

## **The Effect of Celebrity Endorsement on Consumer Buying Behavior at Companies in Amman, Jordan** **Yasmin Kawar**

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### **ABSTRACT:**

This research paper is intended to explain the impact of celebrity endorsement on consumer buying behavior in Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) Amman, Jordan. A structured questionnaire was used as a tool to collect specific information. The questionnaire was distributed to 120 participants and only 71 were valid. A statistical analysis was conducted by using Statistical Package for Social Sciences (SPSS) to find out the impact of celebrity endorsement on consumer buying behavior in Amman. The conclusion was that celebrity endorsement indeed had a positive impact on consumer buying behavior. Surprisingly all the null hypotheses were rejected which signifies that the buying behavior and attitude of consumers towards celebrity-endorsed advertisements are more favorable and encouraging to marketers than investing in regular advertisements.

**KEYWORDS:** Celebrity Endorsement, Consumer Buying Behavior, Advertisement, Brand Image, Competitive Edge, Decision-Making Process, Credibility.

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### **I. INTRODUCTION**

During the industrial revolutions marketing has become a huge battlefield where many competitors come to compete in various industries in aim of favorable results. Throughout the years, marketers have been seeking to develop innovative and new ways in which they market their products or services, while finding different methods to grasp the attention of the target audience they seek. In recent times, customers are bombarded with advertisements on each and every channel, whether they are online such as social media advertisements or offline such as billboards. The market has become overflowing with different advertisements all around the world which resulted in people becoming more immune and emotionless towards all advertisement practices. Due to this, the main challenge here is attracting the right audience, at the right place, at the right time using the right channels.

This is where the concept of celebrity endorsement became recognized, it became a key promoting tool in numerous business fields, marketers believed that there are positive effects of using celebrities to market their products and services. Advertisements are rarely ignored because there is a realization that celebrities have a particular charm and enchant that intrigue today's modern customer.

The effect of celebrity endorsement on advertisement and on the brand is of huge importance as it aids in noticing the advertisement, in addition to capturing a certain brand positioning in consumers' minds as well as earning a competitive edge over other competitors. This presents essential values to the brand and offer brand approval while promoting brand image at the same time. People also idolize celebrities, therefore when well-known celebrities are featured in advertisements to promote new products, audiences and potential customers are prompted to buy the product even more. For these reasons, marketers insist on using celebrities from specific areas to take part in their business campaign.

Marketers choose certain characteristics to be present in celebrities such as attractiveness, charm, fame, appeal, credibility, expertise, etc. that they would like to feature in their ads to portray a particular image or gain recognition. In addition, depending on these characteristics it can influence the purchasing decision of customers either positively or negatively. This technique has also been widely used in Amman, Jordan. Many advertisements have featured both social media influencers and celebrities that resulted in many successful campaigns throughout the years. In 2019, many local banks such as Bank al Etihad and Cairo Amman Bank used celebrities to promote their advertisements.

### **Research Problem**

The purpose of this research paper is to determine the effect of celebrity endorsement on the buying behavior of consumers in Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019)

and Zain (2016) Amman, Jordan in order to benefit marketers in Jordan to assess the usefulness of this technique. The study concentrates on investigating the different traits and characteristics of the celebrity endorser in relation with consumer buying intentions, in addition to the perspectives of consumers and the decision-making process influenced by celebrity support. Celebrity endorsement consists of three pillars: credibility, attractiveness of the endorser, and celebrity-brand congruency. This research hopes to determine the reason behind consumers purchasing specific brands mainly due to celebrity endorsement.

### **Objective**

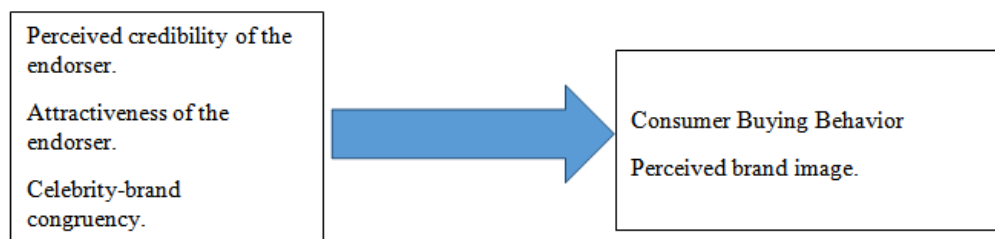
The main objective of this study is to explain the impact of celebrity endorsement on consumer buying behaviors in Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) Amman, Jordan while depending on three main factors which are the perceived credibility of the endorser, the attractiveness of the endorser and the celebrity-brand congruency. There has been a trend in Jordan in recent times of marketers shifting towards celebrity endorsement or even social media influencers to feature in their advertisements in several industries such as clothing, banks, telecommunications, cars, and many more. Therefore, the objective of this research is to understand in what ways this technique can influence customers in Jordan, investigate and understand customer perceptions, evaluating the effectiveness of this technique and finally identify the main variables that effect customer buying intentions.

