



Research Article

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Imitating Celebrities is a Consumer Luxury

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Abstract

The issue of consumption is an important topic aimed at economic and social development and is one of the hard-to-ignore aspects of culture. Consumption patterns and people's attitudes shed light on society's awareness, values and behavioral and intellectual practices formed according to the foster environment of individuals. Consumer culture is influenced by social and economic changes of society. The study aims to recognize the impact of social media celebrities on young people's consumer behavior. The current study is one of the descriptive studies based on the social survey curriculum of a sample of study-specific university staff (male and female). The total sample size (384) is individual. The data were collected by questionnaire. The study reached several results. Males, divorcees, and university education holders of study sample individuals are more influenced by the personal characteristics of celebrities and their consumer behavior is influenced by celebrity advertisements. Variable marital status is the reason why there are statistically significant differences (at the level of 0.01) in both the effects of celebrities' personal characteristics on young people's consumer behavior and the trends of social media users towards celebrity advertising and social media advertisements. The impact of social media advertisements on young people's consumerist behavior and the influence of celebrities' personal characteristics on young people's consumerist behavior are both statistically different (at the 0.01 level), but trends among social media users toward celebrity ads are not affected by educational attainment. Due to the variable number of family members, there are statistically significant differences (at the level of 0.05) in the effects of celebrities' personal characteristics on young people's purchasing behavior, trends of social media users towards celebrity advertising, and the effects of social media advertisements on young people's purchasing behavior. It turns out that large families are more influenced by celebrities' personal characteristics and have positive trends towards celebrity advertising, and it turns out that high monthly income earners are influenced by celebrity advertising compared to low monthly income earners.

Keywords: social media, Celebrity, Consumption pattern, Consumer culture, Consumer behavior

1. Introduction

The issue of consumption is an important topic aimed at economic and social development and is one of the hard-to-ignore aspects of culture. Consumption patterns and people's attitudes shed light on society's awareness, values and behavioral and intellectual practices formed according to the foster environment of individuals. Consumer culture is influenced by social and economic changes of society (Goodwin et al., 2008). Consumption in Saudi society went through several stages from 1351 H to 1395 H. The phase of slow change was that of the family producing most of its consumption. Women and children had a role in the consumption process, especially in villages. petroleum prices doubled and incomes increased ". Facilities and services improved, overseas travel and media exposure increased, the number of expatriate workers in society has increased and its policy of installment and borrowing has emerged so far (Al-Dossry, 2012).

Saudi society has witnessed many rapid social and economic changes that have contributed to its re-engineering and shaping of society to keep pace with global developments, including the consumer culture shaped by media globalization. The concept of change generally refers to differences in anything, which can be observed over a period of time. Social change is every shift in a society over a specified period of time. It affects human beings, systems, phenomena and social organizations, whether in construction, employment, behavior, ideas and beliefs. It is the result of the interaction of a number of Cluster of variables and takes multiple images and forms (Abbas et al., 2019). The issue of consumption links economic analysis with social interpretation. In the light of social changes and technical developments, young people have become consumers by nature, because the consumer landscape appears in all activities, events and productive processes targeting young people, as well as the diversity, evolution and impact of the consumption process on the psychological side of young people, to whom they find breathing, as well as the evolution of the market that drives young people to search for new products to cover their requirements and to keep pace with the enormous technological development (Dwivedi et al., 2021). This prompted many young people to pursue a consumerism that exceeds their financial, cultural or social level.

Social media plays a role in the dissemination of consumer culture because of the increasing number of social media users and the steady increase in electronic communities on social media sites that has caused massive transmission in the process of information transmission and communication exchange (Voramontri and Klieb, 2019; Jamil et al., 2022). In addition, it has become one of the most important tools for electronic marketing through which consumption has taken on new dimensions, not only commodities but also self-expression (Tabshush and Miz'ach 2022). The consumption behavior of young people is determined by the interplay between an individual's basic psychological characteristics and components and the surrounding environment, which determines their consumption behavior. As a result of social and economic changes and associated technical developments, new marketing methods have emerged that were unknown, notably the emergence of social media influencers followed by a large number of audiences, which has led marketing providers to pay attention to marketing through the use of social media influencers (Dwivedi et al., 2021). Statistics indicate that "These influencers contributed to the marketing of 3.7 million advertisements in 2018, up 43% from their marketing volume in the previous year (Grafström et al., 2018). This figure is only recognized as advertising material, as there is an additional large number of materials promoted by influencers without appearing as advertising material. This volume is tipped to reach 6.8 million announcements in 2028(Middle east | read today's news via the first arab newspaper 2023).

1.1 Study Problem

The study of young people's consumer behavior is an important study that contributes to the identification of factors that influence the correct thinking and choice of specific goods or trademark without others. It explains the causes and consequences of behaviors in the light of these influences.

Thus, the consumer can improve its purchasing decisions and adjust its consumer behavior to suit their correct needs. Consumer behavior is determined by the interplay between an individual's characteristics, psychological components and the surrounding environment in the sense that man's actions in procurement and consumption are determined almost on the basis of these psychological components (Abd, 2022). The driving force is generated by the compatibility of the stimuli to which individuals are exposed with their inherent needs and which leads them to situations of tension that prompt them to satisfy their needs commensurate with their abilities and resources and may be the product of their thinking or influenced by advertisements, or advice from the surrounding, influential and accepted reference groups (Obaidat, 2012). According to the expenditure survey issued in the Kingdom of Saudi Arabia for the year 2018, the General Authority for Statistics indicated that the average monthly family income at the level of Saudi Arabia was 11,984 thousand nine hundred and eighty-four rials, and the average income of the Saudi family was 14,823 thousand eighty-three. An increase of 8.9% compared to 2013, Saudi Arabia's average per capita income (2.741) was 2,000, 700 and 41,000 riyals per month, an increase of 21% compared to 2013. The average monthly expenditure for the family at the level of the Kingdom of Saudi Arabia (12.818) was twelve thousand, eight hundred and eighteen rials. The average expenditure for the family (2.521) was two thousand, five hundred and twenty-one rials. The average expenditure for the Saudi family (16.125) was sixteen thousand, one hundred and twenty-five rials. Saudi Arabia's average expenditure per capita per month increased by 2,857 thousand and 8,800 seventy-fifty riyals (SAR) compared to 2013. The family's general monthly expenditure (8,605) rials, and per capita (1.822) rials. The Saudi family's expenditure (11.189) rials, an increase of 15.6% compared to 2013. Saudi Arabia's individual (2.051) amounted to two thousand and fifty-one riyals (Households Incomes and Expenditures Survey - National Statistics Office of Georgia, 2023).

In light of technological advancement and the steady growth of electronic communities on social media platforms like Facebook, Twitter, and Instagram, whose transmission has caused enormous information transfer and communication exchange and increased the number of its users, it is a fertile space to study their dimensions objectively and analyze both their negative and positive effects (Amer, 2015). Influencers have become more prevalent, which is one of the most notable new marketing strategies. The use of (influencers) on social media has prompted marketers to consider how social media platforms may help them shape the reputation of their brands and goods by utilizing influencers to advertise their products through direct or indirect advertising. By stimuli like pricing, quality, promotion, presentation, and others, suggestions may be connected to a product or service brand. Since that they influence how consumers make their purchase decisions, suggestions are utilized to help customers' motives, particularly if there is consistency between these motivations and consumers' expectations (Jarrar et al., 2020).

