurs when the receiver adopts the opinion of the credible source since he considers that the information from him is accurate. Once the receiver internalizes the information, it becomes integrated into his/her belief system. The credible source is important when the audience has a negative opinion of the product/brand. The credible source reduces the possibility of counter-arguments which result in greater message acceptance (Belch & Belch, 2001).

### **2.2.2- Source Attractiveness Theory**

Source attractiveness theory suggests that the acceptance of the message depends on the similarity, likeability, and familiarity of the celebrity. The similarity is the resemblance between the celebrity and the audience, likeability is the affections toward the celebrity behavior and physical appearance while familiarity is the audience knowledge of the celebrity through exposure (Jones, et.al, 1982).

This theory also focuses on identification and conditioning, which are key factors for the acceptance of the message. Identification occurs when the target audience begins to identify himself with the celebrity and tends to accept his attitudes, beliefs, habits, and opinions. Conditioning occurs when the attractiveness of the celebrity is supposed to pass on to the brand after steady connotation of the celebrity with the brand. Decorative models such as the use of physically attractive people are used by advertisers to attract the attention of consumers. Physically attractive people have a positive impact on consumers and generate a more positive evaluation of advertisement than less attractive people (Jones, et.al, 1982). The relevance and the gender appropriateness of the celebrity are an important consideration for the promoted product, especially cosmetic products and fashionable clothing (Solomon, et.al, 1977).

Some celebrities draw attention to the advertisement but not the product or brand. Reid and Soley stated that an attractive celebrity facilitates advertisement recognition but doesn't enhance message recall. Advertisers must ensure that advertising message capture consumer attention (Reid & Soley, 1983).

### **2.2.3- Source power**

A source has power when he/she have the ability to manage rewards and punishment to the audience (Kelman, 1961). Thus, a source may be able to persuade another person to respond to the message that the source is encouraging. The influence occurs here through a process called compliance. It means that the audience accepts the persuasive message and takes his/her position hoping that they will obtain a satisfactory reaction or avoid punishment. The audience may show acceptance of the source position in public, but he/she doesn't have a private commitment to this position at the same time. Persuasion encouraged through compliance may be artificial and last only as long as the audience thinks that the source can manage rewards or punishments. Source power is hard to apply in advertising (Belch & Belch, 2001). In general, an advertisement endorser cannot determine whether agreement actually occurs because using a person with an authoritative personality as the endorser is an indirect way of using power. The use of source power is better applied in face to face communication such as personal selling. The sales representative may have some advantage on the buyers, especially if the buyer will receive special rewards.

## **2.3-Meaning Transfer Theory**

McCracken suggests that a celebrity converts a unique set of meanings which can be transferred to the promoted product if it is well used. The model is divided into three stages, which are the culture, endorsement, and consumption.

### **2.3.1. Culture**

McCracken suggests that celebrities are different from anonymous models that are normally used in the advertisement because they deliver meanings of extra power and depth. The meaning of the advertisement can



be transferred through an anonymous model and without the help of celebrities. Thus, the question is why celebrities are used in advertisement, what influence do they bring to the ad, the product and the consumer, and how they add value to the meaning transfer process?

Anonymous models offer demographic information such as age, gender, and status, but these valuable meanings are quite imprecise. In contrast, celebrities offer demographic information as well as a range of personality and lifestyle meanings with a special precision that anonymous models cannot provide. In addition, celebrities offer particular configurations of meaning that anonymous models can never have and cannot be found elsewhere (McCracken, 1989).

Furthermore, celebrities are more powerful endorsers than anonymous models because they deliver meanings more powerfully, clearly and vividly. Models act out the meanings they bring to the advertisement, whereas celebrities speak with meanings of long acquaintance. Celebrities created their meanings on the public stage by a strong and repeated performance from the roles they assume in TV, fitness, movie, fashion, beauty and other careers. Advertisements are compared to a celebrity career because each role engages celebrity with a range of contexts, persons and objects. Therefore, celebrity brings these meanings into an advertisement, the same way they do in their movie performance, fitness achievements or fashion and beauty campaigns (McCracken, 1989).

### **2.3.2 Endorsement**

McCracken stated that the choice of a particular celebrity depends on the meanings they represent and on the marketing plan (McCracken, 1989). First, the advertising and marketing departments define the symbolic properties required for the product. Second, they take into consideration the availability and the budget of each celebrity. Third, they chose the celebrity who best represents the appropriate symbolic properties. Finally, they develop an advertising campaign that delivers all the meanings that it wishes to obtain from the celebrity to the product. The campaign must include people, contexts, and objects that have the same meanings as the celebrity. Furthermore, the advertisement must show the similarity between the product and the celebrity so that the consumer will be able to accept the message (McCracken, 1989).

### **2.2.3 Consumption**

McCracken stated that the final stage of the transfer process is difficult and complicated (McCracken, 1989). Celebrities have created the self in each role in their careers, which make them the most important factor in the final stage of the meaning transfer. The self-created by celebrities are seen as attractive and accomplished which make him an inspirational figure to the consumer. Generally, consumers admire individuals who have accomplished their goals. Thus, celebrities can actually supply certain meanings to the consumer because when they enter the endorsement process, they transfer to the consumer these meanings available in material form. In addition, celebrities are considered as key figures because they have created powerful, clear and coherent selves that everyone seeks (McCracken, 1989).

## **2.4-Cognitive perspective theory**

The cognitive perspective theory is based on the cognitive models of the information processing that goes on inside a person mind such as attention, memory, language, thinking, consciousness and perception (Mberia&Zipporah, 2014).

The personal interaction with others is strongly affected by the images formed in his mind which shape his perception, response, behavior, and self-image. When the person interaction finds a match to a significant other, he is more likely to respond. This determines the person able to respond to a celebrity endorsing a product (Mberia&Zipporah, 2014).

According to this theory, the mind takes in the information, process it in many ways and produce an output in the form of behaviors, words, and codes. This theory is related to celebrity endorsement because the



more information is displayed to the audience the more likely that they will be influenced by this information and considers it true and sufficient for them to take an action (Black Jay et al, 1995).

## 2.5-Social Learning Theory

The social learning theory or the observational learning by Bandura is widely applied in communication and advertising fields. It is based on socialization agents that predict consumption behaviors (Westen, 1999). The theory suggests that individuals derive motivation and show favorable attitude from socialization agents by direct or indirect social interaction. Many marketing studies have used this theory to understand consumer behavior through many socialization agents like family, peers or celebrities. Social learning theory can explain the impact of celebrities, who are considered as the third-party endorser, on consumption behaviors.

