

DETERMINING THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR: A CASE STUDY OF INTERNATIONAL STUDENTS IN CHINA.

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Abstract: *Celebrity endorsement has become a marketing weapon used by various organizations and marketers to promote their products or services. This is because it is seen as the fastest and simplest way of developing a relationship between their products and consumers. This study focused on determining the impact of celebrity endorsement on consumer behaviour using celebrity features such as celebrity credibility, attractiveness, familiarity and trustworthiness as a basis for discussion. Using international students in China as a population, the study employed the random sampling approach and collated data from international students in J.S.U and J.U.S.T. Using an online questionnaire, 202 responses from participants were deemed to be good and was adopted to justify the proposed relationships. This was coded and processed using Statistical Package for Social Sciences (SPSS version 26). The results of the study show that celebrity credibility, attractiveness, familiarity and trustworthiness have a positive and significant impact on consumer behaviour. The study recommends that proper attention be given to celebrity endorsement by organizations because it could be a game changer.*

Key Words: *Celebrity endorsement, consumer behaviour, credibility, attractiveness, familiarity, trustworthiness.*

1 INTRODUCTION.

One critical element that contributes to the survival and growth is their ability to make their consumers patronize the product or service they offer. However, it is evident that the market is saturated with a countless number of products which are competing for existing and potential customers. Due to this reason, many organizations look for means through which they can attract, retain, and satisfy customers in the fastest possible manner. Marketers are challenged to put on the table every efficient approach that seeks to motivate, influence, and create the desire to buy in a consumer. In light of this, the use of celebrity to endorse a product or brand has become a strategy that is being pursued by businesses. Organizations currently invest a huge amount of money to contract a celebrity to endorse their products to acquire a higher market share (Kaur & Garg, 2016).

According to Jaffari & Hunjra, (2017), celebrity endorsement is regarded as a modernized marketing tool employed by marketers to communicate their offerings being it a good or service to their consumers thereby creating a mental image about the product in the minds of consumers. Celebrity endorsement also helps in establishing a positive and strong brand image, promote awareness of a product, encourages recall of a product, and stirring up the desire to acquire the product by consumers. This results in increased sales, profit maximization, sustainable business, and a healthy competition for businesses (Duah, 2016).

It is to be stated that, celebrities that are engaged by various organizations to help promote and sell their products are expected to possess some features that add something extra to the product or brand they are endorsing. It is believed that these qualities are transferred to the product. Some of these features include familiarity, credibility, likeability, trustworthiness, expertise, popularity, attractiveness among others. These features brought on board by the celebrity can be used to communicate and stimulate consumers to demand an organization's product (Kaur & Garg, 2016).

Furthermore, the current global or domestic market is cluttered with countless celebrities from different fields endorsing single or multiple products. Some of these endorsers are sportspersons, TV stars, Radio hosts, Models among others who feature in the ads run by businesses in promoting their brands or products (Hsu & Hsu, 2018). Various businesses are negotiating deals with celebrities in the expectation that they can gain a unique and relevant position in the minds of customers by using celebrities. Celebrity endorsement is largely being used across different industries irrespective of the type of product. It is recognized that it plays the role of a signalling tactic (Faez & Lajevardi, 2015). Ha & Lam, (2017) believe that consumer behaviour is likely to be influenced positively since they can have a reflection on a product or service that is being promoted by celebrities who are reputable. Once they are affected by the presence of celebrities endorsing a product, they are also likely to patronize the endorsed product which is an advantage to

businesses. The consumer behaviour defines the eagerness and the capacity for a consumer to repeatedly buy a particular product. Positive consumer behaviour is a benefit to the marketer likewise the inverse is detrimental.

This study, therefore, sort to determine the impact of celebrity endorsement on consumer behaviour taking into consideration some selected features of a celebrity such as credibility, attractiveness, familiarity, and trustworthiness. These features would inform the study if celebrity endorsement tends to influence a consumer's behaviour of international students in China.

1.1 Research questions.

1. What is the relationship between celebrity credibility and consumer behaviour?
2. What is the association between celebrity attractiveness and consumer behaviour?
3. What is the relationship between celebrity familiarity and consumer behaviour?
4. What is the relationship between celebrity trustworthiness and consumer behaviour?

1.2 Significance of the study.

There have been several studies relative to celebrity endorsement and the role it sorts to play in the marketing world. This study focuses on advancing knowledge relative to determining how celebrity endorsement influences consumer behaviour. The study would serve as a guidance and a strategic marketing instrument for advertising practitioners, market researchers, existing and emerging organizations in mapping out their goals and approaches with the customer in mind. It would also aid marketers in undertaking marketing intelligence. Additionally, it would be a source of information to research consultants, institutions, and materials for academic reference relative to marketing.

2 THEORETICAL AND LITERATURE REVIEW:

2.1 Source credibility model.

This model is used to explain the effectiveness of a message being carried across by an endorser. It is believed that the credibility of the endorser incorporates his or her level of expertise and trustworthiness (Hovland & Weiss, 1951). Information emanating from a credible source i.e. a celebrity is deemed to influence perceptions, opinions, behavior, and beliefs of the receiver of the information. The trustworthiness of the source of information defines his or her honesty, integrity, and believability as perceived by the receivers. The level of acquired knowledge, skills, and experiences of the endorser also speaks about his or her expertise in communicating with the target audience. A celebrity who has requisite knowledge and mastery in the product being spoken off is more persuasive and can stir up the desire to make buying decisions. The credibility of an endorser adds more value to the product and can convince consumers (Hsieh & Li, 2020; Umeogu, 2012).

