

Celebrities on Social Networking Sites Advertisements and Their Impact on Purchase Decisions

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ABSTRACT

After the widely use of SNS, an important change took place in advertising strategy. SNS hugely influenced advertising, since along with being a great tool for spending leisure time online, find information, stay updated with the latest events in the world, SNS is easily accessible and covers large audience. Therefore today marketers prefer to place their advertisements through these virtual platforms, giving preference mostly to more popular SNS, such as Facebook, Instagram, Twitter, etc.

The main purpose of the present study is to clarify the importance of SNS being used as an influential advertising tool and its effects to the audience's purchasing intentions. This thesis tries to find out whether the audience can easily get persuaded by SNS advertisements with the participation of celebrities and find advertisements of the kind to be convincing. The thesis will mainly focus on one of the trendiest SNS, Facebook.

The total number of the respondents chosen for the study was 300 and the main quality required from them was to be SNS and Facebook user. The respondents for the present study were chosen randomly from different faculties of Eastern Mediterranean University (EMU).

The outcomes of the study revealed that the celebrity endorsed advertisements in SNS may influence the respondents' purchasing intentions positively.

Keywords: Social Networking Sites, Social Media, Advertising and Uses and Gratification Theory

ÖZ

Sosyal ağ sitelerinin yaygın kullanımıyla, reklamcılık stratejilerinde önemli bir değişim gerçekleşmiştir. İnsanlara boş zamanlarını değerlendirme, bilgi edinme ve dünyadaki güncel olayları takip etme imkânı sunan sosyal ağ hizmetlerinin, büyük bir izleyici kitlesi tarafından kolaylıkla ulaşılabilir olması, pazarlamacıların reklamlar için günümüzde, Facebook, Instagram, Twitter gibi popüler sosyal ağ sitesi platformlarını tercih etmeleri sonucunu doğurmuştur.

Bu çalışmanın temel amacı, etkili bir reklam aracı olarak sosyal ağ sitelerinin önemini ve bu sitelerin tüketicilerinin ürün satın alma niyetleri üzerindeki etkilerini ortaya koymaktır. Bu çalışmada, internet kullanıcılarının, ünlülerin yer aldığı sosyal ağ siteleri reklamlarını ikna edici bulup bulmadıkları ve bu reklamlardan etkilenip etkilenmedikleri araştırılmaktadır. Tez, temel olarak en popüler sosyal ağ sitelerinden biri olan Facebook üzerine odaklanmaktadır.

Çalışma için seçilen toplam katılımcı sayısı 300'dür. Katılımcılar, sosyal ağ siteleri ve Facebook kullanıcısı olmaları ön koşuluyla, Doğu Akdeniz Üniversitesi'nin (DAÜ) farklı fakültelerinden rastlantısal örnekleme yöntemiyle seçilmişlerdir.

Araştırmanın sonuçları, ünlülerin yer aldığı sosyal ağ siteleri reklamlarının, katılımcıların satın alma davranışını olumlu yönde etkileyebileceğini göstermektedir.

Anahtar kelimeler: Sosyal Ağ Siteleri, Sosyal Medya, Reklamcılık, Kullanımlar ve Doyumlar Kuramı

To the little princess Hazar İzmen

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Chapter 1

INTRODUCTION

In recent years with the introduction of a new online service - World Wide Web or the Internet, it become an inseparable part our lives as well. Internet is a virtual world in which there are lots of libraries, shops, photo galleries. Nowadays, Internet is of huge importance in almost every person's life. It has a great informative role in people's lives. Since it is a great tool for finding information, people can easily learn a lot and stay updated with the latest events in the world. It has a communicative role, as well. Whether by e-mail, chat rooms or social networking, Internet allows communication between people from different corners of the world and it is mostly free (Previte & Forrest, 1998). Now everyone can keep in touch with their relatives or friends, regardless of their location. Being simple and easy to use, Internet brings people together all over the world- people from different strata of society and different countries. People use Internet also for paying for multiple services. With the help of it, they save a lot of time making the necessary payments through a global network.

