

CELEBRITY ENDORSEMENT IN THE ADVERTISING STRATEGIES OF THE
LEBANESE COSMETICS INDUSTRY

Notre Dame University

Louaize, Lebanon

Department of Media Studies

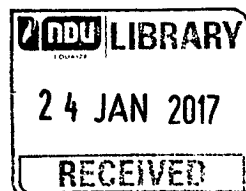
Thesis

Submitted to Dr. Nadine Mounzer Karam

By

Pamela Dory El Khoury

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CELEBRITY ENDORSMENT IN THE ADVERTISING STRATEGIES OF THE LEBANESE
COSMETICS INDUSTRY

A Thesis
Submitted in partial fulfillment
of the requirements for the degree of
Master of Arts in Media Studies - Advertising

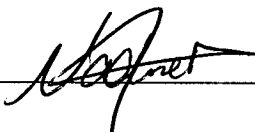


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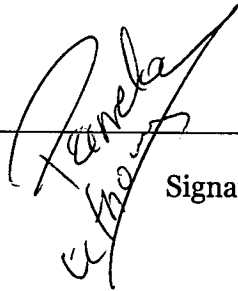
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And Grandpa, I am doing this for you! May your soul Rest In Peace!

Abstract

Implementation of celebrities in the cosmetic industry

Celebrity endorsement in the cosmetic industry has been vastly growing nowadays. This research focuses on the impact of involving a well-known celebrity in advertising campaigns, and the influence it has on consumers' purchase decisions. A correlation relationship will further be explained between the cost of utilizing a celebrity in advertisement, and the effect it has on the sale of the cosmetic brand being endorsed. The analysis of this thesis was computed using a survey distributed upon a sample group of both genders and three different age brackets, in addition to interviews with advertising agencies. It also tackled the subject of whether celebrity's endorsement has more effect on the consumer's choice rather than his loyalty to the brand; and how the celebrity's reputation and social image plays an important role in its selection for advertisement since they will be displaying and revealing the product and the brand's image. This argument was also implied to the Lebanese cosmetic market, and the various effects it has from using local celebrities in comparison to international ones in the Lebanese media.

The findings of this thesis demonstrate the effect of celebrity endorsement in the cosmetic industry, and the influence it has on the products' sale in the market. It also validates the argument of affecting brand loyalty and persuasion, and thus raising the awareness on the cosmetic brand itself, rather than the advertisement influence the celebrity has on it.

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I- Introduction

The concept of beauty has a wide prospect of meanings among different people. It can be categorized into various classifications ranging between aesthetic beauties, personality and surrounding. However, Plato philosophically argued the famous quote that “beauty is in the eye of the beholder” (Hungerford, 1878). He believed that there is one form of beauty approved by everyone in his “Theory of Forms”; rather than the quote’s notion in which beauty depends on how it is viewed by each person (Mark, 2009). Nevertheless, nowadays we can strongly consider the concept of “beauty” as being determined by each person’s personality. People have different styles that characterize them in their own special way; and what they enjoy as their own identity may not always be approved by another person’s appreciation.

1.1 Beauty and related products

The cosmetic industry involves a limited number of multinational organizations; each representing a majority of different products and services. When shopping in the cosmetic market, you will be surrounded by a variety of hair, makeup, nail care, lotions, perfumes and many other beauty care products. The major cosmetic companies include L’Oreal, Estee Lauder, and Shiseido. (Ejiofor, 2006). Any product displayed on the market shelf, should be carefully tested and approved for the human use. In addition, products should be legally approved by the U.S. Food and Drug Administration (FDA) who believes that: “companies and individuals who market cosmetics have a legal responsibility to ensure the safety of their products” (FDA, 2015). Hence, a product’s ingredients and contents should be stated, in details, on the packaging of the cosmetic merchandise for consumer’s revision. FDA scientists

cooperate with international experts to ensure the accuracy of the displayed product information.

1.2 Advertising mediums and their influence

By definition, advertisement signifies: “something (such as a short film or a written notice) that is shown or presented to the public to help sell a product or to make an announcement” (Merriam-Webster dictionary). There are many different forms and types of advertisement, but all aiming towards one purpose: persuasion. Any commercial’s objective is to either raise awareness or boost sales of a certain product or service. Nowadays, the leading advertised channel is online. Whether through optimized search engine, online banners, direct mail; the internet has been the most used hub and tool for marketers and advertisers, according to the statistics done by Statista.com. Electronic marketing (E-Marketing) “provides small businesses the opportunity to access a wider audience at a relatively low-cost and sometimes free alternative” (Canada, Chambers of Commerce, Group Insurance Plan, 2012). Other than relying on the use of internet advertising, advertisers market the goods and services through television commercials, radio, billboards, banners etc. Yet, it still remains essential to study and represent the content of the advertisement in the most effective and efficient way. Advertisers should portray the product’s information in a way that the consumers can relate to their daily lifestyle.

1.3 Celebrities’ impact

In accordance, the populations’ interest in celebrities has been drastically growing. News about celebrities can be found in various outlets. People follow them on radio channels, television, magazines and social media. There are also many TV

series about celebrities' reality lifestyle. Among the common shows are Keeping up with the Kardashians, Snooki, and The Real Housewives. Keeping up with the Kardashians have drastically improved the number of Lebanese viewers and followers to the point where similar shows have been tailored and aired in Lebanon such as: The Sisters, Khedni Maak. There have been some worrying effects of following these shows, as viewers "might also contribute to unrealistic expectations that what he or she might see is representative of reality when this might not be the case" (Nabi, Biely, Morgan, & Stitt, 2003). This psychological effect can distort people's view of their own lifestyle, and would therefore urge them to change their routine in a way that resembles the life portrayed on TV by those celebrities. Apart from TV shows, there is an emerging attention given to the social media. Whether on Facebook, Twitter or Instagram, these online platforms allow anyone to lively follow their celebrities and feel part of their daily life. As believed by author Holly Peek, she accentuates that: "This practice perpetuates the notion that "real" people gain popularity and happiness by focusing on their appearance and to be successful, personal image, even at a very young age, should be laced with sexuality" (Peek, 2014). Hence, we can deduct that celebrities play a major role in the communities' daily lifestyle, and refer to the imagery they portray prior to making any decisions. This dominant influence makes viewers believe that they can enjoy an ecstatic life, similar to the one celebrities show on TV. On the other hand, people who constantly follow up and are up-to-date with their fans' news are not aware that everything portrayed is not actually real. Many disregard the notion that celebrities mostly reveal the positive image of their life for others to enjoy in order to increase the number of fans, hence increasing their followers and impacting their opinions towards any object or lifestyle projected by the celebrities. The celebrity figures want to keep their

positive image, and thus act in front of the camera in a favored manner to keep that certain appearance to others.

This is what urges advertisers to have celebrity endorsement as their main motto, as stated by Choi & Rifon that celebrity endorsement has become one of the most popular forms of advertising (Choi & Rifon, 2007). Every advertised brand wishes to grab the consumer's attention and urge them to take a second look at the billboard or TV commercial in order to grasp the hidden message and raise product awareness. As we have been previously affirming, beauty and celebrities are the main source of consumers' lifestyle nowadays. Hence, when flipping through the pages of a magazine, one might not notice all the advertisements included; but one might actually stop for a minute and look at the celebrity in that particular advertisement. This certainly raises consumers' attention about the advertised product or service as well. Yet, it is still debatable if celebrity endorsement actually has an impact on consumers' purchase decision making. However, it is highly possible to build a relation between celebrities and the cosmetic world. They both aim towards an idealistic favorable image to represent. But other factors need to be also taken into consideration when selecting a celebrity for a cosmetic advertisement. As believed by author Langmeyer: "[a] communicator's character has a significant effect on the persuasion of the message" (Langmeyer, 1991). Nevertheless, it is questionable if this actually affects a certain age segment or even a specific gender. It would seem logical that both genders are influenced with celebrity endorsement. It all depends also on the product being represented by the endorser. Consumers will be more interested to buy a certain sportswear when embodied by a male figure; that is still subject to the actual type of sport. And, female would be more interested in a cosmetic product when applied by a specific beauty figure. This notion was strongly agreed by authors

Erlandsson, Hansen, & Mokhatri, when they concluded that: “Women are more attentive to the attractiveness of the celebrity, while men are more interested in a celebrity that has qualities that they wish to obtain” (Erlandsson, Hansen, & Mokhatri, 2013). On the other hand, the youth are more predisposed to any celebrity endorsement as they are more exposed to their fan pages. The cosmetic industry strives to remain as the fastest growing business in the world, and thus marketers aim to raise product awareness by what matters the most today, that is through celebrity endorsement. Advertisers believe that it has a: “positive impact of assisting in improvement of brand awareness, brand equity, and even financial returns” (Löfgren & Li, 2010). Nevertheless, celebrity endorsement needs to be carefully studied and implemented effectively for a greater brand awareness of the cosmetic product and, thus guarantee their fast selling shelf life. Otherwise, the consequences are far greater to be dealt with.

This thesis tackles the effect of adopting celebrity endorsement in Lebanon, specifically in the cosmetic industry. As emphasized earlier, it has been acknowledged that there is a strong relation between beauty, cosmetic industry, celebrities, and advertisements. When juggled together, advertisers study the cosmetic product carefully and select the most distinguished star to represent the image of that brand.

1.4 Plastic surgery and fame in Lebanon

Moreover, further to the last part discussed on the impact of celebrities over the people, Lebanon has been identified as one of the countries with the most available plastic surgeons, relative to its small population which results in a high demand in the field in order for the people to become as physically resembling as

possible to their chosen celebrity. Beautifying oneself is among the main concerns of the Lebanese community. It ranges from a nose job, to liposuction, breast augmentation. Lebanese people would go to extreme cases in order to achieve a specific aim. This is what urged doctors to travel abroad and specialize in plastic surgery. In relation, as mentioned in The Daily Star newsletter by author Olivia Alabstar's article *Lebanon's love affair with plastic embellishment*, she clearly stated that: "Lebanon has traditionally been a favored cosmetic surgery destination among regional medical tourists due to the reputation of the country's doctors" (Alabstar, 2012). Many people from the Arab world visit Lebanon with a certain image at hand, aiming to look very familiar to the picture's representation. There are now countless plastic surgery clinics, institutes and centers all over the country. Shockingly, there are also certain banks that provide loans for plastic surgery in Lebanon (Ohrstrom, 2007). The Lebanese strong involvement in beauty is what makes its cosmetic industry as an essential and fast-growing business. Any advertising company wishes to represent a certain cosmetic brand, since it will help them reach a certain target for the product itself, in addition for the company's annual revenue target.

All in all, the question remains of what specific type of appearance are those Arabs striving to reach. According to the consumer's demands in reference to plastic surgery, they always tend to choose the operation that they want to undergo similar as a celebrities' physical trait, hence we can derive that the ones who undergo a plastic surgery, heel in a way that always resembles to a certain celebrity figure. They have a specific look in mind, and would risk going under the knife endless times just to be that look-alike figure that everyone admires. Lebanese celebrities are always retaining a specific image, regardless of their whereabouts, to constantly impress their fans. Therefore, advertisers associated all these concepts and adopted them into one main

pitch. They integrated celebrity endorsement in most of their cosmetic advertisements to reach a bigger target group and raise product awareness. For instance, L'Oreal Paris chose the famous Lebanese singer Najwa Karam, as the first Arab ambassador to launch the Elvive shampoo. Her talent in the musical industry shined her into the celebrity world and idealized her natural beauty and stunning hair. She represented the company's objective of a loved, followed, and appreciated icon that has a glamor factor in the Arab world. The shift into the use of an Arab regional endorser, has created a distinguished L'Oreal look, and had a positive impact on Elvive multi-award-winning product line. In today's world, this is the most rational protocol to adopt, where celebrity endorsement in cosmetics industry, in Lebanon specifically, is highly rising. It creates strong brand awareness when a local celebrity is involved; thus having a positive impact on the cosmetic brand's return on investment.

1.5 Statement of problem & purpose

In the following thesis there will be several ideas that will be tackled, but the main problem is to study the effect that celebrity endorsement advertising has on consumer's decision making in the Lebanese cosmetics industry.

With every positive impact, there comes a cost whether psychological, social or financial. When advertising a certain beauty product, marketers focus on "aligning the spirit of the brand to the product, or using a celebrity because it ensures that people will notice you, and hopefully remember what the brand is saying, (Kasana & Chaudhary, 2014). Hence, the concept of "recall" is essential, as it raises consumers' awareness towards a certain product and distinguishes it among all the

other goods and services displayed on the market shelf. This will indeed urge the buyer to at least test the new product, and somehow relate to the feeling presented by the celebrity endorser. However, many problems aroused when using this new advertising strategy, to both companies and consumers.

Moreover, the secondary issues that can affect the main problem are presented as the following.

Celebrity endorsement can affect brands' image, consumer-buying behavior, sales, brand loyalty, financial aspects of the company, and even affect one's psychology.

First, brand image can be affected by scandals presented by the celebrities. Nowadays the youth prefers using Facebook , Twitter , and Instagram. Therefore, any scandal by any celebrity will be spread among the internet within seconds and millions of youth will be able to read and watch videos. Therefore, the biggest crisis that can affect any company from using celebrity endorsement is any scandal done by their celebrity, since the company can never assume the reaction of the consumers towards their love for the celebrity or their loyalty for the brand.

Another problem that will be focused on in this thesis is the financial cost on any company once deciding to hire a celebrity to advertise their cosmetic brand.

By far, celebrity endorsement is among the most expensive type of advertisement, as famous figures request large sums of money to have their image used (Azlanudin, 2010).

Usually celebrities agreeing to advertise the brand for a long period of time ask for a higher rate .However there is always a higher risk for spending this huge amount of money on campaigns, which might affect the return on investment for any company.

Furthermore, what is the most important to any company nowadays is to establish brand loyalty and fidelity.

These two characteristics are very important to be built in the cosmetic industries, for this reason companies always work in introducing several shades of makeup, or different scents of perfumes in order to attract as many customers as possible.

The author Sivesan, clearly stated in his research *Celebrity endorsement on Brand Equity in Cosmetic Product*, that: Celebrity endorsement is a type of channel in brand communication through which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending their personality, popularity and status in the society or expertise in the field to the brand (Sivesan, 2013)

Furthermore, another problem that a company might face when introducing their brands via celebrities is credibility. Companies focus on always choosing the right celebrity for their brand to make the campaign trustworthy. A credible source leads consumers to believe more in the campaign, thus encouraging them to try the product and purchase it.

However, there is always the risk of credibility in the portrayed media. It has been identified that "respondents considered the famous celebrities of the brand as the most credible celebrities, having positive impact on the consumers' attitude towards the advertisement, attitude to the brand and their favorable purchase intentions as compare to the unknown celebrity with less credibility" (Aziz, Ghani, & Niazi, 2013).

Therefore, brand image , consumer's psychology , scandals , loyalty ,financial concerns, and sales are the main problems that will be tackled throughout this thesis.

Despite the growing influence that celebrity endorsement has in Lebanon, there is still a big risk accompanied with this strategy. Celebrities' image should portray a good reflection of the cosmetic product, and also retain that specific appearance. This notion was further emphasized as: "the use of celebrities to endorse a marketing offer creates a very favorable influence on the consumers and it creates a connection which forces a consumer to patronize a product" (Dzisah& Ocloo, 2013). One misleading behavior from the celebrity would not only jeopardize their reputation, but also affect the brand itself. Hence, advertisers should strongly rely on celebrity endorsement for the Lebanese cosmetic industry, but should carefully select their representing figure and uphold the specific image portrayed. With great advertisement success, the cosmetic market industry will even rise higher than expected and create a stronger sense of brand awareness and admiration, like that similar of a superstar inspiration.