### **Significance**

This research paper will aid in acquiring insights on celebrity endorsement, investigating the impact it has on consumer buying behavior. The significance this research paper has is to assist marketers in their decision-making, helping them to have a clearer image of what attributes are significant to the modern day customers and what characteristics of celebrity endorsement matters most to them.

## **II. RESEARCH MODEL**

**Independent Variables**      **Dependent Variables**  
**Celebrity Endorsement**      **Consumer Buying Behavior**



### **Hypothesis**

H01: There is a negative effect of celebrity endorsement with its elements (Perceived credibility of the endorser, Attractiveness of the endorser, Celebrity-brand congruency) on the buying behavior of consumers & perceived brand image at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H02: There is a negative effect of perceived credibility of the endorser on the buying behavior of consumers at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H03: There is a negative effect of perceived credibility of the endorser on the perceived brand image at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H04: There is a negative effect of the attractiveness of the endorser on the buying behavior of consumers at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H05: H04: There is a negative effect of the attractiveness of the endorser on the perceived brand image at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H06: There is a negative effect of the celebrity-brand congruency on the buying behavior of consumers at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

H07: There is a negative effect of celebrity-brand congruency on the perceived brand image at Cairo Amman Bank (2019), Bank Al Etihad (2019), Huawei (2018), Sakkijha (2019) and Zain (2016) in Amman/Jordan at  $\alpha=0.05$ .

### III. LITERATURE REVIEW:

Over the years, many researches have been conducted on celebrity endorsement and its significance on consumer buying behavior. There has been a huge debate on whether it is worth all the money invested in it or not. The most important aspect of researching this topic is finding out what factors mostly influence the buying behavior of consumers.

Properly marketing a product or service is a complex task, as marketing techniques tend to change overtime, it continually adopts new and rather challenging methods of promotion in hope to persuade consumers to make a purchase, and one of these challenges is successfully endorsing celebrities in advertisements.

The term advertising defined by Belch and George E. (1995) is a paid form of non-personal communication about organization, product or idea by a specific sponsor. Celebrities in the meantime, are people who have public reliance by a huge share of a group of people; in general, celebrities differ from the public standard and enjoy a high degree of public realization (Schlecht, 2003). Celebrity endorsement as known by the Business Dictionary is a marketing mechanism used by organizations to promote a certain product by using a famed person.

McCracken (1989) defined a celebrity endorser as “Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. While Stafford et al, (2003) gives a definition of endorsers as, “A famous person who uses public recognition to recommend or co-present with a product in an ad”.

Celebrity endorsement has been a popular form of advertising, as studies have shown that 20% of overall TV advertisements feature a well-known person (Sam, 1996). This shows that marketers have started to recognize that celebrities and social influencers play a significant role in making advertisements more convincing and compelling (CHOI and Rifon, 2007), which is a main reason behind celebrity endorsement becoming such a major international success.

Celebrity endorsement is supposed to be an “omnipresent attribute of today’s advance marketing” (McCracken, 1989). Advertisers use celebrities in hope to influence the buying decision of consumers, in addition to giving them a competitive advantage to get greater revenues and higher sales (Raval and Tanna, 2014). Large amounts of money is spent on celebrity endorsement every year as marketers assume that celebrities might be a good representative for their brands, celebrity endorsement is considered as a billion dollar industry (Katyal, 2007). Using celebrities in advertisements has also shown to create positive responses towards the product, it influences the buying decisions of consumers as the use of celebrity endorsement is an effective way of transferring meaning to the brand, celebrities make the advertisements more desirable, notable and add charm to the product (Spielman, 1981). Celebrities share some familiar features such as position, recognition and popularity, each celebrity represents his/her own single image in the media (McCracken). Their fame and recognition encourages the public acceptance to follow up these celebrity’s lifestyles, personalities and behaviors.

D. Reeder (Greenlight L.A) said: Journal of Marketing and Consumer Research [www.iiste.org](http://www.iiste.org) ISSN 2422-8451 An International Peer-reviewed Journal Vol.26, 2016 114 “People’s fascination with celebrities isn’t going away. The use of celebrities is here to stay. But in what form is the open question”.

According to Reynolds (2000), celebrity endorsement can uplift the charm of a brand. When celebrities are used in an effective manner, it helps improve the brand perception and increases brand equity (Alperstein, 1991).

Loudon & Bitta (1994) defined consumer behavior as; “The decision process and physical activity individuals engage in when evaluating, inquiring, using or disposing of goods and services”. Another study has shown that due to the fame of the celebrity endorsed, the advertisement is more likely to gain attention of viewers and get high recall rates (Kasana and Chaudhary, 2014). According to Aaker (1996) brand face and celebrity endorsement are seen as crucial factors of effective marketing.

#### **Attractiveness**

Attractiveness is defined by having qualities, which arouse interest to others. Some celebrities are considered role models to many consumers due to their looks, attractiveness and lifestyle.

