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The Impact of using celebrities in advertising on the purchasing behavior of consumers/Analytical Study about consumers opinions: Sample from Baghdad

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Summary

The study aimed to identify the effect of the use of celebrities in advertisements on the purchasing behavior of consumers, and to achieve the research objectives, a questionnaire consisting of three axes was used. The first includes the personal data of the sample (gender, age, academic achievement, place of residence), while the second axis includes criteria for the use of celebrities in Ads, while the third axis includes the consumer purchasing behavior variable, and the validity of the tool was verified using the validity of the arbitrators, data were analyzed using SAS statistical program. The study concluded that there is a significant correlation between the use of celebrities in advertisements and the purchasing behavior of consumers. There is a significant effect of the independent variable (the use of celebrities in advertisements in terms of (credibility, attractiveness, vector meanings)) on the dependent variable (the purchasing behavior of consumers). The study recommends a set of recommendations, including the need to pay attention to the selection of celebrities who meet the basic criteria in terms of credibility, attractiveness and their ability to convey the necessary information from the product, in addition to pay attention to the content of the advertisement in terms of credibility and compatibility with the culture of consumers in order to push them to trust in the advertising message.

Keyword: 1. Using celebrities 2. Advertising 3. Behavior of consumers.

Introduction

Companies try to promote their products and services in many ways, including linking those products and services with celebrities, so linking the company's products and services to influential and acceptable people in the society whose positives are targeted for him to accept the product or service in a faster and more confident manner, as famous personalities of various categories have become playing a major role in the culture of societies at the present time. As the famous person with whom the company's products and services are related is considered a seller and marketer of those goods and services, and companies that want to use celebrities to advertise their products and services must be careful in choosing celebrities as the chosen character must have a presence and acceptance in the community and agree with the product or The service and the company also needs to know what effect the famous person used in advertising has on the consumer and its impact on the reputation of the company and its sales.

Study methodology

Study Problem

Increased interest by business organizations and marketing managers in using celebrities to promote most products because of its impact on attracting consumer attention and making the purchase decision for products.

Accordingly, the study problem can be posed as follows:

Does the use of celebrities in advertisements (in terms of credibility, attractiveness, and conveying meanings) affect the purchasing behavior of consumers in Baghdad?

Study objectives

Knowing the effect of using celebrities in advertisements in terms of credibility, attractiveness, and conveying meanings on the purchasing behavior of consumers in Baghdad.

To what extent could the use of celebrities in advertisements affect the buying behavior of consumers in Baghdad?

The importance of the study lies in the following:

1. 1-Attempting to raise interest in the uses of celebrities in advertisements and its impact on consumers' buying behavior.

2. Learn about the most important characteristics and characteristics of celebrities that affect consumers' buying behavior.

This study was applied to a sample of (330) consumers in the city of Baghdad as spatial limits, while the temporal limits of the study were for the period from 7/1/2020 until 1/12/2020.

The plan of the study

In order to address the study problem systematically and within its theoretical and practical framework, a hypothetical scheme for the study must be developed to indicate the expected relationship between the study variables, as the celebrity use variable in advertisements is an independent variable because it affects the purchasing behavior of consumers as it is a response variable and Figure (1) illustrates that scheme.

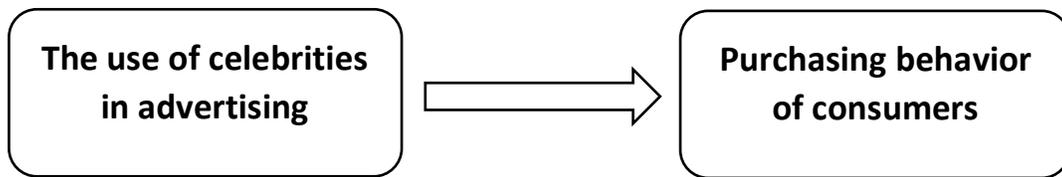


Figure (1) the hypothetical scheme of the study

Study hypotheses

- 1- The first hypothesis is that there is a significant correlation between the use of celebrities in advertisements in terms of (credibility, attractiveness, and conveying meanings) and the purchasing behavior of consumers in Baghdad.
- 2- The second hypothesis: There is a significant effect of the use of celebrities in advertisements in terms of (credibility, attractiveness and conveying meanings) on the purchasing behavior of consumers in the city of Baghdad.

