The Effect of Celebrity Endorsement on Creating Brand Loyalty: An Application on the Lebanese Cosmetic Sector's Demand

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Abstract

Celebrity endorsement is considered as one of the most known marketing tools in the cosmetics industry. It is considered as a winning strategy to build a unique identity for the brand. Several factors must be considered when choosing a celebrity. Even though it's not an easy task to select the proper celebrity, it is even tougher to create a match between the celebrity and the brand. The objective of this study is to study the relationship between celebrity endorsement and the brands and the effect of celebrity endorsement on brand loyalty. A questioner was prepared based on the celebrity endorsement factors model done by Seno & Lukas, 2007 and the brand loyalty factors. This questionnaire was distributed to 300 respondents in the Lebanese market and concluded that brand loyalty is affected by the celebrity's attractiveness, celebrity's activation and finally the multiplicity of celebrities. Celebrity endorsement if done properly can have a great positive impact on marketing a cosmetics brand.

Keywords: endorsement, sources based factor, loyalty, attractiveness

INTRODUCTION

Being nowadays in a very highly competitive environment, organizations seek to create the concept of brand loyalty in their customers' mentality. Companies seek to protect their existence as well as maximize their profitability. Various marketing techniques are being used to enhance this concept. In recent years the idea of using celebrities in a brand advertisement is being more and more applied in the purpose of strengthening the brand image, creating a psychological attachment with the customer and thus creating a long term brand loyalty. Celebrities are being presented in all kinds of advertisements from primary goods to luxury ones. These ads are highly accessible whether in magazines, billboards, newspapers, TV channels or even social media ads.

According to McCracken a celebrity endorser can be defined as "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989)."

The choice of the celebrities is not only based on their popularity rate but also on how much they contribute in transferring what they represent. They are involved in creating an intended image by presenting an aspect of their personality thus shaping the perception of the customer towards the brand.

In order for the endorsement to be successful, there are three different attributes the celebrity needs to communicate to the consumers. These are; credibility, attractiveness and power, where credibility is represented by knowledge, skills and expertise concerning the products, attractiveness includes likeability, familiarity and similarity, and power enables the endorser to affect the consumer (Byrne, Whitehead & Breen, 2003p.291)

Celebrity endorsement is highly used in cosmetics ads where the company intends to transfer to the customers the perfection, beauty and elegance the celebrity presents. Marketers seek to urge their clients to buy their brands in order to reach the satisfaction of sharing the same product that a certain celebrity presents. Customers' attitudes regarding brands and products are well enhanced by celebrities, but whether it generates repeat purchase intention and brand loyalty is not so clear (Byrne & Whitehead 2003 p.292).

The purpose of this project is to study whether celebrity endorsement generates brand loyalty or is just being used to enhance the brand image & what are the factors that the customers base their cosmetic purchase decision on.

LITERATURE REVIEW

A few properties, for example, amiability, expertise, dependability and likeness cause a celebrity endorser to turn into a foundation of convincing information and this causes a feeling of security which has been uncovered in prior studies. Moreover, physical attractiveness of the endorser is considerable in effectiveness of the message. The usage of celebrity endorsers to support brands is justified by balance theory principles too. As stated by this theory, fruitful organizations create an emotional relationship both between the spectator and the endorser and between the endorser and the brand (Mowen, 2000).

Celebrity Endorsement
Celebrity endorsement research has revolved around broadly five themes: celebrity attractiveness; celebrity meaning transfer(McCracken, 1989) ; celebrity credibility;celebrity impact on brands and consumers(Ohanian, 1991) ; and celebrity product match-up (Kamins, 1990).
The domain of the celebrity's effect is limited to give a dissimilar identity and give a successful audio visual to the brand, the celebrity does not have the ability to enhance the proficiency and characteristics of the brand (Kamakura 1991).
The strength of a brand can most likely be enhanced to some degree by celebrity endorsement. In any case, one need to recall that endorsement by the celebrity as a means to an end and not the end itself (Johnson, 1984).
A properly utilized celebrity can turn out to be a greatly influential tool that amplifies the impact of a campaign. (Mccraken, 1989). A fact should be notified that celebrities alone do not ensure the success of the ad since consumers nowadays comprehend advertising. Users understand that celebrities are paid intensely for endorsing a brand and this decreases their credibility (Bloemer, Lemmink, 1992).
A celebrity is utilized to grant credibility and inspirational qualities to a brand, yet the celebrity needs to match the product. A successful brand advertisement and an intrinsic connection between the celebrity and the message are an outright must for an effective campaign (Erdogan, 1999). Celebrities are doubtlessly good at creating attention making the product easily recalled on condition that there is a fit between them and the brand. Then again, its worth noting that they are useless when it comes to the actual buying plans of the costumers and the sales (Solman, Brown, 2004). Brands have been represented by celebrities for a very long time now; as soon as a new celebrity is born marketers tend to persuade them to endorse their brand (Warren, 2007)
There are various reasons behind the extensive use of celebrities. Firstly because of their big names, celebrities may help the ads emerge from the big number of advertisements, thus enhancing their communicative ability.   Secondly celebrities create public relations base for the brands. Celebrities' endorsements under the right circumstances, without doubt, legitimize the high expenses of this kind of promotions (Alonso, 2006). But it would be naive to consider celebrity endorsement as an answer for all kinds to barriers. If it is used successfully, it will make the brand stand out and encourage moment remembrance. To attain this, the advertiser must be careful when selecting the celebrity. Thus, the right use of the celebrity can escalate the Unique Selling Proposition of the brand to new extents; yet a careless introduction of a celebrity with a brand may turn out to be horrible for the brand (Mitka, 2008).