Furthermore, celebrities appear in many special events for example, a great number of fans witnesses the Grammy Awards from all over the world in hope that their favorite celebrity might win. Some consumers in the meantime continually observe and idolize celebrities in hope to imitate their style and behaviors where they reach to “illusion of intimacy” with them (Nora J. Rifon 2007).

Furthermore, the celebrity’s level of attractiveness not only influences advertising evaluation and behavioral changes but also the other components of source credibility such as expertise and trustworthiness, and liking towards the endorser (Putzer, 1983). Due to this, in reference to McGuire (1985), the source attractiveness model is closely associated with the physical attributes, such as familiarity, similarity and likeability.

Patzer (1985) stated that: "Physical attractiveness is an informal cue involves effects that are subtle, pervasive and inescapable", Patzer included that he supports the idea of featuring attractive celebrities in advertisements rather than average looking celebrities, as more attractive celebrities boost the charm and appeal (Erdogen, 1999). Attractiveness is not just the shape and size of the body, but also the entire physical characteristics that make up a person, including facial features and overall physical appearance (Piu Yi & Priscilla, 2012).

Attractiveness is expected to influence consumer attitudes and views, as many consumers want to look attractive, glamorous and stylish like the celebrity endorser used in the advertisement. Research has shown that attractive endorsers are more powerful in altering beliefs (Baker and Churchill 1977; Chaiken 1979; Debevee and Keman 1984) and affecting buying intentions (Friedman et al, 1976; Petrosius and Crocker 1989; Petty and Cacioppo 1980) than their unattractive equivalents. Many different researchers have shown that physical attractiveness and beauty is a significant factor that supports the effectiveness of the endorser used (Baker, Churchill et al, 1977; Joseph 1982; Kahle and Hamer, 1985; Winham&Hampl, 2008). On the contrary, Bower and Landert (2001) discuss that even if the endorser is more attractive, they might not be a suitable fit for the brand itself as attractiveness and looks are not the only factors that influence consumers, but the non-physical aspects as well, for examples, the celebrity's achievements, intelligence and insights (Kamins, 1990; Sliburyte, 2009).

In the source attractiveness model, it is concluded that the effectiveness of a certain advertisement is evaluated by the awareness, similarity and fondness of the celebrity endorsed (McGuire, 1985). Attractiveness is not only defined by the physical attractiveness but the whole lifestyle and personality of the celebrity (Ahmed, Mir & Farooq, 2012), according to Erdogen (1999), he says that customers, who view a celebrity as physically attractive, form a favorable perception of the advertisement. If customers feel that the endorser in any way relates or associates with them, they are most likely to engage with the ad (Amos, Holmes and Strutton, 2008). Research findings have proven that endorsers who are perceived as attractive can easily influence the values of the customers. (Debence and Kernan 1984)

### **Credibility**

Credibility is defined as "Communicator's positive characteristics that subsequently influence the receiver's evaluation of the message" (Hovland and Weiss, 1951, Ohanian, 1991). According to Ohanian (1990): Source credibility was the degree to which the receiver would believe the source has certain degree of relevant knowledge or expertise and they choose to believe the information offered by the source". Studies have shown that the perceived credibility of the endorser reflects the credibility of the ad itself (Aronson, Turner and Carlsmith, 1963). Credibility is indeed considered a significant element that helps impact customer's buying intention and behavior (Lutz, Mackenzie and Belch, 1983). The endorser's credibility is the most frequently used marketing technique to influence customer-buying behavior (Lafferty & Goldsmith, 1999). The source credibility model proposes that the effectiveness of the advertisement is determined on the expertise and trustworthiness of the celebrity perceived by the customer (Ohanian, 1991).

Expertise, on the other hand, can be defined as; "The extent to which the endorser is perceived to be knowledgeable, skillful and experienced". Expert endorsers used in ads help increase brand remembrance and impact consumer buying behaviors (Erdogen, 1999). According to Ohanian (1991), the expertise of a celebrity perceived by consumers is much more convincing than attractiveness and trustworthiness in order to improve purchase intentions. Previous studies have shown that celebrities perceived to be expert in their fields are proved to be more convincing (Aaker and Myers, 1987) and can effortlessly persuade consumer buying intentions (Ohanian, 1991). Till and Busler (2000) recommended that expertise might be applied to produce a positive "match-up" too. They suggested that expertise is preferable than attractiveness because it would result in a greater fit in customers' minds when the endorser was matching with a product harmonious with the endorser's expertise.

Ohanian (1990) defined trustworthiness as; "The listener's degree of confidence in, and level of acceptance of, the speaker and the message" Trustworthiness can be defined as; "The extent to which the endorser is perceived to be believable, honest and dependable".