The influence of this theory is huge, because the third party endorser must learn how to talk, and act. He must also know what products to buy, what diets to take and what kind of clothes to wear in order to influence people. The willingness of a person to imitate a celebrity depends on several factors such as source attractiveness, source credibility, and source power. Therefore, this theory explains how celebrity endorsement in advertisement influence consumer intentions because they watch, listen, observe and want to consume what the celebrity endorses (Mberia&Zipporah, 2014).

## 2.6-Diffusion of Innovation Theory

Diffusion of innovation theory explains why, how and at what degree new ideas and technology can spread through cultures. This theory is founded by Everett Rodgers in 1986. Diffusion is a process based on innovation, which is communicated through certain channels over a certain period of time among the members of a social system. Rogers stated that this theory is based on four elements that influence the spread of a new idea. The four elements are innovation, time, social system and communication channels (Rogers,1962). Diffusion occurs when a person needs to reduce personal uncertainty when presented with new information. It also occurs when a person needs to respond to their perceptions of what others are doing and thinking, and the social pressure to do what others have done. If the person considers that the innovation is interesting and thinks that he will benefit from a trusted and respected opinion leader, there is a possibility of getting influenced. This theory is related to the adoption process, which proposes that people are confronted with an innovation and react to it in different ways (Mberia, &Zipporah, 2014).

The adoption process is divided into four stages, such as knowledge, persuasion, decision, implementation, and confirmation. Knowledge occurs when consumers obtain product knowledge from the advertisement on media. Persuasion occurs when the product is endorsed by celebrities which make the message influential to them. Decision occurs when consumers form positive or negative attitude and opinion toward the product. Implementation and confirmation occur when people imitate celebrities, buy the product and start using it (Mberia&Zipporah, 2014).

## 2.7-Risks of using celebrity endorsers

### 2.7.1 Overshadowing the brand

The benefits of using celebrity endorsement are linked to many risks and huge costs (Erdogen, 1999). Rossiter and Percy stated that when using celebrity endorser's consumers might focus too much on the celebrity more than the product that they are endorsing (Rossiter& Percy, 1987). Erdogen added that the product must be the star of the advertisement and not the celebrity (Erdogen, 1999). Badenhausen claimed that some companies are not using celebrity endorsement anymore because they feel that popular celebrities are actually overshadowing the product that they are endorsing which affect their company negatively (Badenhausen, 2004).

### 2.7.2 Multi-Product Endorsement

Kaikata stated that consumers may view the celebrity as less credible if he/she is engaged in many endorsements (Kaikata, 1987). Consumers reacted negatively to the endorser who is engaged in many ads



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which affect the advertising campaign negatively. The celebrity will be seen as less credible which oppose his characteristics of expertise and trustworthiness.

### **2.7.3 Negative Publicity**

Any source of negative information about an endorser might affect the product image which results in a huge decrease in the percentage of sales. Scandals, law issues, a crime, a fight directly affect consumer perception of a brand endorsed by a celebrity (Koo et al, 2012). For example, Michael Jackson child molestation charges caused huge embarrassment to Pepsi Co and resulted in huge losses (Erdogen, 1999).

### **2.7.4 Mitigating the Risk**

Some companies use spokespeople rather than celebrities to promote their products. For example, They use dentists who have no public persona to advertise toothpaste products (Erdogen, 1999).

Using regular people give advertisers greater control since these spokespeople have limited public exposure. When celebrities are related to negative publicity, companies need to take the appropriate decision because this will affect directly the public view of the brand. Consumers will certainly judge the reaction of the brand which makes the company status very critical (Scholz, 2010). Companies may dismiss the endorser after negative behavior to distance themselves from the affected celebrity and to show that they refuse such behavior. Many brands have sections in contracts that deal with possible acts of negative behavior (Louie & Obermiller, 2002).

## **2.8 The Gender of the Consumer**

Previous researchers stated that men and women respond differently to advertising messages and that women are more responsive than men, in general (Klaus & Bailey, 2008). According to Berney, Riddish and Areni, women are more receptive and willing to believe advertising messages (Berney, Riddish & Areni, 2006)

### **2.8.1 Gender of the Endorser**

Previous studies showed that the gender of the endorsers had little or no impact on the consumer intention of purchase. Women react more favorably to female endorsers and men react more favorably to male endorsers (Boyd & Shank, 2004). In addition, both Boyd and Shank stated that trustworthiness is more important to people than attractiveness and expertise (Boyd & Shank, 2004). Klaus and Bailey stated that the effect of advertising among male and female consumer towards the gender of the endorsers indifferent. Female endorser creates a more positive reaction than male endorser (Klaus & Bailey, 2008).

### **2.8.2 Athlete Endorsers**

In 1960, athlete endorser represented only 5% of advertisements. After 20 years, this percentage increased to 20% (Sassen, 1984). In 2000, roles models were more likely to be fitness and athlete stars because they were immortalized by children and adults because of their sporting achievements (Jones & Schumann, 2000). Generally, men are more receptive to male athlete endorser than to a female athlete endorser (Klaus & Bailey, 2008).

## **METHODOLOGY AND TECHNIQUES USED**

The purpose of this research is to identify celebrities influence on consumer buying decision through social media. This chapter will consist of the methodology that focuses on the data, the variables, and the instrumentation.

### **3.1 Data**

In order to gain insight into the influence of celebrity endorsers on consumer buying decisions, this research aimed to document the opinions of respondents through a questionnaire.



Before starting the questionnaire, the participants will be given a descriptive introduction that will seek their permission to be a part of a study about celebrities influence on consumer purchase decision through social media.

The survey questionnaire is distributed to 100 respondents for data collection. Google doc online is used to create the questionnaire that is sent to the respondent's phone by a link: <https://goo.gl/forms/YzEYJaZI3QSfpZQ53>. The questionnaire is shown in Appendix A. Participants have to answer several questions related to their age, gender, educational background, social media usage, celebrity's exposure and many more. In addition, other questions included their opinion concerning celebrity endorsement, and whether they find it effective or not.

### 3.2 Instrumentation

Questionnaires are useful in terms of access, experience, the number of respondents and cost. They are used to measure people attitudes, behavior and characteristics and can differentiate between two or more variables (Domegan&Fleming, 2007).

A highly structured questionnaire has a number of formalized questions which are close-ended and limit respondent response (Domegan& Fleming, 2007). In contrast, open-ended questions lead to more in-depth analysis and they are used to know how much the respondents are aware of the subject. In this research, only close-ended questions were used.