Study methods

The descriptive analytical approach was used with the aim of briefing the aspects of the topic, understanding its components and analyzing its dimensions, as many studies, researches and books were used. In the analytical aspect, the questionnaire form was used after being judged by the arbitrators, which was prepared to measure the effect of celebrities' use in advertisements on the purchasing behavior of consumers to know their opinions towards Subject: Statistical Analysis System -SAS (2012) was used in data analysis

to study the effect of different factors on the studied variables, and the significant differences between the averages, T-test and F test, were compared and the correlation coefficient-r estimated and the regression coefficient. In addition to percentages, mean, standard deviation.

Secondly- the theoretical framework

The concept of advertising

Advertising affects consumer behavior to provide him with information about everything related to commodities, as the most important goals of advertising lie in changing the tendencies, trends and behavior of potential consumers, introducing production and service organizations and improving their reputation, expanding the consumer base in addition to creating awareness and interest in the organization's goods and giving a high value to the characteristics of a commodity or A specific sign (Al-Zoubi, 2009: 42). The American Association defines advertising as an impersonal means of presenting ideas, goods or services through an information party and for a fee paid (Al-Mohammadi, 2014: 46). As for Robert's English dictionary, advertisement is defined as an activity or art aimed at creating a psychological effect on consumers in order to achieve specific commercial goals (Al-Badawi, 2006: 79). It is also known as all paid non-personal efforts that a natural or legal person undertakes to provide his products, including goods, services, or ideas (Ghonim, 2008: 30). It is a non-personal, usually driven communication process through which information of a persuasive nature about goods, services, or ideas is transmitted by the sponsoring organizations and through public means of communication (Bovee & Arens, 2005: 45)).

Advertising has a fundamental role in guiding the purchasing behavior, as the buying behavior is the ultimate goal of marketing communications, and advertising is one of the elements of the marketing mix as its impact appears at every stage of the procurement process. In the first phase, the advertisement raises the needs of consumers and makes them think of buying products that they had not thought of before, and in the second phase the advertisement provides information about the commodities, and in the third phase the advertisement helps the consumer to identify the characteristics of the goods that were not immediately apparent. As for the fourth stage, it is the impact on consumers in the purchase decision, which is an indirect effect on the consumer in the stage of making the purchase decision and in the fifth stage the advertisement reduces the feeling of aversion between the consumer and the commodity that he has purchased, by helping the consumer to feel satisfied with the purchase decision by showing other characteristics For the commodity, or giving the commodity a moral value that supports

the decision, the role of advertising here is to alleviate this feeling on the consumer's psyche, as it highlights the negative features of alternative goods, and focuses on the positive features of the commodity that was purchased by the consumer without showing the brands (Kotler, 2003)).

According to (Aaker & John, 1989: 5) and (Kotler, 2005: 472) Advertising has several characteristics that distinguish it, including:

- 1- The advertisement is a controlled message, since the advertiser pays a financial compensation for the space which holds in the advertising medium or for the period he buys for the advertisement.
- 2- Advertising is a message addressed to a large number of consumers.
- 3- Advertising is the fastest way to communicate with consumers, as it reaches a large number of them at the same time.
- 4- Advertising does not end its job at the point of delivering certain information, but rather aims to persuade the consumer and influence him to take positive action towards the advertised goods.
- 5- Advertising is an important process to distinguish the strategic mission of the organization and allocate the necessary funds for it. The advertiser performs several operations during the publication of the advertisement, which is to generate the message of the advertisement, then evaluate it, then the effective development of it and then complete it in order to achieve the desired goals

Celebrity concept

Celebrities can be defined as people who are aware of large groups of consumers, as their characteristics, skills, attractiveness, and lifestyle possess a high degree of public awareness and attention (Salem, 2009). Celebrities can also be defined as individuals who are popular by a broad spectrum or group. Specific consumers (Zidani, 2010) Celebrity Marketing is an advertisement that uses celebrities, i.e. personalities with popularity known to the masses, to advertise the company's products or services, either through official company announcements through various media channels, or through celebrities' use of the company's products or services and promoting them in an image. Directly or indirectly, it affects their followers because they see celebrities as role models and may affect them in marketing advertising campaigns using the endorsement of these celebrities (business2community, 2014).