Regarding credibility, trustworthiness is the most effective in the minds of customers as it is based on a non-physical trait built on trust (Moynihan, 2004). Elements of credibility include trustworthiness, reliability, dependability, and sincerity. A celebrity who possesses all the main factors of credibility could significantly improve the buying behaviors of customer (Liu et al, 2007). Companies could take benefit of highly credible celebrity that is the result of high status and public image, trustworthiness and fame (Song, Chaipoopiratana et al, 2008).

### **Brand Image**

Brand image, is how the brand (Which is a unique symbol, sign, name, design used to create an identifiable product which creates an image and differentiates the brand from competitors) is identified and

perceived in the minds of customers. Kirmani and Zeithaml (1993) conceptualized brand attitude as “a more complex construct than perceived quality” and defined perceived quality as “the consumer’s judgment about a product’s overall excellence or superiority”.

The company’s ability to connect with their customers and gain recognition through their brand is crucial. Creating brands image requires several mediums such as logos, jingles etc. for example how popular Micheal Jordan is for Nike, has created a particular brand perception and gained a significant amount of market share. A research done by Keller and Aaker has found that a good brand image and attitude is more likely to attain development within their relevant market. Hence, using celebrity endorsement is more likely to contribute to customer’s attitudes.

The use of celebrity endorsement, is an effective method to build a solid relationship among the company and its customers, as using this technique enables customers to relate more to the brand in addition to look up to the celebrity in the ad (Erdogan, 1999) giving the brand instant recognition, personality, and appeal.

Many large brands endorse celebrities in their advertisements to exploit their fame to achieve distinctive and significant brand positioning (Kambitsis et al, 2002). Studies have also concluded that celebrity endorsement plays a large role in branding; Hunter’s (2010) results concluded that celebrity endorsement completely influences communication and rises effectiveness due to increased insights of trustworthiness and its emotional influence. A research done by Keller and Aaker contributed that a good brand image and attitude is more likely to accomplish development within their pertinent market. Thus, using celebrity endorsement is more probable to give a share in the image and attitudes of customers.

Celebrity endorsement is a tool that allows the company to create effective public recognition for their product (Dickenson, 1996; Hunter, 2010). Therefore, the celebrity could be able to reposition existing product in the minds of customers, it is also a powerful tool when entering new or foreign markets.

Several research studies included that the match between the image desired for the endorsed brand and the endorser is essential (Till and Busler, 1998; Martin, 1996; Till and Shimp, 1998).

In addition, brand image and celebrity image are connected, both are equity drivers, a celebrity has the possibility to affect the brand equity of the endorsed product through enhancing the product’s brand image; also, a brand has the possibility to affect the equity of the endorsing celebrity by enhancing the celebrity’s image (Keller 1998).

Celebrities’ endorsements can carry benefits to a product in a way that no other types of advertisement can, as many customer’s singers, TV films, athletes, pop stars are impacting on buying behavior, many consumers believe that, if a product is good for a celebrity it’s good for them as well (Daneshvary and Schwer 2000, Kambitsis et al. 2002).

Advertisers usually employ celebrities to offer their personality to a brand (Kaikati, 1987). It has been found that companies receive positive responses toward their promoted product and better purchase intentions towards celebrity ads than non-celebrity endorsers (Atkin & Block, 1983; Petty & Cacioppo, 1983).

Some companies invest large amounts of money to promote their products with a big-name celebrity for the following reasons:

- Celebrities draw a big attention to the brand.
- They influence consumers in a positive way.
- Celebrities transfer image values to these products in a good value by their profile and engaging attributes (O’Mahony&Meenaghan, 1998).

They increase awareness of customers and create a positive feeling towards a certain brand, and they even seem more entertaining for customers (Solomon2002).

A study in 2003 by Clark and Horstman concluded that customers who switch from one brand to another due to celebrity endorsement, will make customers link the brand to the celebrity in the ad, which will make them start thinking that they’re wearing the “right” clothes, drinking the “right” beverages and so on, this is because they believe that a celebrity can give more value and credibility to the endorsed brand.

How celebrity power in ads affect customers purchasing decisions and their attitudes towards a certain brand is studied widely by marketing and social psychology researches, some of the results were:

Celebrities who are well known and admired by people makes the product more desirable and increased the perception of quality.

The celebrity endorsers image is transmitted to the brand itself.

Celebrity endorsement can enhance and increase the valuation of the brand (Clark & Horstman, 2003).

Finally, companies and advertisers should choose the right celebrity who will perfectly fit with the branding intended for a certain product, as some ads fail or influence people even when using a well-known celebrity, the reason is that there is no consistency between the endorser and product, the greater the endorser is fit to the product the more effective the ad will be and tends to have a consumer positive response towards the ad (Kahle& Homer, 1985; Kamins, 1990; Kamins&Gupta, 1994).

### **Purchase Intentions or Buying Behavior**

The tendency to purchase a particular brand is known as customer purchase intentions (Belch et al, 2004). Customer purchase intentions are the likelihood of a consumer purchasing a particular product (Phelps and Hoy, 1996). This is an element of customer cognitive behavior on how they plan to purchase a certain brand, product of service (Kwek, 2010).