2.2 Source attractiveness model.

This model also suggests that the effectiveness of a message is based on how attractive or pleasant the endorser looks. The attractiveness of the endorser takes into consideration elements such as familiarity, similarity, and likeability (McGuire, 1985). The familiarity defines how the endorser is exposed to the target audience. The similarity refers to an assumed resemblance between the source of information and the audience. The likeability covers the affection the target audience has for the endorsers based on their physical appearance and conduct. According to the theory, acceptance of a message comes in two forms: Identification and Conditioning. Identification is when the target audience starts to associate with the attractiveness of the source or endorser and thus continues to embrace their views, values, behaviour, attitudes, etc. Conditioning is when, after several contacts of the source or endorser with the product, the attractiveness of the source is expected to be passed on to the brand (Seiler & Kucza, 2017).

2.3 Celebrity and celebrity endorsement.

Someone who is mostly seen in the mainstream has influence and carries a certain amount of public interest is known as a celebrity. A celebrity is very influential in a particular field, easily recognized by the general public, and appeals to people. It should be acknowledged that individuals become celebrities mainly because of their occupation or career and examples are persons in the world of sport and entertainment. Others often achieve celebrity status because of the media coverage they get for the unique lifestyles and wealth or their friendship with a famous individual (Kaur & Garg, 2016). Celebrities are persons receiving special attention from crowds or groups of people. They have other distinctive traits, such as elegance, extraordinary lifestyle, or talents that are uniquely defined. Thus, celebrities usually vary from ordinary people in a society and are widely known by the public (Zipporah & Mberia, 2014).

Celebrity endorsement is a particular marketing technique embraced by advertisers to inform consumers about their goods. Consumers here identify with the product or brand from the perspective of the celebrity involved (Chauhan et al., 2016). Celebrity endorsement was an idea that most researchers and marketers believe would give a product a competitive advantage and promote enterprise, brand awareness, and offerings if well applied and accepted (Sharma & Kumar, 2013). Research has shown that celebrities have a subtle but decisive impact on the everyday behaviour and decision-making of people, as they create an illusionary emotional bond with their idols (Roy & Rishav, 2014).

According to Bhargava, (2015), celebrity endorsements bring with them substantial advantages, such as building a reputation, generating visibility, and fostering trust for a company and its products that translate into maximizing profit in the long run. However, endorsement by celebrities does not immediately translate into the popularity of the endorsed product. For companies, it would be wise to combine other vital marketing elements such as packaging, price, product style, targeted buyers, and the chosen celebrity to make headway in the competitive market (Piyush, 2012). Below are some examples of global celebrities (Table 2.1) and celebrities in China (Table 2.2) who endorse several products.

Table 2. 1 Top 10 highest earning celebrities in the world and products they endorse.

No.	Name of Celebrity	Occupation	Earnings (\$ Million)	Products endorsed before or now
1	Kylie Jenner	Reality TV star	590	Proactiv, Pepsi, Skims, Kimono, etc.
2	Kanye West	Musician /Entrepreneur	170	Yeezy Beauty with Adidas.
3	Roger Federer	Tennis player	106.3	Nike, Gillette, Barilla, Rimowa, etc.
4	Cristiano Ronaldo	Football player	105	Nike, Herbalife, TAG Heuer, American Tourister, etc.
5	Lionel Messi	Football player	104	Adidas, Huawei, Ooredoo, etc.
6	Tyler Perry	Director, actor, producer	97	Oprah Winfrey Network
7	Neymar Jnr.	Football player	95.5	Puma, Volkswagen, Unilever, etc.
8	Howard Stern	Radio host	90	Skippy peanut butter, etc.
9	Lebron James	Basketball player	88.2	Nike, Coca-Cola, Kia Motors, Rimowa, etc.
10	Dwayne Johnson	Actor	87.5	Under Armour, Apple, Ford, Got Milk, Droga5

Source: Forbes celebrity, 2020.

Table 2. 2 Examples of top 10 celebrities who endorse products in china.

No.	Name of Celebrity	Occupation	Products endorsed before or now
1	Zanilia Zhao (赵丽颖)	Actress	Pizza hut, Hsufuchi, Meituan, etc.
2	Dilraba Cherry Dilmurat (迪丽热巴)	Actress	Nikon, Mikimoto, L’Oréal, etc.
3	Yang Mi (杨幂)	Actress, singer, and model.	Michael Kors, Versace, Stuart Weitzman,
4	Hugh Hu (胡歌)	Actor and singer.	Hyundai, Pizza Hut, Minute Maid, etc.
5	Dongyu Zhou (周冬雨)	Actress	Pepsi, KFC, Rio, Wong Lo Kat, etc.
6	Karry Wang (王俊凯)	Singer and actor	Snickers, Stride, Lancome, KFC, etc.
7	Tamia Liu (刘涛)	Actress	Porsche, Lancôme, Chopard, etc.
8	Louis Koo (古天乐)	Actor and singer	Fiyta, Cadillac, Outes, etc.
9	Faye Wong (王菲)	Singer, songwriter, and actress	LV, CELINE, Motorola, J-phone (Japan), etc.
10	Jolin Tsai (蔡依林)	Singer	Koobe, YAMAHA CUXI, Chinalife, etc.

Source: daxue consulting, (2020)

2.4 Characteristics of celebrities who endorse products.

An exploration of the literature showed that endorsers must possess certain features that make it easier to communicate the products of an organization to consumers. Among these features are celebrity credibility, celebrity trustworthiness, celebrity attractiveness, celebrity familiarity, celebrity likeability, celebrity expertise, among others (Fleck et al., 2012). The credibility of a celebrity is defined in the sense in which the endorser possesses critical expertise, experience, and a good image by which customers trust their opinions and believe that the endorser is impartial with regard to the information put forward (Fileri et al., 2018). Celebrity expertise refers to the degree to which an endorser

is regarded as a source of valid claims. An endorser's message is said to be successful and to accomplish its objective if the endorser has an amount of information and ideas about the product field (Ha & Lam, 2017). The familiarity of a celebrity refers to the instance when the celebrity is identified by customers once he or she comes on screen. The likeability of a celebrity is also described as the form of affection that customers have towards the celebrity due to their behaviour, influence, and presentiveness (Mansour & Diab, 2016). Attractiveness is claimed to be a multidimensional concept. Attractiveness does not only focus on the celebrity's outward elegance but also takes into account personality, i.e. inner beauty and physical prowess. A celebrity's physical representation and looks also contribute to endorsement quality. There is no question that visually beautiful celebrities with distinct personality attributes are typically viewed more favourably than their less attractive counterparts (Khandai & Agrawal, 2012). Trustworthiness is the degree of trust that customers place in the intent of an endorser to express the claims that he or she believes are most true. Winning customer interest is assumed to be something that is paramount to advertisers and may thus use celebrity endorsement for such a path (Suki, 2014).