Celebrity selection criteria

There are three main criteria when choosing celebrities in ads, and they are:

1- Credibility: It is the reliability and confidence of a person, as it is required to transfer the factors of honesty to consumers. The famous personality must be trusted and respected by consumers and be an expert in the field of advertised goods, as the credible personality is the most capable of convincing the consumer and influencing his buying behavior towards a commodity (Salem, 2009: 6). And the influence of celebrities may be distinctive and unique because they are known to consumers. Through their professional success, they are perceived as celebrities, and the reputation is translated into their credibility and prestige, for example doctors are considered experts in the field of health-related products (Nasdaq Blog, www.mhabash.com)

2 - Attractiveness: it is to convince the consumer of the advertised good. When the consumer finds something attractive in the famous person, it attracts his attention and makes him interact with him and imitate his behaviors in praise, use and attention. The gravity criterion consists of three components:

A-Beauty: It is one of the most important factors in the attractiveness criterion and affects the behavior of consumers.

B-Affinity and Popularity: It is necessary for the famous personality to have high affinity and popularity among consumers to influence their behavior.

C - Reputation: The famous person must have a good reputation and free from suspicion.

3- Conveyor of meanings: It is the famous personality having a distinct set of meanings that are transmitted to the advertised good in the event that the celebrities are well used in the advertisement. This standard consists of three components:

A - The ability to present the content in a way that is compatible with the commodity and with the consumer: by making the consumer link between the characteristics of the celebrity and the advertised goods, which affects his buying behavior.

B - The relationship of personality with the consumer: It is necessary that the famous personality traits in terms of age, gender, strength of personality, honesty, lightness and other characteristics are associated with the consumer. (Salem, 2009: 11)

C- The famous person's expression of the benefits of the commodity: It is necessary that the image of the famous person used in advertising the commodity, its taste and fitness, should match the desired image of the commodity. Nasdaq Blog, (www.mhabash.com)

The concept of Purchasing behavior

Consumer behavior is defined as the pattern that the consumer follows when searching, buying, using, or evaluating goods and services that are expected to satisfy his needs (Mualla, 2013: 62). Consumer behavior can also be defined as performance in the search for, buying, using, and evaluating goods to meet consumer demand. (shih et.al., 2015: 391) Zaqai defines consumer behavior as a group of mental and emotional activities through which the consumer chooses or buys or uses goods and services to satisfy his desires and needs (Zekai, 2010: 110). The activities and actions that he performs while searching for the goods and services he needs in order to satisfy his needs and desires in order to make the purchase decision, and that this decision is affected by external factors and internal factors. The information plays an important role in its formation, including the information obtained from the environment in which he lives, especially what he hears from Before the reference groups (Al-Zoubi, 2010)

Types of consumer behavior:

Consumer behavior can be divided into several types according to each of the shape, nature and recency of the behavior, and the number of individuals involved in the behavior, as in table 1 below (Kotler and Armstrong, 2008)

Table 1 consumer behavior types

According to consumer appearance		based on consumer nature		According to the novelty of the consumer		based on consumer number	
Apparent behavior	Subconscious behavior	Innate behavior	Learned behavior	Induced behavior	Repetitive behavior	Individual behavior	Group behavior
Visible actions and actions that can be observed such as buying	Thinking, meditation, perception, visualization and more	Behavior accompanying an individual from birth without the need for learning	Behavior that the individual learns through different means of learning	Behavior resulting from a new or new situation as it occurs for the first time	Repeated behavior without change or slight change of the previous behaviors and actions	Behavior that relates to the individual itself	Behavior that concerns a group of individuals and represents the individual's relationship with others

As for the types of consumer buying behavior, it is divided into four types as well, which are: (Kotler and Armstrong, 2008: 220)

Table 2 buying behavior types

Compound Buying Behavior	The buying behavior is Little dissonance	The buying behavior is according to habit	The buying behavior is seeking diversity
In situations characterized by strong consumer inclusion, and brand awareness	In situations of high consumer coverage with little perceived differences between brands	In situations characterized by low consumer coverage and few perceived significant differences	In situations characterized by low consumer coverage but with significant perceived brand differences

Factors affecting buying behavior

There are a number of factors that affect consumer behavior, which are: (Kotler and Armstrong, 2008: 310), (Al-Hijazi, 2005: 132), (Ben Tvat, 2008: 35) and (Abu Jalil and others, 2012: 128-129):

1- Cultural factors: Cultural factors are among the main determinants of consumer buying behavior and are as follows:

A-Culture: It is the set of values, beliefs, perceptions, preferences, and behaviors that a consumer owns and that he inherits from his family or learned from society that affect his buying behavior.