Easy access to Web-pages has led the Internet network become vital. The number of users is growing every year. Variety of information is placed on web-servers, such as information about companies, advertising products, advice on use and technical documentation for the goods, etc. Political parties and public organizations publish online materials about their activities. It is possible to read scientific works of

employees of universities. Many newspapers and magazines, along with being printed, have electronic versions on web as well. There is also a wealth of information on finance, business, industry, sport, culture, entertainment, hobbies - in almost all spheres of human activity.

Without a doubt, the Internet has had an enormous impact on advertising as well. Today it is very easy to find advertisements about Internet stores which sell everything from clothing to household appliances. Companies choose to place advertisements through Internet, since it is much more visible, accessible, and covers a much larger audience than advertising in print media - which is why it is more effective. Also, consumers sought after the Internet more than the traditional media because of free information (Salman, Ibrahim, Abdullah, Mustaffa & Mahbob, 2011, p. 2). So with the introduction of Social Networking Sites (SNS), a new turning point started in advertising strategy of companies. They started to advertise their goods on SNS, such as Facebook, Instagram, Twitter, etc.

1.1 Aims of the Study

The present study aims to bring to light the significance of SNS being used as a powerful advertising engine and its being effective in audience's buying intentions. This thesis attempts to figure out the strategies and techniques which advertisers use in Social Media (SM) with the purpose of convincing and motivating audience to obtain the goods advertised by celebrities. This thesis will try to estimate whether users can easily get convinced by SNS advertisements with the participation of celebrities and find advertisements of the kind to be persuading. The thesis will concentrate on one of the trendiest SNS, Facebook.

1.2 Statement of Problem

Commercials that feature popular actors, singers, athletes or politicians are one of the oldest advertising formats that companies use. Because using celebrities in advertising are one of the most successful methods which helps to make the advertisement lively, interesting and attention-grabbing (Ohanian, 1991). Advertisers like to invite popular and well-known people to take part in their ads, because they are convinced those celebrities' fans will take the trust and love for the artist to the advertised brand. Most advertisers use celebrities in their advertising when the product is in the stage of bringing to the market. Because audience has role models, whom they adore and whose opinions on all issues are very important for them.

Advertisements that feature celebrities bring about confidence and therefore is successful most times because most people believe the celebrity himself or herself uses the product that he or she advertises. Advertisers seek to invite celebrities who are not only good looking, but credible as well (Sternthal, Dholakia, & Leavitt, 1978). The benefit of inviting celebrities to endorse the goods is that it boosts the opportunities of creating a kind of emotional bond with consumers. Because usually during an average day people may encounter many advertorial pictures and images but considerable number of them are forgotten. But when they see a celebrity, especially if he/she is their favorite one and the one who is of worldwide scale, it becomes a determining reason which persuades a customer to come to a decision to purchase that product.

1.3 Importance of the Study

There have been numerous researches done before about celebrity advertising and their impact on customer's buying intentions and SNS separately. Nonetheless, the

number of studies that concentrates directly on how effectiveness of celebrity advertising in SNS, more specifically in Facebook and how it casts impact on audience is limited. Therefore, the present thesis will be one of the first to figure out the strategies and techniques which advertisers use in SM with the purpose of convincing and motivating audience to obtain the goods advertised by celebrities.

1.4 Motivation for the Study

Currently, SNS have long gained a lot of popularity among Internet users. People spend a lot of time communicating with each other, sharing photos, videos and other materials in SNS. SNS brings together people, permits to go across the boundaries of the moment and areal to get in touch with acquaintances, siblings and colleagues. Most SNS are also considered a great tool for different types of advertising, since majority of users spend their time “online” during working or study time, at home or on the way. Therefore advertisers take the advantage of using SNS for the realization of their marketing goals. Facebook is one of the most popular social platforms among users. The network enjoys popularity all over the world since the number of users is growing steadily. Facebook lets publish sponsored visual advertising posts which is tens of thousands of times faster compared textual ads and seen in news feeds of users. Users check their accounts daily and very often they make decision on purchasing products under the influence of social platforms. Accordingly, Facebook is considered as one of the powerful tools for business promotion.

1.5 Research Questions

The study “Celebrities on SNS Advertisements and Their Impact on Purchase Decisions” sets out to investigate, assess and answer the following research questions.