Perner (2009) defined consumer buying behavior as: “The study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society”.

There are many factors that trigger purchase intentions and the decision making process, for example customers can be influenced by word of mouth, by the product’s features and price and many other factors (Sheu, 2010).

When celebrities appear on certain ads, some consumers tend to copy them (Forbes, 2011). That results in positive influence on customers buying behavior by their favorite celebrities (Puiyi& Priscilla, 2012). Products endorsed by celebrities are said to have higher sales because consumers wanted to associate with celebrities, trusting that the information that they represent is true. Given that not all celebrity endorsed ads are successful, this might be due to various reasons, therefore marketers must be careful when choosing their celebrity endorser, specially one that would fit perfectly with the product advertised. In order to make an ad more effective and to influence more consumers to buy a certain product the ads must include celebrities who are credible, trustworthy, some consumers prefer beautiful and attractive physical features and some consider both. Advertisers as well look for a proper fit between the celebrity’s character and the product feature this match leads to the development of satisfactory perception about the advertised product (Micheal 1989), (Ohanian 1991).

As Ajzen and Fishbein (1980, p.5) put it, “Human beings are usually quite rational and make systematic use of the information available to them. People consider the implications of their actions before they decide to engage or not to engage in a given behavior”

## **IV. RESEARCH METHODOLOGY**

### **Introduction**

In order to grasp this research’s purpose, significant analysis will be carried out to understand the relationship of the variables: (1) Attractiveness,(2) Credibility, (3) Celebrity-brand congruency that affected the attitude towards advertisement.

### **Nature of Research**

To find answers for the research questions and for the purpose of the study a quantitative and qualitative methods were used to get accurate data in order to explain the relationship between different variables consisting of the three independent variables and the two dependent variables. The study is also conducted using both descriptive and analytical methods. It studies the effect of celebrity endorsement on consumer buying behavior in the 4 companies in Jordan.

### **Sources of Information:**

This paper relied on two sources of data gathering: primary data and secondary one. The primary data is by using a structured questionnaire that was divided into three main parts, including demographic factors such as age, position, educational level, etc. The Secondary data has been obtained from journals, magazines, books and websites.

### **Sample Characteristics**

The survey asked participants from the 4 companies mentioned above to indicate their age, gender and profession. The questionnaire contained 26 paragraphs. Respondents were required to rate their opinion on a five point Likert scale to measure the variables relevant to attractiveness, credibility and celebrity brand congruency from strongly agree to strongly disagree.

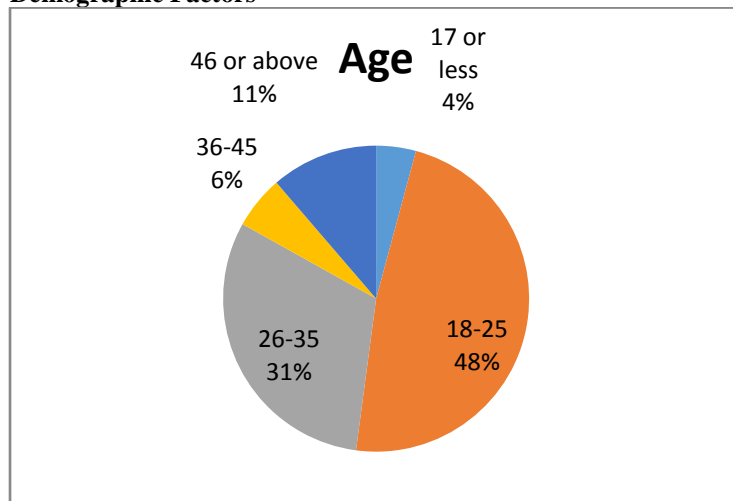
### **Data Collection:**

#### **Age**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	17 or less	3	4.2	4.2	4.2
	18-25	34	47.9	47.9	52.1
	26-35	22	31.0	31.0	83.1
	36-45	4	5.6	5.6	88.7
	46 or above	8	11.3	11.3	100.0
	Total	71	100.0	100.0	

Among the different research designs, the current paper adopted a cross-sectional design, which indicates that “all the measurements for a sample member are obtained data single point in time, although recruitment may take place across a longer period of time” (Sedgwick, 2014, p. 1). This design was conducted using an online survey that was constructed on Google Forms. 71 complete and usable questionnaires were collected and entered the final analysis.