Celebrities as Spokespersons
Companies every now and then use celebrities to convey their message and persuade customers of their brands. . According to Friedman and Friedman (1979, p. 63) a "celebrity endorser is an individual who is known by the public (…) for his or her achievements in areas other than that of the product class endorsed."
The cosmetics manufacturer Elizabeth Arden, for example, uses the actress Cathrine Zeta- Jones to endorse its perfume.
The reason behind using celebrities as endorsers is due to their enormous potential impact. Compared to other types of endorsers, known people ensure more attention and remembrance. They increase awareness of a company's ads, create positive feelings towards brand and are perceived by consumers as more amusing (Solomon, 2004). Therefore using celebrities in advertising has a positive effect on the purchase decisions of the celebrities

Different factors on celebrity endorsement
Seno and Lukas (2007) stated that there are five factors on affecting the effectiveness of celebrity endorsement. The factors can be divided into two categories which are source-based factors and management-based factors. Source-based factors are related to the celebrity's image which is controlled by the celebrity. Management-Based factors are related to how marketing department manage the celebrity and could be controlled through management.

Source-based factors	Celebrity Credibility (Spry, Pappu and Cornwell, 2009, Goldsmith et al., 2000)
	Celebrity attractiveness (Till and Bluster, 2000)
Management-based factors	Celebrity-product congruency /Match up hypothesis (Kamins, 1990; McCracken's,1989)
	Celebrity multiplicity (Hsu and McDonald,2002)
	Celebrity activation (Till and Shimp, 1998)

Table 1: Different factors on celebrity endorsement (Seno & Lukas, 2007)

Sources based factor of celebrity endorsement
As pre mentioned, source- based elements are celebrity qualities that are controlled by the celebrity (Seno & Lukas, 2007). It could not be controlled by the manager or the advertiser of the brand. It could impact the perception of the customer towards the brand. Source-based factors for celebrity endorsement includes celebrity credibility and celebrity attractiveness.

Celebrity credibility
Celebrity credibility defined as "perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject" (Goldsmith et al., 2000). Celebrity credibility contains two components which are expertise and trustworthiness (Ohanian 1991). This could impact the customers' perception toward the brand that is endorsed.
Expertise defined as the extent to a source perceived to hold valid assertions by the target respondent (Hovland et al., 1953). It incorporates the background, skills and experience the endorser had. Ohanian (1991) found that the expertise of the celebrity increases the probability of buying the brand since the level of persuasion grew.
Trustworthiness defined as the degree of confidence in the source's intent to communicate the assertions considered to be most valid (Hovland et al., 1953). Celebrities with higher level of trustworthiness are easier to reach the customers. . Friedman, et al. (I979) stated that:" trustworthiness is the major determinant of source credibility. Since the trust is in correlation with the credibility of endorser".
Expertise and trustworthiness are main factors of convincing sources of celebrity endorsers. It could create the authenticity of the brand in the client's view.

Celebrity attractiveness:
Langmeyer and Shank (1994) stated that celebrity attractiveness not only emphasize on physical beauty, but also non-physical beauty, such as charm and intelligence. Marketers treat the physical attractiveness as one of the criteria of selecting endorses since it could impact customer's attitude towards the ad and the product itself (Kahle and Homer, 1985). Engaging attractive endorsers is always better than choosing plain ones. Some researchers believe that attractive celebrity endorses are the ingredients to create effective advertisements (Till and Busler1998). The attractiveness of a celebrity is a process of recognizable proof which is referred to once the endorser is acknowledged, such celebrities are sought to be distinguished (Cohen & Golden, 1972).). As the result, Patzer (1985) asserted that "physical attractiveness is an informational cue; involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects".
Cosmetics products are always regarded as tools to upgrade one's attractiveness, thus by using attractive celebrities customers may recognize the product as a component of the beauty formula (Kahle & Homer, 1985).

Management based factors
Management based factors are the ones that exclude the celebrities characteristics. It is fulfilled by the managers. (Seno and Lukas, 2007). It includes celebrity-product congruency\match up hypothesis, celebrity multiplicity and celebrity activation.

Celebrity-product congruency\ Match up hypothesis
Endorser-product congruence was conceptualized as the "match up hypothesis" (Kamins, 1990). Match up hypothesis is defined as "differential impact that different types of endorsers, often celebrities, have on the endorsed brand" (Till and Busler, 1998). Celebrity endorsement success is indicated by the level of match between the celebrity and the brand traits .So a high congruency between the two will encourage the improvement of acquaintanceship between the brand and the endorser. (Kamins, 1990). Most cosmetics brands use the celebrity- product congruency method to advertise their brand. Past studies indicated that a higher degree of congruency could enhance the effect of the celebrity endorsed brand hence expanding the authenticity of the brand (Kamis, 1990).

Celebrity Multiplicity
Celebrity multiplicity indicates the usage of several celebrities in one ad (Hsu and McDonald,2002). Hsu and McDonald (2002) study stated that the usage of several celebrities can increase the effectiveness of the ad as it could help deliver the message without confusing the audience. Then again, it could develop an agreement and acceptance towards the brand and the ad itself. In any case, if the marketer tends to use such an approach he must make sure that he is targeting a big market size with customers having similar attributes. In this way the multiplicity will increase the understanding of the ad and the intended image that the marketers seek to deliver.
There are many examples of advertisements using celebrity multiplicity in the cosmetics sectors. PROACTIVE, an acne treatment product was advertised by several celebrities such as Justin Biber, Jessica Simpson and Avril Lavigne. It publicized the brand image among different age and sex groups.

Celebrity Activation
Seno and Lukas (2007) state that "the term of celebrity activation describes the management practice of singling out celebrity activities and achievements and communicating the information to the brand's target market for brand-development purposes." It is activating the cooperation between the celebrities' image and the brand's image in the customer's perception. During the celebrity endorsement process, the attributes, experiences, success and achievements would be transferred to the brand and thus influencing the brand image (Till and Shimp, 1998).