2.5 Consumer behavior.

According to (Singh et al., 2014), consumer behaviour is defined to mean how people choose to spend their resources (time, money, effort) on consumer goods. Consumer behaviour reflects on what, why, where, when, and how often they patronize, how they evaluate them after they buy, and how they decide on future purchases. Consumer behaviour is the collection, purchase, and use of products and services to meet their expectations. There are various mechanisms associated with customer behaviours. The consumer tries to find out what goods he wants to purchase for the first time, then selects only those items that give a greater value. After choosing the products, the consumer calculates the available money that he will be spending. In the end, the consumer analyses the prevailing product prices and decides on the products he can buy. Businesses are set up to satisfy customer needs, placing customers at the centre of business. Therefore companies and marketers must be able to predict consumer buying behaviour about their product or service, as these consumers are continuously exposed to new rival products through different marketing strategies (Eli-Zafo, 2013)

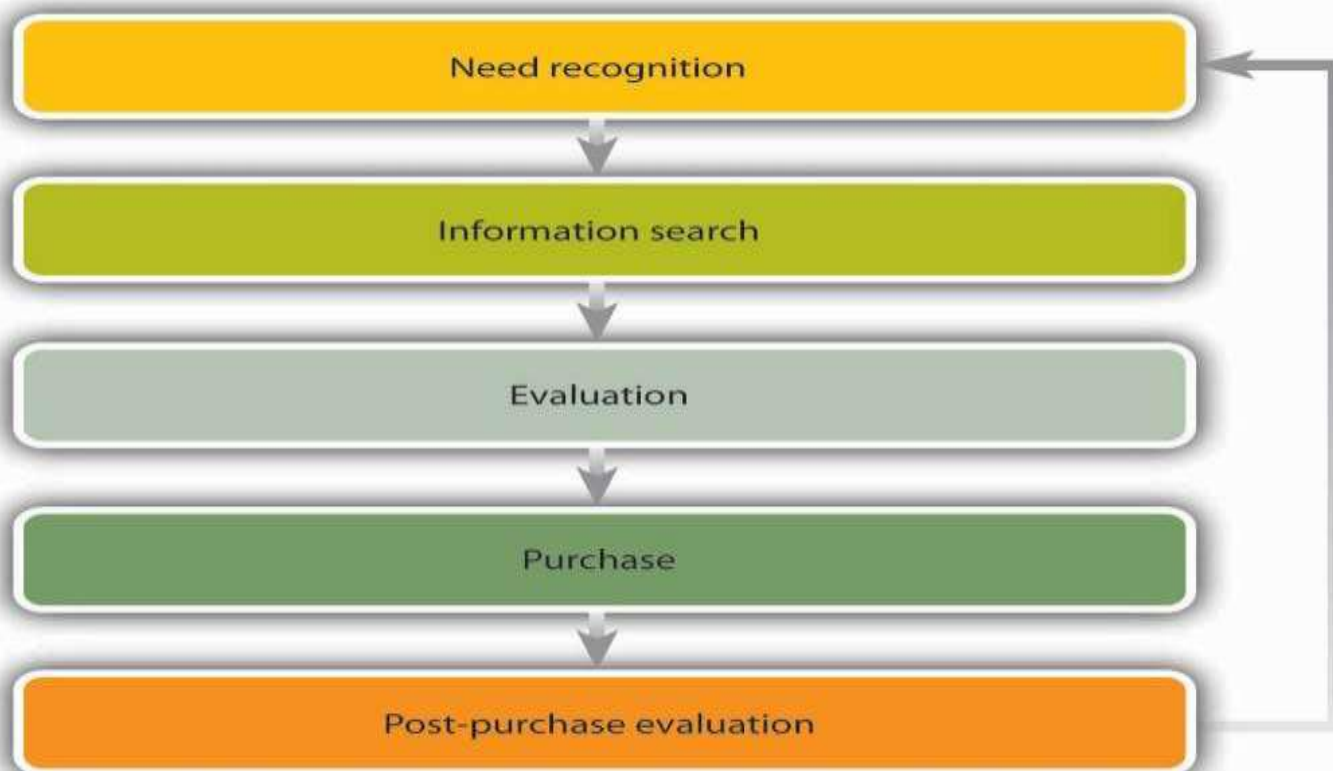


Figure 2. 1 Consumer buying process.

3 DEVELOPMENT OF CONCEPTUAL FRAMEWORK AND HYPOTHESIS.

3.1 Celebrity endorsement (credibility, attractiveness, familiarity, and trustworthiness) and consumer behavior.

Priyankara et al., (2017) conducted a study in Sri Lanka reference to perfume brands about the effect of celebrity endorsement on customer purchasing intention. Adopting 100 respondents from a populace, a connection

between celebrity endorsers and the intention to patronize a product was established. Subsequently, the study showed that there is a meaningful correlation between certain attributes such as likeability, credibility, personality, attractiveness, and skills which are attributes of celebrity endorsers and buying behaviour. All the assumptions made for the analysis were, therefore, confirmed and acknowledged.