A number of factors, some of which are related to the economic and social aspects of the family as well as specific practices and beliefs, affect each person's consumption within the family. Personal income, changes in price level, employment, region of residence, prevalence of education, family size, simulation and tradition, propaganda, and other variables all have an impact on an individual's personal consumption (Jarrar et al., 2020). We discover that the development of contemporary life and its numerous requirements have resulted in the formation of new consumption patterns with higher living expenditures and more obligations on the family to support family members' expenses (Joorabchi et al., 2012). Due to shifting consumer preferences among households and rising globalization-related product demand, middle-class and low-income families are now carrying a heavier financial strain. The family deals with several financial issues, particularly those brought on by a culture of consumption, the creation of new grounds and standards for evaluating products, and the loss of savings value. Based on social changes and technological advancements that have sparked a new revolution in advertising among influencers, it is now the most popular and one of the most significant influences on consumer behavior (Salama, 2020). This necessitates a scientific investigation into this situation. The issue with the investigation is to ask the President what impact social media superstars have on the consumerist tendencies of young people.

1.2 The significance of the research

1. Consumption is one of the significant concerns that needs research since it has an impact on all facets of society and young people in particular, necessitating scientific investigation to understand and treat its causes.
2. Studying the behavior of young consumers helps them understand their motives and reasoning, which enables them to make wise financial decisions during economic crises that are appropriate for their living situations.
3. This study relates the ideal self-image that young people get from pictures of athletes, artists, and influencers pushed through social media sites to the effect of social media celebrities on consumption among young people who are a mental image of themselves.
4. In order to support the Kingdom's economies in light of contemporary economic and social changes and to realize the Kingdom's vision of increasing resource efficiency and reducing waste by maximizing the potential of society's members, the study's findings help to raise consumer and savings awareness.

1.3 Objectives of the study

The study's goals are to identify how social media personalities affect young people's purchasing decisions.

1.4 Study issues

These questions are addressed by the study. What impact social media personalities have on the consumerist behavior of young people.

1. What socioeconomic traits distinguish researchers?
2. How do celebrities' personal traits affect the consumerist behavior of young people?
3. How do social media users feel about celebrity endorsements?
4. What effect do social media stars have on the purchasing habits of young people?
5. Does the consumer behavior of Saudi adolescents differ according to sex, marital status, size of the family, and monthly income?

1.5 Study concepts

Influence as a concept: According to Patel(2019), impact refers to "processes through which people directly or indirectly affect their ideas, feelings, or behaviors." The social impact happens when someone's thoughts, feelings, or actions are influenced by others. The effect is the outcome of a social interaction between two components, the influencer and the influencer, such that the influencer causes a certain reaction. There are several ways it might manifest itself, including through conformity, socialization, peer pressure, obedience, leadership, persuasion, selling, and marketing (Manstead, 2018).

Celebrity Concept: Those that are well-known to a large audience, well-regarded on a local or international level, engaged in the media, and social media users are referred to as celebrities, stars, or influencers. A person on the Internet who has amassed a sizable following, audience, and online presence is known as a "digital influencer." Digital networks may hire influencers at reasonable prices, and they can speak with or otherwise interact with viewers from anywhere in the world (Gnegy, 2017).

Advertising definition: Advertising is the persuading communication process carried out through mass media that promotes its goods, services, ideas, people, places, or behavioral patterns and aims to make a mental impact in order to achieve a behavioral response in the direction that the advertiser wants. Advertising activity is described as motivated and that the advertiser's personality

must be clear or can be inferred through the advertising message (Khan, 2012).

The concept of consumption: is the direct utilization of products and services to fulfill human desires and wants (Abdelkader, 1979). According to Firat et al (2013), consumer culture is the relationship between economic activity and cultural norms that may be influenced by the flow of wealth or people's psychological makeup. Through influencing how items are presented, imitated, exposed to mass or personal communication, travel, or other cultures, consumer culture aims to acquire the meanings, symbols, and attitudes that underpin the consuming process (Firat et al., 2013). Consumer behavior is described as a person's endeavor to fulfill their desires by getting or utilizing the item or service they desire (Hejazi, 2009).

1.6 Theoretical framework

Researchers in several fields of social science have given the topic of consumption a great deal of attention, but contemporary sociologists recognize the significance of social variables in their influence on consumption patterns. It is important and influential in forming consumer culture and goes beyond the straightforward process of being influenced only by advertising, purchasing, and consumption to include connecting sociological factors and their actual consumer relationship. This is something that researchers and those interested in studying consumerism in both the economic and social fields do. Consumption sociology is a topic of economic sociology. Alfred Marshall was interested in researching psychological and social theories and connecting them to human needs, which are highly reliant on culture and social norms. Identification of people's wants and the demand for commodities is facilitated by civilisation. Thurstaine Phillipin underlined the significance of social variables in shaping purchasing patterns. The centrality of social elements in the study of consumption has actually been confirmed by more contemporary research on consumption, which exploded following those of Barretto, John Hickens, and Keynes.

Because the communication business has grown to be one of the most well-liked sectors of the economy today, the patterns and forms of advertising have proliferated, making it one of the most significant phenomena of the communication process. Also, the Declaration's character, which highlights the significance of the role performed by the media and the media as the most significant public communication processes at the moment, in which contemporary propaganda techniques have developed and varied (Abdulrahman, 2013). Advertising works by using deceptive techniques to persuade consumers to purchase or quickly adopt informational services and goods, serving a variety of goals, including marketing and education (Abdulrahman, 2013). Economic function, social function, and recreational function.

We may use the following four impact models to illustrate how advertising affects its target audience: We will concentrate on the first model of persuasion as the strategy used by social media influencers in their communications with followers: Persuasion, bargaining, intolerance, and polarization. A person's reaction to persuasion messages can be broken down into two categories, according to the definition of persuasion as a strategy for altering attitudes, beliefs, or behaviors: When a person is exposed to advertising, whether consciously or unconsciously, they hear the advertisement, weigh the pros and negatives of the product, and assess the message's persuasiveness or logic. If they are not persuaded, they will query you and request further details when a person is a thinker, the case's facts will dictate how quickly the message will persuade them.

Several levels of impact exist: mental and mental activities, such as education and thought, have an effect on cognitive levels. Behavioral level influences: Most of the time, it is a collection of outcomes that can be assessed. Impact on an emotional level: relies on how you feel about the subject. The idea of influence is to add a psychological condition that results from introducing new ideas to the listener, where when acting or listening it is attached to this psychological state and many thoughts and knowledge that it has, and this psychological state has an important and fundamental role in altering the behaviors of a person or a group of people for a specific amount of time in a particular direction (Patel, 2019).

