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Factors Influencing Efficacy of Celebrity Endorsement in Saudi Arabia

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FACTORS INFLUENCING EFFICACY OF CELEBRITY ENDORSEMENT

IN SAUDI ARABIA

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ABSTRACT

The study investigates factors that influence the efficacy of celebrity endorsement on social media in Saudi Arabia. The study builds upon the findings of research done primarily in East Asia and in the U.S. This research studied how celebrity endorsement via social media influences celebrity followers on brand recognition, purchase decision, support a cause, and overall, celebrity influence. This study's 911 respondents were selected through the snowball method of sampling. Data was conducted using online survey with Saudi nationals, both in Saudi Arabia and in the United States, on their attitudes towards the credibility of celebrities and their influence. This study commenced after receiving the Cleveland State University Institutional Review Board's approval of the protocols and informed consent procedures. The data was analyzed using SPSS to test the hypotheses and answer the research questions. The analyses were carried out in two phases. The first phase included a comparison of means to see differences between demographic groups were gender, young adult, and education, extra. The second phase included linear regression model to test how factors suggested developing social media use, social media engagement, product match-up, self-disclosure, and social Identity of celebrity endorsement. The models were fit, and credibility and other factors included predictor influence of celebrity endorsement on brand recognition, purchase decision, and overall, celebrity influence but, support a social cause. Attributes of social media two-

way communication (social media engagement) was a significant predictor of celebrity

endorsement. The results show that credibility scale was fitted well in Saudi Arabia.

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CHAPTER I

INTRODUCTION AND RATIONALE

This study investigated factors that influence the efficacy of celebrity

endorsement on social media in Saudi Arabia. The study builds upon the findings of

research done primarily in the west. Recently, celebrities have become a strong factor in

advertising in traditional media and social media in Kingdom of Saudi Arabia. Using

celebrities has emerged as preferred option for advertising and marketing to young

people. Celebrities have appeared in advertisements for many companies and brands. The

goal of these advertisements is to influence the audiences' buying behavior, lifestyle

choices, and, sometimes, their political attitude. The expectation is that fans will buy

these products because celebrities use them in advertising and real life. According to Jeff

Stibel USA Today (2017) "celebrity endorsement increases a company's sales an average

of 4% relative to its competition and increases a company's stock value by 0.25%".

McCormick (2016) has identified "celebrity as someone who enjoys public recognition

and who uses that recognition on behalf of a consumer product by appearing with it in an

advertisement." Celebrities have audiences from multiple levels in the community, and

often include people from across all social demographics. There are many people who

follow the celebrities in their real life and hope to become like a particular celebrity by eating, dressing, and traveling like them.

The first appearance of celebrity culture and endorsements in the U.S. occurred during the last century. For example, based on History of Endorsements "In the early 1900's sports stars like Ty Cobb, Babe Ruth, and Cy Young was used heavily as endorsers by the various tobacco companies, with Cy Young being one of the first co-brandings". Celebrities have faced a daunting a task to present advertisements in traditional media, as advertisers must find a unique way to break through the ad clutter to have an effective message (Muda, Musa, & Putit, 2012). Companies want to reach consumers via TV, radio, newspaper, and magazine to present their product. In today's media-saturated environment, however, choosing the appropriate place to present their messages is no longer easy, because the media environment is ever-changing, with changes such as limitless channel options. Today celebrities on social media have special accounts with a huge number of fans. These accounts promote their advertisements and products. Celebrities must provide their audience with sufficient motivation to make them pay attention and engage in higher order processing of ad messages in social media (Muda, Musa, & Putit, 2012).

Today, social media is an important communication channel because it offers multiple applications on mobile devices. Social media users use these applications for sharing photos, videos, posts and comments on the photos, posts, updates, videos and links shared by others. The Technopedia website has defined social media as "a catch-all term for a variety of internet applications that allow users to create content and interact with each other." Social media users are impacted by watching many things in

celebrities' accounts on social media such as when they publish their talents, funny posts, trips and other content. According to Wood and Burkhalter (2014) "following celebrities on social media, fans get a glance into the daily lives of their preferable celebrities, and they have a way to communicate with celebrities directly (p.131)." In another aspect, social media changed the media field. Social media has the quality that people feel interactive, unlike traditional media where it is only one-way communication. Social media has the opportunity to be two-way communication between message sender and receiver. Also, social media helps an audience to be a citizen's journalist and report information for themselves in traditional media like TV; people cannot talk back, just receive the narrative, but after social media came, people could communicate, talk back, and add comments.

Hackley, C and Hackley, R (2015) says there is a strong relationship between the marketing and celebrity endorsement, especially during these days with many celebrities using social media to mark a company's products. According to Branchik and Chowdhury (2017) the concepts of celebrity endorsers in advertisements are prevalent, increasing, and expensive. A study done by Hackley (2015) conducted explains the role of the celebrity in marketing is fluid, highly differentiated, and essential. According to Mishra (2015), an endorser is defined as any person who enjoys public acknowledgment and who use this acknowledgment on behalf of a consumer good by appearing with it in an advertisement. However, the role of marketing in producing celebrities suggests that the celebrity-brand relation is far more fluid than celebrity endorsement supposes (Hackley, 2015).

Previous research mixes support for celebrity endorsement in social media and traditional media. Celebrity endorsements have been defined by Mishra (2015) "as any person who enjoys public acknowledgment and who use this acknowledgment on behalf of a consumer good by appearing with it in an advertisement (p.18)." This issue drew the attention of scientists and researchers to the types, advertisings, relationships, and influences between celebrities in social media and traditional media. Most of the researchers studied how celebrities use their images and can attract more attention from audiences in the advertisement. As Hackley study (2015) mentioned in his study "celebrity status, marketing, and consumer culture where celebrity is commercially fundamental for lending brands an emotional reverberation with its audience and extending the potential market into new segments." Some celebrities have high-expertise to influence the "audience" in social media by incorporating expertise into influence analysis some research have found expertise to become a strong factor. As Soneji, Riedel, and Martin (2015) mentioned in their study " consumers respond to endorsers in advertising in perceived expertness for consumers by investigating how consumers with different levels of self-concept clarity." Indeed, expertise levels influence variation patterns among the audiences. Also, the brand influences consumers' decision making in the processes as well as the effectiveness of the marketing of social media.

Purpose of Research

Most of the research on celebrity' endorsements, both in traditional media and social media, have been done in the western cultural context. There are very few studies in non-western countries, especially with Arabic culture. This research will study how celebrity endorsement via social media influences audiences on brand recognition,

purchase decisions, and supporting a cause. This study is important in the context of Saudi Arabia because social media has come to prominence in the lives of Saudi Arabian's and, in general, social media has emerged as a very compelling medium for engagement and interaction with others. According to World Social Media Forum website (2016), "the number of Saudi users of social applications and programs is 18.3 million users, equivalent to 58 % of the population of Saudi Arabia". Social media is popular among young people who depend on it to read the news and engage in popular culture and communication. Also, Saudi Arabia in this period, has many changes are taking place in multiple domains, including the media.

In other aspects, Crown Prince Mohammed bin Salman bin Abdul Aziz has established an award for the Pioneers of Social Media to be given each year. Recently, the role of the Pioneers of social media in Saudi Arabia is to enhance the communicative aspects of those who interested in modern social means and who making efforts to raise the levels of thought and creativity among young people in this field. The award comes in line with the vision of Saudi Arabia 2030 which seeks to develop national talents and talents by creating a stimulating environment on the production and exchange of knowledge, and that the award targeted all segments of society.

According to Al-Arabiya (2016), Saudi Crown Prince Mohammed bin Salman met with Mark Zuckerberg, the founder of social networking Facebook. He also met with Cisco and Microsoft. He also attended a panel discussion with leading Silicon Valley innovators who invented the most important applications we use today on our smartphones. These meetings aim to establish a high-tech sector to achieve the aims of a diverse economy, as sought by Saudi Arabia's Vision 2030.

This study will explore factors that shape or influence via social media on their follower's decision to makes brand recognition, purchase decisions, and supporting a cause. The study will be done by conducting an online survey with Saudi national, both in Saudi Arabia and in the United States on their attitudes towards celebrities, their influence, how much they like celebrities if they like to follow celebrities, and likely influence of the celebrities on an audience.

CHAPTER II

THE CONCEPTUAL FRAMEWORK OF CELEBRITY ENDORSEMENTS

The study of social media influence and celebrities has found many mixed results. The scholars have been using a variety of theories and methodologies to study this phenomenon. This chapter will discuss some key studies, concepts, findings, and methodologies. Some of these key findings have been identified by scholars in different ways.

Celebrity Endorsements

Celebrity endorsement has been long established as an effective option in advertising. Social media has the potency to convert a traditional celebrity's endorsements into a multi-rostrum to change brand attitude, and purchase intentions apart from mere attention value of the celebrities (Shannon, 2015). Celebrity endorsement became a trend and was considered a winning formula for product marketing and brand building. Stores, agents, and companies constantly buy into the celebrity hype for brands lucrative endorsement deals and consumers buy into celebrities (Shannon, 2015). A celebrity endorsement can take the form of a testimonial, gift to an endorsement,

appearing as an actor in a commercial, or serving as an organizational spokesperson (Pornpitakpan, 2003 a). Celebrity endorsements have the power to rouse and fill with, enlighten, entertain, and educate the consumers to buy (Shannon, 2015). It is suggested that the personal meanings related to celebrities can be conveyed to a product and then to the consumer (Soneji, Riedel, & Martin, 2015). These endorsements can create traditional advertising mess and create a brand enumeration that connects to multiple groups of consumers (Shannon, 2015). Celebrity endorsements are permanently being valued the investment whether the appropriate brands with the appropriate celebrities (Shannon, 2015).

Source Credibility

Past research has shown that celebrity endorsement is influenced, by regarding selection of a celebrity by source credibility. That defined as expression usually used to mean a communicator's positive qualities that affect the receiver's acceptance of a message (Ohanian, 1990). The comprehension of source credibility in advertisements and message communication is overwhelmingly embarrassing because of the many various operations that show in the literature (Ohanian, 1990). Currently, the credibility of celebrities affects their audience's attitudes and behaviors, and a celebrity's exposure makes the audience believe in the celebrity. Many scholars discuss this phenomenon. The source credibility is information from a credible celebrity that can impact consumer beliefs, opinions, attitudes, and behavior through a process, which is called "internalization," that happens when a person receives and accepts a source's influence (Branchik & Chowdhury, 2017). However, the impact of variation in celebrity and brand congruence on advertising effectiveness measures like advertisement believability,

attitude toward the advertisement, attitude toward the brand, and purchase intention (Mishra, 2015). Kim Kardashian knows her fans well, and she exclusively markets products that cater to female fans, which increases her credibility and consistency (Lueck, 2015). The psychological traits influence how consumers respond to endorsers in advertising, and the authors attempted to connect perceived expertness for consumers by investigating how consumers with different levels of SCC (high and low) respond (Soneji et al., 2015). The credibility of celebrities will play a major role among social media users in Saudi society on brand recognition, purchase decisions, and support a cause. With new attention needing to be brought to how females, young adults, and others can be influenced by these mediated interactions. Based on Ohanian (1990) in study Validation Scale and Measure for source credibility identified "Trustworthiness," "Expertise," and "Attractiveness" as the three important dimensions of credibility of a source in advertisements.

Trustworthiness

Trustworthiness in communication is about a listener's acceptance of truthfulness of a message from a speaker (Ohanian, 1990). Specifically, trustworthiness able to acquaint with sincerity, integrity, and believability the endorser possesses (Van der Waldt, 2009). Trustworthiness is the important eligible for the customer because it's the intangible enchantment of the celebrity which works due to trust (Moynihan, 2004). According to Ohanian (1990), trustworthiness is the measure consumers cite in a communicator's intent for transport, the assertiveness of people contemplates most correct. Additional importantly, the reliable communicator is persuasive, if an expert in the positive effect of trustworthiness on purchase intention (Truong, 2016).

Trustworthiness is the most important factor that must be considered when we study the influence of celebrities (Friedman, Santeramo, and Traina, 1978). Furthermore, most of the young adults are more trust than the old people because they want to follow the trend by the celebrities (Pandey, 2011). Companies were able to get characteristic of celebrity endorsement that comes as a high reputation, popularity, high public image and trustworthiness (Song, Chaipoopiratana, and Combs, 2008).

Expertise

Celebrities use multiple ways to endorse companies' products on social media even with differences of experience among audiences. The audience comprised of the celebrity's fans on social media become dependent on celebrity advertising because the celebrity uses these products and recommends these products. Many scholars have been researching these phenomena. The expertise level is a vigorous correlation between social media user and celebrities, which influence on both expertise categories and non-expertise categories (Zhao Liu, He, Lin, and Wen, 2016). Cognitive uniformity is a contributory condition that generates more positive consumer responses, providing a high or low fit fabricate cognitive dissonance or inconsistency to know consumers eschew, sparking a negative reaction and attitude toward the brand (Wang, Chao, & Wang, 2015). The relationship between expertise and social influence could shed some light on understanding the effects of expertise on social influence (Zhao et al., 2016).

Also, they add the expertise-related denominations are much more significant than those measured on non-expertise denominations (Zhao et al., 2016). The users are more likely to proceed to the tweets of topics relating to the celebrities' expertise framework than those outside their expertise framework (Zhao et al., 2016). The

correlation degrees measured in the expertise-related categories are much more significant than those measured in non-expertise categories (Zhao et al., 2016). Celebrities use their expertise to influence the young audience to buy products, which give a high fit fabricate cognitive dissonance for Saudi young adults to agree to celebrity advertising.

Attractiveness

There are many people attracted by a celebrity on social media when a celebrity makes advertising for the brand. Celebrity is using this brand in their lives to make people change their attitude about this brand. Scholars have discussed this case in multiple ways. The source attractiveness is a pattern that confirms that the persuasiveness of an endorser depends on familiarity, likability, and similarity of the endorser to the consumer (Branchik et al., 2017). Researchers emphasize that when millennials do not feel there is a good relationship between the unfamiliar celebrity endorser and the product, they are less likely to be influenced to buy the advertised product, regardless of their attitudes (McCormick, 2016). The inappropriate congruence of celebrity with product category will produce an ineffective product endorsement (Mishra, 2015). Advertising effectiveness measures present lower effectiveness. Tweets are primarily targeted at people who do not currently follow the brand on Twitter (Wood et al., 2014). The consumer's attitudes across advertisements and brands may be influenced by brand familiarity (Wood et al., 2014). Celebrities in Saudi Arabia are attracting their fans too many brands and promote them through their daily lives on social media. For instance, some celebrities go shopping and buy their favorite products and promote the other products for a specific brand and make a discount for their fans.

Product-Match up/Brand Congruence

Recently, we see social media companies using celebrity as a fifth channel after TV, radio, newspaper, magazine to support brands and products. It is known that products and celebrity endorsers should be congruent to communicate a compelling and unified message to targeted buyers (Branchik et al., 2017). Increase given a presentation of the impact of black male celebrities in contemporary popular culture, white male consumers irrespective of age express no significant levels of (a) identification with, (b) attitude toward, or (c) source credibility perceptions toward black versus white male celebrities.

According to McCormick (2016) in the "match-up" hypothesis, he suggests that visual imagery contained in the advertisement conveys information over and above the information contained in specific verbal arguments. The impact in celebrity and brand congruence on advertising effectiveness is measure by believability, attitude toward the advertisement, attitude toward the brand, and purchase intention (Mishra, 2015). Products and brands are endorsed by signal celebrities (Wang, Chao, & Wang, 2015). Firms and agencies using a single celebrity option so because they need spokesperson personality and brand personality that facilitates meaning and affects transfer from one to the other (Mishra, 2015). The greater the fit between the celebrity photo and the brand photo, the greater the conformity in the mind of the consumer and the better the consumer attitude toward the brand (Wang, Chao, & Wang, 2015).

Also, a good fit depends on the match between the characteristics of the celebrity and the endorsed brand. Unfamiliar brands have lower brand equity and must, therefore, seek ways to build familiarity to be competitive (Wood et al., 2014). Both high and low

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involvement audiences can be impacted by the number of celebrities used in a brand endorsement (Wang, Chao, & Wang, 2015). Underlying patterns of communication between celebrity and fans create possible market value (Lueck, 2015). The company pays for celebrities to have a higher number of Tweets in a consumer's Twitter feed (Wood et al., 2014). Also, the added value of Twitter is its ability to draw attention to and educate consumers about brands (Wood et al., 2014). Saudi companies today offer celebrities many commercial opportunities that blur the traditional lines between traditional advertising and celebrity parasocial interaction.

Two-way Communication

Many celebrities created a unique relationship with their audience on social media by active ways like a response to their questions and humble with them in public places. This phenomenon has researched by many scholars. The basis of the success of fan pages on Twitter and Facebook is the ability to connect with people who share the interest in the same celebrity, which leads to the transfer of celebrity–audience relationships to a more closely related and fast-paced platform online (Lueck, 2015). The stream communication environment of Kim Kardashian with her fans on Facebook is a prime example. That interaction with audiences creates a parasocial interaction to sell products and conduct public relations for her persona (Lueck, 2015). The consumer involvement in responses to advertisings featuring multiple celebrities in an emerging market use two different type of media, which is TV and Internet (Wang, Chao, & Wang, 2015). Brands can connect with consumers through Twitter and examine how the category of tweet impacts brand engagement (Wood et al., 2014).

