



REPUBLIC OF TURKEY
ALTINBAŞ UNIVERSITY
Institute of Graduate Studies
Business Administration

**THE INFLUENCE OF CELEBRITY MARKETING
ON SKINCARE PRODUCT CONSUMER
BEHAVIOR**

Rama Rami DALATI

Master's Thesis

Supervisor

Prof. Dr. Hayrettin Kemal SEZEN

Istanbul, 2022

**THE INFLUENCE OF CELEBRITY MARKETING ON SKINCARE
PRODUCT CONSUMER BEHAVIOR**

Rama Rami DALATI

Business Administration

Master's Thesis

ALTINBAŞ UNIVERSITY

2022

The thesis titled “THE INFLUENCE OF CELEBRITY MARKETING ON SKINCARE PRODUCT CONSUMER BEHAVIOR” prepared by RAMA RAMI DALATI and submitted on 16/ 5/ 2022 has been **accepted unanimously** for the degree of Master of Art in Business Administration.

Prof. Dr. Hayrettin Kemal SEZEN

the Supervisor

Thesis Defense Committee Members:

Prof. Dr. Hayrettin Kemal SEZEN	Faculty of Applied Sciences, Altinbas University	_____
Assoc. Prof. Dr. Muzaffer AYDEMIR	Faculty of Applied Sciences, Altinbas University	_____
Prof. Dr. Dilek ALTAS KARACA	Faculty of Economics, Marmara University	_____

I hereby declare that this meets all format and submission requirements of a Master thesis.

Submission date of the thesis to Institute of Graduate Studies: ____/____/____

I hereby declare that all information/data presented in this graduation project has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.

Rama Rami DALATI

Signature

ABSTRACT

THE INFLUENCE OF CELEBRITY MARKETING ON SKINCARE PRODUCT CONSUMER BEHAVIOR

Dalati, Rama Rami

M.A., Business Administration Department, Altınbaş University

Supervisor: Prof. Dr. Hayrettin Kemal SEZEN

Date: April/2022

Pages: 61

Consumers' choices and actions are altering as a result of digital impact. Marketers spend time determining how to communicate with celebrities to increase their sales. It all starts with comprehending the effects of digitalization on developing relevant tactics and identifying the intended outcomes. It allows luxury skincare firms to increase their market share, enhance dependability, and build digital attraction sites. The concept of 'influence' is altering the way the beauty business markets itself by attracting attention from social media in the battle among businesses to gain consumers' attention. This study aimed to determine the effect of celebrity marketing on consumer behavior by examining the impact of celebrities in marketing campaigns among the users in the Latakia Governorate, Syria. The study used a quantitative research design and collected data from 415 respondents that measured consumers' perceptions of celebrities selling skincare products. The results indicate a significant positive relationship between celebrity marketing and consumers' behavioral intentions. Moreover, the three dimensions of celebrity marketing, i.e., attractiveness, trustworthiness, and expertise, were statistically significant.

Keywords: Celebrity Marketing, Consumer Behaviour, Attraction, Trustworthiness, Expertise

ÖZET

ÜNLÜLERCE PAZARLAMAMANIN CİLT BAKIM ÜRÜNLERİ TÜKETİCİ DAVRANIŞLARINA ETKİSİ

Dalati, Rama Rami

M.A., Yüksek Lisans Tezi, İşletme Yönetimi Anabilim Dalı, Altınbaş Üniversitesi

Danışman: Prof. Dr. Hayrettin Kemal SEZEN

Tarih: Nisan/2022

Sayfa: 61

Tüketicilerin seçimleri ve eylemleri, dijital etkinin bir sonucu olarak değişiyor. Pazarlamacılar, satışlarını artırmak için ünlülerle nasıl iletişim kuracaklarını belirlemek için zaman harcarlar. Her şey dijitalleşmenin ilgili taktiklerin geliştirilmesi üzerindeki etkilerini anlamak ve amaçlanan sonuçları belirlemekle başlar. Lüks cilt bakımı ürünleri konusunda çalışan firmaların pazar paylarını artırmalarına, güvenilirliği artırmalarına ve dijital cazibe siteleri oluşturmalarına olanak tanır. Sosyal medya yoluyla 'Etkileme' kavramı, firmalar arasında tüketicilerin dikkatini çekme savaşında güzellik sektörünün pazarlama şeklini değiştiriyor.

Bu çalışma, Suriye'nin Lazkiye bölgesinde ünlüler kullanılarak yapılan pazarlama kampanyalarının tüketici davranışları üzerindeki etkisini belirlemeyi amaçlamıştır. Nicel bir araştırma tasarımı yoluyla cilt bakım ürünleri satan ünlülere ilişkin tüketici algılarını ölçen 415 katılımcıdan veri toplamıştır. Sonuçlar; ünlüler kullanılarak yapılan pazarlama çabaları ile tüketicilerin davranışlarına ilişkin niyetleri arasında önemli ölçüde pozitif bir ilişki olduğunu göstermektedir. Ayrıca, ünlü pazarlamasının üç boyutu olan çekicilik, güvenilirlik ve uzmanlık da istatistiksel olarak anlamlı bulunmuştur.

Anahtar Kelimeler: Ünlü Pazarlama, Tüketici Davranışı, Cazibe, Güvenilirlik, Uzmanlık

TABLE OF CONTENTS

	<u>Pages</u>
ABSTRACT.....	V
ÖZET	VI
LIST OF TABLES	IX
LIST OF FIGURES	X
1. INTRODUCTION.....	1
1.1. RESEARCH PROBLEM	2
1.2. RESEARCH QUESTIONS.....	2
1.3. PURPOSE OF THE STUDY	2
1.4. RESEARCH OBJECTIVES.....	3
1.5. DEFINITIONS OF KEY TERMS.....	3
1.6. THEORETICAL FRAMEWORK.....	4
1.7. RESEARCH HYPOTHESES	5
2. LITERATURE REVIEW	6
2.1. DIGITAL MARKETING.....	6
2.2. THE CELEBRITIES.....	7
2.2.1. Celebrity Marketing.....	8
2.2.2. The Importance of Celebrities	8
2.2.3. Dimensions of Celebrity Marketing.....	10
2.3. ADVANTAGES AND DISADVANTAGES OF CELEBRITY MARKETING	12
2.4. CONSUMER BEHAVIOR	15
2.4.1. Dimensions of Buying Behavior.....	15
2.4.2. Types of Buying Decision Behavior.....	19
2.4.3. Factors Influencing Consumer Buying Behavior	20
3. METHODOLOGY	23
3.1. RESEARCH DESIGN.....	23
3.2. SAMPLING	23
3.3. DATA COLLECTION.....	23
3.4. MEASUREMENT INSTRUMENT	24
3.4.1. Celebrity Marketing.....	24
3.4.2. Behavioral Intentions.....	25
4. DATA ANALYSIS	26

4.1. DEMOGRAPHICS	26
4.2. RELIABILITY ANALYSIS	27
4.3. EXPLORATORY FACTOR ANALYSIS	28
4.4. HYPOTHESES TESTING	29
4.4.1. Regression Analysis.....	30
4.5. CROSS TABULATION	34
4.6. CORRELATION COEFFICIENTS.....	39
5. CONCLUSION	41
5.1. LIMITATIONS	42
5.2. RECOMMENDATIONS	42
5.3. FUTURE RESEARCH DIRECTIONS	43
REFERENCES.....	44
APPENDIX.....	54

LIST OF TABLES

	<u>Pages</u>
Table 3.1: Celebrity marketing scale.	24
Table 3.2: Behavioral intentions scale.	25
Table 4.1: Demographic.....	26
Table 4.2: Reliability statistics for all items.	27
Table 4.3: Reliability statistics of attractiveness.....	27
Table 4.4: Reliability statistics of trustworthiness.....	27
Table 4.5: Expertise.	27
Table 4.6: Behavioural intentions	28
Table 4.7: Factor loadings.....	28
Table 4.8: Model summary	30
Table 4.9: ANOVA.....	30
Table 4.10: Coefficients.....	31
Table 4.11: Model Summary	31
Table 4.12: ANOVA.....	32
Table 4.13: Coefficients.....	33
Table 4.14: Age* will not complain to the company if one sees a problem with its service...35	
Table 4.15: Chi-Square tests	36
Table 4.16: Chi-Square tests.	37
Table 4.17: Nationality* will not complain to other customers if one experiences problem with service	37
Table 4.18: Marital status* will encourage friends or relatives to use the service.	38
Table 4.19: Marital status* will encourage friends or relatives to use the service.	39
Table 4.20: Correlation coefficients.	40

LIST OF FIGURES

	<u>Pages</u>
Figure 1.1: Theoretical framework.	4
Figure 2.1: Consumer buying behaviour.	20



1. INTRODUCTION

Social media have altered how we consume, generate, and participate during the last decades based on a massive shift on the internet. Social media is a concept that has piqued the interest of both firms and people that engage in the networking environment. Facebook, Instagram, YouTube, etc., have generated a significant push for various products and services previously unavailable in the traditional medium (Alhaddad, 2015). As a result of these new services, businesses have been able to track how information spreads online and how it affects their revenues. Consumers' choices and actions are altering as a result of digital impact. Marketers spend time determining how to communicate with celebrities to increase their sales. It all starts with comprehending the effects of digitalization on developing relevant tactics and identifying the intended outcomes. The more excellent knowledge of how digital impacts companies and the assistance of social media celebrities has led to company marketing relying heavily on digital influence (Solis & Webber, 2012).

Nowadays, there are many other ways to attract customers. For instance, social media sites are among the most widely used communication platforms, and the phrase celebrities marketing is becoming more common (NadanyIova et al., 2020). The power of celebrity marketing stems from the fact that people trust a specific figure with influence, and celebrities may generate interest in a product without being overt. However, it does not appear to be advertising at first glance—though. It provides a genuine review of the product, good or bad. In most situations, this includes information about the product's pricing, availability, and the possibility to purchase the products online (NadanyIova et al., 2020).

In the 19th century, the emergence of business marketing and technological advancements increased the popularity of skincare products among consumers, and in the 20th century, cosmetics continued to advance (Millikan, 2001). Skincare has a larger market share than other sectors of the beauty business due to the existence of high-end brands. Customers are interested in learning more about the products they are using. It allows luxury skincare firms to increase their market share, enhance dependability, and build digital attraction sites (Lertwilairatanapong, 2020). The concept of 'influence' is altering the way the beauty business markets itself by attracting attention from social media in the battle among businesses to gain consumers' attention.

Girls use skincare products. In the past, skincare products were only affordable to affluent ladies since they were considered luxury items. However, they are increasingly seen as a necessity in daily life in today's culture. The increasing needs for beauty and personal care drive the growth of the beauty sector. As a result, skincare businesses concentrate on providing practical, appealing, and safe products for consumers (Luong et al., 2017). Women stated they trust third-party product evaluations more than the company's marketing when assessing beauty goods. They said that influencers make most purchasing decisions to reach them (Gerdeman, 2019).

1.1. RESEARCH PROBLEM

With the rising popularity of social networking sites among many socioeconomic and age groups—marketing through websites has become an essential part of the marketing strategies to sell their products. The companies search for famous accounts and agree with their owners to promote their products, called ‘celebrity marketing.’ This study aimed to determine the effect of celebrity marketing on consumer behavior by examining the impact of celebrities in marketing campaigns among the users in the Latakia Governorate, Syria.

1.2. RESEARCH QUESTIONS

This study addresses the following research question:

RQ: What is the effect of using celebrity marketing on consumer behavior of skincare products in Lattakia Governorate?

1.3. PURPOSE OF THE STUDY

The importance of this study lies in defining the concept of celebrity marketing as one of the contemporary marketing methods that have been widely spread in recent years and dealing with the issue of consumer behavior and influencing factors. Moreover, the study also determines the impact of celebrity marketing adopted by skincare products companies on the consumer behavior of these products in the Latakia Governorate and proposes to increase sales.

1.4. RESEARCH OBJECTIVES

This study has the following objectives.

- i. To determine the effect of celebrity marketing on consumer behavior in the skincare products market in the Latakia Governorate, Syria.
- ii. To make recommendations to increase consumer behavior toward skincare products in Syria's Latakia Governorate.

1.5. DEFINITIONS OF KEY TERMS

Digital marketing: is the process of marketing or promoting goods and services to a wide variety of consumers through various platforms and methods. Its advancement came with numerous advantages that allow it to reach many people (Kostov, 2020).