1. Consumption demands vary in form, relevance, and importance for society's members, and the culture of consumption shifts in response to these shifting cultural variables and human needs (children, young people, older persons). The consumer market reflects the many wants in the various societal segments. A variety of elements that influence consumption can be listed as follows:
2. Social and cultural factors: Each society has its own social systems, which are built from what is inherited from one side and what is updated from another. Both sides constitute the basic frameworks of culture that shape human behavior in all aspects of life, and the economic aspect (consumption) is one of the most important aspects affected by what prevails in society and what is new invades society, so economic processes are influenced by social and cultural As well as other changes (educational, value-related, etc.) that clearly affect how an individual's consumption pattern is mapped out in accordance with his or her personal demands to meet the amount of changes happening in society. Thus, societal variables such as conventions, values, education, and social position affect an individual's consuming behavior (Bayyaty, 2012).
3. Economic considerations: Economic variables actively contribute to the expansion and diversity of the consumption phenomena and even serve as crucial pillars for the development of a consuming culture among society's citizens. Due to the fact that an individual's purchasing power determines their consumption patterns and that the options to meet demands are determined by the individual's purchasing value, it helps foster a culture of consumerism for society's members in general and young people in particular (income). We frequently discover that (wealthy people) are more influenced by society's fast changes in the field of consumption than other people are, as well as by the conflict between the nature of needs and status. Young people in particular, and members of society in general, are influenced by the culture of consumption to adopt consumer behaviors in order to keep up with technological advancements in knowledge and information due to the wide variety of goods available and the constant change in their benefits (Bayyaty, 2012).
4. Religious factors: Religion affects both individual and societal life. It establishes standards, governs behavior, and shapes how we interact with one another. Religious practices have a similar impact on society's members as other causes. Religion influences consumerism, and consumer culture reflects this. According to religious values and beliefs that influence their purchasing behavior, we observe that some people are not drawn to particular items on religious grounds (Agarwala et al., 2019; Daas, 2019). According to Max Weber, there is a connection between moral principles and economic action. Religion encourages rational consumption and supports reasonable economic activity (Villani et al., 2019).
5. Political factors: The State creates society's economic policies. Political stability promotes social and economic stability and works to rebuild society and reassure the populace psychologically, resulting in the desired level of well-being in all facets of life (Bayyaty, 2012).

2. Literature Review

The research listed below are a review of past studies on consumption (Sheikh et al., 2013) that sought to understand the effect of celebrity usage in television advertising on young people's purchase behavior for sporting goods. Using a sample of 400 undergraduate students, descriptive research was conducted and data was gathered by questionnaire. The study's findings indicated that celebrities' appearances in television advertisements had a significant impact on young people's decision-making regarding the purchase of sporting goods. It was also discovered that celebrity status and fame came first, followed by the celebrities' physical characteristics, the nature of the product and how well it fit with the celebrities' personalities, and finally the celebrities' social and moral qualities.

Mushayfari and Hassan (2017) study set out to examine the attitudes of young Omani people

toward consumption as well as the variables and elements influencing its makeup. It discovered that social influences had the greatest impact on young people's consumer cultures. The marketing variables that influence young people to purchase and spend money come next. The prominence of image culture, which modern social media is heavily reliant upon, is followed by the appearance of new products on the market that are predominantly targeted at young people. The findings also provided young people with a clear understanding of the significance of justifying consumption through societal institutions.

Identifying the internal and external elements that contributed to the predominance of consumer values in students was the goal of a study by Mortaza (2011). According to the study, advertising has a significant influence and puts pressure on young people by encouraging them to buy more of the products that celebrities and artists are endorsing.

Abdelbari and Osman (2009) sought to determine the effect of information globalization on young people's values of consumption by connecting consumption behaviors to the values formed as children. The study discovered that exposure to knowledge about globalization affects young people's values and consumption habits.

(Dakhil et al., 2022). Research. The consumer culture of young people in Libya was examined, and it was discovered that this group differs from other social groups via its patterns and expressions as well as its contribution to young people's material capabilities. Also, it came to the conclusion that media and propaganda spread new consumption trends and lifestyles that have an impact on young people's cultures on both a material and cultural level.

Considering the consumer culture in Iraqi society, the research concludes that changes in the economy, society, culture, and politics have an impact on how people live; High price fluctuations on the market, the unavailability of particular items, or financial and economic crises are other factors. Propaganda and advertising also play a role in the deception of consumer awareness that results in binge consumption in order to ensure that you appear stunning, quickly switch between different sorts of goods, and desire to purchase the new (Ben and Faez, 2021).

The goal of the study of Al-Jazuli (2015) was to determine how socioeconomic and demographic factors affect customer purchasing decisions. According to the study, the family has the most impact on social elements, followed by social class (financial ability) and then cultures, with friends, coworkers, and celebrities (community stars) occupying the last three spots, respectively.

Salama (2020) sought to understand the link between influencers' social media advertising and Saudi university students' purchasing behavior. According to the study, the majority of researchers bought items promoted by celebrities, and there is a connection between researchers' exposure to social media influencers' sites and their evaluation of the marketing strategies used by these influencers.

The purpose of the study of Sharma (2019) is to gauge the trustworthiness of social media among Saudi university students as well as their understanding of the idea of the trustworthiness of the material posted there. According to the survey, compared to other factors, young people have a high level of trust in social media, but less so in Facebook and YouTube, particularly YouTube. for published materials.

Research The study's goal was to investigate the connection between social media ads and user behavior in Kuwaiti culture. Findings indicated a connection between social media advertising and consumers' purchase decisions in Kuwaiti society (Mohammed and Saadawi, 2019).

Research The purpose of the study was to examine how exposure to social media influencers among Saudi university students affected how they perceived the brand. It also sought to assess how much trust participants had in the influencer's credibility and how that credibility affected how they perceived the brand, as well as how the study sample interacted with influencers' social media advertising. The findings demonstrated that Snapchat comes in top in a sample follow-up to influencers' advertisements, followed by YouTube, which enhances the brand's reputation (Morsi, 2022).

The goal of Younis and Mohamed, (2020) was to determine the most significant aspects and

drivers of Saudi university students' exposure to social media influencers and how those factors affected their degrees of purchase reaction. The study's findings highlight how young people interact with and respond to marketing from social media influencers.

Al Khouli and Abdulmenim (2019) state the amount of media advertising that college students are exposed to and how it affects their purchase decisions and behaviors. According to a survey, Facebook is the most often visited website, and users often follow up on social media promotions because they want to know where and how to acquire a product or service as well as what deals, discounts, and freebies are being given.

Al-Dahrawi and Fouad (2019) study's goal was to investigate the connection between Arab youth tendencies toward celebrity marketing on social media and consumer behavior. The study concluded that the degree of exposure to social media celebrities' sites affects the purchasing choice and advised the public not to rush into buying products and services that these celebrities are endorsing and to take care to confirm the accuracy of the information presented.

Mohammed and Saadawi, (2019) study try to quantify how e-marketing affects consumers' purchase decisions among an Algerian sample of social media users. The study discovered that spoken word on social media sites has a significant impact in influencing other users' recommendations, posts, or comments, or through individual reviews of social media products and institutions. Social media marketing also positively affects the stages of purchasing decision-making, according to the study. This aids in the establishment and growth of e-marketing strategies across social media platforms.

From the perspective of the study sample of 385, Chen, (2021) sought to determine the strength of a relationship and moral impact between the dimensions of social media celebrities represented in (celebrity credibility - celebrity attraction - celebrity experience) and the intention to buy for women's products through Facebook-YouTube apps. The study's findings led to a relationship with a social media star and a purchase intention. Also, there have been effects on the social media aspects of celebrity credibility, attraction to purchase intent, and influence of experience on purchase intent.

Gardner and Shuman (1987) looked at a small sample, and it revealed that 53% of the sample study bought the product as a result of the use of community stars in advertising for these products. It also revealed that purchasing behavior varies according to age and income level, and that older sample members with higher incomes prefer to buy products advertised by a community star than younger sample members under age and incomes.

