

Effect of Celebrity Endorsement on Consumers Purchase Intention in the Mediation Effect of Brand Image¹

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ARTICLE INFO	ABSTRACT
<p>Keywords: Celebrity Endorsement Expertise Likeability Brand Image Purchase Intention</p> <p>Received 6 December 2029 Revised 29 February 2020 Accepted 6 March 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – This research clarifies how Yemeni consumers perceive celebrity endorsement and examines the influence of celebrity attributes (Trustworthiness, Expertise, Attractiveness and likeability) on Yemeni consumer’s purchase intention in terms of brand image. Moreover, The direct influence of the brand image on the intention of consumer purchases.</p> <p>Design/methodology/approach – This research has been designed and implemented using the quantitative research method. The survey community was identified in Yemen; a total of 282 respondents have collected. Modeling of structural equations (SEM) has been used to demonstrate and analyze the relationship among variables.</p> <p>Findings – Research findings some hypotheses associated with this study were accepted (celebrity expertise, celebrity likeability) where celebrity had a major influence on the intent of purchase for the consumer in terms of brand image. While the others were rejected (celebrity trustworthiness, celebrity attractiveness), It was also found that there is an important and direct correlation between brand image and customer buying intention.</p> <p>Discussion – In choosing a celebrity to endorse the brand marketers have to be cautious because the right qualities of the endorsement often contribute to the consumer’s interest and the desire to purchase the item. For Yemeni consumer advertisers should concentrate more on the expertise of celebrities and the likeability of celebrities to enhance the brand image which ultimately leads to increased consumer buying intent.</p>

1. INTRODUCTION

Most companies want to use the right strategy to build a successful and unforgettable name for their brand to ensure its success, survival, growth and prosperity. In fact, lots of researches have proven this practice always getting the customer’s admiration and making great feedback toward the advertisement. Celebrity endorsement is a marketing communication strategy that firms use to attract customers, influence their decision and encourage them to buy that brand (Chavda V. , 2010). Using celebrities empowers companies to create innovative ads and achieve a positive effect on the brand’s attitude and sales strategy (Ranjbarian et al., 2010).

In the present era celebrity endorsement deemed a million of dollars industry (Kambitsis et al., 2002). Companies expenditure a huge amount of money to associate their brands with a celebrity’s image. However, celebrity endorsement can be a valuable support for businesses looking for better brand awareness or a higher return. The firm’s decision to select celebrities should be a wise one. Consumers or targeted groups notice a direct engagement between the celebrity image and its brand. As well-known there is no strategy without risk, Celebrity endorsement as a strategy adopted by the right celebrity companies and their endorsement alongside representatives will have a positive effect. (Foong and Yazdanifard, 2014).

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1.1 Problem Statement

The biggest problem with the celebrity endorsement strategy is selecting an appropriate celebrity endorser that aligns with the brand to obtain an effective and successful advertisement campaign. The previous studies were conducted in this field concluded there is a positive correlation between celebrity endorsements and purchasing intentions of consumers. However, those researches have been done in several countries with a diverse group of consumers. The current study aims to determine the perception of Yemeni consumers of celebrity endorsement and the effect of celebrity endorsement on Yemeni consumers ' buying intent as regards brand image.

1.2 Purpose of Research

This research has been chosen to achieve the following aims:

- Examine the perception of Yemeni consumer's toward celebrity endorsements.
- Determine the factors and attributes of celebrity that influence the intent of purchase for Yemeni consumer's in terms of brand image.
- Finds the brand image's impact as a mediator between celebrity endorsement and the consumer's intention to buy.
- Examine the direct effect of brand image on consumer buying intent.

1.3 Research Questions

This study is predicated on the following questions:

Question 1: How do Yemeni consumers perceive celebrity endorsement?

Question 2: What are the influences of celebrity trustworthiness, expertise attractiveness and likeability on Yemeni consumers ' buying intentions when a brand image was used as a mediator to purchase a product?

Question 3: What is the relationship between the image of the brand and the purchase intention of the consumer?

2. LITERATURE REVIEW

2.1 Celebrity Endorsement

Celebrity is people who are known for large groups of people through their characteristics, skills, attractiveness and lifestyle, and getting a high degree of attention from audiences. Celebrities can be people from television, movies, artists and sports, or can be untraditional celebrities as business, politics, or even person from the military (McCracken, 1989). Celebrity endorsers defined as a person "inviter" who invite the people to purchase the product or service due to their distinctive position and credibility that leads towards intention to purchase (Jamil, 2014).