Celebrity marketing: Celebrities are famous accounts well-known to many people. They have a distinct individuality and characteristics such as attraction, an extraordinary level of life, or unique powers which are not usually experienced by ordinary people (Erdogan, 1999).

Attractiveness celebrity: The physical appearance of a communicator can affect the effectiveness of persuasive communication. This concept states that the desire to identify with an attractive source causes people to accept information presented to them (Kelman, 1961).

Meaning transfer: There are three steps to transfer—first, the celebrity's significance shifts from the advertiser to the product or brand. Second, in the minds of consumers, the celebrity's connotations get connected with the brand. Finally, the consumer acquires the brand's meaning during the consuming process (McCracken's, 1989).

Credibility celebrity: is defined as the good traits of communication that influences the recipient's adoption of information (Ohanian, 1990).

Match-up hypothesis: a match-up or congruence refers to matching up a brand or another entity for a given purpose. This concept is often used in marketing literature to evaluate the fit between a brand and an event or a person (Fleck, Quester, 2007).

Consumer behavior: is the process through which individuals seek the goods they require or desire, make some decisions to purchase the necessary and most appropriate ones from various options, and utilize and dispose of them (Kirmani & Shiv1998).

Skincare products: A skincare product is used to deliver the active ingredients that provide the inner layer of the skin to reduce dehydration, protect the skin, and improve its appearance (Draelos, 2010).

1.6. THEORETICAL FRAMEWORK

Figure 1.2 illustrates the theoretical model for this study. The model is derived from a comprehensive literature review. There are three independent variables attractiveness, trustworthiness, and expertise along with a dependent variable behavioural intention. The hypotheses of the study are based on this theoretical model that indicate all three independent variables have significant impact on the dependent variable. Moreover, the celebrity marketing is also considered an intendent variable comprising of all three attractiveness, trustworthiness, and expertise. However, in order to test the relationship of celebrity marketing and behavioural, the data analysis will use a separate model fit for this relationship.

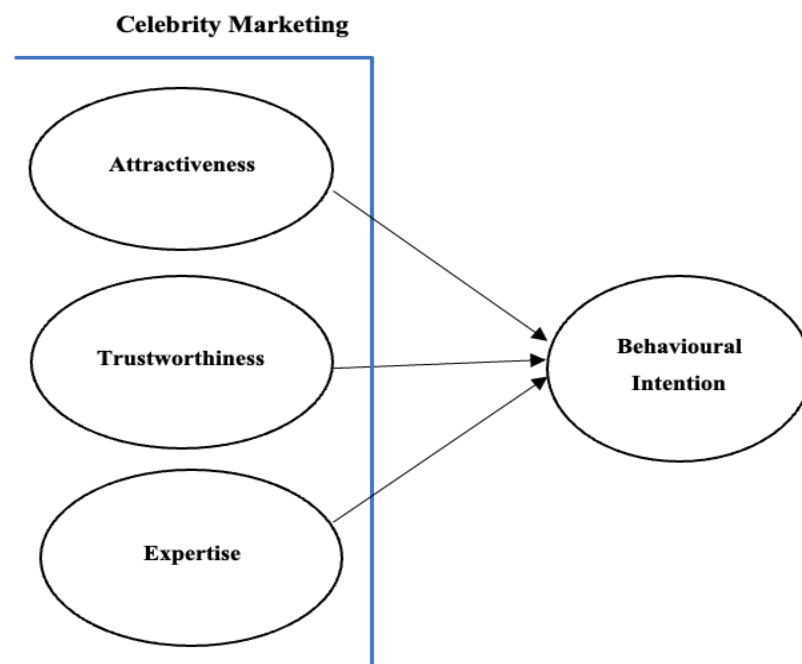


Figure 1.1: Theoretical framework.

1.7. RESEARCH HYPOTHESES

H1: There is a significant relationship between celebrity marketing and consumer behavioral intentions toward skincare products.

(H0: r (correlation between celebrity marketing, consumer behavior intentions) = 0, H1: $r < > 0$)

H1a: There is a significant relationship between attractiveness and consumer behavioral intentions toward skincare products.

(H0: r (correlation between attractiveness, consumer behavior intentions) = 0, H1: $r < > 0$)

H1b: There is a significant relationship between credibility and consumer behavioral intentions toward skincare products.

(H0: r (correlation between credibility, consumer behavior intentions) = 0, H1: $r < > 0$)

H1c: There is a significant relationship between expertise and consumer behavioral intentions toward skincare products.

(H0: r (correlation between expertise, consumer behavior intentions) = 0, H1: $r < > 0$)

2. LITERATURE REVIEW

With the emergence and growth of social media over the last few years, norms have shifted, and new requirements for marketing and advertising have evolved. Consumers like to listen to a celebrity about a product or service and their personal experience because they believe it is a trustworthy source.

2.1. DIGITAL MARKETING

One of the most crucial factors in business relations is marketing. Mainly, internet marketing is a process utilized to increase website traffic and promote its products or services—this is accomplished through various methods, such as social media marketing. (Salehi et al., 2012).

The transmission of products or services from the seller to the customer using digital techniques or media is known as electronic marketing (Salehi et al., 2012). Although, e-marketing began in the 19th century with the usage of the telegraph system. With smartphones' introduction and widespread adoption, digital media has emerged as the primary advertising tool (Salehi et al., 2012).

Social Media transfers power from marketing companies to consumers. Now, everyone can reach each other as consumers by sharing information about products and services, which drives marketers to change their traditional tactics to meet the customized customers' demands. In addition, advertisements are simply one means for buyers to gain more knowledge about innovative products because consumers are aware of their product lines. Moreover, it helps rational decisions since no one wants to create a poor decision regarding buying (Ertemel & Ammoura, 2016).

Social media advanced very quickly to engage with their images to feel like a member of society. They can reach the majority of the world, allowing lows to improve themselves (Flo et al., 2015; Harun, Husin, 2019). Husnain and Toor (2017) stated that how social media impact consumer decisions, consumers consciously contribute to media content according to this study's hypotheses. Furthermore, the importance of buyer perception and aspirations media's impact. Consumers check out appropriate media that meet their desires and gratifications. This argument is supported and compatible with the influence of social media marketing on online buying habits.

2.2. THE CELEBRITIES

A celebrity is described as someone well-known among a particular set of people (Schlecht 2003). Celebrities gain a vast audience on social media sites by developing an extraordinary chronology that portrays an entertaining lifestyle and highlights the products (Abidin, 2016). The powerful message and stories they post about their particular style and personality on their pages interest a community of sensitive people to the celebrities' crafted content. This entity would become 'famous' on social networking sites.

They differentiate from regular individuals in specific ways, such as beauty, exceptional lifestyles, or unique powers, and they have a great deal of public recognition. A celebrity can fall into various groups depending on their various achievements. Some people can be labeled as athletes, artists, and television stars. Celebrities sometimes enjoy being associated with an endorsed product and its positive effect on the public. Their increasing popularity and reputation usually evidence this. The celebrity sends a persuasive message to the targeted audience in most cases. Brand messages delivered by celebrities and famous personalities are more memorable and appeal to a broader audience (Davies & Slater, 2015).

Fraser and Brown (2002) indicated that consumers pick and select the ideals and celebrity habits they like and incorporate them into their own life. Fans of celebrities may try to emulate or replicate the conduct of a star to boost their personality. According to (Glucksmann, 2017). Social media celebrities are becoming one of the most popular advertising and consumer relations trends, particularly those who advertise lifestyle products. Working with firms whose goods typical customers use in their daily lives is a priority for lifestyle celebrities. As a result, celebrity marketing has successfully transformed the way businesses connect with their customers, particularly when it comes to lifestyle.

In this modern era of the internet, almost every progressive business has a website. Some people believe that web presence is just a requirement, while others think it is mandatory to operate their company (Salehi et al., 2012). Digital marketing is a process utilized for encouraging customer communications through various means, such as a company's website or social media platform (Yasmin et al., 2015). Social media marketing is utilized to distribute promotional messages to a targeted audience. Social media is an offshoot of the World Wide Web that enables people to create and exchange content. It is also used to

connect businesses and consumers low-costly (Kaplan & Haenlein, 2010). Due to the increasing efficiency of social media platforms such as Facebook and Twitter, many companies have required their employees to participate (Kaplan and Haenlein, 2010). Thus, more industries are now trying to benefit from social media as it can be used to develop a strategy or manage others' plans (Vinerean et al., 2013).

2.2.1. Celebrity Marketing

Marketers are constantly altering and upgrading their marketing strategies to successfully and emotionally contact their potential customers as consumer needs and expectations increase. Due to the increasing popularity of celebrity endorsements, it has been observed that these advertisements can influence consumer behavior and attitudes (Sami, 2006).

Celebrities marketing uses celebrities to drive a brand's message to the larger market and work with corporations. It is compensated for its efforts, either in cash or complimentary items or services (Johansen & Guldvik, 2017). Celebrity marketing is a type of word-of-mouth marketing and is more prevalent due to the rise of influencers in the media (Baranow, 2019). The celebrity does not necessarily have the authority to influence social media platforms (Bognar et al., 2019). They are not qualified to promote products and services unless they have a massive following on the forum, though it is not necessarily reliable when it comes to promotion. Celebrity marketing is a flourishing practice that involves engaging people who have an influencing trend or its targeted audience.

This form of marketing focuses on capturing the consumers by attracting influential people on social media, and they promote selected companies as sponsored content with their following (Sammis et al., 2015). Celebrities are more effective than traditional marketing because people no longer respond to conventional advertisements. They then lean towards the recommendations of their friends and family. So, it is essential to consider the various factors involved in promoting the product. These include the target group that the celebrity should reach and the potential profitability of the campaign.

2.2.2. The Importance of Celebrities

In today's world, there are many choices for consumers. Therefore, businesses usually use advertisements to differentiate themselves. Celebrities are also familiar with advertising

campaigns (Erdogan et al., 2001). A star is a person who has gained the public's attention through their name and image. So, this person is like a human brand as they become more visible due to their various actions and appearances. Although the celebrity's private life is private, they often act publicly to endorse multiple products (Holmes & Redmond, 2014).

Celebrity endorsements are also beneficial for businesses. They can help boost brand awareness and generate revenue. Furthermore, celebrities bring their own experiences to the table, resulting in a more vital and more intimate interaction between them and their audience. Consumers usually perceive celebrities as part of their own life. That is why they sense free to respond to them and share their thoughts about them (Bagozzi & Dholakia, 2002). Despite the lack of evidence supporting the effectiveness of celebrity endorsements, advertisers are still looking for ways to improve their messages. One example is incorporating celebrities in the picture of their banners. By matching a celebrity with a brand, a company can benefit from the celebrity's positive brand associations and gain consumer awareness. This strategy increases the value of the endorsed brand (Opris et al., 2020).

Celebrity brands are formed by experimenting with marketing and branding. The various activities are known to influence public perception and behavior. Celebrities rely on their different personality traits to create a human brand to endorse products. They make usage easier by serving as an idealized client and commodity vessel (Holmes & Redmond, 2014). Moreover, choosing the right celebrity for a successful publicity campaign (Sammis et al., 2015). It can help boost a specific brand's sales and motivate consumers to purchase because a famous person is more compelling than an outsider. So, before using it for advertising, one must be aware of the testimonial's level of sorrow and admission.

Celebrity identification is now being utilized as a communication technique. A well-chosen celebrity may bring buyers' value to a product or company. Fergie, the singer, for example, has revealed to the consumer how many kilograms she has dropped, most likely with the help of Weight Watchers (Opris et al., 2020). A celebrity plays a significant part in this circumstance. The famous person chosen by the company should be well-known and liked by the general public. As a result, this should ideally correspond to the marketed items or services. The number of celebrities in advertisements has increased recently. Advertisers have recognized celebrity brand influence on consumer purchasing choices—they significantly impact consumer behavior and encourage individuals to buy particular items.

Advertising can be broadcast on the internet, television, and social media (Zipporah & Mberia, 2014).

