THE IMPRESSIVE RECOMMENDATION OF CELEBRITIES IN JEWELRY ADVERTISEMENTS

Sanaz TALOOK[1]*, Ali VALIPOUR[2]

[1] MA in Business Management, Basir University, Abyek, Qazvin, Iran.
[2] Assistant Professor of Business Administration, Basir University, Abyek, Qazvin, Iran.

*Corresponding Author:
Email: sanaztalook@gmail.com

ABSTRACT

The purpose of the present research is to investigate the influential factors in the recommendations of celebrities in the field of gold and jewelry advertising. The research method is descriptive survey and data collection methods combining library and field studies. With regard to the unlimited membership of the community, 384 people were selected as a sample and the questionnaire was first reviewed by the experts before being distributed among the sample members. Then, in person and electronically, distributed among sample members and Cronbach's alpha was 0.930. Finally, the data of the questionnaire were analyzed using structural equation modeling and Smart PLS software. Findings of the research indicate that the variables of perceived specialty, acceptability, attractiveness and trustworthiness significantly affect the effectiveness of the recommendations of famous people. Finally, suggestions are made for each of the relevant assumptions. The results of standard coefficient values and significant coefficients of assumptions showed that gender and income variables can not be influenced by the effectiveness of advertisements as moderators. and the relevant assumptions were rejected.

Keywords: Recommendation of Celebrities, Advertising, Perceived Expertise, Reliability, Attractiveness, Acceptability

INTRODUCTION

If a company has quality products and services, it does not mean that it is surely successful in competitive markets. One of the requirements of the company that is effective in understanding the customers of the company is the choice of a communication tool that is appropriate for introducing the company's products and services to customers (Zedan Yehia Salem, M, 2016). Advertising has been widely accepted to send information to a large part of the audience (Kutthakaphan, R; Chokesamritpol, W, 2013). When the company wants to inform audiences about its products and services, it uses both prominent and unknown people Famous people are an example of the mentally oriented and audiences' ideas, and in the form of a reference group, they have the ability to guide the tendencies and preferences of consumers towards a specific product or brand. In the definition of celebrities, they said: Celebrities are people who know a large part of their society and have distinctive features such as attractiveness and integrity (Ali Abdolvand, 2015).

In our country, in more than a decade, companies have launched celebrities such as athletes, actors and readers in a variety of promotional activities. For marketers, these companies have two important issues in this regard; one is the understanding of how celebrities influence adoption of advertised products, and the other to understand how the nature of a generic

cognition may affect this relationship. Following the importance of having advertising for all manufacturing, service and commercial companies in the sale of the goods and services that they offer and the important role that the use of celebrities in advertising do not have enough scientific research. in this regard, in Iran in this Research has tried to examine the impact of the use of well-known acknowledgments on its impact on gold consumer and jewelry. In the following, the significance and necessity of using such research is discussed.

In today's competitive world, customers are at the heart of the company's attention. It is necessary to satisfy customers, to meet the needs and to accurately identify their desires, expectations, tendencies, abilities and limitations in the procurement and purchase of products. Introducing advertising as one way to educate customers about the product. Advertising means the transfer of information about a particular type of product into an exciting, complete, persuasive and persistent memory. Nowadays, advertising has embraced a very large area that does not even leave humans even in sleep. Types and types of audio and video advertising, wallpapering, billboards, and dozens of other innovative ways besides the older kind of advertising, advertising through presses. In general, the main purpose of advertising is to create a profound and strong perception of customers about a brand. (Alireza Rasooli, 2013)

People's feelings and attitudes when choosing to buy or attaching to it are vital. However, companies with the mix of their products with celebrities are able to surpass the scene of competition with other companies. At the outset, some retailers sought to establish a brand-specific relationship with a particular person by positioning them in promotional positions. But over the years, many companies have taken advantage of such sales opportunities to seek loyal customers (Karla, 2009).