The Meaning Transfer Model
McCracken (1989) demonstrates the success of the celebrity spokesperson by evaluating the implications consumers associate with endorser and eventually transfer to the brand. McCracken proposes a "meaning transfer model" that is made out of three successive stages. Initially the meaning associated with the celebrity is transferred from the endorser to the brand. Thus the meanings connected to the celebrity are connected to the brand as well. At long last, in the consumption stage, the brand's meaning is acquired by the brand. The third stage shows how important the customer's role is in the endorsement of celebrities' process.
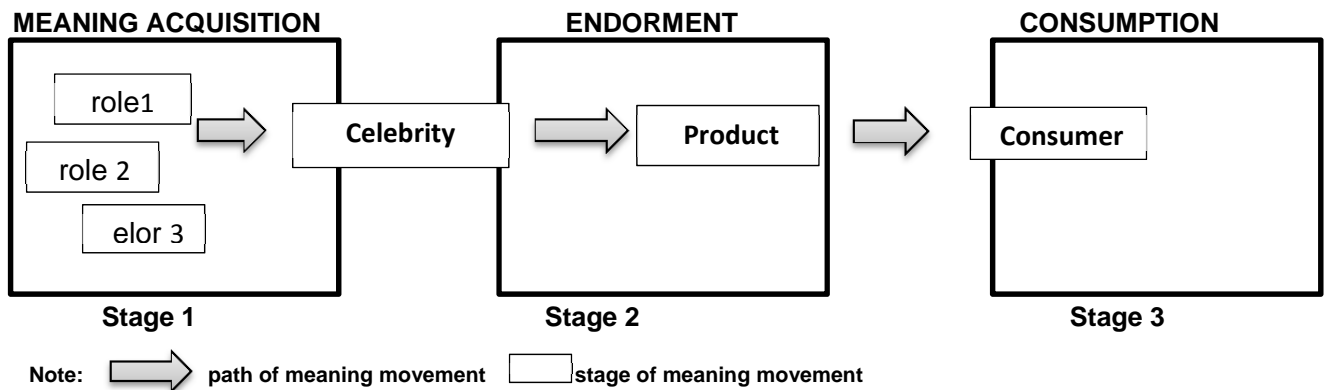

Figure 1: Meaning Transfer in the endorsement process (Adapted from MaCraken 1989)

The McCraken's model is dependent upon the concept of meanings. Celebrities present a carious set of meanings that could be demographic (age, gender, status), personality traits and different lifestyles. Madonna, for instance, is observed as an intense, serious and an up-to date woman who is connected to the lower class (Walker et al. 1992). The personality of Pierce Brosnan is best portrayed as the ideal respectable man, whereas Jennifer Aniston has the image of the "good girl from next door". McCraken (1989) stresses that the celebrities represent not one single meaning, yet communicate a number and diverse meanings. As stated by Martin (1989), celebrities spokespersons are functional in promoting brands on the grounds that they give a set of aspects that helps customers in assessing the brands. As oppose to unknown spokespersons, celebrities offer

additional character and depth to the brand all associated with their background and personalities (McCracken 1989).

After deciding the brand's typical characteristics, the advertising company has to choose the celebrity who best represents those traits to create the most effective response from the customers.

L'Oreal chose to advertise its lip color brand " Shine Delice" as " sheer, extravagant, arousing with juicy shades for tasty lips" (L'oreal, USA, 2002).French model and actress Laetitia Casta with her attractive and sexy look best matched the cosmetics brand properties. Matching the model and the cosmetic item in an ad permits the exchange of Casta's meanings to the customer, hence her meanings get connected to the brand " Shine Delice" in the mind of the female shopper.

Using an alternative character, for instance the actress Andi McDowell, to endorse Shine Delice would affect the meaning of the product in the perception of the customers (Walker et al.1992). The meanings that she represents such as a mature and family sort person are totally diverse to those of Casta. In this way when the transfer occurs it will give different meanings than the ones intended by L'oreal for this product.

CELEBRITY ENDORSEMENT AND COSMETICS

Since the start of the celebrity culture, celebrities are considered as role models and are used by marketer to represent brands. There are two fundamental ways that famous people can greatly influence a brand's image. The first is by creating "borrowed equity" in which the celebrity increases familiarity with the brand and attract more potential customers to it. The second is when the celebrities' values are transmitted to the brand and thus strengthening the value of the brand.

L'oreal and Rimmel have been known for a long time to endorse celebrities in their ads. L'oreal has utilized numerous famous distinctive celebrities from Byonce Knowels to Cheryl Cole and Rimmel is known for using Kate Moss.

L'oreal are said to spend more than $1.7 billion a year on marketing to maintain their image and popularity. Makeup products do all appear to have a striking resemblance. Customers would not be able to differentiate between L'oreal face cream and Olay one, so they spend a large amount of money on endorsing celebrities to personify their brand and encouraging customers to buy them. Using the celebrity gives the customer the perception that they need the product even if it was highly priced because it will make them feel better about themselves. Kate Moss endorsed different items during her time in the spotlight. She was a well known trendy model. She is known for embracing Rimmel makeup alongside with different style and beauty products brands. When she was discovered to be a drug user, many companies looked into their agreement with the star. Rimmel were said to be stunned by the affirmations and re-evaluated her contract. Chanel chose not to renew Kate Moss £750,000- a year contract as the face of Coco Mademoiselle fragrance (Matthews, 2005).