### 3.3 Population

This research will be based on Lebanese young adults, both male and female, between the age group of 18 and 35 years old. The main focus of the study is to find the influence of celebrities on consumer purchase decision through social media.

#### 3.3.1 Sample and Sampling Techniques

Since the research is non-probabilistic and due to time constraints, convenience sampling will be used. In general, convenience sampling is more favorable because the researcher only has access to friends and family which is naturally formed, groups.

Non-probability sampling doesn't allow every member of the population to have an equal chance of selection. The sample is chosen based on the time frame, accessibility, and judgment of the interviewer (Domegan& Fleming, 2007). There are four types of non-probability sampling, but we will use only convenience sampling in this research. Convenience sampling is when the units of sampling are in the right place at the right time which makes them easily present to the researcher (Domegan& Fleming, 2007). This sample is easy to access, not constrained by time and cheap (Domegan& Fleming, 2007). It has two disadvantages, which are bias and nonrepresentational. Therefore, the results cannot be generalized.

A sample of 100 young adults was selected, between the age of 18 and 35 years old. They were given the questionnaires to their phone on the following link:<https://goo.gl/forms/YzEYJaZI3QSfpZQ53>. Respondents were not obliged to write their personal information which gives them the opportunity to answer honestly. In addition, respondents had 48 hours to fill the questionnaire. The data was then analyzed using descriptive analysis. All the questions are close-ended to ensure a great consistency of response across the respondents. This makes the quantitative data easier and faster to analyze. In general, the respondent prefers close-ended questions because they take less time than open-ended questions.

Since non-probability sampling is used, the result of the research will not be representative of the entire Lebanese population. Thus, the results cannot be venerable.

#### 3.3.2 Questionnaire design

The questionnaire included multiple choice questions that gave respondents a list of possible answers to a question. The respondent must choose the answer they represent their view. These types of questions are better for both the respondent and the researchers who can record the data easily which eliminate the researcher



bias and subjectivity (Czala & Blair, 1996). Though, some multiple questions may not have an option that reflects the respondent true opinion which may affect the validity of the data (Domegan & Fleming, 2007).

In addition, the questionnaire includes dichotomous questions which extremely limit the responder's options to two choices (yes or no). In addition, questions that have others, maybe or don't know option allow the respondent to not take a position on a specific subject (Domegan & Fleming, 2007).

### 3.4 Research approach

There are two general approaches to reasoning: inductive reasoning and deductive reasoning

#### 3.4.1 Deductive approach

A deductive approach is suitable for testing existing theories. It is an approach in which a person develops a theory and hypothesis, and designs a research strategy to test the hypothesis (Saunders et al., 2007). In the deductive approach, the researcher gathers specific quantitative information that could be numbers or figures, and use his logic to determine a conclusion which will prove or disprove the hypothesis. The researcher must be independent of the sampled population to ensure a high level of objectivity.

#### 3.4.2 Inductive approach

The inductive approach is a qualitative investigation that would not use the large-scale survey to develop conclusions; rather it would be based on observations or deeper and less structured interviews. (Blumberg et al., 2005).

### 3.5 Quantitative method

According to Creswell, quantitative research is research that began in the late 19th century to test theories by investigating the relationship between variables (Creswell, 2009). The relationship result is then statistically presented in the research. In quantitative research, researchers must test the hypothesis and assumptions deductively. Survey research provides quantifiable data regarding opinion, attitude, and trends by studying a sample from a specific population (Creswell, 2009). Therefore, the researcher can make statement or claims about the large population from a small number of respondents (Payne & Wansink, 2011). Surveys are a fast and cheap way to collect information. Surveys can be cross-sectional or longitudinal. In cross-sectional, data can be collected at one time wherein longitudinal data is collected over a long period of time. There are four types of data collection methods: Self-administered questionnaires, interviews, structured record reviews and structured observations (Fink, 2002). In this research, we will use only the self-administered questionnaire.

Finally, quantitative research is used in this research to test hypothesis related to celebrity endorsement influence on consumer buying decisions.

### 3.6 Time horizon

Research time horizons are related to the period of time that the researcher is collecting primary data to either prove or disprove the hypothesis. The two different time horizons are longitudinal study or cross-sectional study (Blumberg et al., 2005).

#### 3.6.1 Cross-Sectional Studies

A cross-sectional study provide at one particular period of time a picture of the variable included in the study. It is the most common method used by researchers due to time constraints (Blumberg et al., 2005). This research is cross-sectional because it is carried out in a short period of time.

#### 3.6.2 Longitudinal Studies

Longitudinal studies are conducted over a period of time that enables the researcher to study changes and development (Saunders et al., 2007). This method is often used by organizations who seek to find out about processes and mechanisms through which change is created.



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## RESULTS AND DISCUSSION

In this section, I will discuss the main findings from the survey of 100 people, 70 of which are female and 30 of which are male.

### Questionnaire results

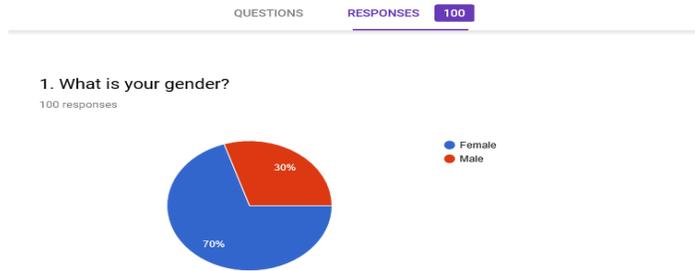


Fig4.1 Gender of the participants

This pie chart shows that 70% of respondents are women, while 30% of the respondents are men.

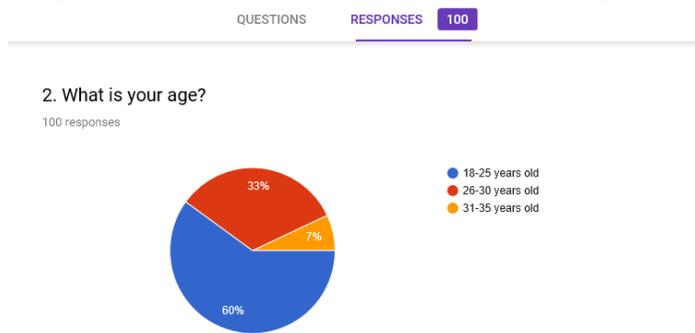


Fig.4.2 Age of the participants

This figure shows the age categories of respondents who took part in the completion of the questionnaire. 60% of the respondents are aged 18-25 years old, 33% are aged 26-30 years old, while only 7% of the respondents are aged 31-35 years old.