Kumar, (2010) examined celebrity endorsement on the perception of customers in India and also ascertained the influence of some attributes of celebrities on consumer buying intention. The research outcome suggests that customers are affected by celebrity endorsements rather than non-celebrity endorsements. Celebrity qualities such as experience, trustworthiness, similarity, familiarity, likeability, matchup, and transfer of meaning were confirmed to have a significant impact on consumer behaviour.

Khalid et al., (2018) employing a sample size of 101 and an age limit of 18-49years sort to establish the impact of celebrity endorsement on consumer buying behaviour regarding beauty soaps sold in Karachi a city in Pakistan. Research findings show that people are influenced to purchase beauty soaps like Lux and Dove, because celebrities are committed to promoting the products. To be more precise, characteristics such as credibility, which include attractiveness, trustworthiness, and competence, matchup, which also includes emotional engagement and transfer of significance, have been proven to have a positive effect on customer buying behaviour. This is also supported

Khalid & Yasmeen, (2019) who used a population of 376 and an age limit of 17-30 years who are undergraduates in both public and private universities to ascertain the impact of the physical attractiveness of a celebrity on consumer buying behaviour. The study concluded that the physical attractiveness of a celebrity is capable of influencing respondents to initiate a buying process. There was a positive and significant impact of physical attractiveness on consumer buying behaviour.

Hollensen & Schimmelpfennig, (2013) through their studies established that the attractiveness of a celebrity goes a long way to influence consumers' buying behaviour. Runyan et al., (2009) contribute to this subject by establishing that elements such as credibility, attractiveness, familiarity, and trustworthiness affect the buying behaviour of consumers towards a particular product. Based on the empirical evidence stated, this study puts forward the following hypothesis:

H1 – Celebrity credibility will positively influence consumer behaviour.

H2 – Celebrity attractiveness will positively influence consumer behaviour.

H3 – Celebrity familiarity will positively influence consumer behaviour.

H4 – Celebrity trustworthiness will positively influence consumer behaviour.

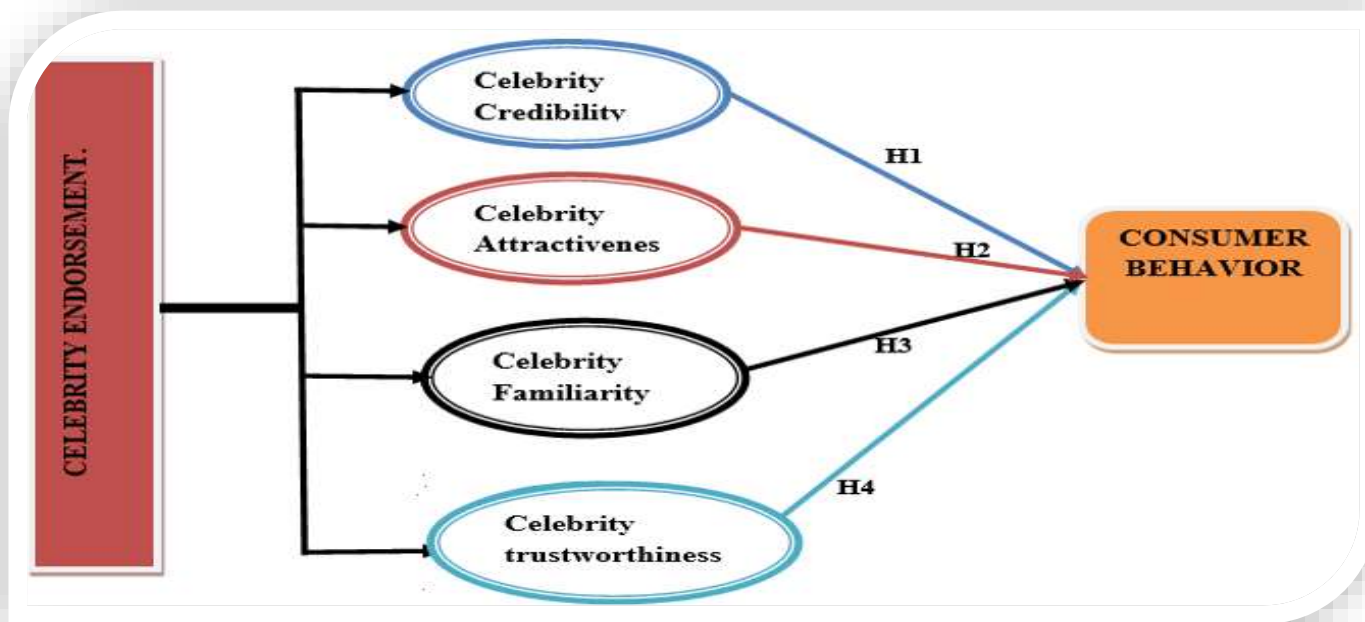


Figure 3. 1 Conceptual framework of the study.

4 METHODOLOGY.

The research aims to determine the impact of celebrity endorsement (using elements such as celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness) on consumer behavior. To ascertain the relationship between the independent variables and the dependent variable, the study opted for the quantitative research approach.

4.1 Research population.

A group of people who are the focus of study, have one or more similar features, and are the subject of interest to the researcher is known as the population. The population for this study is international students in China precisely overseas students at Jiangsu University (JSU) and Jiangsu University of Science and Technology (JUST) in Zhenjiang.

4.2 Research sampling and sample size.

The sampling refers to an approach to select a portion of the research population that would represent the whole population of the study. This study adopted the random sampling approach where every individual was given an equal chance to respond to questions being asked. The sample size used for the study is 202 who are all international students in the two selected schools.

4.3 Data instrument and collection.

To realize the objectives of the study, it beholds the researcher to gather information from the population of the study. The study used a questionnaire as a medium to solicit information from the population. The questionnaire had questions covering the demographic features of the participants. The second aspect of the questionnaire had questions that helped to examine the variables to be tested. Participants were called upon to rate the questions based on the 5-point Likert scale i.e. 1=strongly disagree to 5=strongly agree. The source of the information was primarily because it is the first-hand information. 215 online questionnaires were sent to respondents through various digital platforms. 202 were deemed to be fit and accurate which was then used for discussion. This represented a response rate of 94%.