Figure 2: Kate Moss and Chanel

This simply indicates how significant it is that the celebrity endorser keeps a constructive persona in the media. Generally the brand image might be harmed as customers will link their face, personality and lifestyle to the brand.
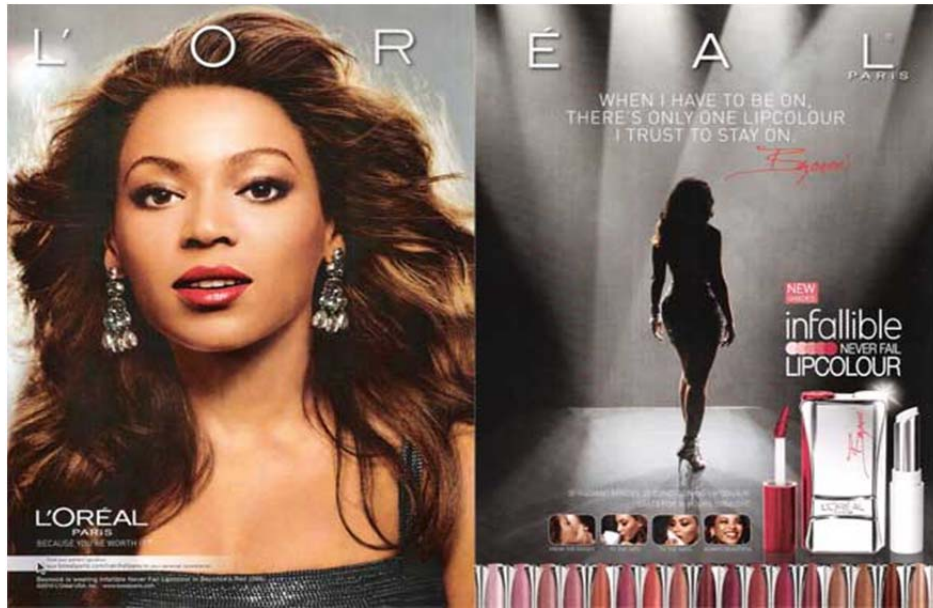

Figure 3: Byonce and L'Oreal

Taking a look at the L'oreal ad above, you don't see simply see an individual yet Byonce Knowles. She has a womanly shape most ladies try to have, thus she is seen as an extremely positive endorser for L'oreal. The point is that when people see this ad they will think subconsciously " If I get this lipsticks, ill be feminine, attractive and sexy like Byonce". In reality a lipstick is not going to have that impact, yet all what L'oreal intended to do is to create this thought in the customers' minds.

Nevertheless in a very competitive industry, the quality of the brand is a factor that must be studied greatly. Product quality embraces the features and characteristics of the products that can satisfy the consumers' needs and wants (Kotler& Armstrong, 2010). It is stated by Goetsch & Davis (2006) that quality can be measured. Product quality can be measured by concerning the materials, color, functional quality and the endurance of the products.

Positive and negative actions impact brand alliances. Since the image of the brand is composed of building up of meanings, the experience impacts and contributes to its overall image (Rodrigue & Biswas 2004). To maintain its marketing value, the brand's quality and the endorser's image must each preserve a high level of consistency in the public eye.

BRAND LOYALTY

Brand loyalty has been declared by some to be a definitive objective of marketing. Brand loyalty comprises of a buyer's dedication to repurchase a product or a service or by other positive behaviors such as word of mouth (Banasiewicz, 2005). Brand loyalty is a phenomenon that has been researched various times; however with no clear indications to sum up the outcomes. It is usually debated that brand loyalty might be characterized in two separate ways. Some analysts define loyalty as something caused by behavior- Behavioral loyalty- or by attitude loyalty. Behavioral loyalty proposes that a client's buying pattern (re purchase) of a particular item can lead towards the stronghold of loyalty. In any case, the distinction between repurchasing and loyalty is difficult to characterize. Some researchers argue that in order to identify brand loyalty both behavior and attitude loyalty must be present (Dick & Badu, 1994). One kind of loyalty is not enough without the other.

Bandyopadhyay and Martell stress the significance of including non-users when making the difference concerning brand loyalty. These people are positioned at the bottom of the loyalty hierarchy where single users are at the top and multiple users at the middle. Non-users are not customers at the meantime but may be customers in the future. There exist several reasons that might prevent them from being customers such as financial reasons. However if the non-user has a tendency towards a certain product then this non user is a potential customer in the future and the marketers must focus on them. Multiple users are the users who buy several brands at the same time where single users buy one brand (Bandyopadhyay and Martell, 2007)

The theory of brand loyalty is of great significance to this research. Brand loyalty is something all marketers seek to achieve. This is an interesting aspect for this study, what is the cause behind the formation of brand

loyalty and why is that so? One needs to comprehend that brand loyalty is not a simple concept that is accomplished easily by marketers. Different factors need to be acknowledged to find a link between an action and its outcome. How can an advertising plan lead to form a brand loyalty and why does it occur in some cases and not in others. The theories examine various aspects related to different types of loyalty whether behavior or attitude.

Behavioral Loyalty
"Behavioral loyalty is a function of a favorable repeat purchase pattern" (Bandyopadhyay & Martell, 2007). This statement argues for the creation of brand loyalty through repeat purchase of a specific brand over a significant amount of time. Several aspects have to be taken into consideration when explaining behavioral brand loyalty; it may have been caused by brand favorable or non-favorable factors.
A consumer might exercise brand loyalty through a behavioral perspective by a habitual manner or lack of knowledge concerning other alternatives (Chaudhuri & Holbrook, 2001).

