



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

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ABSTRACT

Advertisers always practice the strategies intended to attract customer's interest in their message and to distinguish oneself their offerings from rival products with the expectation of influencing the buying behavior of the customer. One of the most popular strategy is celebrity endorsement. Using celebrities can help companies to create unique advertisements and engender a positive influence on the attitude and sales intention towards the brand (Ranjbarian, Shekarchizade, & Momeni, 2910). This research explains how do Yemeni consumers perceive celebrity endorsement and studies the influence of celebrity Trustworthiness on Yemeni consumer's purchase intention in terms of brand image. The research is conducted among 282 Yemeni respondents. The research used structural equation modelling (SEM) to test the hypotheses between variable. Based on the results it found that Yemeni consumer attracted and celebrity trustworthiness had no impact on the intent of purchase for the consumer in terms of brand image.

Keywords: Celebrity Endorsement, Trustworthiness, Brand Image, Purchase Intention.

1. INTRODUCTION

Most companies want to use the right strategy to build a successful and unforgettable name for their brand to ensure its success, survival, growth and prosperity. In fact, lots of researches have proven this practice always getting the customer's admiration and making great feedback toward the advertisement. Celebrity endorsement is a marketing communications strategy using by firms to attracting customers, effect in their decision and push them to purchase that brand(Chavda V. , 2010)

1.1 Purpose of Research

This research was chosen to meet the following objectives:

- Examine the perception of Yemeni consumer's toward celebrity endorsements.
- Determine the impact of celebrity trustworthiness on the intent of purchase for Yemeni consumers in terms of brand image.

2. LITERATURE REVIEW

2.1 Celebrity Endorsement

Celebrity is people who are known for large groups of people through their characteristics, skills, attractiveness and lifestyle, and getting a high degree of attention from audiences. Celebrities can be people from television, movies, artists and sports, or can be untraditional celebrities as business, politics, or even person from the military (McCracken, 1989).

Celebrity endorsers defined as a person "inviter" who invite the people to purchase the product or service due to their distinctive position and credibility that leads towards intention to purchase(Jamil, 2014).

Celebrity Endorsement is one of those powerful tools that advertisers are seeking to exploit celebrity image and reputation to promote their brand. Use celebrity endorsement in ads reinforces the message in target customers ' minds more than when other approaches are used. Moreover, celebrity endorsement function help to boost up the sales of endorsed brands where people like to buy the brand more if endorsed by their favorite celebrity (Deepa & Giridhar, 2018).

2.2 Celebrity Trustworthiness

Trustworthiness is an indicator of an endorser's believability and integrity. This points to the trust of the consumers in the source of information in an honest and objective method(Choi & Rifon, 2011).The most successful and profitable way to make the customer more optimistic about the brand is to create a degree of trustworthiness (Hakimi , Abedniya, &

Zaeim, 2011). Advertisers tend to choose a celebrity with strong trustworthiness, integrity, and reputation characteristics (Shimp, 2003). Moreover, the good faith of the celebrity can bring positive influences to customers' value perceptions and further affect their purchase choice (Erdem & Swait, 2004). The study conducted by (Baseheart & Miller, 1969) indicated that consumer's attitudes towards a brand and their purchase intentions able to be changed if the target consumers consider the source of the message as reliable and trustworthy. As well as (Gupta, Kishore, & Verma, 2015) revealed that trustworthiness has a significant impact on Indian consumers' purchase intention.

2.3 Brand Image

Brand image is the perception of consumers about a brand. It is referred to as the outstanding image of the brand in the minds of the consumers (Aaker, 1997). The image of the brand reflects a passion for a product, this illustrates how a particular product or service positions in the minds of the consumers. Also, showing the identity of a brand in its consumers' minds (Keller, 2003). Companies have to be sure that their mission and visions become a part of their brand image. Commonly the image of the brand is formed based on a unique idea that consumer has about a brand. For example, Toyota is correlated with reliability while Volvo is correlated with safety (Agrawal & Dubey, 2012). Marketers should be sure that the idea related to the brand image is not just about the customer making a purchase but also the perception attached to the purchase (Ind, 2007).

2.4 Consumer Purchase Intention

Purchase intention is the consumer's preference for buying a product or service **Invalid source specified**. Purchase intention defined as a form of decision-making which studies the consumer's justification for buying a particular brand (Sallam, 2012).