Celebrity Endorsement is one of those powerful tools that advertisers are seeking to exploit celebrity image and reputation to promote their brand. Use celebrity endorsement in ads reinforces the message in target customers ' minds more than when other approaches are used. Moreover, celebrity endorsement function help to boost up the sales of endorsed brands where consumers prefer to buy the brand more if endorsed by their favorite celebrity (Deepa and Giridhar, 2018).

2.2 Celebrity Endorsement Effectiveness

Most research in this field seeks to identify the most critical factors for determining the efficacy of celebrity endorsement. In general, the effectiveness of Celebrity endorsements has two simple source models that considered the most important sources in the celebrities context:

- The model of credibility is established by Hovland and Weiss in (1953), the perceived credibility of the communicator was analyzed by them and they found that there are two factors trustworthiness and expertness are the concept of credibility source.
- The model of attractiveness was improved by McGuire in (1985) who stated that attractiveness as general meaning which includes such criteria as likeability, similarity and familiarity.

As fact in the advertising context, attractiveness could be considered as a third component of source credibility according to (Ohanian, 1990). Such models each have certain specific attributes, the suggestion could be allowed as a base for selection of celebrity endorsement. For this study, four dimensions were chosen from literature to measure celebrity endorsement effectiveness

2.2.1 Celebrity Trustworthiness

Trustworthiness is an indicator of an endorser's believability and integrity. This points to the trust of the consumers in the source of information in an honest and objective method (Choi and Rifon, 2011). The most successful and profitable way to make the customer more optimistic about the brand is to create a degree of trustworthiness (Hakimi et al., 2011). Choosing a celebrity who has powerful trustworthiness, integrity, and reputation criteria by advertisers (Shimp, 2003). Additionally, the celebrity's good faith can influence the value understanding of customers and further affect their purchasing choice (Erdem and Swait, 2004).

2.2.2 Celebrity Expertise

Expertise is the knowledge and skill level the endorser possessed (Hovland et al., 1953). It means the ability of celebrities to provide knowledge to others based on their background, education, skills or efficiency, this constitutes a person's qualifications (Horai et al., 1974). The semantic expertise scales includes expert, experienced, knowledgeable, qualified and skilled (Ulkhaq et al., 2016). The expert celebrity consider more persuasive and can have an effect on the decision to purchase goods than non-experts, Ohanian argued that attractiveness and trustworthiness have less effect on customer purchasing intentions than celebrity endorsers ' expertise. (Ohanian, 1990).

2.2.3 Celebrity Attractiveness

Attractiveness indicates to the criteria that attract audiences to an endorser. Attractive, classy, nice, stylish and sexy these terms are generally used to assess the physical attractiveness of celebrity people (Ohanian, 1991).

Marketers believe that beauty can increase the chances of selling thus completely used attractive celebrity endorsers in their advertisements (Said and Napi, 2015). The attractive celebrity improves the image of an advertised brand (Baker and Churchill, 1977). In interpersonal marketing sales, The beauty and charisma that an attractive individual owned can be more influential and powerful than an unattractive individual (Reingen et al.,1980). Furthermore, the celebrity's good appearance will attract potential customers and convince them to be brand customers.

2.2.4 Celebrity Likeability

Likeability is "affection for the endorser due to their physical appearance and behaviour" (Erdogan, 1999). The consumer's liking for the endorser impressed by the endorser's external appearance, qualification and behavior (McGuire, 1969). Celebrities are likable because they have similar beliefs to those of the audience (Vaghela, 2013). There are various attributes that embody likeability for a celebrity such values as personality, attitude, intellectual skills and fashion style (Byun, 2014).

People would like to be like celebrities. The fame and success stories of celebrities are inspirations for most of their followers. Wherefore, celebrity fans try to imitate them in their behaviors or even seek to change their physical appearance, just to appear similar to the celebrity just slightly.

Several types of research mentioned that advertising liking is one of the main predictors of brand liking (Thorson, 1991). Dubitsky and Walker Showed that celebrity likeability plays an important role in supporting consumer responsiveness towards advertising, which could create an opportunity for efficient commercial leading to positive attitudes towards the advertised brand, which raise purchasing intent (Dubitsky and Walker, 1994).