RQ1: Does the use of celebrity in SNS advertising captures the attention of users' effectively?

RQ2: How does the celebrity use in SNS advertising positively persuade users plan to purchase the particular products advertised?

RQ3: How effective is the use of celebrity in SNS advertising to SNS users?

RQ4: What is the perception of SNS users to the use of celebrities in SNS advertising?

RQ5: Is there any significant difference between genders with regards to the perceptions of SNS users to the use of celebrities in SNS differ?

In all the research questions, Eastern Mediterranean University students who study in Famagusta city of Turkish Republic of Northern Cyprus, Fall Semester of 2015-2016 Academic Year are targeted.

1.6 Limitations of the Study

This research is limited to the Eastern Mediterranean University students who belong to different age group. Data is collected by distributing them questionnaire. The research is limited to 300 participants that actively use SNS, in this case Facebook. The research will be conducted in Famagusta city of Turkish Republic of Northern Cyprus during the months of December and January in 2015-2016, in Fall Semester of 2015-2016 Academic Year.

1.7 Definition of Operational Terms

The following are operational definition of the terms used in this study and what we savvy by them in this study.

➤ Social Networking Sites (SNS): A social networking site is basically a web based network that allows one to create a profile, share and connect with other users.

- Social Media (SM): online channels of communication that lets a large group of people to share information and contact with each other.
- Facebook: is a social networking site that allows one to create profiles, share, connect, advertise, post pictures, chat, comments, create groups, invite and so many other great things all on the same web page. It is world most popular social networking site.
- Celebrities: A celebrity is a widely known person mostly for their craft e.g. musicians, sport men and women etc.
- Social Networking Sites advertisement: is the promotion of products and services on the internet.
- Social Networking Sites users: are people who use social networking sites.
- Products: A service, idea, method, object or goods which are created as a result of a process and serves a need.
- Purchase decision: The act of making up consumers making up their mind about obtain a product or service in exchange for payment.
- Persuasion: The act is basically communicating with the intention to induce belief or action of consumers.

Chapter 2

LITERATURE REVIEW

The present chapter introduces the existing literature review associated to the subject comprising the following subtitles: Internet and SNS Communication, Social Networking Sites (SNS), Facebook and its History, Uses and Gratifications Theory, Social Cognitive Theory, Celebrities in Advertising, SNS and Advertising, Facebook and Advertising and SNS and Celebrities.

2.1 Internet and SNS Communication

Internet has become an important part of our modern lives. It is generally available because it has no restrictions on the number of users. With its help one can not only communicate with friends or relatives, but also can educate themselves, do business or work (a vivid example is the large number of organized people - freelancers). Internet is constantly evolving and improving. In recent years, the vast global network has several fairly large portals, which has received the official name of social networks. This is a new kind of virtual resource, whose main objective is to unite people who are at a great distance from each other. The new information age has brought a series of innovations that are mostly useful. We'll look in more detailed way to the positive aspects of this new virtual world, called social networks.

Of course, the greatest achievement of these resources is that they perform communicative function. A person can go to the site and start an instant conversation with someone who may be a relative, co-worker, classmate, schoolmate, a loved one,

etc. If we look at the popular social network such as Facebook, in addition to communicating it allows users the instant exchange of documents, photos, music, etc. Thus, this resource makes life much easier at school, work, leisure time, etc. Besides, social networking sites have a large number of thematic interest groups, which have informative information about one's favorite musical group, premiere of the movie, the news in the country, etc. In general, a person can see that such technologies are really useful and progressive. In addition, in social networks, one can open its own representation, users can advertise, for example, their goods, and therefore, in such a way to increase the number of customers and thus make the business more successful. Thus, social networks are not only communicative and cognitive resources, but also effective tools for monetization.

Today, social networks possess a huge role in modern person's life. Users with the help of SNS can not only communicate, but also share advices, their experiences, promote their professional services, make deals, conduct research activities, etc. In modern society, the role of social networks has increased steadily, as one of their main features is interactivity. There are many useful features of this social media that makes SNS relevant: the ability to carry out social, political, legal and propaganda activity, comprising feedback mechanisms; the ability to respond quickly to citizens' requests coming directly through a social network; the ability to influence the political and social processes in the society; the ability to single out political leaders; open access to the social and political content, administrative documents which are on the pages of these online resources.