Communication on social media between celebrities and their audience have become two- way. Followers of celebrity can communicate on social media by liking, comments, etc. The consumers on Twitter have a way to directly communicate with celebrities (Wood et al., 2014). This communication is often one-way, where it is uncommon for celebrities to respond to followers' tweets. However, the personal interaction between Saudi celebrities and their audience on social media is incredibly active. Many celebrities in Saudi Arabia respond to their audience and present some of their fan's comments on their accounts.

Personal Interaction

Social media has created many ways of interaction between a celebrity and their audience. These interactions involve how a celebrity uses a product in real life. Scholars have been discussing this issue, looking at: celebrities' fans' behavior and advertising, which relate to changes in social media, high popularity of celebrity interaction via social media, and the rise of celebrity endorsements (Lueck, 2015). The active social-media profile has become one of the most important deal-points for brands. Parasocial Interaction is "immediate, personal, and reciprocal, but these qualities are illusory and presumably not shared by the speaker" (Lueck, 2015, p 94). Personal interaction between celebrities and their audience usually reflects the modesty of some of the celebrities, where some of the celebrities in Saudi Arabia sign fans papers and take a photo with their fans while other celebrities refuse.

Self-Disclosure

Self-disclosure becomes required for social media when the audience wants to know more about celebrities' official accounts and real information. Many researchers

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have discussed this issue. The potential predictors of celebrity endorsement on Facebook, comprising the social factors of consumers' self-disclosure, social identity, and need for affiliation, shed light on how celebrity endorsement works in social media (Um, 2016). The self-disclosure plays a significant role in improving the social, psychological, and even behavioral relationship to self-disclosure in Facebook (Um, 2016). Self-disclosure by Saudi celebrities have been used on important occasions or doing charitable work so that they can make a good impression on their audience.

Social Identity

Often, social identity becomes more effective in social media when the social media audience follows celebrities who are from their country or their ethnic group or who are somehow relevant to them. Scholars have researched this phenomenon. The consumers' self-concept clarity (SCC) interacted with their perception of the meaning that a celebrity endorser possesses (Soneji et al., 2015). The Social Identity has defined as a social-realized project, encompassing norms, values, and beliefs for group-related behaviors (Um, 2016). Also, they add that the social identity, high social identity consumers with high self-disclosure intention on a celebrity Facebook fan page has a more favorable attitude toward the endorsed brand (Um, 2016). Many Saudis in Saudi society are affected by celebrities because they have the same nationality, which makes them more authoritative and dependent on what celebrity's mention.

In this period, the audience on social media needs to affiliation with celebrities for many reasons such as gender, ethnicity, age, and other factors. The scholars have been discussing this issue in many ways. Affiliation is defined as creating relationships with other people on Facebook, which means people need the motivation to find and create a

specific quantity of social interactions. The cultural attraction to a celebrity is a more important attribute within parasocial interaction than physical attraction, parasocial interaction seems to be evolving with the rise of interactive social media, and parasocial relationships take place on social networking sites such as Twitter and Facebook, where audiences feel closer to the celebrity Lueck (2015). Consumers with a stronger need for affiliation had both a more favorable attitude toward the brand and stronger purchase intention (Um, 2016). Consumers have trance with celebrities for scenes peeks into celebrities' daily lives (Wood et al., 2014). The Saudi audience feels like an affiliation with their celebrities on social media, and they are very influenced by them because they speak the same language and have the same religion.

In conclusion, these factors play a significant role in the environment of social media and contact celebrities with their audience on social media. These rules reflect the extent that celebrities use credibility their and expertise to affect their audience and how celebrity attractiveness builds their audience on social media. Also, self-disclosure by a celebrity on social media creates a social identity to an audience. They feel an affiliation to the celebrity who is from their country or who has the same religion. However, the communication between celebrity and their audience is a two-way or one-way communication, which reflects the parasocial interaction between celebrities and their audience.

Saudi Arabian Cultural Context

Saudi Arabian culture has experienced great social and cultural changes over the past few years. For instance, new cultural attitudes have impacted rules that now allow women to drive. In another aspect, the annual meeting between Prince Mohammed bin

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Salman with celebrities of social media and their audience that shows us that celebrities take advantage of the openness and development that is happening now in the Kingdom of Saudi Arabia to achieve their own goals for vision 2030. Celebrity endorsers being used effectively as implicit means of conveying messages to consumers without being overly obvious is another dimension frequently used for comparing cultures individualism versus collectivism (Aaker & Maheswaran, 1997; Han & Shavitt, 1994; Moon & Franke, 2000).

Saudi society has become open to connecting with and being influenced by other cultures when it comes to media, in particular, social media where the majority of the audience are young adults. Celebrities who are widely recognized and represent the shared values of society might be perceived as more reliable and influential in a collectivistic culture, where belongingness, harmony, respect for social hierarchy are key values (Han & Shavitt 1994; Hofstede 1984). This means that the Saudi society has become greatly influenced using social media and Saudi culture has become receptive to any change, which shows us that Saudi culture does not conflict with outside religion and that the Islamic religion is open to all religions, cultures, and does not put barriers or restrictions.

The whole purpose of celebrity endorsement is to get people who follow a celebrity on social media to makes brand recognition, purchase decisions, and support a cause. Positive attitude for brand recognition, purchase decisions, and support a cause is the outcome variable of celebrity endorsement how the factors influencing celebrity endorsement to make brand recognition, purchase decisions, and support a cause is important to know for this study. Pornpitakpan (2003 a) had studied the influence of

source credibility on purchase intention. In the context of Singaporean. The study is relevant to test similar questions and hypotheses in the context Saudi Arabia and especially in the context of social media. The study will ask questions and assumption hypotheses about demographic and influence, credibility and influence, and other factors and influence as following:

Research Questions and Hypotheses

      Research question 1. What were the differences across demographics groups with respect to their attitudes on influence of celebrity endorsement on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?

      Hypotheses 1.

H1A: Following celebrity on social media is a significant predictor of brand recognition.

H1B: Following celebrity on social media is a significant predictor of purchase decision.

H1C: Following celebrity on social media is a significant predictor of supporting a cause.

H1D: Following celebrity on social media is a significant predictor of overall influence on respondents behavior (brand recognition, purchase decision and supporting a cause).

      Hypotheses 2.

H2A: Credibility is a significant predictor of influence of celebrity endorsement on brand recognition.

H2B: Credibility is a significant predictor of influence of celebrity endorsement on purchase decision.

H2C: Credibility is a significant predictor of influence of celebrity endorsement on support a cause (brand recognition, purchase decision and support a cause).

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H2D: Credibility is a significant predictor of influence of celebrity endorsement on overall influence on respondents behavior.

Research question 2. What is the direction of influence of respondents attitudes on importance varices factors on perceived influence on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?

Research question 3. How important is respondents attitudes on importance of attributes of social media on influence of celebrity?

CHAPTER III

METHODOLOGY

According to Erdogan, (1999) using an in-person survey for research was better than an online survey. Also, in person surveys were considered inexpensive, although, that is not the case anymore. However, many studies today use web-based rather than in-person surveys. A study was conducted by Soneji et al (2015) in which participants were asked to complete an online survey via email invites, as it is a convenient way which took less time to complete. This study used an online survey to collect data on factors influencing the efficacy of celebrity endorsements in Saudi Arabia. The survey will be administered in both English and Arabic languages.

The study was done by conducting an online survey with Saudi nationals, both in Saudi Arabia and in the United States, on their attitudes towards the credibility of celebrities and their influence. The English and Arabic versions of the survey were posted on Feb 25, 2018, and respondents could see it through March 16, 2018. The sampling methodology was snowball method. Snowball method of sampling is good in getting better response rate, but the sample is less likely to be representative of the overall population of Saudi Arabia. Hence, the findings of this study cannot be generalized for

the entire Saudi Arabia society. Although, all the geographic region of Saudi Arabia was well represented in the sample. That included respondents from north, east, west, south, and most respondents were from big cities in the middle of Saudi Arabia such as Riyadh, Jeddah, and Dammam. Following Cleveland State University Institutional Review Board's approval of the protocols and informed consent procedures the initial notification of the survey was posted on groups popular with young Saudi Arabians, here in the United States and Saudi Arabia, on the WhatsApp and Twitter social media applications. The people who responded to the notification were asked to share the call to participate in the survey with young Saudis in other similar WhatsApp groups and Twitter groups. WhatsApp and Twitter were used to recruit respondents in this snowball sample because of two reasons: 1) This study was about influence of celebrities on social media and this way there was a high chance to get respondents who were active on social media, and 2) WhatsApp and Twitter are very popular in Saudi Arabia with about 99% of people in the country on WhatsApp account and 99% of on Twitter. The total number of respondents who took the survey in English were 151responses and in Arabic were 1214 responses, adding the total of 1365 respondents. After removing incomplete cases, a total of 911 respondents were left in the sample.

Measures

The survey instrument included 73 questions in the following categories: Demographics, media use, social media use, and attitudes that measured if they followed celebrities on social media. Additionally, the questions measured attitudes on the three dimensions of celebrity scale: attractiveness, trustworthiness, and expertise. Based on the previous studies on celebrities of Pornpitakpan (2003 b) and Ohanian (1990). Validation

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Scale and Measure for source credibility identified "Attractiveness," "Trustworthiness," and "Expertise" as the three important dimensions of credibility of a source in advertisements. The scale measured the context of in the United States and Asia. The survey questionnaire has been used the same context scale's factor structure in the Kingdom of Saudi Arabia, and survey questionnaire items developed the studies of Pornpitakpan (2003 b) and Ohanian (1990). The previous reviews had identified credibility had been composed of the following three dimensions attractiveness, trustworthiness, and expertise. Before computing scores, the reliability test was conducted. To measure the relationship of celebrity endorsement with products and services question were asked on attitudes concerning product-match-up. As additional control measures for future analysis questions were asked on self-disclosure, social identity, and specific attributes of social media concerning the two-way communication. The respondents were also asked to name the top-three celebrities they follow on social media. To measure celebrity endorsements questions were also asked to measure attitudes on, on how influential celebrities on brand recognition, purchase decision, and support for a social, political and environmental cause was.

Independent Variables

The first category as independent variables were **demographics** questions, which were asked on a categorical scale. The demographic questions included gender, age, marital status, education, income, occupation, and present location. The age question was asked of respondents to identify themselves from 18 years to 35 and above. The marital status question was asked concerning respondents being single, married, divorced, widow, or widower. The education was asked about respondents' highest level of

education if the respondents had studied up to middle school, high school, undergraduate, or graduate. The occupation question asked respondents to identify themselves if they were still a student, unemployed, or employed. The location was questioned was asked to see if the respondents were at the time of taking the survey in Saudi Arabia or where the United States. The question was designed to capture the information if the respondent was the Saudi student in Saudi Arabia, Saudi national working in Saudi Arabia, Saudi national working in the United States, or other. The income level in the Saudi Riyal question asked from respondents to identify their monthly income in categorical scale from SR 1,000 to SR 40,000 or above ($1 is equal to SR 1.375).

The second category of independent variables were **social media use** questions asked the respondents if they watched video content on the Internet was asked on the scale of never, less than 1 hour, 1-2 hours, 3-4 hours, or more than 4 hours. The smartphones activity question asked respondents was asked on the same Likert Scale. The Facebook account question asked respondents on a categorical scale of yes or no. The respondents were asked a question about social media activity on a Likert Scale as occasionally, weekly, three or four times a week, once or twice daily, or multiple times daily with 1 for never and 5 for daily. There are some questions dropped from independent variables such as questions on newspaper and television it was not reliable. Questions on Twitter, Instagram, WhatsApp, Snapchat because 99% of the sample had these applications. Everyone in the sample had a smartphone.

The third category as independent variables measured attitudes on celebrities and their likely influence. To learn if the respondents **followed celebrities on social media** questions asked if respondents, followed music celebrities, film and television celebrities,

sports celebrities, celebrity models, writers/authors, popular religious speakers, and celebrities who are primarily created because of their following on social media on a categorical scale of yes or no. The respondents were also asked if they preferred celebrity endorsed advertisements or non-celebrity advertisements. They were also asked how often they encountered celebrity endorsed advertisements on social media on a Likert Scale of never, quarterly, monthly, weekly, and daily with 1 for never and 5 for daily. The respondents were asked how important celebrity endorsement it was they're of purchase decision was asked on a Likert Scale of not at all influential, less influential, somewhat influential, influential, or very influential with 1 for not at all influential and 5 for very influential.

The respondents were also asked, for their attitudes toward celebrity endorsed products and brands questions, asked respondents about trusting brands that are endorsed by a celebrity more than those that aren't on a scale as disagree, slightly disagree, not sure, slightly agree, or agree. They were also asked if celebrity endorsed products appealed to them on a Likert Scale of not at all, not so much, somewhat, very much, or extremely with 1 for not all and 5 for extremely.

The fifth category as independent variables were attitudes on the **credibility scale** taken from the previous studies on celebrities. Based on the studies of Pornpitakpan (2003 b) and Ohanian (1990). The scale included questions on three dimensions. The three dimensions of attractiveness, trustworthiness, and expertise included questions on a Likert Scale of not important at all, less important, somewhat important, important, or very important with 1 for not important and 5 for very important. The attractiveness questions asked respondents about the physical attractiveness of a celebrity endorsing a

product, or a cause was important to them; would they consider the likeability of the celebrity as an influential factor; they were also asked if it was important for them if the celebrity they follow on social media was attractive. If the celebrity was a handsome/beautiful question; the celebrity was elegant; and if the celebrity was sexy.

The trustworthiness questions asked respondents about celebrity follows on social media the celebrity was dependable, the celebrity was honest, the celebrity was reliable, the celebrity was sincere, and if the celebrity was trustworthy. The expertise questions asked respondents about celebrity follows on social media if the celebrity was an expert, the celebrity was experienced, the celebrity was knowledgeable, the celebrity was qualified, and if the celebrity was skilled.

The sixth category of independent variables was attitude on **product-match-up** taken from the previous studies on celebrities by Pornpitakpan (2003 b) used Celebrity-Product Match-up Model to developed product-match-up questions, which respondents were asked about if it was important that the celebrity was endorsing a product in her/his chosen occupation on a Likert Scale of not important at all, less important, somewhat important, important, or very important with 1 for not important and 5 for very important.

The seventh category as independent variables were questions on attitude with respect to **self-disclosure on social media**. The respondents were asked if it was important for them to learn more about their favorite celebrity's personal life on a Likert Scale of not important at all, less important, somewhat important, important, or very important with 1 for not important at all and 5 for very important. The celebrities regularly share information about their personal life. To measure respondents attitude about this aspect of self-disclosure, they were asked on a Likert Scale if it was not

important at all, less important, somewhat important, important, or very important. The respondents were also asked if the celebrities regularly shared information about their family question was important on a Likert Scale of not important at all, less important, somewhat important, important, or very important with 1 for not important at all and 5 for very important.

The eighth category as independent variables were about respondent's attitude with respect to the **social identity** of the celebrity. The respondents were asked about how important was the gender of celebrity that they follow on social media on a Likert Scale of not important at all, less important, somewhat important, important, or very important with 1 for not important at all and 5 for very important. They were also asked if the nationality, religion, and tribe of celebrity was important on the similar Likert Scale as above.

The ninth category as independent variables were the attitude of the respondents with respect to how important was **two-way communication feature of social media**. The respondents were asked how important engagement on social media on a Likert Scale of was not important at all, less important, somewhat important, important, or very important with 1 for not important at all and 5 for very important. They were asked if it was important that the celebrity they follow responds/ replies to their fans' comment on his/her social media account on the above Likert Scale. The respondents were asked how often they clicked the like button and commented on the social media feed of a celebrity on the above Likert Scale of never, less often, somewhat, often, or very often with 1 for never and 5 for very often.

Dependent Variables

The survey instrument had three types of categories as dependent variables, **brand recognition** questions, asked the respondents if they were more likely to buy branded products that have been endorsed by celebrities than non-celebrity endorsed products on Likert Scale of as disagree, slightly disagree, not sure, slightly agree, or agree with 1 for disagree and 5 for agree. They were also asked if the presence of celebrities helped theme recognize the brand.

The tenth category as dependent variables, **purchase decision** questions, asked respondents about the importance of the relevance of the celebrity to the product is influential when making a purchase decision on Likert Scale of as not important at all, less important, somewhat important, important, or very important. They were also asked about "Negative Publicity" about a celebrity to influence their fans to purchase decision.

The eleventh category as dependent variables, **support a case** questions, asked respondents about the importance of supporting a case by a celebrity on Likert Scale of as not important at all, less important, somewhat important, important, or very important. They were also asked about the importance of a celebrity lifestyle for support an environmental case. They were asked about the importance of a celebrity's political belief for supporting a political case.