II- Literature Review

This thesis reviewed the essence of celebrity endorsement in cosmetics products, and the advantages and drawbacks it had on the brands' market share. Prior to adopting this advertising strategy, different types of marketing tactics played an important role at variant period of time. However, with the populations' increased involvement in celebrities' lifestyles nowadays, advertisers sought of this prominence, and shifted their media approach towards integrating the emerging growth of celebrity endorsement. Hence, this definitely gave them an advantage as they took into consideration today's main interest of the people.

2.1 Arab talent shows and fame

It has been noted that this is also becoming apparent in the Arab world as well. At first, the media started using international celebrities for endorsing a certain product or service. However, as this became of a greater essence, the Lebanese media started endorsing their local celebrities to attract a wider sect of their community. As many Lebanese TV channels began adopting famous American talent shows but with Arab talents, it definitely helped raise a bigger awareness and interest in the Middle Eastern community. With the apparent different standards of living in the Arab world, one class would be thoroughly engaged with international celebrities' news, while the extreme opposite class would have zero knowledge of them and solely follow their local celebs. Hence, through the Arab talent shows, all social classes became knowledgeable and interested with the progress of their native celebrities. As a result, this definitely eased the process of endorsing local celebrities into the advertising world. In addition, as mentioned earlier in the thesis about the prominence of

Lebanese beauty, celebrity endorsement for cosmetic products in specific had an even greater influence in the Arab community.

Nevertheless, there are many different beliefs adopted by researchers concerning the effectiveness of using celebrity endorsement in advertisements for cosmetics products. It is a topic that has been thoroughly discussed and studied throughout the years to analyze its influence on consumers' decision making. Some scholars supported the importance of this advertising technique as a way to promote a brand, while others had a totally different point of view and portrayed celebrity endorsement as a way of deceiving consumers.

2.2 The Social Cognitive Theory (1986) and its psychological effect

Over the years, the Para-Social Integration (PSI) thesis and the Theory of Identification evolved into a broader understanding. There are constantly new researches done to firmly support past beliefs, or even to contradict old ones and derive newer theories from them. Hence, Albert Bandura thoroughly studied the human nature to understand the change in behaviors affected from the outside world. This psychological development is determined from three correlated aspects: behavioral, personal and external properties (Wood & Bandura, 1989). The outside world is what causes people to change their behaviors and attitudes. Through these three mechanisms, the human attitude alters in a way to conform and adapt to the new environment. Usually, when people associate themselves to a certain figure, they would have realized some sort of similar characteristics between each other. This is what causes them to become a fan of that specific celebrity, and thus follow their footsteps and imitate their actions. As a result, Bandura generated The Social Cognitive Theory in 1986 to portray that people follow a role model's behavior once

they have established similar identification levels (Bandura, 1988). With time, the fan will start adopting some of the personality traits of their idealized figure, and integrate those behaviors as part of their lifestyles without even realizing the change. This psychological effect is what causes the fan to build stronger identification traits with that of the celebrity, and thus increase the similar behaviors between each other. As a relation, the Social Cognitive Theory strongly supports advertisements with an endorsed celebrity. Once a certain figure is presented in a desirable image, viewers will be impressed and will try to act in a way to appear similar to that celebrity. They will start using that product, especially if it is a cosmetic product, to achieve comparable gratitude and satisfaction from others. As a consequence, people will get used to this new change and it will become part of their own lifestyle.

To fully support the effectiveness of celebrity endorsement, further studies were identified, and recent scholars elaborated past theories for better understandings and evolvement. All the theories in this thesis somehow correlate together, in which they depict that audiences form associations with a certain figure and are affected by their actions. As a relation, two scholars further studied past researchers' thesis and developed it into a more advanced finding. Nelson Rubin and Cyril McHugh, stated that the Para-Social behavior, initially adopted by Horton and Wohl, is developed once consumers feel that they share a common aspect with a celebrity. In addition, when they are aware that the endorsed figure is famous and loved by others, they will then be more interested in the depiction, and try to form a closer relation with them to gain people's attention (Rubin & McHugh, 1987). Individuals are always interested to be socially accepted and looked upon. They enjoy being an idol to others, just like a celebrity is a fascinated figure to them. On the other hand, consumers will purchase the endorsed product simply to increase the level of identification between the

displayed celebrity in the advertisement and themselves. Thus, the prominent figure is always of a greater interest in the media since it attracts people's attention; and imitating their behavior will then help them to be more appreciated by others since they will share similar characteristic with the endorsed loved figure.

2.3 Credibility, expertise, and trustworthiness

According to the extensive presence of famous stars in the media industry, celebrity endorsement in advertisements has gained a great influence in the media. Several scholars, mentioned above, studied this notion and further developed it to be congruent with today's world. Many people look up to a certain figure to further foster their own personality. As celebrities always have fans, and represent a confident image that everyone desires to have; has proven to be of great influence on the audience. People try to use similar attitudes and behaviors adopted by those celebrities, in order to be socially accepted, and thus to portray the desired lifestyle of that famous figure as part of their daily routine. It is easily agreed specifically for cosmetic brands, as those beauty products are used to aid in representing the advertised attractive image. Hence, celebrity endorsement for cosmetic products is efficient and effective in urging audiences to purchase the advertised item.

According to the same scholars from the past studies, they agree with the positivity of celebrity endorsement, several researches had stronger concerns with its consequences. There are many factors that can jeopardize the reputation of a certain brand, especially if represented by a celebrity. Any prominent figure should maintain a certain image; otherwise the smallest negative news will rapidly be on any media source. On the other hand, credibility is one of the highest concerns that advertisers constantly face. Credibility signifies: "the quality or power of inspiring belief"

(Credibility, n.d.). Any media source should gain the trust of the audience, in order to believe in the product or service portrayed, and to take part in its use. Otherwise, it could lead to a negative outcome to the brand and defy the actual purpose of the advertisement. Credibility is defined by two main factors, being expertise and trustworthiness (Hovland& Weiss, 1951). Expertise signifies that a source has a valid argument that can be proven with facts. Meanwhile, trustworthiness is based on the level of confidence portrayed in a certain depiction. Hence, while endorsing a celebrity in an advertisement for a cosmetic product, the consumer will purchase the product once they are aware of its value and the assurance they get from the endorser. This was strongly supported by author Sliburyte when he mentioned that:

the more favorably consumers assess the expertise and trustworthiness of a celebrity endorser, the more likely the celebrity is to be regarded as a reliable source of information on the product and thus the better the brand he/she endorses is represented (Sliburyte, 2009)

As a relation, in any advertising source, the endorsing celebrity is known as the source (Hovland and Weiss, 1951). Once it is established that the endorsed famous figure is known to be credible; then it will be easier to persuade consumers' perception to change their opinion and purchase the endorsed cosmetic product or service. If not, then the endorsement could somehow modify people's attitude towards the brand, and urge them to further think about it.

2.4 Internalization and congruent behaviors

Another point of view was later studied and elaborated to shed lights on the actual source of credibility. Individuals only consider an endorsed celebrity in an advertisement as credible, if they are actually a fan of theirs and share common

characteristics. This depicts the concept of internalization, and thus explains how people view someone as credible. Scholar Herbert Kelman emphasized the notion of internalization and believes that people: “adopts the induced behavior because it is congruent with his value system” (Kelman, 1958). Hence, individuals only accept a certain influence if their beliefs and attitudes are congruent with that of the endorser. An individual becomes a fan of a specific celebrity, once they have established admiration and share similar principles. The endorsed celebrity will have a stronger influence on the receiver, and thus affect their perception towards the advertised product. Writers Temperley and Tangen support this statement when they mentioned that: “the message from a celebrity endorser can influence opinions, beliefs, attitudes, and behavior (Temperley & Tangen, 2006). Hence, individuals believe that when they purchase the endorsed brand, they will be rewarded with the same outcome portrayed and thus feel closer to their celebrity. As a result, celebrity endorsement is only positive if the audience perceives the sponsor as credible derived from the process of internalization.

2.5 Meaning Transfer Model (1989) and its three stages

The effect of celebrity endorsement in any type of media is illustrated through a model derived by theorist McCracken in 1989. Advertisers always aim to reach a bigger audience, and thus achieve a greater impact in the market. Therefore, the Meaning Transfer Model depicts that: “celebrities are full of different meanings e.g. demography (age, gender) personality and lifestyle types” (Dimed & Joulyana, 2005). These various implications derived from the image of a celebrity allows marketing campaigns to have an advantage over non-endorsed advertisements; since it provides different perspectives to the product or service portrayed, and interests a wider

audience. In other words, the Meaning Transfer Model accentuates the idea that a certain brand can have different meanings and insights if related to the endorsed celebrity's personality and lifestyle.

However, McCracken emphasized that his Meaning Transfer Model is based on three consecutive stages to achieve the required credibility of that celebrity endorser in any advertisement. Initially, the formation of image is the first stage to learn about the culture of the depicted famous figure. The endorsed celebrity has the ability to portray the company's message with a clearer and more comprehensible meaning than any other random actor. People are usually aware of the behaviors and actions of celebrities, as their news are on every social media outlet. Hence, it is easier for the audience to build trust in those celebrities and believe that they are more credible than any other advertisement actor, of whom they do not know anything about them nor their background. This gives the brand an advantage to be recognized as more plausible and trustworthy, since most celebrities will not accept to represent the image of the product if they do not believe in it. At a later stage, once the cultural image has been achieved, then the meaning is transferred from the source to the product itself, through the endorsement stage. This phase emphasizes the importance of displaying similar traits between the advertised product and the celebrity endorser. Celebrities are usually chosen based on the properties that consumers demand to have and achieve from acquiring that endorsed brand. Hence, advertising agencies should thoroughly analyze the message that they desire to portray, by efficiently depicting the essence of the product; in addition, to choosing the appropriate celebrity to effectively communicate and represent the required message to the audience (Dimed & Joulyana, 2005). As a result, consumers will be able to make an association between the brand and the celebrity endorser to build a stronger product credibility base. The

role and character played by the famous figure will affect the image of the product, and thus influence consumers' perception towards the advertisement. Finally, to accomplish the three-stage model, McCracken identified it as the transfer of meaning from the product to the consumer. Therefore, the consumption stage requires maintaining consumers' attention and allowing constant product recall. It emphasizes the importance of consumers' role in acquiring the properties depicted in the previous two stages and adopting them as part of their own lifestyle (Dehradun, 2011). The consumer will build another association between the endorsed product and their own beliefs. Furthermore, the use of celebrities in advertisements helps gain consumers' attention and recall, especially when faced with a wide range of similar products from different brands. This is congruent with the previously mentioned example of when one is flipping through the pages of a magazine, and being attracted to a celebrity endorsed ad and having to refer back to the page. As a conclusion, the Meaning Transfer Model adopted by McCracken in 1989 concludes that the renowned characteristics of an endorsed celebrity will reflect on the advertised product; and will thus excite the consumer to purchase the brand in order to reach similar impressions displayed by that celebrity.

2.6 Refuting the Meaning Transfer Model

Nevertheless, further analysis to the Meaning Transfer Model were studied and reviewed by other theorists. Advanced researches allows for further evolvement and increase its congruency with today's world. Hence, scholars Escalas and Bettman contradicted the effect of the Meaning Transfer Model in 2003. They believe that celebrity endorsement in any advertisement builds a relation between the celebrity and the product, rather than between the consumer and the brand itself. Consumers

value the advertised brand once: “set of associations can [...] be linked to consumers’ mental representations of self as they select brands with meanings congruent with an aspect of their current self-concept or possible self, thus forging a connection between the consumer and the brand” (Escalas& Bettman, 2003). Hence, consumers will value a product once they build a self-association to it and allow them to match it with their own beliefs and value system. This is what urges consumers to participate in the advertised product, rather than the connection with the endorsed celebrity (Escalas& Bettman, 2005). They state that it is essential to build a direct connection between the brand and the consumer, in order to gain a higher satisfaction and product appreciation.

In relation to celebrity endorsement for cosmetic products, the Meaning Transfer Model is highly efficient as the image of the celebrity strongly aids in the sale of the advertised product. Celebrities are mainly renowned for their attractiveness and elegance, and it certainly reflects a higher standard portfolio to the endorsed product; hence, giving it an advantage in the market and guarantees its return on investment (ROI). This is surely also reflected to the Lebanese market, as local celebrities are known in the Middle East for their beauty and elegance. Celebrity endorsement increases the advertisements’ credibility and has a positive impact on consumers’ purchase decision.

2.7 Case Study: Totes “Umbrellas” by Rihanna

Another perspective about celebrity endorsement in advertisements is the effect it has on a brand’s image and its return on investment. As analyzed earlier in this thesis, the sale in the cosmetic market is strongly reinforced when represented by a celebrity in the media. A celebrity’s influence urges consumers to share similar

characteristics with a fantasized endorser. However, more importantly, celebrity endorsement creates a sense of innovation and rebranding to the product advertised. Scholar Mukherjee strongly assured this point of view when he mentioned that: “celebrity endorsement has become a trend and perceived as a winning formula for product marketing and brand building” (Sajana, & Nehru, n.d.). Hence, it aids in achieving a certain brand attitude, and gives it a unique statement in the market. The recent example of the famous American Singer Rihanna proved the strong impact her video clip had on the sale of the brand used in the dance. The 2007 Grammy-winning hit song “Umbrella” gave Totes umbrellas a distinguished stand in shops (Crutchfield, 2010). Consumers became eager to buy this product, as they felt special to own this flagrant item, especially when they realized the customized umbrella designed by Rihanna herself in her video clip (Creswell, 2008). Hence, a singer or any famous figure’s performance can influence audiences’ perspective and appreciation towards the endorsed brand. In addition, it gives the product a unique and distinguished identity. The image of a celebrity strongly creates a sense of distinctiveness to the brand they are representing; and thus the new advertising strategy innovates the brand’s identity through the celebrity endorsed. Therefore, consumers shift their perspective about the brand, and urge them to purchase the advertised product in order to feel privileged in owning such a famous item.

2.8 Aristotle and perception of beauty

There are many different other characteristics that can alter the effect celebrity endorsements have on consumers’ decision making. Most prominently, the attractiveness and expertise of a celebrity might change consumer’s attitude towards the product endorsed (Kahle& Homer, 1985). As Aristotle once said: “Beauty is a

greater recommendation than any letter of introduction". Therefore, it is believed that an appealing celebrity will grab the audience's attention, and eager them to modify their behavior in the same way of the endorser, to gain similar attention. On another note, attractiveness is concurred to be one of the essential dimensions of credibility, in addition to expertness, and trustworthiness (Ohanian, 1990). There is a correlation between all these three essential characteristics to gain people's trust in the product. When endorsing an attractive celebrity, it will thus make the product itself seem attractive as well. Consequently, it will reflect on the brand and gives it a certain level of expertise, which "has a larger influence on [consumer's] behavior" (Zahaf & Anderson, 2008). When the celebrity is known to have some sort of expertise in the field of the endorsed product, then the audience will build a stronger sense of trust in the brand and feel that the advertisement is more credible. Further research supported Hovland's previously mentioned study, in which theorists Buhr, Simpson & Pryor concluded that:

Our data indicated that, when celebrity endorsers were viewed as expert (professional tennis players endorsing tennis racquets), they were also perceived as significantly more attractive and more liked than under inexperienced conditions (the same professional tennis players endorsing hand-held portable vacuum cleaners) (Buhr, Simpson, & Pryor, 1987).

Thus, an expert celebrity endorser can be more effective, and affect the purchase decision of the consumer more than any random actor, with no expert qualifications, used for the advertisement. As an example to support this theory, a famous football player endorsing the Nike sports brand, is to be more likely convincing than a singer advertising for it. Although singers have shown to have a

bigger number of fans and might attract a wider audience, it is still unlikely for them to show the required level of expertise and knowledge towards the product.

Therefore, losing consumers' trust and credibility regarding the advertised product. As a conclusion, once all the mentioned characteristics of credibility: being attractiveness, expertness and trustworthiness, are intertwined in an advertisement, it could have a major impact on changing the consumer's opinion, and thus positively affecting the target of the brands' sales and raising its awareness (McGinnies & Ward, 1980). Similar characteristics are required when advertising a cosmetic product in order to have a positive impact in its market. The endorsed celebrity should essentially be known for their beauty and attractiveness at all times in their daily lifestyle.

