

Influencing the Power of Celebrity Endorsers on Saudi's Purchasing Behavior

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Abstract

Presently, influencer marketing is widely used to increase brand purchasing. Marketers employ various strategies using social media and celebrity endorsers for consumer engagement. This study has been conducted to understand the role and influence of celebrity endorsers through social media on the purchase behavior of Saudi consumers based on the advancing role of sustainability in the luxury industry. In this regard, a cross-sectional study design was employed and data was collected from 50 Saudi consumers using an online survey. A close-ended questionnaire was distributed to Saudi consumers based on celebrity credibility, familiarity, attitude towards celebrity endorsement, brand awareness, brand attitude, and purchase intentions. Factor analysis and path analysis were done using SPSS and AMOS version 25.0 to analyze the data collected. The findings show a positive and significant impact of celebrity credibility, familiarity, attitude, brand awareness, and brand attitude on the purchase intentions of Saudi consumers.

Keywords: celebrity endorsement, luxury brands, purchase behavior, Saudi Arabia, social media

1. Introduction

Influencer marketing is one of the major marketing strategies used by most of the brands to advertise their products. In the present time of technological advancement, social media influencers have emerged as a third party which, through its brand endorsement strategies influence people to promote a brand or product (Freberg et al., 2011). Social media platforms such as Facebook, Instagram, Twitter, and YouTube have become easily accessible to people. Consequently, most of the products are publicized through social media influencers to attract and provide frequent updates to the target customers regarding a brand and its associated products (Yu & Hu, 2020). Social media influencers stay in touch with their audience and keep them updated through social media marketing (Liu et al., 2012). Moreover, Celebrity endorsement is extensively used by luxury brands as they tend to advertise their products by posting pictures and videos of the celebrity to attract the audience. However, this strategy also fails sometimes because of the wrong selection of the celebrity (Chung & Cho, 2017). According to a report, brands have to be very choosy in this case as they might face the dilemma of standardizing or localizing their celebrity endorsers for diverse markets. This dilemma is faced by different brands. Creativity and more attractive strategies need to be developed (Alaux et al., 2022). Luxury brands on the other hand always have a fear of whether they should adapt their commercials to local markets or not. Standardized marketing is considered very effective in maintaining the quality and the brand image (Lou & Yuan, 2019). This strategy helps maintain brand identification and leads to increased buying intention of the customers (De Pelsmacker et al., 2018).

Most brands and companies prefer celebrity endorsements (McCormick, 2016), as they help in developing a positive brand reputation in competitive marketing. In the past few years, a significant increase in social media marketing has been observed as the majority of brands follow social media endorsement rather than celebrity endorsement (Lim et al., 2017). Brands enjoy this trend more than the audience as they do not have to invest much to introduce their brands via celebrity endorsement, which makes it a cost-effective and efficient marketing strategy (Harrison, 2018). In addition, social media influencers can also show their fascinating results in customer engagement and media reporting (Booth & Matic, 2011; Kay et al., 2020). In a recent study, Cheung et al. (2022) examined the effects of motivational elements on consumer-influencer engagement behaviors (CIEBs). The findings of this study reflect that consumers are engaged with the brands that can be measured by

information-seeking behavior, reward, entertainment consumption, and interactions. Kay et al. (2020) conducted a study to exhibit the role of macro-influencers and micro-influencers and the effects of their disclosure related to advertisement sponsorship. The study concluded that micro-influencers have been reported to impact significantly the purchasing intentions of consumers. However, lesser impacts have been observed on the macro-influencers who disclosed their sponsorships with the brands. Aljasir (2019) in his study examined the applicability of the classic theories related to celebrity endorsement on social media platforms for social media users. This study figured out that these theories stipulated some modifications for applying them to real-time scenarios. Mabkhot et al. (2022) conducted a study in Saudi Arabia and concluded a positive significant relationship between social media influencers and their credibility on purchasing inclination. To date, no study has been conducted regarding Saudi consumers and the role of celebrity endorsers and social media in deriving their purchasing intents.

