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THE EFFECT OF CELEBRITY'S PHYSICAL ATTRACTIVENESS ON THE BUY INTENTION AMONG YOUNG CONSUMERS

Abstract:

Consumer behavior and factors affecting their buying behavior is one of the important issues in marketing and sales that many factors affect this process. Using celebrities as endorsers and their presence in advertisements is one of the effective factors in attracting customers. The present study investigated the effect of the apparent attractiveness of celebrities on the intention among young consumers. The answers of 410 Iranian young people, between 17 to 30 years, were collected and examined through the distribution of questionnaires on social networks.

The Chi-Square test was used to examine the independence of the variables and the correlation coefficient was used to determine the type and direction of the relationship between the components.

The results show that any physical attractiveness of celebrities is not significantly different in terms of gender between males and females and also showed that the physical attractiveness of celebrities has a positive and significant effect on the intention of young consumers to buy. The relationship between the questions and the type of celebrity impact on youth has also been investigated.

Keywords:

Buy intention; Celebrity endorsement; Customer behavior; Physical attractiveness; Youths

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Introduction

Consumer behavior is always considered by managers and marketers and plays an important role in the process of selling and marketing products and services. Managers and marketers have always been looking for ways to increase their profits and use advertising for this purpose. Attractive advertising can have a positive impact on the consumer and motivate him to the product or service. One of the ways that is used today to attract and impress the customer is to use famous people in advertising.

"Fame" refers to the recognition of hard work or talent that has developed over time, while "celebrity" refers to a sudden and fleeting appearance in the public sphere, even in the absence of special talent. As a result, the mutual use of stardom, celebrity, and fame attracts widespread attention and the smooth flow of media fame - for example, from faces in movies to names on posters to voices in television commercials [27].

TV commercials that involve the creative insight of the consumer can generate a lot of advertising and verbal communication. Movie stars, TV personalities, entertainers, or famous athletes who participate in advertising help increase the entertainment value of advertising messages. Such quality makes celebrities play a pivotal role in attracting the ad's attention, distinguishing it from the rest and remaining in the memory. Thus, advertisers use celebrities in various fields [11,33].

Theoretical framework and hypotheses development

Celebrity and Celebrity endorsement

Celebrities are famous people who are usually noticed for their participation in entertainment or sports. Celebrities are popular in all types of media, from magazines and TV to Facebook and Instagram [9].

Celebrities are known for their achievements in areas such as sports, entertainment, politics, broadcasting, companies, etc. [39]. In many societies, celebrities are seen as role models. Many consumers aspire to share their values and lifestyle [7].

Endorsement of celebrities is one way to promote brands and products in a competitive marketing environment, because celebrities can increase message persuasion, influence message reminders, attitudes toward specific ads and the brand in general. Brand recognition and willingness to buy, thus increasing the effectiveness of advertising [3,29,32]. There is also evidence to suggest that the profession of celebrities influences the impact of approval. People who are known for their performance or talent, such as athletes, may be more likely to believe in those who have "glamorous" careers [35].

Muda et al. (2014) [28] show that as a company owner, the image of celebrities and the image of the company / product are closely related. Brands need to interact well with consumers, constantly update their online information, and introduce celebrities as ambassadors for brand credibility

and notoriety. According to management concepts, brands should participate in comments with consumers and communicate with them and answer their questions and always be aware of new trends, festivals, major events that are important to their goals [23].

Celebrity attracts the attention of consumers and the main purpose of approving celebrities is the popularity of the product, so that people can easily recognize it, and because of the presence of these famous people, the product is noticed by customers and is remembered. People are influenced by creative advertising, not just by celebrities, and it will be successful if they use celebrities and creative line advertising [12].

Celebrities are often hired to promote corporate fashion brands and sell products through selected social media sites. Because some celebrities can have millions of followers on social media, companies are well aware that loyal fans can be directly responsible for buying millions of dollars in fashion products advertised on celebrity social media sites [31].

Numerous studies also show that in East Asian countries - for example, India, Korea and Japan - almost 60% of TV commercials have popular endorsers [24]. In addition, marketers tend to spend a significant portion of their marketing budget repaying their reputable endorsers. Yang (2018) argues that brands spend about 10% of their budgets to compensate well-known endorsers [41].