2.9 Local celebrities' expertise and the increase in sales

The main target of advertisements is to gain people's attention to inform them of a certain product or service, and raise their curiosity to inquire more about it. Through any type of media, whether billboards, TV or radio commercials, and even magazines, advertisers aim to prioritize the product at hand, and give it an advantage in the market when compared with its competitor brands. It has been agreed by several earlier mentioned theorists, that celebrity endorsement in advertisements has facilitated this process and helped in achieving their return on investments. Examples of celebrity endorsements for now known-to-be renowned brands are: "Nicole Kidman sashays in ads for Chanel No. 5 perfume. Eva Longoria, the star of "Desperate Housewives," sells L'Oreal Paris hair color. Jessica Simpson struts for a hair extension company" (Creswell, 2008). These famous celebrities were highly looked upon by the audience as their talents were very impressive, and their beauty were strongly distinguished and desired by others. When the endorser is accurately

chosen to represent the image of a brand, its impact can be of great significance. Any fan will definitely refer back to an advertisement with a famous figure represented, whether they are curious of their lifestyle or simply to be further informed of the product they are endorsing. It is agreed that: “celebrity endorsement if used effectively, makes the brand stand out, galvanize brand recall and facilitates immediate awareness” (Sridevi, 2012). Hence, even a very brief appearance of a celebrity in an advertisement can have a great influence on the product. People are always interested to be aware of celebrities’ news. Thus, when referring back to an ad, they will assuredly distinguish the product in the market and at least consider purchasing it, as the imagery is still in their fantasy mind. Therefore, we can conclude that celebrity endorsement creates brand awareness and recall when faced in front similar products of different brands. This will definitely, to a certain extent, urge the consumer to purchase the endorsed product and try it, in order to enjoy the same benefits that the celebrity is presenting. On the other hand, this attempt can modify consumers’ attitude towards a product and “form relationships with brands in much the same way in which they form relationships with each other in a social context” (Aggarwal, 2004). This is also applicable in the Lebanese market, especially when the endorser is a local celebrity like Najwa Karam for Elvive, as people will be highly impressed that one of their own citizens are chosen to represent a well-known product. It will definitely increase the sales of the product and guarantee achieving their desired target. Finally, celebrity endorsement can at least raise people’s awareness about the product and increase their curiosity to inquire more about it in comparison to their competitors.

2.10 Reputation and cost of celebrity endorser

Despite the rising positivity of celebrity endorsement in advertisements, and its huge impact it has on products' awareness and sales; other theorists refuted those beliefs and emphasized on the negative effects it has on consumers' attitude. Many aspects could jeopardize the business of the endorsed brand, and partially on the advertising company as well. Initially, it is impossible to deny the high cost of endorsing a celebrity in advertisements. Stars always request a large amount of money to represent a specific brand. This commitment poses certain strains on the celeb, as they have to portray a specific persona and maintain it as long as there is a contract between them and the endorsed brand. As believed by author Jason Keith: "the money spent on a celebrity may be better used in other marketing tactics" (Keith, 2012). Therefore, the high cost invested on celebrities could be better spent on other advertising tactics for a more guaranteed outcome, whether on different types or on extensive ads. The lump sum spent on famous figures threatens the brand, in terms of the reputation of the endorser and bad associations with the product represented. In relation, every celebrity is on constant watch guard by the media. They have to behave professionally at all times and maintain a certain status. Any minute alteration in the celeb's conduct will be directly noted and spread all over the media. Bloggers enjoy stirring up the fans with celebrities' news, as evident on most TV shows and online. On a daily basis, there are many talk shows that gossip about celebrities' outfits, actions and lifestyles such as Fashion Police on E! Channel and the Insider. Therefore, celebrity endorsement is a highly risky business, since their own reputation is reflected on the product they are representing, which the brand has absolutely no control of. Scandals endanger the fame of the celebrity and can strongly affect their

rising talent and progress, in addition to losing many fans who looked upon them and considered them as their idols. Nevertheless, it is believed that:

Although the use of a celebrity endorser has numerous benefits, however, it could be a liability if the celebrity becomes involved in a widely publicized scandal or is otherwise discredited. Negative publicity about celebrities can have an adverse effect on the products they endorse, and the magnitude of this effect increases with the strength of the celebrities' association with the product (Fong & Wyer, 2012).

2.11 Celebrity rather than brand awareness and recall

Thus, any media scandal can ruin the celebrity as well as the brand's reputation. Companies would have invested huge amount of money to endorse a famous person in an advertisement, and endure a constant risk of a reputational scandal that can negatively affect their business. As endorsers are the image of the brand, any action taken by them at all times is reflected on the product, which indeed alters consumers' attitudes and behaviors towards the product. Among other drawbacks of celebrity endorsement, is the false representation of the brand; of which it can further hinder the desired effect of the advertisement. The chosen celebrity might not be the suitable to represent the product at hand; consequently, not convincing the consumer to participate and try the advertised item. On another note, the message that the celebrity is presenting should be clearly stated and accurate. There is a big risk on the advertised brand's: "liability of a celebrity endorser if he or she either makes false or unsubstantiated claims about a product, or misrepresents his or her actual use of the product" (Moorman, 2006). Any advertisement should gain

people's trust and credibility, in addition to believing that the endorser is a participant of the products and agrees with the outcome of it. The endorser should be carefully chosen to represent the product effectively, and should use their charisma to influence the desired advertised message on the consumers. It was also refuted that celebrity endorsement does not actually give value to the advertised product, rather it helps it focus more on the celebrity and not the brand. As mentioned by author Khatri: "the celebrity endorsers image is transferred to the product so that those who use the product are associated with the image" (Khatri, 2006). Hence, consumers will enjoy the representation of the celebrity, and will purchase the advertised product for a trial; in order to gain the same gratitude they got from the ad. Unconsciously, as fans, they tend to appreciate the purchased product simply because they like the endorsed celebrity. This is especially congruent for cosmetic products as the face of the endorser should be highly fantasized, and should be known for their beauty prominence. Otherwise, consumers will not think of the advertisement as credible and will not agree with the displayed message; thus failing in achieving the brands' sales' target. Last but not the least, celebrity endorsement does not solely call for brand awareness and recall. It is true that it certainly gives an advantage when faced with different products on the market shelf, but consumers also relate the endorsed celebrity to competitor brands when making purchase decisions. Many researches were done and reached a conclusion that: "a celebrity recognized in a magazine advertisement did not increase consumer recall of the brand endorsed by the celebrity for both professional athlete celebrities and other entertainment celebrities who are not professional athletes" (Costanzo & Goodnight, 2005). There are many controversies to this theory; however, most importantly, the biggest concern is that it is usually the case in which audiences remember the superstar rather than the product

itself, even when the endorser barely appears in the advertisement. Thus, the consumer will certainly distinguish the brand that had a celebrity endorser, since they would have admired it as a fan. This notion was strongly proven by authors Rossiter and Percy when they mentioned that: “a highly visible presenter will draw attention to the ad and thus make the brand more visible; that is, the presenter will increase brand awareness” (Rossiter, 1985). They also stressed on the idea that the main basic objective behind every advertising campaign is to create brand awareness so that consumers can recall the brand and have it at the top of their mind when faced with many products and services. On the other hand, celebrity endorsement disregards the importance of acknowledging the purpose of the product, and makes its focus on the endorser. As an effective example, consumers of cosmetic brands will purchase the celebrity-endorsed product simply because a beautiful depiction is portrayed in the ad. They will use the product and feel like they are benefitting from the same effect of the endorser, regardless if it is true or not. Consumers will not care of the products' essence and characteristics, thus disregarding being aware of the brand, and remember the celebrity instead.

2.12 Financial cost of endorsing a celebrity

One of the main dilemmas that advertisements with celebrity endorsement have is its high cost. It is impossible to ignore the lump sum amount of money that should be paid to include a famous figure in the advertisement. Whether for a long or short-term exposure, the amount is somehow relative. If the selected endorser is chosen to represent the image of the product advertised, then an agreement will be made between both parties to agree on specific rules. This contract is usually for a certain period of time, and can be renewed if the outcome had a possible impact on

the brand's return on investment (ROI). Once, the endorser acknowledges his obligations towards the brand, they will demand a big amount of money since they are required to behave in a certain matter and are obliged to use the endorsed products for effective representation. On the other hand, as the use of their image aids in generating revenues to the brand, they would certainly want to somehow benefit as well from the money and many other privileges. Therefore, it is essential for advertising agencies and the brand, to carefully select their celebrity endorser. There are several factors that they should take into consideration and guarantee prior to paying this huge amount of money to the famous figure. Celebrity endorsers should be "good matches for affective products but can also endorse functional products within his/her area of expertise" (Simmers, Damron-Martinez, & Haytko, 2009). Otherwise, they will endure a drastic loss to all parties involved and can put the brand at a financial risk in the market. Researcher Oyeniyi marks this finding when he realized that: "Celebrity endorsement costs much resource investment and the consequences of bad endorsement extend beyond financial to corporate image. Indeed, the effect of bad endorsement may not wear off in within a year: effects must be put in perspective" (Oyeniyi, 2014). If the advertising campaign is done effectively and efficiently, then the generated revenue from consumers will help cover the cost requested by the celebrity endorser; at the same time, put the product at a privileged stand in the market for a long-term.

2.13 Marketing Evaluation Inc. scoring system

Since celebrity endorsement is a critical business for advertising companies, an evaluation system was derived to somehow give an insight to the success of the ad, prior to launching it. Adopting famous figures to represent the image of the endorsed

brand imposes a huge risk on both the advertising agency and the product's company mainly. Whether on the huge amount of money that they paid, or the sudden change of behavior of the endorser, those two main dangers are a costly loss to the company, which defies their initial total purpose of the ad. Celebrities are thought to give an added value to the endorsed brand as: "customers are more likely to choose goods and services endorsed by celebrities than those without such endorsements, and celebrities help advertisements to carve a niche in a competitive environment, thus re-positioning the brand in the market." (Nelson, Tunji, & Gloria, 2012). Therefore, brand companies prefer this risky step, and their full effort and dedication to the success of the ad will urge them to efficiently choose their social representative celebrity for a market advantage. Through several researches, certain endorsers' characteristics were identified that generated the huge impact of the ad (Simmers et al., 2009). Using these features aided them to create a formula that could identify the value of the celebrity, and the effect that it could have in the market. The Marketing Evaluation Inc. is a well renowned company that adopts the Q-Score "to represent potential celebrity success in marketing products. Theoretically, the higher the number assigned to the celebrity, the more success he or she will have in advertising" (Kahle & Kahle, 2006). It is a simple rating system conducted through surveys among the endorsed product's target audience, and used to evaluate two criteria only: "familiarity (f) and popularity (p). First, to measure familiarity, they would be asked if they had heard of the Celebrity A. Second, they would rate Celebrity A as poor, fair, good, very good, or one of my favorites. These options are a measure of popularity" (Kahle & Kahle, 2006). Therefore, the below formula gives a percentage perspective to advertising and brands' companies to assess the impact of the celebrity endorser in the ad, and the influence it

could have on the market: $X = \text{Percentage of Popularity} / \text{Percentage of Familiarity}$

If effectively chosen and efficiently used, then the endorsed brand can enjoy a guaranteed success to increase their sales by 0.25% even on the day of launching the ad (Elberse & Verleun, 2012). Although brand awareness and recall cannot be derived from the previously mentioned formula, companies can still assess its effect based on the feedback of its return on investment (ROI).

Many reviews and theories were constructed based on the analysis of adopting celebrity endorsement as an advertising strategy to promote a specific brand in the market and raise product awareness. Theorists debated whether celebrity endorsement improves the sales of the endorsed product or actually demeaned its value due to a false representation of consumers' preferences. Initially, it was believed that media exposure builds intimate relationship between consumers' and the endorsed celebrity. The audience will purchase the advertised product simply to imitate the portrayed behavior of the celebrity and integrate as part of their own lifestyle. On the other hand, it was sought that celebrity endorsement will increase the sales of the advertised product as people will purchase the item because they share similar traits with the famous figure represented in the ad. But, many other theorists refuted some believes and derived other conclusions. Celebrity endorsement is only successful when several specific characteristics are thoroughly analyzed by the advertising agency and brand's company, also efficiently influencing the desired attention of the audience. Otherwise, there are many risks that could totally jeopardize the endorsed brand's reputation. It is highly essential to gain the credibility of the celebrity endorser to strongly have an influence on consumers' purchase decision. However, it is difficult to ignore the fact that fans will only follow their idol if they share similar beliefs, thus covering a

specific niche of audience. The attractive and expertise characteristics of the famous figure will help to portray a credible ad, and the true message behind the product's purpose. Yet, this theory was rebutted, as people build relationship between celebrity and consumer, rather than between consumer and product, defying the actual purpose of the product's importance. Nevertheless, the high cost of paying a celebrity endorser to represent the image of the brand for a certain period of time, puts the advertised brand at a critical edge and at the stake of the endorsed celebrity's reputation in the media from any scandal. Celebrity endorsement

“when it comes to selecting endorsers – an activity that advertisers should approach with care because making the right choices can substantially affect the rewards gained – the results suggest that paying a premium for the most sought-after endorsers seems worthwhile in terms of both sales and stock returns” (Elberse& Verleun, 2012)

Only when the endorsed celebrity adequately fits to represent the brand, and the whole process passes smoothly, then celebrity endorsement could be considered as a reasonable advertisement strategy for that specific brand. As for cosmetic products, it is as easy for them as sport gear advertisements, to endorse celebrities; since most of their representatives are also known for their talents and beauty. These theories are certainly applicable in the Lebanese advertising world as they face the same risks on the endorsed product.

III- Theoretical Framework

The essential question of this thesis is whether celebrity endorsement for cosmetic products is an effective advertising strategy in Lebanon. And from the previously discussed theories and analysis, it is derivable that such campaign types will certainly put the endorsed brand on top of market sales. Nevertheless, it is critical to take in consideration the fact that for any type of company, its reputation is what initially makes it stand out in the market. Reputation is the word of mouth about a specific person or company, whether positive or negative. There are several factors and models that were developed to ensure a successful celebrity endorsement campaign.

3.1 Reputation of brand itself and the celebrity endorser

Reputation plays an important factor for the growth of any firm or even a famous figure. A “good” reputation creates success, while a “bad” reputation demeans its growth. We currently live in a society where reputation is everything for any company or even a celebrity figure. People are constantly surrounded by the media world whether on their mobiles, radio or TV channels. Fans cannot get enough of their idol’s news and updates, therefore it is essential to note that celebrity endorsement is a smart advertising choice if both, the celebrity endorser and the brand’s reputational grounds, are well established. According to writer Jackson, he believed that: “increasing your firm’s supply of it [being reputational capital] so it can be leveraged for strategic advantage and long-term financial performance” (Jackson, 2004). A positive reputation is an essential company asset that, if maintained, could lead to huge success and long-term profit. Nevertheless, it is highly difficult to gain the trust of

consumers and build a reputation from the bottom as a start-up company. It should be done smoothly and accurately to guarantee a specific value in consumers' lifestyles. It takes time to create a positive word of mouth between people for a new evolving product, and yet any minute scandal can instantly and severely destroy the company's growth (Conner, 2013). It is also even more difficult to re-build a reputation, if once destroyed, and thus re-gain consumers' trusts back in the brand. Hence, it is conductible that a brand's reputation is what consumers essentially look for. Prior to purchasing any product, people evaluate the given information of all competing brands; and when in doubt, they will assess the reputation of the essential company at hand, simply to make the best purchase decision at the end. There are several examples of which advertised cosmetic brands were strongly affected by their celebrity endorser's reputation. As a first example, "Christian Dior has dropped Sharon Stone from its Chinese advertisements after the actress suggested the country's earthquake was the result of "bad karma" from Beijing's policies in Tibet" (Alleyne, 2008). This insensitive statement has severally dropped the sales of the endorsed product; which led the company to end their mutual contract with their celebrity endorser, similar to the previously mentioned example of the Lebanese singer Najwa Karam with L'Oreal. Another example for Yardley cosmetics is when their endorser Helena Carter lost consumers' trust in the product when she mentioned that she never wore make-up (Braid, 1993). Last but not least, another bad stunt for several major brands is when their multi-product celebrity endorser, Kate Moss, was caught under the influence of narcotics. This major scandal was quickly spread all over the media and urged the endorsed companies: Chanel, Burberry, H&M, and Rimmel cosmetic products to immediately end their contract agreements with Kate Moss to avoid any further destruction to their reputation (Wilson, 2005). Reputation is

an essential, intangible factor that should be carefully maintained when considering celebrity endorsement for cosmetic products, in order to guarantee a great long-term success to the company.