Ranjbarian et al., (2010) demonstrate the influence of celebrity use on consumer trends towards a certain brand, it was discovered that while there was an indirect influence on these trends, this influence did not change the consumer's desire to purchase the product. Also, Braunstein (2006) conducted studies on college students to determine the influence of a celebrity on the trend to purchase marketed goods. The findings revealed a relationship between the degree of product belief and the degree of purchase, and that community celebrities and sportsmen had relatively little impact over consumer trends. in the area of employing local celebrities to promote electronic goods.

James (2004) looked at how the use of community stars in advertising affected consumer trends for hardware purchases revealed that while the use of community stars in advertising increased advertising follow-up and product orientation, it did not result in an increase in product purchase.

Roosen (2008) determines how social stars affected consumer attitudes about cosmetics. The study focused on female university students. The study's findings demonstrated that a social star's impact was ineffectual. The study's findings demonstrated that using people who are not local celebrities can nevertheless have an effect on girls at this age.

The findings of Patel (2019) research that measured the effect of using a social star in advertising on a brand's acceptability revealed that the participation of a social star in brand advertising did not always result in consumer approval.

Alsmadi (2006) sought to quantify the social star's impact on consumers' brand-choice behavior. 451 Jordanian students made up the study's sample. The findings demonstrated that while the sample was drawn to star-driven commercials, this did not influence their brand preference.

2.1 *Comment on prior research*

The present study is consistent with prior research in terms of the type of curriculum it employed, which is the descriptive methodology used in the majority of prior research, and in terms of the instrument used to collect data, namely the questionnaire. The current study is distinguished by a focus on the male and female youth category, and the results of previous studies have been helpful in writing the theoretical framework and choosing the curriculum, tools, and references, as well as supporting the discussion of the results of the current research with the results of earlier studies. In Saudi society, university faculty are aware of the extent to which celebrities' personalities influence young people's purchasing decisions. The current study is distinguished by a focus on male and female youth from university staff in Saudi society to see how celebrities' personal traits affect young people's consumer behavior, their propensity for celebrity advertising, and their impact on the consumerist behavior of young people, depending on sex, marital status, the number of family members, and monthly income, with a view to coming up with proposals to rationalize the consumer behavior of young people.

3. **Methodology and Procedures**

3.1 *Type of research*

The goal of the current analytical descriptive study is to identify the impact of social media celebrities on the consumerist behavior of young people. Descriptive studies give information and facts about the reality of the present phenomenon, show how several phenomena are related, and aid in making predictions about the phenomenon's future (Al-Turif, 2019). Also, data was gathered and quantitatively described using the quantitative curriculum (identification), and conclusions, generalizations, and new linkages were presented. In order to provide recommendations that would help to rationalize young people's purchase behavior, previous literature and data gathering and analysis were examined to determine the impact of social media celebrities on young people's purchasing decisions.

3.2 *Method*

One of the primary techniques in descriptive analytical investigations, which are based on the collection of data on a specific phenomenon and the analysis of such data to arrive at conclusions, is the social survey curriculum. The study of social issues and phenomena is the main emphasis of the social survey. It includes every facet of our social existence (Al-Nahari, 1997). Data from research participants were gathered using a sample social survey curriculum because it is one of the most suited for the nature of the study and helps to characterize the phenomena in question by giving the essential information. Also, it allows the researcher to conduct a study on a small sample of the population and then share the findings with the whole study group. The sample survey technique is one of the most popular approaches in social research because, to the extent that it is feasible for the researchers, it saves time, effort, and money (Al-Dahrawi and Fouad, 2019).

3.3 *Study sample*

An example of a descriptive study is one that examines a scientific occurrence that has its roots in a sizable community. As the entire community cannot be studied, the researcher selects from a representative sample (Al-Turif, 2019). The five areas in the north, south, east, west, and center of the Kingdom have been separated into groups for the purpose of identifying his representative. These might be viewed as layers in the first stage (caste preview). On a second stage, all universities in the same region are treated as clusters (cluster preview). In the third stage, a representative sample of

universities is chosen at random for each area (simple random inspection). As a final step, a simple random sample is used to choose a random sample of each contract, i.e., a random sample of students in universities of both sexes. This ensures that the selection is random and represents the chosen sample of students across their districts and regions. Similarly, a random sample of university staff has been chosen (Male, Wanath), identified in the study and numbered 30 government universities, distributed across the Kingdom's regions. Five institutions, one for each of the Kingdom's regions, were chosen at random. Tabuk University, umm al-Qura University, Imam Mohammed bin Saud Islamic University, and Abha University.⁴ According to the input formula developed by the American Breeding Association for Kirgsey and Morgan, 1970 ("Kergcie"), a sample size of 384 is sufficient to completely reflect a research community of hundreds of thousands at the level of 0.05, (Hassan, 2016). The following is the equation:

Where: n is the necessary sample size. N is the research community's size.

P = Community ratio or population index proportion of the population

D = is the ratio of overtaken error, and the greatest value is 0.05.

c_2 = Kai square value of one degree of freedom = 3.841 at confidence level = 0.95 or indicative level 0.05. Kirgisi and Morgan proposed that it be equal to 0.5.

Limits:

- Spatial field: a number of universities in Saudi Arabia.
- The human field: a random sample of students from Saudi universities (males and females) totaled 384.
- Time field: Data Collection Period 2021/2022.

3.4 Tools for the study

Due to the dictate-like character of the subject and the study's goals, the questionnaire was chosen as the primary method for gathering field data. The survey is taken into consideration "a useful tool for gathering facts, statistics, and information about a certain reality. Individuals in the study community are asked to respond to a variety of questions in the questionnaire" (Basavanthappa, 2007). The questionnaire, which comprises of preliminary data assessing five demographic factors, was developed in light of the theoretical framework and other studies in this field. 45 measurements over three axes.

Five phrases address the influence of celebrities' personal traits on young people's consumerist behavior; 20 phrases address social media users' attitudes toward celebrity advertisements; and 20 phrases address the influence of celebrities' social media advertisements on young people's consumerist behavior.

According to the Licert scale, the questionnaire sentences are graded on a triple scale based on the three replies: (OK, somewhat OK, not OK), and these three responses receive the following grades: (1,2,3) respectively. The survey sample, which included 90 young men and women in Saudi Arabia, was used to test the validity and authenticity of the questionnaire. These calculations were made for this questionnaire:

First: Questionnaire consistency

- 1) The correlation between the phrase grades and the overall grades of the sub axis to which the phrase belongs is determined to determine the consistency of the consumer behavior questionnaire phrases. The findings led to correlation factors ranging from (0.39) to (0.89) between each phrase's degree and the overall degree of the sub axis to which it belongs. All of these correlation factors are statistically significant at the (0.01) level, indicating internal consistency and consistency of all terms in the study questionnaire.
- 2) Spermann-halfway Brown's and the alpha coefficient of Alpha- were Cronbach's used to calculate the stability of the questionnaire's sub axes. The findings showed that the three questionnaire axes' combined stabilization factors were alpha for Kronbach: (0.776), (0.910),

and (0.964), respectively, and Spermann-halfway Browns were (0.806), (0.916), and (0.974), respectively. All of these values were high, demonstrating the axis' overall stability.