1.1 Objectives of the Article

With the spread of social networking sites, the increasing numbers of celebrity-endorsed advertisements have been broadcasted across these platforms, where companies, following the desire of consumers follow the latest news of the community and the latest fashion to promote the services and products affiliated with them (Ahmad et al., 2019; McCormick, 2016). This study aims to investigate the behavior of Saudi consumers towards celebrity-endorsed products on social media and how these ads affect their purchasing decisions, product preferences, and their desire to purchase a product. This study further pursues to comprehend the perception of social media influencers by probing the impact on customers' attitudes and buying intentions. Morwitz (2014) infers buying intention is an extensively practiced marketing instrument to evaluate the efficiency of a marketing approach that may be utilized to foresee auctions and market stakes. It is important to analyze the efficacy of the social media influencer and customers' intention to buy a product. This analysis is mainly done by observing the clients' attitudes which provides a valuable assessment of the valued vision of advertising experts. So, they can advance advertising approaches to grow constructive and impactful decision-making of purchasers towards their products and services.

This study investigates the influence of celebrities on Saudi consumer purchase behavior and also reveals the methods used by these celebrities to endorse products and services. This research also discusses celebrity endorsement and its effect on Saudi consumer behavior, which is a relativity new concept in Saudi Arabia given the new platforms used by celebrities. The findings will assist organizations in selecting the most suitable media platform by identifying their strengths. A conceptual framework was developed based on these associations to minimize the above-identified gaps.

1.2 Theoretical Framework

1.2.1 Social Effect Theory

Social impact theory or social effect theory states that “when other people are the source of impact and the individual is the target; impact should be a multiplicative function of the strength, immediacy and number of other people.” In other words, the increased number of consumers increases the level of influence on the attitude and buying behavior of target consumers (Latané, 1981). The product users often share information about the product they use and its related events on social media networking sites (SNS) such as Facebook and Instagram. As the number of active users who share their experiences, specifications, and events associated with the same product or brand increases, the impact on target users, number of brand followers, and recommendations on social media also increases (Qin, 2020). From this fact, the implementation of social impact theory can be derived to understand the impact of social media on customer attitude. An adapted version of the social impact theory is used in this study. In the present study, situation modeling was the theme to develop the social impact theory as a metatheoretical framework that was first adopted by Williams et al. (1981). According to this framework, people influence the beliefs, attributes, or behaviors of other individuals around them (Mabkhot et al., 2022; Schouten et al., 2021).

1.2.2 Source Credibility

Different factors are considerable when choosing the right celebrity for product endorsement of any product. The source credibility model is the most frequently used in this regard. However, other models include the meaning transfer model (McCracken, 1989), the source attractiveness model (McGuire, 1985), and the product match-up model (Forkan, 1980). In the meaning transfer model, McCracken (1989) explains that the potential customers subordinate with the endorser and transfer to the product/ brand. The source attractiveness model deals with whether the celebrity is suitable for the product to advertise, keeping in mind that the celebrity has a similarity with the brand's target audience in terms of familiarity and likeability (McGuire, 1985).

The product match-up model is used to observe the match between the endorser and product depending on the degree of perceived fit between the image of the celebrity and the advertised brand (Forkan, 1980). In the current study, source credibility theory is used which perfectly fits and applies to the online context because it is attentive to the features. These features include proficiency, honesty, attractiveness of the source, and the degree of efficacy of celebrity endorsers. Source credibility may be defined as the level at which the audience perceives knowledge from the person or source where the customer can gain expertise, or it may be said that the person can get the knowledge of that specific product (Djafarova & Rushworth, 2017; Ohanian, 1990).

1.2.3 Source Attractiveness Model

The rate of acceptance through social media advertisement by a celebrity is highly dependent on the attractiveness of the product and celebrity. The audience generally becomes attracted to the product when it is rightly introduced by the celebrity endorser. However, the source attractiveness model highly emphasizes on the physical attributes or the characteristics of the endorser, e.g. celebrity (Erdogan, 1999). Research shows that there is a positive relationship between a customer's attitude and the source of attractiveness, and the purchase intention of the customer is also positively correlated according to this model (Petty et al., 1983; Erdogan, 1999).