3.2 Trust and long term success

As previously discussed, the reputational capital of any company is what distinguishes it from its competitors in the market. Theorist Fombrun's defined reputational capital as: "the excess market value of its shares - the amount by which the company's market value exceeds the liquidation value of its assets." (Coggin, 2001). Hence, it should be highly valued to guarantee a company's success. Reputational capital is the theory that focuses on the trustworthiness, credibility, reliability, responsibility, and accountability of a certain company (Petrick, Scherer, Brodzinski, Quinn, & Ainina, 1999). Therefore, there is a strong correlation between a good service and product loyalty. When a company promises to provide its consumers with a good service, they will work very hard to gain people's trust in the brand, and prove the true satisfaction and appreciation of the product. This will therefore help the company build a highly distinguished reputation in the market, and thus create a solid brand loyalty. According to theorist Kaikati, he believed that celebrity endorsement is a smart way to earn a reputational capital (Hunter, 2009). As acknowledged, celebrities are well-known famous people, loved, admired and followed by their target audience (Van Krieken, 2012). Celebrities are a good strategy for success since they are consumers' idols. Therefore, by default, when a consumer admires the celebrity endorser of a specific product, they will then earn the trust of the brand through their strong belief of the depicted famous figure. As stated earlier in this literature review, attractiveness and trustworthiness, in addition to credibility and loyalty, are the most essential factors that should be taken into consideration when

relying on celebrity endorsement as a way to represent the image of the product. They all carry the same importance value to represent the reputational capital of the endorsed product. If maintained and actually promoted brand loyalty, then it would be difficult to easily break that trust. Once achieved, its success could be of a long-term achievement.

3.3 Para-social Interaction (PSI) (1956) and social relationships

Passing through the years, researchers Donald Horton and Richard Wohl first developed the thesis of Para-social Interaction (PSI) in 1956 from their understanding of the media. It depicted that through media exposure, viewers build an intimate relationship with the celebrity presented (Giles, 2002). This psychological effect played an indirect role on television watchers, and thus altered their behavior in a certain way without them being aware of. As people spend long hours on television, since it does not require much effort, they started forming associations with the celebrities portrayed in the media and relate them to their friends and families. As author David Giles mentioned in his essay that: “characters frequently reminded viewers of people they knew, and viewers used characters’ situations and behavior as ways of understanding their own lives (Giles, 2002). Thus, this para-social interaction (PSI) made people integrate celebrities’ lives into their own and live a similar one. They enjoy what they watch and imitate the acts and behaviors as fans. They believe that, through this way, they will leave a more favorable life that is filled with glamor and satisfaction, as portrayed by their celebrities.

3.4 Theory of Identification (1961) and belongingness

Yet, another prominent scholar discovered an additional hypothesis that was tested and confirmed. It is congruent with that of the PSI theory mentioned above; however, it originated from another source of influence. Researcher Herbert Kelman

originated the Theory of Identification in 1961. This theory integrated the concepts of Compliance, Identification and Internalization; in which these three perceptions support the notion that:

An individual accepts influence because he hopes to achieve a favorable reaction from another person or group. He adopts the induced behavior not because he believes in its content but because he expects to gain specific rewards or approval and avoid specific punishments or disapproval by conforming” (Kelman, 1958).

This type of influence is derived from the attitudes and behaviors adopted from people’s social environment. Any person may alter their lifestyle in a way to conform to their colleagues’ point of view. They believe that it will help them build a stronger bond between each other and evolve their relationship. Everyone enjoys being accepted by others and be part of a certain group that shares similar characteristics and attitudes. Therefore, many people alter their own personality in a way to fit in, and embrace this change as their new habits. This will thus increase self-satisfaction and build stronger relationships between acquaintances. In relation to celebrity endorsement to cosmetic products, people are always influenced by the heavy load of media around them. Advertisers use strategies to affect people and urge them to take action towards the marketed product or service. Hence, the desire to be similar to the endorsed celebrity as a fan; will cause a domino effect in the society if the change proved to have a positive feedback. Therefore, Kelman’s Theory of Identification proves to be valid, since influence starts from the top and consequently derives from adopting others’ beliefs and opinions. People imitate each other simply to be accepted in the society, and thus to gain that same appraisal for their own pride and self-satisfaction.

3.5 Elaboration Likelihood Model (ELM) (1986) and consumers' attitudes

Celebrity endorsement was strongly studied by theories, and helped in creating many models and clues to achieve a successful outcome. Thus, the Elaboration Likelihood Model (ELM), created by theorists Petty and Carcioppo in 1986, is an essential way of understanding consumers' attitude change affected by an endorsed advertisement. ELM is, in a nutshell, views: "Attitudes as general evaluations people hold in regard to themselves, other people, objects and issues. These general evaluations can be based on a variety of behavioral, affective, and cognitive experiences, and are capable of influencing or guiding behavioral, affective, and cognitive processes. Thus, a person may come to like a new political candidate because she just donated \$100 to the campaign (behavior-initiated change), because the theme music in a recently heard commercial induced a general pleasantness (affect-initiated change), or because the person was impressed with the candidate's issue positions (cognitive initiated change)" (Petty& Carcioppo, 1986).

3.6 ELM's factors of involvement and persuasion towards celebrity endorsers

Thus, the Elaboration Likelihood Model (ELM) is an important factor that should be taken into consideration when analyzing the effect of celebrity endorsement in an advertisement. Its focus is on the change of attitudes in consumers' decision-making and behavior (Murphy, Hofacker, Mizerski, 2006). People will gain a grand satisfaction from an endorsed advertisement; therefore, urging them to purchase what they believe they feel in return, as users of the product. On the other hand, it was

realized that involvement and persuasion are two correlated factors in this model, as a consumer is highly involved in a product, his/or her persuasion will thus increase (Murphy, et al., 2006). Once consumers enjoy the outcome of the purchased endorsed product, their frequency of re-buying the item will increase, and consequently persuading others' attitudes. As a more thorough outline of the ELM, it requires the understanding of persuasion based on two routes, the peripheral route and central route. Both are analyzed according to three main factors: ability, motivation, and opportunity. They define consumers' mental capacity when faced with an endorsed advertisement. The central route is based on a person's ability and motivation to be involved, and thus interested in the advertisement (Petty & Cacioppo, 1986). It is the audience's willingness to put the time and effort in understanding and analyzing the ad, in addition to their level of control they have on the acquired information. They should have full awareness on the product, in order to gain the brand's trust. On the other hand, the peripheral route: "occurs when the listener decides whether to agree with the message based on other cues besides the strength of the arguments or ideas in the message" (Petty & Cacioppo, 1986). Therefore, the peripheral route is the persuasion level achieved when a consumer is not willing to retrieve information, but rely on outside sources, like celebrity endorsement, to build a certain reaction towards the advertised product. The Elaborated Likelihood Model (ELM) focuses mainly on attitudes and persuasions. They both analyze specific criteria to understand consumers' decision-making. In an advertisement, celebrity endorsement and its message play important roles to the audience. Whether through evaluating the argument in the ad or focusing on the celebrity, then both can change consumers' attitude in the endorsed product, and thus imposing their influence on others.

As a conclusion, combining all the literature reviews and theoretical frameworks, it is derivable that celebrity endorsement is a positive advertising strategy, solely if the right celebrity was chosen to represent the image of the endorsed brand. They should be carefully selected based on their attributes and characteristics, in order to persuade consumers' decision-making to purchase the product. Other than the Elaborated Likelihood Model (ELM), an endorsers' reputation is at their own stake, as well as the brand they are representing. Any scandal can jeopardize their career as well as the sales of the advertised product. Advertisers should carefully select the correct celebrity endorser, idolized by most of the population, and should accurately display their message to have an influence on their target audience.

In the cosmetics industry, these principles are highly appreciative to understanding consumers. If accurately taken into consideration, the success of endorsing celebrities for cosmetic products can have a great influence. The beauty world includes many features that are admired by fans, and when adequately used with a strong message, it can thus have a strong influence on consumer's purchase decision, as well as lifting the brand to the peak of their success.

IV- Research Questions

Based on the theories, hypothesis and analysis of literature reviews on the effectiveness of celebrity endorsement in advertisements, this thesis further explores the true assessment behind the impact of *Celebrity endorsement in the cosmetic industry in Lebanon*.

4.1 Advantages versus risks of celebrity endorsement in advertisements

Most cosmetic products have at least once used a celebrity to promote a new product, as viewed in most billboards, magazines. The beauty portrayed by the endorser in the advertisement represents what the brand has to offer to influence consumers' purchase decision making. Such advertising strategy plays an important role in people's mind as it promotes awareness and recall. For example, when someone mentions Lancôme, their minds triggers the endorser Julia Roberts; on the other hand, when one thinks of Eva Langoria, her beauty directly shifts their interest on L'Oreal makeup. However, the debate lies at whether celebrity endorsement actually influences consumers' purchase decision to increase sales, and allow the cosmetic brand to generate high profit and cover the lump sum amount of money paid to the celebrity endorser. Therefore, the main research question of this thesis is: Do the positive outcomes of celebrity endorsement in advertisements outshine its risks for cosmetic products in Lebanon?

4.2 Research questions

In addition to the broad research question, the below questions were also explored:

- Does celebrity endorsement affect consumers' purchase decisions towards an advertised cosmetic brand in Lebanon?
- Are the risks of endorsing a celebrity worth taking, in comparison to its Return On Investment (ROI) in Lebanon?
- Do local Lebanese and International celebrity endorsers have the same influence for cosmetic products in Lebanon?
- How often does a celebrity endorsed advertisement grab the audiences' attention in Lebanon?

4.3 Importance of the ad message, celebrity, and the product itself

Celebrity endorsement has many angles that should be thoroughly analyzed and studied prior to adopting them in advertisements, in order to guarantee effectiveness in influencing the viewers. It all depends on the characteristics of the celebrity, the ad message, the connection between the endorser and the advertised product, and many other tiny important aspects that could strongly jeopardize the actual purpose of endorsement, if not thoroughly adopted. Therefore, celebrity endorsement advertisements should be looked upon in three different perspectives, meaning in terms of the ad message, the celebrity, and the product itself. The advertisement should be adopted to attract the audiences' attention and impress them, to highlight on the advertised product, and generate brand recall and awareness in the market, especially when faced with similar products from different brands. The success of endorsing a celebrity would be achieved once it played a role on consumers' purchase decision, and on increased the sales of the advertised product to generate the desired profit for the brand.

4.4 Consumers demands versus needs

In order to form an accurate result, and portray a positive response to this thesis' research question, further subjects ought to be analyzed and studied. Other than examining the effectiveness of advertisements and products' image, understanding consumers' behavior is also an essential aspect that should be taken into consideration. People's attitudes constantly change and are influenced by their surroundings. They are always faced with new qualities that they admire, and thus slightly modify their own lifestyle in a way to enjoy similar satisfaction. Understanding what consumers want and swiftly delivering their demands, will certainly raise products' essentiality in their lifestyle and thus becoming a need. This is usually the main target of what each company strive to guarantee for a long period of success. Among the persuasive characteristics, adopted from all forms of mediums, there comes the importance of studying the influence celebrities have on consumers' behaviors. How often do they follow them on social media and how regularly do they check their news are certain questions that should be defined and carefully predicted prior to adopting celebrity endorsement as an advertising strategy. Most influences are certainly beauty related as consumers' always buy items that they admire from their surroundings, and will therefore integrate each aspect in their lifestyle to form their own personality. Choosing the correct celebrity to be the image of the product that needs to be advertised is carefully selected. The depiction of the specific admired characteristic of the endorsed celebrity should also be portrayed in a way to attract consumers' attention.

Once the above two important aspects are tackled, there comes the necessity of following up on the endorsed celebrity's lifestyle. Once the endorser starts

representing the image of a specific product, their attitude ought to be stable in order to portray the same desired characteristic wanted by consumers. Any change in their behavior, will thus cause the fan to lose their interest in the celebrity; and therefore, reflecting the negative vibe on consumers' psychological product satisfaction. Questioning the celebrity's behaviors and guaranteeing socially accepted attitudes at all times, is essential to promise the success of celebrity endorsement advertisements. This is specifically true for cosmetic products as the natural image of the celebrity is what strikes people's attention most. Cosmetic brands should choose their celebrity image selectively and should create an assertive contract between each other to guarantee socially accepted and influential behaviors.

4.5: Hypothesis

Once the above three main sub-questions are thoroughly analyzed and explored to portray an efficient and effective response to this thesis's initial research questions, on-ground surveys were also conducted for this dissertation to further understand *The effectiveness of celebrity endorsement for cosmetic products in Lebanon*.

To get a better perspective on the importance of celebrity endorsement in this industry, the following hypotheses will be examined:

- H1: Celebrity endorsement type of advertisement attracts consumers' attention towards the advertised product.
- H2: Celebrity endorsement aids in increasing the sales of the advertised product in Lebanon.
- H3: Celebrity endorsed perfume brands have higher budgets compared to non-celebrity endorsed.

The above-mentioned hypotheses were concluded based on several sources to increase their credibility and reliability. Celebrity endorsement is a critical matter in the advertiser's study prior to adopting the advertising strategy. As discussed earlier, several factors ought to be reviewed to ensure its effectiveness and efficiency. Hence, these hypotheses were derived from the analysis of literature reviews, surveys, and interviews. The knowledge of theorists, advertising companies, and consumers is what guarantees the reliability of those propositions. Many questions and feedbacks were tackled to give a clearer perspective, and cover the various essential factors of celebrity endorsement. Certain limitations such as confidential information regarding the exact budget allocated, the accurate factors that made the impact on the choice of the celebrity against another one, the loyalty of the consumers towards the celebrities could not be transformed into useful information instead of raw data, general rather than detailed statistics concerning the channels used, the duration and the distribution of the advertisement as well as the viewership numbers, hindered the process of getting additional answers to some questions; however, different strategies such as developing raw data and interviewing key persons regarding the products and advertisement were adopted that aided in giving further understandings such as the interviews with L'Oreal employees, the results obtained from processing the data obtained through statistics processors. On the other hand, the cosmetic market is one of the essential growing industries that interest almost every human being. Its study can be derived based on the analysis of watching the market and relying on people's word-of-mouth. Consumers' views are essentially needed to form a definite overview on the impact of celebrity endorsements in advertisements, and the effect it has on the product's sales hence the surveys that are distributed to random subjects that made it possible to put their opinions in use and quantify the celebrities' impacts. Last but not

the least, examining the Lebanese cosmetic market was fairly accurate; yet inspecting the effect of the celebrity endorsers' nationality in the advertisement was a challenge. Surveys had to be conducted in different residential regions and areas in order to get a better understanding from different niche of people. The research questions used and the hypothesis derived were both conducted to suit all kinds of target audiences and provide all consumers' wants and needs, in order to increase the success of using celebrity endorsement in advertisements for cosmetic products in Lebanon. Further details and specific questions will be thoroughly discussed and explained to prove the credibility of the derived hypothesis for this thesis.