Second: Validity of the study tool

- 1) Appearing sincerity, the suitability, relevance, clarity, and phrasing of the aspects were evaluated by a committee of academics with expertise in the Department of Meeting and Social Service at Princess Noura bent Abdulrahman University and Imam Mohammed bin Saud Al Islamiyah. Based on their input, the form was revised before being completed.
- 2) The coefficient of association between the phrase grade and the overall degree of the sub axis to which the phrase belongs, in the event that the phrase grade is deleted from the overall degree of the sub axis to which the phrase belongs, as the remainder of the sub axis phrase is a test of the phrase, was used to determine the veracity of the questionnaire phrases. According to the findings, the correlation factors between each phrase's grade and the overall degree of the sub axis to which it belongs (if the phrase grade is deleted from the overall grade of the sub axis) ranged from (0.26) to (0.84), all of which are statistically significant at the level (0.01), indicating the sincerity of all questionnaire phrases.
- 3) The self-authenticity coefficient of each axis, which is equal to the square root of the constant coefficient by the alpha coefficient of Kronbach, was determined to determine the authenticity of the questionnaire's axes. The self-authenticity coefficient of the questionnaire's axes was discovered to range from 0.881 to 0.982, which was all very significant and suggested the sub axis's objectivity. The earlier techniques supported the permanence and authenticity of the social media superstars' effect questionnaire on the purchasing behavior of young people in Saudi culture, according to female academics.

3.5 Statistical methods

Several statistical techniques have been used to determine the consistency and sincerity of the search and response tool for its queries, including: the Alpha-Cronbach alpha coefficient. Spearman-Brown Brown's Halfway Stabilization Coefficient Spearman-Brown, Individual Repeats and percentages, computational averages, and correlation coefficient One-way Contrast Analysis, Test Box Chi-Square-test K for Independent Samples.

3.6 Processing of data

Several acceptable statistical approaches have been applied utilizing statistical software for social science, including SPSS, to accomplish the study's goals and evaluate the data gathered. Next, the repetitions and percentages, weighted average arithmetic (Likely) ", arithmetic average" Mean ", and Standard Deviation were computed. utilized test (v) used (Scheffe) (Chevé) (mono variation analysis) After completing and obtaining the forms, the data is examined, coded, and unloaded. It is then analyzed using a variety of statistical techniques to show how the variables relate to one another.

4. Results

To respond to the question: What social and economic traits do researchers have?

The following is displayed in the earlier table:

- In terms of the researchers' sex, women made up 63.5% of the total, while men made up 36.5%.
- In terms of marital status, the biggest number of single people was 68.2%, married couples were second with 28.1%, and the lowest percentage of divorced people was 3.7%.
- In terms of educational attainment, the proportion of workers with a bachelor's degree or above was 74.2%, followed by 15.4%, 7.3%, and 3.1% of workers with a middle school diploma

- or less.
- The number of family members, with families with 5-8 people making up the biggest percentage (65.1%), followed by families with 9 or more members (20.6%), and families with 1-4 members making up the lowest percentage (14.3%).
 - Monthly income increased by 72.9%, vinegar increased by 15.4%, and income decreased by 11.7%.

Table 1: Shows the distribution of the search sample's participants by key demographic factors.

Variable	Different subgroups	Repetition	Percentage
Sex	Male	140	36.50%
	Female	244	63.50%
Social Circumstance	Single	262	68.20%
	Married	108	28.10%
	Absolute	14	3.70%
Education Level	Average	12	3.10%
	Secondary	59	15.40%
	University	285	74.20%
	graduate coursework	28	7.30%
Family size in numbers	1-4 individuals	55	14.30%
	5-8 individuals	250	65.10%
	9 individuals or more	79	20.60%
Monthly income	Low	45	11.70%
	Average	280	72.90%
	High	59	15.40%

To respond to the following research inquiries: What effect do celebrities' personal traits have on the consumerist behavior of young people? What are social media users' preferences for celebrity advertisements? What effect do social media stars have on the purchasing habits of young people? While comparing the frequency of sample answers on all study tool axes, the average calculation of the phrases and the axis were calculated using the Kai Box (C2) Chi-Square test. Tables below show the outcomes:

Table 2: Results of the Kai Box (c2) Chi-Square Test to Examine Differences in Sample Persons' Repeated Answers to First Axis Phrases (Effect of Celebrities' Personal Qualities on Young People's Consumption Behavior)

S/N	phrase	Agreed		Set some extent		Disagreed		Value	average	sequence
		Repetition	Percentage	Repetition	Percentage	Repetition	Percentage	K2		
1	I enjoy both his location and the celebrity.	105	27.3	177	46.1	102	26.6	28.2**	2.01	4
2	I was intrigued by his infamous poison when he made the news.	87	22.7	112	29.2	185	48.2	40.5**	1.74	5
3	Ensure that he develops his star power and his selling skills.	160	41.7	142	37	82	21.4	26.1**	2.2	3
4		256	66.7	94	24.5	34	8.9	206.1**	2.58	1
5	I like his well-known credibility and ethics among fans.	182	47.4	136	35.4	66	17.2	53.3**	2.3	2

* * D statistically at the level (0.012 α)

The previous table shows the following:

The following three first axis statements have a statistically significant difference (at the 0.01 level) between repeated responses from sample participants in favor of responding (OK): (Care about his star talent and his capacity to persuade followers to buy), (admire his renowned credibility and ethics with followers), and (follow lightly shaded celebrities appreciated its location and the star's popularity). The statistically significant variations in the sample responses to the phrase were in support of the response (somewhat OK). When compared to the differences, the term "response (not approved)" was statistically supported (concern me with the famous handsome and the announcement of the announcement). The phrase "I liked its famous credibility and morals with the followers" scored highest on the axis of the axis (the effect of celebrities' personal characteristics on the consumer behavior of youth) from the sample point of view, whereas the phrase with the lowest phrase average on this axis achieved (1.74) (I am concerned with his famous handsome, who provides the advertisement).

Table 3: Kai Box (c2) Chi-Square Test Results to Examine Variations Between Repeats of Sample Answers on Second Axis Phrases (Social Media Users' Patterns Toward Celebrity Advertising)

S/N	Phrase	Agreed		Set some extent		Disagreed	
		Repetition	Percentage	Repetition	Percentage	Repetition	Percentage
1	I am drawn to celebrity advertisements because I closely follow them	56	14.6	151	39.3	177	46.1
2	I enjoy the goods created by famous people.	85	22.1	160	41.7	139	36.2
3	Celebrity endorsements outperform conventional product promotion in terms of acceptance and influence.	122	31.8	179	46.6	83	21.6
4	Depending on the advertiser's fame and quantity of followers, I follow up on different items.	116	30.2	123	32	145	37.8
5	Celebrities promote goods using innovative concepts to draw fans.	124	32.3	178	46.4	82	21.4
6	Celebrity ads that aim for material gain undermine credibility.	179	46.6	167	43.5	38	9.9
7	Celebrities test out items in front of fans in a simple manner.	144	37.5	197	51.3	43	11.2
8	Celebrities' endorsements of items cannot be relied upon.	159	41.4	177	46.1	48	12.5
9	Celebrities offer accurate and sufficient information about the marketed goods.	87	22.7	164	42.7	133	34.6
10	Celebrity endorsements are more trustworthy than conventional advertising and salespeople	92	24	148	38.5	144	37.5
11	I'm pleased to purchase a brand that a famous person likes.	69	18	112	29.2	203	52.9
12	I enjoy purchasing new goods promoted by celebs before others.	65	16.9	109	28.4	210	54.7
13	Be cautious while purchasing anything promoted by celebrities in order to find a good discount code	87	22.7	141	36.7	156	40.6
14	I'm Stunned by Celebrity Advertising	132	34.4	193	50.3	59	15.4
15	Rely on Celebrity Advertising Before advertising, they use the products.	48	12.5	155	40.4	181	47.1
16	Purchase marketed goods out of concern for their efficacy	57	14.8	94	24.5	233	60.7
17	I enjoy interacting with celebs while I shop.	45	11.7	110	28.6	229	59.6
18	I rely my buying decisions on what famous people have to say about a product.	50	13	123	32	211	54.9
19	Celebrities spontaneously provide free advertisements	74	19.3	170	44.3	140	36.5
20	Examine advertised items before making a purchase.	208	54.2	119	31	57	14.8

** D statistically at the level (0.01≥ α) n's = non-function

The previous table shows the following:

Statistically differentiated D (at the 0.01 level) between sample members' repeated replies in favor of the response (OK) on the second axis phrases: Celebrity endorsements for material gain lose credibility; research the promoted goods before buying.