Firms try to create a brand using a symbol, logo, and attributes that differentiate themselves from others among competitive markets. Even if a company has high quality products and services, it does not mean that it is sure to succeed in competitive markets. One of the requirements of the company that is effective in understanding the customers of the company is the choice of a convenient communication tool to introduce the company's products and services to customers (Zedan Yehia Salem, M, 2016). Advertising has been widely accepted to send information to a large part of the audience. When the company wants to inform audiences about its products and services, it uses both prominent and unknown people (Kutthakaphan, R; Chokesamritpol, w, 2013).

It was a practice that companies spent a lot of money on a two-minute clip or capturing a piece of photo. Therefore, it is important to carry out research that associates the companies with the needs of the customers. Due to the importance of having ads for all the manufacturing, service, and commerce companies in the sale of the goods and services they provide, and the important role that the use of celebrities in advertising may have, as well as the lack of adequate scientific research on this subject in Iran, this research has been tried in this research. Let's look at the effects of using the famous celebrity's recommendations on the use of gold and jewelry users for advertising. Also, the study of gold and jewelry is one of the other innovations of this research. Also, all the companies that intend to sponsor should take into account that the type of view of the rival supporters of this sponsor and its products can affect the consumer's view and the amount of sales and production. So the application of this study can play an important role in advertising companies. Failure to carry out this research

makes the discussion of advertising and marketing of the country, part of the ability of the celebrity personality that is used in the world, can not benefit.

REVIEW OF LITERATURE

Advertising

What we now know as new and new advertising has its origins in the late nineteenth and early twentieth centuries in the United States. But in general, for political or commercial advertising, it is possible to consider three historical periods before the Gothenburg Revolution and the invention and completion of the printing press in 1450 (Milad Akbari, 2015)

1. **trademark period**

In recent times, the pride and pride mastery has led to the use of advertising in the form of signs or symbols. For example, they flagged themselves for issues such as bowls, pottery, and so on. So their reputation gained hands and tongue, and shoppers were looking at commercial signs when buying (Milad Akbari, 2015)

2. **Signs and advertisements on the walls**

The other means of advertising were sentences written on the stone and the walls of the local area, where various goods were sold, and praised the goods. Such as the advertisement of the walls and signs above the shops today can be mentioned. For example, a search in the city of Bombay showed that the door of every small deck had a piece of paper on the wall adjacent to the entrance door of the shop (Kourosh Esmaeilzadeh, 2016)

3. **City shouters**

In the past, especially in Greece, public shouters carried out the task of informing, they published important news and events of interest to the people and paid for it. They even formed a union, but after 1450 and the invention of the printing press by Johann Gutenberg gradually and almost throughout 300 years of the whole of Europe was influence by the industry. With the expansion of the press in the mid-seventeenth century, advertising began to grow rapidly with the help of enlightened people (Buijzen, Schuurman, & Bomhof, 2008).

The advent of radio and television, which in practice carried out the same work as the buckets, made the uneducated people who did not have the ability to read advertising, and no other literacy was need for those interested in the product to know about its benefits. Of course, many people in European and American countries were literate when they were using radio and were able to read and write (Brackett & Carr, 2001).

The history of advertising in Iran can be broadly divided into two historical periods (Alireza Rasooli, 2013)

1. Ancient period 2.New era

The advertising of ancient age, which is generally influenced by agriculture and its characteristics, is a kind of oral communication, and, like other ancient countries, commercial signs, wall letters and bursaries are the most important forms of messaging and advertising.

New era by the arrival of printing machine in Iran and the publication of the first newspaper (News paper) in the Qajar era, a handful of commercial ads were also found in publications. Thus, an advertisement in the mass media of Iran began with the wall of the wall and turned to periodicals, books, cinema, radio and, finally, the television (Dix & Chowdry, 2010).