4.4 Data analysis.

The researcher opted for the Statistical Software Package for Social Sciences (SPSS) Version 26 to compute all the data generated from the questionnaire. Descriptive output (mean, standard deviation), regression analysis, Cronbach Alpha, and ANOVA were all gathered to give meaning to the objectives of the study. Tables and Figures were collated to give a true representation of the results.

5 RESULTS AND DISCUSSIONS.

5.1 Demographic features of respondents.

Table 5.1 is a summary of the demographic characteristics of 202 respondents. It indicates their gender, age, educational level, marital status, and the number of years spent in China.

Table 5. 1 Respondents’ demographic details.

Variables		Frequency (n=)	Percentage (%)
Gender	Males	117	57.9
	Females	85	42.1
Age	18-25years	50	24.8
	26-30years	125	61.9
	31-35years	22	10.9
	36years and above	5	2.5
Educational Level	Undergraduate	115	50.9
	Masters	51	25.2
	Ph.D.	31	15.3
	Others not stated	5	2.5
Marital Status	Married	69	34.2
	Single	128	63.4
	Divorced	5	2.5
Duration in China	Below 1 year	31	15.3
	1-2 years	115	56.9
	3 years and above	56	27.7

5.2 Responses that justify the relevance of celebrity endorsement on consumer behavior.

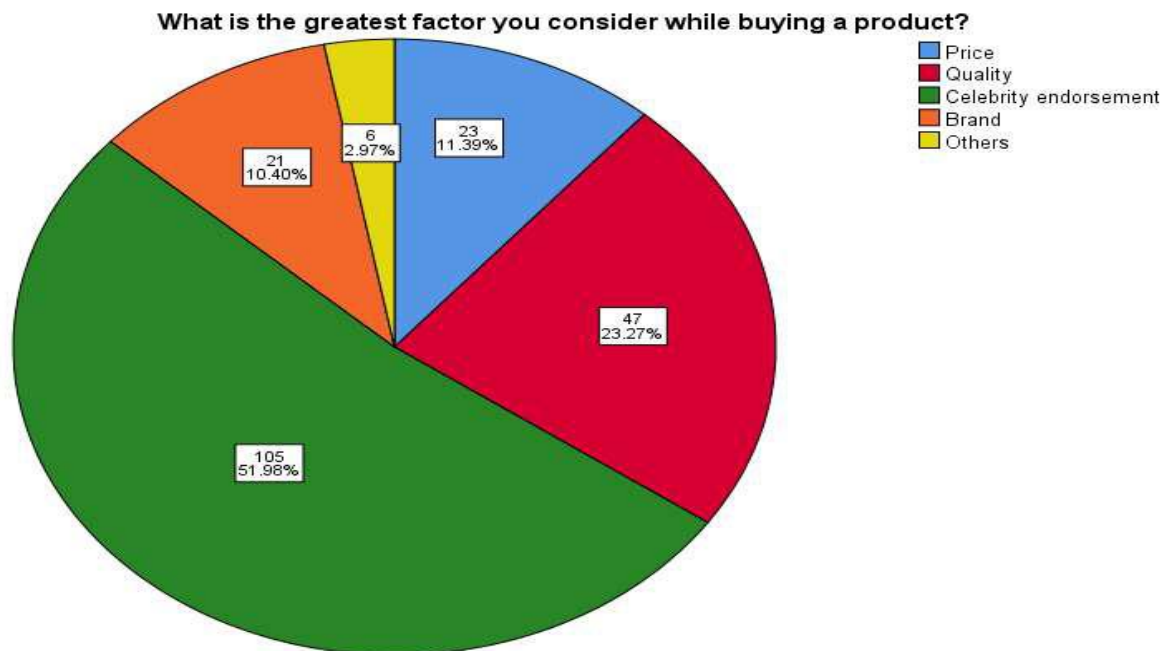


Figure 5. 1 factors to consider before buying a product.

Figure 5.1 indicates the factors which greatly influence respondents buying pattern. 105 (51.56%), 47(23.27%), 23(11.39%), 21 (10.40%) and 6(2.97%) of respondents indicated they were influenced by celebrity endorsement, quality of a product, price, others, and the brand respectively. This result gives a picture of the relevance of celebrity endorsement.