For the following nine second axis terms, repeated replies by sample participants in favor of the response (pretty pleased) were statistically distinguished D (at the 0.01 level): I like the products that celebrities use. Celebrity endorsements are more acceptable and persuasive than traditional product advertising. Celebrities market products with innovative ideas that draw followers. Celebrities present the products in a straightforward manner and put them through their paces in front of fans. I find it unbelievable that celebrities provide free, impromptu advertisements.

Repeated replies by sample participants in favor of the response (not authorized) on the following eight second axis phrases statistically distinguished D (at 0.01 level): I am drawn to celebrity advertisements because I closely follow them, enjoy purchasing products recommended by celebrities, enjoy purchasing newly released products promoted by celebrities before others, ensure purchasing products promoted by celebrities in order to receive the appropriate discount code, etc. I believe celebrity endorsements They utilize things before promoting them, purchase marketed goods out of concern for their efficacy, like shopping with celebrities, and base their purchasing decisions on what celebrities say about the goods. The variations in the sample responses' frequency on the statement "my follow-up to the marketed items varies from the advertiser's fame and the number of followers" were statistically unimportant. From a sample perspective, the axis terms with the greatest average (social media users' patterns toward celebrity ads) were 2.39 out of 3. While the lowest average of these words was 1.52, the term "inspect promoted items before purchase" was.

Results of the Chi-Square Kai Box test to compare repeated answers of sample subjects to third-axis phrases (the influence of social media marketing on young people's purchasing behavior) are shown in Table 4.

Table 4: Chi-Square Kai Box test to compare repeated answers of sample subjects

S/N	Phrase	Agreed		Set some extent		Disagreed		value K2	average	sequence
		Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
1	I made purchases after seeing celebrity advertisements	99	25.8	147	38.3	138	35.9	10.2**	1.9	2
2	Engage with celebrities' marketed goods and services in a favorable way.	75	19.5	143	37.2	166	43.2	35.0**	1.76	3
3	Purchase upscale goods from celebrity advertisements	71	18.5	146	38	167	43.5	39.8**	1.75	4
4	Popular makes me want to purchase things quickly before they disappear from the market.	62	16.1	130	33.9	192	50	66.1**	1.66	6
5	purchased as a result of celebrity endorsements Having no need	62	16.1	74	19.3	248	64.6	169.3**	1.52	12
6	Make careful to purchase items used by celebs.	53	13.8	86	22.4	245	63.8	164.7**	1.5	13
7	Via the direct purchasing link, the celebrity encourages fans to make a quick decision to purchase.	104	27.1	136	35.4	144	37.5	7.0*	1.9	2
8	My decision to purchase things is influenced by my faith in celebrities.	70	18.2	136	35.4	178	46.4	46.3**	1.72	5
9	I purchase items that don't suit me because I admire and adore the celebrity.	56	14.6	88	22.9	240	62.5	151.0**	1.52	12
10	Compared to my peers, I tend to purchase well-known things first.	46	12	94	24.5	244	63.5	166.7**	1.48	15
11	I spent more money than I intended to thanks to celebrity advertisements.	64	16.7	74	19.3	246	64.1	163.6**	1.53	10
12	borrowed funds to purchase goods promoted by celebrities.	45	11.7	94	24.5	245	63.8	169.8**	1.48	15
13	I make an effort to imitate famous people and their purchasing habits.	56	14.6	81	21.1	247	64.3	168.4**	1.5	13
14	Celebrity endorsements influence my purchasing decisions.	57	14.8	100	26	227	59.1	122.1**	1.56	8
15	Randomly purchase promoted things that are out of my price range.	57	14.8	89	23.2	238	62	145.8**	1.53	11

S/N	Phrase	Agreed		Set some extent		Disagreed		value K ₂	average	sequence
		Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
16	My purchases must be made in installments.	58	15.1	113	29.4	213	55.5	96.5**	1.6	7
17	Occasionally I make hasty purchases of things promoted by celebrities.	52	13.5	84	21.9	248	64.6	172.8**	1.49	14
18	I must purchase the offered goods immediately.	47	12.2	122	31.8	215	56	110.7**	1.56	8
19	I made more purchases as a result of my celebrity-following.	55	14.3	100	26	229	59.6	127.5**	1.55	9
20	Purchase everything you need, regardless of celebrity endorsements.	217	56.5	105	27.3	62	16.1	100.0**	2.4	1

** D statistically at the level (0.012 α) * D statistically at the level (0.052 α)

The previous table shows the following:

Repeated replies by sample members in favor of the response (OK) on the third axis statistically distinguished D (at the 0.01 level): Regardless of celebrity endorsements, purchase items as required. That is, the majority of sample participants statistically concur that they purchase things in accordance with their needs, irrespective of celebrity promotion.

The following third axis was statistically discriminated D (at the 0.01 level) between repeated replies by sample members in favor of the response (pretty OK): (bought products after viewing celebrity ads). In other words, the majority of sample participants mostly concur that they make purchases following celebrity endorsements.

For the remaining 18 sentences on the third axis, the following replies by sample participants were statistically discriminated D (at the 0.01 level) in favor of the response (not approved): Positive interaction with celebrities promoting goods and services, purchase of recognizable companies through celebrity endorsements, and encouragement from popular culture to purchase goods fast before they sell out According to the slogan "Purchase for Celebrity Promoting Items That I Don't Need, Buy Goods That Celebrities Have," the celebrity urges fans to use the direct purchase link to make a quick decision to purchase. My enthusiasm and passion for celebrities cause me to purchase items that don't suit me, and I'm more likely to purchase well-known advertising goods than I am less renowned ones, I overspent my budget because to celebrity advertisements for products. I took out loans to purchase goods that celebrities have marketed, seeking to imitate their spending habits and those of the companies they frequent. Celebrity endorsements tempt me to purchase more goods and erratically market goods that are beyond my means. I often hurry to acquire things that celebrities are promoting since I have to pay for them in installments. I have a strong desire to buy marketed things, and my purchases have risen as a result of my celebrity-following. In other words, the majority of sample participants disagree with all but two of the third theme's statements on how social media advertising affect young people's purchasing decisions.

The two axis phrases with the highest average, "the impact of social media advertisements on young people's consumer behavior," were "buy products as needed regardless of celebrity advertising," and "I'm the first to buy celebrity-advertised products compared to my friends," and "I borrowed money to buy celebrity-advertised products," respectively.

Does the sample's consuming behavior differ by sex, marital status, education level, the size of the family, and monthly income, to answer the fifth question? Used:

For research on gender disparities, use the Independent Samples Test.