V- Research Methodologies

The effect of celebrity endorsement on cosmetic products in Lebanon is the main research question of this thesis. The literature reviews and theoretical frameworks gave an insight on its influence. Yet, further means were adopted to collect additional information to study and elaborate the impact of celebrity endorsement on products' sales, brand loyalty, and consumers' decision-making.

5.1 Quantitative and qualitative methodologies

The methodologies used were both quantitative and qualitative methods. The difference between the two is that qualitative information gathers people's perceptions and views, while quantitative method quantifies those behaviors into numbers, in order to form this thesis' conclusion. Both data were derived through observation and questionnaires, while interviews aided in gathering qualitative information. Through the open and close-ended survey, information was obtained concerning different groups of people that aided in several analysis. On the other hand, unstructured interviews brought insight on the latter's experiences and views; however, it was very time-consuming depending on the informants' schedule. The outcome of the above mentioned methodologies will aid in obtaining, validating or nulling the research question through studying the Lebanese market and the influence of endorsing a celebrity in advertisements, in order to affect consumers' behavior on a certain cosmetic product.

Through observation, the cosmetic industry includes both men and women. However, it is evident that women are more concerned with their beauty and image, also require more beauty products than men such as make-up, cellulite products, nail

treatments and so on. The most common product between both genders is perfumes; which is the main concern of this thesis. As a result, most marketing campaigns target the female sector, whether on street billboards, salesmen at the mall, TV commercials and so on. Thus, the analysis of this thesis aimed at splitting the studied audience to 68% in favor of females against 32% for men according to the survey's gender frequency below. This will guarantee a better understanding of the market. The market research of the thesis question will aid in having a perception of individuals and companies' insight concerning their decision making from advertisement that include celebrity endorsers as representatives of specific cosmetic products.

As a first approach, a questionnaire will be distributed to random women and men aging between 25 and above; according to Gilles Laurent: the age range studied in the perfume studies starts at 25 and ends above 50 years old, with three different brackets demonstrating different views from the consumer towards the product. Hence, the age brackets were divided in three groups in order to evaluate clearly different characteristics of the subjects. This target age was specifically selected as beauty is among their life essentials. The looks and image of this age segment is what defines their own characteristic, and helps them create their personal statement among their surroundings.

Furthermore, the results of the study showed that as women increase in age they tend to become more loyal to their perfumes and young women like to change perfumes more often. Gilles Laurent points out: "as women age they tend to prefer older brands when they change perfumes and this phenomenon explains the ongoing success of perfumes launched more than 50 years ago (Chanel No.5)." (Gilles Laurent, 2015)

The questionnaire will aid in gathering quantitative information, which will indeed give a numerical insight on the findings of this research question. The data will be collected and posted on the Statistical Package for Social Sciences (SPSS) software. This mechanism is an accurate source for marketing studies and analysis (SPSS software, version 2015). The software will confirm our study and give a better perception of the hidden clues from the questionnaire. The collected data and evaluation will help understand and form a conclusion concerning the effect of celebrity endorsement on cosmetic products' sales, brand loyalty, in addition to consumers' behaviors and decision-making. The distributed survey will surely aid in forming different propositions from the various questions asked; and several analyses will have to be made from comparing different age groups, genders cosmetic products, consumers' concerns. The distributed questionnaire is a quantitative method that will help in reaching the main conclusion to the hypothesis in question, and will certainly confirm its validity.

On the other hand, another approach was taken to finalize the research question at hand for this proposal. The qualitative method interprets the feedback of advertising agencies and their main concerns for endorsing a celebrity to represent a specific cosmetic product or brand. Also media-booking agencies play a major role in advertisements. They use the set budget of the campaign to effectively allocate the cost among TV and radio stations, magazines, social media, or any other tool of communication to reach a bigger audience. The more a budget is spent on a certain advertisement campaign, is surely better! Advertisers and media booking agencies need to take into consideration many aspects when portraying a celebrity in their ads. They have to choose appropriate billboard locations, TV channels and many other criteria; in order to target the desired audience for the outcome they are striving for.

False interpretation of this data can strongly hinder the success of the advertisement and the brand, as a result affecting the sales of the product in the market. This is needless to say that the reputation of the celebrity endorser is also of great importance, as already mentioned earlier, to the positive representation of the endorsed cosmetic product. The main bulk for the success of a product is through its advertisement; and the way advertisers use all their available information and sources based on consumers' wants and needs, to grab their attention towards the represented media. Therefore, interview with media-booking agencies and advertising companies is of great importance for a better analysis to this research question. One of the main questions to be tackled with those companies is to understand the difference between advertisements with and without celebrity endorsement, in terms of sales, viewership, cost etc. Media-booking agencies are also of great importance for this thesis, as many advertisements shown in Lebanon endorse international celebrities, such as L'Oreal cosmetic brand. L'Oreal has all their advertisements prepared abroad, and then sends them to Lebanon with a set budget for effective and efficient media allocation in the market.

5.2 Interviews with media booking and cosmetic agencies to assess qualitative data

For this research paper on *Celebrity Endorsement in the Cosmetic Industry in Lebanon*, it was a great success meeting with the manager of a top media firm in Lebanon. Universal Media is the media-booking agency that handles all L'Oreal products, especially luxurious products and perfumes. The feedback aided in understanding the concept behind selecting the mediums of displaying the celebrity endorsed advertisements. Understanding consumers' behaviors and interests is a

major step to confirming the effect of the endorsed celebrity it will have on their purchasing decision making. A case study will be interpreted between Lancôme perfumes that were previously endorsed by Julia Roberts, in comparison to the endorsement of the celebrity Edie Campbell for Yves Saint Laurent perfumes; and their effect in the Lebanese cosmetic market. Universal Media is a great representation as it is the media-booking agency for those two competitors. It was a great source not only for understanding the effect of celebrity endorsement it has on consumers' purchasing decision-making for cosmetic products, but also for analyzing the advantages and disadvantages of the advertisement content and capturing the target audiences' interest. It would be an additional value to this thesis if we were able to derive some additional value on budget allocation. It would help in comparing the competitor cosmetic products' means of advertisement, in addition to the importance of the timings, regularities, viewership ratings, etc. On the other hand, I will be meeting with marketing managers for cosmetic companies to understand their budget spending on celebrity endorsed advertisements, and their expected increase in sales based on previous advertisement records. These qualitative methods are as important as the quantitative method as they both aid in understanding consumers' interests, in addition to their effective and efficient use of their budget in selecting correct means of advertisements.

5.3 International versus local Lebanese celebrities

After studying the effect of celebrity endorsed advertisements, and viewing its additional value, it is essential to recognize the effect of endorsing international celebrities versus local Lebanese ones by comparing the results in sales, cost, ad grabs and mostly the celebrities' recognizance. Even though Lebanese celebrities may be

well known locally, social media displaying international celebrities endorsing the same or relevant products constantly surrounds the consumers. It also aids in appreciating the influence those advertisements have on consumers' purchase decision-making, and thus their appreciation towards the endorsed product. Nevertheless, the long-term endorsement of the same celebrity is also essential, as it portrays the loyalty of the endorser towards the product advertised. As a result, consumers will trust more the cosmetic product and become dedicated to the brand.

5.4 Impact of designer names

Based on another perspective, a designer's name could be an endorsement itself. The name of the creator of a certain brand could be as valuable as endorsing a celebrity. As an example in Lebanon, Elie Saab is one of the most distinguished designers internationally. His signature name is strongly marked to most audience around the world, and also highly appreciated. He achieved this success through his name, without even appearing in any of his advertising campaigns to promote his high-couture or even perfume brand. In addition, nowadays celebrities are even launching their own cosmetic product that represents their personality. They do that for all their fans; which as a result gets sold out very quickly as their followers await the minute of launching the product which best describes their idol. For example, Britney Spears and Jennifer Lopez both represented their own perfume product in their own advertisements. They did not need a highly paid celebrity to endorse their brand. Their own figures would have been a greater success in advertisement to represent the product that best describes their own character.

To finalize this thesis, adopting all these strategies and deriving the effect of whether using or not using, and whether international or local celebrities for cosmetic

products' advertisement, is important to better analyze the consequences it will also have on the Lebanese market. This will also be studied and integrated into the results of the questionnaires filled by many Lebanese consumers. Thus, this macro-study on celebrity endorsement for cosmetic products is what led us to effectively understand the effectiveness it has on the micro-study effect inside the Lebanese market.

VI- Findings & Discussions

The title behind this research paper is to study whether celebrity endorsement in advertisements have an effect on the consumer buying decision in the Lebanese market, especially for cosmetic products. It also requires the analysis of whether these huge budgets spent by those cosmetic companies are aiding them achieve their desired sales target and build brand loyalty. Consumers have more trust in celebrities, as they perceive them as their idol and always desire to share similar characteristics. Therefore, celebrity endorsement seems as a good advertising method to increase the product's sales and ascents favorable brand attitude. Many methods and techniques were adopted for this thesis to gather data, whether qualitative or quantitative, which helped in analyzing and developing the conclusions to the research question.

6.1 Qualitative Research: Interviews

Two face-to-face interviews were completed with Universal media booking agency and L'Oreal the major cosmetic brand, in order to view their feedback on the effect of celebrity endorsement for cosmetic products in Lebanon. In addition to understand their budgets spent on endorsing celebrities for Lancôme and Yves Saint Lauren (YSL) products; especially for their latest two perfume campaigns:

- La vie est belle by Julia Roberts for Lancôme,
- And Yves Saint Laurent's Black Opium featuring Edie Campbell.

6.1.1 Interview 1 :*(Appendix A)

- **Company:** Universal Media
- **Date and Time:** February 1st, 2016 at 4:00pm
- **Location:** Sodeco, Lebanon
- **Interviewer:** Mrs. Nathalie Elias

Mrs. Nathalie Elias stated that Universal Media is one of the largest networks in the region. It has been one of the most effective media booking agencies in the region and worldwide. The biggest clients that deal with this agency are McDonald, Byblos Bank, Ford, and L'Oreal. Mrs. Elias has been working in the field for more than 5 years, and has been handling L'Oreal's account for their mass and luxurious brands. Prior to going into details, Mrs. Elias was very intrigued to share with me the huge marketing success of the beauty icon Edie Campbell, who I am not very familiar with. She stated that Edie Campbell is a model who earned the title "Model of the year" at the 2013 British Fashion Awards. According to Yves Saint Laurent (YSL) representatives, they revealed that the reason they chose Edie for their campaign is because she "embodies all the contemporary codes of Yves Saint Laurent Beauty woman"(Bayley, 2014). The codes of being elegant, cultivated, witty and spirited were all personified in their well-educated endorser Edie. The decision that Yves Saint Laurent Paris chose Edie Campbell as their new face, shows that the brand is trying to move into a newer yet younger target market, that is what Mrs. Elias thought about the new campaign. From my discussion with her, she believes that both brands are now trying to shift into a younger target market generation to purchase their products. When I bluntly asked our interviewee about her feedback concerning the importance of celebrity endorsement advertisements for those two brands, she openly agreed that this trend does actually have an effect on their campaign. Mrs. Elias directly focused on comparing the latest two perfumes campaigns of La vie est belle and Black Opium. She re-confirmed that both advertisements targeted the younger generation as compared to their previous Lancôme and Yves Saint Laurent perfume ads. Despite the fact that each campaign delivered its message differently, they both proved the importance of celebrity endorsement in advertisements. On the other hand,

one campaign registered more hits than the other, as the same campaign of Julia Roberts in *La vie est Belle* lasted for several consecutive years, in addition to the increased amount spent on media booking spots. This proved that the budget plays a major role, as a huge amount needs to be paid to the celebrity representative, in addition to the lump sum that should be paid to increase the frequency airing of the advertisement. This repetition will have a huge influence on the audience's interest, and thus will urge them to finally purchase the product and try it. Mrs. Elias still believes that *Black Opium* was a hit, but not as successful as *La vie est belle* since they booked less media spots.

From the information provided by Mrs Elias, Universal Media focuses a lot on television commercials when allocating the budgets for Lancôme or Yves Saint Laurent, since this is the strategy strived for from L'Oreal Paris. Thus, the big bulk of money spent for those two campaigns is solely for the press and TV commercials. Needless to say that the digital media is also of great importance for L'Oreal's campaigns nowadays. According to Mrs. Elias, Lancôme uses a small number of their budget to advertise on billboards, whereas Yves Saint Laurent does not allocate any amount spent on this type of advertisement.

Furthermore, the types of programs Lancôme and Yves Saint Laurent advertise on were brought up, in order to reach their target market. She claims that there is a huge budget spent on news segments of different Lebanese TV stations like MTV, LBC, and NEWTV etc. She also mentioned that the "News" segment is a very important tool to reach a high number of viewers for any advertising campaign, especially at prime time and at 2:00pm; and thus resulting in a bigger budget spending. Mrs. Elias shared that *La vie Est Belle* spending for Prime Time News on national channels were more entertaining than *Black Opium's* campaign, and one reason was

the use of the celebrity endorser Julia Roberts for the advertisement. Julia Roberts is known to be very famous actress admired by a lot of fans. On the other hand, Mrs. Elias mentioned that the 8:00pm “News” target men more than women, although they are both equally focused on television at that time. Men become more attracted to the campaign as they perceive celebrities as their “Top of Mind” choice, and therefore become big potentials to buy those perfumes; thus accentuating the reason of spending a lot on sports at this time of hour.

Furthermore, Mrs. Elias explained that Universal Media does not select a specific program to advertise; their approach is rather horizontal, being that they follow ratings and the quality of programs prior to publishing their advertising campaigns. As for the press, our interviewee noted that Lancôme and Yves Saint Laurent still advertise in the press but not as much as in the past. They believe that this trend has decreased with time, since digital media is replacing the press media. On another note, both Universal Media and L’Oreal Paris agree that magazines are still an important medium to reach a bigger target audience, especially the ones that are not involved in the digital world yet. A crucial point was mentioned during the interview when Mrs. Elias said that Universal Media focuses on putting the advertising campaigns, for any of those two products, in the middle or cover page of well-studied and targeted magazines, especially if the advertisement endorses a celebrity.

Mrs. Elias kept stressing during the interview that the two products mentioned earlier belong to the same mother company; thus finding the same strategy of advertisement is regular for all products under L’Oreal. As an example for advertisements in magazines, displaying the two products for the same brand in the same magazine does not matter, as the selected pages is of a greater importance. The

most viewed pages vary between the back cover, the first double page, and one-pagers. Therefore, Universal Media always choose to display Lancôme and Yves Saint Laurent advertisements in attractive pages, in order to attract readers while skimming through the pages, and have them distinguish the ad from other advertisements.

Other than the traditional media paths, the social media is a highly growing trend. As stated by Mrs. Elias, the social media system still does not have any monitoring system; thus it is difficult to assume Lancôme or Yves Saint Laurent's spending on this type of advertising. It is surely guaranteed that those two products are highly active on the Internet medium nowadays, as they target their desired market. Most customers aged 25 years old and above, are strongly active on Instagram, Facebook and Snapchat. They follow all their celebrities, idols, favored items and many more of their interests on the social news. Thus, thoroughly posting campaigns on every digital media will certainly reach more viewers and increase the exposure rating.

After discussing the advertising medium and their effective use for a higher viewership rating, we shifted our conversation into the budget matter. The budget is a huge issue as such brands are highly investing their money in the celebrity endorser, as well as the advertisement, to create a big buzz in the market. The main aim for cosmetic products is to increase their sales and build brand loyalty. Our interviewee, Mrs. Elias, explains that celebrity endorsement is one the most costly means used in advertising, and selecting the right celebrity to represent a certain product is of same importance as knowing how to advertise the product. Hence, the amount paid to celebrity should be somehow similar to the budget spent on media book, in order to increase exposure and have a profitable return on investment. Although Mrs. Elias works at Universal Media, the booking agency for L'Oreal products, she could not

reveal the budgets spent on any of their advertised product ever since they started advertising in 2013, due to confidentiality of the business. Instead, she gave me an idea of the budget spent as portrayed in their statistical company Ipsos. Ipsos is a monitoring system that counts the number of advertising spots, and relates it the price of these spots booking. It gives us an approximate estimation of what is being spent by L'Oreal for their advertisements. I got a better understanding when Mrs. Elias lively taught me how to work on this statistical program, in order for me to have a clearer idea of how the budget is studied and spent accordingly.