1.3 Empirical Review

1.3.1 Effects of Celebrity and Endorsement Factors on Attitudes to a Brand

Celebrity endorsement can be considered as a charm and a key feature of luxury brands' advertisements. It is suggested that customers' attitude and their buying intentions are highly influenced by celebrity endorsement (Erdogan, 1999; Lafferty et al., 2002). It is also suggested that some advertisements were made realistic with the help of celebrities (Kamins et al., 1989). Celebrities help the brand to become recognizable to the audience, in a way that followers of the celebrity also start following the brand they advertise (Petty et al., 1983). They help to generate positive attitudes of the audience towards the brand (Kamins et al., 1989). Many researchers believe that celebrities make the advertisement more effective as compared to the other modes of advertisement (Kahle & Homer, 1985; Kamins et al., 1989; Ohanian, 1990). However, Schouten et al. (2021) have conducted a comparative study to determine the most impactful marketing strategy. This study concluded that influencer marketing has become more effective and popular as compared to celebrity endorsement.

Individuals tend to establish myriad attitudes toward different objects including celebrities. Attitude towards a celebrity is explained as a positive or negative assessment of an individual. Ha and Lam (2017) outline three different factors that are effective in developing a positive attitude of customers toward a brand. These factors include; celebrity trustworthiness, celebrity matchup, and suitability with the product, along with the celebrity expertise. Numerous studies have mentioned celebrity and brand fit as potential factors of celebrity endorsement (Schouten et al., 2021; Breves et al., 2019; Shen et al., 2018). Fit has been termed as consistency or similarity in previous studies and indicates how likely or consistent the brand is and the celebrity endorser (Abdurrahman et al., 2018). A positive association has been identified between brand attitudes and celebrity-brand fit (Minh & Anh, 2020). Fit is vital since the paucity of fit can likely have an adverse effect on brand assessment. It further acts as a vital aspect of the model since one of the studies represents its positive impact on brand attitude, assessments of the product, and purchase intention (Paul & Bhakar, 2018). Consumers' perception is one of the factors that can have a major effect on celebrity endorsement. It could likely influence brand assessment adversely if consumers think the motives of a celebrity are negative (Osei-Frimpong et al., 2019). For example, negative brand assessments can be an outcome if the celebrity is endorsed by money rather than the preferred product (Kim et al., 2020).

1.3.2 Effects of Celebrity Endorsement on Consumer Purchase Intentions

Attitude is explained as the personal assessment, actions, and tendency towards objects, ideas, behaviors, affairs, and emotional feelings. It acts as a foundation for the willingness of individuals in behaving under a particular manner. Since the 1960s, special interest has been given to the role of attitude in the context of product marketing (Attia, 2017). It is recommended that a highly credible and pleasant celebrity can establish an attitude of constructive consumers, which can additionally influence behavioral intention. It is also ensured that celebrity endorsement brings a substantial and positive influence on the purchase intention (Pickett & Brison, 2019).

One of the major goals of advertising is to construct brand awareness so that the brand name can be recalled and recognized by consumers at the purchasing time. Celebrity endorsers are an influential strategy for improving brand recognition and recall (McCormick, 2016). They construct a co-branding between the brand and themselves, to become popular globally when the consumers seek information on celebrity endorsers. It is suggested within the associative nodes' theory that consumers' perception of the celebrity is associated with the

endorsed brand in the memory (Vien et al., 2017). Dom et al. (2016) conducted a study to identify the source model of celebrity endorsement in the light of consumer perceptions. The findings of the study indicate that factors such as trustworthiness, attractiveness, and expertise of the celebrity are some of the important factors for celebrity endorsement