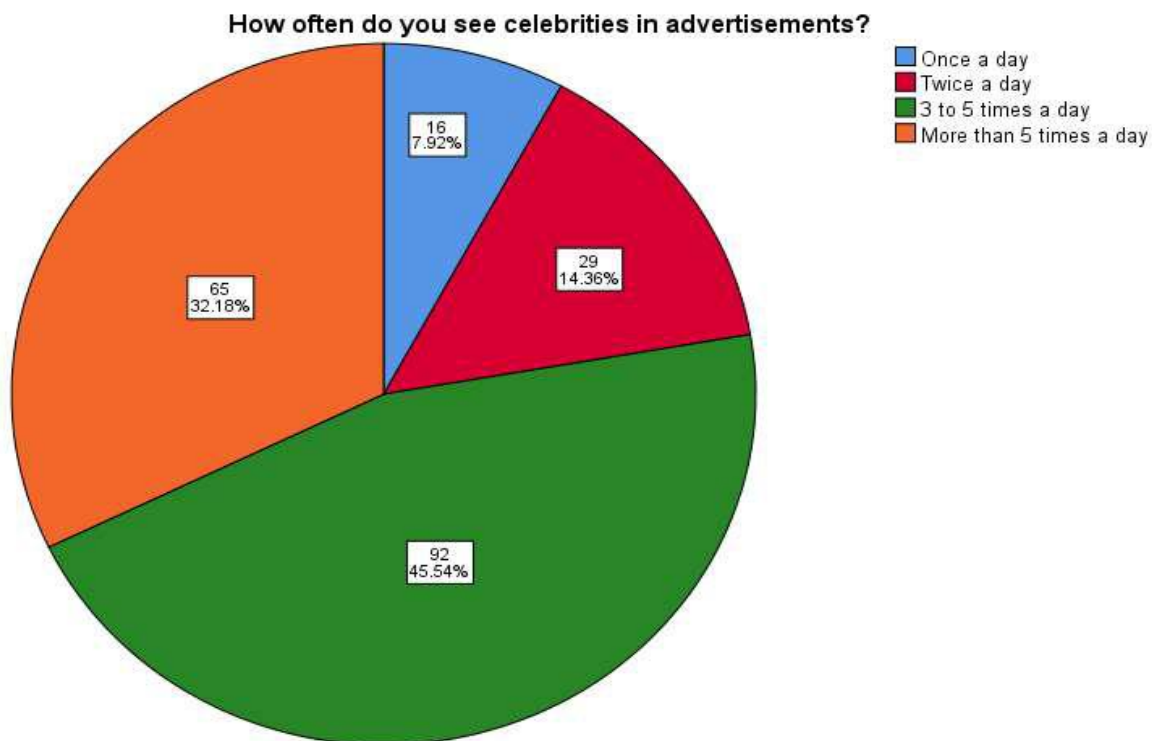


Figure 5. 2 frequency of seeing celebrities in ads.

Figure 5.2 gives a reflection of how often respondents see celebrities in ads. 92(45.54%), 65(32.18%), 29(14.36%) and 16(7.92%) see ads 3 to 5 times a day, more than 5 times a day, twice a day, and once a day respectively. One could conclude that each of the respondents is preview to ads that contain a celebrity which also tends to influence their buying behavior.

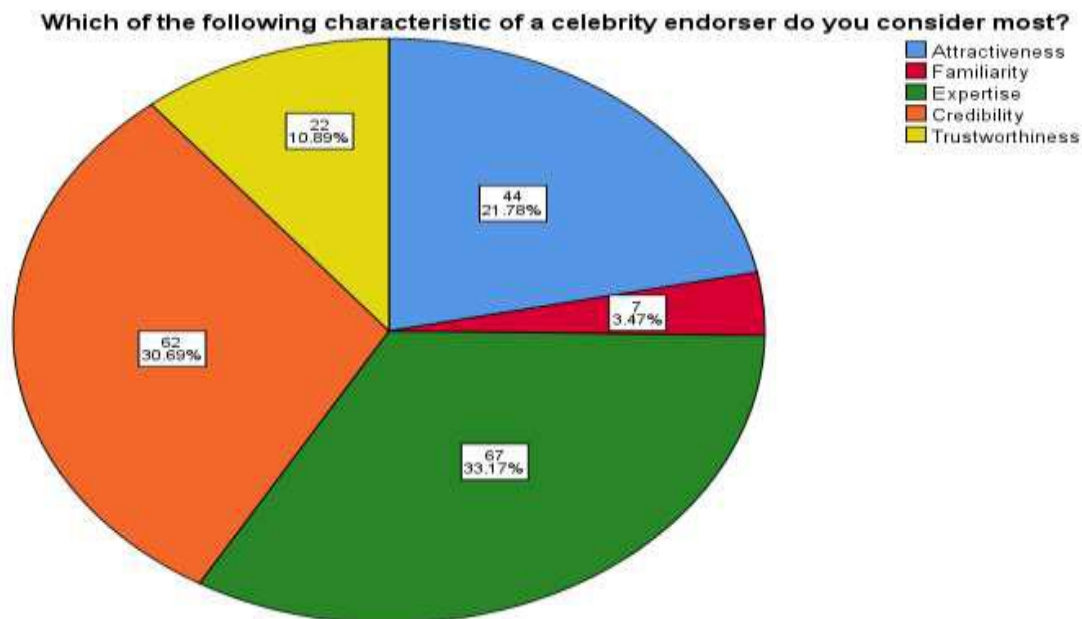


Figure 5.3 characteristics of a celebrity endorser.

Figure 5.3 shows the endorser characteristics respondents consider most. 67(33.17%), 62(30.69%), 44(21.78%), 22(10.89%) and 7(3.47%) of participants considered the expertise, credibility, attractiveness, trustworthiness, and familiarity of an endorser respectively. The outcome is an indication that celebrities’ organizations engage must possess certain qualities that may entice consumers.