Given the positive relationships many consumers have with celebrities; companies continue to use celebrities as endorsers. In fact, popular

advertisers appear in almost 10 of the ads in the United States and other Western cultures [36] and are used to market everything from shoes to airlines. Companies spend billions of dollars a year on celebrities. For example, Nike's annual certification costs reached \$ 1 billion by May 2015 [16], and rumors of personal approvals with star athletes such as LeBron James are at least \$ 1 billion over an athlete's lifetime [13].

During the Euro 2020 press conference on Monday, soccer superstar Cristiano Ronaldo angrily moved two bottles of Coca-Cola, one of the official sponsors of the event, and then took a bottle of water. "Água!" He shouted at the Portuguese and placed the bottle in the middle of his desk. At the end of the European Championship press conference, Coca-Cola fell 1.6 percent to \$ 55.22 from \$ 56.17. That reduced the carnivore's \$ 4 billion market value, and its stock fell another 0.6 percent to \$ 55.08 on Tuesday [22].

According to Wigley (2015) [40] the approval of celebrities in the fashion market and its market is important. In fact, there seemed to be a consensus that endorsement, in various forms and integrated into a comprehensive marketing strategy, was the most important contemporary way in which a fashion brand could introduce itself to consumers. As a strategy, it offers variety and flexibility for brands and may be used at a low cost. The remarkable thing is the broken and scattered media environment and in fact the wider fashion market. Although this complicates fashion advertising because there is no longer a default fashion and lifestyle magazine for advertising, social and digital media and the advent of

specialized magazines provide a platform by which brands may send distinctive messages about themselves. Provide small but effective groups. Consumer fashion celebrities key not only through its potentially low cost, but also for a wide range of opportunities, key brands to build relationships with celebrities who resonate with a particular category of consumers.

Physical attractiveness

Physical attractiveness is the level or degree to which a person's physical characteristics are attractive or beautiful to other people [37]. Physical attractiveness is considered to the extent that a person's physical characteristics such as weight, height, shape, appearance, etc. are considered attractive or beautiful in terms of beauty. The physical appeal of celebrities on social media used to endorse a brand that has a strong desire to get consumers to choose that brand. Appearance is actually a positive relationship with consumer attitudes towards advertising. The results showed that well-known endorsers have more effects on consumers' attitudes toward consumer product advertisements than non-popular endorsers [2].

As Johansson and Bozan (2017) [18] stated, having a successful endorser gives a brand a high quality image. In addition, the attractiveness of the famous sponsor brings more credibility to the brand. This research shows that the attribute of attractiveness goes beyond physical attractiveness, it also includes athletic performance, success and lifestyle. Having a well-

known certifier can lead to the transfer of the certifying image and brand to the approved brand. Celebrities received more attention in advertising than non-celebrities. Having a celebrity and liking celebrity increases consumers' intention to buy when the product is a low-participation product.

Celebrity endorsements have been shown to have a significant effect on consumer buying behaviors [1]. Celebrities and their bodies and celebrities are a great way to build a business connection with consumers [38]. Whether we like celebrities and their impact on society and agree with them or not, they are likely to be an important part of the social scene and, as a result, are likely to continue to change the way people behave and dress [31].

Ahmed et al. (2015) [4] concluded that the Celebrity endorsed advertisements are no more appealing than celebrity-approved ads. The appearance, credibility and consistency of celebrities with reference to approved advertisements all affect the customer's perception of the advertised product. Also, the advertisements approved by celebrities that increase the sales and purchases of products are highlighted. People like to buy more products if celebrities approve, and this shows that customers today are aware of the media and are influenced by it.

Kalu (2019) [21], in a study entitled " The impact of social media influencer marketing on purchase intention from an Irish male millennial's perception: a case study of Irish fashion industry", showed that the physical attractiveness of social media influencers influences consumers' purchasing intent. And ads that use models or

celebrities increase the likelihood of customers buying or recommending a product.

Buy intention

Celebrity is used to make the consumer aware of the product, thus making the consumer buy the product. As soon as the consumer is informed about the product, it is the design, quality and price of the product that affects their buying behavior and celebrities do not approve of it. Celebrities do not change consumers' shopping behavior; they only help to make them aware of the product. A well-used celebrity can be an effective tool to increase the impact of a campaign [14].

When consumers are thinking about buying, they consciously or unconsciously go through the buying process, which includes six consecutive steps to reach the final buying decision. The six steps are problem diagnosis, information retrieval, alternative evaluation, purchasing decision, purchase and post-purchase [19]. When a celebrity matches the brand, consumers are easily able to establish a celebrity relationship with the brand, because both the brand and the celebrity have fixed features that facilitate cognitive processing [20].