To evaluate the direction of statistically significant differences and to analyze differences that may be attributed to factors, one-way ANOVA variance analysis was used, followed by the lowest LSD difference test. The findings are shown in the following tables:

Table 5: Results of Independent Samples Tests to Examine Gender Differences in Saudi Arabian Youth's Consumption Behavior

Sex	Number	Dependent variables	Average	Standard deviation	Freedom Grades	Value (v)	Indicative level
Male	140	Influence of celebrities' personal traits on young people's purchasing decisions.	11.86	2.96	282	5.68	0.01
Female	244		10.25	2.13			
Male	140	Trends in celebrity advertisements among social media users.	43.24	10.29	282	8.42	0.01
Female	244		35.22	6.09			
Male	140	Influence of social media celebrity advertisements on young people's purchasing habits.	40.1	13.79	282	9.02	0.01
Female	244		28.77	7.32			

The previous table shows the following:

A statistically significant difference (at the 0.01 level) exists between average males and females in the following areas: the influence of celebrities' personal traits on young people's consumerist behavior; trends of social media users towards celebrity ads; and the influence of social media advertisements on young people's consumerist behavior. In other words, young guys in the sample are more positively impacted by celebrity advertisements than young women are, and males are more influenced by the personal traits of celebrities and social media celebrity commercials on their purchasing decisions.

Results of the one-way variance analysis to look at the various purchasing habits of Saudi Arabia's youth, broken down by sex, marital status, level of education, number of family members, and monthly income are shown in Table (6).

Table 6: Habits of Saudi Youths

Variable	Dependent variables	Total boxes	Freedom Grades	Average boxes	Value (q)	Indicative level
Marital Status	Influence of celebrities' personal traits on the purchasing habits of young people.	263.97	2	131.99	21.95	0.01
	Trends in celebrity advertisements among social media users.	3678.54	2	1839.27	27.19	0.01
	Influence of celebrity advertisements on social media on the buying habits of young people.	5065.36	2	2532.68	21.07	0.01
Level Of Education	Influence of celebrities' personal traits on the purchasing habits of young people.	106.86	3	35.62	5.53	0.01
	Trends in celebrity advertisements among social media users.	576.53	3	192.18	2.53	0.06
	Influence of celebrity advertisements on social media on the buying habits of young people.	2561.58	3	853.86	6.72	0.01
Number of Family Members	Influence of celebrities' personal traits on the purchasing habits of young people.	57.68	2	28.84	4.4	0.01
	Trends in celebrity advertisements among social media users.	557.1	2	278.55	3.67	0.05
	Influence of celebrity advertisements on social media on the buying habits of young people.	842.49	2	421.25	3.21	0.05
Monthly Income	Influence of celebrities' personal traits on the purchasing habits of young people.	402.92	2	201.46	35.67	0.01
	Trends in celebrity advertisements among social media users.	7308.68	2	3654.34	62.88	0.01
	Influence of celebrity advertisements on social media on the buying habits of young people.	14137.8	2	7068.88	73.35	0.01

The previous table shows the following:

The variable marital status is the reason why there are statistically significant differences (at the level of 0.01) in both the effects of celebrities' personal characteristics on young people's consumer behavior and the trends of social media users towards celebrity advertising and social media

advertisements. The LSD test revealed that divorcees and married couples differed most in terms of their average scores, with divorcees scoring an average of (13.29), (52.57), and (50.71) for each axis, compared to married couples' averages of (9.67), (35.53), and (30.50) for the same axes, respectively. That is, compared to married couples, young divorcees in the research sample are more impacted by the personal traits of celebrities and by social media celebrity commercials on their purchasing decisions, and divorcees have more positive trends toward celebrity ads.

The impact of social media advertisements on young people's consumerist behavior and the influence of celebrities' personal characteristics on young people's consumerist behavior are both statistically different (at the 0.01 level), but trends among social media users toward celebrity ads are not affected by educational attainment. The LSD test revealed that the difference between university-level and intermediate-level education, where university-level averages were on these two axes (11.09), and (32.86) respectively, compared with average-level education averages of (9.50), and 29.17, was the biggest difference, in any event, compared to students with an ordinary level of education, university students with a sample study are more impacted by celebrities' personal traits and by their social media marketing on their purchasing decisions.

Due to the variable number of family members, there are statistically significant differences (at the level of 0.05) in the effects of celebrities' personal characteristics on young people's purchasing behavior, trends of social media users towards celebrity advertising, and the effects of social media advertisements on young people's purchasing behavior. The greatest difference between tiny families was discovered using the Least Difference D (LSD) test. In my case, where the average number of families was large on these two axes (Impact of celebrities' personal characteristics on young people's consumer behavior), (Trends of social media users towards celebrity advertising), and (1-4 individuals), large families (more than 9 individuals), the average scores of large families were (11.59) and (40.11), respectively, in contrast to the modest household averages for the same two axes of 10.56 and 39.24, respectively. In contrast to small families, large families in the research sample exhibit more positive trends toward celebrity advertising and are more influenced by the personal traits of celebrities. The average number of households (36.45) in the hub (impact of social media celebrities on young people's consumer behavior) compared to the average number of large families (32.86) in the same axis, despite the fact that few families are more influenced by social media celebrities' advertisements on consumer behavior than large families.

The monthly income variable is the reason for statistically significant differences (at the 0.01 level) in the effects of celebrities' personal characteristics on young people's purchasing behavior, trends of social media users toward celebrity advertising, and the effects of social media advertisements on young people's purchasing behavior. The LSD test revealed that the difference between high and low monthly earners was most pronounced in favor of average high monthly income scores in the three cases, where high monthly income averages were in these axes (12.90), (48.07), and (47.14), respectively, compared with low monthly income averages of (11.89), (39.27), and (29.82) for the same axes, respectively. In other words, young adults in the research sample with high monthly incomes are more likely than those with low monthly incomes to be positively impacted by celebrity advertisements on social media and by the personal traits of celebrities.

5. Discussion

The purpose of the study was to identify the impact of social media celebrities on young people's consumerist behavior. It included 384 university personnel who were randomly selected for the study (male and female). The study discovered the following findings after collecting the data using the questionnaire:

It turns out that the personalities of celebrities have an effect on the consumerism of young people. The sample agrees that they care about his superstar talent and his capacity to influence followers to make purchases, like his well-known trustworthiness and ethics with followers, and support celebrities who have a light skin tone. While the use of the word and the star's notoriety were

in favor of the response (somewhat OK). Both I and the person who made the news, a celebrity, were interested in the response (disagreeable) to the statement, the study's findings are in line with those of Sheikh et al. (2013), Ben and Faez (2021), Morsi, (2022), which stress young people's interest in celebrities' abilities to convince and uphold moral principles independent of the star's attractiveness and popularity.

Considering the preferences of social media users for celebrity advertisements, it appears that researchers concur with the adages that celebrity advertisements for monetary gain are untrustworthy and that consumers should investigate things before making a purchase. The findings of the research agree with those of the subsequent studies: James (2004), Braunstein (2006), Alsmadi (2006), Roozen (2008), Ranjbarian et al., (2010) and Patel (2019). It is evident from the foregoing that there is a fan base and respect for celebrities, but this does not influence people's decisions to purchase marketed goods. Researchers are eager to examine promoted items before making a purchase. This suggests that younger generations are increasingly aware of and suspicious of celebrity endorsements. Regarding the terms that were (somewhat OK) for the terms I like the products that celebrities have acquired, celebrity endorsements are more acceptable and effective than traditional product advertising, celebrities market products with innovative ideas that draw followers, celebrities present the products in a straightforward manner and give them a try in front of followers. Celebrities give accurate and comprehensive information about the promoted goods. Celebrities provide free, spontaneous advertisements. This outcome is in line with other earlier studies: Salama (2020), Ben and Faez (2021), Mortaza (2011), Mohammed and Saadawi, (2019), Younis and Mohamed, (2020). Salama (2020), shows his appreciation for social media stars and marketing strategies.