The first newspaper that advertised was "Vaqayeh Etefaqiyeh" in 1267 solar year. In Qajar era advertising had three names at least. At first, announcements and letters of intent, which have not been accepted by the public, then the announcement, which is related to verbs, means revealing and publicizing, and after the establishment of the Iranian Academy in 1314, the word "alternative knowledge" was announced. But at the time of the incumbency, the head of the General Directorate of the Islamic Republic of Iran, on a letter from the Department of the Interior, requested that, as the word "awareness" for the Provincial Police Department, be ordered to all ministries and government agencies to refrain from using the word of consciousness instead of the announcement, then This was followed by the announcement of consciousness (Buijzen, Schuurman, & Bomhof, 2008).

Advertising refers to the unrecognized nature of the product or service through various carriers in return for receiving funds for profit or nonprofit organizations or individuals identified in the message in any way (Akram, Nazam, & Mubeen, 2017). It is a science that connects with sociology, economics and psychology every day and serves the arts such as music, photography, graphics, and painting, and plays a key role in delivering a message to markets and consumers, and is now a monstrosity of statistics and figures with hundreds of billions of dollars annually and millions of people around the world who work in the field (Akram, Nazam, & Mubeen, 2017). We are all surrounded by advertising and we are in contact with it, walking, relaxing, studying publications, watching TV and so on, Advertising forms are in front of our eyes or their voices are heard (Khadijeh Nasrolahi, 2017). Cinemas, TVs, radios, journals, exhibitions, sports and entertainment competitions, banners, posters, billboards and vehicle displays, catalogs, postal mailings, calendars and messages of various forms of many scholars agree with advertising, and it is a creative force for encouragement. The general desire to consume the product. At the same time, many groups oppose it and fight it and consider it brainwashing, slavery, increasing production costs and ultimately harming consumers. In spite of the opposing views, commercial advertising is a dynamic science that takes on a new form everyday with changes in social, political, and economic changes, and finds content in different environments according to beliefs, customs, culture and religion (Khadijeh Nasrolahi, 2017)

Commercial advertising is a process of connecting with customers, which, by relying on the benefits and merits of a product, service or business, through art and creativity, penetrates into the thoughts and minds of potential or potential customers, and chooses them Or to buy certain goods or services. One of the components and sub-assemblies of commercial and promotional marketing activities, and any action in this regard should be consistent with the goals and policies of the firm and its marketing objectives and policies. To better understand the duty of advertising, the following explanation will be helpful. Each manufacturing or service firm has goals, constraints, facilities and, finally, variable formations that produce or distribute goods or services in their everyday activities (Fletcher, Pine, Woodbridge, & Nash, 2007)

It is very important in the era of technology and the supply of goods and services having proper management in marketing and advertising for success among business competitors. Commercial advertising is one of the success factors of a product or service offering that can be advertised through advertising. Advertising has become an industry and technique today,

and any company or organization that can be successful in it will have a larger share of the market.

Today, advertising has taken on an international form, and companies are more than ever thought of crossing the borders of their countries and reaching global markets. Proper transportation practices, the growth of multinational corporations, increased levels of personal incomes and so on have encouraged and stimulated trade among countries. Since companies are looking for new markets and selling their products in large parts of the world, they are forced to advertise their products in these areas. Advertising also has a significant impact on social relations between people. In fact, promoting a kind of communication is an all-out communication that can even affect the social structure of the people and cause them to be intimately linked or distracting from one another (Ekrami, 2005).

The use of advertising figures by brands today has become a propaganda trait. Charles Frederick Wright was the first person to receive the popularity of advertising and sales promotion in the mid-nineteenth century. He used famous figures and live models to increase his fashion house sales. One of the most important people to use is Napoleon Bonaparte's wife. In the contemporary era, Marilyn Monroe is a famous American singer and actress as the first professional artist in the world of branding, marketing and advertising (Gupta, Kishore, & Verma, 2015).

The celebrity branding and advertising through celebrities is a type of branding or advertising in which celebrities from social reference groups, as ambassadors or agents of a brand or producer, use their popularity and social status to advertise a product, service or charity event (Dominguez, Herrero, & Salmones, 2013).