2.2 Social Networking Sites

Over the past 10 years since the creation of the world-famous social network “Facebook”, lots of different social networking sites appeared, of which not more than a dozen can be compared with each other by the number of users and popularity. Conceived originally more like electronic notebooks, social networks quickly mastered the segment of entertainment services and more recently started to expand from the virtual world to the real world, which every year is only strengthened. Today without any exaggeration it can be said that for the millions of users, social network has entered so much into their lives that it has become an integral part of it. It was not possible to imagine, for example, 20 years ago, that the progress of computers and Internet’s evolution would impact the communication between people to such extent. Along with being a means of communication, in the 21st century social networks became a new stage in the development of social relations (Steinfeld, Ellison, Lampe, & Vitak, 2012).

SNS is a means of organizing and displaying of social relationships in the virtual Internet space that satisfies the following requirements: the presence of personal user profiles, the ability to transfer various information between users (photos, music, videos, messages, etc.).

The creation and development of social networks has been predetermined by the general trend of the growth of communication methods. Compared with the previous means of communication and transmission of information (post, phone, fax, audio and video tapes, CDs, etc.) costs on search and transmission of information between people in social networks are very smaller. Meanwhile, the rate of exchange of

information is many times higher. In other words, by means of social networks it has become easier to communicate with each other (Ahn, 2011).

The ability to share photos, movies and music, to find old and new friends, communicate with them, joining groups of interest, getting news quickly - all this and more determined the success of social networks. Ultimately, it is the existence of these opportunities (features) that has led to great excitement (especially among youth) and the explosive growth in the number of users of the first social networks. This necessitated (required) the speedy completion of existing and design of new functional features which have been added based on customer feedback and current trends in society (Wang et al, 2012).

With the development of social networking the attitude was also changing towards them in the society. Initial development model was finding friends and it worked well in the first stage, giving the rapid growth of traffic. But later it turned out that the original excitement about finding friends, seeing their photos and videos, as well as playing a variety of games diminishes quickly (Mooney, 2009). Therefore, the success of the first social networking sites and understanding the limitations of their development model after some time led to the emergence of new social networks aimed at a narrow stratum of society - social networks began to share the market. The site SixDegrees.com is one of the very first SNS and was created in 1997. People could create profiles for themselves, add friends and browse their friends' profiles in this website (boyd & Ellison, 2007). Following the social networks, aimed mainly at finding friends, new and various social networks were designed: such as "LinkedIn" – mostly used for job searching and workers, "Academia.edu"- researchers and research workers, specialists, "Youtube", "Dailymotion", "Vimeo" –

where users may upload all types of video content, “Instagram”, “Flickr” - for photo sharing, “Lastfm”- for music lovers. The number of SNS users has reached up to 1.5 billion from the year of 1997 to 2010 (Kreutz, 2009).

Today among the most popular SNS are Facebook, Twitter, Instagram. Social networks and in general the Internet - resources recently joined firmly in the everyday lives of almost every person on the planet. More than half the world's population are registered in these or other social networks, legal entities and individuals are somehow related to each other through the Internet - resources, it is most evidenced by the fact that most people cannot imagine life without social networks (Wang et al, 2012).

Throughout the last decennary people have been actively using social network sites online and their engagement with SNS has increased impressively, even competing web-search engines as the most used Internet pages (Experian Hitwise, 2010). Social networking sites have turned into an inseparable part of our lives almost worldwide. One of the most popular SNS is Facebook, its registered users now exceed 400 million all over the world (Facebook News Room). Detailed examinations and evaluations of online SNS indicate growing evidence that SNS have developed into a significant social utility for maintaining and regulating connection with considerably big and divergent group of people which supply public friendship and function like sources for helpful information and other resources (boyd & Ellison, 2007).