Data Cleaning

The data were uploaded as SPSS file from survey Qualtrics website. First, separated uncompleted survey from complete a survey and removed uncompleted survey. After removing incomplete cases, a total of 911 respondents were left in the sample. Second, Merge dataset of respondents who took the survey in Arabic and English. Third,

re-coded the variables in some cases re-coded variables as dummy variables in the same variables where are, in others re-coded variables into new variables. Mean independent variables categories which, were demographics, social media use, followed celebrities on social media, credibility scale, product-match-up, self-disclosure on social media, social identity, and two-way communication feature of social media.

Dummy Coding

Variables re-coded as dummy variables. Gender variable was re-coded to sort the sample into two categories as a dummy variable of (female=1, male=0). Age variable was re-coded to sort the sample into two categories as a dummy variable of (young adults =1, adults=0). Marital status variable was re-coded to sort the sample into two categories as a dummy variable of (single=1, married, divorced, and widower=0). Education variable was re-coded to sort the sample into two categories as a dummy variable of (school=1, college=0). Occupation variable was re-coded to sort the sample into two categories as a dummy variable of (student=1, non-student=0). Self-description variable was re-coded to sort the sample into two categories as a dummy variable of (in U. S =1, in Saudi =0). Income variable was re-coded to sort the sample into two categories as a dummy variable of (middle class=1, non-middle class=0) (middle-class is above10, 000 Riyal) the rest of the respondents were categories as working class/poor (non-middle class). The Facebook variable was re-coded to sort the sample into two categories as a dummy variable of (Facebook=1, non-Facebook=0).

The above dummy coding has been done keeping in mind that younger people are more active on social media, married people they have a big responsibility they cannot spend their time on social media, people who have less educated they are not able to

know the difference between their own decision and celebrity decision, Saudi who live in the United States are more likely to be influenced by celebrity culture in the United States of America, and the people in middle class will have money to buy a smartphone and products endorsed by a celebrity, but people in non-meddle class they work more than ten hours the day and they don't have money to buy a smartphone and products. All the respondents had more than one social media account on more than one of the following platforms: Twitter, Instagram, Snapchat, and WhatsApp. Everyone had an account on WhatsApp, which used for recruiting the respondents as well. However, not everyone had a Facebook account, which why Facebook was re-coded as a dummy variable.

Also, follow celebrity on social media variables were re-coded in the same variables, which were Q22 follow music celebrities on social media, Q23follow film and television celebrities on social media, Q24 follow sports celebrities on social media, Q25 follow celebrity models on social media, Q26follow writers/authors on social media, Q27follow popular religious speakers on social media, Q28follow celebrities primarily created by social media, Q29 and attraction of celebrity-endorsed advertisements and non-celebrity advertisements. Also, the reliability alpha was .640, Mean, and Std. Deviation was conducted as you see in table two below.

Computing and Reliability for Credibility Scale

This study relied on credibility scales from the previous studies on celebrities. Based on the studies of Pornpitakpan (2003 b) and Ohanian (1990). Validation Scale and Measure for source credibility identified "Attractiveness," "Trustworthiness," and "Expertise" as the three important dimensions of credibility of a source in advertisements. The scale has been measured the context of in the United States and Asia.

The survey questionnaire has been used the same context scale's factor structure in the Kingdom of Saudi Arabia, and survey questionnaire items developed the studies of Pornpitakpan (2003 b) and Ohanian (1990). The previous studies had identified credibility had been composed of the following three dimensions attractiveness, trustworthiness, and expertise.

Before computing scores, credibility scale, attractiveness variables were computed on the Likert scale 1-5 by adding questions (Q36+Q37+Q38+Q39+Q40+Q41+Q42) the alpha was .815. Trustworthiness variables were computed on Likert scale 1-5 by adding questions (Q43+Q44+Q45+Q46+Q47) the alpha was .873. Expertise variables were computed on Likert scale 1-5 by adding questions (Q48+Q49+Q50+Q51+Q52) the alpha was .905. Credibility scale categories were computed by adding categories (attractiveness, trustworthiness, and expertise) the alpha was .780. Also, Mean, and Std. Deviation was conducted for credibility scales as you see in Table one below.

TABLE I: Reliability for Credibility Scale.

Name of computed credibility scale variables	Reliability Statistics (Cronbach's Alpha)	Mean	Std. Deviation
Attractiveness	**.815**	**3.412**	**.865**
Trustworthiness	**.873**	**2.054**	**1.065**
Expertise	**.905**	**2.162**	**1.092**
Credibility scale	**.780**	**2.541**	**.842**

Based on previous studies on celebrities by Pornpitakpan (2003 B) used Celebrity-Product Match-up Model. The product-match-up variable was computed on Likert scale 1-5 by adding questions (Q53+Q54+Q55) the alpha was .687, self-disclosure

variable was computed on Likert scale 1-5 by adding questions (Q56+Q57+Q58) the

alpha was .879, the importance of social identity in celebrity endorsement was computed

on Likert scale 1-5 by adding questions (Q59+Q60+Q61+62) the alpha was .747, and

two-way-one-way communication fetcher of social media variable was computed on

Likert scale 1-5 by adding questions (Q63+Q64+Q65+Q66+Q67) the alpha was .797.

Also, Mean and Std. Deviation were conducted for all the above means categories as you

see in table two below.

TABLE II: Reliability for Factors Computed.

Name of computed variables	Reliability Statistics (Cronbach's Alpha)	Mean	Std. Deviation
Product match-up	**.687**	**3.762**	**.955**
Self-Disclosure	**.879**	**3.937**	**1.012**
Social identity	**.747**	**3.771**	**1.010**
Support cause	**.765**	**3.039**	**1.154**
Tow-way- communication fetcher of social media	**.797**	**3.853**	**.904**
Follow celebrity on social media	**.640**	**2.591**	**1.824**

Computing Dependent Variables

        Additionally, the dependent variables categories were computed, which were

brand recognition variable was computed on Likert scale 1-5 by adding questions

(Q31+Q34) the alpha was **.**540, purchase decision of a product variable was computed on

Likert scale 1-5 by adding questions (Q30+Q32+Q70) the alpha was .640, and support a

social and cultural or environmental cause variable was computed on Likert scale 1-5 by

adding questions (Q72+Q73+Q74) the alpha was .765. Celebrity influence category was

computed by adding categories (brand recognition, purchase decision, and support a

cause) the alpha was .642. Also, Mean and Std. Deviation were conducted for all the

above means categories as you see in table three below.

TABLE III: Reliability for Dependent Variables.

Name of computed dependent variables	Reliability Statistics (Cronbach's Alpha)	Mean	Std. Deviation
Brand recognition	**.540**	**2.755**	**1.051**
Purchase decision	**.640**	**2.568**	**.964**
Support cause	**.765**	**2.961**	**1.154**
Celebrity influence	**.642**	**2.761**	**.808**

Analytical Tools and Analytical Methods

To answer the research question two types of statistical test were conducted. First,

was a comparison of means between two groups with respect and four dependent

variables. Following, which linear regression was done for each of the four computed

dependent variables.

Comparison of Means

Comparison of means was done for demographics groups, which were female,

young adult, single, college, student, in Saudi, middle class, and Facebook with four

categories of dependent variables, which were brand recognition, purchase decision,

support cause, and celebrity influence as following:

The first analyses were compared between two categories, which were gender and

three categories of dependent variables, which were brand recognition, purchase decision,

support cause, and celebrity influence to know the number of males and females who

answered categories questions, which were males 383 responses and females 528

responses. The second analyses were compared between two categories, which were age and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of young adults and adults who answered categories questions, which were young adults 414 responses and adults 497 responses. The third analyses were compared between two categories, which were marital status and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of singles and married, divorced, and widower who answered categories questions, which were singles 357 responses and married, divorced, and widower 554 responses.

Also, the fourth analyses were compared between two categories, which were education level and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of people who have less education (school) and people who have higher education (college) who answered categories questions, which were school 736 responses and college 175 responses. The fifth analyses were compared between two categories, which were the occupation and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of student and non-student who answered categories questions, which were student 346 responses and non-student 565 responses. The sixth analyses were compared between two categories, which were Saudis who live in Saudi Arabia and Saudis who live in the United State of America and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to

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know the number of Saudis who live in the U.S and Saudis who live Saudi Arabia in who answered categories questions, which were in the U.S 426 responses and in Saudi Arabia 485 responses.

Furthermore, the seventh analyses were compared between two categories, which were income level and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of people who in the middle class and people who in non-middle class (working class/poor) who answered categories questions, which were people who in the middle class 355 responses and people who in non-middle class 556 responses. The eighth analyses were compared between two categories, which were Facebook account and three categories of dependent variables, which were brand recognition, purchase decision, support cause, and celebrity influence to know the number of people who have Facebook account and people who don't have Facebook account who answered categories questions, which were Facebook 566 responses and non-Facebook 345 responses.

Linear Regression

To test the influence of the above factors relating to celebrity endorsement on brand recognition, purchase decision, support a social and cultural or environmental cause, and celebrity influence. Linear regression has been run on four blocks of independent variables and four models of dependent variables. The first block of independent variables, which were female, young adult, single, college, student, in Saudi, and middle class were run with four models of dependent variables, which were brand recognition, purchase decision, support a cause, and celebrity influence. The second block of independent variables, which were Facebook, social media engagement, video

contents on the Internet, smartphone activity, and social media activity were run with four models of dependent variables, which were brand recognition, purchase decision, support a cause, and celebrity influence.

Also, the third block of independent variables, which were product match-up, self-disclosure, and social Identity were run with four models of dependent variables, which were brand recognition, purchase decision, support a cause, and celebrity influence. The fourth block of independent variables, which were credibility scale, follow a celebrity on social media were run with four models of dependent variables, which were brand recognition, purchase decision, support a cause, and celebrity influence.

Dependent Variables Models

There were four types of dependent variables. The first type was brand recognition. The second type was purchase decision of a product. The third type was support a social and cultural or environmental cause. The fourth type was celebrity influence.

Independent Variable Models

There were four categories of independent variables. The first category, which were female, young adult, single, college, student, in Saudi, and middle class. The second category, which were Facebook, social media engagement, video contents on the Internet, smartphone activity, and social media activity. The third category, which were product match-up, self-disclosure, and social Identity. The fourth category, which were credibility scale, follow a celebrity on social media.

CHAPTER IV

RESULTS

This chapter comprises the analysis, presentation, and interpretation of the findings resulting from this study. That for analyses the data collected to test the hypotheses and answer the research questions. As already indicated in the preceding chapter, data is interpreted in a descriptive form. The analyses were done of data is carried out in two phases. The first part, comparison of means. The second, linear regression model, which was based on the results of the online survey for this study.

Comparison of Means

Comparison of means were done between groups to answer research questions relating to if there were significant differences between the groups with reference to the dependent variables. The dependent variables were an influence of celebrity endorsement on brand recognition, purchase decision, support for a cause, and combined overall DV of celebrity influence that was a computed scale of brand recognition, purchase decision and support cause. Independent Samples T-test were conducted to compare means for the following demographic groups: The demographic groups tested were, gender (female and male), age (young and mature adults), marital status (single and married), education

(school and college), occupation (student and non- student), location (in the U.S.A and in Saudi Arabia), income (middle class and working class), and if respondents have Facebook account (yes and no). Table 1 shows the comparison of the demographic groups with DV1 (brand recognition).

TABLE IV: *Comparison of Means with Brand Recognition (equivalence of variance assumed).*

Demographics	Groups	N	M	SD	T	df	F	Sig. (2-tailed)
Gender	Female	528	2.891	1.032	4.651	909	.585	.000
	Male	383	2.567	1.051				
Young adult	Young	414	2.960	1.018	5.469	909	2.748	.000
	Mature	497	2.584	1.049				
Education	School	736	2.722	1.048	-1.917	909	.087	.056
	College	175	2.891	1.057				
Location	In USA	426	2.839	1.064	2.280	909	.066	.023
	In KSA	485	2.680	1.036				
Occupation	Student	346	2.876	1.038	2.729	909	1.038	.006
	Non-Student	565	2.681	1.054				
Marital status	Single	357	2.909	1.025	3.579	909	1.937	.000
	Married	554	2.655	1.057				
Income (Class)	Middle	355	2.529	1.066	-5.238	909	2.092	.000
	Working	556	2.898	1.017				
Facebook	Yes	566	2.785	1.046	1.128	909	.267	.260
	No	345	2.704	1.059				

In the first group of gender, there were 528 females and 383 male respondents. As reported in Table 4, the mean of the female was 2.891 and mean of the male was 2.567. The standard deviation of the female was 1.032 while in male was 1.051. The t-scores for gender with the equivalence of variance assumed was 4.651 and degrees of freedom was 909. The F distribution as reported in the table above was .585. The difference between females and males on brand recognition was statistically significant at the $(p < .001)$

level, which means that gender played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is females were more likely to be influenced by celebrities when it came to recognizing brands than males.

In the second group of a young adult, there were 414 young and 497 mature adult respondents. As reported in Table 4, the mean of young was 2.960 and mean of a mature adult was 2.584. The standard deviation of young was 1.018 while in mature adult was 1.049. The t-scores for a young adult with the equivalence of variance assumed was5.469and degree of freedom was 909.The F distribution as reported in the table above was2.748. The difference between young and mature adult on brand recognition was statistically significant at the (p < .001) level, which means that young adult played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is young was more likely to be influenced by celebrities when it came to recognizing brands than a mature adult.

In the third group of education were 736 respondents who study in school and 175 respondents who study in college. As reported in Table 4, the mean of respondents' who study in school was 2.722 and mean of respondents' who study in college was 2.891. The standard deviation of respondents' who study in school was 1.048 while in respondents' who study in college was 1.057. The t-scores for education with the equivalence of variance assumed was-1.917and degree of freedom was 909.The F distribution as reported in the table above was.087. The difference between respondents' who study in school and respondents' who study in college was statistically significant at the (p<.056) level, which means that education played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is respondents' who study in

college were more likely to be influenced by celebrities when it came to recognizing brands than respondents' who study in school.

In the fourth group location were 426 Saudis who live in the United States of America and 485 Saudis who live in the kingdom of Saudi Arabia. As reported in Table 4, the mean of Saudis who live in the United States of America was 2.839 and mean of Saudis who live in the kingdom of Saudi Arabia was 2.680. The standard deviation of Saudis who live in the United States of America was 1.064 while in Saudis who live in the kingdom of Saudi Arabia was 1.036. The t-scores for a location with the equivalence of variance assumed was 2.280 and degree of freedom were 909. the F distribution as reported in the table above was .066. The difference between Saudis who live in the United States of America and Saudis who live in the kingdom of Saudi Arabia on brand recognition was statistically significant at the ($p < .023$) level, which means location played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is Saudis who live in the United States of America were more likely to recognize brands than Saudis who live in the kingdom of Saudi Arabia.

In the fifth group occupation were 346 students and 565 non-students. As reported in Table 4, the mean of students was 2.876 and mean of non-students was 2.681. The standard deviation of students was 1.038 while in non-students was 1.054. The t-scores occupation with the equivalence of variance assumed was 2.729 and degree of freedom was 909. The F distribution as reported in the table above was 1.038. The difference between students and non-students on brand recognition was statistically significant at the ($p < .006$) level, which means occupation played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is students were

more likely to be influenced by celebrities when it came to recognizing brands than non-students.

In the sixth group marital status were 357 singles and 554 marrieds. As reported in Table 4, the mean of singles was 2.909 and mean of marrieds was 2.655. The standard deviation of singles was 1.025 while in marrieds was1.057. The t-scores for marital status with the equivalence of variance assumed was3.579and degree of freedom was 909.The F distribution as reported in the table above was1.937. The difference between singles and marrieds on brand recognition was statistically significant at the (p < .001) level, which means marital status played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is singles were more likely to recognize brands than marrieds.

In the seventh group income (class) were 355 middle class and 556 working class. As reported in Table 4, the mean of the middle class was 2.529 and mean of working class was 2.898. The standard deviation of middle class was1.0656 while in working class was 1.017. The t-scores for income (class) with the equivalence of variance assumed was-5.238and degree of freedom was 909.The F distribution as reported in the table above was2.092. The difference between middle class and working class on brand recognition was statistically significant at the (p < .001) level, which means income (class) played a significant role on respondents' attitude toward the influence of celebrity on brand recognition. That is middle class was more likely to be influenced by celebrities when it came to recognizing brands than working class.

In the eighth group, Facebook was 566 people had a Facebook account and 345 of people who don't have a Facebook account in this sample. This matches with other

reports that have found Facebook is not as popular other social media platforms. In the sample, all most almost 90% of respondents had Twitter, Instagram and Snapshot accounts. As reported in Table 4, the mean of people who have a Facebook account was 2.785 and mean of people who don't have a Facebook account was 2.704. The standard deviation of people who have Facebook account was1.046 while in people who don't have Facebook account was1.059. The t-scores for Facebook with the equivalence of variance assumed was1.128 and degree of freedom were 909.The F distribution as reported in the table above was.267. However, there was no significant difference between those who had a Facebook account and those who did not with respect to DV1 (brand recognition).