2.2.3. Dimensions of Celebrity Marketing

Various models have been constructed, such as the source credibility model, source attractiveness model, match-up hypothesis, and meaning transfer mode (MTM). All have been used to provide a theoretical foundation for understanding the effects of celebrities in advertising. The attributes of the source or information sender, including whether they are trustworthy or appealing, are emphasized in source impact models. The match-up hypothesis states that celebrity endorsements are most effective when linked to a brand's reputation (Till & Busler 1998). As opposed to source models and match-up hypothesizing model explains how celebrities can be effective at communicating with consumers. It shows how consumers can connect with a star through its various meanings (McCracken, 1989).

Model of source credibility: Credibility is a measure that relates to the extent to which a person is perceived to have expertise in a particular communication topic (Ohanian, 1990). The source credibility model asserts that the efficacy of a communication is determined by the endorser's self-efficacy and reliability (Hovland et al., 1953; Ohanian, 1991). Kelman (1961), through internalization, credible source knowledge can influence ideas, attitudes, perspectives, and actions. The ideal celebrity has to have a high level of expertise in marketing a brand or product. A credible source can also influence a person's actions and attitudes (Erdogan et al., 2001). Erdogan's (1999) review of prior research on celebrity endorsements as a highly credible source is more persuasive and effective than a less credible one. It results in a more significant favorable shift in attitude about the brand and more behavioral changes. The target audience can trust the endorser's integrity and honesty. Friedman and Friedman (1978) found that trustworthiness was associated with the perceived similarity of a respondent to a source, the level of expertise, and the source's attractiveness. It was also discovered that trustworthiness is a critical element of source credibility. But Ohanian's (1991) results countered this and showed that a celebrity's trustworthiness is not firmly connected to purchasing intentions.

Model of source attractiveness: The concept of source attractiveness is related to the physical attributes: recognition, likeability, and resemblance. A message's effectiveness is determined

by how these attributes are met by a source's audience (McGuire, 1985; Ohanian, 1990). Kelman (1961) suggested that a person's physical appearance makes persuasive when communicating. This effect is caused by the desire to identify with other attractive individuals. The model only explains the effects of physical appearance, expertise, and trustworthiness on a person's reputation and appearance. It is devoid of the celebrity's other characteristics, such as the function of fit or incompatibility of the celebrity's personality with the nature of the product/brand and the process of celebrity as a communication carrier (McCracken, 1989).

Model of meaning transfer (MTM): This model describes the various cultural meanings and the endorsement process. It highlights the importance of the different elements of the celebrity endorsement process to achieve a more comprehensive and authentic endorsement (McCracken, 1989). There are three phases to meaning transfer (i) the significance of celebrity shifts from the celebrity to the brand, (ii) the celebrity's connotations get connected with the brand in the mind of consumers, and (iii) the consumer obtains the image of the brand during the consuming process (McCracken, 1989). The meaning transfer model describes how celebrities convey a wide range of connections to the companies they support. As a result, before companies or organizations choose celebrities to promote their brands, they must verify that the individual delivers the correct meaning. It is believed that precisely the alignment between celebrity character and brand personality allows message and affects transmission from one to another (Misra & Beatty, 1990; Kamins & Gupta, 1994; Lynch & Schuler, 1994).

Match-up hypothesis: A match between the promoting celebrity and the recommended brand is essential (Till & Busler 1998). In other words, the degree to which consumers' perception of fit is related to an advertised brand's image is a significant factor in product and ad-based evaluation. Kamins (1990) found that as the attractiveness of celebrities grew, opinions about advertising and goods improved. Other studies discovered that although certain stars were lucrative, other attractive celebrities were not (Till & Busler, 1998; Till & Shimp, 1998).

Celebrity brand symmetry: Most marketers claim that choosing the proper celebrity is critical to the success of the advertising since customers generally think the star should have a highly favorable effect and familiarity. The celebrity's picture must fit the product's (Choi

& Rifon, 2012). For example, most sports goods companies usually have celebrity endorsers, such as Tiger Woods, Michael Jordan, and David Beckham. However, using a movie celebrity to advertise sports items is not good (Choi & Rifon, 2007). A coherent product match is more likely to convince customers to buy the endorser by transmitting cultural aspects of their marketing strategy to the product.

Furthermore, several studies demonstrate that a celebrity has a more significant influence on customers regarding personality and buy intention than a non-celebrity spokesman (McCormick, 2016). Celebrity marketing assists businesses in building brands and confidence by relying on people's faith in someone they know and like (Nadanyiova et al., 2020). Moreover, celebrity marketing is a marketing tool that uses social celebrities to promote a brand or product (Gallegos, 2016). It works by recruiting and keeping a large following of followers for a particular star or popular personality. Thus, instead of creating their network, companies engage celebrities with a fan base to disseminate information about the brand or product to the general public. One of the main methods used for brands and services is through celebrities, who are often well-connected with their social media following. One of the main methods used for brands and services is through stars, and videos are one of the most robust media platforms for advertising, often well-connected with their social media following (Iwashita, 2019). A strong connection between a brand and a celebrity can improve the brand's image. But it is essential to keep in mind that associating with the brand and the star, the greater its impact. Furthermore, the more significant or constant the celebrity/brand combination is the more beneficial reaction to advertising in terms of viewpoint and buying intent (Till & Busler, 2000; Batra & Homer, 2004).

2.3. ADVANTAGES AND DISADVANTAGES OF CELEBRITY MARKETING

Celebrities and generated spokespeople are utilized in marketing and promoting (Mehulkumar, 2005). Both of these have advantages and disadvantages. The various advantages and disadvantages of celebrity marketing have been a controversial topic in the advertising world for a long time. Some claim celebrity advertising is a safe and profitable investment, while others assume it is dangerous and unproductive strategy companies use. Both sides of the debate have made their case for why it is a risky or effective marketing tactic (Choi & Rifon, 2007).

Celebrities have been a popular technique of catching the target market's attention as products have gotten more standard and media congestion has grown. More than an anonymous individual or a blank commercial, a readily identifiable character or group that inspires enthusiasm may break through the congestion and bring attention to the brand (Miciak & Shanklin, 1994). Justin Bieber's endorsement of Pro-Active Skin Care is a fantastic illustration of this element. Justin Bieber is perhaps the most well-known pop artist globally, with a devoted fan base that can't get enough of him. As a result, when Pro-Active felt it was a good match for their company and consumers saw Justin Bieber supporting it, it quickly became "trendy" as anti-acne treatments go (Han & Yazdanifard, 2015).

Celebrities assist advertisers in standing out from the throng and drawing attention (Kaikati, 1987). They are often seen as more fun and reliable (Atkin & Block, 1983). A well-planned celebrity program has the potential to transform negative views of marketed items and services. The right celebrity may help create a stance for a freshly introduced product and change opinions on a brand that has been incorrectly presented (Van der Walldt et al., 2009). It is well recognized that the usage of celebrities has had a favorable influence on the company's financial power (Agrawal & Kamakura, 1995) (Mathur et al., 1997). The message must be unforgettable and appropriate to the consumers. The goal is to make the consumers stick with the news. A memorable message can help a brand retain its consumers' attention. (Amos et al., 2008).

Celebrities may also help brands become more well-known. If a brand is having trouble getting its name out or isn't as famous as it would want, seeking the help of a celebrity may be highly beneficial. An essential awareness aspect makes you pause and stare at advertising when you know the speaker (Han & Yazdanifard, 2015). Consequently, a celebrity may be able to assist a business stand out from the competition. People tend to shop for food, and when they see a celebrity, they are more likely to buy from that brand. The purpose of celebrities is to raise brand visibility. Product awareness is the first stage in the purchasing process. If your core market is unaware of your products, the odds of purchasing them are low. Any additional promotion may achieve this, but having a celebrity connected with your branded product can improve the chance of massive recall and imbue your product with the celebrity's personality and accomplishment (Swerdlow & Swerdlow, 2003).

Ohanian (1991) found if the celebrities are not perceived as trustworthy or knowledgeable about the products, the presentation will face failure and will not communicate with the target group. The sponsorship will also imbue the goods with the celebrity's charm and success, motivating the target demographic to buy a product to be associated with the celebrity. Consumers are less inclined to purchase a product or service from someone with no connection to the brand, so celebrities can influence a purchase decision while having significant contact with the brands or products.

While beneficial in many ways, celebrity advertising is a dangerous enterprise that might have dire consequences. Consumer mistrust is one downside of celebrity advertising. The celebrity supporting a product often does not have strong ties to the brand (Erdogan, 1999). Suppose there appears to be a gap between the celebrity's understanding of being discussed. In that case, all credibility is lost, and Consumers are more likely to like a celebrity who is perceived as a specialist in a particular product sector (Buhr et al., 1987).

When a corporation engages someone to promote their product, it is expected that the person marketing the product is knowledgeable about the subject (Till & Shimp, 1998). Unfortunately, celebrity behavior is not always on the best of its own. That is why the brand endorsers must behave and its effects on the public. For example, Kobe Bryan was found guilty of sexual assault. He was seen as a rapist instead of a famous basketball player. It led to the drop of his endorsement deals with McDonald's and Nutella (White et al., 2009).

Through frequent connections, a customer's sentiments towards a celebrity are linked to the company is supported. When unfavorable details relating to the celebrity become known, this link may be damaging. When wrong information about a celebrity emerges, the customer's opinion of that star falls. As a result of this lousy view of the celebrity, consumers may have a lower idea of the promoted brand (Till & Shimp, 1998). Personal issues of celebrities and negative news around them may have a detrimental impact on the brand's image (Till & Shimp, 1998). If a celebrity loses reputation, becomes underexposed, or alters their image, this may negatively impact the brand/product (Kaikati, 1987).

According to (Tripp et al., 1994), a celebrity's endorsement of multiple products undermines his image as an expert on a particular product. In addition, consumers tend to view him as less desirable when he endorses four or more products. The most significant drawback of

celebrities is that creating awareness takes a long period and substantial marketing. It is suggested that you create a recommendation when the purpose is to establish a long-term relationship between the advertiser celebrity and the firm (Tom et al., 1992).

2.4. CONSUMER BEHAVIOR

Consumer behavior is a complex construct. Therefore, businesses use marketing strategies to attempt to influence each stage of the marketing process. The importance of the consumer to all institutions, and as the primary driver of all activities and all products are directed primarily to meet his various desires and needs; it was essential to study his behavior and try to understand the dimensions and his purchasing decisions.

Understanding consumer behavior is essential to marketers. This knowledge can help them understand how consumers shop for products, how they make their decisions about brands, and how consumers are affected by their surroundings as social and cultural. Personal characteristics play a huge role in the way consumers behave. Understanding these influences can help marketers improve their understanding of the complex behavior of their consumers (Al-Yaseen, 2017).

Consumer behavior is the study of how people employ various procedures to choose, purchase, and dispose of valuable items and services (Kuester, 2012). Sternthal and Craig (1982) define consumers' behavior as actors in the marketplace. They make purchases and consume products or services. However, there is a difference between buyer and customer. The former refers to individuals buying for ultimate use, while the latter is for consumers buying for mere consumption. Kostov (2020) says understanding consumer behavior is critical because the profitability of a business depends on the decisions made by its consumers. It is evidenced by the behaviors of consumers when it comes to making purchasing decisions.

2.4.1. Dimensions of Buying Behavior

Due to the complexity of the goods and services offered by consumers, it is often difficult to understand their purchasing decisions. It has led to new approaches that can help researchers better understand consumers' behavior. The purchasing behavior helps the marketer to understand how consumers think, how they feel, how to choose from alternative

products and brands, and how consumers are affected by their environment. Moreover, the consumer's purchasing behavior is influenced by cultural factors and social, personal, and psychological factors. The marketer seeks to study the processes carried out by individuals or groups to choose, buy, use or dispose of products, services, ideas, or experiences that meet needs and desires in marketing. The term (buying behavior) refers not only to the purchases themselves but Also to purchasing patterns that include pre-purchase and post-purchase activities. A pre-purchase training may consist of heightened awareness of the need, research, and evaluation of products and brands that may meet your needs. Post-purchase activities include evaluating the purchased item used and reducing any anxiety associated with purchasing expensive items. Each of these effects of buying and repurchasing is differently susceptible to marketing influence (Kahle & Close, 2011).

The consumer buying decision process is vital in buying goods or services. It involves the consumers making decisions before buying the goods or services (Qazzafi, 2019). The marketing concept helps the seller or marketer to understand the consumer buying decisions before selling their goods or services. If the marketer can successfully implement this strategy, it can successfully sell its goods or services. The consumer buying decision process is a process that shows how a person thinks before buying a product. It consists of five phases: problem recognition, Evaluation of alternatives, and purchase decision (Afi, 2019). The decision-making process model suggests that people go through five stages in their buying process. However, due to the importance of the decision, many consumers skip some of the phases (Kotler & Keller, 2012). Every step of the decision-making process is detailed in further depth below.