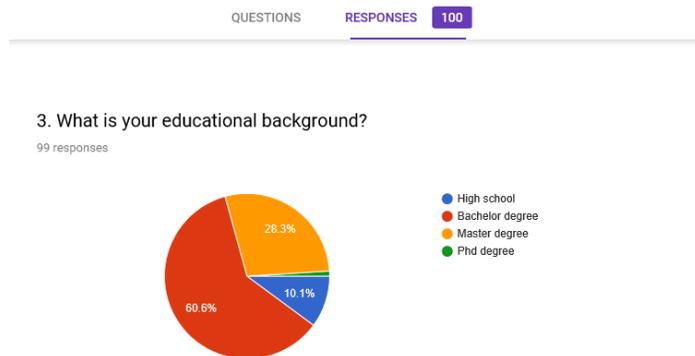


Fig 4.3 Educational background of participants



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The total answers to this question are 99 answers because one of the respondents didn't answer. This figure shows that of the total sample size, 60.6% of the respondents hold a bachelor degree while 28.3% hold a Master degree. 10.1% of the respondents hold a High school degree while only 1% of the respondents hold a PHD degree.

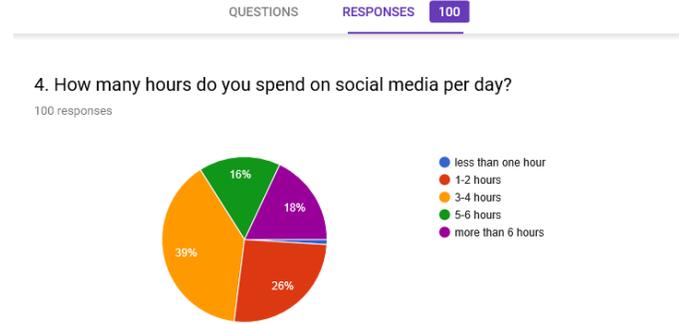


Fig 4.4 Hours spent on social media

This figure shows that, out of 100 subjects who participated in this survey, nearly 39% of them spend on social media 3-4 hours per day. 26% of the subjects spend 1-2 hours per day, while 18% of them spend more than 6 hours per day. In addition, 16% of the respondents spend 5-6 hours per day and only 1% of them spend less than one hour per day on social media.

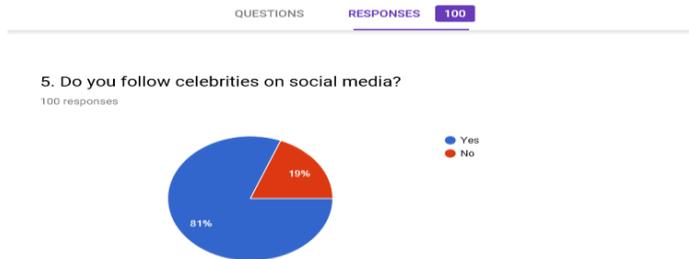


Fig 4.5 Following celebrities on social media

From this pie chart one realizes that that the majority of subjects follow celebrities on social media. The figure amounts to 81%. In contrast, only 19% of the subjects don't follow celebrities on social media.

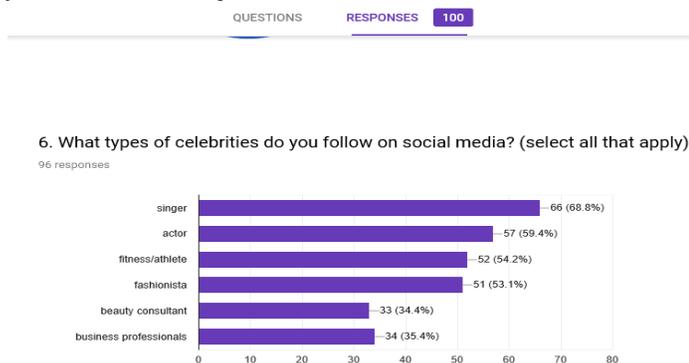


Fig 4.6 Types of celebrities followed on social media



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In this question, respondents had the ability to select more than one characteristic.

This figure shows that 68.8% of the total respondents follow singers on social media whereas 59.4% follow actors. In addition, 54.2% of respondents follow fitness/athlete, while 53.1% follow Fashionista on social media. The results also show that 35.4% of respondents follow business professionals and 34.4% follow beauty consultant on social media.

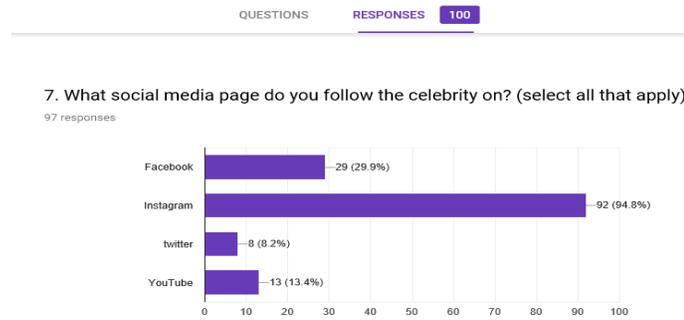


Fig 4.7 Type of social media page

We see from this table that a high percentage of respondents 94.8% use Instagram to follow celebrities while only 29.9% of the subjects use Facebook. In addition, 13.4% of subjects use YouTube and only 8.2% use Twitter to follow celebrities.



Fig 4.8 Celebrity endorsement on social media

Asked whether the celebrity promote any product/brand on their account, the majority of respondents 53.6% answered with yes while only 13.4% answered with no. Interestingly, 33% of subjects indicated that the celebrity might had promoted any product/brand on their account.

#### 4.1 Primary research aim

Our primary research aim is to find out how much celebrities influence consumers buying decision through social media. That is why we should identify:

- 1-The extent to which consumers are aware of celebrity endorsement on social media
- 2-Whether or not they feel that the presence of a celebrity is the determining factor for them to purchase a product,
- 3-Whether or not they were aware of a product only because a celebrity promoted it,
- 4-Whether or not they find celebrity endorsement believable on social media,
- 5-Whether or not they find celebrity endorsement attractive on social media,
- 6-The important characteristics for a celebrity to possess when endorsing a product.



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**H1:** Celebrity endorsement influence Lebanese consumer’s buying decisions through social media.

First, the extent to which respondents are aware of celebrity endorsement is measured by asking whether respondent had ever purchased a product that was endorsed by a celebrity on social media. Fig4.1. Shows that 53% answered that they did not purchased a product that was endorsed by a celebrity on social media; while 29% answered that they did purchase a product that was endorsed by a celebrity on social media. In addition, 18% of respondents answered that they might have purchased a product that was endorsed by a celebrity on social media.