B- Subculture: This includes the nationalities, religions, ethnic groups, and geographical regions that affect the purchasing behavior of consumers.

C - Social class: There are different social classes, each possessing characteristics that its members share, and this is reflected in the similarity of their purchasing behavior.

2- Social factors: and it includes:

A-Reference groups: It consists of two or more individuals between whom some type of exchange and interaction occurs to achieve individual or common goals, and it forms a direct or indirect influence on the consumer's purchasing behavior, and these groups are used by the consumer to compare his actions or characteristics with their individuals.

B-The family: It is the first group that the consumer communicates with continuously, and works to leave a certain impression on the members of the same family because of the information they have about different goods and services according to their own customs and convictions.

C- Opinion leaders: They are the people or person from the reference group who has influence on others because of his special skills, knowledge, personality, or other characteristics he enjoys in convincing others of his opinion.

D - Role and position: It is the roles that the individual exercises in his life and the positions he holds, which have a significant impact on his purchasing behavior, in order to match the nature of the role he plays.

3- Personal factors: They are represented by age, gender, job, economic conditions, and personal life styles.

4- Psychological factors: It is represented by a group of factors related to consumer motivation and the need that drives the consumer towards a certain behavior to meet his desires and needs, as follows:

A-Motives: are the driving forces represented by the desires and needs that the consumer wants to satisfy or avoid. Motives are divided into primary motives based on the physiological needs of the human being, such as food and drink, and secondary motives, and they are based on non-physiological mental needs such as ambition, love of appearances, affection and love.

B-Perception: It is the process by which the consumer selects, organizes and interprets information to form a logical and clear picture of the things around him.

C-Learning: It is the explanations in the behavior and behavior of the consumer resulting from the experience, information and training he acquires.

D - Memory: enables consumers to store information about goods and services and retrieve them when needed.

E-Attitudes: It is the consumer's behavioral tendencies towards something

5- Situational factors: Situational factors affect the consumer's buying behavior as follows:

A-Purchase task: It is the buying process that the buyer wishes to achieve.

B -The physical environment: They are the individuals who previously made the purchase decision and the extent of the buyer's relationship with them and his relationship with them.

C - The physical environment: These are the factors associated with decorating, music, and the large crowd inside the store.

D- Time influences: It is the time available to the consumer to make his purchasing decision.

E - Previous cases: It is the form of dealing that he used in the purchase process.

The third topic - the practical framework

Nor: Description of the study population This topic describes the population of the study that has been applied to through:

Description of the study sample

The study was applied to the sample of consumers in the city of Baghdad, and the number of the sample members was (330), chosen randomly. The following table shows the characteristics of the study sample. It is noted from Table (3), which includes the distribution of the sample members according to the personal variables, that with regard to the gender variable, we find that the largest percentage is the proportion of males, which accounted for approximately (79%) and that the percentage of females is the lowest, as it formed (21%), and it is noticed that the age group is (26) -35) represents the largest part of the sample members, at a rate of (39%). As for the age group (66 years and over), it is the least part of the sample members with a percentage of (2%). As for the higher diploma category, the lowest percentage of the sample members occupied (2%). As for the marital status of the study sample, the married category occupied the highest percentage, reaching (72%) and the form of the place of residence (Al-Karkh) was the largest percentage of the sample members, as it reached (While the place of residence (Al-Rusafa) formed the lowest percentage of the sample members, reaching (27%). As for the level of income, the largest percentage was for those with middle income, as it constituted (59%). The study sample members were asked about whether they had previously purchased a commodity after seeing a celebrity advertise it, and their answers were in both the highest percentage as it reached (80%), and the responses of the study sample members were probably about a question: Do you think that the use of celebrities in advertisements has a positive effect on Consumer buying behavior is the highest percentage, with a rate of (42%), and answers with both occupied the lowest percentage, constituting (22%).