Celebrity endorsers are more influential as compared to other marketing strategies to create brand awareness. According to Kesumahati and Febrianti (2022), for the promotion and increase the purchasing intention of local skincare, the brand uses celebrity endorsers. The study concludes with a significant positive effect in drawing the attention of the consumers and increasing the purchasing ratio. The influence of celebrity endorsement has a significant association with consumers. Like the consumer gets attracted to the celebrity personality, the consumer's likability from their expertise, or characters has been revealed by examining the influence of celebrity endorsement on brand sustainability awareness (Priyankara et al., 2017). Current perceptions on the preference of credibility can majorly impact the processing and assessment of consumers about the brand. The majority of the studies have demonstrated and investigated the impact of a credible celebrity on brand attitudes (Shenje, 2017; Vidyanata et al., 2022; Dhun & Dangi, 2023). The study investigated apparel products by using purposive sampling that credible celebrity gets the consumer's attention by using social media platforms, which is considered to be the most popular strategy. The global market has been in search of marketing influencers and had a systematic approach to choosing credible influencers. Their major role is to achieve the success strategy of the desired objective by the customers and work on the skill development of brands by using different parameters (Shenje, 2017; Vidyanata et al., 2022; Dhun & Dangi, 2023). It was identified in one of the empirical studies that consumers are not aware of the celebrity, but they accept and admire them as reference groups, which include performers, successful businesspersons, celebrities, and athletes (Jiang et al., 2022). This credible celebrity attraction of the performance of athletes influences the consumers which gives social value to the brand and mediates its effects (Jiang et al., 2022). Consumers link themselves with celebrities and consider them as a reference. Consumers would modify their perception of the specific brand when they explore the advertisement endorsed by the celebrity endorser as the celebrity is endorsed by consumers (Jaffari & Hunjra, 2017). For instance, the brand is perceived by a consumer as sustainable as the celebrity changes the perception towards the brand by adopting sustainable behavior.

2. Method

2.1 Study Design

The fundamental outline of this study is to examine the role of celebrity endorsers and social media in creating, maintaining, and enhancing the purchase behavior of Saudis with a quantitative approach. Therefore, a quantitative approach is used in this study to analyze the role of celebrity endorsers and social media and their effects on the purchase behavior of Saudi consumers. Many studies have used this strategy to discover the positive and the negative impact of the consumer on purchasing behavior (Giri & Chanana, 2022). From the above review, it is clear that celebrity endorsement is a broader spectrum to analyze, and thus includes social media to determine their effect on purchase behavior.

2.2 Sampling Technique

The present study employed a probability sampling technique to enhance the sample size and ensure access to a representative sample within an interconnected network of individuals. According to Greenacre (2016), probability sampling methods provide each member of the target population with an equal chance of being selected for inclusion in the study. This random selection process ensures that the sample is representative of the population, making the results more generalizable and reducing the potential for selection bias.

The online survey was collected through different social media platforms. In this sampling tool, the respondents were requested to give their contacts and emails in online forms for sharing the survey information. Through the provided contact details, the questionnaire was sent through the email system to 400 participants. Six factors were majorly focused on that included: celebrity credibility, familiarity, attitude towards celebrity endorsement, brand awareness, brand attitude, and purchase intentions (Abbas et al., 2018). Based on the above-stated factors, a total of 50 responses were considered complete and fit for the study objectives and analysis with a response rate of 59% (De Pelsmacker et al., 2018; Kay et al., 2020; Alaux et al., 2022; Rashdi, 2022). Considering the authentication and reliability parameters recommended, the questionnaire was adopted from the earlier literature to extract detailed and authentic information.

2.3 Study Parameters

The scale measurement was used from earlier studies that were psychometrically sound. The variables in the

questionnaire include; (1) celebrity credibility, (2) familiarity, (3) attitude towards celebrity endorsement, (4) brand awareness, (5) brand attitudes, and (6) purchase intention. Participants were asked to respond on five-point Likert-type scales varying from strongly disagree to strongly agree. Reliability is a measuring tool that consists of a level of variable error (Widarko & Anwarodin, 2022). The positive support of society towards different cultures, and consumer behaviors leads to the cause of the motivation, and attraction which ultimately results in a success ratio (Widarko & Anwarodin, 2022). Hence Saudi culture has been identified as a different culture from other cultures.

2.4 Statistical Analysis

The research method identifies these differences and has ensured to minimize its effects on the questionnaire or the online survey. Since the questionnaire is based on different dimensions, it is necessary to check its reliability and to measure the level of errors. The value of Cronbach's alpha achieved for this study was 0.82, which is acceptable as the value of Cronbach's > 0.7 shows great reliability (Table 1). The reliability of all variables selected for the questionnaire has been characterized based on previous studies (Sitzia, 1999). To meet the standard of the content validity of the study, the questionnaire was modified with the consultation of the field experts. In this respect, the variables are explained in a factor of facet more than 50% so that it can illustrate the questionnaire quality.