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
<i>Total</i>	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Figure 1. Facebook Demographics by Pew Research Center, 2015
(http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19-social-media-update_07/)

SNS have altered the manner and process that people made use of and were involved with the internet and with one another. Young generation specifically is fast to utilize the new skill. SNS is also growing speedily as new mobile components are developed within technology. According to recent figures, the most trendy social network sites in the world are MySpace and Facebook. These are profile-oriented kinds of social networking services where special interest focuses on web pages that include information about the actions, interests and likes (and dislikes) of registered users. As long as the number of users in such social networking sites is growing,

accordingly new features and services are designed and added to the website, which simultaneously progresses and perfects social network service components or aspects. The means by which we engage with to social networking services are growing as well. Social networking services that are defined as games-based and mobile phone-based and act reciprocally with current web-based platforms, or with new mobile-focused communities, are rapidly developing areas (Young People and Social Networking Services).

Social networking services can be roughly described as internet- based or mobile-based social arenas intended to make possible communicating with friends and relatives, sharing different types of content online. With the help of SNS users can administer, create and signify their online profiles. Generally profiles are comprised of other users; they may as well contain the event pages, pages about different companies, organizations. In SNS users may add anyone in the network to their friend list or connections. SNS usually approves the public viewing of networks, while they may also suggest privacy settings for users (Young People and Social Networking Services).

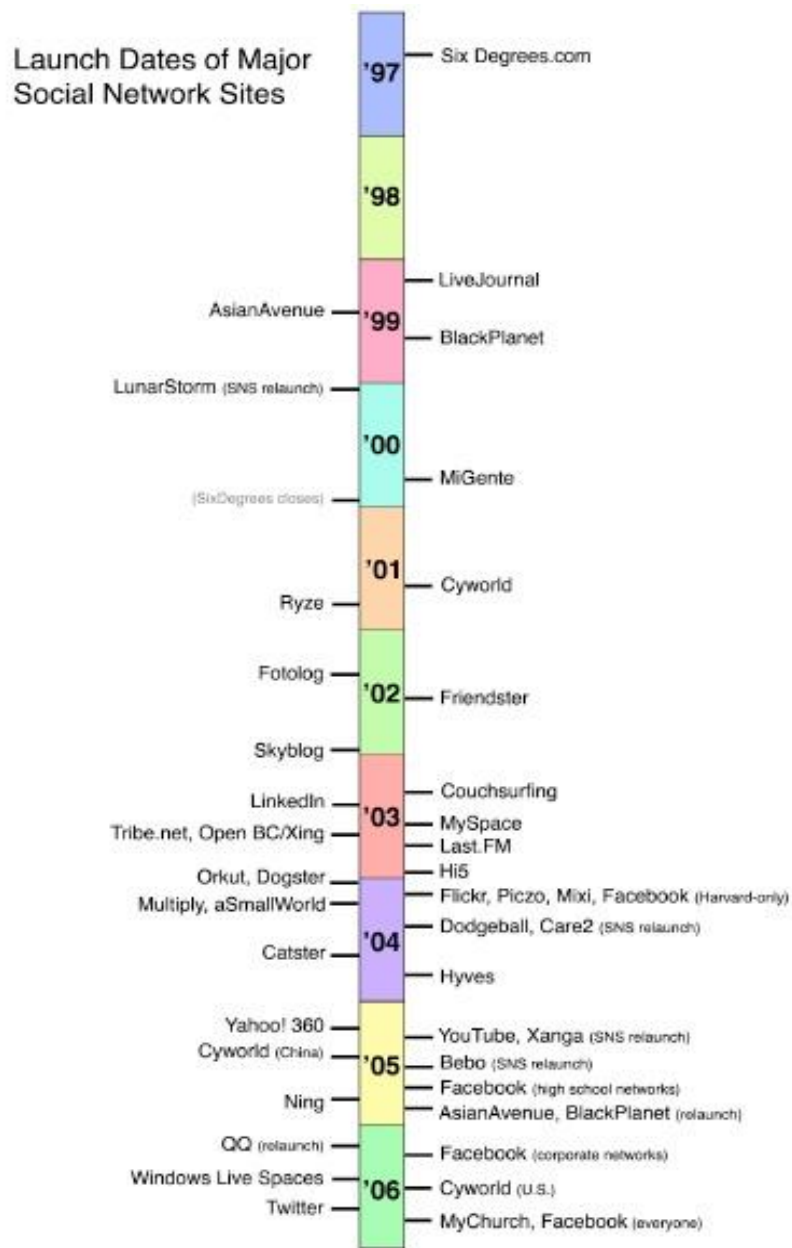


Figure 2. Timeline of the launch dates of many major SNS by D.M.boyd and N.B.Ellison, 2007, p. 6.

