



SOCIAL MEDIA INFLUENCE: A CROSS-CULTURAL EXAMINATION OF CELEBRITY ENDORSEMENTS ON CONSUMER BEHAVIOR

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Abstract

A potent force in today's marketing scene, the combination of social media and celebrity endorsements has transformed how consumers behave. This study article aims to explore the complex dynamics that occur when celebrities endorse companies on digital platforms, with a specific focus on how customer responses vary between cultures. With the rise of social media, a new era of instantaneous connection between fans and their favourite stars has begun. A growing number of famous people are taking advantage of this change by promoting items and interacting with their fans on social media. Considering the wide variety of cultural settings in which these endorsements take place, this research intends to analyse their complex effects on consumer behaviour. It is critical to comprehend the cross-cultural dynamics of celebrity endorsements since various cultures have distinct communication techniques, values, and conventions. The study's overarching goal is to learn how customers' opinions and spending habits are impacted by cultural elements that impact the reception and understanding of celebrity endorsements. This study will look at the cultural subtleties that may increase or decrease the impact of celebrity endorsements, as well as the overall global connectedness made possible by digital platforms. The research will take a holistic approach to deciphering these intricacies. The reach and engagement levels of content sponsored by celebrities will be monitored through the analysis of social media data. To determine the psychological and behavioural effects of these endorsements, we will analyse qualitative and quantitative consumer feedback.

Keywords: Social Media, Endorsements

Introduction

In the realm of marketing, there has been a significant amount of attention and study being conducted on the topic of the impact that celebrity endorsements have on the behaviour of consumers. Within the context of cross-cultural study, this phenomena is especially noteworthy since cultural variations have the potential to influence the efficacy and reception of celebrity endorsements in a variety of marketplaces. We hope to investigate the influence that celebrity endorsements have on consumer behaviour across a variety of cultural contexts via the course of this project. It is possible to acquire significant insights on the universality or cultural specificity of this marketing technique by analysing the responses of customers from a variety of cultural backgrounds to celebrity endorsements. Brands are utilising the reputation and attraction of well-known people to sell their products or services, and celebrity endorsements have become an increasingly common practice in advertising campaigns all over the world. The impact of these endorsements, on the other hand, might vary dramatically from one culture to another due to the fact that different cultures have different values, beliefs, and attitudes

towards celebrities. In order for marketers to properly leverage the power of celebrity endorsements in global markets, it is vital for them to have a solid understanding of these cultural differences. Brands are able to modify their marketing tactics to more successfully resonate with a variety of audiences if they first discover the characteristics that impact consumer responses to celebrity endorsements across different cultures. The purpose of this research is to conduct a literature review on celebrity endorsements and consumer behaviour, with a particular emphasis on studies that are conducted across cultural boundaries. Following this, we will describe the methods and findings of our own study, which aims to contribute to a more in-depth understanding of the ways in which celebrity endorsements impact consumer behaviour across a variety of cultural settings. Through the process of shedding light on this intricate and diverse phenomena, the purpose of our study is to give significant insights for marketers and advertisers who are operating in a world that is becoming increasingly globalised. To summarise, our ultimate goal is to improve the efficiency and relevance of celebrity endorsements as a marketing tool in a variety of cultural contexts.

ROLE OF CELEBRITY ENDORSEMENTS ON CONSUMER BUYING BEHAVIOUR

There has been a growing trend among marketers and advertisers in recent years to adopt the concept of hiring celebrity endorsers as a marketing approach. People who have won the adoration of the general public and who exhibit distinctive and enticing features, such as credibility or beauty, are the most well-known celebrity endorsers. It is these individuals who have received the most attention. The concept that celebrity endorsement is the most significant factor among the factors that encourage a customer to purchase a product was emphasised. This was done in order to emphasise the importance of the phenomenon. Khan and Lodhi (2016) made the remark that in order to increase awareness, profit, and gain positive comments about their products and services, business organisations frequently employ celebrity endorsement as one of the most prominent promotional strategies now available. The findings that Khan and Lodhi (2016) acquired provide credence to this presumption. The employment of celebrity endorsers has been shown to result in a bigger number of positive reactions and higher intentions to make purchases than the usage of non-celebrity endorsers, as indicated by a number of studies from the field of marketing. The concept that when a celebrity promotes a product or business, they express the impression that the brand is trustworthy, and the popularity of the celebrity induces others to trust the brand, was stated in a statement that placed a focus on the effect that celebrities have. A variety of variables that contribute to the high degree of public cognition and trust that celebrity endorsers have were discovered by the researchers in their study. Beautifulness, dependability, an unconventional way of living, and maybe an exceptional level of education are some of these attributes. The conclusion that can be drawn from this is that companies ought to make better use of celebrity endorsements in order to create awareness and perceptions of their products in the minds of customers. Attempting to model one's life after that of one's favourite celebrities is one of the most prevalent things that individuals believe they should do. The results of this have a substantial influence on the purchasing behaviour of customers in connection to the brand that is being suggested, which ultimately results in an improvement in the profitability of the organisation. Marketers and advertisers are aware that the presence of celebrities in a brand that is being sold is a crucial factor that plays a role in the consumer's choice to have the brand in their possession. This suggests that the presence of celebrities on the brand or commodities that are being sold has a significant influence on the manner in which people choose to purchase such brands or products, which ultimately results in an increase in sales overall.