2.3 Brand Image

Brand image is consumer perception about a brand. It is referred to as the mark's outstanding image in consumers' minds (Aaker, 1997). The image of the brand reflects a passion for a product, this illustrates how a particular

product or service positions in the minds of the consumers. Also, showing the identity of a brand in its consumers' minds (Keller, 2003). Companies have to be sure that their mission and visions become a part of their brand image. Commonly the image of the brand is formed based on a unique idea that consumer has about a brand. For example, Toyota is correlated with reliability while Volvo is correlated with safety (Agrawal and Dubey, 2012). Marketers should be sure that the idea related to the brand image is not just about the customer making a purchase but also the perception attached to the purchase (Ind, 2007).

Building a powerful brand image is primary in modern-day business environments, being an efficient way to describe the brand in the midst of media rush and clutter. Koshy and Manohar Have done study in the "Influence of Celebrity Endorsement on Brand Image of Grooming Products" they found that celebrity endorsements offer a brand a touch of glamor and the expectation that a famous character in a rival market would offer added appeal and awareness of the name. Besides, this helps to boost the brand's recall value, thereby giving consumers a favorable attitude towards celebrity endorsements (Koshy and Manohar, 2017).

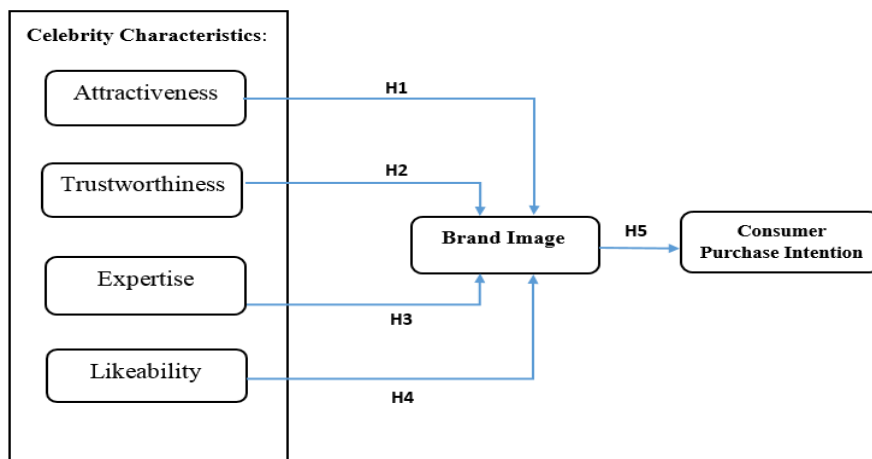
2.4 Consumer Purchase Intention

Purchase intention is the consumer's preference for buying a product or service (Rasheed et al., 2015). Intention to buy described as a method of decision-making that examine the consumer's justification for buying a particular brand (Sallam, 2012). The purchase decision of a customer is a complex process. The intention of purchase is usually linked to consumer perceptions, behavior and attitudes. Purchase behavior considers a basic point to access and analysis a particular product for consumers (Ghosh,1990). In the recommendation context, the user's willingness to buy a certain product recommended by the recommender. Increase willingness to purchase a product means the probability to buy it but not necessarily to actually purchase it. On the obverse, a lower willingness does not mean an impossibility to buy (Roudposhti, et al., 2018).

3. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

The research examines the relationships between the characteristics of celebrity endorsement as independent variables on one hand, and the consumer's intention to purchase as a dependent variable on the other, these relationships are mediated by the brand image. This research adopted the conceptual framework model from previous research conducted by (Mansour and Diab, 2016). The following model has been presented in order to achieve this objective.

Figure 1: Conceptual Framework



The hypotheses for analysis are as follows, in accordance with this study's conceptual framework context:

3.1 Celebrity Attractiveness

Attractive people are more convincing than unattractive people in changing beliefs (Ohanian, 1991). According to Sallam's study, the attractiveness of the celebrity endorser affects strongly and positively the intention to buy consumers (Sallam, 2012). Furthermore, Hudha and Hidayat concluded that celebrity's attractiveness in television

advertising has a strong relationship with customers and a favorable effect on the actions of consumers in Indonesia in terms of brand choice (Hudha and Hidayat, 2009). The following hypothesis is therefore formulated in order to test this statement:

H₁: There is a positive relationship between celebrity attractiveness and consumer purchase intention in terms of brand image.