This shows that respondents are aware of celebrity endorsement but it does not have a direct impact upon their lives.

16. Have you ever bought a product after a celebrity promoted it on social media?  
 100 responses

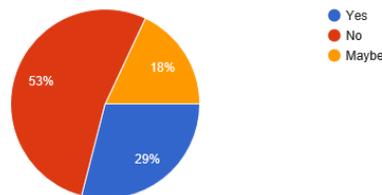


Fig4.9 Consumer buying of a product after celebrity endorsement

In addition, respondents were asked if they think that ads having celebrities are more effective than those which don’t.

Fig 4.10 shows that the majority of the respondents (65%) stated that ads having celebrities are more effective than ads which don’t, while only (35%) of respondents stated that ads having celebrities are not effective.

17. Do you think that ads having celebrities are more effective than those which don’t?  
 100 responses

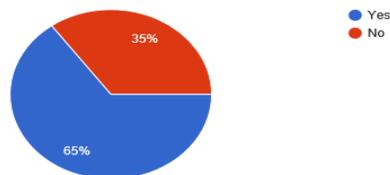


Fig.4.10 Effectiveness of the presence of celebrities in an ad

Respondents were asked if they have been aware of a product only because a celebrity promoted it on social media. The results show that 51% of respondents answered no and 49% of respondents answered yes.

12. Have you been aware of a product only because a celebrity promoted it on social media?  
 100 responses

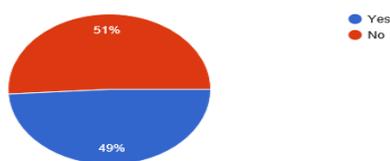


Fig4.11 Awareness of product after celebrity endorsement



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The intimacy of these results makes it harder to determine whether celebrity endorsers directly influence consumer's buying decisions through social media.



Fig 4.12 Believability of celebrity endorsement on social media

The majority of subjects, 51% stated that they might consider celebrity endorsement believable on social media while 29% opposes. Only 20% of subjects consider that celebrity endorsement on social media is believable.

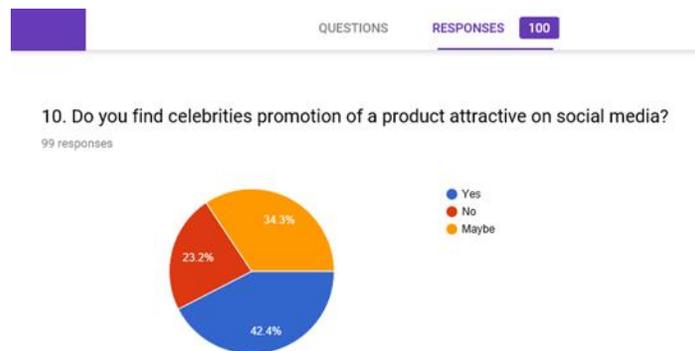


Fig 4.13 attractiveness of celebrity endorsement

The responses to this question as reflected in Fig. 4.12 reveals that, out of the total of 100 subjects, only 23.2% indicated that don't find celebrity endorsement attractive on social media. In contrast, 42.4% stated that they find celebrity endorsement attractive on social media; while 34.3% answered that they are not sure whether they find celebrity endorsement attractive on social media.

In this research, respondents were asked which characteristics they consider important for a celebrity to possess before they would consider purchasing their endorsed product. They were given a choice of attractiveness, popularity, power, intelligence, credibility and trustworthiness. The results of the figure show that respondents felt that trustworthiness was the most important characteristic (54.1%) for celebrities to possess when endorsing a product. This result is in agreement with Kelman who suggested that the acceptance of the advertisement depend on the trustworthiness of the celebrity and people ability to evaluate the product. A source must be trustworthy, believable and ethical in order to be seen as persuasive (Kelman, 1961). Celebrity intelligence was ranked as the second most important characteristic with 51%. Credibility scored 41.8% which match with Belch and Belch's study that credibility is considered as an important characteristic for an endorser to possess in order to reduce the possibility of counter arguments which result in greater message acceptance (Belch and Belch, 2001). In addition, celebrity attractiveness also scored 41.8% which match with Jones notion that physically attractive celebrity has a positive impact on consumers and generate more positive evaluation of advertisement than less attractive people (Jones, et.al, 1982). Popularity was ranked with 39.8% of respondents



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ranking it as the most important attribute. Finally, celebrity power scored the lowest in this study with 25.5% of respondents ranking it as the most important attribute which contradict with Kelman who stated that a powerful celebrity have the ability to persuade another person to respond to the message that the source is encouraging (Kelman,1961).

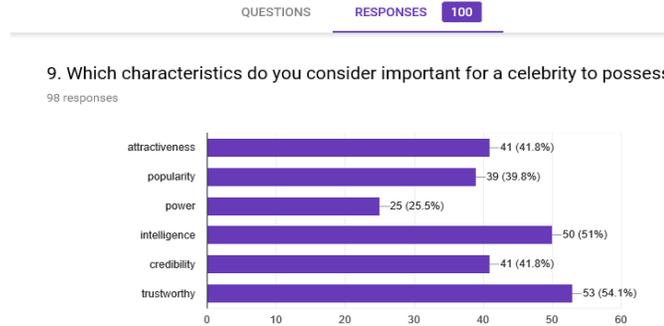


Fig 4.14 Important Celebrity characteristic

There is little difference in opinion when the ages of the respondents are compared against the characteristics.

Which characteristics do you consider important for a celebrity to possess before you would consider purchasing the endorsed product?							
Age of the respondents	Credibility	Attractiveness	Power	Trustworthy	Popularity	intelligence	Total
18-25	24	23	14	31	26	34	152
26-30	16	14	10	18	10	15	83
31-35	1	4	1	4	3	1	14
Total	41	41	25	53	39	50	249

Table 4.1Celebrity characteristic according to respondent’s age groups

The number of answers is 249, because respondents had the ability to choose more than one characteristic.

If the youngest age groups answers are taken (18-25 years old) and compared against those of the oldest age group (31-35 years old), we can notice a slight difference in opinion. Of the 60 respondents aged 18-25 years old, intelligence (22%) and trustworthy (20%) were considered as the most important characteristics. In comparison of the 7 respondents in the old age category, 4 chose attractiveness (29%) and trustworthy (29%). The middle group chose trustworthy with (18%) and credibility with (16%).