**Demographic Factors**

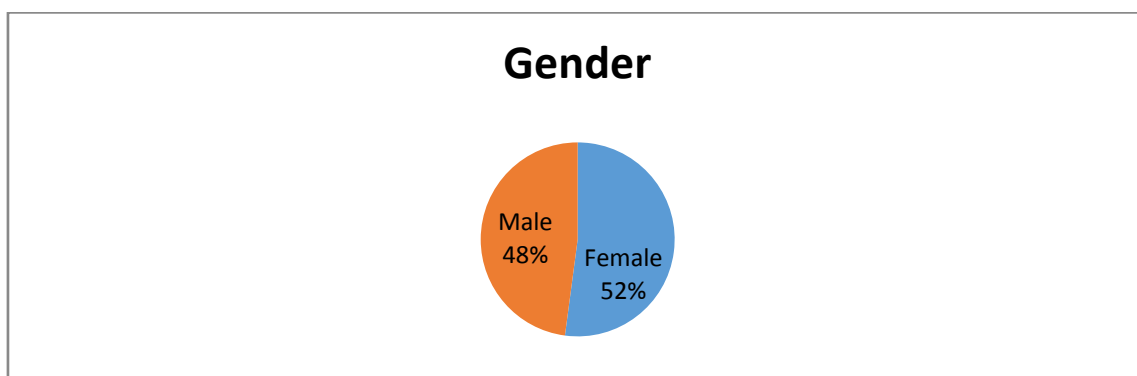


N	Valid	71
	Missing	0
Std. Deviation		1.04448
Variance		1.091
Range		4.00
Minimum		1.00
Maximum		5.00

When participants were asked about their age, 3 respondents answered they are 17 or less (4.2%), 34 respondents answered they are 18-25 (47.9%), 22 respondents answered 26-35 (31%), 4 responded they are 36-45 (5.6%) and finally 8 answered they are 46 or above (11.3%).

**Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	34	47.9	47.9	47.9
Female	37	52.1	52.1	100.0
Total	71	100.0	100.0	



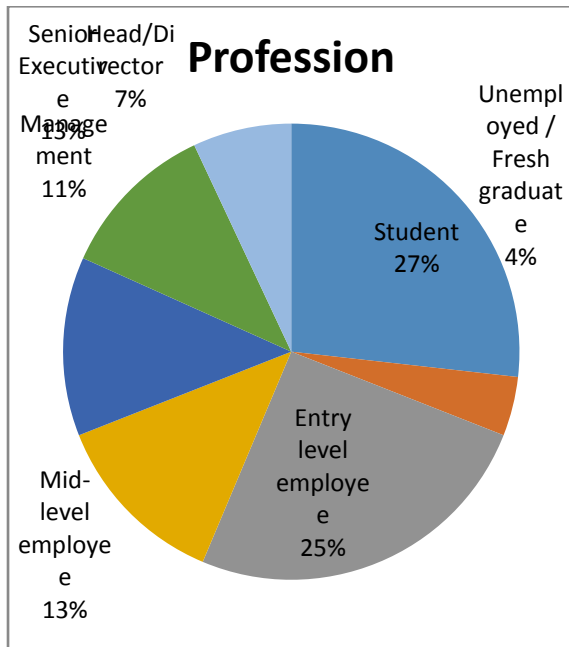
**Profession**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid student	19	26.8	26.8	26.8
Unemployed / Fresh graduate	3	4.2	4.2	31.0
Entry level employee	18	25.4	25.4	56.3
Mid-level employee	9	12.7	12.7	69.0
Senior Executive	9	12.7	12.7	81.7

Management	8	11.3	11.3	93.0
Head/Director	5	7.0	7.0	100.0
Total	71	100.0	100.0	

When participants were asked about their gender, 37 responded they were female (52.1%) and 34 responded they were male (47.9%).

N	Valid	71
	Missing	0
Std. Deviation		1.93953
Range		6.00
Minimum		1.00
Maximum		7.00



When participants were asked about their profession, 19 responded they were students (26.7%), 3 were unemployed or fresh graduates (4.2%), 18 were entry level employees (25.4%), 9 were mid-level employees (12.7%), 9 were senior executives (12.7%), 8 were managerial employees (11.3%) and finally 5 were heads or directors (7%). **Statistical Analysis:**

**Statistical Analysis**

How frequently do you encounter celebrity-endorsed advertisements?

N	Valid	71
	Missing	0
Std. Deviation		.73597
Range		3.00
Minimum		1.00
Maximum		4.00

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Age	30	3.00	5.00	3.5333	.89955
How frequently do you encounter celebrity-endorsed advertisements?	71	1.00	4.00	1.7324	.73597