According to Ipsos monitoring program, the spending of both perfumery, La vie est belle of Lancôme and Black Opium from Yves Saint Laurent, are be shown in the following box.

Sum of amount in USD				
Brand/advertising medium	2013	2014	2015	Grand Total
	1538393	1828300	2356489	5723182
Billboard	6000			6000
LA VIE EST BELLE	6000			6000
Press			39700	39700
LA VIE EST BELLE			3400	3400
Television	1532393	1828300	2316789	5677482
LA VIE EST BELLE	1532393	1828300	1649297	5009990
YVES SAINT LAURENT	598889	940377	1610400	3149666
Television	598889	940377	1610400	3149666
BLACK OPIUM		363500	1610400	1973900
Grand Total	2137282	2768677	3966889	8872848

La vie est belle campaign started in 2013, in which a huge amount of money was spent that year. It was a big risk for the brand; however their hopes were high for a positive return on their investment (ROI). As evident on the monitoring system table, Lancôme invested USD 1,532,393 only on TV commercials. According to Mrs. Elias, advertisements were shown regularly during the day, simply to increase audience's curiosity and urge them to try the product after viewing the ad several times. On a

minor side note, Mrs. Elias briefly mentioned that Yves Saint Laurent launched the Manifesto perfume in 2013. Although they endorsed the celebrity Jessica Chastain, their campaign was still not as effective as Lancôme since they barely spent money on their media booking spots. Lancôme mildly increased their spending on TV perfume commercials in 2014, despite the fact that Black Opium, its competitor product, was launched in the market in November 2014. Nevertheless, Yves Saint Laurent only spent USD 363,500 on their Black Opium ads in the last two months of their launching year. Finally, in 2015, both perfumery products spent roughly the same amount of dollars for their advertising medium to reach the same success. The effect of La vie en rose was greater over the years simply because more advertising medium were used, and thus exposure to the audience was higher to grab their attention and raise their interest.

The experience of Mrs. Nathalie Elias at Universal Media was a huge assistance for this thesis about the effectiveness of celebrity endorsement for cosmetic products in the Lebanese market. Her feedback was very helpful concerning endorsement, budget, and exposure. She gave us a complete insight about the advertising world and their own perspective. Based on her work with two different products, Lancôme and Yves Saint Laurent (YSL), that fall under the management of the same company L'Oreal, they both adopted similar strategies, yet they were treated differently for different positive results. Mrs. Elias clearly believes that celebrity endorsement does have a big effect on the budget spent for an advertising campaign of any brand. She stated that throughout her work experiences, expenditures on a campaign featuring a celebrity, and the budgets allocated for such ads are far greater than campaigns featuring regular models/actors. This is the strategy that Universal Media applies, as they strive to allocate a high number of media spots to increase the

exposure of the endorsed advertisement; and thus, attracting the attention of viewers and raising their curiosity to try the product. Mrs. Elias concluded our interview by stressing that the ad of Julia Roberts for Lancôme's perfume, La vie est belle, had a huge impact on many Lebanese, simply because the advertising campaign was aggressively exposed in many advertising medium. Needless to say that also Julia Roberts is a very famous and loved celebrity. She is an idol to many fans. In addition, Yves Saint Laurent could reach the same outcome as Lancôme if allocating their lump sum budget in various advertising media techniques. Greater exposure and ad repetition will stick on people's mind and urge them to, at least, test the new advertised product. If the budget is effectively and efficiently allocated, then the brand is guaranteed a huge success, and certainly creating brand loyalty.

6.1.2 Interview 2 & 3: *(Appendix B)

- **Company:** L'Oréal Levant head offices
- **Date and Time:** February 15, 2016 at 4:00pm
- **Location:** Dekwaneh, Lebanon
- **Interviewee:** Mr. Ramzi Hallak for Yves Saint Laurent products
- **Interviewee:** Mrs. Asil Abdel-Hady for Lancôme products

* I asked both managers the same questions in order to compare the results.

Interview 2:

I started the meeting with Mr. Hallak who began introducing the company L'Oreal Levant in general. He stated that L'Oreal is divided into 4 segments:

- a- L'Oreal Luxury that includes all luxurious brands like Lancôme, Yves Saint Laurent, Giorgio Armani, Victor and Rolf, Cacharel, Ralph Lauren.

- b- L'Oreal mass department, in which all products can be found in supermarkets such as Garnier shampoos, Maybelline New York make-up brands, L'Oreal make up.
- c- L'Oreal Professionals are all products related to hairdressers and hair designs, as an example the Matrix hair dye.
- d- L'Oreal pharmaceuticals represent every product found in pharmacies and sold to doctors by medical representatives. This segment of the company includes products like Roches Posay and Vichy and many more.

My interview with Mr. Hallak was very constructive as he explained the strategy of L'Oreal's luxurious products worldwide, and then went into thorough details about the product he is representing, Yves Saint Laurent.

Mr. Hallak explained that the target market of Yves Saint Laurent perfumes have always been women between 30 years old and above. However, it has been noticed that L'Oreal Paris shifted their target audience to those between 25 years old and above. Therefore, Yves Saint Laurent latest perfumes, Manifesto launched in 2013, and the Black Opium from November 2014 are considered trendier, younger, with a new smell style.

Mr. Hallak explained that their Paris headquarters chooses the selected endorsers for any of L'Oreal brands. This was also mentioned in our first interview, when Mrs. Nathalie Elias stated that all of their advertisements are already completed, and simply sent to international media planning agencies for distribution in the designated country. Mr. Hallak clarified that endorsers for his managing Yves Saint Laurent product reflect the image of the French culture.

Mr. Hallak believes that celebrity endorsement is an important factor in making customers recognize the brand. He states that once the viewer made an effort and inquired about the brand, then the celebrity played a significant influence on the consumer, in addition to achieving the aim of the campaign. Our interviewee also stressed that once the consumer asks to smell the perfume and maybe purchases it, and then it is no longer the role of the celebrity chosen. It rather becomes the role of the perfume, bottle image, market display etc.

As a result, we derived from our interview that the best strategy for a successful perfume is actually the endorser, bottle image, brand, and most importantly its actual smell admired by the target audience.

Mr. Hallak explained that the budgets for all of L'Oreal's luxurious brands are sent from Paris; therefore, their media allocation, by Universal Media booking agency, are set on TV, press and in magazines according to their headquarters demands. They do not wish to spend budgets on outdoor advertisings; even though Mr. Hallak believes it is a controllable and measurable medium for the campaign's effectiveness. However, he dislikes this type of advertisement since he believes that billboards are for promotional purposes such as food products, services etc. He also insisted that it would be odd to advertise Yves Saint Laurent's luxurious brand next to a food product promotion.

Mr. Hallak explained to me that the same campaign strategy is adopted for both Lancôme and Yves Saint Laurent who fall under the same brand, L'Oreal. They both advertise in the same media source, in addition to promoting their new perfumes in similar department stores, simply to grab the attention of their customers on the brand. He believes that this tactic is highly efficient as it promotes recall effect on the brand, and urges the customer to purchase the perfume immediately based on the

smell that he/she favored. Therefore, through this tactic, sales volume could be measured.

Going into further details about celebrity endorsement, Mr. Hallak had a different perspective concerning endorsing local Lebanese celebrities. He believed that this trend could never work, as he cannot image any Arab celebrity endorsing any of the luxurious French brands. He stated that it is essential to stick to the brand's DNA when marketing a product. In his opinion, no Lebanese or Arab celebrity could represent proper brand equity.

As a conclusion, our interviewee Mr. Hallak stressed that it would be more costly to endorse local celebrities rather than one worldwide known celebrity. In addition, this process will actually lose the brand's image. Therefore, Mr. Hallak does not think that L'Oreal will ever shift to local celebrities, and affect their luxurious image.

6.1.3 Interview 3:

The third interview was with Mrs. Asil Abdel-Hady who had a major influence on this thesis. She gave us detailed and helpful information for our case study about Lancôme perfumery. However, the end-results were similar to the answers given by Mr. Hallak.

Mrs. Abdel-Hady began by informing me that the target market for any of Lancôme perfumes is 25 years old and above; whereas for other products like skin care and makeup, their market shifts to women between 35 years old and above. She believes that celebrity endorsement is a major factor in affecting consumers' decision making. It causes recall and keeps the product on top of the audience's mind. This

will thus urge them to pursue the product in the market, and at least try the product to either purchase it or not.

Nevertheless, our interviewee agreed with Mr. Hallak that, endorsing a local Arab celebrity is not suitable for their brand due to the imprecise representation of the brand's image.

Mrs. Abdel-Hady additionally added that Lancôme has the biggest budget among all L'Oreal's luxurious products. Following them comes Giorgio Armani, and Yves Saint Laurent.

Then, to get a clear idea, our interview shifted to the example of the celebrity endorser Julia Roberts for Lancôme's product. Mrs. Abdel-Hady mentioned that Julia Roberts was one of their most successful endorsers for La vie est belle campaign. She continued that it has been running for three consecutive years, and till now its product sales, in Lebanon, is still rising. However, she also believes that another reason for this success is that L'Oreal is always working on introducing new smells under the same perfume name. As an example, the first perfume was La vie est belle - Eau de parfum, then they improved it to a more concentrated smell labeling it La vie est belle - L'absolut du parfum simply to target people that prefer fresh perfumes. Afterwards came out La Vie est belle - Eau de toilette, which is less concentrated than previous types. And today, there is La vie est belle – Floral that has a fresh and summer smell to its signature fragrance. As a relation to the celebrity endorser Julia Roberts, she represented La vie est belle campaign in all of the campaigns, regardless of the smell type. Mrs. Abdel-Hady believed that this is what urged the audience to visit stores and ask about what they recall the most, being La vie est belle, and then choose their most suitable fragrance.

Mrs. Abdel-Hady also stated that Lancôme has not advertised any perfume other than *La vie est belle*, since it is a top of mind to most consumers, and because of its repetitive advertising with Julia Roberts as the endorser.

Furthermore, if we compare the previous results of the two products for our case study, Mrs. Abdel-Hady stated that Lancôme has more endorsements worldwide for their perfumes than Yves Saint Laurent. This is the main reason why budget is more, and thus sales are higher worldwide. Lancôme used Julia Roberts, Anne Hatheway, Kate Winslet, Emma Watson and others. Each of those endorsers has almost three public relation events in different countries each year. Hence, increasing their eminence. Furthermore, every couple of months a new photo shoot is done for the Lancôme's celebrity endorser; thus urging the brand to update their advertising campaigns worldwide for new attraction.

On the other hand, Lancôme, like Yves Saint Laurent (YSL), advertises on TV, press, and magazines, in addition to billboards. However, in department stores, Lancôme adopts the same packaging as YSL for brand recognition rather than just the products'.

Mrs. Abdel-Hady gave me very useful data to compare both products' advertising budgets. She stated that the advertising budget for Lancôme's *La vie est belle*, in 2013, was three times the budget spent on the perfume *Manifesto* by Yves Saint Laurent. In 2014, *La vie est belle*'s spending was 1.7 times greater than *Manifesto* by YSL. Whereas *La vie est belle* campaign spent 3.5 times more the budget of *Black Opium* from YSL. In general, Lancôme's spending was 1.14 times greater than all of Yves Saint Laurent perfumes for women. However, comparing the advertising campaigns of *La vie est belle* endorsed by Julia Roberts, and *Black Opium* endorsed by Edie Campbell from 2015, gave us a deeper study for this thesis. The

difference between both budgets is 1.3 times greater; hence, it was analyzed that celebrity endorsement does cost more. As a conclusion, Lancôme's spending were more than Yves Saint Laurent on their perfumery products, for the past three years; despite the fact that Yves Saint Laurent were launching new products during that period.

As an important note, Mrs. Abdel-Hady explained that both of these products, Lancôme and Yves Saint Laurent (YSL) lie under the same brand L'Oreal. Therefore, L'Oreal Paris does not launch two products simultaneously within the same department, in order not to affect the sales of the other product. Notice that in 2014, during the launch of Black Opium perfume, Lancôme's spending on advertising mildly decreased to create a stronger influence on the new product. On another hand, the sales for La vie est belle in 2015 were 32% greater than that of Black Opium simply because of the high number of advertising spending, and the use of celebrity endorsement.

Mrs. Abdel-Hady finalized our interview by stating that both products are L'Oreal brands; however Lancôme has a bigger importance worldwide. She believes that it is the reason behind the use of celebrity endorsement in their campaign, which is helping them boost their sales locally and internationally.

6.2 Quantitative Research: Surveys

As for the quantitative analysis for this thesis, data collection was based on a survey questionnaire distributed to 200 participants in Lebanon; between my workplace, my gym, my friends and random people in social events. It targeted

different genders, age groups ranging between 25 to 35, 35 to 50 and above 50; subjects working in different industries such as finance or media; and residents of Beirut and Metn. This variation gave us a broader perspective for the analysis of our research question on the effect of celebrity endorsement in Lebanon.

Lancôme and Yves Saint Laurent perfumes are considered to be luxurious fragrances. Their advertising technic is what distinguishes them in the market; in addition to the importance of the advertised perfumes' smell, bottle display, and brands' image. As mentioned earlier, Lancôme and Yves Saint Laurent products target customers whose age was divided in above mentioned brackets in order to start building loyalty from the smallest range to the older (Gilles Laurent, *Trailing a scent*, 2010). Hence, this survey was distributed to this target segment.

6. 2.1 Findings and data collection / Discussion and data analysis

The questionnaire included 21 closed-ended questions. It was initially made as a short survey for customer to accurately fill it without getting bored.

The survey started with demographic questions, and then included general knowledge questions about the applicant, their use of digital media, and their view on the importance of celebrities on social media. At the end, I included several detailed questions about their opinion on celebrity endorsers for perfume products, especially Lancôme and Yves Saint Laurent perfumes.

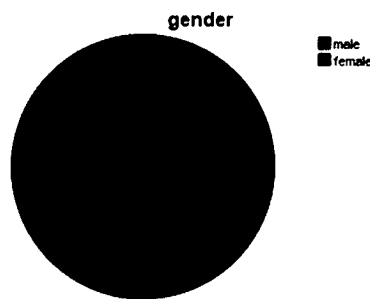
In order to answer the research questions and test the hypothesis, data were entered into the Statistical Package for Social Sciences program (SPSS), and were further analyzed to get the end results. Descriptive analyses were completed, and the results were collected and tabled for each question in the survey.

Data was taken from N=200 different participants of both genders male and females
 Distribution yielded the below results in the Statistics tables for each question

Question 1: Gender

Statistics

N	Valid	200
	Missing	0
Mean		1.6800
Median		2.0000
Std. Deviation		.46765



	Frequency	Percent	Valid Percent	Cumulative Percent
Male	64	32.0	32.0	32.0
Valid Female	136	68.0	68.0	100.0
Total	200	100.0	100.0	

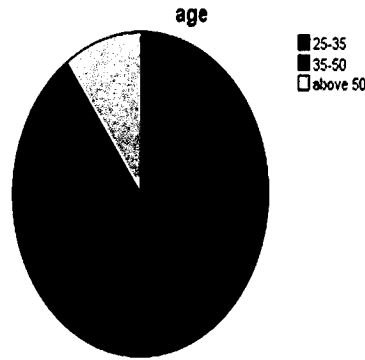
Following the survey’s results and SPSS calculations, the study showed that the effect of celebrity endorsement is more female oriented than men. However, it is essential to note that more women filled the questionnaires than men. Although the males were the minority, their answers had impact on the effect of female perfumes in questions, as they are also considered strong potential buyers.