INFLUENCE ON CONSUMER PURCHASES

The extent to which consumers feel a connection to certain celebrities can have a considerable influence on the decisions they make about the things they purchase. It's likely that some people have the idea that "if the product is good enough for her, then it's good enough for me." This is a possibility. Quite frequently, advertisements for cosmetics, skin creams, hair products, and apparel are motivated by this concept as their major source of creative inspiration. A local celebrity's wavy hair, for example, is something that people desire to achieve in their own hair. As a consequence of this, they purchase the brand that the celebrity uses to get the fullness and bounce that she has in her hair. Customers from the surrounding area could be interested in purchasing the same soft drink as the best baseball player on their team. This is a possibility. For all intents and purposes, the endorsement of a local celebrity provides an immediate boost in credibility to the products that are being sold by a small firm.

CONSUMER BEHAVIOUR AND ROLE OF ATTITUDE IN BUYING PROCESS

"Activities people undertake when obtaining, consuming, and disposing of products and services," is one definition of consumer behaviour, according to Blackwell (2001). There are many other definitions of consumer behaviour. One other way to characterise consumer activity is as the acts detailed below. The study of the factors that influence an individual's decision to make a purchase is another definition of consumer behaviour. The analysis of this conduct is crucial because, if more information is gained about the reasons why consumers explore and purchase certain goods, it becomes much simpler to create strategies that can encourage clients to make purchases. This is why the investigation of this behaviour is vital. The scope of the study that academics do has been expanding over the course of the past several years to encompass not just the question of "why people buy," but also the question of "why and how people consume." The analysis of consuming behaviour represents a more extensive conceptual framework than buyer behaviour theory does. This is due to the fact that it takes into consideration aspects that come into play after the purchase process has already taken place. The purchasing power of a company's consumers is a significant factor that plays a significant role in determining the success or failure of a company. The consumers are the ones who have the power to choose whether or not a product will be successful.

The degree to which a product or service is seen to be relevant to the lives and requirements of certain persons is the determining factor in whether or not it is accepted by those individuals. The discipline of consumer behaviour is an applied science that borrows conceptual frameworks from a wide range of disciplines, including as economics, psychology, sociology, anthropology, statistics, and others. It is necessary for academics to have an insight of what is going on in the brains of customers in order for them to have a better comprehension of consumer behaviour. It is not enough for them to grasp the reasoning behind the precise behaviours that consumers take; they must also be able to apply this understanding to the process of creating products, promoting those products, selling those products, and other areas of marketing. When it comes to determining how to assess consumer behaviour, researchers have a variety of options available to them. Utilising methods like as focus groups, interviews, or the distribution of questionnaires, a number of persons do research in order to determine whether or not there have been any changes in the behaviour of consumers who have made purchases. A few others do research into the settings of retail establishments or visit the homes of consumers in order to get insight into the ways in which people make use of products or find answers to problems. This is the ultimate goal of all of the study, which is to get a more in-depth understanding of the client and the way in which their mind operates.

OBJECTIVES OF THE STUDY

1. To Analyse the ways in which customer attitudes are influenced by celebrity endorsements.
2. To determine and investigate the current perceptions that consumers have regarding celebrity endorsements.

METHODOLOGY

The exploratory research has been carried out since the objective of this study is to investigate the influence that celebrity endorsement has on the purchasing decisions of consumers. The association between the variables has been established via the use of an exploratory research method. It places an emphasis on analysing the scenario or problem in order to provide an explanation for the relationship that exists between the variables (Saunders et al, 2009).