Chiosa (2013) [10] shows, in the case of women's clothing, the presence of well-known endorsers in print advertising does not affect consumers' attitudes toward branding and advertising. This means that celebrity and model are equally effective in changing attitudes toward two dependent variables. Celebrities show their influence in influencing the intention to buy. When

using the approval of celebrities, the consistency of the image of celebrities affects the intention to buy the product more than non-celebrities.

In a study conducted in Sri Lanka, Roshan et al. (2017) [34] revealed that the likability to the celebrity used in the perfume brand highly significant in the perfume buying intention. Ahmed et al. (2015) [4] found that advertising products approved by celebrities has a positive effect on consumers, both in terms of their attitude towards brand approval and in terms of their purchase.

Also Janjua (2017) [17] revealed that the consumer decision-making process and whether a person's intention to buy a product can be influenced by the consumer's attitude towards the brand. The results showed that the relationship between the effectiveness of celebrity endorsement and consumer evaluation of a brand with brand endorsement was determined. In other words, it was found that consumers are loyal to certain brands, and this credit is based on the reputation of brand-approved celebrities.

When celebrity endorsement is used effectively, it can help a brand stand out from its competitors and build awareness [43]. It has also been proven that celebrity endorsements create more positive emotions about the brand and product [26]. Therefore, the approval of celebrities can affect the intention of consumers to buy [25]. Fashion participation, referring to consumers' interest in clothing and fashion, is an important dimension of consumers' lifestyles that influence purchasing decisions and consumption behavior [30].

According to Adam and Hussain (2017) [1] Attractiveness is further divided into three factors namely similarity, familiarity, and likeability. Because the field of cosmetics is so fragile, the attractiveness of a celebrity does not play a very important role here, because loving a celebrity does not mean that a cosmetic actually brings the same result to you or your skin. Brought. As it turns out, as research shows, a celebrity's attractiveness has nothing to do with shopping.

Ahmed et al. (2012) [5] revealed that celebrities significantly influence the intention of customers to buy, advertisements approved by celebrities more than non-celebrities. Also, customers are more inclined to match the product-celebrity match than the physical attractiveness of the endorsers, and last but not least, the non-popular endorsement has a negative relationship with the intention to buy.

Zafar and Rafique (2012) [42] showed that Celebrity endorsement based on their attitude and intention to buy has a reasonable impact on customers. The appearance, credibility and consistency of celebrities with reference to approved advertisements all affect the customer's perception of the advertised product. Celebrity endorsement boosts sales. Hence the growing trend these days. If the customer likes the physical attractiveness, credibility, and compatibility between the celebrity and the product, he or she will be passively affected, leading to the purchase of that product. Product features are of secondary importance in themselves

Based on the studies mentioned, it can be assumed that:

H1: Physical attractiveness is significantly different for men and women.

H2: The attractiveness of a celebrity appearance has a positive and significant effect on the consumer's intention to buy.

Methodology

This study examines the role of celebrity endorsement and how the appearance of celebrity appeals to young consumers' intent to buy. Considering the classification of age groups in Iran and determining the age category older than 30 years as people who have passed the youth period (Iran, 2015) [15], the present study examines the age group under 30 years. The information obtained through the distribution of the questionnaire was randomly distributed on social networks such as Telegram and WhatsApp channels, as well as via email. The total number of questionnaires received was 650, of which 410 were in the young age category as defined. The questionnaire consists of two parts of questions: the first part includes 8 questions related to demographic and general information, the second part includes questions related to the appearance of celebrity and buying intention, which generally consists of 6 questions. In the second part of the questionnaire, the answers were prepared using a five-point Likert scale, very high, high, medium, low and very low.

For a better conclusion, SPSS 22 is considered as a tool to help analyze the data collected from participants. Questions of variables used [8,31,38], in which Cronbach's alpha is the value of 0.84, Accordingly, Cronbach's alpha was used to assess

the validity of the questionnaire, which shows the value of 0.90. Pearson correlation coefficient was used to show the significance of the relationship between the components of the variables.