The study conducted by (Baseheart & Miller, 1969) indicated that consumer's attitudes towards a brand and their purchase intentions able to be changed if the target consumers consider the source of the message as reliable and trustworthy. Also, research suggested that the perceived expertise of a celebrity could lead to a favorable attitudinal change thus influence on consumers purchase intentions (Erdogan, 1999). (Ohanian, 1991) Found that the trustworthiness and attractiveness of celebrity have an insignificant impact on respondents' purchase intention while the expertise has a significant and positive impact on consumer purchase intention.

This will lead to the Hypothesis of this paper which is:

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

3. RESEARCH METHODOLOGY

This research has been designed and implemented using the quantitative research method. Instrument development. The online self-administered questionnaire used in this study composed of Likert point5 scale. Ranging as follows: (1= strongly disagree, 2 = disagree, 3 =Neither Agree nor disagree, 4 = agree and 5 = strongly agree) (Saunders et al., 2009).

The online questionnaire was created by Google forms and available both in Arabic and English languages, then distributed among Yemeni consumers. The non-probability method was used for sample selection. Thereby all the respondents were selected according to the easiness of access. According to Hoelter's index, an appropriate sample size for the SEM method should exceed 200. As it represents the data in an adequate way (Byrne, 2016). Consequently, current research required to obtain at least 200 responses to achieve both requirements above-mentioned.

Structural Equation Modeling (SEM) statistical techniques was used to analysis this research. SEM "is testing various theoretical models, that hypothesize how sets of variables define constructs and how these constructs are related to each other in a quantitative manner" (Schumacker & Lomax, 2010). IBM SPSS version 21 and IBM SPSS AMOS version 23 statistical software were used for data analysis.

4. ANALYSIS AND DISCUSSION

Demographic profile of respondents. The sample of the study consisted of 282 responses. 52.8% of the respondents were male and 47.2% of the respondents were female. The ages range from 18 to 45 years and above. Whereas most respondents were within 18-24 years. Furthermore, 64.2% of the participants were single. The majority of the respondents were students 62.8%. As well most of them from undergraduate which represent 55.3%. and 45% of respondents were earning less than 200\$.

Table 2: Demographic respondents

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

According to Table 2 and Table 3, 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it. At the same time 62.8% of Yemeni consumers never purchased a brand because it was endorsed by a celebrity. Taking into consideration that the majority of Yemeni consumers which represent 45% their monthly income were fewer than 200 dollars.

Table 1: Aware of a brand because of a celebrity endorsed

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

Table2: purchase celebrity-endorsed product

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

4.1 SEMHypothesis Test

Presented the results of hypotheses testing, some inferences have been made as follows:

Table 3: Hypothesis Result.

Relationship	Estimate	S.E.	C.R.	P
Trustworthiness >>Bimage>>PurchsInt	.113	-.145	.292	.414

Trustworthiness is not positively related to purchase intention (PurchsInt) thus there is no positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image. In the case of the relationship, the estimate value (β) is 0.113, standard error (S.E) is -0.145 and P-value is 0.414 which is higher than the standard value of 0.05, therefore:

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

5. FINDINGS AND CONCLUSIONS

This study's primary purpose is to examine the perception of Yemeni consumers on celebrity endorsement and to explore the effectiveness of celebrity trustworthiness, on purchase intention. Most Yemeni consumers regard prominent advertising as an effective marketing strategy. That 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it.

Furthermore, this study shows that Yemeni consumers are not interested in celebrities' trustworthiness. Which means that Yemeni consumers don't trust celebrities.

Every research should have several limitations. First of all, the sample size used in this study was only 282 Yemeni consumers that means the results cannot be generalized for all Yemeni

consumers. Secondly, this study focused only on four celebrity attributes which was trustworthiness. Finally, the researcher faced a limited time limit during the study era. For further researches in the celebrity endorsement field. It will be interesting to implement the same idea with Yemeni consumers but with a larger sample size in order to generalize the results further. Focus on the other issues like: celebrity overexposure, celebrity overshadowing, celebrity overuse, and extinction of the celebrity endorser. Moreover, conducting more in-depth studies on the negative influence of celebrity endorsement.

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