Need recognition: The need/problem recognition step is the first step in decision-making. It involves identifying the need for a given product or service and the ideal state consumers would like to see (Korotina & Jargalsaikhan, 2016). The purchasing process begins when individuals discover they have an unfulfilled need. It can also form when the consumer's satisfaction level exceeds the expectations of the people buying it (Ertemel & Ammoura, 2016). The firm should recognize the consumer's needs and work hard to meet them (Qazzafi, 2019). Firms may use need identification to determine the needs of their customers and develop marketing strategies (Qazzafi, 2019). For example, good food may satisfy their needs when a person is hungry. So, the company should focus on meeting the needs of the

consumer. The concept of need recognition is a behavior that occurs when a consumer realizes that there is a significant difference in the state of affairs between desire and reality (Lee, 2013). After recognizing an issue, it can be a demand caused by internal or external factors. So, it begins a look for answers before any regular purchasing activity. When people are triggered externally, they often have various thoughts and ideas about buying or selling something. For example, a person might see a television ad for a vacation. The stimulus causes thoughts or ideas about the prospect of making a buy to arise (Lee, 2013).

Information search: The second stage of the consumer decision-making process is when a consumer goes to the market to buy a product or service. If the previous experience was good or excellent, and the client was happy, the consumer purchases the product, and the search for information ends. However, if the consumer has had a bad or unfavorable encounter with a product in the past, he will search for information about that product (Qazzafi, 2019). At this point, consumers begin searching for products through several sources. Kotler explained that consumers could obtain information from various sources, such as confidential sources, friends, neighbours, manufacturers, displays, search engines, and social media. These sources can also evaluate and purchase a product (Qazzafi, 2019). For example, when a person is looking to buy a smartphone, they can get the help of family and friends to learn about the device's various features. The variety of sources that consumers can obtain information from their purchasing decisions can be influenced by multiple factors (Kotler & Keller, 2012). They stated that there are a variety of brands that are known to consumers. However, when looking for information about a particular product, they go by various names such as awareness set, consideration set, and budget set. Many people will choose to make their own decision, while only a few will have the judgment set to make a purchase decision. The various groups of brands are presented in multiple stages to help the consumers make their own decisions.

Evaluation of alternatives: The third stage of the buying process is when a consumer collects all the information about a product or a company. This step helps the consumer rank the products or brands and then evaluate them. For instance, when consumers want to buy a car, they collect information from a different brand and consider the alternative (Kotler & Keller, 2012). Further, the other options could be structured according to the consumer's consideration set, which means they would be evaluated on various factors such as price,

color, and warranty (Ertemel & Ammoura, 2016). After assessing the alternatives, consumers formulate their opinions based on these beliefs regarding the best way to proceed (Sternthal & Craig, 1982).

Purchase decision: The purchase is the fourth stage of the decision-making process. Consumers can select brands and buy them from the choice set (Kotler & Keller, 2012). Comparing several brands may lead to the customer developing preferences for brands in customization (Mitchell & Boustam, 1994). According to Howard and Sheth (1969), despite even thoughts of creating brand assessments, there may be interfering variables between buying intent and buying choice. The severity of other people's unfavorable views and their proximity to the client may diminish the consumer's desire for an alternative (Fishbein, 1967). According to Kotler and Keller (2012), before buying, there are a couple of factors that can affect the decision-making process: the attitudes of others, the availability of competing brands, and the price of the product. These factors are only a few of the numerous aspects that might influence purchasing choices.

Another problem that may arise while deciding whether or not to acquire a specific good online is a lack of capacity to sense a product (Trocchia & Janda, 2003).

Further, Azjen and Fishbein (2005) describe subjective norms and attitudes toward behavior that influence purchase intention. They explained that these factors are determined by believing that others are more likely to agree with their decisions. Post-purchase behavior: After making a purchase, consumers are then asked to evaluate the product or service they received. The objective is to determine if the purchase was satisfactory (Korotina & Jargalsaikhan, 2016). A satisfied customer is likely to become a regular customer, while a dissatisfied one may exclude the brand from its target market. A product's satisfying performance increases a customer's confidence, while a dissatisfied one may cause them to defect (Mitchell & Boustani, 1994).

The post-purchase period referred to when a product was purchased and used. It consists of various scenarios that can affect the satisfaction of buyers and sellers (Westbrook, 1987). A satisfaction appraisal refers to a process that helps consumers make informed decisions about buying products. It involves linking their pre-purchase intentions to the post-purchase behavior of consumers (Bearden & Teel, 1983). Complaining is a statement of post-purchase

remorse, and it mainly refers to unfavorable post-purchase appraisal (Westbrook, 1987). In the post-purchase period, consumers use word-of-mouth transmissions to communicate about the ownership and usage of goods and services (Westbrook, 1987). The companies should know the consumer's behavior and view of their products. If the consumer is pleased, the probability of the same product being bought by the same customer increases, and the loyalty of the consumer toward a specific product improves the likelihood of its retention if the consumer is not satisfied with the product or service provided by the company, then the issue can arise. For instance, if the company promised to give a certain number of free services, but the customer did not receive the promised service, then the dissatisfaction would increase (Qazzafi, 2019).

2.4.2. Types of Buying Decision Behavior

Complex buying behavior: Complex buying behavior is characterized by high levels of consumer involvement and significant differences in perceived values among various brands (Kotler & Armstrong, 2008). In most cases, a consumer has little time to learn about a product category. For instance, a person who is a PC buyer may have many questions about a particular product, such as its features and price. The buyer will develop a deep understanding of the product before making a purchase decision. High-involvement products marketers must also understand the various factors that influence the findings of their consumers. They need to develop effective communication techniques that help them reach out to these consumers (Kotler & Armstrong, 2008).

Dissonance-reducing buying behavior: Dissonance-reducing behavior refers to reducing a consumer's involvement in buying, characterized by solid engagement but minor perceived distinctions across brands (Kotler & Armstrong, 2008). For instance, consumers may face a high involvement decision when buying carpeting. Because carpeting is expensive and self-expressive, they may shop around to find the best deal and quickly purchase due to the perceived brand differences between various carpeting companies. Their reaction might be triggered by purchasing ease or a low price (Munthiu, 2009). Discontent is a common issue that occurs after a consumer purchases a product. It can be caused by various factors such as the product's perceived value, the brand's reputation, and the marketing campaign's effectiveness. To counteract this dissonance, marketers should help consumers feel good about the brands they buy (Kotler & Armstrong, 2008).

Habitual buying behavior: refers to the consumption of goods and services in a situation where the consumer involvement is low, and the perceived brand differences are minimal (Kotler & Armstrong, 2008). Most consumers have intense involvement with the most frequently purchased products. For example, few people are highly involved in the sugar category, so many go to the store and buy sugar regardless of its brand. They are more likely to repeat the purchase than those loyal to the brand (Munthiu, 2009).

Variety-seeking buying behavior: Variety-seeking buying behavior is a behavior that occurs when a consumer has limited involvement in the buying process and is not convinced that their purchase is made for a specific brand (Kotler & Armstrong, 2008). In this scenario, the buyer switches brands frequently just for a variety's purpose rather than unhappiness. A brand's approach may differ based on the product category and the market leader's aim. For instance, a market leader may encourage habitual buying behavior by focusing on shelf space and keeping shelves stocked (Kotler & Armstrong, 2008).

2.4.3. Factors Influencing Consumer Buying Behavior

Many consumer behavior researchers contend that social, individual, and cultural variables impact consumer behavior (Simonson et al., 2001).

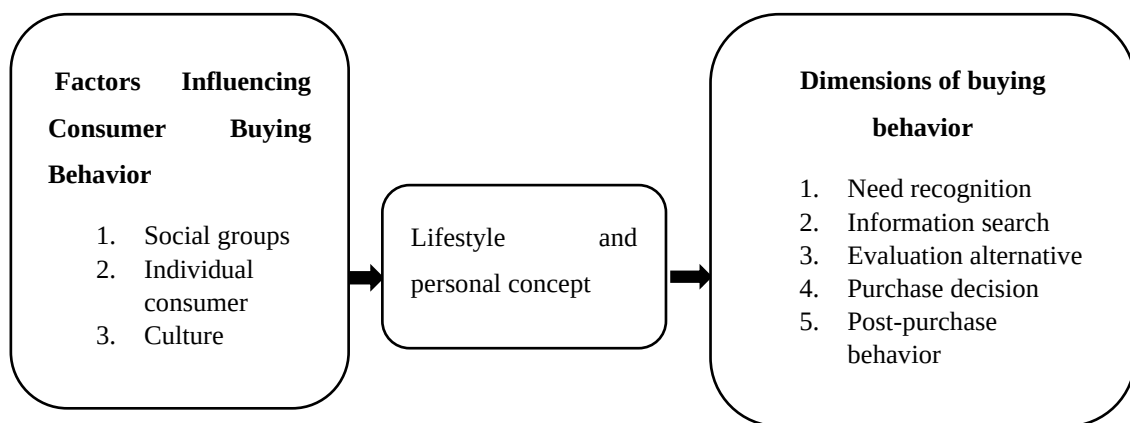


Figure 0.1: Consumer buying behaviour.

Consumers tend to remain in touch with their primary groups, such as their family, friends, and co-workers, while attending to their secondary groups, such as professional religious groups and teenagers (Ozer, 2012). Both reference groups impact customer attitudes and actions directly or indirectly (Ozer, 2012).

The influence of the reference group on consumers' decisions may be substantial. There are many sources of information about a particular product or brand that can influence their choices (Ozer, 2012). When consumers want professional advice on a specific product or service area, they see market celebrities as trustworthy sources (Feick & Price, 1987). Due to the increasing number of consumers who use celebrities as part of their buying process, marketers try to reach out to them to understand their audience (Ozer, 2012). Many people are starting to connect on social media platforms in today's world. They also look for ways to promote themselves in various communities (Ozer, 2012). The family is the most crucial group of consumers to buy goods and services. It influences the consumers' decisions depending on their family members (Spiro, 1983; Moore et al., 2002). It has been discovered that parents significantly affect their children's shopping decisions, particularly when acquiring pricey items (Webley & Nyhus, 2006).

The decisions made by buyers are influenced by many factors such as their age, stage in life, and occupation. These factors can also affect their lifestyle and personal characteristics. The personality characteristics of buyers are the key factors that influence the buying behavior, self-assurance, authority, friendliness, spitefulness, and adaptation. These traits help them respond to various stimuli and buying decisions (Govers & Schoormans, 2005). Personality can also be used to evaluate a person's brand choices. For instance, some people may prefer to buy a particular brand based on their character, like BMW, they feel more confident (Ozer, 2012).

As online marketing improves, businesses create their profiles to connect with customers as 'followers' on social media platforms (Ryan, 2016). Companies may use social media sites to recruit brand loyalists and follow consumers enthusiastic about their products. Consumers have a strong proclivity to express their personalities and brand preferences via social media, allowing businesses to get information about their consumers' individual qualities and how they relate to their brand (Ryan, 2016).

Culture may be considered a significant influence on consumer needs, with cultural beliefs guiding consumer habits (Peter et al., 1999). Each subculture has its unique characteristics, which its members provide. These subcultures provide members with more social and religious connections and have their geographic regions. Due to the increasing cultural diversity, the target markets have become more diverse, leading to marketing campaigns

focused on this diversity (Grier et al., 2006). Human civilizations are often organized into social groups with individuals who share similar beliefs and behaviors. Understanding the characteristics of social classes helps marketers target their products and services in the most relevant areas. For instance, social classes have a specific product in clothing, automobiles, and leisure activities.

Consumers themselves also have their psychological processes when making decisions. They combine these with their psychological processes to make decisions (Loken, 2006). According to (Loken 2006), Consumer purchasing decisions are influenced by four main mental factors: motivation, perception, learning, and memory. There are two types of motivation: intellectual causes, such as information exchange and lobbying, and emotional triggers, such as social contact and self-expression (Krishnamurthy & Dou, 2008). Consumers' needs can arise at a demand that will become a motive when eliciting them to achieve a specific objective (Ozer, 2012). Consumers need to be incentivized to select products (Loken, 2006).