According to research on the effect of social media commercials on young people's purchasing decisions, words that obtained a score of (OK) encourage consumers to purchase goods as needed regardless of promotion. These findings agree with each of the subsequent studies: James (2004), Alsmadi (2006), Braunstein (2006), Roozen (2008), Ranjbarian et al., (2010), Patel, (2019), consider that while there is a follow-up and admiration for celebrities, this does not influence the decision to purchase advertised products, and sample study participants are eager to purchase products based on their needs regardless of viewing advertisements. This could also be attributed to the global economic crisis brought on by the coronavirus pandemic, which has had a negative direct and indirect impact on social and economic life, as well as the physical and mental health of society's citizens and their fear of the pandemic's potential effects, such as altered working conditions. and lifestyle elements, public health issues, related limitations, and their effects on those society members who are impacted by the economic, social, and cultural changes in society. I bought things after viewing celebrity advertisements was the expression that was accepted (to a certain extent). This indicates that some research participants made purchases after seeing advertisements featuring celebrities and their consumer behavior is influenced by those ads.

This result is consistent with each of the following studies: Salama (2020), Ben and Faez (2021), Mortaza (2011), Mohammed and Saadawi, (2019), Younis and Mohamed, (2020), which emphasizes that young people's consumer behavior is influenced by celebrity ads on social media.

It finds revealed that young guys in the sample are more positively disposed toward celebrity advertisements than females, and that males are more impacted by celebrity personal traits and social media celebrity commercials on their purchasing decisions. In comparison to married and single persons, divorcees from the study sample are more impacted by the personas of celebrities and by celebrity advertisements on social media. This might be because married couples have more links to their families and financial commitments to them than divorcees do, which encourages them to follow and be influenced by celebrities. This finding is in line with research by Mushayfari and Hassan (2017), Dakhil et al., (2022), Al-Jazuli (2015), Al Khouli and Abdulmenim (2019) and Gardner and Shuman (1987), which found that socio-economic characteristics of researchers had an impact on consumer behavior and that changes in the economy, society, and culture had an impact on consumption.

Additionally, it was discovered that study participants with a university degree were more

influenced by celebrity personality traits and social media celebrity advertising on their purchasing decisions than those with a middle degree. This finding may be related to the association of young adults with a university degree with modern devices and the use of technology in teaching, entertainment, and celebrity followings. This outcome is in line with the research (Mushayfari and Hassan, 2017; Ben and Faez, 2021). According to Al-Jazuli (2015) and Khouli and Abdulmenim (2019), consumer behavior is impacted by societal changes in terms of economic, social, and cultural factors as well as by researchers' socioeconomic characteristics.

Big families in the research sample are more positively influenced by celebrity advertising than are small families and are more influenced by celebrity personality traits. This indicates that while big families have a fan base, an interest in, and favorable opinions about celebrities, their purchasing habits are unaffected. This can be because the family is so big that it's challenging for them to accommodate everyone's needs. While fewer families are more impacted by social media superstars' advertising on their purchasing habits than many families, this might be because fewer families are better able to care for their members' needs than many families. The study's findings are in line with those of the following studies: Mushayfari and Hassan (2017), Dakhil et al., (2022), Ben and Faez (2021), Al-Jazuli (2015) and Younis and Mohamed, (2020), which show that researchers' socioeconomic backgrounds have an impact on consumer behavior and that societal changes in economic, social, and cultural aspects also have an impact on consumption.

The study's findings are in line with those of the following studies: Mushayfari and Hassan (2017), Dakhil et al., (2022), Ben and Faez (2021), Al-Jazuli (2015) and Younis and Mohamed, (2020), which show that researchers' socioeconomic backgrounds have an impact on consumer behavior and that societal changes in economic, social, and cultural aspects also have an impact on consumption. The study's findings are in line with those of studies Mushayfari and Hassan (2017), Dakhil et al. (2022), Ben and Faez (2021), Al-Jazuli (2015) and Gardner and Shuman (1987) that suggest that researchers' socioeconomic backgrounds have an influence on consumer behavior.

6. Recommendations

One suggestion is that advertising enter homes through social media as a way for businesses to advertise their goods and reach their target market for financial gain. The advertising draw young people to the marketed products and arouse a desire to buy, growing their consumer behavior to buy the advertised things without true necessity and without considering their price, adding to the financial pressure on middle-class and low-income families. This results in parents being unable to provide for their kids in the face of rising costs and subsequent economic shifts, leading to family disputes as children become more and more disadvantaged and unhappy as a result of their inability to afford things and adjust to societal consumerism. So, it is crucial to raise children consumer awareness.

1. It is important to educate young people about the dangers of falling for social media advertisements that might harm them. Purchasing luxury at the price of necessities can put you in debt and force you to turn to loans. Determining how to spend and invest money in a way that contributes to building a secure present and a promising future requires some thought, patience, and deliberation.
2. Concentrating on bolstering the Kingdom's economies in light of recent economic and social changes in order to realize Vision 2030 by improving the effectiveness of spending and using resources and reducing waste by raising young people's awareness of rationalizing consumption and saving with a view to eradicating poor consumption habits and enhancing the potential of society members.
3. The significance of encouraging and rewarding young people who engage in personal financial planning with the goal of balancing income and expenditure through a number of steps, beginning with assessing current financial circumstances and identifying areas where funds are disbursed, paying for emergencies and repaying others' financial benefits, knowing

the expected surplus and how to invest it, and the expected deficit and ways to address it rationally.

4. The significance of selecting priorities while creating a personal or family budget. Depending on the demands of the individual, this ladder differs from person to person. To maximize the money at their disposal is everyone's aim, nevertheless. Budgetary prioritizing is forgoing unforeseen expenditures in exchange for tighter financial management that focuses resources on the goals that are given priority.
5. Due to the pervasiveness of consumption culture among society's general population and young people in particular, neither the planning nor the actual practice of saving has been ingrained in young people. Saving, despite the secure foundations it provides, helps with fulfilling necessities, handling emergencies, and fostering financial stability. By offering specialized scientific programs and courses, it is necessary to promote the saving culture, encourage young people to save, and make it easier for them to develop efficient channels for investing their savings.
6. Despite the fact that a sizable section of the research sample buys items promoted by celebrities, there is still a relative knowledge among those who buy things as needed independent of celebrity promotion. This indicates that celebrity endorsements encourage consumers to buy more from their fans. Hence, we think it's critically to educate young people's consumer awareness and teach them not to conform to the trend of buying what celebrities are promoting instead of having a variety of things that suit their requirements and are in line with their degree of money.
7. The requirement to increase community knowledge of guided consumption through forums and lectures, the execution of many workshops, and the provision of specialized training programs at universities. A guided consumer consciousness is crucial for developing economic maturity and behavior, which in turn promote stability and growth in all spheres of the economy, whether private or public.

7. Declarations

7.1 Ethical Consideration

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki Declaration and its later amendments or comparable ethical standards. The study was approved by KACST, KSA: H-01-R-059 IRB Log Number: 20-0433

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