Table 3. Distribution of the sample according to personal information

Gender											
Male						Female					
Frequency			%			Frequency			%		
260			79			70			21		
Age											
Less than 25 years		26-35 Year		36-45 year		46-55 year		56-65 year		66 and above	
Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
34	10	128	39	92	28	54	16	16	5	6	2
Academic achievement											
PhD.		M		Higher Diploma		BSc.		Diploma		Secondary school	
Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
18	5	41	12	8	2	195	59	29	9	39	12
Social status											
Married				Single				Widowed / divorced			
Frequency		%		Frequency		%		Frequency		%	
236		72		83		25		11		3	
Residency											
Al-Karkh			Al-Rusafa			Other					
Frequency		%		Frequency		%		Frequency		%	
149		45		88		27		93		28	
Income level											
poor			mid			Good					
Frequency		%		Frequency		%		Frequency		%	
17		5		195		59		118		36	
Have you ever bought an item after seeing a celebrity advertise it?											
Yes						No					
Frequency			%			Frequency			%		
65			20			265			80		
Do you think that the use of celebrities in advertisements positively affects consumer buying behavior?											

yes		No		Maybe	
Frequency	%	Frequency	%	Frequency	%
122	37	71	22	137	42

Field study results

It can be noted from the data in Table (4) regarding the frequency distributions, percentages, the mean, and the standard deviation of the celebrity use variable in advertisements, we find the following:

1- Credibility criterion: We find that (45%) a percentage of the sample respondents agree that the use of celebrities in advertisements gives acceptance to the advertised goods and (11%) of them agree strongly, while we find that (8%) only strongly disagree with it on the other hand We find that the highest percentage of sample members do not agree with the fact that the famous person has experience in the commodity that she advertises with a rate of (52%), while we find that (6%) only of the sample members agree with it, and one of the most prominent variables that contributed to enriching the study variables is (X2) (X4, X5), and this indicates that the use of celebrities in advertisements confer acceptance of the advertised goods, but the famous personalities who present the advertisements do not have experience in the goods they advertise, and these answers came with a mean of (2.44) and a standard deviation of (1.004).

Table (4) the frequency distributions, percentages, and standard deviation of the celebrity use variable in advertisements

Questions	Response scale						mean	Standard deviation
	Strongly agree	agree	neutral	disagree	Strongly disagree			
1- Credibility								
1- Do you think that the famous person has experience with the commodity you are advertising?	Freq.	8	21	53	173	75	2.13	0.89
	%	3	6	16	52	23		
2- Do you have confidence in what celebrities say in advertisements about the effectiveness of the advertised product?	Freq.	5	19	64	160	82	2.11	1.08
	%	2	6	19	48	25		

3- Do you believe that the use of celebrities in advertisements confers acceptance of the advertised goods?	Freq .	35	148	83	37	27	3.38	0.93
	%	11	45	25	11	8		
4- Are you convinced of the information conveyed by celebrities in advertisements?	Freq .	4	25	85	137	79	2.21	1.08
	%	1	8	25	42	24		
5- The use of celebrities in advertisements gives credibility to the quality of the advertised good	Freq .	10	46	72	124	78	2.35	1.04
	%	3	14	21	38	24		
The average		12.4	51.8	71.4	126.2	68.2	2.44	1.004
2- Gravity								
6- Do you think that the beauty of celebrities indicates the quality of the advertised item?	Freq .	11	36	50	152	81	2.22	1.09
	%	3	11	15	46	25		
7- The popularity of celebrities makes the advertised product a favorite among consumers	Freq .	61	144	68	39	18	3.58	1.21
	%	18	44	21	12	5		
8- Do you believe that the reputation of celebrities is necessary to advertise the goods?	Freq .	78	136	46	43	27	3.59	1.25
	%	24	41	14	13	8		
9- Are you attracted by advertising that uses celebrities?	Freq .	38	78	75	89	50	2.89	1.12
	%	12	24	22	27	15		
10- The appearance of the brand and the goods next to the celebrities makes the advertising message more interesting	Freq .	56	143	68	40	23	3.51	1.08
	%	17	43	21	12	7		
The average		48.8	107.4	61.4	72.6	39.8	3.16	1.15
3- Vector meanings								

11- Do you believe that it is necessary for celebrities to have the ability to display goods and indicate their characteristics?	Freq .	53	136	75	51	15	3.49	0.88
	%	16	41	23	15	5		
12- The content of the advertisement must be consistent with the characteristics of the advertised goods	Freq .	125	161	26	10	8	4.17	1.09
	%	38	49	8	3	2		
13- The use of celebrities in advertisements reinforces the image of the advertised goods with the consumer	Freq .	71	140	69	32	18	3.65	1.14
	%	22	42	21	10	5		
14 -The presence of the commodity next to the celebrities provides implicit support for it and helps in forming positive trends towards it	Freq .	44	107	96	56	27	3.26	1.14
	%	13	32	30	17	8		
15- It is important for you to match the personal characteristics of celebrities with you.	Freq .	21	79	91	93	46	2.81	0.67
	%	6	24	28	28	14		
The average		62.8	124.6	71.4	48.4	22.8	3.48	0.98