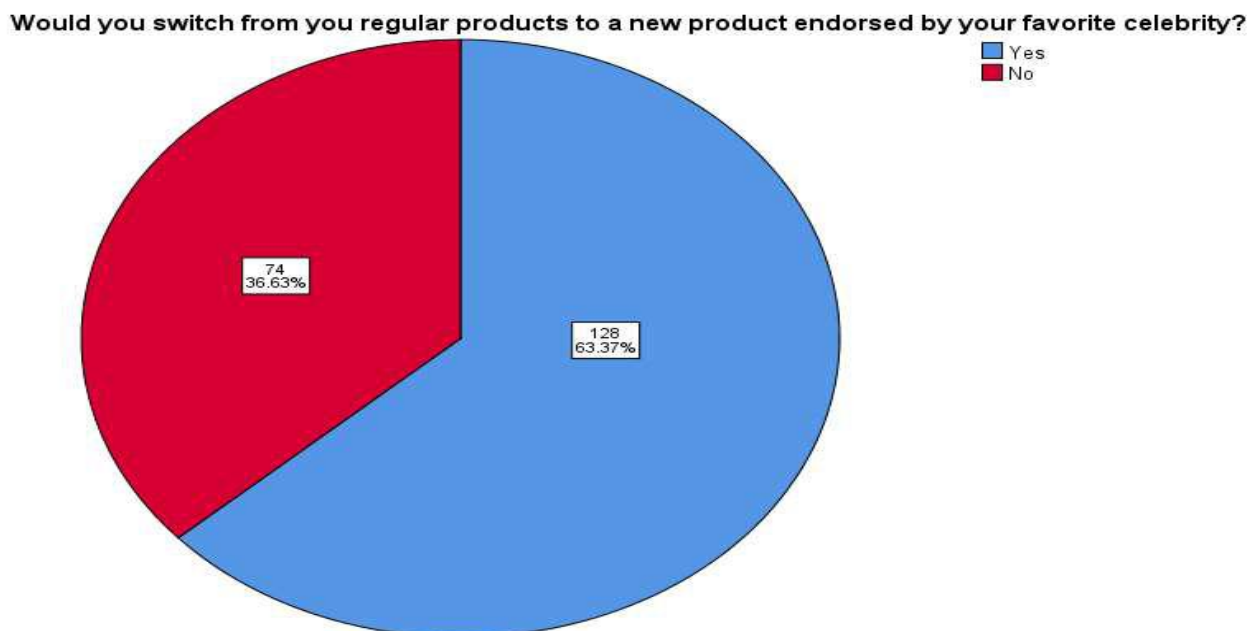


Figure 5.4 celebrity endorsement affects choices.

Figure 5.4 indicates whether respondents would give up a regular product for one that is endorsed by a celebrity. 128 (63.37%) of respondents said Yes i.e. they would swap for a product endorsed by a celebrity. On the other hand, 74(36.63%) indicated No. However, since the majority of the participants would opt for a product because it is endorsed by a celebrity, marketers could take advantage of such.

5.3 Descriptive and reliability statistics.

Table 5.2 captures the mean, standard deviation, and Cronbach Alpha values of all the variables being considered in the study. Celebrity trustworthiness records the highest mean value of 4.3082 and consumer behaviour

recording the lowest mean of 4.0129. Celebrity credibility records the highest standard deviation of 0.68824 and consumer behaviour recording the lowest mean of 0.37221.

To ascertain the reliability of the data being used for this research, the Cronbach alpha means was used. Streiner & Norman, (2008) indicates that the most used approach in calculating the reliability of data when using the Likert scale is Cronbach alpha. The study indicates that once the (α) value is above 0.7, it means there is high internal reliability of the data and measuring instruments. About table 5.2, the Cronbach alpha figures exceed 0.7 and can conclude that the data gathered for each construct are reliable and can be adopted for subsequent analysis.

Table 5. 2 Mean, Standard deviation, and Reliability statistics.

Variables	No. of items	Mean	S. D	Cronbach Alpha
Celebrity credibility	9	4.1720	.68824	0.758
Celebrity attractiveness	9	4.2463	.46753	0.788
Celebrity familiarity	9	4.1931	.53935	0.700
Celebrity trustworthiness	9	4.3082	.37987	0.784
Consumer behaviour	5	4.0129	.37221	0.763

N=202 respondents.

5.4 Regression Analysis.

The correlation coefficient discusses the linear relationship between the variables, showing the extent to which, the variables move together. Therefore, to understand how a predictor variable is arithmetically related to the dependent variable, it is appropriate to conduct regression analysis and to demonstrate the effect of a unit change in the dependent variable as a result of an independent unit change. Regression analysis is also crucial to authenticating the hypothesis of the research. According to Pallant (2005), an ANOVA is estimated to give a reflection of how good the model is. It was therefore critical to computing the goodness fit of the model used for the study. The model for the regression analysis is:

$$CB = \beta_0 + \beta_1 CC_1 + \beta_2 CA_2 + \beta_3 CF_3 + \beta_4 CT_4 + \mu_i \quad \text{Equation (1)}$$

Where CB = Customer behaviour (DV), CC= Celebrity credibility (IV), CA = Celebrity attractiveness (IV), CF = Celebrity familiarity (IV), and CT = Celebrity trustworthiness (IV).

The outcome in table 5.3 shows that the model is statistically significant by reporting a p-value of 0.000. With the F-test being significant, it shows that there is a correlation between the independent variables and the dependent variable. Additionally, once the p-value of the model is significant, the study concludes that the sample data is good and also give sufficient evidence that the regression model fits the data.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.810	4	2.452	26.787	.000 ^b
	Residual	18.037	197	.092		
	Total	27.847	201			
a. Dependent Variable: Consumer Behaviour						
b. Predictors: (Constant), Trustworthiness, Familiarity, Attractiveness, Credibility						

Table 5.4 shows the model summary which reports R=0.594 and R²= 0.552. The R² is used to determine the strength of the relationship between the model and the dependent variable. The value of the R² therefore means 55% of the variations in the dependent variable (consumer behavior) are explained by the model. The significant level of 0.000 is also an indication that the predictors (celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness) are positively related to consumer behavior.

Table 5. 4 Model summary and the correlation coefficient between independent variables and dependent variable.

Variables	Beta	t-value	Sig.
(Constant)	2.296	7.520	0.000
Celebrity credibility	.028	3.731	0.002**
Celebrity attractiveness	.027	3.580	0.001**
Celebrity familiarity	.389	7.976	0.000**
Celebrity trustworthiness	.020	4.339	0.001**
R=0.594 R ² =0.552 Adj. R ² =0.539 Sig=0.000			

* indicates $p < 0.05$; ** indicates $p < 0.01$ (one-tailed), dependent variable: consumer behaviour.

Working with a confidence level of 95% and a 5% significant level, the study calculated the correlation coefficients of the independent variables to ascertain their relationship and impact on the dependent variable. The regression coefficient for celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness are $B = 0.028, 0.027, 0.389,$ and 0.020 respectively. This means a unit increase in celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness result in a unit increase of $0.028, 0.027, 0.389,$ and 0.020 in the consumer behaviour of international students if other variables remain constant. The independent variables (celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness) were also significant at $0.002, 0.001, 0.000,$ and 0.001 respectively relative to consumer behaviour. It, therefore, means that all the independent variables have a positive and significant impact on the consumer behaviour of international students in China.