Conceptual Framework

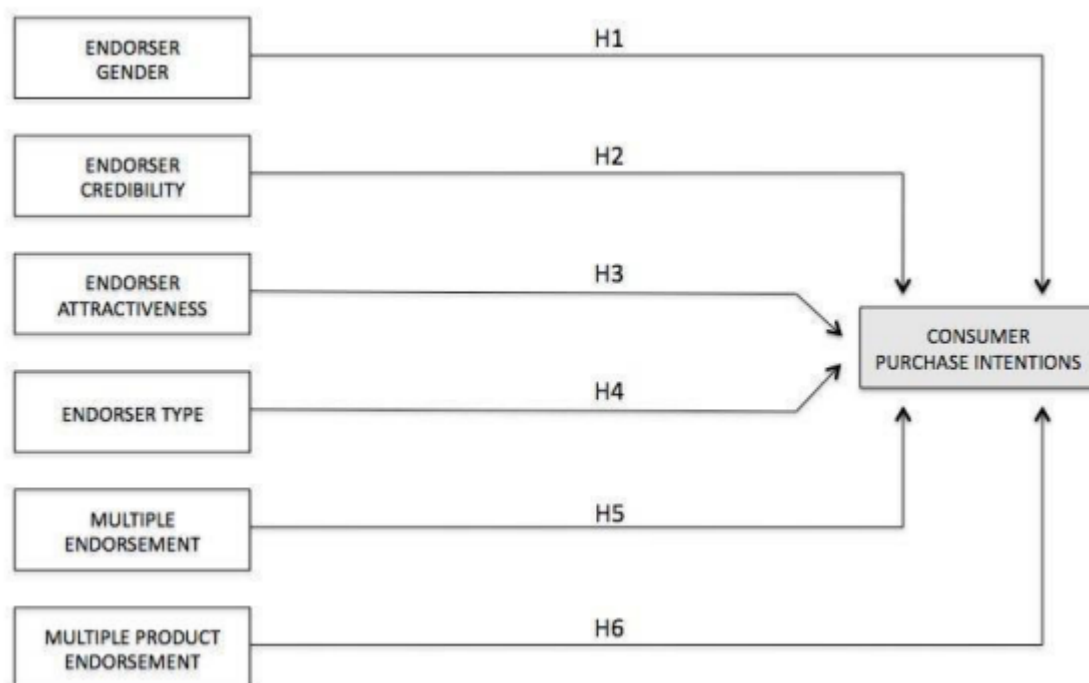


Figure.1

Population

According to Henlal and Jentoft (2011), the target population consists of all of the persons who are interested with drawing statistical conclusions. Therefore, the population of interest for the study is comprised of all Pakistani males and females who are over the age of 15 and comprise the target population.

Sample

A portion of anything that is meant to be representative of the entire population when it is little.

Sampling Technique

In accordance with the findings of Tustin, Ligthelm, and Martins (2005), the different sampling approaches may be divided into two categories: probability sampling and nonprobability sampling. The method of sampling that is being utilised in this investigation is a combination of nonprobability and convenience sampling methodologies.

Sample Size

For the purpose of this study, the sample consists mostly of young Pakistani individuals who have completed high school, undergraduate, and graduate degrees thus far in their educational careers. This survey has received responses from 165 different persons. Nevertheless, there are some respondents who have not completed the questionnaire, and there are also some replies that are invalid, which brings the sample size down to 150. According to Sekaran (2003), the sample size that is adequate for the majority of research projects is one that is greater than thirty but no more than five hundred. As a result, the sample that was utilised in this investigation is likewise regarded as valid.

Data Collection

When doing research, it is essential for the researcher to get all of the necessary information and data from the individuals who are relevant and representative in order to achieve the findings that are intended. First-hand information has been gathered through the utilisation of a structured questionnaire. In addition to the male and female students who were enrolled in the Management Sciences department at Islamia University of Bahawalpur, the data was also obtained from a few additional students who were enrolled in high school and college.

DATA ANALYSIS, FINDINGS & DISCUSSION

Response Rate:

Regarding this specific research project, we distributed 165 questionnaires to the demographic that we are interested in studying, and out of them, we received 150 questionnaires. Moreover, we discovered that each of them was suitable enough for future investigation. As a result, the percentage of people who responded is 90.91%, as indicated in the table: 1.