Attitudinal Loyalty
"Attitudinal loyalty is comprised of a favorable disposition towards the brand" (Bandyopadhyay & Martell, 2007). While re-purchasing is maintained to characterize reliability in a behavioral way, many writers contend that a conduct in connection to the behavior is so vital to achieve the correct meaning of loyalty. Bandyopadhyay and Martell (2007) review six different conditions that are argued to lead towards loyalty, described in the following way;
"Loyalty is (1) the biased (i.e. nonrandom) (2) behavioral response (i.e. purchase) (3) expressed overtime (4) by some decision making unit, (5) with respect to one or more alternative brands out of a set of such brand, and (6) is a function of psychological (decision making, evaluative) processes."
The statement that follows shows that these conditions are the critical foundations when the purchasers are creating a commitment towards a brand. This is what differentiates brand devotion from customary re-purchasing conduct.
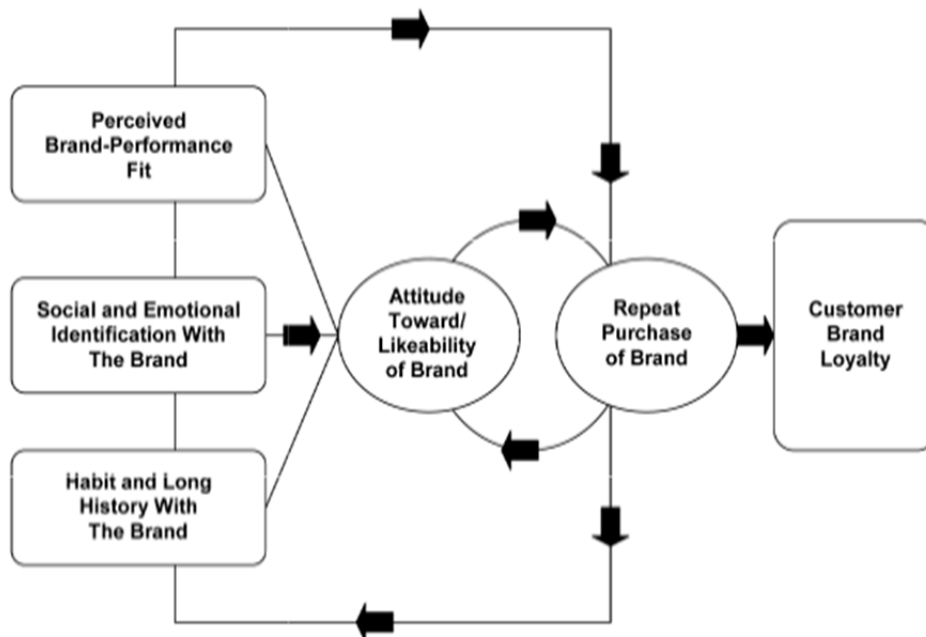
Source: Adapted from Dick and Basu (1994); Sheth *et al.* (1999)
Figure 4: Brand Loyalty Model

The model demonstrates the different elements impacting and leading to brand loyalty. Both behavioral and attitudinal aspects are compelling causes all around the whole model ending up with brand loyalty. The perceived brand performance fit, the social & emotional identification with the brand and the habit and long history with the brand lead to attitudinal behavior where likeability is the contributing factor. If it is favorable it will lead to repeat purchase of the brand and finally will lead to brand loyalty. As could be seen both from the concept clarifications of attitudinal and behavioral brand loyalty and in addition to the model presented above, it is clear that there is a link between the customers' perception, actions, preferences and behavior. This is of extra importance to our study since acknowledging the reasons behind brand loyalty will help in making the right decisions concerning marketing campaigns.

RESEARCH MODEL

Based on the literature review and the different areas tackled above the following model will be the one our study will be constructed upon:
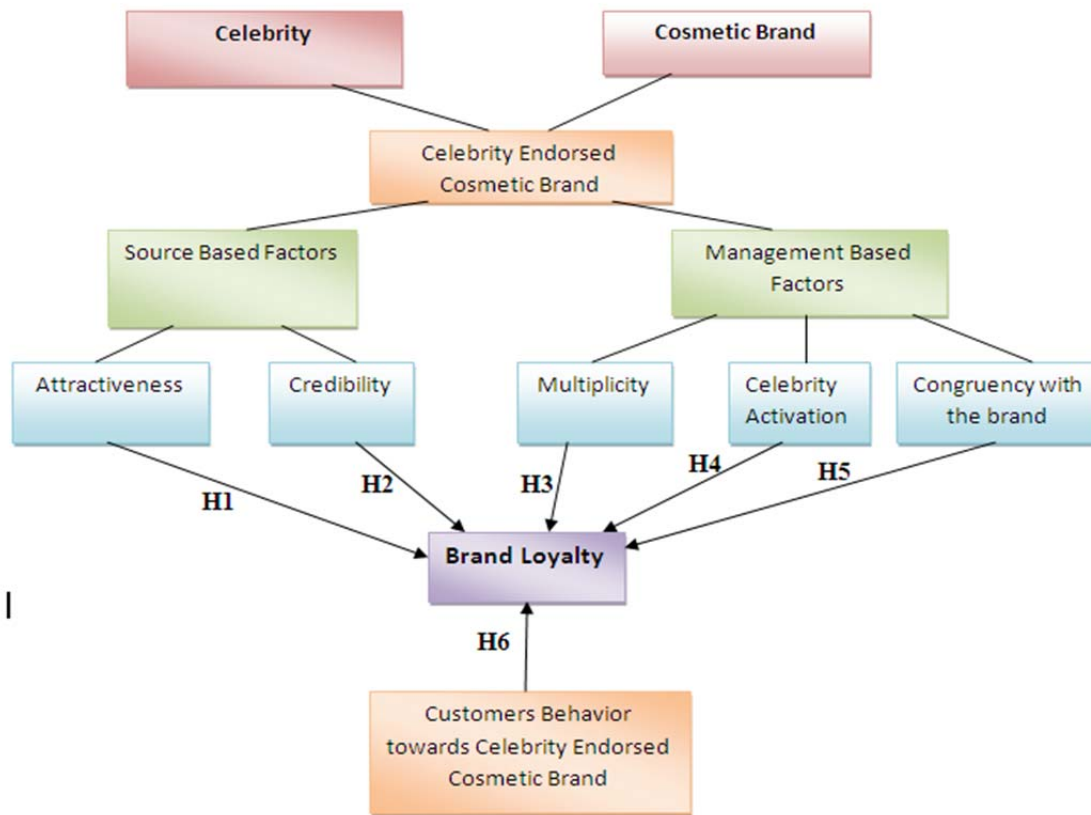