2- The attractiveness criterion: We find that (44%) of the sample members agree that the popularity of celebrities makes the advertised commodity preferable to consumers, while (12%) of them do not agree with it, and we find that (43%) of the sample members agree with The appearance of the brand and the goods next to the celebrities makes the advertising message more interesting, and among the most prominent variables that contributed to enriching the study variables are (X8, X9), and this indicates that the reputation and popularity of celebrities in advertisements is necessary to advertise the goods. These answers came in mean (3.16) and a standard deviation of (1.15).

3- The meanings vector criterion: We find that (94%) of the sample members agree that the content of the advertisement conforms to the characteristics of the advertised goods, while (3%) of them do not agree with it, and we find that (42%) of the sample members

agree with The use of celebrities in advertisements strengthens the image of the advertised goods with the consumer, while only (10%) of them do not agree with it and the most prominent variables that contributed to enriching the study variables are (X11, X14), and this indicates that the content of the advertisement must comply with the characteristics of Advertised goods and the use of celebrities in advertisements establishes the image of the advertised goods with the consumer, and it is necessary for the celebrities to have the ability to display the goods and indicate their characteristics. These answers came with a mean of (3.48) and a standard deviation of (0.98).

Table (5) Frequency distributions, percentages and standard deviation of the consumer purchasing behavior variable

Questions	Response scale						mean	Standard deviation
		Strongly agree	agree	neutral	disagree	Strongest disagree		
1- You care about the quality of the goods you want to buy	Freq.	248	66	10	3	3	4.68	0.67
	%	75	20	3	1	1		
2- Looking for the right price for the goods you need	Freq.	182	118	20	5	5	4.42	0.8
	%	55	35	6	2	2		
3- It is concerned with following up the offers made by the stores to buy the goods they need from multiple sources	Freq.	149	122	42	12	5	4.21	0.91
	%	45	36	13	4	2		
4- You think that advertising that uses celebrities contributes to encouraging purchase	Freq.	51	136	75	40	28	3.43	1.14
	%	15	41	23	13	8		
5- Compare the commodities available in the market before making the purchase	Freq.	160	121	31	12	6	4.26	0.91
	%	48	37	9	4	2		
6- You are drawn to buying goods when you see a celebrity advertise them	Freq.	14	62	84	104	66	2.56	1.13
	%	4	19	25	32	20		
7- Review previous purchases before	Freq.	95	123	80	27	5	3.84	0.98
	%	29	37	24	8	2		

purchasing the commodity								
8- It depends on advertisements that use celebrities to choose goods	Freq.	7	37	77	118	91	2.25	1.04
	%	2	11	23	36	28		
9- You talk about commodities advertised by celebrities	Freq.	5	56	104	102	63	2.51	1.03
	%	2	17	32	31	18		
10- You believe that the use of celebrities in advertisements affects the consumer's buying behavior compared to other regular advertisements	Freq.	45	141	84	39	21	3.45	1.07
	%	14	43	25	12	6		
11- You previously changed your outlook on a certain commodity after seeing a celebrity advertise it	Freq.	24	49	82	105	70	2.55	1.19
	%	7	15	25	32	21		
The average		89.09	93.73	62.64	51.55	33	3.47	0.99

It is noted from the data in Table (5) on the frequency distributions, percentages, the arithmetic mean and the standard deviation of the consumer purchasing behavior variable that the highest percentage of the sample members agree strongly with the interest in the quality of the goods they want to buy, as their percentage reached (75%), while we find that (1%) Only (55%) of the sample members strongly agree with the search for the appropriate price for the goods they need, while only (2%) of them do not strongly agree with it, and (43%) of the respondents believe that the use of celebrities in Advertisements affect the consumer's buying behavior compared to the rest of the regular advertisements, and among the most prominent variables that contributed to enriching the study variables are: (X3, X5, X7), and this indicates that the consumer is interested in the prices of the goods he wants to buy and is interested in following up the offers made by the stores to buy the goods he wants It is needed from multiple sources and that the use of celebrities in advertisements has an effect on the buying behavior of consumers compared to regular advertisements, and these answers came with a mean (3.47) and a standard deviation of (0.99).