Question 2: Age

In the survey, the age segments were divided between 25 to 35 years old, 35 to 50 years old, and 50 years old and above

Statistics

N	Valid	200
	Missing	0
Mean		1.3700
Median		1.0000
Std. Deviation		.65975



	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-35	146	73.0	73.0
	35-50	34	17.0	90.0
	Above 50	20	10.0	100.0
	Total	200	100.0	100.0

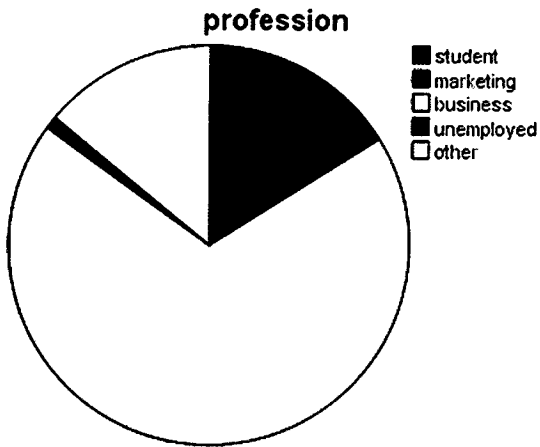
The ages 25-35 years old were the majority for this survey completion, since they represented Lancôme and Yves Saint Laurent’s target market audience.

Question 3: Profession

Statistics

N	Valid	200
	Missing	0
Mean		3.1000
Median		3.0000
Std. Deviation		.90226

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	6	3.0	3.0
	Marketing	26	13.0	16.0
	Business	138	69.0	85.0
	Unemployed	2	1.0	86.0
	Other	28	14.0	100.0
	Total	200	100.0	100.0

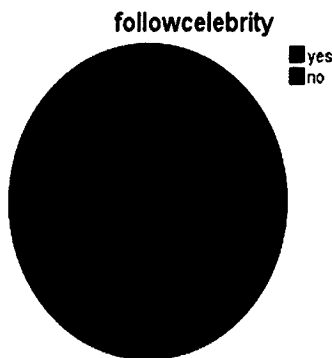


As per the above chart, occupation results showed a strong concentration in the business field since most surveys were distributed in financial workplaces.

Question 4: Follow Celebrity

Statistics

N	Valid	200
	Missing	0
Mean		1.4300
Median		1.0000
Std. Deviation		.49632



	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	114	57.0	57.0	57.0
Valid No	86	43.0	43.0	100.0
Total	200	100.0	100.0	

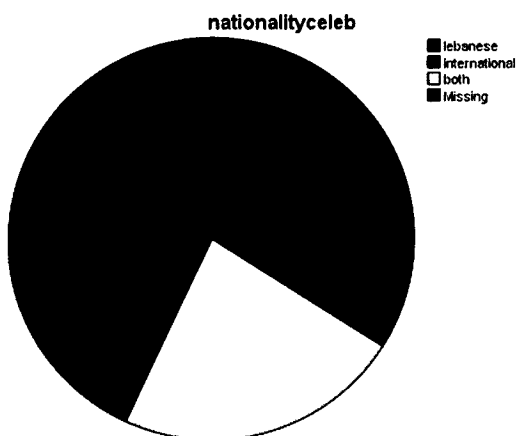
The results prove that there is a high percentage of people following celebrities on social media. 57% versus 43% of the target people who filled the questionnaire were up-to-date with their favored celebrities’ news on either Instagram or Facebook.

Question 5: Celebrity endorser’s Nationality

Statistics

N	Valid	114
	Missing	86
Mean		2.2632
Median		2.0000
Std. Deviation		.69196

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lebanese	16	8.0	14.0	14.0
	International	52	26.0	45.6	59.6
	Both	46	23.0	40.4	100.0
	Total	114	57.0	100.0	
Missing	System	86	43.0		
Total		200	100.0		



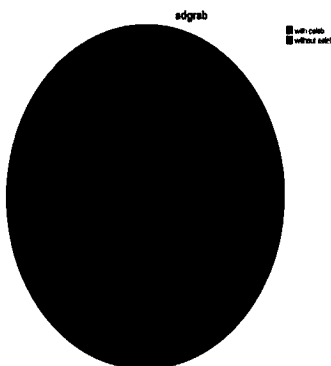
Regardless whether one follows celebrities on social media or not, the results showed that the majority of people would rather follow international celebrities rather than local Arab ones, which also tells us that the consumers in the Lebanese market still recognize and are attracted more by international celebrities and become more tempted to try the product.

Question 6: Ad attention

Statistics

N	Valid	200
	Missing	0
Mean		1.2600
Median		1.0000
Std. Deviation		.43973

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid With celeb	148	74.0	74.0	74.0
Valid Without celeb	52	26.0	26.0	100.0
Total	200	100.0	100.0	



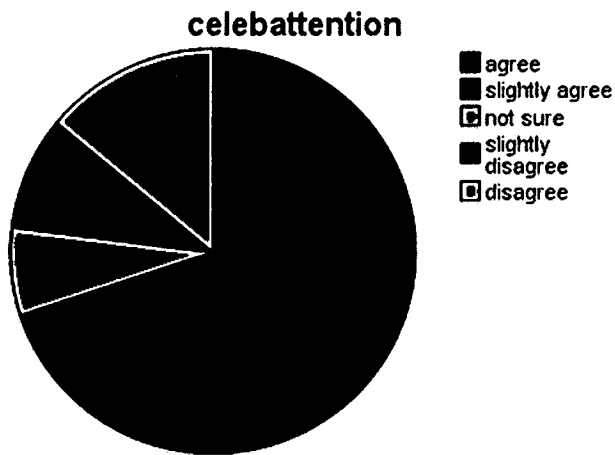
According to my survey, 74% of the targeted group stated that the use of a celebrity to advertise a certain perfume, does actually grab the consumer’s attention.

Question 7: Attention of celebrity

Statistics

N	Valid	200
	Missing	0
Mean		2.3500
Median		2.0000
Std. Deviation		1.37731

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	64	32.0	32.0
	Slightly agree	76	38.0	70.0
	Not sure	14	7.0	77.0
	Slightly Disagree	18	9.0	86.0
	Disagree	28	14.0	100.0
	Total	200	100.0	100.0



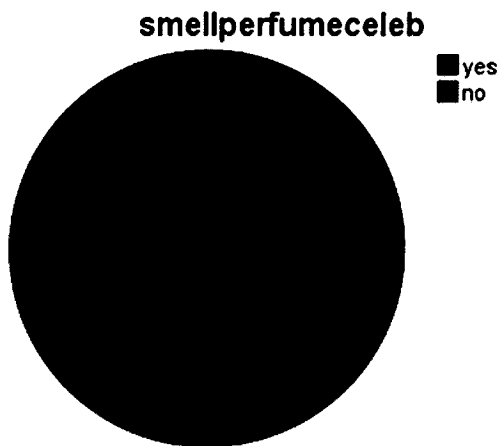
We noticed that most of the consumers either slightly agrees or completely agree that celebrities actually grab their attention. They are somehow equally divided in their opinions.

Question 8: Smell a perfume because of a celebrity endorser

Statistics

N	Valid	200
	Missing	0
Mean		1.4400
Median		1.0000
Std. Deviation		.49763

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	112	56.0	56.0	56.0
Valid No	88	44.0	44.0	100.0
Total	200	100.0	100.0	



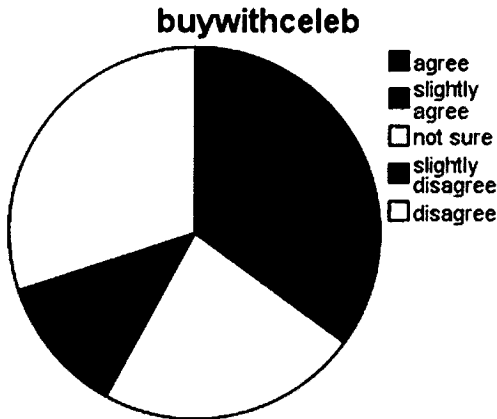
Most of the consumers confirmed that they do, at least, test and smell a perfume or make-up simply because a certain celebrity endorsed the brand.

Question 9-10: Buy a cosmetic product because of a celebrity endorser

Statistics

N	Valid	200
	Missing	0
Mean		3.2400
Median		3.0000
Std. Deviation		1.41861

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	26	13.0	13.0	13.0
Slightly agree	44	22.0	22.0	35.0
Not sure	46	23.0	23.0	58.0
Slightly disagree	24	12.0	12.0	70.0
Disagree	60	30.0	30.0	100.0
Total	200	100.0	100.0	



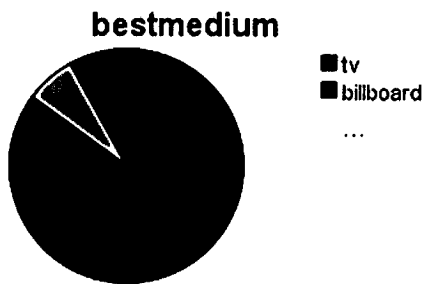
For deeper analysis, we realized through the questionnaires that there is an unequal distribution between customers who do actually have the tendency to buy the advertised cosmetic product when a celebrity is involved in the ad.

Question 12: Effect of celebrity endorsement

Statistics

N	Valid	200
	Missing	0
Mean		2.0300
Median		1.0000
Std. Deviation		1.36323

	Frequency	Percent	Valid Percent	Cumulative Percent
TV	120	60.0	60.0	60.0
Billboards	50	25.0	25.0	85.0
Valid Magazines	14	7.0	7.0	92.0
Internet	16	8.0	8.0	100.0
Total	200	100.0	100.0	



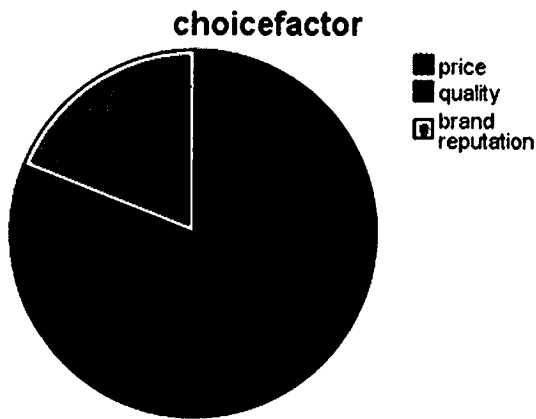
Based on the survey and SPSS analysis, TV is the preferred medium channel chosen by the customers, followed by billboards and magazine.

Question 11 & 13 & 14: Factors for choosing a brand

Statistics

N	Valid	200
	Missing	0
Mean		2.1000
Median		2.0000
Std. Deviation		.52092

	Frequency	Percent	Valid Percent	Cumulative Percent
Price	18	9.0	9.0	9.0
Valid Quality	144	72.0	72.0	81.0
Brand reputation	38	19.0	19.0	100.0
Total	200	100.0	100.0	



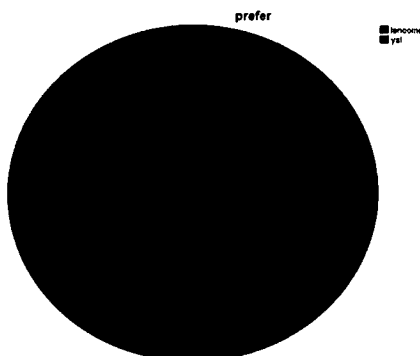
Despite the positive effect of celebrity endorsement in advertised products, the results show that consumers still rely mostly on the quality and the scent of the perfume, followed by the reputation of the celebrity endorser.

Question 15 & 16: Competitors

Statistics

N	Valid	200
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Lancôme	110	55.0	55.0	55.0
Valid YSL	90	45.0	45.0	100.0
Total	200	100.0	100.0	



The results on SPSS show approximately equal preferences between the two products, which proves that the preference factor is decided upon the trial of the product rather than solely on the celebrity endorser.

Question 17 & 19: Product sales with celebrity endorsement in Lebanon

Statistics

N	Valid	200
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	153	76.5	76.5	76.5
Valid No	47	23.5	23.5	100.0
Total	200	100.0	100.0	



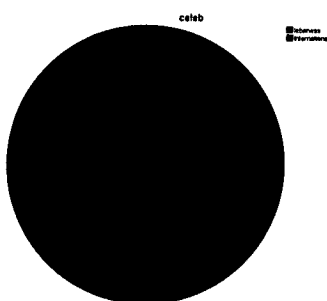
Celebrity endorsement does affect sales, since it is one of the most important factors that will lead the consumer straight to the product advertised in the market. No matter what the celebrity relates to the consumer, it will be the first attraction factor to the product, according to the Lebanese target group.

Question 18: Nationality of endorser preference

Statistics

N	Valid	200
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Lebanese	54	27.0	27.0	27.0
Valid International	146	73.0	73.0	100.0
Total	200	100.0	100.0	



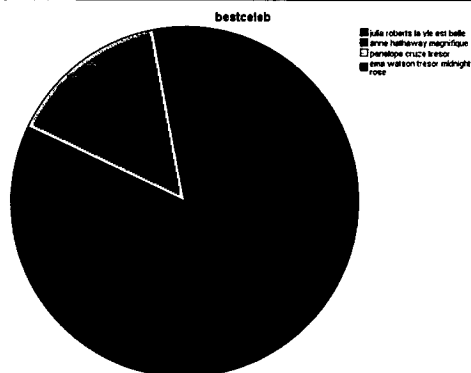
The target audience preferred that the celebrity in the perfume advertisement to be an international celebrity rather than a local Lebanese. Previous questions proved that international celebrities are more followed by fans, and are more aware by Lebanese consumers, in comparison to those local celebrities that barely advertise luxurious products.

Question 20: Lancôme celebrity endorser ad

Statistics

N	Valid	200
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Julia Roberts - La vie est belle	150	75.0	75.0	75.0
Anne Hathaway - Magnifique	14	7.0	7.0	82.0
Penelope Cruze - Tresor	30	15.0	15.0	97.0
Emma Watson – Tresor midnight Rose	6	3.0	3.0	100.0
Total	200	100.0	100.0	



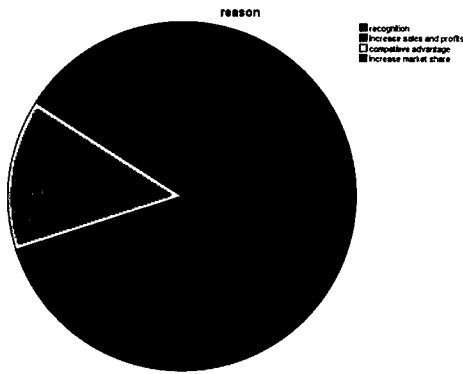
Julia Roberts was the face of La Vie Est Belle for three years, ever since the campaign started in 2013. This is the reason behind the high recognition by our target audience. As realized, there is a big gap in comparison to other products' advertisements.

Question 21: Reason behind selecting celebrity endorsement

Statistics

N	Valid	200
	Missing	0

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Recognition	44	22.0	22.0	22.0
Increase sales & profits	96	48.0	48.0	70.0
Competitive advantage	28	14.0	14.0	84.0
Increase market share	32	16.0	16.0	100.0
Total	200	100.0	100.0	



According to consumers, celebrity endorsement is the main reason behind the increased sales and profits of the advertised products. In numbers, 48% proved that celebrity endorsers played a role, in comparison to 22% who portrayed that it is the actually the recognition of the brand that made it stand out in the market.

For further analysis, the cross tabulations below, with the help of the research findings in the statistics above, helped us prove whether the hypothesis of this thesis is null or not.

The first hypothesis presented the type of advertisement with celebrity endorsement does attract consumer’ attention towards the advertised product, as portrayed in the below table:

Count

		Celeb attention					Total
		Agree	Slightly agree	Not sure	Slightly disagree	Disagree	
Ad	With celeb	65	52	6	8	13	144
grab	Without celeb	0	20	12	8	16	56
Total		65	72	18	16	29	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.091 ^a	4	.000
Likelihood Ratio	67.113	4	.000
Linear-by-Linear Association	40.278	1	.000
N of Valid Cases	200		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.48.