3.2 Celebrity Trustworthiness

Baseheart and Miller's study suggested that consumers' perceptions towards a brand and their buying habits could be modified if the target customers find the source of the message to be reliable and trustworthy (Baseheart and Miller, 1969). As well as Gupta and his friends revealed that trustworthiness has a significant effect on the buying intentions of Indian consumers (Gupta et al, 2015). The following hypothesis is therefore formulated in order to test this statement:

H₂: There is a positive relationship between celebrity trustworthiness and consumer purchase intention in terms of brand image.

3.3 Celebrity Expertise

Expertise is a senior part of the credibility model, several earlier studies have shown that expertise affects the buying intention significantly (Eisend and Langner, 2010). Moreover, that a Celebrity's perceived expertise may result in a favorable attitude change toward brand thus directly influence on the purchasing intentions of consumers (Erdogan, 1999). Hence, the following hypothesis is formulated to test this statement:

H₃: There is a positive relationship between celebrity expertise and consumer purchase intention in terms of brand image.

3.4 Celebrity Likeability

Based on the results of many previous studies, the likeability of this sample was used as a separate construct, distinct from the attractiveness of the endorser. The celebrity likeability increases the attention toward the brand that enhances the brand liking which influences consumer purchase intention (Patel and Parmar, 2015). As well, the likeability of celebrities has the biggest influence on the intent of consumers to buy (Maddux and Rogers, 1980). For testing this statement, the following hypothesis is formulated:

H₄: There is a positive relationship between celebrity likeability and consumer purchase intention in terms of brand image.

3.5 Brand Image

Managers always need to raise buying intention by enhancing the brand image. According to Onwujiariri, The relation between celebrity endorsement and image of a brand in Port Harcourt's fast food industry is positive and secure (Onwujiariri et al., 2015). Having a good customer-specific brand identity plays a major role in maintaining brand awareness and brand loyalty that ultimately has a positive influence on the decision to buy and even post-purchase related products or services (Shah H., et al., 2012) while (Zeeshan, 2013) discovered that the brand image has a major impact on men's buying intention. Obviously high brand awareness is more likely to result in a high brand association in the minds of customer that directly contribute to a decision to purchase the brand. The following hypothesis is therefore formulated in order to test this statement:

H₅: There is a significant and positive relationship between brand image and purchase intention.

4. RESEARCH METHODOLOGY

This research has been designed and implemented using the quantitative research method. The online self-administered questionnaire used in this study composed of 5 point likert scale. Ranging as follows: (1= strongly disagree, 2 = disagree, 3 =Neither Agree nor disagree, 4 = agree and 5 = strongly agree) (Saunders et al., 2009).

The online questionnaire was created by Google forms and available both in Arabic and English languages, then distributed among Yemeni consumers. Convenient sampling method was used for sample selection. The multiple regression techniques need a large sample size for generalization objective and recommends using the following formula suggested by (Tabachnick & Fidell, 2007): $N > 50 + 8m$ Where: (N = sample size, m = number of independent variables)(Pallant, 2013). Based on the above formula the current research required sample size approximately $N > 82$ whereas the number of independent variables is four. In another way, according to Hoelter's index, an appropriate sample size for the SEM method should exceed 200. As it represents the data in an adequate way (Byrne, 2016). Consequently, current research required to obtain at least 200 responses to achieve both requirements above-mentioned.

Factor analysis and Structural Equation Modeling statistical techniques were used to analysis this research. Factor analysis is a statistical technique that has three uses. Firstly, reduce a large number of data to a smaller group of variables. Secondly, establishes and explores underlying dimensions between measured variables and latent constructs. Thirdly, provides structure validity evidence (Williams, Onsman, & Brown, 2010). Factor analysis classified into two principal classes: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The two first use of factor analysis conducts by EFA whereas the third use conducts by CFA. SEM "is testing various theoretical models, that hypothesize how sets of variables define constructs and how these constructs are related to each other in a quantitative manner" (Schumacker and Lomax, 2010). SEM examines the structural path between variables whereas CFA confirms the relationship between latent and observed variables. IBM SPSS version 21 and IBM SPSS AMOS version 23 statistical software were used for data analysis. The following coding terminolog was used in the data analysis: (PhyAttract is Attractiveness, TurstW is Trustworthiness, Expert is Expertise, like is Likeability, Bimage is Brand Image and PurchasInt is Purchase Intention).