When individuals feel motivated, they are quick to engage, and their perspective of the circumstance impacts their actions. Perception is the process through which individuals choose, arrange, and analyze data to construct a coherent image of the world, and it has an impact on consumer behavior (Loken, 2006). A highly motivated consumer is more likely to trust their brand's decisions because they feel their needs are being met.

People tend to learn and behave differently after they act. The changes they make are influenced by the things they experience. According to learning theorists, learning occurs due to desires, stimuli, cues, actions, and rewards (Loken, 2006). For example, when a consumer is satisfied with purchasing a computer, his response to the brand will be positive. This consumer will also tend to buy the same brand printer because he may believe that the product is good.

All of the experiences and knowledge people have had throughout their lives can wind up in their excellent memory. People tend to store and link their experiences in their bodies. Consumer brand knowledge may be viewed as a nodal memory with a range of connected linkages from consumer behaviour research.

3. METHODOLOGY

3.1. RESEARCH DESIGN

This study has used a quantitative research design. IBM SPSS is used to analyze the collected data for hypotheses testing. Quantitative research uses mathematical models to identify patterns and measure correlations (Creswell, 2009). It's also an excellent approach to determining how the variables are related and testing hypotheses.

The most common method for quantitative research is the survey, a questionnaire. This method helps gather data from a wide variety of people. In addition, the questionnaire is simple to administer when compared to other approaches such as an interview. The questionnaire will be distributed via the Google Docs application. It is easily and widely accessible to women from Latakia Governorate. The questionnaire is based on a 7-Likert scale.

3.2. SAMPLING

The study chooses a simple random sample. It is beneficial since it would give a simple and uncomplicated data gathering tool for the current scenarios. The study is based on consumer perceptions of celebrities selling skincare products, which could be precisely assessed and removed bias because it would be drawn at random from the public. A sample of 416 women was taken.

3.3. DATA COLLECTION

Primary data was collected using a questionnaire that focuses on the celebrities' marketing and skincare consumer behavior in Lattakia Governorate. Secondary data was obtained and gathered from reputable online sources like articles, books, and journals comparable to the research topic and discussed the relation between celebrities' marketing and consumer behavior when constructing the plan and the theoretical framework of this study.

3.4. MEASUREMENT INSTRUMENT

A good measurement instrument is a must-have for any research study. It is used to collect reliable and valid data. Having one is very important to ensure that the data collected is accurate. The statements and items in the questionnaire are adapted from previous studies.

3.4.1. Celebrity Marketing

Ohanian, R. (1990) adopted the measurement instrument of celebrity marketing. It has three dimensions, i.e., attractiveness, trustworthiness, and expertise. Moreover, each size has five questions, and there are 15 questions.

Table 3.1: Celebrity marketing scale.

On a scale of 1 to 5, please circle the number that best reflects your feelings towards the celebrity.								
Attractiveness								
	Strongly Agree	Agree	Somewhat disagree	Neutral	Somewhat disagree	Disagree	Strongly disagree	
Attractive	1	2	3			4	5	Unattractive
Classy								Not classy
Beautiful								Ugly
Stylish								Not stylish
Appealing								Not appealing
Trustworthiness								
Dependable								Not dependable
Honest								Dishonest
Reliable								Unreliable
Sincere								Insincere
Trustworthy								Not trustworthy
Expertise								
Expert								Not expert
Experienced								Not experienced
Knowledgeable								Unknowledgeable
Qualified								Unqualified
Skilled								Unskilled

Adopted from: Ohanian, R. (1990)

3.4.2. Behavioral Intentions

Zeithaml, Berry, & Parasuraman (1996) adopted the measurement scale of behavioral intentions. The scale consists of 10 questions.

Table 03.2: Behavioral intentions scale.

On a scale of 1 to 5, with one being "very unlikely" and five being "very likely", "circle the number that best reflects your feelings towards the following questions about your buying intention.							
	1. Very unlikely	2. Unlikely	3. Somewhat unlikely	4. Neutral	5. Somewhat likely	6. Likely	7. Very likely
will say positive things about the service to other people							
will recommend the service to someone who seeks advice							
will encourage friends or relatives to use the service							
will consider the service as the first choice to use							
will continue to do business with the company even if prices increase							
will pay more for the service, although one can get them cheaper elsewhere							
will not switch to a competitor if one experiences a problem with the service							
will not complain to other customers if one experiences a problem with the service							
will not complain to external agencies if one experiences a problem with the service							
will not complain to the company if one sees a problem with its service							

Adopted from: Zeithaml, Berry, & Parasuraman (1996)

4. DATA ANALYSIS

4.1. DEMOGRAPHICS

The personal data collected by the sample members are the details that allow us to know about their characteristics and the extent of their variance. This data can be clarified through the following table.

Table 04.1: Demographic.

Variables	Frequency	Percentage (%)
Gender		
Male	0	0%
Female	416	100%
Age		
Less than 25 years	136	32.7%
25-35 years	191	45.9%
36-45 years	34	8.2%
More than 45 years	55	13.2%
Nationality		
Syrian	385	92.7%
Others	31	7.5%
Marital status		
Married	118	28.4%
Unmarried	298	71.6%
Education		
High school or less	54	13%
Bachelor's degree	274	65.9%
Master's degree	47	11.3%
Doctorate	41	9.9%

4.2. RELIABILITY ANALYSIS

Before conducting the data analysis, it is necessary to perform a data reliability test. The reliability test is applied using Cronbach's alpha, and Table 4.2 illustrates the Cronbach's alpha value of 0.880, indicating a high level of internal consistency.

Table 04.2: Reliability statistics for all items.

Cronbach's Alpha	N of Items
.880	25

Table 4.3 presents the attractiveness construct containing five items with Cronbach's alpha value of 0.811, suggesting a high level of internal consistency.

Table 4.3: Reliability statistics of attractiveness.

Cronbach's Alpha	N of Items
.811	5

Similarly, Table 4.4 refers to the construct of trustworthiness with five items, and Cronbach's alpha value of 0.852 indicates a high level of internal consistency.

Table 4.4: Reliability statistics of trustworthiness.

Cronbach's Alpha	N of Items
.852	5

Table 4.5 provides the details of the expertise variable with Cronbach's alpha value of 0.857, indicating a high level of internal consistency.

Table 4.5: Expertise.

Cronbach's Alpha	N of Items
.857	5

Lastly, the dependent variable behavioral intentions in Table 4.6 Cronbach's alpha value of 0.802 suggests that a high level of internal consistency.

Table 04.6: Behavioural intentions.

Cronbach's Alpha	N of Items
.802	10

4.3. EXPLORATORY FACTOR ANALYSIS

Factor analysis is a technique used to determine the factor loading in each questionnaire item. Therefore, this study has used the principal component analysis using IBM SPSS to extract the factors. It is to note that all 25 items were removed using a sample size of 416. The details of the factor analysis outputs are illustrated in the bibliography section. The factor loading presented in Table 4.7 communalities indicated that all the items have a value of more than 0.5. Therefore, all the things are used for the data analysis.

Table 04.7: Factor loadings.

Communalities		
	Initial	Extraction
Attractive	1.000	.575
Classy	1.000	.611
Beautiful	1.000	.535
Stylish	1.000	.620
Appealing	1.000	.609
Dependable	1.000	.630
Honest	1.000	.547
Reliable	1.000	.609
Sincere	1.000	.729
Trustworthy	1.000	.719
Expert	1.000	.730
Experienced	1.000	.721
Knowledgeable	1.000	.767
Qualified	1.000	.784
Skilled	1.000	.386

Table 04.8: Factor loadings “tables continued”

will say positive things about the service to other people	1.000	.622
will recommend the service to someone who seeks advice	1.000	.537
will encourage friends or relatives to use the service	1.000	.366
will consider the service as the first choice to use	1.000	.478
will continue to do business with the company even if prices increase	1.000	.547
will pay more for the service, although one can get them cheaper elsewhere	1.000	.551
will not switch to a competitor if one experiences a problem with the service	1.000	.547
will not complain to other customers if one experiences a problem with the service	1.000	.603
will not complain to external agencies if one experiences a problem with the service	1.000	.520
will not complain to the company if one sees a problem with its service	1.000	.331
Extraction Method: Principal Component Analysis.		

4.4. HYPOTHESES TESTING

It is to note that this study has used a second-order variable, celebrity marketing. This variable has three dimensions. The theoretical model and hypotheses illustrate the relationship of these three variables with dependent variables and celebrity marketing with behavioral intentions. Therefore, this study has tested two different models (i) the celebrity marketing relationship with the dependent variable (behavioral intentions) and (ii) the relationship of three independent variables, attraction, trustworthiness, and expertise with behavioral intentions.

H1: There is a significant relationship between celebrity marketing and consumer behavior intentions toward skincare products.

H1a: There is a significant relationship between attractiveness and consumer behavior intentions toward skincare products.

H1b: There is a significant relationship between credibility and consumer behavioral intentions toward skincare products.

H1c: There is a significant relationship between meaning transfer and consumer behavioral intentions toward skincare products.

4.4.1. Regression Analysis

Regression analysis predicts the dependent variable's value based on the independent variable. Tables 4.8, 4.9, and 4.10 illustrate the regression outputs for H1: There is a significant relationship between celebrity marketing and consumer behavioral intentions toward skincare products.

Table 04.9: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537 ^a	.288	.286	7.43735
a. Predictors: (Constant), Celebrity Marketing				

Table 4.8 provides R=0.537 and R-square=0.288 that indicating a moderate level of correlation. The R-square=0.288 suggests that celebrity marketing explains a 28.8% variation in behavioral intentions.

Table 4.9 statistically measures the impact of celebrity marketing on behavioral purposes. The significant value is 0.000. Therefore, the regression model significantly predicts behavioral intentions.

Table 4.10: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9269.893	1	9269.893	167.586	.000b
	Residual	22900.098	414	55.314		
	Total	32169.990	415			

Table 4.10 shows the causal relationship between behavioral intentions and celebrity marketing and the statistically significant test result using t-statistics—the unstandardized beta coefficients in using the raw data to fit the regression model. Upon first glance, the unstandardized beta coefficient has a less effect, i.e., every 1 unit of change in the celebrity

marketing will cause a 36.3% change in the behavioral intentions. At the same time, the standardized beta coefficients result from standardized data without errors, so the dependent and independent variables are equal to 1. The standardized beta coefficient for celebrity marketing and behavioral changes is 0.537, indicating that every 1 unit change in the celebrity marketing will cause a 53.7% of change in the behavioral intentions. It is to note that if beta coefficients are not statistically significant, then the t-value is also not significant. The t-value of 12.946, Sig. value of 0.000 indicates that the beta coefficient is statistically significant at 0.05% because the t-value is higher than 1.96. Therefore, the null hypothesis (H_0 that the beta coefficient = 0) is rejected.

Table 4.11: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.343	1.863		8.235	.000
	Celebrity Marketing	.363	.028	.537	12.946	.000
a. Dependent Variable: Behavioral intentions						

The second model has tested H1a, H1b, and H1c with independent variables attractiveness, trustworthiness, and expert. The dependent variable is behavioral intentions. Table 4.11 provides that values of $R=0.565$ and $R\text{-square}=0.319$ indicate a moderate correlation level. The $R\text{-square}=0.319$ shows that three independent variables explain 31.9% variation in behavioral intentions. Table 4.12 statistically measures the impact of three independent variables on the dependent variable. The significant value is 0.000. Therefore, the regression model significantly predicts behavioral intentions.

Table 04.12: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.565a	.319	.314	7.29265
a. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness				

Table 04.13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10258.716	3	3419.572	64.299	.000b
	Residual	21911.274	412	53.183		
	Total	32169.990	415			
a. Dependent Variable: Behavioral intentions						
b. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness						

Table 4.13 illustrates the values that statistically test the relationship using t-statistics for a model that contains three independent variables (attractiveness, trustworthiness, and expertise) and a dependent variable (behavioral intentions). The output of multiple linear regression in Table 4.13 provides unstandardized beta coefficients for all three independent variables generated using the raw data. The unstandardized beta coefficients are positive for all the independent variables indicating that an increase in each of these independent variables will increase the value of an independent variable. The unstandardized beta value for attractiveness with 0.200 indicates that a 1-unit increase in attractiveness will cause a 20% change in behavioral intentions. However, when the raw data is standardized, the standardized beta coefficient for attractiveness is 0.112, indicating that a 1-unit increase in attractiveness will change behavioral intentions by 11.2%.