Advisers and industry advertisers are aware of the high popularity of cultural figures, sports among the general public, for many years, have opened the doors of these celebrities to commercials. Large and international companies such as Adidas, Nike, Puma, and so on offer magnificent figures from sports elders as well-known for their products and services. In a few years, footballers, basketball players, drivers of Formula One and Tennis players, and so on the money they get through advertising, are much more than contracts with their sports teams (Dominguez, Herrero, & Salmones, 2013).

Today, the use of celebrities for brand introduction has a lot to do in many countries around the world. Based on research and given the risk that branding has to do with celebrities, it should be noted that the impact of celebrities may be temporary and that the person you choose as your brand promoter will fit your branding policy, You also need to know who the people are trusted and who will disassociate them (Ali Abdolvand, 2015).

The interesting thing that has happened these days is influencer Marketing, with the attention to influencers. Famous people, who do special things, have a lot of followers on social networks, and their followers are very impressive. For example, if some of these influencers have a photo on their Instagram, which is wearing something special, for example, a brand or a brand-specific phone, its followers are so impressive that they'll be wearing it the next day or that dress. They buy or brand your phone with him, and sometimes the severity of this effect is so high that the follower of the Influencer will reflect all the effects on others (Mansoori, 2012).

In recent years, the presence of women and men has increased in the promotion of many products and products on cinema, television, billboards and magazines. Meanwhile, actors and

athletes are no longer in the process, and by their face they play the role of approving products and services. The use of celebrities to introduce various goods and services, although imposing more costs on organizations, is definitely the effect of this kind of advertising on increasing sales, one of the reasons that has pushed the advertising market this time. Therefore, these days, in addition to the satisfaction of the owners of the goods and services from the sale of their products, the increasing spread of actors and athletes in billboard and video advertising seems to be in the market for the sale of some hot products. The same is true of this economic revolution in contrast to consumerism, which in fact refers to prosperity and material assets (Marjan Nayeri, 2017).

In the attitudes and hierarchy of effects, it is described as follows: This model, which is known as the ABC model, is a multi-dimensional perspective that introduces attitude as a combination of effect, behavior, and cognition. Effect refers to the path that the emotional consumer is inducing to create an attitude. Behavior involves consumer intentions and intentions. Recognition is a belief that the consumer has found in an attitude. The emphasis of this model is on the internal connections between belief (cognition), (feeling of effect), and behavior. As you can see in Figure 1, all three of these factors are important, but their severity and weakness depend on the motivational levels of consumers in relation to their attitudes. Therefore, the concept of hierarchy of effects describes the relative effect of each factor (Ali Abdolvand, 2015).

At the first level, the standard learning hierarchy (products with high involvement), the consumer treats product selection as problem solving. According to him, by collecting information, he believes in the product, then, by evaluating these beliefs, he senses the product and eventually takes behavior (for example, buying a product). In this way, customer loyalty will go up to the product and they will tend to lessen the experience of other products.

In the second level, the hierarchy with low involvement, consumers at the outset do not have the preference and priority for the brand name of the product and operate on the basis of limited information and knowledge and after the purchase and use to evaluate it. Therefore, their selection based on good or bad experiences will be enhanced by the use of a product.

On the third level, empirical hierarchy, consumers behave on the basis of emotional responses. This can be done in a decision-making manner through the shape of the marketing message. Properties can also be used to satisfy psychological needs and help individuals to create distinctions and identities different from others. Ownership can also help in identifying and differentiating people through social goals by establishing social links with communities, cultural groups and social networks (Ali Abdolvand, 2015)
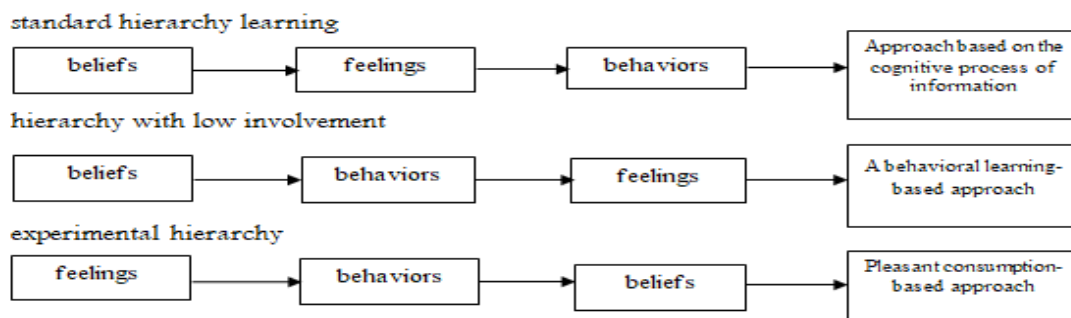