Results and Discussion

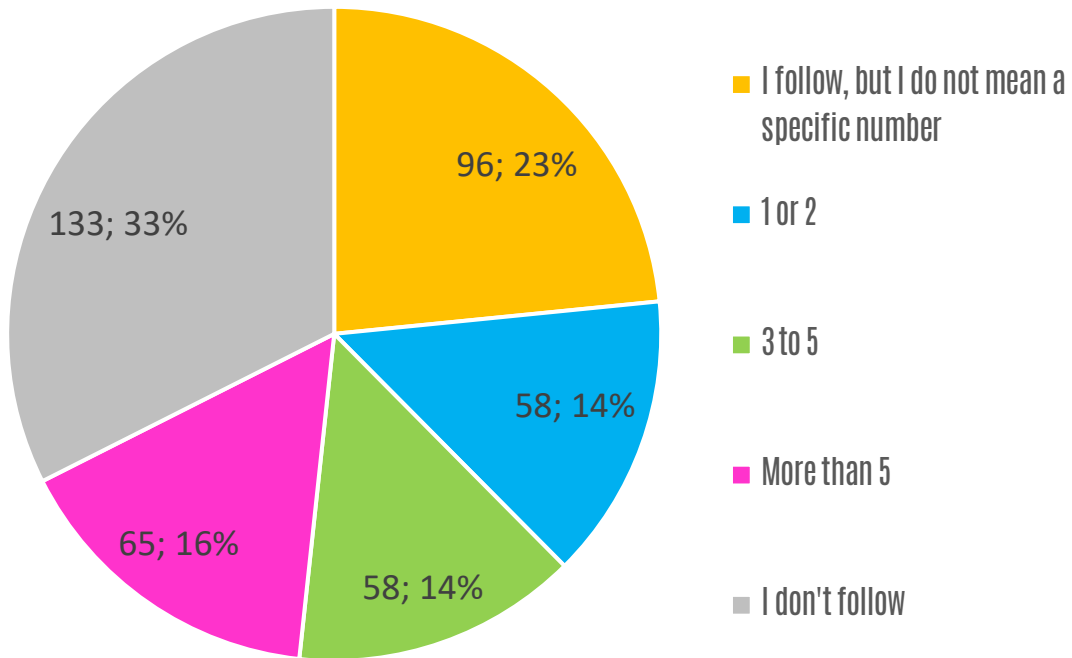
After separating 410 questionnaires related to the young age category from other questionnaires,

general information is displayed as follows. Table 1 shows the frequency and percentage of data related to demographic information. It shows that the division of the number of respondents is 69% female and 31% male, of which 83% of respondents have a university degree. Information about the employment status of these people is also shown in the job section.

Description	Gender	Classification	Frequency	Total
Gender	Female	<= 20	60	15%
		21-30	223	54%
	Male	<= 20	15	4%
		21-30	112	27%
Education	Female	Diploma or below	58	14%
		Associate	15	4%
		Bachelor	86	21%
		Master	120	29%
		Doctoral or above	4	1%
	Male	Diploma or below	13	3%
		Associate	6	1%
		Bachelor	55	13%
		Master	51	12%
		Doctoral or above	2	0.5%
Job	Female	GOVSE* or PSE**	25	6%
		Self employed	18	4%
		Student	197	48%
		Unemployed	31	8%
		Others	12	3%
	Male	GOVSE or PSE	13	3%
		Self employed	14	3%
		Student	73	18%
		Unemployed	16	4%
		Others	11	3%
		*GOVSE = Governmental sector employee, **PSE = Private sector employee		