5. ANALYSIS AND DISCUSSION

5.1 Demographic Profile of Respondents

The sample of the study consisted of 282 responses. 52.8% of the respondents were male and 47.2% of the respondents were female. The ages range from 18 to 45 years and above. Whereas most respondents were within 18-24 years. Furthermore, 64.2% of the participants were single. The majority of the respondents were students 62.8%. As well most of them from undergraduate which represent 55.3% and 45% of respondents were earning less than 200\$.

Table 1: Demographic respondents

Demographics Profile	Variables	Frequency	Percent	Cumulative Percent
Gender	Male	149	52.8	52.8
	Female	133	47.2	100.0
Age	under 18	6	2.1	2.1
	18-24	145	51.4	53.5
	25-34	82	29.1	82.6
	35-40	36	12.8	95.4
	45 or more	13	4.6	100.0
Education	High school or less	61	21.6	21.6
	Undergraduate(Bachelor's degree)	156	55.3	77.0
	Graduate degree (master's, PhD)	65	23.0	100.0

Marital Status	Single	181	64.2	64.2
	Married	101	35.8	100.0
Employment Status	Student	177	62.8	62.8
	Employee	27	9.6	72.3
	Retired	71	25.2	97.5
	Unemployed	4	1.4	98.9
	Unable to work	3	1.1	100.0
Income per month	less than 200\$	127	45.0	45.0
	200\$-500\$	85	30.1	75.2
	500\$-1000\$	42	14.9	90.1
	more than 1000\$	28	9.9	100.0

According to Table 2 and Table 3, 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it. That means Yemeni consumers have positive attitude to celebrity endorse and that give us the answer of the first question of study. At the same time 62.8% of Yemeni consumers never purchased a brand because it was endorsed by a celebrity. Taking into consideration that the majority of Yemeni consumers which represent 45% their monthly income were fewer than 200 dollars. Because they think that the product or brand endorsed by a celebrity is of high quality and expensive.

Table 2: Aware of a brand because of a celebrity endorsed

Variables	Frequency	Percent	Cumulative Percent
Yes	172	61.0	61.0
No	110	39.0	100.0

Table 1: purchase celebrity-endorsed product

Variables	Frequency	Percent	Cumulative Percent
Yes	105	37.2	37.2
No	177	62.8	100.0

5.2 Exploratory Factor Analysis (EFA)

The pattern of correlation has the involvement of 6 factors from 24 items, each item factor moves constantly together as a group represents for a particular factor.

Table 4: Pattern and Structure Matrix for Exploratory Factor Analysis

	Component					
	1	2	3	4	5	6
PhyAttract2	1.000					
PhyAttract3	.738					
PhyAttract4	.803					
PhyAttract5	.778					
TurstW1			.862			
TurstW2			.929			
TurstW3			.936			
Expert2						.840
Expert3						.840
Like1				.854		
Like2				.985		
Like3				.852		
Bimage2		.968				
Bimage3		.712				
Bimage4		.688				
Bimage5		.886				
PurchasInt2					.982	
PurchasInt3					.801	

The items were less than 0.5 and items with cross-loading were excluded. PhyAttract1, TurstW4, Expert1, Bimage1 and PurchasInt1 were excluded due to low communality, low correlations and low factor loading respectively.

5.3 Confirmatory Factor Analysis (CFA)

Using AMOS a CFA model was created with a total of 18 observed items of 6 factors after excluded some items in previous phases then the fit indices were examined to evaluate the overall adequacy of the initial measurement model.