2.5 Ethical Approval

Ethics approval and consent to participate were obtained. The study provided the participants with an informed consent form to ensure the confidentiality of the data collected. Participants were guaranteed anonymity concerning the written and recorded data. The researcher confirmed that information would be confidentially retained. Moreover, participants were conferred with the unconditional or absolute 'right' to withdraw at any moment and for any reason. The information collected from the participants was treated properly to protect the privacy of the study participants.

2.6 Statistical Analysis Tool

In this research, the Structural Equation Modeling (SEM) technique was used along with the Confirmatory Factor Analysis (CFA) to confirm and validate the framework and model fit to be used for high-end retail shops. To check the interrelated variable, Covariance Analysis of SEM was also used to show the reflection of the covariance matrix of the dependent variable dimensions. The model used in this study is well-established, tested, and adopted in Saudi Arabia. Therefore, SEM along with CFA are applicable to generate the required results.

3. Results

Table 1 shows the result of a pilot study with a total of 50 responses from the population to ensure the internal consistency of the data collection instrument. The alpha coefficient should be at least 60% as an acceptable threshold for considerable internal consistency (Nunnally, 1978). In the below table, all the variables have a higher alpha coefficient than 60%. Thus, internal consistency has been achieved for all the variables of the study. Table 2 shows descriptive statistics about respondents' demographic characteristics including their gender, age group, and monthly income. It is important to evaluate model fitness using various Goodness-of-Fit (GoF) indices for both the models i.e. CFA model and the SEM model. The following table shows statistics of each GoF indices that have been shown for CFA and SEM models.

Table 1. Reliability Statistics

Variables	No. of items	Alpha value
Celebrity credibility	3	0.713
Familiarity	4	0.860
Attitude toward celebrity endorsement	4	0.666
Brand awareness	3	0.620
Brand attitude	3	0.864
Purchase intention	5	0.740

Table 2. Demographic Profile

Variables	N (%)	
Gender	Male	
	Female	
Age group	18–24 years	185 (45.6%)
	25–34 years	142 (35.0%)
	35–44 years	68 (16.7%)
	Greater than 45 years	11 (2.7%)

In Table 3, various model fit indices have been considered for assessing CFA and SEM models. These indices include Chi-Square (CMIN/DF), Confirmatory Fit Index (CFI), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Tucker-Lewis Index (TLI) and Root Mean Squared Error Approximation (RMSEA). The thresholds for CMIN/DF were suggested by Aslam et al. (2016), whereas CFI, TLI, and RMSEA were suggested by Hair et al. (2010). The thresholds for GFI and AGFI were recommended by Cole (1987). Under these recommendations, Table 3 has shown that both models have achieved the required thresholds and acceptable considerations for model adequacy. The third and last statistical validity is known as discriminant validity and its results are shown in Table 4.

Table 3. Model Fit Indices

Indices	Threshold	CFA	SEM
CMIN/DF	< 3.00	2.173	2.696
CFI	> 0.90	0.944	0.915
GFI	> 0.80	0.901	0.876
AGFI	> 0.80	0.873	0.849
TLI	> 0.90	0.934	0.904
RMSEA	< 0.08	0.054	0.065

Table 4. Discriminant Validity

Variables	Celebrity credibility	Familiarity	Attitude	Brand awareness	Brand attitude	Purchase Intentions
Celebrity credibility	0.826					
Familiarity	-0.047	0.828				
Attitude	0.035	0.074	0.806			
Brand awareness	-0.037	-0.003	0.529	0.762		
Brand attitude	0.198	0.117	0.240	0.271	0.762	
Purchase Intentions	0.167	-0.012	0.053	0.193	0.157	0.809

The study has gauged discriminant validity on the recommended methodology of Fornell and Larcker (1981). The stated methodology for discriminant validity refers to the squared root of the AVE coefficient for a particular variable should have a higher estimate than its inter-correlation to other variables of the model. In Table 4, it has been illustrated that all the variables have achieved higher coefficients than their inter-correlation to other variables, hence, the study has achieved discriminant validity. Henceforth, achieving all the statistical validity estimates in the Confirmatory Factor Analysis (CFA) model, the study has finally estimated path coefficients for assessing the relationship among variables. Therefore, Table 5 exhibits the results of path analysis for the current study.