Figure 5: Study Model

Hypotheses

H1: The attractiveness that the celebrity endorser represents for a cosmetic product has a positive effect on brand loyalty.

H2: The credibility that the celebrity endorser creates for a cosmetic product has a positive effect on brand loyalty.

H3: Using multiple celebrity endorsers enhances brand image thus having a positive effect on brand loyalty.

H4: The activating of a link between celebrity image and brand image has a positive effect on brand loyalty.

H5: The congruency between celebrity and brand image would facilitate the development of association between the brand and the endorser thus having a positive effect on brand loyalty.

H6: Positive customer behavior leads to brand loyalty

METHODOLOGY

Introduction

The project aims to study the different effects resulted from the usage of celebrity endorsement in the cosmetics sector on brand loyalty. The model is based on a study done by Seno and Lukas, 2007. Six hypotheses are established and their validity will be proven based on a questionnaire, primary and secondary data collection and data analysis.

Secondary Data Collection

For the purpose of creating an overview regarding this topic, several searches were done to collect information. The information was extracted from journals, articles and studies.

Primary Data Collection

After collecting the secondary data, primary data was collected. In this study, a quantitative primary data was collected based on a questionnaire distributed to target respondents.

Sample Frame and Size

Urban Decay is a cosmetics company which paved its way in this industry by trageting a large age range market 15-40 by providing vibrant products.(Sharma,2012) Nevertheless big companies such as L'oreal,

Garnier and Logona target woman aging 55+ by marketing anti-aging products.(Moeglin,2014) Based on these different age range target markets our study was distributed to females aging 15 and above. As for the size of the sample it was 300 thus a reliable sample size was recognized.

Data Collection Method
The questionnaire was distributed via email, and by hand in universities and cosmetics shops in the Lebanese market due to the convience.

Questionnaire Structure
The survey was divided into four parts: first general questions second celebrity endorsement factors, third behavioral actions and finally brand loyalty factors.

Data Analysis Method
Results were entered in the SPSS program and were subjected to correlations and regression.

DATA ANALYSIS

The survey consists of 19 questions and my sample was equal to 300. The questionnaire was distributed to women ranging being 15 years old and more.

Moreover, the questionnaire that had been conducted and distributed was divided into four parts: first general questions second celebrities' characteristics, third behavioral actions and finally brand loyalty factors. Furthermore, the questions in sections 2,3, and 4 were asked to be ranked according to point Likert-Type Scale. This type of scale is usually used in order to minimize the central tendency effect while providing sufficient degrees of difference. The respondents were asked to answer the questions according to a continuous scale were 1= strongly disagree (SD), 2= disagree (D), 3= neutral (N), 4= agree (A), 5= strongly agree (SA).

The reliability test shows 82% reliability which is a high percentage. As for skewness the result was high when asked about the occupation. This result is normal since most of the respondents were students.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	14

Table 2: Reliability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AGE	300	1	4	2.07	1.057	.592	.241	-.881	.478
EDL	300	1	3	2.18	.520	.218	.241	.220	.478
OCC	300	1	5	1.49	.980	2.562	.241	6.402	.478
PMI	300	1	5	2.46	1.500	.655	.241	-1.099	.478
MSC	300	1	4	1.61	.815	1.292	.241	1.101	.478
Valid N (listwise)	300								

Table 3: Descriptive Statistics

Frequencies
A description of the sample's characteristics in terms of age, educational level, occupation, personal income level and monthly spending on cosmetics products will be presented hereafter.

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	114	38.0	38.0	38.0
	21-25	93	31.0	31.0	69.0
	26-30	51	17.0	17.0	86.0
	31&above	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

Table 4: Age
The respondents' age varied from 15 years to more than 31 years old, with 38% between 15-20, 31% between 21-25, 17% between 26-30 and 14% 31 and above.

EDL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary & Below	18	6.0	6.0	6.0
	BS-BA Holder	210	70.0	70.0	76.0
	Masters or Higher Degree	72	24.0	24.0	100.0
	Total	300	100.0	100.0	

Table 5: Education

As for the respondents' educational level, 6% were from the secondary and below level, 70% were from the BS-BA holder level, and 24% were from the masters or higher degree level.

OCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	210	70.0	70.0	70.0
	Employee	66	22.0	22.0	92.0
	Manager	6	2.0	2.0	94.0
	Free Job	3	1.0	1.0	95.0
	Housewife	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Table 6: Occupation

Regarding the occupation, 70 % of the respondents were students, 22% were employees, 2 % were managers, 1% was of free job and 5 % were housewives.

PMI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	250$-Below	105	35.0	35.0	35.0
	251-500	93	31.0	31.0	66.0
	501-550	12	4.0	4.0	70.0
	551-1000	39	13.0	13.0	83.0
	1001&above	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

Table 7: Personal Monthly Income

As for the personal monthly income, 35% of the respondents had a PI of 250$ and below, 31% had 251-500, 4% had 501-550, 13% had 551-1000 and finally 17% had 1001$ and above.