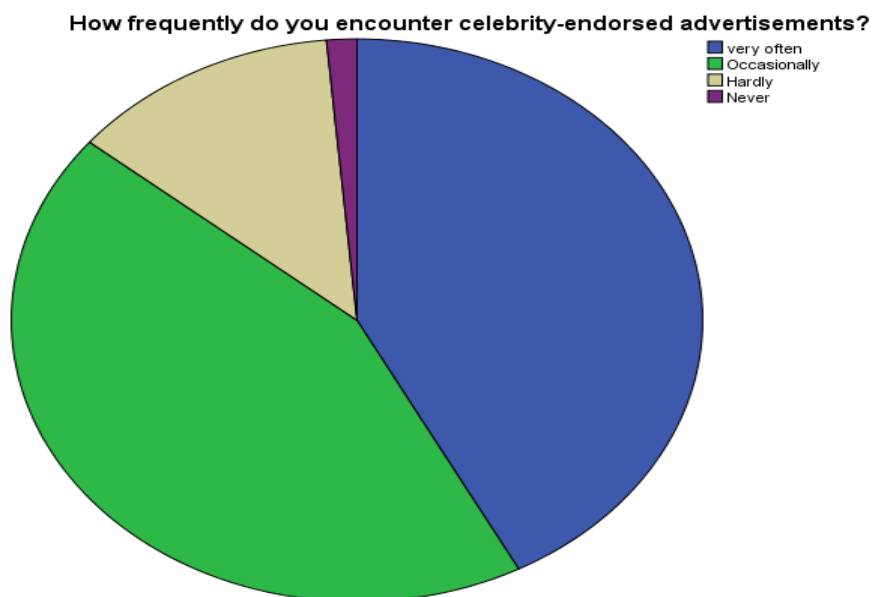


Which of the factor listed below would influence you most to purchase celebrity endorsed products?	71	1.00	4.00	2.1549	1.14203
Gender	71	1.00	2.00	1.5211	.50311
Profession	71	1.00	7.00	3.4225	1.93953
When was the last time you bought a product because a celebrity endorsed it?	71	1.00	4.00	3.1408	1.04602
Negative publicity of the celebrity influences my purchase decision.	71	1.00	5.00	3.1549	1.23806
I find celebrity endorsed products classier, more desirable and a symbol of status.	71	1.00	5.00	3.5493	1.16850
Using celebrity-endorsed product makes me feel more confident about myself.	71	1.00	5.00	2.7183	1.32215
The claims made in celebrity-endorsed ads are believable.	71	1.00	5.00	3.2958	1.33518
I would switch from regular products to a new product because my favorite celebrity endorses it.	71	1.00	5.00	2.6620	1.31956
I would rather buy a product that is endorsed by a celebrity than one that is not.	71	1.00	5.00	3.0000	1.43427
I would rather buy a product endorsed by an attractive celebrity than an average one.	71	1.00	5.00	2.9859	1.39891
I believe that if I used a product endorsed by an attractive celebrity, it would make me feel attractive, glamorous and stylish as well.	71	1.00	5.00	2.9718	1.40379
I believe products specifically advertised by the celebrities are of good quality.	71	1.00	5.00	3.4085	1.36881
My favorite celebrity gives a positive image to the endorsed brand.	71	1.00	5.00	4.0282	1.17074
Advertisements that have celebrities catch my attention the most.	71	1.00	5.00	3.5352	1.36100
The field of celebrity endorser (any sports person, actor, singer, politician, etc.) that best match with product attributes would affect my buying behavior.	71	1.00	5.00	3.8873	1.29338
I believe that the celebrities also use that product which they themselves endorse.	71	1.00	5.00	3.1549	1.49903
I purchase certain products because my favorite celebrity promoted it.	71	1.00	5.00	2.8310	1.34149
Celebrities in ads help me recall products more promptly.	71	1.00	5.00	3.9577	1.30315
I perceive celebrity endorsement as a very effective form of marketing.	71	1.00	5.00	4.0563	1.09397

1 influences my purchase decision.	71	1.00	5.00	3.5775	1.20311
2 influences my purchase decision.	71	1.00	5.00	3.3662	1.32276
3 influences my purchase decision.	71	1.00	5.00	3.7042	1.32443
Product and celebrity match influences my purchase decision.	71	1.00	5.00	3.5352	1.24017
Valid N (listwise)	30				

**How frequently do you encounter celebrity-endorsed advertisements?**

N	Valid	71
	Missing	0
Mean		1.7324
Median		2.0000
Mode		2.00
Std. Deviation		.73597
Minimum		1.00
Maximum		4.00