Figure1. Salomon three level model

In this study, the influence of factors such as perceived expertise, reliability, attractiveness and desirability has been considered in the effectiveness of the recommendations of celebrities in advertising.
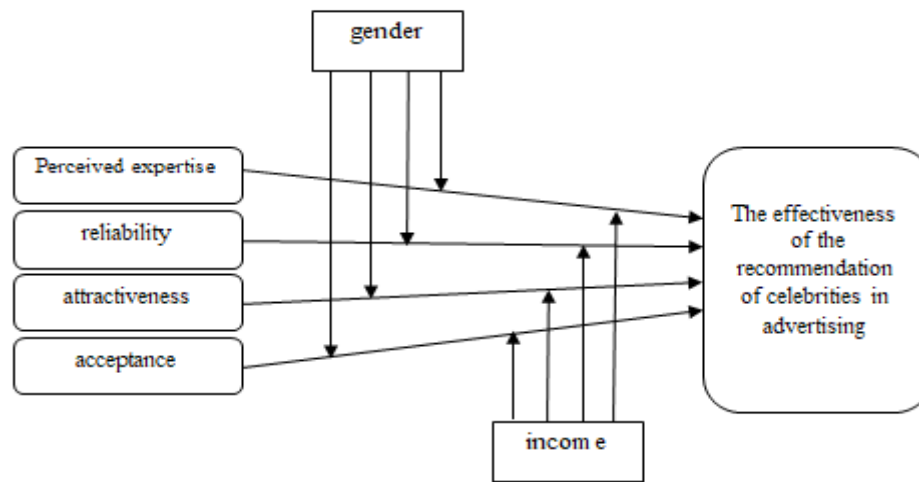

Figure 2. Conceptual model (Ibok, 2013)

DATA ANALYSIS

In the section of the methodology of this research, it can be noted that the relations between variables are causal-correlation and the purpose of the research is also applicable. The research method, quantitative and research strategy is descriptive-survey, and the data are collected in a cross-sectional fashion. Correlation research design is a structural equation model.

The method of data collection is a combination of field methods and library studies. For this purpose, according to the number of statistical samples, the questionnaire was identified and its results were examined. In the section of library studies, we also examined the success rate of the research by comparing the results and literature of internal and external articles.

The statistical population of this study is all customers and users of jewelry in the city of Tehran. And we used the available sampling method because we could not give the same chance to all consumers in all parts of Tehran in the same way. In the current study, the size of the population was unlimited, and when the size of the statistical population is unlimited, 384 people are sampled using the Cochran formula. Therefore, 384 customers and consuming gold jewelry were selected as samples.

In the confirmatory factor analysis method, using minimum partial squares, it is necessary for the resident first to study the construct validity to determine that the selected markers are accurate to measure their structures. In such a way that the factor load of each marker with its structure is t higher than 1. 96. In this case, this indicates the precision required to measure that structure or attribute. In addition to verifying the factor analysis, the construct validity, which is used to examine the importance of the selected markers for measuring the structures, is also intended for diagnostic validity, meaning that the markers of each structure eventually provide an appropriate separation in terms of measurements relative to other structures of the model. Simply put, each indicator measures only its structure and their composition is such

that all structures are well separated from each other. Finally, convergent validity was used to investigate the fact that each marker had the highest correlation with its structure compared to other structures. To evaluate this, the cross-factor load was used.