MSC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50$ & Below	168	56.0	56.0	56.0
	51-100	93	31.0	31.0	87.0
	101-150	27	9.0	9.0	96.0
	151$ & Above	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

Table 8: Monthly spending on Cosmetics

The final question in the general questions section regarding the monthly spending on cosmetics resulted in 56% spending 50$ and below, 31% spending 514-100$, 9% spending 101$-150$ and finally 4% spending 151$ and above

ATT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	15	5.0	5.0	5.0
	N	24	8.0	8.0	13.0
	A	165	55.0	55.0	68.0
	SA	96	32.0	32.0	100.0
	Total	300	100.0	100.0	

Table 9: Attractiveness

The highest percentage of the sample 55% answered agree on the statement:" I believe that the celebrities used to endorse a cosmetic brand are attractive"

CRE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	18	6.0	6.0	6.0
	D	120	40.0	40.0	46.0
	N	75	25.0	25.0	71.0
	A	75	25.0	25.0	96.0
	SA	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

Table 10: Credibility

40% of the respondents disagreed with the statement " I believe that the celebrities used to endorse a cosmetic brand are characterized with credibility" 25% were neutral and 25% also agreed.

CON

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	3	1.0	1.0	1.0
	D	42	14.0	14.0	15.0
	N	108	36.0	36.0	51.0
	A	126	42.0	42.0	93.0
	SA	21	7.0	7.0	100.0
	Total	300	100.0	100.0	

Table 11: Congruency

The highest percentage (42 %) agreed with the statement "I find a high degree of matchup between the celebrity's image and the brand attributes"

ACT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	45	15.0	15.0	15.0
	N	108	36.0	36.0	51.0
	A	123	41.0	41.0	92.0
	SA	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

Table 12: Activation

41% agreed with the statement "Cosmetics ads are activating the celebrities' experiences and achievements with the brand's traits and image."

SEV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SD	66	22.0	22.0	22.0
	D	75	25.0	25.0	47.0
	N	60	20.0	20.0	67.0
	A	84	28.0	28.0	95.0
	SA	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Table 13: Multiplicity

The highest percentage was 28% who agreed with the following: "If several celebrities are used in a cosmetic ad this will encourage you more to buy the brand"

EXP

		Frequency	Percent	Valid Percent	Cumulative Percent
	SD	159	53.0	53.0	53.0
	D	99	33.0	33.0	86.0
Valid	N	9	3.0	3.0	89.0
	A	27	9.0	9.0	98.0
	SA	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

Table 14: Expectations

"If the brand is not up to your expectations you still buy it because of the celebrity" 53% disagreed with this statement.

IMG

		Frequency	Percent	Valid Percent	Cumulative Percent
	SD	120	40.0	40.0	40.0
	D	114	38.0	38.0	78.0
Valid	N	30	10.0	10.0	88.0
	A	30	10.0	10.0	98.0
	SA	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

Table 15: Image

The highest percentage strongly disagreed with this statement (40%) "If the celebrity's image changes this will affect your purchase decision"

For the following statements the frequencies whereas follow:

	SD	D	N	A	SA
You are aware more of the brand	12	36	30	**177**	45
Certain characteristics are recalled	3	36	81	**156**	24
You feel emotionally attached to the brand	30	**102**	93	69	6
You will trust the brand more	21	87	69	**108**	15
You will start using the brand	27	75	99	**87**	12
You will purchase the brand frequently	27	**120**	69	75	9
You will consider yourself loyal to the brand	48	**120**	60	60	12

Table 16: Brand Loyalty Factors

The above table shows that the celebrities increase brand remembrance and awareness, has a slight positive effect on the trust relationship with the brand and the initiating behavior of buying it, but has a negative result when it comes to purchasing the brand more frequently and when establishing a brand loyalty.

Correlations
When studying the correlation between my dependent (brand loyalty factors) and independent variables (attractiveness, credibility, congruency between the brand's image and the celebrity's image, activation and the usage of several celebrities, behavioral actions) the results were as follow:
Attractiveness was highly correlated with brand loyalty factors AWR CAR EMO SRT at the level of 0.01 and LOY at the 0.05 level.
The Pearson Correlation between attractiveness and awareness came out to be equal to 0.307 which was significant at the 0.01 level.
This means that as attractiveness increases, awareness increases as well. The same correlation was carried out to find that attractiveness is positively related to characteristics being recalled (0.272), being more emotionally attached (0.263) and starting using the brand (0.266) at the 0.01 level.
It is worth noting that the correlation between attractiveness and brand loyalty was equal to 0.205 which was significant at the level of 0.05.
The correlation between the celebrity's credibility and dependent factors showed significance with being more emotionally attached (0.290) and starting using the brand (0.279). The correlation was a positive one which means when credibility increases both factors increase as well.

Congruency between the brand's image and the celebrity's image didn't show any correlation with any of the behavioral actions or brand loyalty factors, thus proving the 3rd hypothesis of our study invalid.

The relationship between the celebrity's background and experience with the brand showed a positive correlation with all brand loyalty factors except awareness. The correlation results were as follows: characteristics being recalled (0.274), being more emotionally attached (0.221), trust the brand more (0.322), starting using the brand (0.342), purchasing the brand more frequently (0.259) and finally being loyal to the brand (0.244).

Using multiple celebrities in a cosmetic ad showed correlation with the behavioral action factors as well as the brand loyalty ones. The factor stating if the brand is not up to your expectations you still buy it because of the celebrity resulted with a 0.375 correlation and the one stating if the celebrity's image changes this will affect your purchase decision resulted with 0.499 correlation. As for the brand loyalty factors the results were as follow: awareness (0.297), characteristics being recalled (0.239), being more emotionally attached (0.449), trust the brand more (0.466), starting using the brand (0.531), purchasing the brand more frequently (0.353) and finally being loyal to the brand (0.365). All resulted were significant at a 0.01 level expect the characteristics being recalled was significant at 0.05 level.