One of a very key feature of most social networking sites are authorizations. They permit registered users and groups to be in charge of who can view their personal profile, data, friend list, etc. This kind of permission includes may change in different SNS, but as a whole they allow members to keep data about themselves private or restrict the view of their personal date solely to registered users, only users on their friends list, certain groups of service users. They may even openly put on view their

data to the people who are not registered or signed in to the site (Powale & Bhutkar, 2013).

2.3 Facebook and its History

Facebook is one of the trendy social networking sites. The name Facebook came from an informal title of catalogues that were handed out to university students which contributed them to be familiar with their student friends. Facebook was developed by Mark Zuckerberg who was an Harvard university Computer Science student and his friend, Dustin Moskovitz (programmer), Chris Hughes, Eduardo Saverin (business), and Andrew McCollum (graphic artist).

2.3.1 Profile

Facebook Profile is a personal page where users may post status updates, say what they think or tell people on their friend list what is happening in their lives. Users may prefer what to share on their profile, like images, videos, political views, interests and personal data (Facebook, 2015).

2.3.2 News Feed

News Feed was introduced in September of 2006. News Feed is a column of updates which shows status updates from friends, groups, events, pages. Users may either like or express their views on the subjects they wish to comment. Every user can design his/her News Feed so that it meets his/her interests, like they may hide stories or status updates from connections they don't want to see, they may report the post which they consider inappropriate, save or share post they like, or they may tick the function "See it first" in order to see the updates from connections they wish to see at the top of News Feed (Facebook, 2015).

2.3.3 Messenger

Messenger was introduced in August of 2011 and it is an application which is used in mobile phones allowing users to make contacts with connections instantly. Messenger application users may send inbox messages and add emoticons to messages, create chat groups, and use free call and video call service to users in their friend list. It is also possible to see who is online in Messenger. Messenger was made available for using in mobile phones that support on iOS, Windows Phone and Android (Facebook, 2015).

2.3.4 Groups

Facebook Groups were introduced in September of 2004. According to the data given by Facebook, over 925 million people worldwide use Facebook Groups monthly. Every user can create a group and they may change its privacy from settings to “open, closed or private”. Groups are private virtual platform which may include either small number of users like family members, friends, workmates or large groups with large number of users created with the goal of promoting, advertising, etc. In a group, users may share images, upload videos, post stories about upcoming events (Facebook, 2015).

2.3.5 Events

Facebook event is another feature which lets members to create events where they invite connections in their friend list. Events may be created for different reasons, such as holding a party, opening of a bookstore, conference meeting, etc. Those who create the event are hosts and they may customize the privacy of events, such as whether others may see the list of people who join the event or if others may also invite their connections to event. Events usually feature date, time and place of the

event and hosts and visiting guests may upload photos to the event page (Facebook Help Center, 2015).

2.3.6 Video

Facebook allows users to upload videos to their profiles in high-dimension format as well. Facebook videos are limited to 25 minutes currently and after uploading it, it gets processed before it is posted online. After the video is ready for others to see it, user who uploaded it receives a notification. It is possible to edit video title, add tag. Uploaded videos play automatically when they are seen in News Feed and it is possible to turn this feature off from settings. Very recently Facebook made available new feature for video products. These are video posts which are broadcast live and usually they are posted by public figures and users get notification when there is a live broadcast (Facebook Help Center, 2015).

2.3.7 Photos

Uploading photos feature was introduced in October of 2005. It is estimated that over 350 million images are uploaded to Facebook every day and therefore Facebook is one of the trendiest online platform to share images. There is no limit in number of images users may upload and they may control from privacy settings who can view pictures they share. It is possible to add location and tag to each photo as well. Tagging friends indicates people who are in the photo (Facebook, 2015).