Similarly, the unstandardized beta coefficient for trustworthiness is 0.239, which is positive, so using the raw data, 1 unit change in trustworthiness will cause a 23.9% change in behavioral intent. In contrast, the standardized beta after removing indicates a 17.2% change in the behavioral intentions. Further, the independent variable expertise indicates the highest standardized and unstandardized beta. Therefore, using the unstandardized beta, 1 unit change in the expertise will cause a significant change of 57 % in the behavioral intentions. In contrast, the standardized beta for expertise is 0.444, which suggests a 44% change in the behavioral intentions if there is a 1 unit change in expertise.

Therefore, the beta coefficient= 0.112, t-value= 2.611, sig. value 0.000 indicates that H1a: *There is a significant relationship between attractiveness and consumer behavioral intentions of skincare products* at the level of 5% because the t-value is higher than 1.96. Similarly, the standardized coefficient beta= 0.172, t-value= 3.954, sig. value 0.000 indicates

that H1b: *There is a significant relationship between credibility and consumer behavioral intentions of skincare products* at the level of 5% because the t-value is higher than 1.96. Further, the H1c: *There is a significant relationship between meaning transfer and consumer behavioral intentions of skincare products* is statistically significant as coefficient beta= 0.444, t-value= 10.253, sig. Value 0.000 indicates a high level of significance. Therefore, H1a, H1b, and H1c are statically significant and accepted.

Table 04.14: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.899	1.955		8.645	.000
	Attractiveness	.200	.077	.112	2.611	.009
	Trustworthiness	.239	.061	.172	3.954	.000
	Expertise	.570	.056	.444	10.253	.000
a. Dependent Variable: Behavioral intentions						

The ideal celebrity has to have a high level of expertise in marketing a brand or product. A credible source can also influence a person's actions and attitudes—for instance, a highly credible source is more persuasive and effective than a less credible one. It results in a more remarkably favourable shift in the brand's attitude and more behavioral changes. This is because the target audience can trust the endorser's integrity and honesty. Thus, trustworthiness is associated with the perceived similarity of a respondent to a source, the level of expertise, and the source's attractiveness. Moreover, it was also discovered that trustworthiness is a significant source of credibility. Ohanian's (1991) results countered this and showed that a celebrity's trustworthiness is not significantly connected to purchasing intentions.

A message's effectiveness is determined by the degree to which a source's audience meets these attributes that a person's physical appearance makes a person more persuasive when communicating. This effect is caused by the desire to identify with other attractive individuals. The model only explains the effects of physical appearance, expertise, and trustworthiness on a person's reputation and appearance. It is devoid of the celebrity's other

characteristics. Such as the function of fit or incompatibility of the celebrity personality with the nature of the product/brand and the function of the celebrity as a communication carrier.

The purchasing behavior helps the marketer to understand how consumers think, how they feel, how to choose from alternative products and brands, how consumers are affected by their environment, reference groups, family, and others, and how the consumer's purchasing behavior is influenced by cultural factors and social, personal and psychological. The marketer seeks to study the processes carried out by individuals or groups to choose, buy, use or dispose of products, services, ideas, or experiences that meet needs and desires, and in the context of marketing, the term (buying behavior) refers not only to the purchases themselves but it also refers to purchasing patterns that include pre-purchase and post-purchase activities. A pre-purchase activity may consist of heightened awareness of the need, research, and evaluation of information on products and brands that may meet your needs. Post-purchase activities include evaluating the purchased item used and reducing any anxiety associated with purchasing expensive items. Each of these effects of buying and repurchasing is differently susceptible to marketing influence.

4.5. CROSS TABULATION

Although this study has tested hypotheses using regression analysis, it also applied the crosstabs (descriptive analysis) to observe the patterns and probabilities in the data set. It is important to mention that cross-tabulation generally examines relationships among categorical variables to determine the significance of relationships. Moreover, the scope of the cross-tabulation tilt toward the analysis of groups of respondents and subgroups of survey respondents. Using crosstabs on a Likert scale survey designed to measure the outcome and response variables may not present the hidden relationship or provide hundreds of relationships that do not modify logical hypotheses. Therefore, this section only offers a few insights from the cross-tabulation results that may be helpful for future studies.

This study has used five demographical variables, i.e., gender, age, nationality, marital status, and education. These categorical variables are posted in the columns, and the survey questions in the rows. It is to note that there are 25 survey questions in three independent and one dependent variable. Therefore, the total number of cross tables is 125 with groups and subgroups. The bibliography section has illustrated four cross tables just to present a

glimpse. It includes the contingency table that shows the proportions and Chi-square tests. The tables are used to report the hidden relationships with any particular hypotheses since it is out of the scope of this.

Table 04.15: Age* will not complain to the company if one sees a problem with its service

			Crosstab will not complain to the company if one sees a problem with its service							Total
			Extremely unlikely	Unlikely	More or less unlikely	Neutral	More or less likely	Likely	Extremely likely	
Age	Less than 25 years	Count	3	22	18	34	32	23	4	136
		% within Age	2.2%	16.2%	13.2%	25.0%	23.5%	16.9%	2.9%	100.0 %
		% within will not complain to the company if one sees a problem with its service	50.0%	35.5%	37.5%	36.2%	31.4%	25.6%	28.6%	32.7 %
	25-35 years	Count	2	33	22	35	43	49	7	191
		% within Age	1.0%	17.3%	11.5%	18.3%	22.5%	25.7%	3.7%	100.0 %
		% within will not complain to the company if one sees a problem with its service	33.3%	53.2%	45.8%	37.2%	42.2%	54.4%	50.0%	45.9 %
	36-45 years	Count	1	4	5	9	11	4	0	34
		% within Age	2.9%	11.8%	14.7%	26.5%	32.4%	11.8%	0.0%	100.0 %
		% within will not complain to the company if one sees a problem with its service	16.7%	6.5%	10.4%	9.6%	10.8%	4.4%	0.0%	8.2%
Total	More than 45 years	Count	0	3	3	16	16	14	3	55
		% within Age	0.0%	5.5%	5.5%	29.1%	29.1%	25.5%	5.5%	100.0 %
		% within will not complain to the company if one sees a problem with its service	0.0%	4.8%	6.3%	17.0%	15.7%	15.6%	21.4%	13.2 %
	Total	Count	6	62	48	94	102	90	14	416
		% within Age	1.4%	14.9%	11.5%	22.6%	24.5%	21.6%	3.4%	100.0 %
		% within will not complain to the company if one sees a problem with its service	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0 %

Table 4.14 crosstab output contains the proportions of the relationship of definite variable age with the question “consumers will not file a complaint to the company if one sees a problem with its service.” The results indicate interesting results on consumer loyalty, such as

23.5% of respondents age less than 25 will not complain to the company if they see a problem with its service. Similarly, 16.9% are likely, and 2.9% are extremely expected to not complain to the company if they see a problem with its service. Therefore, respondents aged less than 25 %within the age row suggest that 43.3% are loyal to the brand and don’t complain about the service.

The interesting fact that older customers are more loyal to a brand is interpreted as the respondents have aged more than 45 will not complain the company #within the age is more or less likely, likely, and extremely likely with numbers respectively 29.1%, 25.5%, 5.5% = 60.1%. Therefore, the aged respondents above 45 years of age compared to less than 25 years of age are more likely not to complain to the company about bad service.

Table 4.16: Chi-Square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.411 ^a	18	.310
Likelihood Ratio	23.720	18	.164
Linear-by-Linear Association	5.733	1	.017
N of Valid Cases	416		
a. 8 cells (28.6%) have expected count of less than 5. The minimum expected count is .49.			

Table 4.15 Chi-square tests illustrate the p-value is greater than the significance level of 0.05. It indicates that there is not enough evidence to suggest an association between age and whether the consumer will complain to the company if there is a problem in the service. However, the crosstabs offer some interesting insights into the relationships. Therefore, a specific study on the relationship can find significant relationships.

Table 4.17 crosstab analysis finds the relationship between the respondents' nationality and whether they will share their bad experiences with the service of a company. Table 4.17 illustrate that 23.9% of Syrian nationals are more or less likely to share their bad experience with other customers. In comparison, 51.6% of customers from different nationalities %within nationality are more or less likely to share their bad experiences with other customers. The total of more or less likely, likely, and highly likely Syrian nationals who will share their bad experience is 27.6%. On the other hand, the total of more or less likely, likely, and extremely likely for other nationalities who will share their bad experience is 67.7%. The findings indicate an exciting insight—the Syrian nationals are more prone to avoid sharing the bad experience with a company. However, people of other nationalities tend to share their terrible service experiences with others. This finding can lead to questions about the Syrian consumer behavior, culture, or the impact of the years-long war on the psychology of the customers.

Table 04.17: Chi-Square tests.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.351 ^a	6	.012
Likelihood Ratio	19.720	6	.003
Linear-by-Linear Association	8.253	1	.004
N of Valid Cases	416		
a. 4 cells (28.6%) have expected count of less than 5. The minimum expected count is .60.			

In Table 4.16, the Chi-Square test results indicate that the p-value is 0.012, less than the significant level of 0.05. Therefore, it can be concluded that there is a significant relationship between nationality and whether customers will share bad experiences with a company service with other customers.

Table 04.18: Nationality* will not complain to other customers if one experiences problem with service.

			Crosstab will not complain to other customers if one experiences problem with the service							Total
			Extremely unlikely	Unlikely	More or less unlikely	Neutral	More or less likely	Likely	Extremely likely	
Nationality	Syria	Count	38	70	60	76	92	42	7	385
		% within Nationality	9.9%	18.2%	15.6%	19.7%	23.9%	10.9%	1.8%	100.0%
		% within will not complain to other customers if one experiences problem with the service	95.0%	97.2%	100.0%	92.7%	85.2%	91.3%	87.5%	92.5%
	Others	Count	2	2	0	6	16	4	1	31
		% within Nationality	6.5%	6.5%	0.0%	19.4%	51.6%	12.9%	3.2%	100.0%
Total		% within will not complain to other customers if one experiences problem with the service	5.0%	2.8%	0.0%	7.3%	14.8%	8.7%	12.5%	7.5%
		Count	40	72	60	82	108	46	8	416
		% within Nationality	9.6%	17.3%	14.4%	19.7%	26.0%	11.1%	1.9%	100.0%
		% within will not complain to other customers if one experiences problem with the service	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.18 illustrate Martial Status and its relationship with the “encourage friends or relatives to use service.” This relationship is interesting because the study is focused on skincare products. The figures indicate a significant difference between married and unmarried respondents in suggesting the products to others. Crosstabs reports that 17.8% of

married women are more or less likely to recommend it to friends and relatives. In comparison, 25.8% of unmarried women respondents are more or less likely to encourage their friends and family to use the product. The total of married women that are more or less likely, likely, and extremely likely to encourage others is 27.3%, while 47.3% of unmarried women encourage others to use the product. One of the interesting facts is that unmarried women are more inclined toward skincare products and most of the respondents were unmarried. The odds ratio is calculated as $47.3/27.3 = 1.7326$. Since the odd ratio is more than 1, unmarried women are 1.7326 times more inclined to recommend the product than married women. Thus, it can be interpreted that the skincare concerns of unmarried women and the sharing of experience of products have more word of mouth than married women. It can be an exciting insight for the industry.

Table 04.19: Marital status* will encourage friends or relatives to use the service.

			Crosstab						
			will encourage friends or relatives to use the service						
			Extremely unlikely	Unlikely	More or less unlikely	Neutral	More or less likely	Likely	Extremely likely
Marital Status	Married	Count	10	31	35	11	21	8	2
		% within Marital Status	8.5%	26.3%	29.7%	9.3%	17.8%	6.8%	1.7%
		% within will encourage friends or relatives to use the service	45.5%	40.8%	38.9%	19.6%	21.4%	14.3%	11.1%
	Unmarried	Count	12	45	55	45	77	48	16
		% within Marital Status	4.0%	15.1%	18.5%	15.1%	25.8%	16.1%	5.4%
		% within will encourage friends or relatives to use the service	54.5%	59.2%	61.1%	80.4%	78.6%	85.7%	88.9%
Total	Count		22	76	90	56	98	56	18
	% within Marital Status		5.3%	18.3%	21.6%	13.5%	23.6%	13.5%	4.3%
	% within will encourage friends or relatives to use the service		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.19 illustrates p-value of 0.000 in the Chi-Square tests is lower than the significance level of 5%. It indicates a significant relationship of marital status and encourages friends and relatives to use a particular product or service.