The majority of consumers agree that the presence of a celebrity in the advertisement grabs their attention more than any other campaigns, making the product more appealing to them. Moreover, P value is relatively small and much smaller than 0.5 which also proves the hypothesis right. Thus, this confirms the hypothesis is correct.

In order to support the claim in a more detailed way, the following cross tabulation will link the celebrities' importance in the ad, and thus urging the consumer to actually try the product. This is a step closer to purchasing the product and boosting the product's sales in relation. It supported the expected results concerning the hypothesis in question.

Count

		Ad grab		Total
		With celeb	Without celeb	
smellperfumecelb	Yes	86	8	94
	No	58	48	106
Total		144	56	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	33.416 ^a	1	.000		
Continuity Correction ^b	31.617	1	.000		
Likelihood Ratio	36.458	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	33.249	1	.000		
N of Valid Cases	200				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 26.32.

b. Computed only for a 2x2 table

The second hypothesis states that celebrity endorsement aids in increasing the sales of the advertised product. The main factors affecting this hypothesis is the reason and effectiveness of celebrities' endorsers in advertisements, in comparison to the use of others random representatives for the product.

First comparison will relate the facts of the effectiveness of celebrity endorsement towards sales, and the main reason the companies use celebrities in their advertising campaigns.

Count

	Celebendosales		Total
	Yes	No	
Reason			
Recognition	34	10	44
Increase sales & profits	67	29	96
Competitive advantage	24	4	28
Increase market share	28	4	32
Total	153	47	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.894 ^a	3	.117
Likelihood Ratio	6.232	3	.101
Linear-by-Linear Association	2.529	1	.112
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.58.

The results are gathered around the fact that celebrity endorsement’s purpose is to increase sales and profits. Consumers support this claim, since the majority thinks that celebrity endorsement does have a positive effect on sales. P value above is still below 0.5 which also proves the second hypothesis right. This table also supports the second hypothesis to be valid.

Moreover the next cross tabulation will prove that the most noticed ads are those with celebrity endorsers in the ad, which was also supported from the positive effect it has on the advertised products’ sales.

Count

	Celebendosales		Total
	Yes	No	
Julia Roberts - La vie est belle	119	31	150
Anne Hathaway - Magnifique	14	0	14
bestceleb Penelope Cruze - Tresor	20	10	30
Emma Watson – Tresor midnight Rose	0	6	6
Total	153	47	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.116 ^a	3	.000
Likelihood Ratio	27.056	3	.000
Linear-by-Linear Association	10.193	1	.001
N of Valid Cases	200		

Finally, the last hypothesis confirms, through analysis, that Lancôme allocated a higher budget for their advertisements than relative brands, due to the choice of advertising mediums, and the adaptation of celebrity endorsement in their advertisements.

Since the exact budget cannot be determined through the surveys' questions, several relative factors can prove that the hypothesis is correct. Among the questions are: the mediums chosen to display the advertisements, the choice of celebrities, and whether those two factors have an effect on consumers' attention.

Count

		Bestmedium				Total
		TV	Billboard s	Magazines	Internet	
Adgrab	With celeb	71	33	14	26	144
	Without celeb	32	16	8	0	56
Total		103	49	22	26	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.882 ^a	3	.008
Likelihood Ratio	18.788	3	.000
Linear-by-Linear Association	3.968	1	.046
N of Valid Cases	200		

Count

	Bestceleb				Total
	Julia Roberts - La vie est belle	Anne Hathaway - Magnifique	Penelope Cruze – Tresor	Ema Watson - Tresor midnight rose	
With celeb	102	10	26	6	144
Without celeb	48	4	4	0	56
Total	150	14	30	6	200

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.727 ^a	3	.081
Likelihood Ratio	8.808	3	.032
Linear-by-Linear Association	6.415	1	.011
N of Valid Cases	200		

According to the tables above, and our target group, consumers are more attracted to advertisements with the presence of a celebrity. As expected and confirmed by our hypothesis results, we can derive that the audience recognizes more ads with celebrity endorsers such as Julia Roberts; in addition, to the use of the most expensive media mediums (TV and billboards). Therefore, as analyzed, Lancôme is spending the most among other relative brands under L’Oreal’s brand, thus dominating the advertising field to establish a bigger market share. However, the use of an international celebrity like Julia Roberts still makes a heavier appearance in local Lebanese markets, more than a local celebrity such as Najwa Karam, since international celebrities have higher exposure and are displayed all over the world; contrary to the limitations of display of a local celebrity.

In conclusion, all hypotheses were proven valid and showed that they are all interrelated. The first hypotheses portrayed that the use of celebrity endorsement does grab the attention of the consumer to actually try out the product; which indeed increases the sales of the advertised product, which confirms the second hypothesis to be valid. Finally, the last hypothesis was also proven correct and confirmed our case study that Lancôme is among the highest spenders in the perfumery market, thus grabbing many consumers attention and distinguishing it in the market, to boost its products' sales and guarantee its return on investment.

VII- Conclusion & Recommendations

Celebrity endorsement in advertisements is a controversial issue in our world today. The advertising business is highly growing with new developed strategies. The various media means grab the audience's attention towards a specific product or brand; thus persuading the audience to purchase the advertised service and enjoy the same admiration they had when viewing the ad. Advertisements portray idealist images that are favorable to the viewer, and increases consumers' awareness to distinguish it from other related products. Hence, the adaptation of a celebrity endorser would attract many fans, especially the youth, to directly purchase the endorsed product, and enjoy the same beauty represented by their idol. Celebrity endorsement can increase brands' loyalty, sales, and affect the consumer's buying behavior, especially in the Lebanese market. This is highly supported when writer Crutchfield mentioned that: "celebrity endorsement represents 15% of all advertising campaigns nowadays seeking to increase awareness, loyalty and image" (Crutchfield,

2010). However, maintaining the reputation of the celebrity endorser from any scandal is of great importance, apart than selecting the most suitable one to represent their brand. By ensuring that, then the success of the endorsed cosmetic product is guaranteed.

7.1 Conclusion

Many studies and theories were developed by scholars to analyze the social and psychological influence of celebrity endorsement in advertisements. It has been clearly proven that celebrities attract many fans to purchase the advertised product in order to gain the same image appreciation and gratitude from others. It is essential to select the representative of a product that best portray the main characteristics of credibility, expertise and trustworthiness. As depicted in the Theory of Internalization, individuals are only influenced by the advertisement once they feel that they share similar beliefs and attitudes as the endorsed idol in the ad. This will certainly affect their perception towards the advertisement, and thus influence their admiration on the beauty essence of the product. However, it was also viewed that such types of advertisement, with an endorser, cause the consumer to build a relationship with the celebrity, rather than the product itself. The expertise use of local celebrities is also of a bigger influence. The Lebanese market will certainly be attracted to advertisement with famous Arab idols; and thus, urge the consumer to purchase the product and enjoy similar beauty characteristics. However, the cost of endorsing a celebrity and having them represent the image of the product has its own risk. All celebrities are constantly at stake of being scammed for any scandal. If so, it will strongly distort celebs' own image and that of the brand; and thus, drastically decreasing their loyal customer and market sales. Therefore, to protect a brand from jeopardizing their business, they ought to advertise celebrity endorsers that are known for their

attractiveness and expertise, in addition to protecting them of any rumor and maintaining their credibility and trustworthiness portrayed in the ad. Once the high reputation of the celebrity endorser is ensured, then a long-term success is guaranteed to the brand.

After examining various literature reviews and theoretical frameworks, we can derive that celebrity endorsement is a positive advertising strategy, solely if the correct celebrity endorser was selectively chosen to represent the image of the advertised product. In addition, further quantitative and qualitative analyses were completed to answer our main research question of whether the positive outcomes of celebrity endorsement in advertisements outshine its risks for cosmetic products in Lebanon. Through the quantitative method, we interviewed L'Oréal cosmetic product brand and their media booking agency, Universal Media. We were able to gather their perceptions and view on the effect of celebrity-endorsed advertisements in the Lebanese market. On the other hand, many questionnaires were filled by Lebanese market and were systematically quantified to switch their answers and behaviors into numbers. Those methods surely helped in concluding that celebrity endorsement does have an effect on promoting awareness and recall. Celebrities attract more customers; and thus, persuade them to purchase the advertised product and build brand loyalty. It has been noticed that many campaigns are now shifting their target audience towards the younger generation, as they are more intrigued by celebrities.

Nevertheless, it was clearly gathered that the use of celebrity endorsement in advertisements is expensive for media usage, as well as the importance of spending a great budget on media spots. Through the high allocation of media spots, the exposure rating of the endorsed advertisement surely increases; and thus, attracting the attention of viewers and raising their curiosity to actually purchase the product.

Two case studies were assessed, in addition to a real-time Lebanese celebrity cosmetic product endorser. It was clearly supported that the reputation of the celebrity endorser should be highly maintained, as long they are the representatives and image of the advertised product. Otherwise, its consequences could strongly affect the brand's sales, destroying their desired Return On Investment (ROI) target, and enduring them in a major loss. But still, the increase allocation of media spots will also be needed to guarantee an even higher exposure rate; thus raising consumers' awareness and interest.

As acknowledged earlier, the Lebanese community strongly focuses on their beauty in their daily lifestyle. They are strongly influenced by local and international celebrities' attractiveness. Our sample group gave us a thorough insight on their beliefs and perceptions regarding the influence of celebrity endorsement for cosmetic products in Lebanon. It was concluded that celebrity endorsers are what grabs the Lebanese cosmetic markets' attention in magazines, billboards, and TV commercials. They always strive to be similar to the advertised celebrity as to feel the same admiration they derived from the ad. The results also showed that many Lebanese have the same interest on ads with either local or international celebrities. The awareness of Arab celebrities is vastly increasing nowadays, as many Arab talent shows are promoting their talents and increase their media exposure.

7.1.1 Limitations

Unfortunately, some obstacles limited the full spectrum of the analysis.

I was unable to gather any numerical budget spending data on cosmetic products' advertisements, due to confidentiality reasons which set a drawback in the ability to

compare public information with private information, also some information obtained from research statistics were incomplete or out of date.

I was also unable to meet with the local celebrities that endorsed such products in order to obtain feedback from their side, considering that there are few celebrities that actually appeared in the advertised products in Lebanon. The relative small number made it hard to get in contact with a celebrity, which narrowed down the impact of the celebrity endorsed products in Lebanon.

On the other hand, examining the Lebanese cosmetic market was fairly accurate; yet inspecting the effect of the celebrity endorsers' nationality in the advertisement was a challenge. Results were segmented into two extremes, as some were strongly knowledgeable of both local and international celebrities, while others only admire and follow the news of local celebrities. This also raised the issue of not being able to put to use the effect of the consumer's loyalty towards the product or the celebrity advertising it.

Finally, another limitation that couldn't be avoided is the fact that we had to restrict the study to the Lebanese market which represents a small sample compared to other international markets, which raises the issue of generalization. The study of a small market and the use of random people from within this population may tend to result in biased views or choices and the application of the results on the subject of this thesis may have generalized the opinion of the small sample on the whole population and generated magnified results that may have not been completely accurate.

7.1.2 Recommendations

As a conclusion, celebrity endorsement is an important advertising strategy for cosmetic products. If the celebrity is accurately chosen to represent the brand, then it

will surely guarantee the success of the advertised brand's high profit and loyalty, which in turn will have a positive impact on the company's image and profitability. In addition, the importance of the budget allocation on media spots is also essential to increase the exposure rate and create brand awareness and recall, which will catch the consumers eyes and grab their attention constantly, leaving a vivid image of the advertisement in the consumer's mind and that will lead him to talk about the product or even buy it as well. The Lebanese market is surely influenced by celebrity endorsement advertisements, and certainly distinguishes the product from all other competitors on the market shelf.

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Appendices

Appendix A

Universal Media Interview Questions

1. What is the target market of each of Lancôme and Yves Saint Laurent's perfumes?
2. Which perfumes of these 2 products within the same brand have similar target market?
3. From past experience, is celebrity endorsement a primary factor to distinguish between both products?
4. We know that when a celebrity is involved in a certain campaign, there is a contract formed between these two parties; therefore money spent for this type of campaign will be higher, to reach certain the targeted sales and profits. However, how does this affect the work versus any advertisement with no celebrity endorsement?
5. What best marketing methods are used for those perfumery products?
6. Which mean of communication (from TV, social media, magazines etc.) is the most used when a certain celebrity is involved in the campaign? and why?
7. Is the trend of social media also affecting the budgets and campaigns you do for this brand? Are you using social media to communicate your message?

Appendix B

L'Oréal brand Interview Questions

1. Who do you believe is the target audience of your brand?
2. Do you believe that the future trend will focus on using local Middle Eastern celebrities to advertise your products?
3. Do you consider increasing the use of billboards as an advertising campaign?
4. Does the budget differ between the perfumery products within the same brand? Considering that Lancôme products always have celebrity endorsements in their campaigns as opposite to Yves Saint Laurent?
5. From your experience, does celebrity endorsement affect the sales for either product?
6. Do you believe celebrity endorsement affect consumers' decision making towards your brand? Is it the only factor?
7. Have any of your advertised brands been affected by an endorsed celebrity's scandal?
8. What campaigns other than TV do you use to advertise your products?

Appendix C

Survey

This survey studies the impact of having a celebrity in an advertising campaign for a cosmetic product.

Appreciate your cooperation for filling this quick survey.

1. Gender:

- Male
- Female

2. Age Segment:

- 25-35
- 35-50
- Above 50

3. Profession:

- Student
- Marketing
- Business / Finance sector
- Unemployed

4. Do you follow any celebrity on social media?

- Yes
- No

5. The celebrity you follow on celebrity on social media, is:

- A Lebanese local celebrity
- An International celebrity
- Local & International celebrities

6. What ad grabs your notice more:

- With celebrity endorsed advertisements
- With Non-celebrity advertisements

7. Does a celebrity endorser capture your attention to the brand in the market?

- Agree
- Slightly agree
- Not sure
- Slightly disagree
- Disagree

8. Have you ever smelled a perfume or tried a make-up product simply because a certain celebrity endorsed the brand?

- Yes
- No

9. I am more likely to buy a cosmetic product that had a celebrity endorser in the ad,

- Agree
- Slightly agree
- Not sure
- Slightly disagree
- Disagree

10. You believe the effect of celebrity endorsement is:

- Very influential
- Influential
- Somewhat influential
- Not influential

11. Scandal of celebrity endorser can affect your purchase decision:

- Yes
- No
- Sometimes
- Don't know

12. Which advertising medium do you consider most effective for the use of celebrity endorsement?

- TV
- Radio
- Billboards
- Magazines
- Internet

13. Which of these factors do you consider the most important while choosing your brand?

- Price
- Quality
- Brand reputation
- Advertising with celebrity endorsement

14. In general, do you believe that a celebrity endorsement advertisement has a positive or negative influence on purchase decision of a cosmetic product?

- Positive
- Negative

15. Do you consider yourself loyal to any specific cosmetic brand?

- Yes
- No

16. Between Lancôme and Yves Saint Laurent perfumes, which do you prefer more?

- Lacomme
- Yves Saint Laurent

17. Do you think celebrity endorsement is effective for cosmetic products in Lebanon?

- Yes
 No

18. Do you prefer the celebrity endorser to be

- Lebanese
 A foreign international celebrity

19. Do you think celebrity endorsement is effective on perfume sales in Lebanon?

- Yes
 No

20. Which Lancôme celebrity endorsed advertisement do you prefer?

- Julia Roberts - La vie est belle
 Anne Hathaway - Magnifique
 Penelope Cruze - Tresor
 Emma Watson - Tresor midnight rose
 Don't know any

21. Why do you think a company chooses celebrity endorsement to advertise their brands?

- Easy brand recognition
 Increase sales & profits
 For competitive advantage
 Increase market share

Thank you for your cooperation.