These results show that the three age categories consider trustworthiness as the most important characteristic.

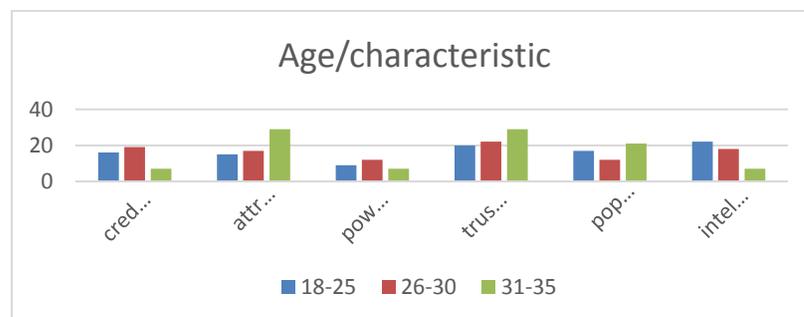


Fig 4.15Celebrity characteristic versus respondent age groups



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As a conclusion, the primary research objective was to measure quantifiably how much celebrity endorser can affect a consumer purchase decision through social media. We examined respondent awareness of celebrity endorsers, what characteristics they felt important, whether or not they find celebrity endorsement believable and attractive, whether or not the presence of a celebrity is more effective in the advertisement, and whether or not they had purchased a product after a celebrity endorsed it on social media. The results showed that respondent had a low level of awareness concerning celebrity endorsement. Only 29% claimed that they had purchased a product that was endorsed by a celebrity. In contrast, the majority of the respondents (65%) stated that ads having celebrities are more effective than ads which don't. Therefore, the effectiveness of celebrity endorsers in raising product awareness is positive.

In addition, when the respondents were asked if they were aware of a product only because a celebrity promoted it on social media, 51% of respondents answered no, and 49% of respondents answered yes. There was an insignificant difference when the answers regarding the most important characteristic were compared with respondent age. The three age categories chose trustworthiness as the most important characteristic.

Furthermore, only 20% of subjects consider that celebrity endorsement on social media is believable while 42.4% stated that they find celebrity endorsement attractive on social media.

These findings indicate that celebrities are effective in advertising a product but their influence on the buying decisions of Lebanese consumers is limited because respondents consider it as attractive, but not believable. Thus, H1 celebrity endorsement influence Lebanese consumer through social media is not supported. These findings also prove that respondents across all age groups believe that celebrity endorsers must be trustworthy in order to effective in raising the awareness levels of a product.

#### 4.2 Secondary research aim

In order to determine if there is a difference in the purchase behavior of Lebanese consumer based on the gender factor, we will examine:

- 1- Whether or not female/male have bought a product after a celebrity promoted it,
- 2- Whether or not female/male find celebrity endorsement attractive,
- 3- Whether or not female/male find celebrity endorsement believable,
- 4- Whether or not celebrity endorsement affect female/male image of the product,
- 5- Whether or not they the use of celebrities is seen as more effective in ads,
- 6- We will also examine the category of celebrity endorser that is most likely to influence female/male.

**H2:** Celebrity endorsement has an effect on the purchasing behavior of females more than males.

Gender	Have you ever bought a product after a celebrity promoted it on social media?			Total
	Yes	No	Maybe	
Male	8	18	4	30
Female	21	35	14	70
Total	29	53	18	100

Table 4.2 Purchase of product after celebrity endorsement

Table 4.2 shows that 8 male respondents (27%) answered with yes compared to 21 female respondents (30%) who answered yes. In addition, 18 males respondents answered with no (60%) compared to 35 female respondents (50%) who answered with no. Only 4 male respondents answered maybe (13%) compared to 14 female respondents who answered with maybe(20%). The findings of this table show that celebrity endorsement is effective on female more than male.



Asked whether they find celebrities endorsement attractive on social media:

	Do you find celebrities promotion of a product attractive on social media?			Total
	Yes	No	Maybe	
Gender				
Male	14	11	4	29
Female	28	12	30	70
Total	42	23	34	99

Table 4.3 Attractiveness of celebrity endorsement on social media

As can be seen from Table 4.3, 28 female respondents (40%) consider celebrity endorsement attractive on social media; while 14 male respondents (48%) consider it as attractive. 12 female respondents (17%) don't consider celebrity endorsement attractive on social media, while 11 male respondents (38%) don't consider it as attractive. In addition, 4 male respondents (14%) and 30 female respondents (43%) consider that celebrity endorsement might be attractive on social media.

From this table, one realizes that females consider celebrity endorsement attractive more than males.

	Do you find celebrities promotion of a product believable on social media?			Total
	Yes	No	Maybe	
Gender				
Male	6	12	12	30
Female	14	17	39	70
Total	20	29	51	100

Table 4.4 Believability of celebrity endorsement

The table show that 14 female respondents (20%) and 6 male respondents (20%) find celebrity endorsement believable on social media. In addition, 12 male respondent (40%) and 17 female respondent (24%) disagree. 12 male respondent (40%) and 39 female respondent (56%) find celebrity endorsement might be believable on social media.

From this table, one realizes that females find celebrity endorsement believable on social media more than males.

	Does celebrity endorsement on social media affect your image of the product/brand			Total
	Yes	No	Maybe	
Gender				
Male	7	13	10	30
Female	23	19	28	70
Total	30	32	38	100

Table 4.5 celebrity endorsement effect on product/brand image

As can be seen from Table 4.5, 7 male respondents (23%) and 23 female respondents (33%) seems to agree that celebrity endorsement on social media affect their image of the product/brand. In contrast, 13 male respondent (43%) and 19 female respondent (27%) didn't agree. In addition, 10 male respondent (33%) and 28 female respondent (40%) consider that celebrity endorsement might affect their image of the product.

The results showed that celebrity endorsement on social media affect the image of the product on women more than man.



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	Do you think that ads having celebrities are more effective than those which don't?		
Gender	Yes	No	Total
Male	17	13	30
Female	48	22	70
Total	65	35	100

Table 4.6 Effectiveness of celebrities in ads

This table shows that 17 male respondents (57%) and 48 female respondents (69%) think that ads having celebrities are more effective than those which don't. In contrast, 13 male respondent (43%) and 22 female respondent (31%) disagree.

The results of this table shows that female consider celebrities are more effective in advertising than man. Concerning the category of celebrity that is most likely to have an impact on the purchasing decisions of male and female, Table 4.7 outlines the results.