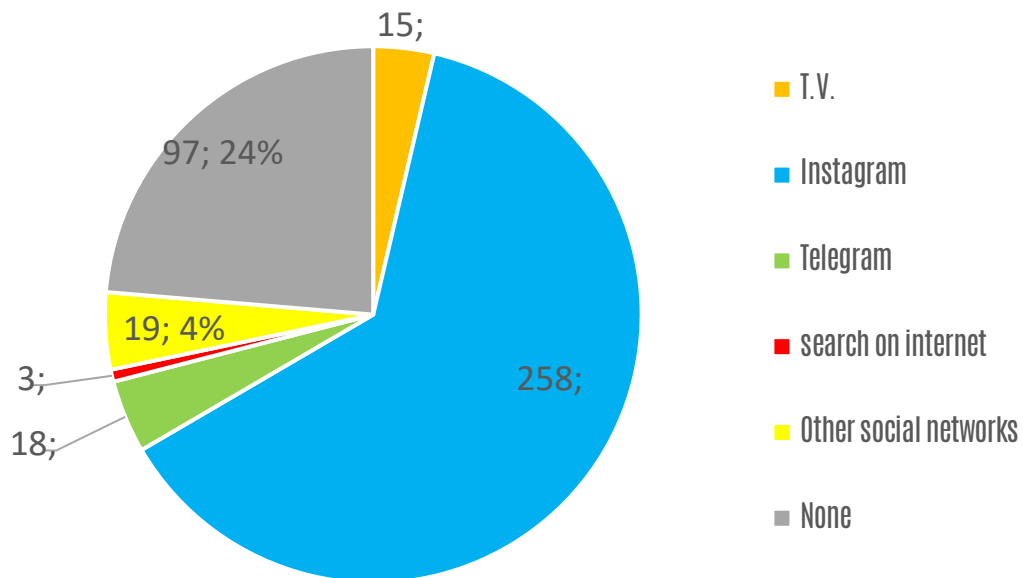
Table 1: Demographic information

Graph 1 shows respondents' information in terms of the number of celebrities they follow. This information shows that 67% of all respondents follow at least one celebrity. Graph 2 shows the division of participants according to the media they use to follow celebrities. Instagram has the highest percentage with 63%.



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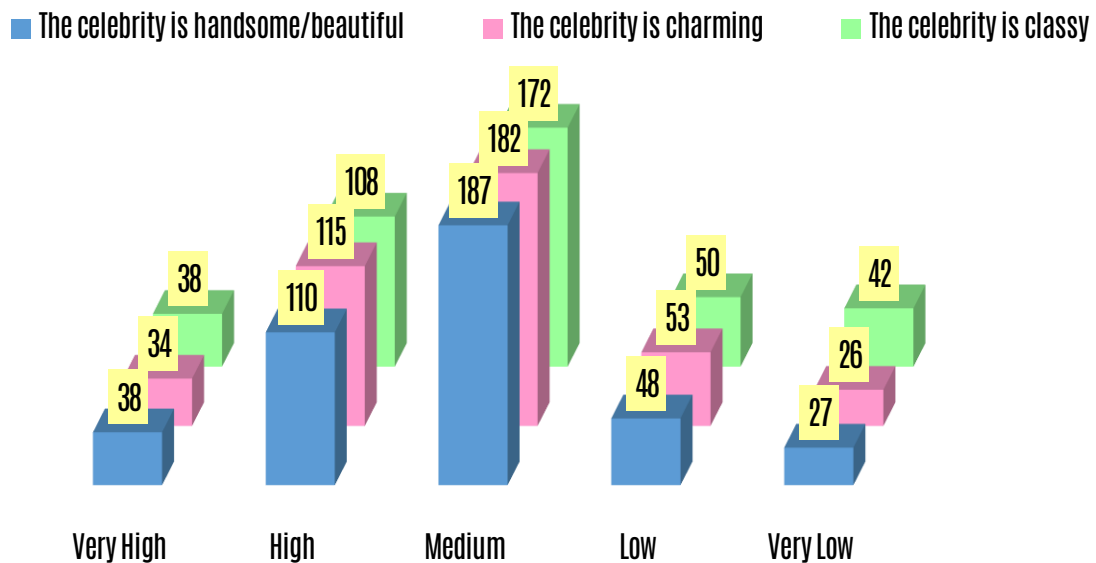
Graph 1: How many celebrities do you follow?



Graph 2: Which social media do you use to follow celebrities?

Physical attractiveness

In the section of celebrity physical attractiveness, three questions have been asked, which based on the information obtained from the respondents, graph 3 has been created. The graph shows that the majority of respondents are people who do not care about the attractive appearance of a celebrity who is shown with the medium option. Also, the number of respondents in section High is more than double the number of respondents in section Low.



Graph 3: Physical attractiveness

To examine the apparent attractiveness of the celebrity from the point of view of the respondents by gender, one-way ANOVA was used, which is given in Table 2. In the first step, questions related to physical attractiveness were tested individually in terms of gender, and finally, the average of the respondents' questions was tested as a variable of physical attractiveness celebrities. The results showed that the value of Sig. for each component is greater than 0.05, thus the hypothesis of dissimilarity of views of men and women about the appearance of celebrity is rejected and the similarity of views is accepted.