2.3.8 Search

Search feature was introduced in March of 2013. It lets users to search and find content which was shared on Facebook. Using this feature, it is easy to find photos, videos or posts connections shared. It is possible to search for people or public figures as well. When users type in Search section what they are searching for on

Facebook, it provides suggestions as well which may be of great help for saving time (Facebook Help Center, 2015).

2.3.9 Pages

This feature was introduced in November 2007. Facebook Pages are public profiles which are created to virtually represent celebrities, public figures, brands, companies, organizations. Pages differ from personal profiles, since pages do not have button for adding friends, as an alternative they gather “likes”. The other visible difference is while a personal profile is limited to adding only 5000 friends, there’s no limit for “likes” in a page. Pages share news, status updates, post photos, upload videos regarding the activity of a celebrity, brand, company or organization it represents (Facebook, 2015).

2.3.10 Facebook Lite

Facebook Lite application was introduced in June, 2015. For now available only for Androids, it uses less data and when the connection to internet is slow, the application is the best choice. When Facebook Lite was launched, it was first demonstrated as a pilot test in countries like Nigeria, South Africa, Sri Lanka, Zimbabwe and Vietnam (Pocketlint, 2015). The application is very easy to install since it is only 1 MB and loads very fast, whereas the regular application took up to 195 MB space. Facebook Lite also has main features of Facebook, such as images, status updates, News Feed, messages, notifications, etc (Facebook News Room, 2015).

2.4 Uses and Gratifications Theory

The theory of Uses and Gratifications was officially introduced to Media and Communications Study by Elihu Katz. Katz put forward the idea that media studies

ought change the regular problem of how media affects the audience and rather inquire how the audience uses media (Katz, 1959).

Katz et al. summarize the main presumption of a uses and gratifications theory as described below: Firstly, the public is not passive, they are involved in selection process of media content and consequently the use of mass media is goal-oriented. Second, the eagerness in associating need gratification with media selection is mainly dependent on individuals. Thirdly, the mass media is constantly rivaling with various factors which satisfy the needs of audience. Lastly, the gratifications that audience expect from the media embrace distraction and pleasure, simultaneously enlightenment and all these described above will be different in accordance with the intellectual personality and cognitive capacities of every individual (Katz, Gurevitch, & Haas, 1973; Katz, Blumler, & Gurevitch, 1974).

Uses and gratifications theory defines the interpretation of the gratifications or benefits that draw public's attention and keep them obsessed with different types of media materials that please and gratify their sensitive and societal demand (O'Donohoe, 1994). Uses and gratifications theory strives to shed light on how individuals make use of media. According to researchers, audiences are eager to discover a media content that pleases and fits to their needs. There are various factors that audiences utilize media.

The very initial samples of Uses and gratifications approach embraced intellectual and mental needs, determined outlook, acquiring skills, watching, interconnection, diversion and educational transportation (Ruggiero, 2000).

Even as researchers were prone to foreground the effect of media exposure on public, Uses and Gratification approach defends the belief to consider on how audience uses media (Parker & Plank, 2000). Uses and gratifications approach was ascribed to various kinds of media related content, by selecting the kind of media which evolves to match the principal or growing media of modern times. For example, the theory has been ascribed at the perception of radio, various kinds of print media, such as journals, newspapers or magazines, as well as television (Bantz, 1982). Afterward the expansion of Uses and gratifications analysis examined its interaction regarding the commercial and money-making media contents, in other words marketing and promotion (O'Donohoe, 1994). In recent past times, many researchers commenced making use of Uses and gratifications theory in regard to the recent media forms, such as mobile portable devices and internet (Grant & O'Donohoe, 2007).

Rubin (1983) states that the key objects of Uses and gratifications theory were as follows: audiences give preference to media content that satisfies their intellectual and cognitive needs; different needs has influence on audience to choose different media content; various individuals respond to those choices differently; social behaviour is purposeful, centralized and has eagerness in itself (Rubin, 1983). Ruggiero (2000) expressed that Uses and gratifications theory focuses on the particular demands an individual from society has and by what means this individual subsequently seeks to find content from media in order to meet his/her needs. These needs combine with person's individual nature and mood forming massive diversity in choosing media content among audience members (Ruggiero, 2000).