Table 5. Path Analysis

Path	Estimates	S.E.	T-Statistics	Prob.
Celebrity credibility → Purchase Intention	0.084	0.021	3.918	0.000
Familiarity → Purchase Intention	0.048	0.022	2.133	0.033
Attitude → Purchase Intention	0.088	0.034	2.607	0.009
Brand awareness → Purchase Intention	0.174	0.046	3.782	0.000
Brand attitude → Purchase Intention	0.098	0.039	2.514	0.012
R-Square: 0.165				

It has been shown in the above table that celebrity credibility (0.084, $p < 0.05$) has a positive and statistically significant influence on purchase intention. Familiarity (0.048, $p < 0.05$) also has a significantly positive impact on purchase intention. Attitude (0.088, $p < 0.05$) and brand awareness (0.174, $p < 0.05$) have also been found as statistically significant and positively related to purchase intention. However, brand attitude (0.098, $p < 0.05$) has a statistically significant and positive impact on purchase intention. All the variables were statistically significant at a 95% confidence interval and it was also found that 16.5% variability in purchase intention can be predicted by all the independent variables in the structural model.

4. Discussion

The results of this confirm that there is a positive impact of celebrity endorsement on the purchase intentions of Saudi consumers. These findings are linked with the previous studies where they confirmed a positive role of celebrity credibility on attitude towards celebrity endorsement, in which many factors were included like familiarity, likability, and attraction towards the celebrity personality (Moraes et al., 2019). Another study supported this claim by stating that it is crucial to maintain a strategy of celebrity endorsement to enhance the credibility of advertising and the brand, as well as to increase brand satisfaction (Sutia et al., 2023). The credibility of advertisements has become a key factor in influencing consumers' intentions to make repeat purchases. The conceptual model recognized the fundamental role of celebrity endorsement concerning brand sustainability awareness, credibility, familiarity, and luxury brand value on attitude toward celebrity, purchase intentions, and brand for stimulating sustainable consumption (Nyamakanga et al., 2019).

In addition, the findings of this study have confirmed the impact of celebrity endorsement on brand awareness, brand value, and purchase intention. Previously, the effects of these factors have been examined on celebrity endorsement (Gilal et al., 2020; Osei-Frimpong et al., 2019). It is apparent from the studies that the positive effects are transferred from the credibility of the celebrity on brand awareness, luxury brands, and purchase attention. For instance, one of the previous studies reported that the credibility attributes of celebrity endorsers and consumers' interests significantly impact consumers' attitudes toward product advertisements and brands, which subsequently influence their purchase intentions (Al Mamun et al., 2023). As a result, customers' purchase intentions increase their decision to spend more. Additionally, consumers' attitudes towards celebrity endorsements and advertisements have a substantial mediating effect on their willingness to pay a premium price.

However, our findings diverge from some prior studies regarding the relationship between familiarity and attitude toward celebrity endorsement, notably contradicting the positive association documented by Schouten et al. (2021). This might be because the impact of familiarity on attitudes towards celebrity endorsements might be contingent upon various factors, such as the context of endorsement, the nature of the product, or the characteristics of the celebrity involved. For instance, while familiarity with a celebrity might engender a sense of trust or relatability in some cases, it may not necessarily translate into a favorable attitude towards their endorsements if the consumer perceives the endorsement as insincere or incongruent with the celebrity's image. Furthermore, the effectiveness of familiarity might be moderated by other factors such as the level of expertise attributed to the celebrity or the perceived relevance of the product being endorsed. The process of familiarity with the celebrity endorsement does not confirm a positive impact on attitude towards the celebrity (Pileliene & Grigaliunaite, 2017). On the contrary, a recent study showed that the attractiveness of celebrity influencers does not significantly affect consumers' attitudes (Macheke et al., 2023). Moreover, there is no significant correlation between brand loyalty and the purchase intentions of young female consumers (Macheke et al., 2023).