5.5 DISCUSSION OF RESULT.

This study provides empirical evidence to determine the impact of celebrity endorsement using celebrity features such as celebrity credibility, celebrity attractiveness, celebrity familiarity, and celebrity trustworthiness and their impact on consumer behaviour using evidence from international students in China.

Firstly, celebrity credibility was found to have a positive and significant impact on consumer behaviour with a B-value of 0.028 and a p-value of 0.002 . The outcome of the study is similar to the outcome in Ibok, (2013) as it sort to ascertain the impact of celebrity credibility on advertising effectiveness relative to customers in Nigeria. The outcome is also in line with results from Carvalho, (2012) which established that celebrity credibility had a positive relationship with consumers purchasing intentions thereby recoding a B-value of 0.394 and significant at 0.001 . Chauhan, (2018) indicates that realize the objectives for celebrity endorsement, the personal credibility of the celebrity is very crucial and cannot be overlooked. This is because celebrity endorsements serve as an external signal that enables customers to sift through the immense brand clutter in the market and the celebrity's credibility factor significantly influences consumer acceptance.

Secondly, celebrity attractiveness was established to have a positive and significant impact on consumer behaviour with a B-value of 0.027 and a p-value of 0.001 . These results conform with the outcome from Martey & Frempong, (2014) which established that celebrity attractiveness had a positive and significant impact on brand positioning with a correlation coefficient of 0.007 and significant at 0.001 . The outcome is also supported by evidence from Carvalho, (2012) where celebrity attractiveness was found to affect the purchasing behaviour of consumers and recorded a B-value of 0.557 and significant at 0.001 . Celebrity endorsement guide notes that product endorsement would be favourably influenced by an attractive endorser. In some areas such as physical appearance, academic ability, athletic skill, and lifestyle, the endorser should be appealing to the target audience. An endorser that appears attractive as described above has been shown to have a higher chance of improving the memory of the product that he/she approves of (Veer et al., 2010).

Thirdly, celebrity familiarity was ascertained to have a positive and significant impact on consumer behaviour with a B-value of 0.389 and a p-value of 0.000 . The outcome of the study is in support of the outcome from Adnan et al., (2017) which established the celebrity endorsement on consumer purchasing intention. Celebrity familiarity reported a B-value of 0.406 and significant at 0.000 . However, the outcome is in contrast with a study from Tantawi & Sadek, (2019) where celebrity familiarity was found to have no significant impact on consumer behaviour. However, it is

believed that consumers are most likely to accept products that are endorsed by celebrities they know and relate with (Doyle et al., 2014).

Lastly, celebrity trustworthiness was found to have a positive and significant impact on consumer behaviour with a B-value of 0.020 and a p-value of 0.001. The outcome conforms with that of Malik & Gupta, (2014) where celebrity trustworthiness was established to have an impact on consumer buying behaviour. According to the study, the trustworthiness of a celebrity is the most important and necessary feature when it comes to celebrities endorsing a product. The outcome of this study is also supported by the outcome in Wang & Scheinbaum, (2018) where celebrity trustworthiness emerged as an essential feature that influences the credibility of a brand and consumer's perceptions.

5.6 Hypothesis results summary.

Based on the evidence provided above, a decision is referred to as the proposed hypothesis of the study. The acceptance or rejection would inform the conclusions and recommendations of the study.

Hypothesis		Results
H1	Celebrity credibility will have a positive impact on consumer behaviour.	Accepted
H2	Celebrity attractiveness will have a positive impact on consumer behaviour.	Accepted
H3	Celebrity familiarity will have a positive impact on consumer behaviour.	Accepted
H4	Celebrity trustworthiness will have a positive impact on consumer behaviour.	Accepted

6. CONCLUSIONS.

The study ends by emphasizing that there is a relationship between celebrity endorsement (celebrity credibility, attractiveness, familiarity, and trustworthiness) and consumer behaviour. All hypotheses that were proposed were accepted. This is a demonstration that celebrity endorsement goes a long way to affect the behaviour of the consumer. It is also an indication that whatever consumers perceive about an endorser has an impact on consumer choices.

A celebrity who is credible, attractive, very familiar, and trusted projects products in a better way and influences product acceptance by consumers. Due to this thorough thinking and objective analysis should be done when choosing celebrities for product endorsement. Even though the qualities of celebrities are inexhaustive, it is necessary to look out for these characters because they are needed in building a company's image, product acceptance, and attract consumers.

7. IMPLICATIONS OF THE STUDY.

The outcome of this study presents some implications for organizations, advertisers, and marketers at large. The study has ascertained the relevance of celebrity endorsement as a tool in influencing consumer behaviour. The study posits that marketers should choose and use celebrities who are deemed to be credible, attractive, familiar, and trustworthy to affect the consumer's choices and pattern of buying products. Consumer's attachment to celebrities who are credible, appealing, familiar with, and trusted could be exploited by marketers and could commit resources in celebrity endorsement making it a viable tool of winning consumers. Organizations could also employ celebrity endorsement to make their promotions more effective and catchier to affect the behaviours of consumers. Additionally, marketers should consider matching celebrity qualities such as credibility, attractiveness, familiarity, and trustworthiness to the products being offered to consumers. However, marketers should make sure the celebrity they engage in does not overshadow the product he or she is endorsing. Businesses should ensure that they formulate collateral advertisements and other marketing interactions.

8. LIMITATIONS AND RECOMMENDATIONS.

Like any other research, this study also has some limitations. The study adopted only two schools with international students and therefore the outcome cannot be generalized to represent all international students in China. Additionally, the sample size of the study is small and its expansion could change the outcome of the study.

Future researchers could investigate the impact of celebrity endorsement on branding and its significance among 21st-century consumers. The population of the study could be changed and see if their outcome would be consistent with the results of this study.

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