Table: 1

Questionnaire Delivered	Questionnaire Received	Response Rate
165	150	90.91%

Through the utilisation of software, namely SPSS version 19, the data was input, modified, and analysed. The procedures of Frequency Distribution, Cronbach's Alpha, and Correlation were utilised.

Demographic profile of respondents:

Table: 2 Gender

	Frequency	Perce	Valid Perce	Cumulati ve

		nt	nt	Percent
Valid	male	62	41.3	41.3
	female	88	58.7	58.7
	Total	150	100.0	100.0

The gender demographic variable is depicted in this table, which also demonstrates that the majority of our respondents were females (58.7%) with a frequency of 88 out of 150, while the remaining respondents were men with a frequency of 62 and a percentage of 41.3%. Additionally, the Bar Chart gives an illustration of the preponderance of female responders.

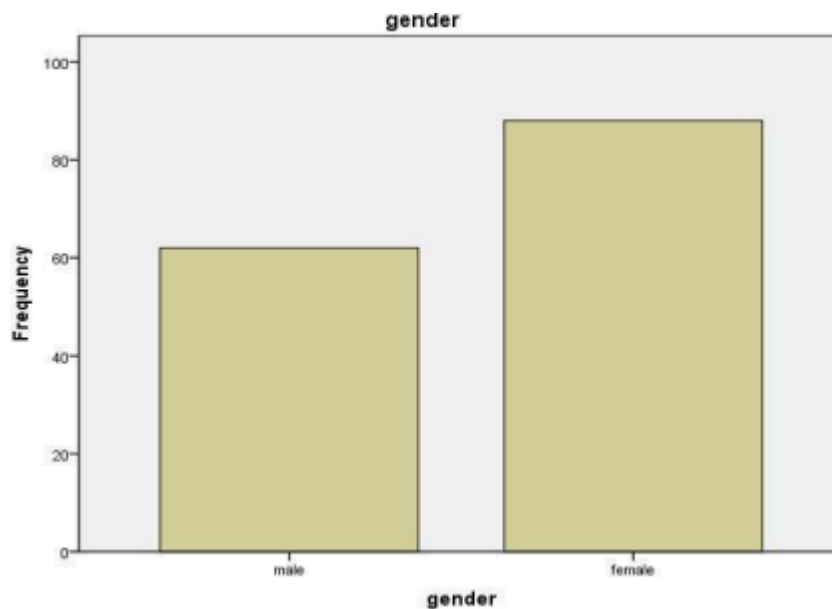


Table: 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	22	14.7	14.7	14.7
	21-25	72	48.0	48.0	62.7
	26-30	46	30.7	30.7	93.3
	above 30	10	6.7	6.7	100.0
Total		150	100.0	100.0	

This table presents the demographic variable of age level and reveals that a significant number of respondents fall into the age bracket of twenty-one to twenty-five years old, with a frequency of seventy-two out of one hundred fifty. The respondents' ages ranged from 15 to 20 years old, 26 to 30 years old, and above 30 years old, with percentages of 14.7%, 30.7%, and 6.7%, respectively, and frequencies of 22, 46, and 12 out of 150. Additionally, a bar chart that offers a graphical depiction of the age range of respondents is provided.