This study does not affirm the attitude towards celebrities on brand attitude as compared to previous studies, showing different findings. This finding often reveals that attitude towards celebrity does not indicate a positive effect on brand attitude since it can be associated with other factors, which include attitude towards advertising to express neutral or partial influence (Wang & Yang, 2010). In addition, there is no preferable influence of brand awareness on purchase intention and brand attitude. These outcomes are not linked with the previous studies, which explain a different explanation of brand awareness concerning recall and recognition of the brand (Ha & Lam, 2017). The widespread use of technology in contemporary society has influenced consumers' interactions with digital communication, thereby shaping their attitudes and intentions. In this context, a recent study reported that attitudes act as mediators, while celebrity endorsements serve as moderators that affect purchase intentions in the digital era (Hameed et al., 2023). As technology becomes integral to daily life, it compels individuals to form intentions based on their digital experiences.

According to the findings of this study, there is a positive impact of brand attitude on purchase intentions especially in Saudi customers as the Saudi population has become more concerned with the brand and their

associated values. For Saudi consumers, the brand value shows a positive impact on purchase intention. The lifestyle of Saudi culture is highly influenced by social media and the endorsement of celebrities. The study highlights the clear effects of the environment and the influence of the surroundings on Arabian culture.

The findings will assist managers in understanding the impact of a celebrity's credibility on the attitude toward celebrity endorsement. It will assist experts in understanding the significance that the credibility of celebrity leads towards increased brand endorsement. This insight is very crucial when planning the engagement strategy towards sustainability that cannot be directly organized and addressed to the viewer due to its inefficacy. Luxury firms communicating their responsible behaviors have to pay significant attention to the reputation of the celebrity rather than his or her popularity using a secondary source. In addition, this study helps practitioners in understanding the influences of celebrity familiarity on attitude toward celebrity endorsement.

While this study provides valuable insights into the influence of celebrity endorsers on Saudi consumers' purchasing behavior, it is important to acknowledge certain limitations. One significant limitation is the small sample size of 50 respondents. This limited sample size may not be fully representative of the broader population of Saudi consumers, which restricts the generalizability of the findings. Future research should aim to include a larger and more diverse sample to ensure that the results are more widely applicable and reflective of the population. Additionally, the use of a non-probability snowball sampling technique may introduce bias, as the sample may not accurately represent the target demographic. Furthermore, the study did not account for control variables that could potentially influence the relationships between the variables of interest. Factors such as age, gender, income level, educational background, and cultural influences could all impact how celebrity endorsements affect purchasing behavior. Therefore, future research is recommended to include these control variables to provide a more clear understanding of the specific effects of celebrity endorsements on consumer behavior.

4.1 Implications

One of the primary concerns revolves around the potential for deception and misleading advertising. When celebrities endorse products without disclosing any conflicts of interest or promote items they do not genuinely use or believe in, it can undermine consumer trust and lead to misrepresentation. Transparency and authenticity are crucial in maintaining ethical standards in celebrity endorsements, as consumers value honesty and integrity in advertising. Additionally, celebrities have a social responsibility to consider the impact of their endorsements on vulnerable audiences, such as children and adolescents, and to promote products and values that align with ethical principles. Endorsing controversial products or brands also presents ethical dilemmas, as celebrities must weigh the potential consequences of associating their image with morally questionable products against their values and beliefs. Overall, navigating the ethical landscape of celebrity endorsement requires careful consideration of transparency, authenticity, social responsibility, and the potential impact on consumers and society at large.

5. Conclusion

To conclude, this study offers significant knowledge to marketers and researchers using celebrity endorsements in the luxury sector with managerial and theoretical implications but further emphasizes the opportunities and challenges that luxury brands might have in terms of sustainability. The findings of the study hold practical implications for marketers since it highlights that the attitude of consumers is improved by choosing the right celebrity to endorse a brand who is familiar with the product resulting in increased preferences of consumers for that product. Likewise, practitioners will benefit by understanding the value of positive outcomes of attitude towards celebrity endorsement on brand awareness, luxury brand value, and purchase intention. This study further offers guidance to managers in understanding the significance of brand attitude on purchase intentions, showing a positive attitude of consumers toward the increasing chances of behavioral intention. Lastly, this study will assist practitioners in understanding the significant positive impacts of vanity on luxury brand value, and luxury brand value on purchase intention. These associations will assist managers in understanding the significance and importance of luxury brands on the social status and consumption behavior of individuals.

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Authors contributions

Dr N.S contributed in all aspects of the manuscript.

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