TABLE V: *Comparison of Means with Purchase Decision (equivalence of variance assumed).*

Demographics	Groups	N	M	SD	T	df	F	Sig. (2-tailed)
Gender	Female	528	2.622	.969	1.987	909	.384	.047
	Male	383	2.494	.954				
Young adult	Young	414	2.733	.939	4.766	909	.005	.000
	Mature	497	2.431	.963				
Education	School	736	2.528	.967	-2.593	909	.627	.010
	College	175	2.737	.936				
Location	In USA	426	2.651	.958	2.447	909	.012	.015
	In KSA	485	2.495	.965				
Occupation	Student	346	2.668	.933	2.451	909	1.368	.014
	Non-Student	565	2.507	.978				
Marital Status	Single	357	2.651	.921	2.088	909	1.907	.037
	Married	554	2.514	.988				
Income (Class)	Middle	355	2.375	.979	-4.895	909	1.287	.000
	Working	556	2.691	.934				
Facebook	Yes	566	2.589	.983	.868	909	2.303	.386
	No	345	2.532	.932				

Table 5 shows the comparison of the demographic groups with DV2 (purchase decision). In the first group of gender, there were 528 females and 383 male respondents. As reported in Table 5, the mean of the female was 2.622 and mean of the male was 2.494. The standard deviation of the female was .969 while in male was .954. The t-scores for gender with the equivalence of variance assumed was 1.987 and degrees of freedom was 909. The F distribution as reported in the table above was .384. The difference between females and males on purchase decision was statistically significant at the (p < .047) level, which means that gender played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is females were more likely to be influenced by celebrities on their own purchase decision than males.

In the second group of a young adult, there were 414 young and 497 mature adult respondents. As reported in Table 5, the mean of young was 2.733 and mean of a mature adult was 2.431. The standard deviation of young was .939 while in mature adult was .963. The t-scores for a young adult with the equivalence of variance assumed 4.766 was and degrees of freedom was 909. The F distribution as reported in the table above was .005. The difference between young and mature adult on purchase decision was statistically significant at the (p < .001) level, which means young adult played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is young were more likely to be influenced by celebrities on their own purchase decision than a mature adult.

In the third group of education were 736 respondents who study in school and 175 respondents who study in college. As reported in Table 5, the mean of respondents' who study in school was 2.528 and mean of respondents' who study in college was 2.737. The

standard deviation of respondents' who study in school was .967 while in respondents' who study in college was .936. The t-scores for education with the equivalence of variance assumed was -2.593 and degree of freedom was 909. The F distribution as reported in the table above was .627. The difference between respondents' who study in school and respondents' who study in college was statistically significant at the (p<.010) level, which means education played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is respondents' who study in college were more likely influencing on their own purchase decision than respondents' who study in school.

In the fourth group location were 426 Saudis who live in the United States of America and 485Saudis who live in the kingdom of Saudi Arabia. As reported in Table 5, the mean of Saudis who live in the United States of America was 2.651 and mean of Saudis who live in the kingdom of Saudi Arabia was 2.495. The standard deviation of Saudis who live in the United States of America was .958 while in Saudis who live in the kingdom of Saudi Arabia was.965. The t-scores for a location with the equivalence of variance assumed was 2.447 and degree of freedom was 909.The F distribution as reported in the table above was.012. The between Saudis who live in the United States of America and Saudis who live in the kingdom of Saudi Arabia on brand recognition was statistically significant at the (p<.015) level, which means location played a significant role on Saudis' attitude toward the influence of celebrity on a purchase decision. That is Saudis who live in the United States of America were more likely to be influenced by celebrities on their own purchase decision than Saudis who live in the kingdom of Saudi Arabia.

In the fifth group occupation were 346 students and 565 non-students. As reported in Table 5, the mean of students was 2.668 and mean of non-students was 2.507. The standard deviation of students was .933 while in non-students was.978. The t-scores occupation with the equivalence of variance assumed was 2.451 and degree of freedom was 909.The F distribution as reported in the table above was1.368. The difference between students and non-students on purchase decision was statistically significant at the (p < .014) level, which means occupation played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is students were more likely to be influenced by celebrities on their own purchase decision than non-students.

In the sixth group marital status were 357 singles and 554 marrieds. As reported in Table 5, the mean of singles was 2.651 and mean of marrieds was 2.514. The standard deviation of singles was .921 while in marrieds was.988. The t-scores for marital status with the equivalence of variance assumed was 909.The F distribution as reported in the table above was1.907. The difference between singles and marrieds on purchase decision was statistically significant at the (p < .037) level, which means marital status played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is singles were more likely to be influenced by celebrities on their own purchase decision than marrieds.

In the seventh group income (class) were 355 middle class and 556 working class. As reported in Table 5, the mean of the middle class was 2.375 and mean of working class was 2.691. The standard deviation of the middle class was.979 while in working class was.934. The t-scores for income (class) with the equivalence of variance assumed

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was -4.895 and degree of freedom was 909.The F distribution as reported in the table above was1.287. The difference between middle class and working class on purchase decision was statistically significant at the $(p < .001)$ level, which means Income played a significant role on respondents' attitude toward the influence of celebrity on a purchase decision. That is middle class more likely influencing on their own purchase decision than working class.

In the eighth group, Facebook was 566 people had a Facebook account and 345 of people who don't have a Facebook account in this sample. This matches with other reports that have found Facebook is not as popular other social media platforms. In the sample, all most almost 90% of respondents had Twitter, Instagram and Snapshot accounts. As reported in Table 5, the mean of people who have a Facebook account was 2.589 and mean of people who don't have a Facebook account was 2.532. The standard deviation of people who have a Facebook account was.983 while in people who don't have a Facebook account was.932. The t-scores for Facebook with the equivalence of variance assumed was 909.The F distribution as reported in the table above was 2.303. However, there was no significant difference between those who had a Facebook account and those who did not with respect to DV2 (purchase decision).

TABLE VI: *Comparison of Means with Support a Cause (equivalence of variance assumed).*

Demographics	Groups	N	M	SD	T	df	F	Sig. (2-tailed)
Gender	Female	528	2.917	1.159	-1.346	909	.372	.179
	Male	383	3.021	1.146				
Young adult	Young	414	2.949	1.118	-.267	909	1.748	.789
	Mature	497	2.969	1.185				
Education	School	736	2.957	1.159	-.188	909	.020	.851
	College	175	2.975	1.139				
Location	In USA	426	2.912	1.122	-1.179	909	.962	.239
	In KSA	485	3.003	1.182				
Occupation	Student	346	2.909	1.109	-1.064	909	1.209	.288
	Non-Student	565	2.992	1.181				
Marital Status	Single	357	2.963	1.137	.045	909	.051	.964
	Married	554	2.959	1.167				
Income (Class)	Middle	355	2.936	1.178	-.508	909	.193	.611
	Working	556	2.976	1.140				
Facebook	Yes	566	2.995	1.139	1.146	909	1.519	.252
	No	345	2.904	1.178				

Table 6 shows a comparison of the demographic groups with DV3 (support a cause). In the first group of gender, there were 528 females and 383 male respondents. As reported in Table 6, the mean of the female was 2.917 and mean of the male was 3.021. The standard deviation of the female was 1.159 while in male was 1.146. The t-scores for gender with the equivalence of variance assumed was -1.346 and degrees of freedom was 909. The F distribution as reported in the table above was .372. However, there was no significant difference between females and male with respect to DV3 (support a cause).

In the second group of a young adult, there were 414 young and 497 mature adult respondents. As reported in Table 6, the mean of young was 2.949 and mean of a mature adult was 2.969. The standard deviation of young was 1.118 while in mature adult was

1.185. The t-scores for a young adult with the equivalence of variance assumed was -.267and degree of freedom was 909. The F distribution as reported in the table above was 1.748. However, there was no significant difference between young and mature adult with respect to DV3 (support a cause).

In the third group of education were 736 respondents who study in school and 175 respondents who study in college. As reported in Table 6, the mean of participants who study in school was 2.957 and mean of participants who study in college was 2.975. The standard deviation of participants who study in school was 1.159while in participants who study in college was 1.139. The t-scores for education with the equivalence of variance assumed was -.188 and degree of freedom was 909. The F distribution as reported in the table above was .020. However, there was no significant difference between respondents who study in school and respondents who study in college with respect to DV3 (support a cause).

In the fourth group location were 426 Saudis who live in the United States of America and 485Saudis who live in the kingdom of Saudi Arabia. As reported in Table 6, the mean of Saudis who live in the United States of America was 2.912and mean of Saudis who live in the kingdom of Saudi Arabia was 3.003. The standard deviation of Saudis who live in the United States of America was 1.122 while in Saudis who live in the kingdom of Saudi Arabia was 1.182. The t-scores for a location with the equivalence of variance assumed was -1.179 and degree of freedom was 909.The F distribution as reported in the table above was.962. However, there was no significant difference between Saudis who live in the United States of America and Saudis who live in the kingdom of Saudi Arabia with respect to DV3 (support a cause).

In the fifth group occupation were 346 students and 565 non-students. As reported in Table 6, the mean of students was 2.909 and mean of non-students was 2.992. The standard deviation of students was 1.109 while in non-students was1.181. The t-scores occupation with the equivalence of variance assumed was -1.064 and degree of freedom was 909.The F distribution as reported in the table above was1.209. However, there was no significant difference between students and non-students with respect to DV3 (support a cause).

In the sixth group marital status were 357 singles and 554 marrieds. As reported in Table 6, the mean of singles was 2.963 and mean of marrieds was 2.959. The standard deviation of singles was 1.137 while in marrieds was 1.167. The t-scores for marital status with the equivalence of variance assumed was .045 and degree of freedom was 909.The F distribution as reported in the table above was.051. However, there was no significant difference between singles and marrieds with respect to DV3 (support a cause).

In the seventh group income (class) were 355 middle class and 556 working class. As reported in Table6, the mean of the middle class was 2.936 and mean of working class was 2.976. The standard deviation of middle class was1.178 while in working class was 1.140. The t-scores for income (class) with the equivalence of variance assumed was -.508 and degree of freedom was 909.The F distribution as reported in the table above was.193. However, there was no significant difference between middle class and working class with respect to DV3 (support a cause).

In the eighth group, Facebook was 566 people had a Facebook account and 345 of people who don't have a Facebook account in this sample. This matches with other

reports that have found Facebook is not as popular other social media platforms. In the

sample, all most almost 90% of respondents had Twitter, Instagram and Snapshot

accounts. As reported in Table 6, the mean of people who have Facebook account was

2.995 and means of people who don't have a Facebook account was 2.904. The standard

deviation of people who have Facebook account was1.139 while in people who don't

have Facebook account was1.178. The t-scores for Facebook with the equivalence of

variance assumed was1.146 and degree of freedom were 909.The F distribution as

reported in the table above was1.519. However, there was no significant difference

between those who had a Facebook account and those who did not with respect to DV3

(support a cause).

TABLE VII: *Comparison of Means with Overall, Celebrity Influence (equivalence of variance assumed).*

Demographics	Groups	N	M	SD	T	df	F	Sig. (2-tailed)
Gender	Female	528	2.809	.798	4.651	909	.389	.032
	Male	383	2.694	.819				
Young adult	Young	414	2.881	.791	4.113	909	.374	.000
	Mature	497	2.661	.810				
Education	School	736	2.736	.810	-1.949	909	.002	.052
	College	175	2.868	.794				
Location	In USA	426	2.801	.819	1.395	909	1.039	.163
	In KSA	485	2.726	.798				
Occupation	Student	346	2.817	.792	1.645	909	.155	.100
	Non-Student	565	2.727	.817				
Marital Status	Single	357	2.841	.798	2.397	909	.487	.017
	Married	554	2.709	.812				
Income (Class)	Middle	355	2.614	.819	-4.446	909	.506	.000
	Working	556	2.855	.788				
Facebook	Yes	566	2.789	.808	1.380	909	.002	.168
	No	345	2.714	.809				

Table 7 shows a comparison of the demographic groups with DV4 (celebrity influence). In the first group of gender, there were 528 females and 383 male respondents. As reported in Table 7, the mean of the female was 2.809 and mean of the male was 2.694. The standard deviation of the female was .798 while in male was.819. The t-scores for gender with the equivalence of variance assumed was 4.651and degrees of freedom was 909. The F distribution as reported in the table above was .389. The difference between females and males on celebrity influence was statistically significant at the (p < .032) level, which means that gender played a significant role in respondents' attitude toward on influence of celebrity. That is females were more likely to be influenced by celebrities than males.

In the second group of a young adult, there were 414 young and 497 mature adult respondents. As reported in Table 7, the mean of young group was 2.881 and mean of a mature adult was 2.661. The standard deviation of young was .791while in mature adult was .810. The t-scores for a young adult with the equivalence of variance assumed was 4.113 and degree of freedom was 909.The F distribution as reported in the table above was.374. The difference between young and mature adult on celebrity influence was statistically significant at the (p < .001) level, which means young adult played a significant role in respondents' attitude toward the influence of celebrity. That is young were more likely to be influenced by celebrities than a mature adult.

In the third group of education were 736 respondents who study in school and 175 respondents who study in college. As reported in Table 7, the mean of respondents who study in school was 2.736 and mean of respondents who study in college was 2.868. The standard deviation of respondents who study in school was .810 while in respondents

who study in college was .794. The t-scores for education with the equivalence of variance assumed was -1.949 and degree of freedom was 909. The F distribution as reported in the table above was.002. The difference between respondents who study in school and respondents who study in college was statistically significant at the (p<.052) level, which means education played a significant role on respondents' attitude toward the influence of celebrity on celebrity influence. That is respondents who study in college were more likely to be influenced by celebrities than respondents who study in school.

In the fourth group location were 426 Saudis who live in the United States of America and 485Saudis who live in the kingdom of Saudi Arabia. As reported in Table 7, the mean of Saudis who live in the United States of America was 2.801and mean of Saudis who live in the kingdom of Saudi Arabia was 2.726. The standard deviation of Saudis who live in the United States of America was .819 while in Saudis who live in the kingdom of Saudi Arabia was.798. The t-scores for a location with the equivalence of variance assumed was 1.645 and degree of freedom was 909.The F distribution as reported in the table above was1.039. However, there was no significant difference between Saudis who live in the United States of America and Saudis who live in the kingdom of Saudi Arabia with respect to DV4 (celebrity influence).

In the fifth group occupation were 346 students and 565 non-students. As reported in Table 7, the mean of students was 2.817 and mean of non-students was 2.727. The standard deviation of students was .792 while in non-students was.817. The t-scores occupation with the equivalence of variance assumed was1.645and degree of freedom was 909.The F distribution as reported in the table above was.155. However, there was

no significant difference between students and non-students with respect to DV3 (celebrity influence).

In the sixth group marital status were 357 singles and 554 marrieds. As reported in Table 7, the mean of singles was 2.841and mean of marrieds was 2.709. The standard deviation of singles was .798 while in marrieds was.812. The t-scores for marital status with the equivalence of variance assumed was 2.397and degree of freedom was 909.The F distribution as reported in the table above was.487. However, there was no significant difference between singles and marrieds with respect to DV4 (celebrity influence).

In the seventh group income (class) were 355 middle class and 556 working class. As reported in Table 7, the mean of the middle class was 2.614 and mean of working class was 2.855. The standard deviation of the middle class was.819 while in working class was.788. The t-scores for income (class) with the equivalence of variance assumed was -4.446 and degree of freedom was 909.The F distribution as reported in the table above was.506. The difference between middle class and working class on celebrity influence was statistically significant at the (p < .017) level, which means Income played a significant role in respondents' attitude toward on celebrity influence. That is middle class being were more likely to be influenced by celebrities than working class.

In the eighth group, Facebook was 566 people had a Facebook account and 345 of people who don't have a Facebook account in this sample. This matches with other reports that have found Facebook is not as popular other social media platforms. In the sample, all most almost 90% of respondents had Twitter, Instagram and Snapshot accounts. As reported in Table 7, the mean of people who have Facebook account was2.789 and means of people who don't have a Facebook account was 2.714. The

standard deviation of people who have a Facebook account was.808 while in people who don't have a Facebook account was.809. The t-scores for Facebook with the equivalence of variance assumed was 1.380and degree of freedom was 909.The F distribution as reported in the table above was.002. However, there was no significant difference between those who had a Facebook account and those who did not with respect to DV4 (celebrity influence).

Linear Regression Models

To test the influence of the factors used in this study on the efficacy of influence of celebrity endorsement on social media in Saudi Arabia linear regression was run on four models with factors as independent variables and four dependent variables. Dependent variables were brand recognition, purchase decision, support a social and cultural or environmental cause, and celebrity influence. Independent variables were gender, age, marital status, education, occupation, location, income, Facebook, social media engagement, video contents on the Internet, smartphone activity, social media activity, product match-up, self-disclosure, social Identity, follow a celebrity on social media and credibility. The overall goal of the models was to test for the linear relationship between the perceived credibility of a celebrity on the dependent variables with demographic, social media use and social media's unique features as controls. The unique features of social media that were included in the models were social media engagement and self-disclosure on social media.