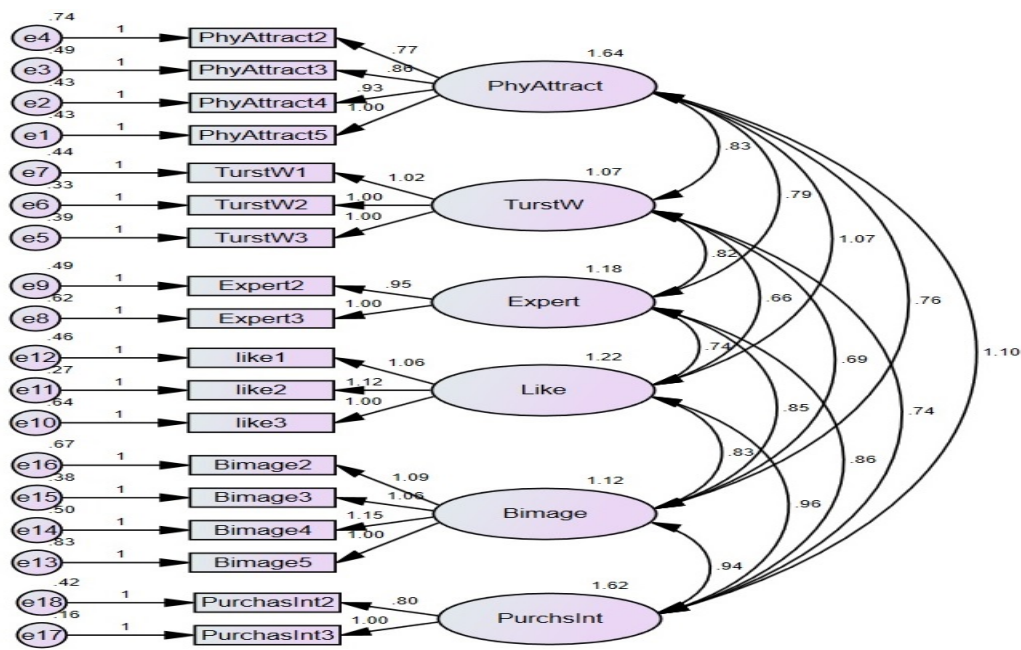


Figure 2: Hypotheses CFA Model

Table 5: Goodness of fit Metrics for CFA model

Measure	Standard fit	Results of this Study	Remarks
CMIN/DF	< 3 good; < 5 sometimes Permissible	1.711	Good
CFI	> .95 great; > .90 acceptable; >.80 sometimes permissible	.964	Great
SRMR	0 ≤ SRMR ≤ .05 good .05 < SRMR ≤ .10 acceptable	.073	Acceptable
RMSEA	0.06 ≥ good	.064	Good
PCLOSE	> .05	.059	Good

The results showed that CMIN/DF is well less than the standard fit value of 3, which is 1.711 and indicates a good fit. It is clear the CFI value is equal to .964 which considered greater than the standard fit of .95. SRMR value of .073 is slightly upper the standard fit but is still acceptable. RMSEA and PCLOSE values are .064, .059 respectively, therefore, a good fit for the model.

5.4 Reliability and Validity

Referred to reliability as the level that the test scores are empty from measurement error or the elements of errors that happen when testing something. Unreliable measurement will lead to an insignificant correlation between variables and inaccurate results (Muijs, 2004).

Validity concentrates on checking if variables are being measured in an accurate method (Muijs, 2004). To get an acceptable validity you should get an Average Variance Extracted (AVE) above or equal to 0.5 (AVE ≥ 0.5) and a Maximum Shared Variance (MSV) that is lower than the Average Variance Extracted (MSV < AVE). Also, the standard-fit for (CR) should be higher than 0.7 (CR > 0.7) (Gefen and Straub, 2005).

Table 6: Validity and Reliability Results

	CR	AVE	MSV	MaxR(H)	Bimage	PhyAttract	TurstW	Expert	Like	PurchasInt
Bimage	0.899	0.690	0.545	0.907	0.831					
PhyAttract	0.908	0.712	0.573	0.917	0.562	0.844				
TurstW	0.894	0.738	0.537	0.895	0.632	0.626	0.859			
Expert	0.803	0.671	0.545	0.803	0.738	0.569	0.733	0.819		
Like	0.900	0.751	0.573	0.913	0.709	0.757	0.580	0.613	0.867	
PurchasInt	0.894	0.810	0.493	0.927	0.702	0.676	0.560	0.620	0.683	0.900

As the table is shown the results of CR is greater than 0.70 also AVE is more than 0.50 and MSV is less than AVE for Discriminant Validity. Lastly, the outcomes that the responses got from respondents are reliable and valid.