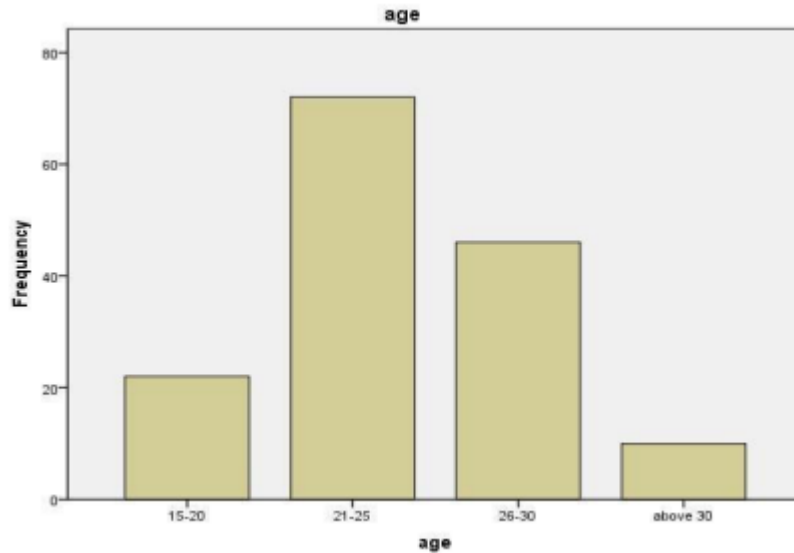
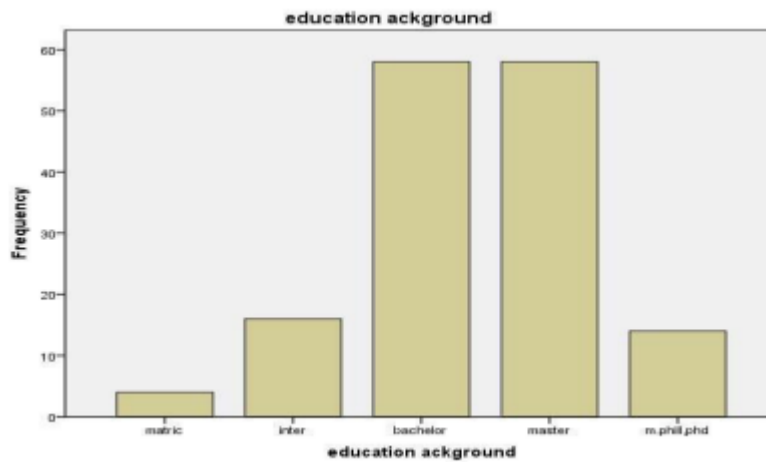


Table: 4 Formal Education and Experience

	Frequency	Percent	Valid Percent	Cumulative Percent
matric inter	4	2.7	2.7	2.7
bachelor				13.3
master				
M.Phil./PhD				52.0
Total	16	10.7	10.7	90.7
	58	38.7	38.7	100.0
	58	38.7	38.7	
	14	9.3	9.3	
	150	100.0	100.0	

Out of a total of 150 respondents, this table exhibits the qualification level demographic variable and demonstrates that a significant number of respondents have a Bachelor's degree or a Master's degree, with a percentage of 38.7% and a frequency of 58 and 58, respectively. Those with a Matric, Intermediate, and Master of Philosophy degree have percentages of 2.7%, 10.7%, and 9.3% correspondingly, and their frequency is 4,

16, and 14 points respectively. There is no doubt that the majority of the individuals who participated in the survey stated that they held a Bachelor's or Master's degree. In addition, the bar chart offers a pictorial depiction of the degree of certification.



Cronbach’s Alpha:

The Cronbach's Alpha test was carried out in order to inspect the instrument's internal dependability. 0.701 is the value that Cronbach's Alpha is calculated to have. Which is higher than the conventional value of 0.70 that was recommended by Nunnally in 1978 and for which Moss et al. in 1998 advocated a value of 0.60. This demonstrates that our instrument is dependable, and that we are able to reliably perform a variety of statistical tests and interpret the findings with confidence.

Reliability Statistics

Cronbach's Alpha	N of Items
.701	7

Correlation Analysis

A. Pearson The purpose of the correlation analysis was to determine the nature of the relationship between the variables and to determine whether or not any of the variables that were seen in the research exhibited perfect covariance with any of the other variables that were observed. All of the variables were subjected to correlation analysis. Every single association was determined to be significant at a p value of 0.01, with the exception of the variable referred to as "multiple product endorsement" in Table 5. The first three variables, namely gender, attractiveness, and credibility, exhibit a positive and weak relationship, which ultimately leads to the acceptance of the hypothesis. On the other hand, the other two variables, namely endorser type and multiple celebrity endorsement, exhibit a positive and moderate relationship, which also leads to the acceptance of the hypothesis. Finally, the final relationship, which is multiple product endorsement, depicts a negative but very weak relationship with the dependent variable, which is consumer purchase intentions, which ultimately leads to the rejection of the hypothesis. The findings of the correlation analysis for each variable were reviewed individually. With the exception of the variable known as "multiple product endorsement," which has a slightly negative correlation with the customers' intentions to purchase, the findings indicate that certain factors have a weak

relationship with the consumers' intentions to purchase, while others have a substantially positive relationship with the consumers' intentions to purchase. This is seen in the table below:

	consumer behavior/purchase intentions	Gender	Attractive	Credibility	celebrity v non celebrity endorsement	multiple celebrity endorsement	multiple product endorsement
consumer behavior/purchase intentions Pearson Correlation Sig. (2-tailed) N	1 .000 150	.406** .000 150	.438** .000 150	.358** .000 150	.556** .000 150	.565** .000 150	-.164* .045 150
Gender Pearson Correlation Sig. (2-tailed) N	.406** .000 150	1 .000 150	.403** .000 150	.186* .023 150	.247** .002 150	.305** .000 150	.027 .745 150
Attractiveness Pearson Correlation Sig. (2-tailed) N	.438** .000 150	.403** .000 150	1 .000 150	.302** .000 150	.495** .000 150	.399** .000 150	.096 .243 150
Credibility Pearson Correlation Sig. (2-tailed) N	.358** .000 150	.186* .023 150	.302** .000 150	1 .000 150	.307** .000 150	.508** .000 150	.004 .957 150
celebrity v non celebrity endorsement Pearson Correlation Sig. (2-tailed) N	.556** .000 150	.247** .002 150	.495** .000 150	.307** .000 150	1 .000 150	.525** .000 150	.037 .652 150
multiple celebrity endorsement Pearson Correlation Sig. (2-tailed) N	.565** .000 150	.305** .000 150	.399** .000 150	.508** .000 150	.525** .000 150	1 .000 150	-.187* .000 150

endorsement Correlation Sig. (2-tailed) N	.000 150	.000 150	.000 150	.000 150	.000 150		.022 150
multiple product Pearson endorsement	-.164*	.027	.096	.004	.037	-.187*	1
Correlation Sig. (2-tailed) N	.045 150	.745 150	.243 150	.957 150	.652 150	.022 0	

** . Correlation is significant at the 0.01 level (2-tailed).

Summarized Results:

HYPOTHESIS	RESULTS & RELATIONSHIPS
H1: The gender of the endorser exhibits a correlation with the consumers' inclinations to make a purchase.	Positive & Weak
H2: The beauty of the endorser has a connection to the customer's propensity to make a transaction with them.	Positive & Weak
H3: The credibility of the endorser in connection to the consumer's intentions to make a purchase is significant.	Positive & Weak
H4: The relationship between advertising campaigns that include celebrity endorsements and the customers' intentions to make a purchase is stronger than the relationship between advertising efforts that do not involve any celebrity endorsements.	Positive & Moderate
H5: There is a correlation between advertising campaigns that feature several celebrities promoting a product and the customers' intentions to make a purchase of that product.	Positive & Moderate
H6: It is possible to establish a connection between celebrities who support many products or brands at the same time and the consumers' intents to make a purchase.	Negative & Weak

CONCLUSION

In recent years, celebrity endorsement has utterly transformed traditional marketing strategies. A "ubiquitous feature of modern day marketing" (McCracken, 1989) has been acknowledged. Commercials are usually a great method to get people to pay attention. In order to capture the attention of their target audience, marketers employ many techniques. The use of famous people as brand advocates is by far the most common and consequential. This study adds to the growing body of evidence that shows how using celebrities as endorsements in ads may significantly influence consumers' propensity to buy. The original goal of this research was to determine the effect of various celebrity endorser characteristics on consumers' propensity to make a purchase, including but not limited to: endorser type, gender, beauty, credibility, number of celebrity endorsements, and number of products endorsed by each. With values of 0.406, 0.438, 0.358, 0.556, and 0.565 for the independent variables of gender, attractiveness, credibility, endorser type, and multiple celebrity endorsements, respectively, and a negative relationship with the dependent variable of consumer's buying intentions (-0.164) for multiple product endorsements, the correlation results show that all other independent variables have a positive relationship with the dependent variable. Therefore, with the exception of H:6, all of the hypotheses were accepted when the correlation values were considered. The results of this study show that consumers' purchasing behaviour is favourably affected by the gender of the endorser. The weak relationship indicates that the gender of the endorser has a little but noticeable impact on the customer's purchase intentions. Regarding the attraction and trustworthiness of celebrity endorsers, the study indicates the same. In other words, consumers are more likely to have high buy intentions but low inclination if the celebrity is beautiful, trustworthy, and an expert. When compared to other variables, the impact on consumers' intents to purchase is greatest when it comes to endorsements by celebrities as opposed to non-celebrities or by several celebrities. Interestingly, though, the study shows that there is a weak and negative correlation between a celebrity's endorsement of numerous products and the likelihood that a consumer will buy those products.

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