Table 04.20: Marital status* will encourage friends or relatives to use the service.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.359 ^a	6	.000
Likelihood Ratio	27.000	6	.000
Linear-by-Linear Association	23.440	1	.000
N of Valid Cases	416		
a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 5.11.			

4.6. CORRELATION COEFFICIENTS

The Pearson correlation coefficients in the Table 4.20 indicate the linear trends between the variables. It is to note that the r value ranges between -1 to 1. Therefore, any two variables can have a negative or positive significant relationship. As far as the hypotheses of this study is concerned, the correlation coefficients also endorse that significance. For instance, attractiveness and behavioural intention has $r=0.261$ —the value is positive and significant at the confidence level of $p<0.05$. Similarly, trustworthiness and behavioural intentions has $r=0.336$ with a $p<0.000$ indicate that relationship is significant. Moreover, expertise and behavioural intentions a positive and significant relationship as $r=0.552$ and $p<0.05$. Lastly, the relationship of celebrity marketing and behavioural intentions is strongest of all as $r=0.759$ with $p<0.05$ that indicate a significant positive relationship among these variables.

Table 04.21: Correlation coefficients.

Correlations						
		Attractiveness	Trustworthiness	Expertise	Behavioural Intentions	Celebrity Marketing
Attractiveness	Pearson Correlation	1	.259**	.235**	.261**	.628**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	416	416	416	416	416
Trustworthiness	Pearson Correlation	.259**	1	.303**	.336**	.396**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	416	416	416	416	416
Expertise	Pearson Correlation	.235**	.303**	1	.522**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	416	416	416	416	416
Behavioural Intentions	Pearson Correlation	.261**	.336**	.522**	1	.759**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	416	416	416	416	416
Celebrity Marketing	Pearson Correlation	.628**	.396**	.844**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	416	416	416	416	416
**, Correlation is significant at the 0.01 level (2-tailed).						

5. CONCLUSION

A coherent product match is more likely to convince customers to buy the endorser by transmitting cultural aspects of their marketing strategy to the product. Furthermore, several studies demonstrate that a celebrity has a more significant influence on customers in terms of personality and buy intention than a non-celebrity spokesman. Celebrity marketing assists businesses in building brands and confidence by relying on people's trust in someone they know and like. Moreover, celebrity marketing is a marketing tool that uses social celebrities to promote a brand or product (Gallegos, 2016). It works by recruiting and keeping a large following of followers for a particular celebrity or popular personality. Thus, instead of creating their network, companies engage celebrities with a fan base to disseminate information about the brand or product to the general public.

One of the main methods used for brands and services is through celebrities, who are often well-connected with their social media following. One of the main methods used for brands and services is through celebrities. Videos are among the most robust media platforms for advertising, often well-connected with their social media following (Iwashita, 2019). A strong connection between a brand and a celebrity can improve the brand's image. But it is essential to keep in mind that associating with the brand and the celebrity have more impact on the behavioral intentions. Furthermore, the more powerful or constant the celebrity/brand combination is the more beneficial reaction to advertising in terms of viewpoint and buying intent.

Celebrities assist advertisers in standing out from the crowd and drawing attention, and they are often seen as more fun and reliable. A well-planned celebrity program has the potential to transform negative views of marketed items and services. The right celebrity may help create a stance for a freshly introduced product and change opinions on a brand that has been incorrectly presented. It is well recognized that the usage of celebrities has had a favorable influence on the company's financial power. The message must be unforgettable and appropriate to the consumers. The goal is to make the consumers stick with the message. A memorable message can help a brand retain its consumers' attention.

Ohanian (1991) found if the celebrities are not perceived as trustworthy or knowledgeable about the products, the presentation will face failure and will not communicate with the

target group. The sponsorship will also imbue the goods with the celebrity's charm and success, motivating the target demographic to buy a product to be associated with the celebrity. Consumers are less inclined to purchase a product or service from someone with no connection to the brand, so celebrities can influence a purchase decision while having significant contact with the brands or products.

5.1. LIMITATIONS

The study has a few limitations that are as follows:

- The study has mainly focused on consumer behavior in Latakia Governorate, Syria.
- The study selected skincare products to study variables.
- The study was restricted to consumers of women's skincare products.

5.2. RECOMMENDATIONS

- a) Skincare products companies choose celebrities with attractive and likable personalities, considering a direct relationship between the dimension of attractiveness as a celebrity marketing dimension and consumer behavior.
- b) Skincare products companies focus on choosing celebrities trusted by their audience and have credibility, considering a direct relationship between credibility as one of the celebrities' marketing dimensions and consumer behavior.
- c) Companies must ensure that the celebrity has never marketed an invalid or a harmful.
- d) Skincare products companies should select the celebrity that matches the nature of their product, considering that there is a direct relationship between the dimension of a match-up as one of the celebrities' marketing dimensions and consumer behavior.
- e) Skincare products companies should choose a celebrity who can transfer the correct information about the product and has a persuasive and distinctive style in presenting skincare products, considering that there is a direct relationship between the dimension of meaning transfer in celebrities marketing dimension and consumer behavior.

5.3. FUTURE RESEARCH DIRECTIONS

The study offers a couple of future research directions.

- a) The use of constructs attractiveness, trustworthiness, and expertise should be investigated in a comparative study of different cultures or ages.
- b) The two different samples, the skincare products and the potential users may provide interesting insights.



REFERENCES

- Abidin, C. (2016). Aren't these just young, rich women doing vain things online? *Influencer selfies as subversive frivolity. Social media+ society*, 2(2), 2056305116641342.
- Adam, M., & Hussain, N. (2017). Impact of celebrity endorsement on consumers buying behavior. *British Journal of Marketing Studies*, 5(3), 79-121.
- Agrawal, J., & Kamakura, W. A. (1995). The economic worth of celebrity endorsers: An event study analysis. *Journal of marketing*, 59(3), 56-62.
- Ahmed, R., Seedani, S., Ahuja, M., & Paryani, S. (2015). Impact of celebrity endorsement on consumer buying behavior. *Available at SSRN 2666148*.
- Ajzen, I., & Fishbein, M. (2005). The influence of attitudes on behavior: 173–221. *Handbook of attitudes and attitude change: Basic principles*. Mahwah, NJ: Erlbaum.
- Al Shikh, T. (2013). The Effect of Celebrities Appearance in Television Advertising on Youth Purchasing Behavior of Sport Products (Unpublished master's thesis). University-Faculty of Business, Amman, Jordan.
- Aldin, K. (2020). The impact of social media on consumers' health behavior towards choosing herbal cosmetics. *Journal of Critical Reviews*, 7(9).
- Alhaddad, A. A. (2015). The effect of advertising awareness on brand equity in social media. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 5(2), 73.
- Al-Yaseen, M. (2017). An impact of using social media on purchasing behavior through electronic word of mouth-empirical study of clothing sector in Jordan (Unpublished master's thesis). Middle East University-Faculty of Business, Amman, Jordan.
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International journal of advertising*, 27(2), 209-234.
- Atkin, C., & Block, M. (1983). Effectiveness of Celebrity Endorsers. *Journal of Advertising Research*, 23(1), 57-61.

- Bagozzi, R. P., & Dholakia, U. M. (2002). Intentional social action in virtual communities. *Journal of interactive marketing*, 16(2), 2-21.
- Baranow, R. (2019). The impact of influencer marketing in the fitness industry on consumers' trust.
- Batra, R., & Homer, P. M. (2004). The situational impact of brand image beliefs. *Journal of consumer psychology*, 14(3), 318-330. https://doi.org/10.1207/s15327663jcp1403_12
- Bearden, W. O., & Teel, J. E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of marketing Research*, 20(1), 21-28.
- Bognar, Z. B., Puljic, N. P., & Kadezabek, D. (2019). Impact of influencer marketing on consumer behaviour. *Economic and Social Development: Book of Proceedings*, 301-309.
- Buhr, T. A., Simpson, T. L., & Pryor, B. (1987). Celebrity endorsers' expertise and perceptions of attractiveness, likability, and familiarity. *Psychological Reports*, 60(3_part_2), 1307-1309.
- Byrne, A., Whitehead, M., & Breen, S. (2003). The naked truth of celebrity endorsement. *British Food Journal*. 105 (4/5), 288-296.
- Choi, S. M., & Rifon, N. J. (2007). Who is the celebrity in advertising? Understanding dimensions of celebrity images. *The journal of popular Culture*, 40(2), 304-324.
- Choi, S. M., & Rifon, N. J. (2012). It is a match: The impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness. *Psychology & marketing*, 29(9), 639-650.
- Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of mixed methods research*, 3(2), 95-108.
- Davies, F., & Slater, S. (2015). Unpacking celebrity brands through unpaid market communications. *Journal of Marketing Management*, 31(5-6), 665-684.
- Draelos, Z. D. (2010). Nutrition and enhancing youthful-appearing skin. *Clinics in dermatology*, 28(4), 400-408.
- Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.

- Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of advertising research*, 41(3), 39-48.
- Ertemel, A. V., & Ammoura, A. (2016). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*, 2(1), 81-89.
- Feick, L. F., & Price, L. L. (1987). The market maven: A diffuser of marketplace information. *Journal of marketing*, 51(1), 83-97.
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport management review*, 18(2), 166-181.
- Fishbein, M. (1967). *Readings in Attitude Theory and Measurement*. Books on Demand.
- Fitrianto, E., Daud, I., & Nailis, W. (2017). Types of Endorsers and its Effect on Consumer Behavior of Convenience Goods (Case study: Student in Palembang, Indonesia). *Jurnal manajemen dan bisnis sriwijaya*, 15(4), 197-207.
- Fleck, N., & Quester, P. (2007). Birds of a feather flock together...Definition, role and measure of congruence: An application to sponsorship. *Psychology & Marketing*, 24(11), 975-1000.
- Fraser, B. P., & Brown, W. J. (2002). Media, celebrities, and social influence: Identification with Elvis Presley. *Mass Communication & Society*, 5(2), 183-206.
- Friedman, H. H., & Friedman, L. (1978). Does the celebrity endorser's image spill over the product? *Journal of the Academy of Marketing Science*, 6(4), 291-299.
- Gallegos, J. A. (2016), the history and evolution of marketing influencers, retrieved from: <https://www.tintup.com/blog/historyevolution-marketing-influencers/> (accessed 15 March 2020).
- Gerdeman, D. (2019, August 26). Lipstick Tips: How Influencers Are Making Over Beauty Marketing. HBS Working Knowledge. <https://hbswk.hbs.edu/item/lipstick-tips-how-influencers-are-making-overbeauty-marketing>.
- Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of undergraduate research in communications*, 8(2), 77-87.

- Govers, P. C., & Schoormans, J. P. (2005). Product personality and its influence on consumer preference. *Journal of Consumer Marketing*. Vol 22, Issue 4, pp 189-197.
- Grier, S. A., Brumbaugh, A. M., & Thornton, C. G. (2006). Crossover dreams: Consumer responses to ethnic-oriented products. *Journal of Marketing*, 70(2), 35-51.
- Han, O. W., & Yazdanifard, R. (2015). The Review of the Effectiveness of Celebrity Advertising that Influence Consumer's Perception and Buying Behavior. *Global Journal of Management and Business Research*, 15(4), 23-29.
- Harun, A., & Husin, W. H. R. (2019). Is the Purchasing Behavior of Suburban Millennials Affected by Social Media Marketing? Empirical Evidence from Malaysia. *Kome*, 7(2), 104-127.
- Holmes, S.; Redmond, S. (2014). Socialising celebrity. *Celebrity Studies*, 5(3), 223-224.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion.
- Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. *New York*, 63.
- Husnain, M., & Toor, A. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 167-199.
- Iwashita, M. (2019, July). Trend of influencer marketing and future required functions. In *2019 20th IEEE/ACIS International Conference on Software Engineering, Artificial Intelligence, Networking and Parallel/Distributed Computing (SNPD)* (pp. 2-2). IEEE.
- Jensen, J.M. (1991) Family Purchase Decisions: "A Buying Centre Approach", *Academy of Marketing Science*, pp. 327-327.
- Johansen, I. K., & Guldvik, C. S. (2017). *Influencer marketing and purchase intentions: how does influencer marketing affect purchase intentions?* NORWEGIAN SCHOOL OF ECONOMICS
- Kahle, L. R., & Close, A. G. (Eds.). (2011). *Consumer behavior knowledge for effective sports and event marketing*. Routledge.
- Kaikati, J. G. (1987). Celebrity advertising: A review and synthesis. *International Journal of Advertising*, 6(2), 93-105.