5.5 Structural Equation Modeling (SEM)

Using the AMOS, SEM was executed on only 17 items. (Figure 3) and (Table 7) presents the goodness-of-fit statistics of a structural model for each specified variable of the study

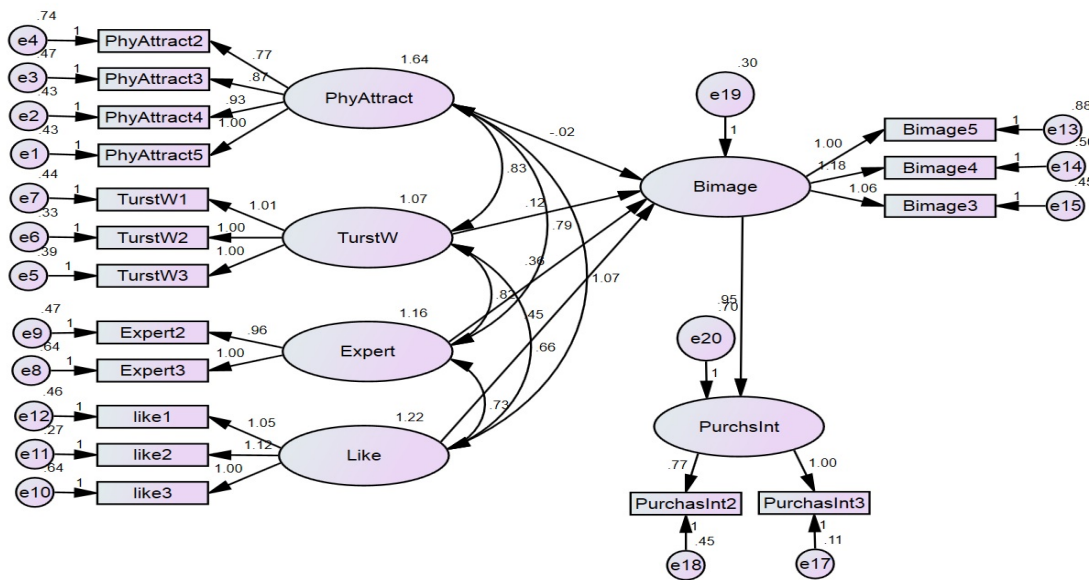


Figure 3: Structural Model

Table 7: Structural Model: Goodness-of-Fit Statistics

Measure	Standard Fit	Results of this Study	Remarks
GFI	> .80	.888	Good Fit
AGFI	> .80	.842	Good Fit
PGFI	> .50 -> .90	.627	Good Fit
CFI	> .95 great; > .90 traditional; >.80 sometimes permissible	.965	Good Fit
PCFI	> .50 -> .90	.776	Good Fit
RMSEA	0.06 ≥	.065	Good Fit
PCLOSE	> .05	.059	Good Fit

After excluded Bimage2 item. The findings of the model fit for the structural equation model were as follows: GFI= .888, AGFI= .842, PGFI= .627, CFI= .965, PCFI=.776, RMSEA= .065 and PCLOSE=.059.

5.6 Hypothesis Results

Presented the results of hypotheses testing, some inferences have been made as follows:

Table 8: Hypothesis Result.

	Relationship	P-value	Interpretation
H1	PhyAttract >> Bimage >> PurchsInt	.964	Not Supported
H2	TurstW>>Bimage >> PurchsInt	.414	Not Supported
H3	Expert >>Bimage >> PurchsInt	.012	Supported
H4	Like >> Bimage >>PurchsInt	.014	Supported
H5	Bimage >>PurchsInt	***	Supported

The outcomes showed that there is a powerful and positive relationship between (celebrity expertise, celebrity likeability) and the intent of purchase for Yemeni consumers by mediating of brand image. Considering the results above, p-values = .021, .014 sequentially, while (celebrity trustworthiness, celebrity attractiveness) have a negative impact, the p-values = .414, .964 sequentially. At last, there is a significant positive relationship between brand image and consumer purchase intention.

6. FINDINGS AND CONCLUSIONS

The main goal for any company is building a brand image and raising brand awareness through attract the attention of customer to the brand which effect directly to the intent of purchasing in customers. Companies used celebrity as strategy to get this attention through inform people about a particular product or brand and convince them to buy it. Yemeni consumers are seeing many advertisements in their daily lives. As a result, the marketer should execute effective tactics in advertising to catch target consumers' attention. This study's primary purpose is investigating Yemeni consumers ' perception of celebrity endorsement and to explore the effectiveness of celebrity (trustworthiness, expertise, attractiveness and likeability) on the intention to purchase. Also, discuss the influence of brand image as a mediating between celebrity characteristics and intent of purchase for consumer. However, Most Yemeni consumers regard prominent advertising as an effective marketing strategy. That 61% of the Yemeni consumers have been aware of a brand just because of a celebrity-endorsed it. That means Yemeni consumers are more attracting by advertisements endorsed a celebrity than non-celebrity. This confirms celebrity endorsement in brand advertisements build a bond in the mind of the customer.