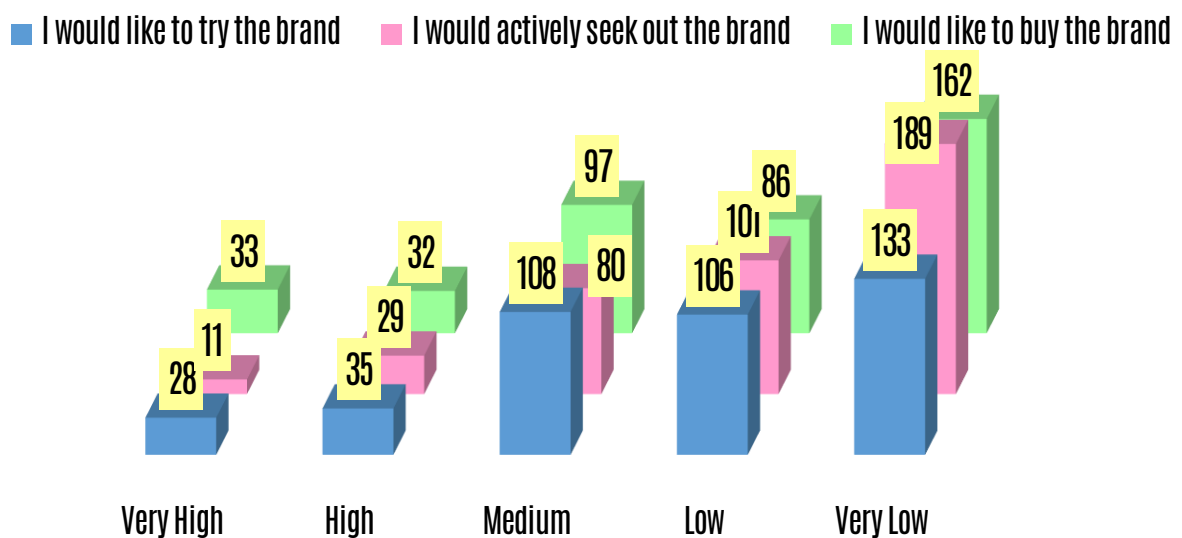
Factor	Sig.
The celebrity is handsome/beautiful	.319
The celebrity is charming	.142
The celebrity is classy	.268
Celebrities Physical Attractiveness	.290

Table 2: Relation between youth's gender and physical attractiveness

Based on this, hypothesis H1 is rejected and it was shown that the physical attractiveness of celebrities is not significantly different between men and women.

Buy intention

In this section, the answers to the consumer intention purchase questions are expressed in terms of the apparent attractiveness of the celebrity, and the information obtained is shown in graph 4. According to the diagram, it can be seen that High and Very High sections are significantly different from other sections and the least answers were related to these two answers.



Graph 4: Buying intention

Statistical tests using SPSS 22 software were used to examine the relationship between celebrity physical attractiveness and customers' intention to buy. In the first part, the three questions of the physical attractiveness section were examined with the three questions of the shopping intention section through Chi-Square tests. The tables obtained from the test showed that the value of Pearson Chi-Square is 0.000 and df is 16 for all connections. Therefore, this test showed that the hypothesis of independence of the questions of the first and second parts from each other is not acceptable. In the second step, because the answers to the questions are ordinal, the Spearman correlation coefficient test is used to show the amount and direction of this relationship, the values of which are shown in Table 3. According to the obtained values, it seems that there is a significant and positive relationship between the questions of the two sections, but the amount of this relationship is not very strong.