TABLE VIII: *Model 1 with Brand Recognition and Dependent Variables.*

Variable	Mean	S.D.	Correlation	B	β	Std. Error	Sig
Constant				4.328		.260	.000
Gender	.581	.494	.151***	.297	.139	.070	.000
Age	.455	.498	.177***	.144	.068	.085	.088
Marital Status	.393	.489	.118***	.065	.030	.075	.385
Education	.807	.395	-.063*	-.077	-.029	.081	.344
Occupation	.380	.486	.089***	-.048	-.022	.101	.636
Location	.468	.499	.074**	-.025	-.012	.095	.793
Income	.389	.488	-.170***	-.093	-.043	.075	.216
Facebook	.620	.486	.038	.144	.066	.069	.037
Social media engagement	3.852	.904	-.235***	-.006	-.005	.043	.888
Video contents on the Internet	3.35	1.188	.134***	.042	.048	.028	.132
Smartphone activity	3.61	1.215	.034	-.031	-.035	.026	.246
Social media activity	2.86	1.235	.111***	-.012	-.014	.027	.658
Product match-up	3.759	.955	-.356***	-.160	-.145	.042	.000
Self-disclosure	3.936	1.013	-.334***	-.105	-.101	.041	.010
Social Identity	3.772	1.007	-.270***	-.061	-.058	.038	.112
Follow celebrity on social media	2.593	1.826	.287***	.061	.105	.020	.002
Credibility	2.542	.843	-.382***	-.270	-.217	.042	.000

p<.05*, p<.01**, p<.001***

Table 8 summarizes the descriptive statistics and regression analysis results for

model 1 with brand recognition as the dependent variable. The linear regression model

was fit with all the predictors produced R^2 =.265, Adjusted R Square = .250, and p <.001.

The gender variable was a statistically significant predictor of celebrity influence on

brand recognition (β=.070, p< .001), which means female were more likely to recognize

the influence of celebrity endorsement on brands with controls. If the respondent was on Facebook or not was a statistically significant predictor of celebrity influence on brand recognition (β=.066, $p<$ .037), which means respondents who have a Facebook account were more likely to recognize brands that featured celebrities.

The product match-up—if the celebrity was enduring a product in her field or not-was statistically negative significant predictor of celebrity endorsement's influence on brand recognition (β= -.145, $p<$ .001), which means that if a celebrity was endorsing a product in her field it was more likely to influence brand recognition. The self-disclosure variable was a statistically significant negative predictor of celebrity influence on brand recognition (β= -.101, $p<$ .010), which means that if respondents valued engagement more, they were less likely to be influenced by celebrity endorsement on brand recognition. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more.

The following a celebrity on social media variable was a statistically significant predictor of celebrity influence on brand recognition (β=.105, $p<$ .002), which means that the respondents who followed celebrities on social media more were more likely to recognize celebrity endorsed the brand. The credibility variable was a statistically negative significant predictor of celebrity influence on brand recognition (β= -.217, $p<$ .001), which means that if a respondent valued credibility (attractiveness, trustworthiness, and expertise), she was less likely to be influenced by the presence of celebrity on recognizing brands. That is, for a celebrity endorsement to influence social media credibility of the celebrity was an important factor.

Thus, the higher the beta value, the greater the impact of the predictor variable on the criterion variable. Indeed, we notice that the gender has the greatest impact in predicting of celebrity influence on brand recognition more than the other variable on the table. On the other hand, the Facebook has a greater impact on the predictor of celebrity influence on brand recognition than other four significant values which are product match-up, self-disclosure, social identity, and credibility.

However, all four values in the bottom of table product match-up, self-disclosure, social identity, and credibility were significantly influenced by the brand recognition but not in the same way. The respondent who thought self-disclosure and social identity was more important to them personally were less likely to influence by brand recognition while those who thought product much-up and credibility were more important were likely to influence by brand recognition.

TABLE IX: *Model 2 with Purchase decision and Dependent Variables.*

Variable	Mean	S.D.	Correlation	B	β	Std. Error	Sig
Constant				5.134		.214	.000
Gender	.580	.494	.063*	.106	.054	.058	.067
Age	.455	.498	.155***	.167	.086	.070	.017
Marital Status	.393	.489	.068*	-.075	-.038	.062	.226
Education	.807	.395	-.085***	-.052	-.021	.067	.433
Occupation	.380	.486	.080***	-.035	-.018	.084	.675
Location	.468	.499	.079***	-.039	-.020	.078	.621
Income	.389	.488	-.158***	-.083	-.042	.062	.178
Facebook	.620	.486	.030	.023	.012	.057	.686
Social media engagement	3.852	.904	-.415***	-.146	-.137	.036	.000
Video contents on the Internet	3.35	1.188	.137***	.032	.039	.023	.169
Smartphone activity	3.61	1.215	.083***	.011	.014	.022	.609

Variable	Mean	S.D.	Correlation	B	β	Std. Error	Sig
Social media activity	2.86	1.235	.169***	-.021	-.027	.022	.351
Product match-up	3.759	.955	-.521***	-.270	-.267	.034	.000
Self-disclosure	3.936	1.013	-.465***	-.114	-.120	.033	.001
Social Identity	3.772	1.007	-.401***	-.077	-.081	.031	.014
Follow celebrity on social media	2.593	1.826	.333***	.048	.092	.016	.003
Credibility	2.542	.843	-.421***	-.186	-.163	.034	.000

p<.05*, p<.01**, p<.001***

Table 9 summarizes the descriptive statistics and regression analysis results for model 2 with purchase decision as the dependent variable. The linear regression model was fit with all the predictors produced R^2 =.406, Adjusted R Square = .395, and p <.001. The age variable was a statistically significant predictor of celebrity influence on purchase decision (β=.086, p< .017), which means young were more likely to be influenced by celebrities on their own purchase decision with controls.

The social media engagement variable was a statistically significant negative predictor of celebrity influence on purchase decision (β= -.137, p< .001), which means respondents were more likely influencing on their own purchase decision with controls. The product match-up—if the celebrity was enduring a product in her/his field or not, was statistically negative significant predictor of celebrity endorsement's influence on purchase decision (β= -.267, p< .001), which means that if celebrity was endorsing a product in her/his field it was more likely to influence purchase decision.

The self-disclosure variable was a statistically significant negative predictor of celebrity influence on purchase decision (β= -.114, p< .001), which means that if

respondents valued engagement more, they were less likely to be influenced by celebrity endorsement on a purchase decision. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more. The social Identity variable was a statistically significant negative predictor of celebrity influence on purchase decision (β= -.081, p< .014), which means that if respondents valued engagement more, they were less likely to be influenced by celebrity endorsement on a purchase decision. That is if a celebrity was formed same gender, nationality or religion the influence was likely to be more.

The following a celebrity on social media variable was a statistically significant predictor of celebrity influence on purchase decision (β=.092, p< .003), which means that the respondents who followed celebrities on social media more were more likely to influence on their own purchase decision. The credibility variable was a statistically negative significant predictor of celebrity influence on purchase decision (β= -.186, p< .001), which means that if a respondent valued credibility (attractiveness, trustworthiness, and expertise) was less likely to be influenced by the presence of celebrity on a purchase decision. That is, for a celebrity endorsement to influence social media credibility of the celebrity was an important factor.

Thus, the higher the beta value, the greater the impact of the predictor variable on the criterion variable. Indeed, we notice that the age has the greatest impact in predicting of celebrity influence on purchase decision more than the other variable on the table. On the other hand, the following a celebrity on social media has a greater impact of the predictor of celebrity influence on purchase decision than other five significant values

which were social media engagement, product match-up, self-disclosure, social identity, and credibility.

However, all five values in the bottom of table social media engagement, product match-up, self-disclosure, social identity, and credibility were significantly influenced by the brand recognition but not in the same way. The respondent who thought self-disclosure and social identity was more important to them personally were less likely to influence by purchase decision while, those who thought product much-up, social identity and credibility were more important were likely to influence by purchase decision.

TABLE X: *Model 3 with Support a Cause and Dependent Variables.*

Variable	Mean	S.D.	Correlation	B	β	Std. Error	Sig
Constant				6.039		.278	.000
Gender	.580	.494	-.047	-.108	-.046	.075	.150
Age	.455	.498	-.010	-.017	-.007	.090	.853
Marital Status	.393	.489	-.001	-.047	-.020	.080	.556
Education	.807	.395	-.005	.107	.037	.087	.218
Occupation	.380	.486	-.036	.040	.017	.108	.712
Location	.468	.499	-.040	-.206	-.089	.101	.042
Income	.389	.488	-.015	.058	.025	.080	.467
Facebook	.620	.486	.041	-.016	-.007	.074	.831
Social media engagement	3.852	.904	-.345***	-.271	-.212	.046	.000
Video contents on the Internet	3.35	1.188	.051	.002	.002	.030	.951
Smartphone activity	3.61	1.215	.048	-.002	-.002	.028	.940
Social media activity	2.86	1.235	.022	-.113	-.121	.029	.000
Product match-up	3.759	.955	-.272***	.054	.045	.045	.227
Self-disclosure	3.936	1.013	-.281***	-.086	-.075	.043	.048
Social Identity	3.771	1.007	-.275***	-.078	-.068	.041	.056
Follow celebrity on social media	2.593	1.826	.250***	.050	.079	.021	.017
Credibility	2.542	.843	-.468***	-.526	-.385	.044	.000

p<.05*, p<.01**, p<.001***

Table 10 summarizes the descriptive statistics and regression analysis results for model 3 with support a cause as the dependent variable. The linear regression model was fit with all the predictors produced R^2 =.302, Adjusted R Square = .289, and p <.001. The location variable was a statistically significant negative predictor of celebrity influence on supporting a cause (β= -.089, p<.042), which means Saudis who live in the United States of America were more likely to be influenced by celebrities to support a cause with controls.

The social media engagement variable was a statistically significant negative predictor of celebrity influence on supporting a cause (β= -.212, p< .001), which means respondents were more likely influenced by a celebrity to support a cause with controls. The social media activity variable was a statistically significant negative predictor of celebrity influence on supporting a cause (β= -.121, p< .001), which means respondents were more likely influenced by a celebrity to support a cause with controls.

The self-disclosure variable was a statistically significant negative predictor of celebrity influence on supporting a cause (β= -.075, p< .048), which means that if respondents valued engagement more, they were less likely to be influenced by a celebrity to support a cause. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more. The social Identity variable was a statistically significant negative predictor of celebrity influence on supporting a cause (β= -.081, p< .014), which means that if respondents valued engagement more, they were less likely to be influenced by a celebrity to support a cause. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more.

The following a celebrity on social media variable was a statistically significant predictor of celebrity influence on supporting a cause ($\beta=.079$, $p<.017$), which means that the respondents who followed celebrities on social media more were more likely to influence by a celebrity to support a cause. The credibility variable was a statistically negative significant predictor of celebrity influence on supporting a cause ($\beta=-.385$, $p<.001$), which means that if a respondent valued credibility (attractiveness, trustworthiness, and expertise) was less likely to be influenced by the presence of celebrity on a support a cause. That is, for a celebrity support a cause on social media credibility of the celebrity was an important factor.

Thus, the higher the beta value, the greater the impact of the predictor variable on the criterion variable. Indeed, we notice that the following a celebrity on social media has the greatest impact in supporting of celebrity influence on supporting a cause more than the other variable on the table. Also, the social identity has a greater impact of the predictor of celebrity influence on supporting a cause than other five significant values, which were location, social media engagement, social media activity, self-disclosure, and credibility.

However, all four values in the table, which were location, social media engagement, social media activity, self-disclosure, and credibility were significantly influenced by support a cause but not in the same way. The respondent who thought self-disclosure and social media activity was more important to them personally were less likely to influence by support a cause while those who thought social media engagement and credibility were more important were likely to influence by support a cause.

TABLE XI: *Model 4 with Overall, Celebrity Influence and Dependent Variables.*

Variable	Mean	S.D.	Correlation	B	β	Std. Error	Sig
Constant				5.167		.168	.000
Gender	.580	.494	.069**	.098	.060	.046	.031
Age	.455	.498	.134***	.098	.060	.055	.073
Marital Status	.393	.489	.078**	-.019	-.011	.048	.696
Education	.807	.395	-.063**	-.007	-.004	.052	.887
Occupation	.380	.486	.053*	-.014	-.009	.066	.827
Location	.468	.499	.044	-.090	-.055	.061	.143
Income	.389	.488	-.144***	-.039	-.024	.049	.419
Facebook	.620	.486	.048	.050	.030	.045	.259
Social media engagement	3.852	.904	-.431***	-.141	-.158	.028	.000
Video contents on the Internet	3.35	1.188	.137***	.025	.037	.018	.163
Smartphone activity	3.61	1.215	.071**	-.007	-.011	.017	.673
Social media activity	2.86	1.235	.126***	-.049	-.074	.018	.006
Product match-up	3.759	.955	-.491***	-.125	-.148	.027	.000
Self-disclosure	3.936	1.013	-.464***	-.102	-.127	.026	.000
Social Identity	3.779	1.007	-.407***	-.072	-.090	.025	.004
Follow celebrity on social media	2.593	1.826	.376***	.053	.120	.013	.000
Credibility	2.542	.843	-.556***	-.328	-.341	.027	.000

p<.05*, p<.01**, p<.001***

Table 11 summarizes the descriptive statistics and regression analysis results for model 4 with support a cause as the dependent variable. The linear regression model was fit with all the predictors produced R² =.479, Adjusted R Square = .469, and *p* < .001. The gender variable was a statistically significant predictor of celebrity influence on

celebrity influence (β=.060, *p*< .031), which means female were more likely to influence by celebrity influence with controls.

The social media engagement variable was a statistically significant negative predictor of celebrity influence on celebrity influence (β= -.158, *p*< .001), which means respondents were more likely to influence by celebrity influence with controls. The social media activity variable was a statistically significant negative predictor of celebrity influence on celebrity influence (β= -.074, *p*< .006), which means respondents were more likely to influenced by celebrity influence with controls.

The product match-up—if the celebrity was enduring a product in her/his field or not-was statistically negative significant predictor of celebrity endorsement's influence on celebrity influence (β= -.148, *p*< .001), which means that if celebrity was endorsing a product in her/his field it was more likely to influence celebrity influence. The self-disclosure variable was a statistically significant negative predictor of celebrity influence on celebrity influence (β= -.127, *p*< .001), which means that if respondents valued engagement more, they were less likely to be influenced by celebrity influence. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more.

The social Identity variable was a statistically significant negative predictor of celebrity influence (β= -.090, *p*< .004), which means that if respondents valued engagement more, they were less likely to be influenced by celebrity influence. That is if a celebrity was open to engagement with actions such as liking and commenting on social media their influence was likely to be more. The following a celebrity on social media variable was a statistically significant predictor on celebrity influence (β=.120, *p*< .001),

which means that the respondents who followed celebrities on social media more were more likely influenced by celebrity influence.

The credibility variable was statistically negatively significant predictor on celebrity influence (β= -.328, p< .001), which means that if a respondent valued credibility (attractiveness, trustworthiness, and expertise) she/he was less likely to be influenced by the presence of celebrity influence. That is, for a celebrity influence to influence social media credibility of the celebrity was an important factor.

Thus, the higher the beta value, the greater the impact of the predictor variable on the criterion variable. Indeed, we notice that the gender has the greatest impact in predicting on celebrity influence more than the other variable on the table. On the other hand, the following a celebrity on social media has a greater impact of the predictor on celebrity influence than other sex significant values, which were social media engagement, social media activity, product match-up, self-disclosure, social identity, and credibility.

However, all sex values in the table social media engagement, social media activity, product match-up, self-disclosure, social identity, and credibility were significantly influenced by celebrity influence but not in the same way. The respondent who thought social media activity and social identity was more important to them personally were less likely to influence by celebrity influence while, those who thought self-disclosure, product much-up and credibility were more important were likely to influence by celebrity influence.

CHAPTER V

DISCUSSION

This chapter summarizes, discusses, and explains findings and contributions of this study. It points out limitations of the current work and outlines directions for future research. This study was about investigating factors that influence the efficacy of celebrity endorsement on social media in Saudi Arabia. The study builds upon the findings of research done primarily in the west, and in the U.S. The previous studies on celebrities were by Pornpitakpan (2003 b) and Ohanian (1990). Validation Scale and Measure for source credibility identified "Attractiveness," "Trustworthiness," and "Expertise" as the three important dimensions of credibility of a source in advertisements. The scale was tested previously in the context of in the United States and Asia. The survey questionnaire additional used a same scale in the context of the Kingdom of Saudi Arabia, and survey questionnaire items developed from the studies of Pornpitakpan (2003 b) and Ohanian (1990). The previous studies had identified credibility was composed of the following three dimensions attractiveness, trustworthiness, expertise, and this validated scale was applied to this study.