The outcomes showed that a powerful and positive relationship exists between celebrity expertise and the intent of purchase for Yemeni consumers by mediating of brand image. Lots of researches have been done in the impact of the expertise of celebrity to catching customers ' attention. Although the celebrity in the endorsed product is not seen as an expert, their power remains favorable as long as they are experts in their own field. However, Celebrity endorser expertise gives a sense of believability to the brand. Suki's research focused on the role of celebrity endorsement in influencing brands and buying intention for Muslim and non-Muslim consumers. Indeed, Empirical findings from several discriminatory analyses showed that the most important factor for Muslim consumers was celebrity expertise. Over and above, Muslim customers preferred expertise to trustworthiness. The belief of Muslim consumers can be linked to the assumption that products and services endorsed by the celebrity were in line with their Islamic values (Suki, 2014).

Moreover, the results presented that the likeability of celebrities has a strong and positive effect on Yemeni consumers ' buying decisions with regard to brand image. Therefore, the existence of a familiar and likeable celebrity in advertisements increases consumers' purchase intention. In summary, the studies showed that celebrity likability draws the attention to the brand and increases the likelihood that the item will purchase when

the endorser and the customer have a link. In other words, the attractiveness model dimensions that have been conducted in this study conclude that celebrity likability does impact on Yemeni consumers' purchase intentions, whereas celebrity attractiveness does not. based on the research conducted by Roshan and other author, about the effect of celebrity likability in consumer behavior buying in perfume brand, were revealed that celebrity likeability has strongly significant in the perfume buying intention in Colombo and Gampaha in Sri Lanka while the other factors such as lifestyle and familiar face of the celebrity have no relationship in this research study (Roshan et al., 2017).

Furthermore, the results provide a clear understanding of Yemeni's consumer behavior that gives us some ideas and concepts in understanding how celebrity endorser can be chosen through focusing more on celebrity expertise and celebrity likeability to enhance the brand image which finally leads to increase consumer's purchase intention. Nevertheless, this study shows that Yemeni consumers are not interested in celebrities' external appearance. Which means it's no matter if using an attractive or unattractive celebrity of the brand advertisement in order to get more attention from the Yemeni consumers. Moreover, Yemeni consumers don't trust celebrities.

Finally, it is interesting to observe that the findings of this study are similar to those of Ohaniani's early 1991 report, which showed that while knowledge had a major impact on the buying intention, it had no effect on trustworthiness and attractiveness (Ohanian, 1991). To sum up, when choosing a celebrity to endorse the brand, advertisers must be careful the correct qualities of the endorser often contribute to the consumer's interest and the desire to purchase the item.

From the conclusion and discussion above, it is clear the concern of the Yemeni community to the brand that endorses by a celebrity in an advertisement. That current practice in Yemen can create and increase awareness about the brand and increase intent towards the purchase of the brand. However, this ability probably reduces because of the lack of diversity and the fast growth in celebrity endorser advertising. Wherefore, modern ideas are required to input some variety in the industry. Following is the proposal that marketers should consider regarding celebrity endorsement advertising: To reinforce the company brand believability and increase effectiveness marketers have to use a celebrity who is recognized to have some knowledge about the product that will endorse it. Also, the advertisers must pick celebrity endorsers whose image suits the product attributes and who are perceived by the target consumers to be the actual user of the product. Lastly, the marketers should be smart enough to use celebrities that are likable, familiar and similar to the Yemeni consumers' character and culture.

Every research should have several limitations. Firstly, the sample size used in this analysis was only 282 consumers in Yemen that means unable to generalize the results for all Yemeni consumers. Secondly, this study focused only on four celebrity attributes which were expertise, likeability, attractiveness and trustworthiness. There might other critical celebrity endorser features that impact Yemeni customers' purchase intention a considerable way. Finally, the researcher faced a limited time limit during the study era.

For further researches in the celebrity endorsement filed. It will be interesting to implement the same idea with Yemeni consumers but with a larger sample size for generalization of findings. Focus on the other issues like: celebrity overexposure, celebrity overshadowing, celebrity overuse, and extinction of the celebrity endorser. Moreover, conducting more in-depth studies on the negative influence of celebrity endorsement. Ultimately this study only investigated the mediating effect of the brand image, the moderating influence such as negative publicity could be used as a moderating variable in future research.

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