The SPSS (Statistical Package for Social Sciences) software is a useful tool for measuring the validity and reliability of the questionnaire as well as descriptive and inferential statistics. We will continue to analyze each of these cases.

For the content validity of the questionnaire, we distributed a questionnaire among 10 faculty members and opinion holders in the field of marketing and sponsorship in the form of presentations and the results provided a complete confidence that the questions of the questionnaire have the ability to be generalize. The results of this process are present in Table 1.

Table1. Calculation of CVR and CVI indices

FACTOR	CVR	CVI
Effectiveness of recommendation	0.9	0.86
Perceived expertise	0.8	0.86
reliability	0.8	0.83
attractiveness	0.8	0.9
acceptance	0.8	0.86

Through Cronbach's alpha coefficient, we examined the reliability of the questionnaire, which was one of the tools for collecting this study. To interpret the test result of the Cronbach's alpha coefficient, we need to know that this value varies from 0 to 1 and is divided into three groups for analysis:

1. If the value obtained is between 0 and 0.3, it indicates the weakness of the Cronbach Alpha, which can be used to improve this value by paying attention to and eliminating items that have a very low or large variance among the sets of items Improved to higher than 0.7.
2. If the value obtained is between 0.3 and 0.7, it represents the average Cronbach alpha. In this case, the Cronbach Alpha can also be improved by the above method.
3. If the value obtained is between 0.7 and 1, it indicates the optimal level of our Cronbach alpha. The results of this review can be seen in Table 2.

Table 2. Cronbach's alpha coefficient

variables	Number of question	Cronbach alpha
Effectiveness of recommendation	4	0.839
Perceived expertise	4	0.752
reliability	3	0.718
attractiveness	3	0.872
acceptance	3	0.585
Total alpha	17	0.903

Modeling the structural equations introduced in the late sixties, provided a tool for researchers to examine the relationships between several variables in a model. The power of this technique

in the development of theories has led to its wide application in various sciences, such as marketing, human resource management, strategic management, and information systems. One of the most important reasons why researchers use SEM is the ability to test theories in the form of equations between variables. Another reason to consider the measurement error is by this method, which allows the researcher to report the analysis of their data with the measurement error. The conventional models in Structural Equation Modeling (SEM) are actually two parts. A measurement model that examines how to explain hidden variables by explicit variables (questions) and a structural model that shows how hidden variables are linked together (Reza Davari, 2016).

Therefore, the analysis of the data obtained from the present study consists of two parts as follows:

Descriptive statistics with SPSS software:

- Demographic information of respondents
- Inferential statistics

Data analysis with structural equations and PLS software:

- Model review based on measurement criteria
- Criteria for the assessment of structural fitting
- General eligibility assessment criteria

Using the SPSS software outputs in the descriptive statistics section, we found that more than 70% of respondents were between the ages of 25 and 45. Also, about 70% of the statistical sample of the study was academic education with a bachelor's degree. The monthly income ceiling of more than 85 percent of respondents is up to 4 million Tomans. 40% of respondents were gentlemen, which is interesting. The highest number of respondents in the annual purchasing volume belonged to those who had 1 to 2 times the purchase of gold and jewelry, accounting for 87% of respondents. Among the social media, the Instagram program had the largest audience to track gold and jewelry news.

In the inferential statistics, the minimum and maximum results show that the score of the subjects varies between 1 and 5 in the questionnaire. By comparing the standard deviation of the variables under study, we conclude that the standard deviation of the likelihood variable has the highest dispersion and the perceived fit of the variable has the least dispersion. Generally, the low standard deviation in the components indicates a low scatter of responses. Also, the mean value shows how much each variable is. The mean value in the proxy recognition variable is the highest average value, which shows the mean of the spectrum of responses. Also, the average value of likelihood is the lowest, indicating that respondents responded to this spectrum. The position of slip and elongation also shows that the values of skidding for all variables in the interval (3,-3) and also the elongation values of all components are in the range (7,-7). Therefore, it can be said that the distribution of data For all components it is normal.