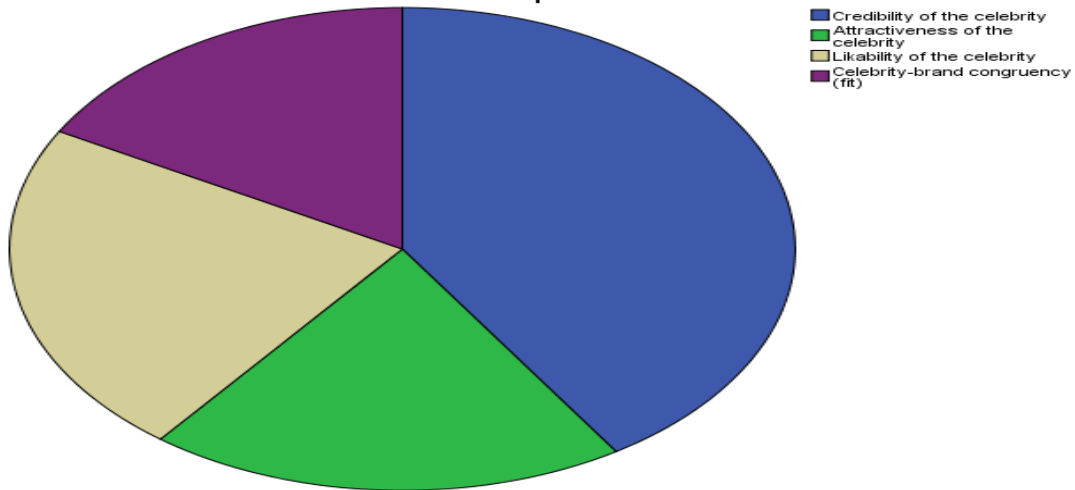


**Which of the factor listed below would influence you most to purchase celebrity endorsed products?**

N	Valid	71
	Missing	0
Mean		2.1549

Median	2.0000
Mode	1.00
Std. Deviation	1.14203
Minimum	1.00
Maximum	4.00

Which of the factor listed below would influence you most to purchase celebrity endorsed products?



	N	Minimum	Maximum	Mean	Std. Deviation
Which of the factor listed below would influence you most to purchase celebrity endorsed products?	71	1.00	4.00	2.1549	1.14203
Valid N	71				

	N	Minimum	Maximum	Mean	Std. Deviation
How frequently do you encounter celebrity-endorsed advertisements?	71	1.00	4.00	1.7324	.73597
Valid N	71				

H01: There is a negative effect of celebrity endorsement on the buying behavior of consumers and the perceived brand image.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H01</b>	71	3.3556	.97254	.11542	24.742	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H02: There is a negative effect of perceived credibility of the endorser on the consumer buying behavior.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H02</b>	71	3.4085	.88586	.10513	27.665	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H03: There is a negative effect of perceived credibility of the endorser on the perceived brand image.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H03</b>	71	3.2606	1.01369	.12030	22.947	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H04: There is a negative effect of the attractiveness of the endorser on the consumer buying behavior.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	P value	T value
<b>H04</b>	71	3.2817	1.10432	.13106	0.00	21.225

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H05: There is a negative effect of the attractiveness of the endorser on the perceived brand image.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H05</b>	71	3.7958	1.12624	.13366	24.657	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H06: There is a negative effect of the celebrity-brand of the endorser on the consumer buying behavior.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H06</b>	71	3.2817	1.23558	.14664	18.970	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**H07: There is a negative effect of the celebrity-brand of the endorser on the perceived brand image.**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	T value	P value
<b>H07</b>	71	2.9718	1.40379	.16660	14.387	0.00

A sample t-test was used to test the above hypothesis which concludes that the p-value =0.00 < 0.01 = $\alpha$ , the null hypothesis is rejected.

**V. LIMITATIONS:**

The limitations of this research paper were mainly associated to the generalizability of the findings and the random selection of participants which might present selection bias while limiting its validity as only residents of Amman were chosen for this study. In addition, the sample was very small to generalize to represent the whole population as the research was conducted in only Amman, and the perspective of consumers outside of Amman was ignored.

**VI. CONCLUSION:**

In conclusion, marketers should definitely consider celebrity endorsement in their marketing plans as this strategy has indeed shown a positive impact on consumer buying behaviors. The two most influential determinants of choosing a celebrity is the perceived credibility and attractiveness of the celebrity as shown in the results. Credibility in this aspect consists of both expertise and trustworthiness, which means that when a celebrity is perceived to be credible it can positively influence the purchasing decisions of consumers, whereas Attractiveness of the celebrity consists of the physical beauty, charm and likeability of the celebrity, which means an attractive celebrity can positively influence the purchase intentions of consumers. Finally, the last aspect which is the celebrity-brand congruency consists of the “product celebrity match-up”, which means that the celebrity endorsing a product is associated with an image that goes in line with the product he/she is endorsing in the advertisement, this also had a positive impact on consumer buying behavior.

**VII. RECOMMENDATIONS AND FUTURE RESEARCH:**

According to the research, marketers should feature celebrities that are both credible and attractive in their advertisements, while in the meantime, avoiding celebrities with negative publicity. Furthermore, in regards to further research, customers tend to change their attitudes overtime, which means their judgments towards certain advertisements might change with time, therefore other variables can be re-tested to gain a deeper understanding of consumer attitudes. Finally, researchers should aim to be more focused in their research, focus groups and other qualitative measures should be considered to further explore each dimension of consumers’ thoughts and behaviors.

In this paper, we used only four companies: Cairo Amman Bank , Bank Al Etihad ,Huawei and Zain in Amman/Jordan to deal with the effect of celebrity endorsement with its elements (Perceived credibility of the endorser, Attractiveness of the endorser, Celebrity-brand congruency) on the buying behavior of consumers. First, we hope other researchers would tackle the same variables with companies other than the ones we dealt with. Moreover, we wish we could replicate this study in the future with the same companies and the same employees to check whether we can get the same results.

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