Second: Analysis of the study model and its hypotheses

For the purpose of studying the correlation and influence relationships between the study variables and depending on its hypotheses, some statistical tools and methods will be applied for the purpose of identifying the validity of the study model and its hypotheses as follows:

1- Analysis of correlations between study variables

The correlations between the independent variable (the use of celebrities in advertisements (credibility, attractiveness, the vector of meanings)) and the dependent variable (the purchasing behavior of consumers) are illustrated in Table (6).

Table (6) The correlation coefficient between the use of celebrities in advertisements and the buying behavior of consumers

Vector meanings	attractiveness	Credibility	
0.920	0.813	0.725	The buying behavior of consumers

In Table (6) we note that there is a correlation between the variables of celebrity use in advertisements (credibility, attractiveness, vector of meanings) and the purchasing behavior of consumers, as well as the relationships of significance and can be observed from the value of the correlation coefficient and at a significant level (0.05) and this result reflects our acceptance of the hypothesis. The first study that states that there is a significant correlation between the variables of celebrity use in advertisements (credibility, attractiveness, vector meanings) and the buying behavior of consumers.

2- Analysis of the influence relationships between the study variables

The influence relationships between the independent variables (the use of celebrities in advertisements) and the buying behavior of consumers are illustrated in Table (7) which shows the use of celebrities in advertisements has a significant effect on the purchasing behavior of consumers, and this means accepting the second hypothesis of the study that there is a significant relationship between the use of celebrities in advertisements and the buying behavior of consumers.

Table 7 Analysis of the influential relationship between the use of celebrities in advertisements and the purchasing behavior of consumers

Model	Un standard	Standardized coefficients	T
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	B	Std. error	Beta	3.515
Constant		0.058004208	0.203899441	
Independent variable		0.017836948	0.931162292	

The significant relationship and the model can be embodied by relying on the analysis of the results in Table (8), which showed that the model was significant according to the value of F calculated at the level of significance (0.05) and with a degree of freedom (1,328) and was greater than the tabular (F=3.92) And the determination coefficient that expresses the ability of the independent variables (credibility, attractiveness, and the meanings of celebrities) together to explain the adopted variable (the purchasing behavior of consumers). While 10.75% of the differences are due to random variables that cannot be controlled, as shown in Table (8).

Table (8) Analysis of variance of celebrity use in advertisements and consumer buying behavior

Model	Sum of square	Df	Mean square	F
Regression	159.548	1	159.548	2725.270
Residual	19.202	328	0.0585	
Total	178.751	329		

R2= 89.25% **R2(adj)**= 89.22%

Conclusions

- 1- There is a significant correlation between the use of celebrities in advertisements and the purchasing behavior of consumers.
- 2- There is a significant impact of the independent variable (the use of celebrities in advertisements in terms of (credibility, attractiveness, vector of meanings)) on the dependent variable (the purchasing behavior of consumers).
- 3- The use of celebrities in advertisements gives acceptance to the advertised goods, but the famous personalities who present the advertisements do not have experience in the goods they advertise.
- 4- Most of the study sample individuals do not have confidence in what famous people say in advertisements about the effectiveness of the advertised product.
- 5- The reputation and popularity of celebrities in advertisements is necessary to advertise the goods.

6- The content of the advertisement must comply with the characteristics of the advertised goods, and that the use of celebrities in advertisements reinforces the image of the advertised goods with the consumer, and it is necessary for the celebrities to have the ability to display the goods and indicate their characteristics.

6- The consumer is interested in the prices of the goods he wants to buy and is interested in following offers made by the stores to buy the goods he needs from multiple sources, and that the use of celebrities in advertisements has an impact on the buying behavior of consumers compared to regular advertisements.

Recommendations

1- The need to pay attention to the selection of celebrities who meet the basic criteria in terms of credibility, attractiveness and their ability to convey the necessary information about the product.

2- The necessity to pay attention to designing the content of the advertisement in terms of credibility and compatibility with the culture of consumers in order to push them to trust the advertising message.

3- It is necessary for celebrities to have the ability to display goods and demonstrate their characteristics to persuade consumers to purchase the goods.

4- Paying attention to the quality of commodities and making sure that they meet the needs and desires of consumers.

5- The necessity to pay attention to commodity prices and to be in proportion to the purchasing power of consumers.

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