	What types of celebrities is most likely to have an impact on your purchasing						Total
Gender of the respondents	Singer	Actor	Fitness/athlete	Fashionista	Beauty consultant	Business professionals	
Male	17	11	16	6	3	8	61
Female	49	46	36	45	30	26	232
Total	66	57	52	51	33	34	293

Table 4.7 Type of celebrities versus gender factor

As can be seen in Table 4.7, the majority of male respondents (28%) and (21%) of female respondents reported that a singer was the type of celebrity most likely to impact their purchasing behavior. The second preferred type for male respondents is fitness/athlete with (26%) as opposed to female respondents who considered it as the third type with 15%. The second preferred type for female respondents is actor with 20% as opposed to male respondents who considered it as third option with 18%. The least preferred type for male respondent is beauty consultant 5% as opposed to female respondent who considered it the fifth type with 13%. The least preferred type for female respondent is business professionals with 11% as opposed to male respondent who considered it as the fourth preferred type with 13%.

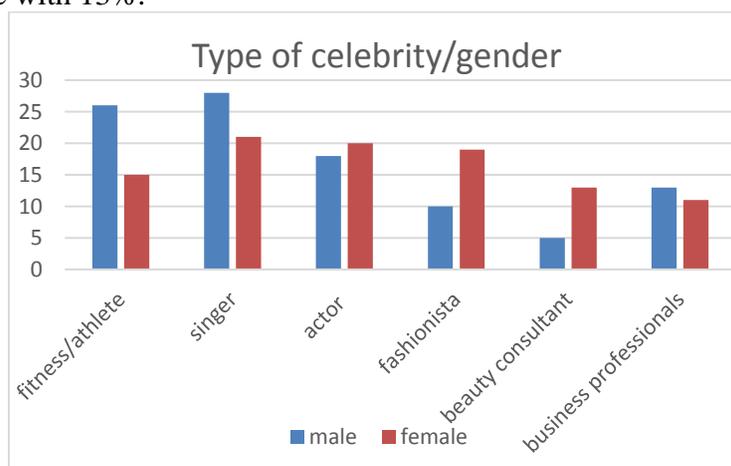


Fig 4.16 shows the difference in type of celebrity according to gender factor



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In conclusion H2 argued that celebrity endorsement are more effective on female rather than male respondent. The results from this research supported this hypothesis. Therefore, it can be said that there is a difference between males and females regarding the influence of celebrity endorsement on buying decisions. However, there was no significant difference regarding the type of celebrity since both male and female respondents chose singer as the celebrity type that is most likely to have an impact on their purchasing decision.

#### 4.3 Secondary Research Aim 2;

In order to determine if the educational background affect the receptiveness of consumers to celebrity endorsement, we should examine:

- 1- The relationship between respondent's educational background and responsiveness to celebrity endorsement,
- 2- Whether or not celebrity endorsement on social media affect their image of the product/brand,
- 3- Whether or not they think celebrities with a high social power impact a product/brand's perception,
- 4- Whether or not they believe that products specifically advertised by celebrities are of a higher quality than the other products,
- 5- Whether or not they think that ads having celebrities are more effective than those which don't,
- 6- Whether or not they think that celebrities use the products that they promote,

**H3-Celebrity endorsement has an influence on less educated people.**

	Have you ever bought a product after a celebrity promoted it on social media?				
	Educational background				
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
Maybe	3	10	4	1	18
No	4	34	14		52
Yes	3	16	10		29
Total	10	60	28	1	99

Table 4.8 purchase of product after celebrity endorsement

The total number of answers is 99 responses because one respondent didn't answer the question.

As can be seen from this table, 3 of the respondents (30%) holding a high school degree and 16 of the respondents (27%) holding a BA degree and 10 of the respondents (36%) holding a MA degree had ever bought a product after a celebrity promoted it on social media. In addition, 4 of the respondents with high school degree (40%) didn't purchase a product after celebrity endorsement while 34 of respondents with BA degree (57%) and 14 respondents with MA degree (50%) didn't purchase a product after celebrity endorsement. From this table, one realizes that the educational background is not related to consumer buying of a product after celebrity endorsement.

	Does celebrity endorsement of a product on social media affect your image of the product/brand?				
	Educational background				
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
Maybe	3	23	10	1	37
No	5	23	4	0	32
Yes	2	14	14	0	30
Total	10	60	28	1	99



Table 4.9 Celebrity endorsement effect on product/brand image

The total number of responses is 99 because one respondent didn't answer the question. The responses to this question as reflected in Table 4.9 reveals that, out of the total of 100 subjects, 14 respondents with Bachelor degree (23%) and 14 respondents with Master degree (50%), and 2 respondents with high school degree (20%) believe that celebrity endorsement affect their image of the product/brand. In addition, 23 respondents with bachelor degree (38%), 4 respondents with master degree (14%) and 5 respondent with high school degree (50%) don't believe so. 23 respondent with bachelor degree (38%), 10 respondent with master degree (36%) and 3 respondent with high school degree (30%) and 1 respondent with PhD degree (100%) believe that celebrity endorsement might affect their image of the product/brand.

From this table, one realizes that the educational background is not related to people image about a product endorsed by celebrity.

	Do you think celebrities with a high social power impact a product/brand's perception?				
	Educational background				
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
Maybe	2	5	7	0	14
No	3	8	0	0	11
Yes	5	47	21	1	74
Total	10	60	28	1	99

Table 4.10 celebrity with high social power impact on product/brand perceptions

The total number of responses is 99 because one respondent didn't answer the question. As can be seen in Table 4.10, 5 respondents with high school degree (50%), 47 respondents with bachelor degree (78%), 21 respondents with master degree (75%) and 1 PhD holder (100%) think that celebrities with a high social power impact a product/brand's perception. Only 3 respondents (30%) with high school degree and 8 respondents (13%) with bachelor degree didn't agree.

The results showed that the educational background of the respondents is not related to people ability to accept that celebrity with high social power impact a product perception.

	Do you believe that products specifically advertised by celebrities are of a higher quality than the other products?				
	Educational background				
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
Maybe	4	15	9	1	29
No	4	33	11	0	48
Yes	2	12	8	0	22
Total	10	60	28	1	98

Table 4.11 Product quality

As can be seen from Table 4.11, 2 respondents (20%) with high school degree, 12 respondents (20%) with bachelor degree, and 8 respondents with master degree (29%) agree that products specifically advertised by



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celebrities are of a higher quality than other products. In contrast, 4 respondents (40%) with high school degree, 33 respondents (55%) with bachelor degree, and 11 respondents (39%) with master degree disagree.