This research was a study of how celebrity endorsement via social media influences audiences making purchase decisions or supporting a cause. The study was done by conducting an online survey with Saudi nationals, both in Saudi Arabia and in the United States, on their attitudes towards the credibility of celebrities and their influence. How much they like celebrities, if they like to follow celebrities, and likely influence of a celebrity endorsement on brand recognition, purchase decision, support for a cause, and celebrity influence. This chapter will discuss the findings in result chapter from the perspective of literature review and the new social context of Saudi Arabia. A summary of findings is presented in Table 12. The chapter is divided into the following sections, which are demographic factors, the influence of a celebrity endorsement, credibility of a celebrity, and influence with respect to an endorsement on social media. The influence of factors such as social media engagement, product match-up, self-disclosure, social Identity, follow a celebrity on social media, and other factors.

TABLE XII: *A summary of findings of research questions and hypotheses.*

Research Questions & Hypotheses	Findings
RQ1: What were the differences across demographics groups with respect to their attitudes on influence of celebrity endorsement on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?	There was a significant difference across all demographics with respect to the influence of celebrity endorsement on brand recognition. There was a significant difference across all demographics with respect to the influence of celebrity endorsement on a purchase decision. There was a non-significant difference across all demographics with respect to the influence of celebrity endorsement on a support a cause. There was a significant difference across all demographics with respect to the influence of celebrity endorsement on celebrity influence except non-students was a non-significant.

Research Questions & Hypotheses	Findings
H1A: Following celebrity on social media is a significant predictor of brand recognition.	The hypothesis was supported following celebrity on social media was a significant predictor of brand recognition.
H1B: Following celebrity on social media is a significant predictor of purchase decision.	The hypothesis was supported following celebrity on social media was a significant predictor of a purchase decision.
H1C: Following celebrity on social media is a significant predictor of support a cause.	The hypothesis was supported following celebrity on social media was a significant predictor of support a cause.
H1D: Following celebrity on social media is a significant predictor of overall influence on respondents behavior (brand recognition, purchase decision and support a cause).	The hypothesis was supported following celebrity on social media was a significant predictor of overall, celebrity influence.
H2A: Credibility is a significant predictor of influence of celebrity endorsement on brand recognition.	The hypothesis was negative supported the credibility of the influences of celebrity endorsement on brand recognition.
H2B: Credibility is a significant predictor of influence of celebrity endorsement on purchase decision.	The hypothesis was negative supported the credibility of the influence of celebrity endorsement on a purchase decision.
H2C: Credibility is a significant predictor of influence of celebrity endorsement on support a cause.	The hypothesis was negative supported the credibility of the influence of celebrity endorsement on a support a cause.
H2D: Credibility is a significant predictor of influence of celebrity endorsement on overall (brand recognition, purchase decision and support a cause). Influence on respondents behavior.	The hypothesis was negative supported the credibility of the influence of celebrity endorsement on overall, celebrity influence.
RQ2: What is the direction of influence of respondents attitudes on importance varices factors on perceived influence on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?	The direction of influence of respondents' attitudes on the credibility of celebrity endorsement to brand recognition, purchase decision, support a cause, and overall celebrity influence were important to respondents in this study.
RQ3: How important is respondents attitudes on importance of attributes of social media on influence of celebrity?	The respondents attitudes of attributes of social media influence of social media on influence of celebrity. Attributes of social media were product match in celebrity endorsement was negative important, social identity was important, social media engagement was not important for brand recognition but was important for purchase decision, support cause and overall celebrity influence, social media activity was not important in brand recognition and purchase decision but was significant in support a cause and overall celebrity influence, and the smartphone was not a significant.

Demographic Influence

RQ1: What were the differences across demographics groups with respect to their attitudes on influence of celebrity endorsement on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?

There was a significant difference across demographics with respect to the influence of celebrity endorsement on brand recognition. Which shows Saudi females were influenced by celebrity endorsement on brand recognition more than males. In Saudi Arabian society females show deep interest in new fashion such as makeup, clothes, and jewelry. Farther, females find celebrity endorsement as a good way to know what the desirable products are. Celebrities help their followers to know the new must have products that could be important for females.

There was a significant difference across age with respect to the influence of celebrity endorsement on brand recognition. Saudi young adults were influenced by celebrity endorsement on brand recognition more than mature adults. In this period in Saudi Arabia society, young adults spend more time on social media than other people. They look for the new brands that are being endorsed by celebrities. Also, young adults are the most significant customers for those sales on social media.

In another aspect, there was a significant difference across the educational level of respondents with respect to the influence of celebrity endorsement on brand recognition. That shows Saudis who have college education were influenced by celebrity endorsement on brand recognition more than Saudis who have school level education. It is possible that this is because Saudis who study in college are more connected with celebrity culture

and notice celebrity endorsement in advertisements. Saudis who study in college like to know more about advertisements by celebrities and why they endorse a specific product for the company and look for companies to give discounts to their fans.

Furthermore, there was a significant difference between those Saudis who are in the United States and those who are in Saudi Arabia with respect to the influence of celebrity endorsement on brand recognition. That shows Saudis who live in the United States of America were influenced by celebrity endorsement on brand recognition more than Saudis who live in the kingdom of Saudi Arabia. The new community and new culture in the United States of America likely play an important role for Saudis who live in the United States of America. For example, American celebrities such as Kim Kardashian influence many females who live in the United States of America when they buy products, brands, and do cosmetic surgery.

Also, there were significant differences between occupations with respect to the influence of celebrity endorsement on brand recognition. That shows Saudi students were influenced by celebrity endorsement on brand recognition more than non-students. It is likely because Saudi community show students spent more time on social media look for dells of brands.

There were significant differences across marital status with respect to the influence of celebrity endorsement on brand recognition. Therefore, Saudi singles were influenced by celebrity endorsement on brand recognition more than those married. It is likely that Saudi singles spend more time on social media looking for celebrity endorsements because they don't have more jobs to do. Whereas married spend more time work, child care, and home up keep.

Furthermore, there were significant differences across class or income with respect to the influence of celebrity endorsement on brand recognition. That shows Saudi who have their income level in working class were influenced by celebrity endorsement on brand recognition more than Saudi who their income level in middle class. This could be because Saudi working class as they work in different jobs and they find a specific time for social media to read the news and look at products advertised by celebrities. Also, these people in the working class aspire to make their life same to middle class life, and celebrity advertisement tells them what that life could be.

There was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision, which shows Saudi females were influenced by celebrity endorsement on purchase decision more than male. Saudis females think celebrity endorsement on social media is the best way to find all information about the brands or products. As some celebrity mention to her/his fans had used the brands or products and was helpful to her/him, and he/she want transport brands or products to his/her fans for their benefit. By this way celebrity able to change their fans attitude about these brands or products.

There was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision, which shows Saudis young was influenced by celebrity endorsement on purchase decision more than young mature. In this period in Saudi Arabian society, young people were the most significant majority who spend more time on social media, and they were influenced by celebrity endorsement on social media. The young people do not have that much experience to be knowledgeable about celebrity strategies that they use it to persuade young people. That

changed young people purchase decision about brands or products that was endorsed by a celebrity.

Additionally, there was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision, which shows Saudis who study in college was influenced by celebrity endorsement on purchase decision more than Saudis who study in school. Saudis who study in college have a good knowledge and experience to understand celebrity endorsement. They change their own purchase decision in some case in some season such as Black Friday or other deals. These deals show attractive prices such as buy one get one free.

Furthermore, there was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision, which shows Saudis who live in the United States of America was influenced by celebrity endorsement on purchase decision more than Saudis who live in the kingdom of Saudi Arabia. Community and new culture play an important role for Saudis who live in the United States of America in multiple ways. First, celebrity strategies in advertisements are different than Saudis celebrities, and American celebrity advertisements are strong in the U.S by the strategies that they use. Second, the brands and products prices cheaper than Saudi Arabia. Third, the most common companies and official stores in the U.S such as Nike, Tommy Hilfiger, Pink, and Sephora are not available in Saudi Arabia. All these factors play a strong role in Saudis who live in the United States of America to change their own purchase decision.

Also, there was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision, which shows Saudis students

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were influenced by celebrity endorsement on purchase decision more than non-students. Saudi students spend more time on social media watching celebrity endorsement for brands and products than non-students. This high level of exposure, allows for more influence by celebrity endorsement, and apportant change their purchase decision. Non-students who spend a short time on social media because they busy with their jobs and other responsibilities apportant to be as influenced. This subject exposure to celebrity message has a strong impact on purchase decision.

There was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision. That shows Saudis singles were influenced by celebrity endorsement on purchase decision more than marrieds. Saudi singles spend more time on social media watch celebrity endorsement for brands and products influenced by celebrity endorsement, and they appear to be impacts purchase decisions. Marrieds Saudis spend a less time on social media because they busy with their living children and other responsibilities.

Furthermore, there was a significant difference across demographics with respect to the influence of celebrity endorsement on a purchase decision. Saudis working class reported higher level of influence by celebrity endorsement on purchase decision more than Saudis who their income level in middle class. Saudis who their income level in working class struggle and strive to feed themselves they are from the middle class. They buy what people in middle class buy, despite their income is limited, but they seek to make their lives as people who from the middle class. That makes them influence by celebrity endorsement to change their own purchase decision.

There was a non-significant difference across demographics with respect to the influence of celebrity endorsement on a support a cause demonstrate Saudi culture and Saudi societies were governor and Saudis kept their habits and traditions. They cannot support any cause on social media except the positive things that have benefits for Saudi culture and Saudi society. For example, they support royal orders that allow women to drive and they support vision 2030, which aims at economic, cultural and social development.

There was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. That shows Saudis females was influenced by celebrity endorsement on celebrity influence more than male. In Saudi Arabia society females are likes to know what is new in the in fashion on universal. Than Saudis females spend more time on social media watch celebrity endorsement for brands, products, and cosmetic surgery. That makes them more what makes them more likely to influence by celebrity influence that they offer it on social media.

There was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. That shows Saudis young was influenced by celebrity endorsement on celebrity influence more than young mature. Young people in Saudi Arabia spend more time on social media watch celebrity endorsement for brands, products, and other advertising, but they influence by celebrity influence that they offer it on social media. Because they do not have a good knowledge and experience to understand strategies of celebrity endorsement on social media.

In another aspect, there was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. Saudis who

study in college were influenced by celebrity endorsement on celebrity influence more than Saudis who study in school. Saudis who study in college have a good knowledge and experience to understand celebrity endorsement. But they influence by celebrity endorsement for brands, products and other advertising that celebrity offer it on social media. Advertisement and deals that offered by celebrities on social media influence on Saudis who study in college.

Furthermore, there was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. Saudis who live in the United State of America was influenced by celebrity endorsement on celebrity influence more than Saudis who live in the kingdom of Saudi Arabia. There were many celebrity's influences offer on social media that influence on Saudis who live in the United State of America, which were new community, new culture, American celebrity advertisements strategies different than Saudis celebrity advertisements strategies, and common companies and official stores in U.S such as Nike, Tommy Hilfiger, Pink, and Sephora is not available in Saudi Arabia.

Also, there was a non-significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. Saudis students and non-students were not influenced by celebrity endorsement for brands, products and other advertising that celebrity offer it on social media. That reflects they have right knowledge and experience to understand celebrity endorsement strategies and they will not influence any kind of celebrity endorsement.

On the other hand, there was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. Saudis singles

were influenced by celebrity endorsement on celebrity influence more than marrieds. There were celebrity's influences offer on social media that effect on Saudis singles who spend more time on social media watch celebrity endorsement for brands and products.

Furthermore, there was a significant difference across demographics with respect to the influence of celebrity endorsement on celebrity influence. Saudis who their income level in working class was influenced by celebrity endorsement on celebrity influence more than Saudis who their income level in middle class. Saudis who their income level in working was affected by celebrity influence and celebrity endorsement for brands, products and other advertising that celebrity offer it on social media. The following set of hypotheses were framed to test how merely following a celebrity predicts the influence of endorsement on brand recognition, purchase decision, support for cause, and overall celebrity influence.

H1A: Following celebrity on social media is a significant predictor of brand recognition.

The hypothesis was supported. The following celebrity on social media is a significant predictor of brand recognition. There were many Saudis user of social media applications who are followers of celebrity on social media. There was a correlation between celebrity endorsements and brand recognition by celebrity's fans, which reflects a strong relationship between Saudis celebrity and their fans on social media.

H1B: Following celebrity on social media is a significant predictor of purchase decision.

The hypothesis was supported. The following celebrity on social media is a significant predictor of a purchase decision. There were many Saudis users of social

media applications they have followed a celebrity on social media, which show celebrities are able to influence their fans purchase decision. There was a correlation between celebrities' endorsements for brands, products and other advertising that they offer on social media to their fans. This again reflects a strong relationship between Saudis celebrity and their fans on social media.

H1C: Following celebrity on social media is a significant predictor of support a cause.

The hypothesis was supported. The following celebrity on social media is a significant predictor of support a cause. This shows celebrities can persuade their fans to support a cause. There was a correlation between celebrities' support for environmental and social causes on social media and their fans, which reflects a good relationship between celebrities and their fans on social media in Saudi Arabia.

H1D: Following celebrity on social media is a significant predictor of overall celebrity influence on respondent's behavior (brand recognition, purchase decision and support a cause).

The hypothesis was supported. The following celebrity on social media is a significant predictor of overall celebrity influence, which was a computed measure that included brand recognition, purchase decision and support a cause. This means that on the overall celebrity endorsements on social media have a strong influence in Saudi Arabian society.

Credibility Influence

These set of hypotheses are drawn from previous literature and test the how the credibility (attractiveness, trustworthiness, and expertise) of a celebrity predicts the

influence of endorsement on brand recognition, purchase decision, support for cause, and overall celebrity influence (brand recognition, purchase decision and support a cause).

H2A: Credibility is a significant predictor of influence of celebrity endorsement on brand recognition.

The hypothesis was supported. However, credibility negatively influences celebrity endorsement on brand recognition. There is a negative relationship between attitudes on credibility and influence of celebrity endorsement. That is if Saudis think the credibility of celebrities endorsing a product on social media is important they were less likely to be influenced by the endorsement. Shows celebrities who have higher credibility (attractiveness, trustworthiness, and expertise) may able to influence their fans on social media to recognize brands. If celebrities don't have higher credibility (attractiveness, trustworthiness, and expertise), they may not be able to influence their fans on social media to recognize brands.

H2B: Credibility is a significant predictor of influence of celebrity endorsement on purchase decision.

The hypothesis has negatively supported the credibility of the influence of celebrity endorsement on a purchase decision. There was negatively a significant influence on respondents by celebrity endorsement on a purchase decision. The credibility of celebrity was an influence on some of the respondents that who follow a celebrity on social media. Some celebrities who have a good quality of credibility (attractiveness, trustworthiness, and expertise) may able to influence on celebrity fans on social media to change their own purchase decision. Other celebrity who don't have

qualities of credibility (attractiveness, trustworthiness, and expertise) may not be able to influence on celebrity fans to change their own purchase decision.

H2C: Credibility is a significant predictor of influence of celebrity endorsement on support a cause.

The hypothesis has negatively supported the credibility of the influence of celebrity endorsement on a support a cause. There was negatively a significant influence on respondents by celebrity endorsement on a support a cause. The credibility of celebrity was influenced by some of the respondents that who follow a celebrity on social media. That show some celebrities who have a good quality of credibility (attractiveness, trustworthiness, and expertise) may able to influence on celebrity fans on social media to support environmental or social a cause. Other celebrity who don't have qualities of credibility (attractiveness, trustworthiness, and expertise) may not be able to influence on celebrity fans to support environmental or social a cause.

H2D: Credibility is a significant predictor of influence of celebrity endorsement on overall (brand recognition, purchase decision and support a cause). Influence on respondents behavior.

The hypothesis has negatively supported the credibility of the influence of celebrity endorsement on celebrity influence. There was negatively a significant influence on respondents by celebrity endorsement on celebrity influence. The credibility of celebrity was an influence on some of the respondents behavior that who follow a celebrity on social media. That show some celebrities who have a good quality of credibility (attractiveness, trustworthiness, and expertise) may be able to influence on celebrity fans on social media to recognize products and brands, change their own

purchase decision, support environmental or social a cause, and influence by other celebrity influences. Other celebrity who don't have qualities of credibility (attractiveness, trustworthiness, and expertise) may not be able to influence on celebrity fans to recognize products and brands, change their own purchase decision, support environmental or social a cause, and influence by other celebrity influences.

RQ2: What is the direction of influence of respondents attitudes on importance varices factors on perceived influence on brand recognition, purchase decision, support a cause, and overall celebrity influence (brand recognition, purchase decision, and support a cause)?

The direction of influence of respondents' attitudes on the credibility of celebrity endorsement to brand recognition, purchase decision, support a cause, and overall celebrity influence were important to respondents in this study. The respondent's attitudes on credibility scale "Attractiveness," "Trustworthiness," and "Expertise" reflects respondents tend to be influenced by celebrities who they think are "Attractive," "Trustworthy," and have "Expertise." The respondents follow many celebrities who have the qualities of attractive, which makes them able to excite them. The celebrities who are classy and elegant, are more influential.