- Kamins, M. A. (1990). An investigation into the “match-up” hypothesis in celebrity advertising: When beauty may be only skin deep. *Journal of advertising*, 19(1), 4-13.
- Kamins, M. A., & Gupta, K. (1994). Congruence between spokesperson and product type: A matchup hypothesis perspective. *Psychology & Marketing*, 11(6), 569-586.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Karasiewicz, G., & Kowalczyk, M. (2014). Effect of celebrity endorsement in advertising activities by product type. *International Journal of Management and Economics*, 44(1), 74-91.
- Kelman, H. C. (1961). Processes of opinion change. *Public opinion quarterly*, 25(1), 57-78.
- Kirmani, A., & Shiv, B. (1998). Effects of source congruity on brand attitudes and beliefs: The moderating role of issue-relevant elaboration. *Journal of Consumer Psychology*, 7(1), 25-47.
- Korotina, A., & Jargalsaikhan, T. (2016). *Attitude towards Instagram micro-celebrities and their influence on consumers' purchasing decisions*. International Business School, JONKOPING UNIVERSITY.
- Kostov, T. (2020). Impact of social media marketing on consumer behavior. JAMK Center of Competitiveness.
- Kotler, P. and Armstrong, G. (2008), *Principles of Marketing*, 12th, Ed, Pearson, Prentice-Hall. Upper Saddle River, New Jersey, NJ
- Kotler, P., & Armstrong, G. (1998). Consumer markets and consumer buyer behavior. *Principles of marketing*, 8.
- Kotler, P., & Keller, K. L. (2012). *A framework for marketing management: International edition*. Harlow: Pearson Education
- Krishnamurthy, S., & Dou, W. (2008). Note from special issue editors: Advertising with user-generated content: A framework and research agenda. *Journal of Interactive Advertising*, 8(2), 1-4.

- Kuester, S. (2012). MKT 301: Strategic marketing & marketing in specific industry contexts. *University of Mannheim*, 110, 393-404.
- Lee, E. (2013). Impacts of social media on consumer behavior: decision making process.
- Lertwilairatanapong, C. (2020). How social network influencer influences on buying process of skincare VIA online platform in Thailand.
- Loken, B. (2006). Consumer psychology: categorization, inferences, affect, and persuasion. *Annu. Rev. Psychol.*, 57, 453-485.
- Luong, D. B., Vo, T. H. G., & Le, K. N. (2017). The impacts of country of origin, price, and brand on consumer behavior toward cosmetics products: A review of Vietnam. *International Journal of Research*, 6(2), 53-71.
- Lynch, J., & Schuler, D. (1994). The matchup effect of spokesperson and product congruency: A schema theory interpretation. *Psychology & Marketing*, 11(5), 417-445.
- Mathur, L. K., Mathur, I., & Rangan, N. (1997). The wealth effects associated with a celebrity endorser: The Michael Jordan phenomenon. *Journal of Advertising research*, 37(3), 67-74.
- McCormick, K. (2013). Athletic Endorsements and Their Effect on Consumers' Attitudes and Consumption, www.nsga.org
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of retailing and consumer services*, 32, 39-45.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.
- McGuire, W. J. (1985). Attitudes and attitude change. *The handbook of social psychology*, 233-346.
- Mehulkumar, P. (2005), *an Examination of Universal Personality Endorser and Interaction between Perceived Celebrity Image (PCI) and Perceived Brand Image (PBI) across National Boundaries*. Available at: <http://business.leeds.ac.uk/fileadmin/webfiles/research/WPS/Pajuani.pdf> (accessed 15 May 2013)

- Miciak, A. R., & Shanklin, W. L. (1994). Choosing celebrity endorsers. *Marketing Management*, 3(3), 50.
- Millikan, L. E. (2001). Cosmetology, cosmetics, cosmeceuticals: definitions and regulations. *Clinics in dermatology*, 19(4), 371-374.
- Misra, S., & Beatty, S. E. (1990). Celebrity spokesperson and brand congruence: An assessment of recall and affect. *Journal of business research*, 21(2), 159-173.
- Mitchell, V W & Boustam, P (1994) "A Preliminary Investigation into Pre- and PostPurchase Risk Perception and Reduction", *European Journal of Marketing*, Vol 28, Issue 1, pp 56-71.
- Moore, E. S., Wilkie, W. L., & Lutz, R. J. (2002). Passing the torch: Intergenerational influences as a source of brand equity. *Journal of Marketing*, 66(2), 17-37.
- Munthiu, M. C. (2009). The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals. Series A. Economic Sciences*, 2(4), 27-33.
- Nadanyiova, M., Gajanova, L., Majerova, J., & Lizbetinova, L. (2020, June). Influencer marketing and its impact on consumer lifestyles. In *Forum Scientiae Oeconomia* (Vol. 8, No. 2, pp. 109-120).
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research*.31, 46-54.
- Opris, A., Pelau, C., & Lazar, L. (2020). The role of celebrities for the image of endorsed products. In *Proceedings of the International Conference on Business Excellence* (Vol. 14, No. 1, pp. 838-846).
- Ozer, S. (2012). *The effect of social media on consumer buying decision process* (Doctoral dissertation, Dublin, National College of Ireland).
- Peter, J P Olson, J C & Grunert K G (1999). *Consumer Behaviour and Marketing Strategy*, European Edition, England McGraw Hill.

- Qazzafi, S. H. E. I. K. H. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130-134.
- Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Salehi, M., Mirzaei, H., Aghaei, M., & Abyari, M. (2012). Dissimilarity of E-marketing VS traditional marketing. *International journal of academic research in business and social sciences*, 2(1), 510-515.
- Sami, A. (2006). The Power of Celebrity Endorsement in Brand Choice Behaviour: An Empirical Study of Consumer Attitudes in Jordan. *Journal of Accounting-Business & Management*, 13, 69-84.
- Sammis, K., Lincoln, C., & Pomponi, S. (2015). *Influencer marketing for dummies*. John Wiley & Sons.
- Schlecht, C. (2003). Celebrities' impact on branding. *Center on Global Brand Leadership, Columbia: Columbia Business School*.
- Simonson, I., Carmon, Z., Dhar, R., Drolet, A., & Nowlis, S. M. (2001). Consumer research: In search of identity. *Annual review of psychology*, 52(1), 249-275.
- Solis, B., & Webber, A. (2012). The rise of digital influence. *Altimeter Group*.
- Solomon, R., Askegaard, S. & Hogg, M. K. (2010). "Consumer behavior: A European perspective". London: Prentice Hall
- Spiro, R. L. (1983). Persuasion in family decision-making. *Journal of Consumer Research*, 9(4), 393-402.
- Sternthal, B., & Craig, C. S. (1982). Consumer behavior: An information processing perspective.
- Stone, H., Sidel, J. L., & Bloomquist, J. (2008). Quantitative descriptive analysis. *Descr. Sens. Anal. Pract.* 13, 112-114
- Surana, R. (2008). The effectiveness of celebrity endorsement in India. Retrieved July, 26, 2014.

- Swerdlow, R. A., & Swerdlow, M. R. (2003). Celebrity Endorsers: Spokesperson selection criteria and case examples of FREDD. *Academy of Marketing Studies Journal*, 7(2), 13-26.
- Theeb, khalid al shikh (2013). The effect of celebrities' appearance in television advertising on youth purchasing behavior of sport products. Master Thesis, Arabic Oman University
- Till, B. D., & Busler, M. (1998). Matching products with endorsers: attractiveness versus expertise. *Journal of consumer marketing*.15, 576–686.
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
- Till, B. D., & Shimp, T. A. (1998). Endorsers in advertising: The case of negative celebrity information. *Journal of advertising*, 27(1), 67-82.
- Tom, G., Clark, R., Elmer, L., Grech, E., Masetti, J., & Sandhar, H. (1992). The use of created versus celebrity spokespersons in advertisements. *Journal of consumer marketing*. 9(4), 45-51.
- Tripp, C., Jensen, T. D., & Carlson, L. (1994). The effects of multiple product
- Trocchia, P. J., & Janda, S. (2003). How do consumers evaluate Internet retail service quality? *Journal of services marketing*, 17(2/3), 243.
- Van der Waladt, D. L. R., Van Loggerenberg, M., & Wehmeyer, L. (2009). Celebrity endorsements versus created spokespersons in advertising: A survey among students. *South African Journal of Economic and Management Sciences*, 12(1), 100-114.
- Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, 8(14), 66.
- Webley, P., & Nyhus, E. K. (2006). Parents' influence on children's future orientation and saving. *Journal of Economic Psychology*, 27(1), 140-164.

- Westbrook, R. A. (1987). Product/consumption-based affective responses and post purchase processes. *Journal of marketing research*, 24(3), 258-270.
- White, D. W., Goddard, L., & Wilbur, N. (2009). The effects of negative information transference in the celebrity endorsement relationship. *International Journal of Retail & Distribution Management*. 37(4), 322-335.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.
- Zipporah, M. M., & Mberia, H. K. (2014). The effects of celebrity endorsement in advertisements. *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178.

APPENDIX

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.565	26.258	26.258	6.565	26.258	26.258
2	2.641	10.565	36.824	2.641	10.565	36.824
3	2.268	9.071	45.895	2.268	9.071	45.895
4	2.018	8.074	53.968	2.018	8.074	53.968
5	1.183	4.731	58.699	1.183	4.731	58.699
6	.957	3.828	62.527			
7	.846	3.385	65.911			
8	.779	3.116	69.028			
9	.726	2.903	71.931			
10	.693	2.771	74.701			
11	.666	2.663	77.365			
12	.607	2.428	79.792			
13	.603	2.410	82.202			
14	.561	2.243	84.445			
15	.517	2.069	86.514			
16	.490	1.959	88.472			
17	.460	1.841	90.313			
18	.436	1.743	92.057			
19	.392	1.567	93.623			
20	.351	1.406	95.029			
21	.317	1.266	96.295			
22	.277	1.109	97.404			
23	.250	.998	98.402			
24	.221	.885	99.286			
25	.178	.714	100.000			
Extraction Method: Principal Component Analysis.						

	Component				
	1	2	3	4	5
Attractive	.337	.490	.464	.055	-.058
Classy	.329	.392	.590	-.014	.021
Beautiful	.432	.444	.344	-.054	.172
Stylish	.371	.478	.484	.090	.106
Appealing	.490	.406	.440	-.101	-.017
Dependable	.475	.390	-.483	.026	-.134
Honest	.478	.382	-.411	-.057	-.021
Reliable	.479	.283	-.535	-.037	.109
Sincere	.552	.464	-.437	.103	.084
Trustworthy	.552	.416	-.458	.115	.136
Expert	.642	-.260	-.031	-.498	-.018
Experienced	.601	-.313	-.016	-.506	-.069
Knowledgeable	.621	-.244	.020	-.566	-.021
Qualified	.616	-.267	.105	-.545	.160
Skilled	.589	-.146	.047	-.019	-.125
will say positive things about the service to other people	.552	-.309	.149	.430	-.119
will recommend the service to someone who seeks advice	.533	-.328	.065	.374	.023
will encourage friends or relatives to use the service	.501	-.102	-.003	.141	-.290
will consider the service as first choice to use	.434	-.154	.046	.296	-.420
will continue to do business with the company even if prices increase	.346	-.263	-.061	.154	.575
will pay more for the service although one can get them cheaper elsewhere	.620	-.301	.083	.264	-.001
will not switch to a competitor if one experiences problem with the service	.602	-.202	-.030	.302	-.230
will not complain to other customers if one experiences problem with the service	.502	-.283	.114	.166	.480
will not complain to external agencies if one experiences problem with the service	.536	-.224	-.013	.405	.138
will not complain to the company if one sees a problem with its service	.407	.074	.019	-.183	-.356
Extraction Method: Principal Component Analysis.					
a. 5 components extracted.					