The results showed that the educational background of the respondents is not related to people ability to believe that products specifically advertised by celebrities are of a higher quality than the other products.

Do you think that ads having celebrities are more effective than those which don't?					
Educational background					
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
No	4	19	11	0	34
Yes	6	41	17	1	65
Total	10	60	28	1	99

Table 4.12 Effectiveness of celebrity endorsement

The total answers to this question are 99. As can be seen in Table 4.12, 6 respondents (60%) with high school degree, 41 respondents (68%) with BA degree and 17 respondents (61%) with MA degree and 1 respondent with PHD degree (100%) agree that ads having celebrities are more effective than those which don't.

The results showed that the educational background of the respondents is not related to people ability to believe that ads having celebrities are more effective than those which don't.

Do you think celebrities use the products that they promote?					
Educational background					
Answer	High school	Bachelor degree	Master degree	PhD degree	Total
Maybe	6	38	16	1	61
No	1	15	11	0	27
Yes	3	7	1	0	11
Total	10	60	28	1	99

Table 4.13 Usage of endorsed products by celebrities

The table 4.13 shows that 3 respondents (30%) with high school degree, 7 respondents with BA degree (12%) and only 1 respondent with MA degree (4%) think that celebrities use the products that they promote.

The results showed that the educational background of the respondents is related to people ability to think that celebrities use the products that they promote.

In conclusion, H3 argued that celebrity endorsement are more effective on less educated people. The results from this research didn't support this hypothesis. Therefore, it can be said that there is a no difference between less educated people and more educated people regarding the influence of celebrity endorsement on buying decisions.

#### 4.4 Other findings:

While the primary and secondary research objective was dealt with, the results of the survey also revealed some other important findings. The age of the respondent showed a statistical difference when asked directly if they had ever purchased a product after a celebrity endorsement.



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	Have you ever purchased a product after a celebrity endorsed it on social media?		
Answers	18-25 years old	26-30 years old	31-35 years old
Maybe	13	5	0
No	28	19	6
Yes	19	9	1
Total	60	33	7

Table 4.14 purchase of product after celebrity endorsement/age

As can be seen in Table 4.14, 19 respondents (32%) aged 18-25 years old, 9 respondents (27%) aged 26-30 years old, and 1 respondent (14%) aged 31-35 years old have ever purchased a product after a celebrity endorsed it. Therefore, the number of respondents who agree with the question gradually decreases as the respondent gets older. In addition, the number of respondents who have never purchased a product after a celebrity endorsement increases as the respondents got older with 47% (18-25 years old) till 58% (26-30 years old) and 88% (31-35 years old).

When asked to rate the effectiveness of celebrity endorsement in raising the awareness of an advertisement, respondents between 18-25 years old agreed with (70%), while respondents between 26-30 years old agreed with (60%) and respondents between 31-35 years old agreed with (43%). These results show that celebrity endorsement is most effective on younger consumers.

	Do you think ads having celebrities are more effective than ads which don't?		
Answers	18-25 years old	26-30 years old	31-35 years old
No	18	13	4
Yes	42	20	3
Total	60	33	7

Table 4.15 Effectiveness of celebrity endorsement/age

## CONCLUSION AND RECOMMENDATION

### 5.1 Summary of the Findings

The aim of this research was to discover how effective celebrity endorsers are in influencing the purchase decisions of Lebanese consumers, through social media. As can be seen, the self-administered questionnaire resulted in 100 respondents, 70 of whom were male and 30 of whom were female.

The primary research aim was to determine how much celebrity endorsements influence Lebanese consumer decisions through social media. The results showed that the majority of respondents showed a low level of influence by celebrity endorsements. This contradicts with social learning theory which suggests that celebrity endorsement in advertisement influence consumer intentions because they watch, listen, observe and want to consume what the celebrity endorses (westen,1999). In contrast, respondents felt that celebrity endorsers are effective in raising the awareness of a product/brand which confirms McCracken meaning transfer theory that celebrities are more powerful endorsers than anonymous models because they deliver meanings more powerfully, clearly and vividly (McCracken, 1989).

The majority of respondents answered negatively when questioned whether or not they had ever purchased a product after celebrity endorsement. This indicates that celebrity endorsers are not considered as the primary motivator for Lebanese consumers purchasing goods or services. Only 29% answered that they did purchase a product after celebrity endorsement on social media.

Also, the most frequent type of celebrity chosen was a singer. In addition, respondents from three different age categories chose trustworthiness (54.1%) when they were asked what characteristic they felt was



the most important for a celebrity to possess. This result is in agreement with Kelman who suggested that the acceptance of the advertisement depending on the trustworthiness of the celebrity and people ability to evaluate the product. Therefore, **H1** celebrity endorsement influence Lebanese consumer buying decision through social media was rejected.

This research also sought to find out whether or not there would be any difference in celebrity endorsement influence based on gender or educational background.

**H2** suggests that there will be a difference between female and male respondents regarding the effectiveness of celebrity endorsers. The results showed that there was a statistically significant difference since celebrity endorsers influence females more than males. This confirms previous researchers discussed in chapter 2, that stated that men and women respond differently to advertising messages and that women are more responsive than men (Klaus & Bailey, 2008). Women are more receptive and willing to believe advertising messages than men (Berney, Riddish&Areni, 2006). Therefore, H2 was supported.

The degree to which the educational background of the respondent affected the buying decisions was related to **H3**. It was contended that the educational background would have an impact on the influence of celebrity endorsement. This hypothesis was not supported because no statistically significant difference could be found. However, it should be noted that the only 1 respondent had the Ph.D. degree and only 28 respondents had a Master degree compared to 60 respondents with the bachelor degree and 10 respondents with a high school degree. Therefore it is somehow difficult to measure respondents with high levels of education against respondents with low levels of education.

## 5.2 For future research

First, in-depth interviews and focus groups should be carried out in an attempt to gather more details about the topic.

Second, a further study should be undertaken from an international perspective to determine if there is a cross-cultural similarity with the results.

Third, a further study should be undertaken to see the influence of celebrity endorsement according to age groups.

## 5.3 Limitations of the Study

*This research has many limitations.*

First, the sample size was 100; the data should be based on a larger sample size to produce highly accurate results.

Second, future research should be conducted on a specific celebrity to eliminate the potential bias that could influence the respondent's answers.

Third, quantitative research doesn't allow for a deep understanding of the reasons for how celebrity motivates consumers.

Fourth, the use of no probability sampling doesn't allow the generalization of findings.

Fifth, the absence of qualitative methods decreases the chance of deep understanding of the topic.

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