The respondents follow many celebrities who have the qualities of trust such dependable, honest, reliable, sincere, and trustworthy, which makes it possible for a celebrity to influence their fans on social media. The qualities of trustworthiness create a good relationship between celebrity and their fans on social media. The respondents follow celebrities who have the qualities of expertise such expert, experienced, knowledgeable, qualified, and skilled, which makes the celebrities influence their fans on social media.

There were respondents who influenced by celebrity endorsement and brand recognition, purchase decision, and support of cause. Those respondents follow celebrities who have the qualities of trustworthiness. The respondents follow many celebrities who have the qualities of

trust such dependable, honest, reliable, sincere, and trustworthy, which makes celebrity able to excite their fans on social media. The qualities of trustworthiness had created a good relationship between celebrity and their fans on social media. Furthermore, there were respondents who influenced by celebrity endorsement and brand recognition, purchase decision, and support of cause. Those respondents follow celebrities who have the qualities of expertise. The respondents follow celebrities who have the qualities of expertise such expert, experienced, knowledgeable, qualified, and skilled, which makes celebrity able to excite their fans on social media. The qualities of expertise had created a good relationship between celebrity and their fans on social media.

Other Factors Influence

RQ3: How important is respondents attitudes on importance of attributes of social media on influence of celebrity?

Product match in celebrity endorsement was negatively important for respondents in this study. This was important because respondents were dissatisfied with some celebrities who offered products that had nothing to do with their profession or profession. Some celebrities endorsed products that had nothing to do with their own area of work. For example, some celebrities who spent their life in movies endorsed sports products. The other example is famous for spending her life in the field of trade, providing makeup and offering other advertisements about women's beauty and cosmetic operations. When there is product match, the celebrities are more likely to be influential. For example, when a famous athlete endorses running shoes, he or she is more likely to be influential.

Social identity was important for some respondents in this study. For example, some respondents it was important to know the religion of celebrities that they follow on

social media. However, gender, nationality, and clan were not so important to them. Today Saudi society and culture are witnessing great openness and development. This reflects the fact that Saudi social media users do not have a problem with celebrities. Also, there were many of respondents who follow celebrities from different countries, different languages, different colors, and different religions.

Social media engagement was not important for brand recognition but was important for purchase decision, support cause and overall celebrity influence for respondents in this study because they feel celebrity care about them reflected their interest in the publication their brands, products and other advertisings on social media. Some celebrities have a good relationship with their fans such as exchange messages with them to answer their questions and comments. Reverse than other celebrities who do not care about messages, questions, and comments of their fans and they do not respond to them. Some respondents click the like button and comment for celebrities on social media applications.

Social media activity was not important in brand recognition and purchase decision but was significant in support a cause and overall celebrity influence for respondents in this study. Almost 90% of respondents had Twitter, Instagram, Snapchat, and WhatsApp. Except for Facebook, practically 55% of respondents had an account on it. Social media offer for celebrity and their fans shared photos, videos, posts, and comments on the photos, posts, updates, videos and links shared by others. Also, Social media help celebrity to endorse their brands, products and other advertisings for free. Social media applications were created a strong correlation between Saudis celebrity and their fans on social media.

Use of a smartphone was not a significant for brand recognition, purchase decision, support a cause, and overall celebrity influence for respondents in this study while 99% from respondents have a smartphone. They spend more than four hours every day on smartphone watch celebrity endorsement on social media for brands, products, and other advertising. The smartphone contributes a large part that availability of social media applications that connect celebrities and their fans. That created a good relationship between Saudis celebrity and their fans on social media.

Conclusion

This study of factors influencing the efficacy of celebrity endorsement in Saudi Arabia was developed from previous studies that done by Ohanian (1990) and Pornpitakpan (2003 b). The Ohanian (1990) study had developed credibility scale for measuring celebrity endorsers' by measuring perceived expertise, trustworthiness, and attractiveness. After two exploratory and two confirmatory samples, the scale was tested for intention to purchase and perception of quality of the products being used. The resulting scale demonstrated high reliability and validity. The study was done in the United States of America with college students. The Pornpitakpan (2003 b) replicated the study in Singapore by using four Chinese celebrities as stimuli and 880 Singaporean undergraduate's students. Pornpitakpan conformed the reliability of celebrity endorsers' credibility scale, which Ohanian (1990) developed from American samples. His results showed that the credibility scale was fitted well in the Singaporean context.

This study of factors influencing the efficacy of celebrity endorsement in Saudi Arabia applied credibility scale of Ohanian (1990) in Saudi Arabia. The sample included 911 respondents who use social media applications and follow celebrities on social

media. The study relied on snowball method to recruit participants on social media applications such as WhatsApp, Instagram, Sanachat, Facebook, and Tweeter. The results show that credibility scale was fitted well in Saudi Arabia data as well. Many factors were significant in the analyses done by compering of means and liner regression.

This study was an important investigation in the context of Saudi Arabia because social media has emerged as a very compelling medium. On social media people express their views and they spend more time on social media looking for celebrity endorsements or brands and advertisements. The study shows that Saudis who spend time on social media read news or watch other contents are influenced by celebrity endorsement. Celebrity in Saudi Arabia plays a strong role in brand recognition, purchase decision, supporting a cause, and advertisement. One of the key finding of the study is that for celebrities to have an influence on brand recognition, purchase decision, support a cause, and overall, celebrity influence they must be credible in eyes of Saudis. That is if a respondent thinks credibility is important than the influence of celebrity is less likely.

There were statistical negative significant, which show, product match-up, self-disclosure, social Identity, and credibility were increases when brand recognition decreases. Farther, social media engagement, social media activity, product match-up, self-disclosure, social Identity, credibility were increases when purchase decision decreases. Also, location, social media engagement, social media activity, self-disclosure, social Identity, and credibility were increases when support a cause decreases. As, social media engagement, social media activity, product match-up, self-disclosure, social Identity, and credibility were increases when celebrity influence decreases.

The Kingdom of Saudi Arabia today lives in social and cultural openness, which was consistent with the Saudi vision 2030 that adopted by the Crown Prince Mohammed bin Salman. This openness helped Saudis used social media to have a good relationship with celebrity on social media. Saudis who follow a celebrity on their social media many of them were females, young, Saudis who study in college, students, singles, and Saudis who their income fell in working class. There were people who spend more than four hours every day on social media.

This study found that females are more influenced then meals by celebrity endorsement. This can be explained by the following reasons. First, the married females receive money from her husband, and she can study, work, or she could stay in the home and take care of her kids. So, the married Saudi women are not forced to work and get money. According to Learning English (2018) "Rihanna and other personalities like Kim Kardashian, who experiment with their looks, are well-known in Saudi Arabia. A lot of Saudi women follow them on social media websites like Instagram and Snapchat. In another hand, Najla Sultan bin Awwad she started working for the first time last year at Sephora. She is excited about sales of Rihanna's makeup products in Saudi Arabia. Rihanna, known for her hit songs and fearless spirit, is popular among Saudi women. Many are expected to buy her new makeup, called "Fenty." Furthermore, most women who don't work, they spend most of their time on social media which make them have a good relationship with their celebrity and lookup for new celebrity endorser for brands and advertisements on social media.

The study found that young adults, Saudis who study in college, students are more influenced by celebrity endorsement. These can be explained by the following reasons.

Saudis who are young, study in college, students they receive monthly aid from schools and colleges and do not have to pay tuition because public schools are free. The most of them have a source of their income even if from the government or their parents or others. Also, Saudis who their income in working class. They work and receive financial aid from the social service. According to You Gov (2016) "Saudis in Saudi Arabia spend approximately five hours a day using social media on average, and 30% have six to 10 applications installed on their smartphone according to new research. The findings, captured amongst over 4,000 residents in Saudi Arabia, revealed that the time spent on social media varies depending on age group. Young users (aged 18-35) spend from two to six hours per day, while older users (aged 36-55) spend 30 minutes to two hours per day. Most Saudis use WhatsApp the most regularly (several times a week) (58%), followed by Instagram (56%), Twitter (38%), and Snapchat (27%)." That makes them have a good relationship with their celebrity on social media and spend a long time on social media watch celebrity endorsers for brands and advertisements.

Relevance of the Study for Advertising Industry in Saudi Arabia

The politics of advertising industry in Saudi Arabia is a strong factor for many companies that used celebrity to endorse products and brands. That consider celebrity endorsement was influenced on females, young, Saudis who study in college, students, singles, and Saudis who their income fell in working class on brand recognition, purchase decision, and support a cause. Also, social media engagement was paramount for celebrity and their followers on the purchase decision, support cause and overall celebrity influence on social media because celebrities have a good relationship with their fans such as exchange messages with them to answer their questions and comments.

Furthermore, the credibility of celebrity endorsement was negative important for Saudis who less influence and Saudis who not important they are a more likely influence. Another hand, Saudi celebrities cannot support any cause such as political cause or causes that affect the policy of Saudi Arabia, but Saudi celebrities can support the positive cause such as volunteers work and support economic and cultural projects like the vision of Saudi Arabia 2030 such as the project of economic and entertainment cities such as six flags, universal, etc.

Relevance of Saudi Arabia

Today advertising industry in Saudi Arabia plays important among Saudi society which occupied by all types of celebrities. Which made celebrities in recent years the most influential factor that able to authenticate the products and disseminate on social media. And there were ordinary people and became celebrities and advertisers on the means of social communication, which made them become one of the richest classes in society. These people are not qualified and do not have the experience to submit advertisements and they are making ads in their own domain. Also, they influenced their followers on brand recognition, purchase decision, and support a cause. These factors were the purpose of this research to verify how these factors affect the Saudi society.

Limitation Research

The sample could have been more diverse on demographics that included more people from Saudi Arabia from the different age 15 to 55years, the various social group of clans, different religious fiats, and all the geographic region of Saudi Arabia it's important to note that in the sample. That included respondents from urban dwellers and village dwellers from north, east, west, south, and big cities in the middle of Saudi Arabia

such as Riyad, jeddah, and Dammam. Furthermore, to confirm the findings experiment rather than an online survey could have established cause and effect relationship. The study could have tested influence of different celebrities who are popular on social media. The study will test relationship between evaluation of top Saudi celebrities on credibility and their influence in Saudi Arabian society. Additionally, the study could have focused on strategies celebrities use in endorsing brands or support environmental or social cause.

Future Research

Future research may test the scale with different nationalities around the world with the scale being translated into the respondents' native language. Research can build upon this study by showing a cause and effect of social media when people spend more time on social media watching celebrity endorse brands or support environmental or social a cause. This can be done by persuading people who spend more time on social media to participate in experimental studies. This research recommends examining multiple assessments of social media app behavior use by identifying other attributes or characteristics that decrease the risk of engaging in spending more time on social media watching celebrity endorse brands or support environmental or social a cause.

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Informed Consent

Dear Participant:

My name is Ibrahim Qabur. I am a student in the School of Communication at Cleveland State University. I am working on a research project with Dr. Anup Kumar in the School of Communication. I am requesting your participation in my research. If you have any questions, you may contact me or Dr. Kumar at +1216-687-4642.

This is a study about influence of celebrities on social media in Saudi Arabia. If you decide to participate in this study, you will be asked to take an online survey. The survey will take about 20 minutes to complete.

There are no direct benefits to your participation. The risks are minimum and not greater that you may come across in daily living. You are free to not answer any of the questions. You may withdraw from this study at any time without penalty.

There may be slight risk associated with maintaining confidentiality. Giving your name is optional. Your name will not be used in any way in this research. Any report of results will be in the aggregate without identifying individual participants.

Please read the following: "**I understand that if I have any questions about my rights as a research subject, I can contact the Cleveland State University Institutional Review Board at +1216-687-3630.**"

By checking the box below, you voluntarily give your consent to participate in this research, and that you are at least 19 years of age.

Informed Consent

☐
Date_____
Name (optional)_____

Cleveland State University

engagedlearning

2/9/2018

To Whom It May Concern:

Ibrahim Qabur is conducting a study entitled "Factor Influencing Efficacy of Celebrity Endorsement in Saudi Arabia" under the guidance of Dr. Anup Kumar, Associate Professor in the School of Communication, Director Graduate Program. I have reviewed the English-Arabic translation of the questionnaire needed to conduct this study. I am an Associate Professor of Arabic at CSU and after careful review of the translation of the questionnaire from the English language to the Arabic language and I certify it is accurate.

Sincerely,

Dr. Abed el-Rahman Tayyara
Associate Professor of Arabic and Middle Eastern Studies
Cleveland State University
Department of Modern Languages
2121 Euclid Avenue, RT 1606
Cleveland, OH 441155-2214
Email: a.tayyara@csuohio.edu
Tel. 216-687-5138

APPENDIX C

Cleveland State University
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To Whom It May Concern:

This certificate with reference to a study being conducted by Ibrahim Qabur under the guidance of Dr. Anup Kumar, Associate Professor in the School of Communication, Director Graduate Program. The study is titled factor influencing efficacy of celebrity endorsement in Saudi Arabia.

I certify that the translation of the survey instrument from the English language to the Arabic language is accurate to the best of my knowledge.

2/7/2018

Ramez Islambouli

Professor of Arabic and Islamic Studies

Case Western Reserve University/Cleveland State University

FACTOR INFLUENCING EFFICACY OF CELEBRITY ENDORSEMENT IN SAUDI ARABIA
ENGLISH VERSION

Demographic

1. Gender?
   o   Male

   o   Female

2. How old are you?
   o   18-22

   o   23-26

   o   27-35

   o   35 or above

3. What is your marital status?
   o   Single

   o   Married

   o   Divorced

   o   Widow

   o   Widower

4. What is your highest level of education?
   o   Middle school

   o   High school

   o   Undergraduate

   o   Graduate

5. What is your occupation?
   o   Student

   o   Unemployed

   o   Employed

o   Retired

6. How would you describe yourself?
   o   Saudi student in the United States.

   o   Saudi student in Saudi Arabia.

   o   Saudi national working in Saudi Arabia.

   o   Saudi national working in United States.

   o   Other.

7. What is your income level monthly in Saudi Riyal?

   o   Between SR1,000 to SR5,000

   o   Between SR10,000 to SR20,000

   o   Between SR 21,000 to SR30,000

   o   Between SR31,000 to SR40,000

   o   SR 40,000 and above

Media Use

8. How often do you read newspapers or news website?

   o   Never

   o   Monthly

   o   Weekly

   o   Two to three times a week

   o   Daily

9. How many hours do you watch television daily?
   o   Never

   o   Less than 1 hour

   o   1-2 hours

  o 3-4 hours

  o More than 4 hours

10. How much video contents do you watch on the Internet weekly?
  o Never

  o Less than 1 hour

  o 1-2 hours

  o 3-4 hours

  o More than 4 hours

11. Do you have a smartphone?
  o Yes

  o No

12. What the other device do you use?
  o Desktop

  o Tablet (iPad or Android)

  o Laptop

13. How many hours do you read or watch media content on your smartphone daily?
  o Never

  o Less than 1 hour

  o 1-2 hours

  o 3-4 hours

  o More than 4 hours

14. Do you have a Twitter account?
  o Yes

  o No

15. Do you have Instagram account?
  o Yes

o No

16. Do you have WhatsApp account?
   o Yes

   o No

17. Do you have a Facebook account?
   o Yes

   o No

18. Do you have Snapchat account?
   o Yes

   o No

19. How often do you check your social media accounts?
   o Occasionally

   o Weekly

   o Three or four times a week

   o Once or twice daily

   o Multiple times daily

20. How would you describe your social media activity?
   o Very active

   o Active

   o Moderately active

   o Less active

   o Not active

Follow Celebrity on Social Media

21. Do you follow celebrities on social media?
   o Yes

   o No

22. Do you follow music celebrities on social media?
- o Yes

- o No

23. Do you follow film and television celebrities on social media?
- o Yes

- o No

24. Do you follow sports celebrities on social media?
- o Yes

- o No

25. Do you follow celebrity models on social media?
- o Yes

- o No

26. Do you follow writers/authors on social media?
- o Yes

- o No

27. Do you follow popular religious speakers on social media?
- o Yes

- o No

28. Do you follow celebrities who are primarily created because of their following on social media?
- o Yes

- o No

29. What attracts you more: Celebrity endorsed advertisements or non-celebrity advertisements?
- o Celebrity endorsed advertisements

- o Non-celebrity advertisements

30. I am more likely to buy brand products that have been endorsed by celebrities than non-celebrity endorsements.
- o Disagree

o Slightly disagree

o Not sure

o Slightly agree

o Agree

31. Does the presence of celebrities help you recognize the brand?
o Disagree

o Slightly disagree

o Not sure

o Slightly agree

o Agree

32. How influential to a purchase decision do you think celebrity endorsement is?
o Not at all influential

o Less influential

o Somewhat influential

o Influential

o Very influential

33. How often you come across celebrity endorsements?
o In Store

o Online websites

o Social Media

o Magazines

o Newspapers

Celebrity Endorsed Product and Brand

34. I trust brands that are endorsed by a celebrity more than those that aren't.
o Disagree

o Slightly disagree

- o Not sure

- o Slightly agree

- o Agree

35. How much do Celebrity Endorsed products appeal to you?

- o Not at all

- o Not so much

- o Somewhat

- o Very much

- o Extremely

Credibility Scale

Attractiveness

36. How important is physical attractiveness of a celebrity who endorses a product or a
cause for you?
- o Not important at all

- o Less important

- o Somewhat important

- o Important

- o Very important

37. As a consumer, do you consider the likeability of the celebrity as an influential factor

when making a purchase decision?