Regression

As a second step a linear regression was done between the independent factors (attractiveness, credibility, congruency between the brand's image and the celebrity's image, activation and the usage of several celebrities and behavioral actions) and the dependent factor (Brand Loyalty)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.597	.567	.65839827

a. Predictors: (Constant), SEV, CON, CRE, ACT, EXP, ATT, IMG

Table 17: Model Summary

ANOVA[b]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.119	7	8.446	19.483	.000[a]
	Residual	39.881	92	.433		
	Total	99.000	99			

a. Predictors: (Constant), SEV, CON, CRE, ACT, EXP, ATT, IMG
b. Dependent Variable: REGR factor score   1 for analysis 1

Table 18: Anova

As shown in the above table adjusted R square is = to 0.567 which means the 56% of the total variance in brand loyalty is explained. Moreover having the F significant at less than 0.05 suggests a linear relationship among the variables.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.308	.446		-7.414	.000
	EXP	-.185	.084	-.189	-2.202	.030
	IMG	-.227	.089	-.237	-2.539	.013
	ATT	.429	.097	.328	4.403	.000
	CRE	-.038	.069	-.039	-.552	.582
	CON	.002	.085	.002	.028	.977
	ACT	.432	.087	.364	4.980	.000
	SEV	.343	.067	.424	5.127	.000

a. Dependent Variable: REGR factor score   1 for analysis 1

Table 19: Coefficients

Beta expresses the relative importance of each independent variable in standardized terms. Firstly we find that only attractiveness, activation and usage of several celebrities are significant predictors regarding the celebrity endorsement factors and the behavioral actions are significant with brand loyalty factors, secondly we find that activation has a higher impact than attractiveness that has a higher impact than multiple celebrities (beta = .432, beta = .0.429 and beta=.0.343). Having all beta value positive for celebrity endorsement factors mean a one unit increase in attractiveness leads to 0.42 unit increase in brand loyalty. Moreover a one unit increase in activation leads to 0.432 unit increase in brand loyalty and finally a one unit increase in multiple usages of celebrities leads to 0.343 unit increase in brand loyalty. As for the behavioral actions questions the beta is negative indicating that one unit increase in expectations change leads to 0.185 unit decrease in brand loyalty factors and one unit increase in image change leads to 0.227 standard unit decrease in brand loyalty factors. The coefficient table helps us conclude our equation regarding the relationship between the independent variables and the brand loyalty factors:

$$Y=-3.308-0.185EXP-0.227IMG+0.429ATT+0.432ACT+0.343SEV$$

As a conclusion for this section we conclude that the independent variables that truly affect brand loyalty are the attractiveness of the celebrity, the activation of a link between the experience of the celebrity and the brand, the usage of several celebrities and the behavioral actions of customers. This conclusion validates H1, H3, H4, and H6.

CONCLUSION, RECOMMENDATION & LIMITATIONS

Conclusion

Brand loyalty is the target all marketers seek to achieve. The cosmetics industry is one of hardest in the various industries nowadays. Products in this sector don't differ greatly since all can achieve the same results. All known brands are paying a fortune on studies and experiments to reach better results in all their products. This similarity in research is leading to a competition in creating a new identity for the brand during the marketing stage. Marketers are spending a lot of effort and money to first identify the true image of the brand and then finding the suitable person to represent this brand. They are not satisfied with an ordinary representative; on the contrary they are seeking the most known celebrities. During this stage, their job is not easy too since they are targeting the celebrity who can transfer positive meanings to the brand not just draw attention to it. Several studies were done to study the aspects that the celebrity can create to the brand and how they can achieve brand loyalty. A study done by Seno and Lukas in 2007 was the basis that this study was performed upon. The model discussed 5 factors that should be considered when choosing a celebrity to endorse a brand. These factors were divided into two sections the source-based factors which include attractiveness and credibility and the management-based factors which include celebrity activation, celebrity-product congruency and celebrity multiplicity. A survey was conducted in order to study if there is a relationship between celebrity endorsement and loyalty and if it does exist then what factors play the role of achieving this link? After distributing 300 questionnaires the result was that attractiveness, celebrity multiplicity and the celebrity activation are the factors that the marketers must focus on since they were the ones significant with brand loyalty.

Recommendations

After conducting this research, the recommendations that can be stated are related to the direction the marketers should take when endorsing a brand. When choosing a celebrity managers must make sure to choose the celebrity who best matches the brand to create a solid identity. Moreover the celebrity must have a positive background and is most likely to have a positive influence and future, since the relationship between the brand and the celebrity is a long term one.

No one can deny that the celebrity is increasing the awareness of the brand and the remembrance of its characteristics but that doesn't ensure brand loyalty. It is important to choose the suitable celebrity to present the brand but it more important to focus on the quality of the brand. With the increase of awareness of customers, the celebrity is only playing an important role to draw attention to the brand and singling it out however if the quality is not as presented the credibility of the brand as well as the celebrity will be endangered. Marketers can use creative ads as a substitute to celebrities who cost a lot. By choosing the right packaging and the suitable approach in presenting the brand they are able to create the identity of the brand.

Limitations

The limitations that were faced in this project are that the sample was mostly highly educated since the surveys were distributed mainly in universities; this affected the result since higher education means an increase in awareness and maturity. Moreover, this subject was only tackled from the customers' point of view in the survey and not the marketers' point of view. If further research is done to show this perspective we will be able to conclude an overall conclusion regarding the effect of celebrity endorsement on brand loyalty.

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