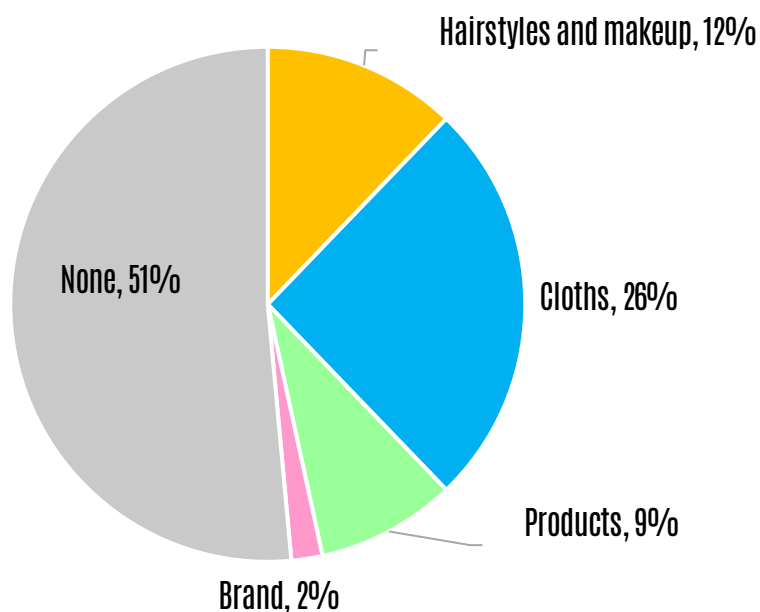
Description			I would like to try the brand	I would actively seek out the brand	I would like to buy the brand
Spearman's rho	The celebrity is handsome/beautiful	Correlation Coefficient	.539**	.449**	.513**
		Sig. (2-tailed)	.000	.000	.000
		N	410	410	410
	The celebrity is charming	Correlation Coefficient	.517**	.473**	.550**
		Sig. (2-tailed)	.000	.000	.000
		N	410	410	410
	The celebrity is classy	Correlation Coefficient	.461**	.418**	.504**
		Sig. (2-tailed)	.000	.000	.000
		N	410	410	410
** . Correlation is significant at the 0.01 level (2-tailed)					

Table 3: Nonparametric Correlations

Based on this, Hypothesis H2 is acceptable and it seems that there is a positive and significant relationship between the physical attractiveness of a celebrity and the consumer's intention to buy.

Other effects

According to the division of expectations from the effect of celebrity on people into sections of brand, product, clothing, hairstyle and makeup and the section of ineffectiveness, the information obtained from the questionnaire is displayed as graph number 5. According to the data, it seems that among the people who are influenced by celebrities, the most affected is related to clothes with 105 people. Hairstyles and makeup, product and brand are in the next categories with 50, 36 and 8 people, respectively. 211 respondents chose not to be affected, which is 51% of the total respondents.



Graph 5: In what cases are you influenced by celebrities?

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Chi-square test was performed to examine the relationship between the questions of the two parts of physical attractiveness and intention to buy with the type of celebrity impact on the young consumer. With the value of Sig. equal to 0.000, the hypothesis of independence was strongly rejected and it was shown that there is a connection in this case. Then, for a more detailed study, the mean of the responses with the type of effect was performed by case summaries in SPSS, the result of which is shown in Table 4.

In what cases are you influenced by celebrities?	The celebrity is handsome/beautiful.	The celebrity is charming	The celebrity is classy.	I would like to try the brand	I would actively seek out the brand.	I would like to buy the brand
Brand	3.62	3.50	3.75	3.00	2.38	2.87
Cloths	3.68	3.71	3.62	2.79	2.40	2.76
Hairstyles and makeup	3.50	3.78	3.26	2.66	2.04	2.50
Products	3.28	3.31	3.42	3.08	2.81	3.17
None (ineffectiveness)	2.87	2.76	2.77	1.84	1.55	1.73
Total	3.20	3.19	3.12	2.31	1.96	2.24

Table 4: Case Summaries

Table 4 shows that the mean of the type of impact in some cases is different from the total mean of the respondents. According to the figures in Table 4, the highest average value among the respondents to each question is as follows:

- The celebrity is handsome/beautiful - Cloths with 3.68
- The celebrity is charming - Hairstyles and makeup with 3.78
- The celebrity is classy - Brand with 3.75
- I would like to try the brand - Products with 3.08
- I would actively seek out the brand - Products with 2.81
- I would like to buy the brand - Products with 3.17

According to the information, these numbers seem to indicate the amount of desire of the people answering each question and the type of celebrity influence on them.

Conclusion and Future Research

The purpose of this study was to investigate the effects of celebrity physical attractiveness on consumers' intention to buy. After collecting questionnaire data, 410 respondents in the young age group were selected and surveyed and analyzed. Graphs and statistical tests are better used. The results showed that the physical attractiveness of a celebrity is not significantly different from men and women and also showed that the effect of the physical attractiveness of a celebrity on the intention to buy young people is a positive and significant amount. In addition, an

analysis of the type of relationship between respondents' responses and the type of celebrity influence on them is presented, which shows the relationship between them and the type of celebrity effect.

It is suggested that for future research, the impact of celebrities on different age groups in terms of attractiveness, popularity and type of products advertised should be examined and analyzed. Also, considering the impact of sports celebrities, it is suggested that the effect of approval or disapproval of sports celebrities on brand credibility be investigated.

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