- o Doesn't make a difference at all

- o Doesn't make a difference

- o Slightly influential

- o Influential

o Highly influential

38. How important is it for you that a celebrity you follow is attractive?

o   Not important at all

o Less important

o Somewhat important

o Important

o Very important

39. How important is it for you that a celebrity you follow is classy?

o Not important at all

o Less important

o Somewhat important

o Important

o Very important

40. How important is it for you that a celebrity you follow is handsome/beautiful?

o Not important at all

o Less important

o Somewhat important

o Important

o Very important

41. How important is it for you that a celebrity you follow is elegant?

o Not important at all

o Less important

o Somewhat important

- o   Important
- o   Very important

42. How important is it for you that a celebrity you follow is sexy?

- o   Not important at all
- o   Less important
- o   Somewhat important
- o   Important
- o   Very important

Trustworthiness

43. How important is it for you that a celebrity you follow is dependable?

- o   Not important at all
- o   Less important
- o   Somewhat important
- o   Important
- o   Very important

44. How important is it for you that a celebrity you follow is honest?

- o   Not important at all
- o   Less important
- o   Somewhat important
- o   Important
- o   Very important

45. How important is it for you that a celebrity you follow is reliable?

- o   Not important at all

o   Less important

o   Somewhat important

o   Important

o   Very important

46. How important is it for you that a celebrity you follow is sincere?

o   Not important at all

o   Less important

o   Somewhat important

o   Important

o   Very important

47. How important is it for you that a celebrity you follow is trustworthy?

o   Not important at all

o   Less important

o   Somewhat important

o   Important

o   Very important

Expertise

48. How important is it for you that a celebrity you follow is expert?

o   Not important at all

o   Less important

o   Somewhat important

o   Important

o   Very important

49. How important is it for you that a celebrity you follow is experienced?

- o Not important at all

- o Less important

- o Somewhat important

- o Important

- o Very important

50. How important is it for you that a celebrity you follow is knowledgeable?

- o Not important at all

- o Less important

- o Somewhat important

- o Important

- o Very important

51. How important is it for you that a celebrity you follow is qualified?

- o Not important at all

- o Less important

- o Somewhat important

- o Important

- o Very important

52. How important is it for you that a celebrity you follow is skilled?

- o Not important at all

- o Less important

- o Somewhat important

- o Important

o Very important

Product-Match up

53. How important is it for you that a celebrity endorse a product in her/his chosen occupation?
    o Not important at all

    o Less important

    o Somewhat important

    o Important

    o Very important

54. How is it important for you to purchase the product, if promoted by your favorite celebrity?
    o Not important at all

    o Less important

    o Somewhat important

    o Important

    o Very important

55. How is it important for you to purchase brands endorsed by celebrities?
    o Not important at all

    o Less important

    o Somewhat important

    o Important

    o Very important

Self-Disclosure

56. How important is it for you to learn more about your favorite celebrity personal life?
    o Not important at all

    o Less important

    o Somewhat important

o Important

o Very important

57. Some celebrities regularly share information about their personal life, how important is it for you?
   o Not important at all

   o Less important

   o Somewhat important

   o Important

   o Very important

58. Some celebrities regularly share information about their family, how important is it for you?
   o Not important at all

   o Less important

   o Somewhat important

   o Important

   o Very important

Social Identity

59. How important is the gender the celebrity you follow?

   o Not important at all

   o Less important

   o Somewhat important

   o Important

   o Very important

60. How important is the nationality of the celebrity you follow?

   o Not important at all

- Less important

- Somewhat important

- Important

- Very important

61. How important is the religion of the celebrity you follow?

- Not important at all

- Less important

- Somewhat important

- Important

- Very important

62. How important is tribe or clan of the celebrity you follow?

- Not important at all

- Less important

- Somewhat important

- Important

- Very important

Two-Way Communication

63. How often do you encounter celebrity endorsement in your social media feed?
- Never

- Quarterly

- Monthly

- Weekly

- Daily

64. How important is engagement or comment on social media for you?

o Not important at all

o Less important

o Somewhat important

o Important

o Very important

65. How important is it for you that a celebrity you follow responds/ replies to your comment on his/her social media account?
   o Not important at all

   o Less important

   o Somewhat important

   o Important

   o Very important

66. How often do you click the like button on social media feed of the celebrities?
   o Never

   o Less often

   o Somewhat

   o Often

   o Very often

67. How often do you comment on social media feed of the celebrities?

   o Never

   o Less often

   o Somewhat

   o Often

   o Very often

Name of Celebrities

68. Who are your top three celebrities that you follow on social media?

    ☐. Mohammed Al Arifi

    ☐. Ahmed Al Shuqairi

    ☐. Model Roz

    ☐. Tareq Al Harbi

    ☐. Afnan Al Batel

    ☐. Sheme

    ☐. Lojain Omran

    ☐. Ibrahim Basha

    ☐. Darin Al Bayed

    ☐. Abdallah Alsabe

69. Who is your favorite celebrity?

| |
| |

Purchase Decision

70. How important is the relevance of the celebrity to the product is influential when making a purchase decision?
- o Not important at all

- o Less important

- o Somewhat important

- o Important

- o Very important

71. How is it important for you "Negative Publicity" about a celebrity to influence your purchase decision?
- o Not important at all

o Less important

o Somewhat important

o Important

o Very important

Support Cause

72. How important are you to support a cause by a celebrity?
o Not important at all

o Less important

o Somewhat important

o Important

o Very important

73. How important is a celebrity lifestyle for support an environmental case?

o Not important at all

o Less important

o Somewhat important

o Important

o Very important

74. How important is a celebrity's political belief for supporting a political case?
o Not important at all

o Less important

o Somewhat important

o Important

o Very important

عامل تأثير فعالية المشاهير في المملكة العربية السعودية
النسخة العربية

المعلومات الشخصية

1. الجنس؟

o ذكر

o أنثى

2. كم عمرك؟

o 18-22

o 23-26

o 27-35

o 35 أو أعلى

3. ما هي حالتك الاجتماعية؟

o أعزب /عزباء

o متزوج/ة

o مطلق/ة

o أرمل/ة

4. ما هو مستواك التعليمي؟

o متوسط

o ثانوي

o بكالوريوس

o دراسات عليا

5. ما هي مهنتك؟
o طالب

o عاطل عن العمل

o موظف

o متقاعد

6. كيف تصف نفسك؟
o طالب سعودي في الولايات المتحدة

o طالب سعودي في المملكة العربية السعودية

o مواطن سعودي يعمل في المملكة العربية السعودية

o مواطن سعودي يعمل في الولايات المتحدة

o أخرى

7. ما هو مستوى دخلك بالريال السعودي؟
o 1000 إلى 5 ألف ريال

o 10 ألف ريال إلى 20ألف ريال

o 21 ألف ريال إلى 30 ألف ريال

o 31 ألف ريال إلى 40 ألف ريال

o 41 ريال فما فوق

استخدام الوسائط

8. كم غالباً تقرأ الصحف أو الأخبار على مواقع الإنترنت؟
o لا أقرأ على الإطلاق

o شهريًا

o أسبوعيًا

o مرتين إلى ثلاث مرات في الأسبوع

o يوميًا

9. كم عدد الساعات التي تشاهد فيها التلفزيون يومياً ؟
o لا أشاهده على الإطلاق

o أقل من ساعة واحدة

o ساعتان

o 3 - 4 ساعات

o أكثر من 4 ساعات

10. كم عدد الساعات التي تشاهد فيها مقاطع الفيديو على الإنترنت في اليوم؟

o لا أشاهده على الإطلاق

o أقل من ساعة واحدة

o ساعتان

o 3 - 4 ساعات

o أكثر من 4 ساعات

11. هل لديك هاتف ذكي؟

o نعم

o لا

12. ما الجهاز الآخر الذي تستخدمه؟

o كمبيوتر مكتبي

o الأجهزة اللوحيه (أيباد أو أندرو يد)

o كمبيوتر محمول

13. كم ساعة في اليوم تقرأ أو تشاهد محتويات الوسائط على الهاتف الذكي الخاص بك ؟

o أبدا

o أقل من 1 ساعة

o 1-2 ساعات

o 3-4 ساعات

o أكثر من 4 ساعات

14. هل لديك حساب تويتر؟

○ نعم

○ لا

15. هل لديك حساب إنستغرام؟

○ نعم

○ لا

16. هل لديك حساب واتس أب؟

○ نعم

○ لا

17. هل لديك حساب فيس بوك؟

○ نعم

○ لا

18. هل لديك حساب سناب شات؟

○ نعم

○ لا

19. كم مرة تتحقق من حساباتك في وسائل التواصل الاجتماعي؟

○ عدة مرات يوميًا

○ مرة أو مرتين يوميًا

○ ثلاث أو أربع مرات في الأسبوع

○ أسبوعيًا

○ من حين إلى أخر

20. كيف تصف نشاطك على وسائل التواصل الاجتماعي ؟

○ نشيط جدا

○ نشيط

o نشيط بشكل معتدل

o اقل نشاطًا

o غير فعال

المتابعة على شبكات التواصل الاجتماعية

21. هل تتابع المشاهير على وسائل التواصل الاجتماعي ؟

o نعم

o لا

22. هل تتابع مشاهير الموسيقى على وسائل التواصل الاجتماعي ؟

o نعم

o لا

23. هل تتابع مشاهير الأفلام والتلفزيون على وسائل التواصل الاجتماعي ؟

o نعم

o لا

24. هل تتابع مشاهير الرياضة على وسائل التواصل الاجتماعي ؟

o نعم

o لا

25. هل تتابع عارضين وعارضات الأزياء المشاهير على وسائل التواصل الاجتماعي ؟

o نعم

o لا

26. هل تتابع الكتاب و المؤلفين على وسائل التواصل الاجتماعي ؟

o نعم

o لا

27. هل تتابع علماء الدين المشهورين على وسائل التواصل الاجتماعي ؟

o   نعم

o   لا

28. هل تتابع المشاهير الذين اشتهروا بواسطة وسائل التواصل الاجتماعي ؟

o   نعم

o   لا

29. ما الذي يجذبك أكثر: إعلانات المشاهير أو إعلانات غير المشاهير؟

o   إعلانات المشاهير

o   إعلانات غير المشاهير

30. أنا أكثر عرضة لشراء المنتجات و الماركات التي صادق عليها المشاهير أكثر من التي لم يصادق عليها

المشاهير.

o   أوافق

o   أوافق قليًلا

o   غير متأكد

o   لا أوافق قليًلا

o   أعارض

31. هل وجود المشاهير يساعدك على التعرف على العلامة التجارية؟

o   أوافق

o   أوافق قليًلا

o   غير متأكد

o   لا أوافق قليًلا

o   أعارض

32. ما مدى تأثير قرار الشراء على تأييد المشاهير بإعتقادك؟

o   مؤثرة جدا

○   مؤثر

○   مؤثر إلى حد ما

○   ليس مؤثراً

○   ليس مؤثراً على الإطلاق

33. كيف غالبا ترى إعلانات المشاهير؟

○   في المتجر

○   المواقع الإلكترونية

○   وسائل الأعلام الاجتماعية

○   المجلات

المصداقية

34. أنا أثق بالماركات التي يتم اعتمادها من قبل المشاهير أكثر من تلك التي ليست معتمده من قبل المشاهير.

○   أنا لا أوافق بشدة

○   أنا أعترض

○   أنا محايد

○   أنا أتفق

○   أوافق بشدة

35. ما مدى قابليتك للمنتجات المعتمدة من قبل المشاهير ؟

○   أتقبلها للغاية

○   أتقبلها كثيراً

○   أتقبلها إلى حد ما

○   لا أتقبلها كثيراً

○   لا أتقبلها على الإطلاق

الجاذبية

36. ما مدى أهمية انجذابك المادي للمشاهير الذين يؤيدون منتجا أو قضية معينة؟

o   مهم جداً

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

37. كمستهلك، هل تعتبر أن إعجابك بالمشاهير عاملاً مؤثراً عند اتخاذ قرار الشراء؟

o   مؤثراً للغاية

o   مؤثر

o   مؤثر قليلاً

o   لا يحدث فرقاً

38. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه جذاباً ؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

39. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه لائق؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

40. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه وسيم / جميلة؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

- ○ اقل أهمية

- ○ ليس مهم على الإطلاق

41. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه راقياً ؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

- ○ اقل أهمية

- ○ ليس مهم على الإطلاق

42. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه مثيراً؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

- ○ اقل أهمية

- ○ ليس مهم على الإطلاق

الثقة

43. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه موثوقاً به؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

44. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه صادقاً ؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

45. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه معتمد عليه في إعلاناته؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

46. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه صادقا؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

47. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه جديراً بالثقة؟

○ مهم جدا

○ مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

الخبرة

48. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه خبيراً؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

49. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه إحترافياً ؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

50.   بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه مُطلعاً ؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

51. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه مُؤهل علمياً؟

o مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

52. بالنسبة لك ما مدى أهمية أن يكون المشهور الذي تتابعه ماهراً ؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

تكافؤ المنتج

53. ما مدى أهمية أن يروج أحد المشاهير على منتج لا يتوافق مع مهنته؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

54. كم يكون من المهم بالنسبة لك شراء منتج مروج له من قبل المشهور المفضلة لديك؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

55. كيف يكون من المهم بالنسبة لك شراء العلامات التجارية (الماركات) التي يؤيدها المشاهير؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

الإفصاح عن النفس

56.   بالنسبة لك ما مدى أهمية أن تعرف المزيد عن حياة المشاهير المفضلين لديك؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

57. بعض المشاهير يشاركون معلومات بانتظام عن حياتهم الشخصية ، ما مدى أهمية ذلك بالنسبة لك؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o   اقل أهمية

o   ليس مهم على الإطلاق

58 - يشارك بعض المشاهير بانتظام معلومات عن أسرهم، ما مدى أهمية ذلك بالنسبة لك؟

o   مهم جدا

o   مهم

o   مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

الهوية الاجتماعية

59. ما مدى أهمية جنس المشهور الذي تتابعه؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

60- ما مدى أهمية جنسية المشاهير الذين تتابعهم؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

61. ما مدى أهمية دين المشاهير الذين تتابعهم؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

62. ما مدى أهمية قبيلة أو عشيرة المشاهير الذين تتابعهم؟

o مهم جدا

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○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

اتجاهات الاتصالات

63. ما مدى دعمك للمشاهير على وسائل التواصل الاجتماعية؟

○ يومياً

○ إسبوعياً

○ شهرياً

○ فصليا

○ أبدا

64. ما مدى أهمية المشاركة أو التعليق على وسائل التواصل الاجتماعية بالنسبة لك؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

○ ليس مهم على الإطلاق

65. ما مدى أهمية أن يستجيب لك أحد المشاهير / بالردود على تعليقاتك على حسابه في وسائل التواصل

الاجتماعي؟

○ مهم جدا

○ مهم

○ مهم نوعا ما

○ اقل أهمية

o ليس مهم على الإطلاق

66. كم مره غالبا تقوم بالنقر على زر الإعجاب في برامج التواصل الاجتماعية للمشاهير؟

o دائماً

o غالباً

o أحياناً

o نادراً

o أبداً

67. كيف تعلق غالبا على منشورات المشاهير على برامج التواصل الاجتماعية ؟

o دائماً

o غالباً

o أحياناً

o نادراً

o أبداً

أسماء المشاهير

68. من هم أهم ثلاثة مشاهير تتابعهم على مواقع التواصل الاجتماعي؟

محمد العريفي ☐

أحمد الشقيري ☐

مودل روز ☐

طارق الحربي ☐

أفنان الباتل ☐

شيمي ☐

لجين عمران ☐

إبراهيم باش ☐

☐ دارين البايض

☐ عبد الله السبع

69. من هو المشهور المفضل لديك؟

قرارات الشراء

70- ما مدى أهمية إرتباط المشاهير بالمنتجات و التي تؤثر عليك عند اتخاذ قرار الشراء؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

- ○ اقل أهمية

- ○ ليس مهم على الإطلاق

71. كم هو مهم بالنسبة لك "الدعاية السلبية" عن المشاهير وتأثيرها على قرار الشراء الخاص بك؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

- ○ اقل أهمية

- ○ ليس مهم على الإطلاق

دعم قضية

72. ما مدى أهمية دعم قضية إجتماعية من قبل أحد المشاهير؟

- ○ مهم جدا

- ○ مهم

- ○ مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

73. ما مدى أهمية أسلوب حياة المشاهير لدعم قضية بيئية؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق

74- ما مدى أهمية التوجه السياسي لدى المشاهير بدعم قضية سياسية؟

o مهم جدا

o مهم

o مهم نوعا ما

o اقل أهمية

o ليس مهم على الإطلاق