To fit the research model, we examined three indicators of reliability, convergent validity, and divergent validity. The reliability of the Cronbach's alpha index, composite reliability and standard coefficients were investigated, in which all variables were Cronbach's alpha and also the reliability criterion was above 0.7, indicating the appropriate reliability of the instrument

and the convergent and divergent validity of the model variables The research was higher than 0.5 which was calculated using the standard coefficients and Fornell-Larcker method.

In assessing the structural fit, the R & S square and redundancy criteria were considered, which were all confirmed.

With regard to Figure 2, which shows the conceptual model of research, it can be seen that this model has 13 hypotheses, one of which is the main hypothesis, and 12 other hypotheses that are subjective assumptions of the research also affect the effect of the moderating variable. In Table 3, we will show the acceptance or rejection of the assumptions with respect to statistical analysis of data and software.

Table 3. Summary of the results of research hypotheses

result	Path coefficient	T statistical values	hypotheses
			Main hypothesis
accept			The use of celebrity recommendations affects advertising messages.
			Research sub-assumptions:
accept	0.773	16.418	Perceived expertise has a significant effect on the effectiveness of the recommendations of famous people in the advertisement of gold and jewelry.
reject	-0.082	0.591	Perceived expertise with the role of gender moderator has a significant impact on the effectiveness of the recommendations of famous people in the advertisement of gold and jewelry.
reject	-0.115	0.769	Perceived expertise with a moderating role of income has a significant impact on the effectiveness of the recommendations of famous people in the promotion of gold and jewelry.
accept	0.706	12.528	Reliability has a significant impact on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.
reject	0.134	0.881	Reliability with the role of gender moderator has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.
reject	-0.049	0.469	Reliability with a moderating role of income has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.
accept	0.678	13.420	Attractiveness has a significant impact on the effectiveness of the recommendations of famous people in the advertisement of gold and jewelry.
reject	-0.047	0.443	Attractiveness with a moderating role of gender has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.
reject	-0.031	0.290	The attractiveness with the moderating role of income has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.
accept	0.542	7.793	Acceptance has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.

reject	~0.064	0.501	Acceptance with the role of gender moderator has a significant effect on the effectiveness of the recommendations of famous people in the propaganda of gold.
reject	~0.073	0.093	Acceptance with a moderating role of income has a significant impact on the effectiveness of the recommendations of famous people in the propaganda of gold and jewelry.

SUMMARY AND CONCLUSION

Observations from the results of the assumptions indicate that the income and gender moderating variables have no effect on the effectiveness of the recommendations of famous people in the field of gold and jewelry advertising, and in general, it could not moderate this relationship and not help in establishing and facilitating this issue.

Based on the research results, it is suggested that goldsmiths and marketers should use a celebrity's advertising strategy because they can produce useful and long-term results for the company.

Non-product-related factors can shape an image or attitude toward a brand, so if a company uses an inappropriate celebrity in its advertising, it has shown a weak attitude and weak image of its brand. Therefore, the mere use of celebrities in advertising does not entail an increase in sales.

Famous people are more likely to accept and influence when choosing a product in search of a kind of imitation relationship and alignment with prominent personalities. Therefore, in celebrating the celebrities for advertising, the celebrities, celebrities, honors and other accomplishments should be considered as a reference group and given the image, credibility, characteristics, reputation and, in total, their desirable business name. To a product as an endorsement, it will increase audiences' awareness, encourage them, and ultimately make purchasing decisions and raise revenue. It is recommended to consider the beauty of appearance, which is the three variables of similarity, familiarity, likeness, which is implicitly related to attractiveness and makes people more attractive.

Although according to the hypothesis test, it can be suggested that if managers and marketers of gold and jewelry use celebrities in the promotion of their products, they should have knowledge about the products and the brand that advertises and specialist consider the aspect of the fit between the famous person and the product in question, and select those who fit the profession and other specialties with the promotional product.

 Finally, it is not worth mentioning that the price volatility of gold in the Iranian market can show the results of the questionnaire in close proximity to the research and its generalizability with respect to the day prices.

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