Soon after, Rubin (2002) underlined that Uses and gratifications analysis tried to focus largely on six significant problems, essentially identifying the purposes of

using media with media attitude and concepts, evaluating motivations via media contents, analyzing different social and sensitive, temperamental motives of media use, judging the relation or disparity among the uses that were looked for and uses that were gained, checked thoroughly whether dissimilarities in lifestyle may have an impact on behavior and nature and lastly, analysis of the methods, credibility and correctness of evaluating motive (Rubin, 2002).

The way individuals make use of SNS sets up a number of motives for which motive they are engaged with media. Researchers like Rubin (2002) and Ruggiero (2000) convey that the emergence of new media, mainly, Internet, could have revived and unquestionably stimulated the uses and gratifications approach. Since the internet is another form of media, it expands itself to a uses and gratifications approach, to a certain extent as it has interchangeable feature (Grant, 2005). Regarding this, Ruggiero (2000) categorizes that requests and concepts that have to be analyzed within the structure of Internet frame, such as users' activity, the significance of the web users and amassing details and data for the use should be re-estimated (Ruggiero, 2000). Williams et al. (1988) called attention to the effectiveness of fragmentation, in particular the method and objectification that the online atmosphere offers the users. As such, World Wide Web, specifically SNS embrace innovative media designs and these layouts possess their own definitive elements and they are fit for the analysis correspondingly with the analytical structure of uses and gratifications theory (Williams, Rice, & Rogers, 1988).

According to Sundar & Limporos (2013) the expectations from Uses and gratifications theory is evaluated in prospect that currently the gratifications which

public requires from media is originality, apathy and enjoyment (Sundar & Limperos, 2013).

When Uses and gratifications approach is used for SNS, Whiting and Williams (2013) underlined that audience principally uses SNS for conveying their thoughts and ideas, satisfying themselves, passing time, looking for new knowledge or sharing the knowledge they acquired, taking a break from work, etc (Whiting & Williams, 2013). Those who actively use different kinds of media freely decide in which way to use media and how it may exert influence on them.

2.5 Social Cognitive Theory

SCT was developed and hypothesized by Canadian scholar Albert Bandura and till now remains as a functional model in order to discover the essential features of human manners regarding how they conduct themselves, notwithstanding the fact that today mass media is boasting with countless circumstances for “behavioral modeling”. His SCT is one of the very exceptionally powerful and extensively approved theories in social psychology field and has expanded into mass communication (Pajares, Prestin, Chen, & Nabi, 2009).

Bandura (1995) explained that social cognitive theory suggests that audience can control a situation rather than just responds it, may take responsibility to provide activities efficiently itself and lively involved in activities (Bandura, 1995).

In 1963, Bandura and Walters widened the subject fields of conventional social learning theories with the principles of social modeling, observational learning, and vicarious reinforcement. In 1986, Bandura brought forward a paradigm of human

functioning that complied with “cognitive, vicarious, self regulatory, and self reflective processes” (Bandura, 1986).

Pajares et al talk in detail about the four key elements of SCT. They are human agency, human capabilities, vicarious learning and self-efficacy (Pajares, Prestin, Chen, & Nabi, 2009).

Human agency - SCT has developed from the conception of human agency. Human agency implies that individuals are enthusiastically captivated in their personal progress and are capable of regulating their ideas, expectations and feelings (Bandura, 1986).

Human capabilities – include symbolization, forethought, self-regulation, self-reflection, and vicarious learning. By means of these capabilities, individuals are able to derive the content, regulate their individual deeds, acquire new information, and interact with others who are physically afar (Bandura, 1986).

Vicarious learning - By paying close attention to other individuals, a person may establish standards to control his/her consequent manners (Bandura, 1995). Acquiring knowledge empirically or in other words vicarious learning is ruled by the following practices: attention, retention, production, and motivation (Bandura, 2002).

Self-efficacy -Self-efficacy contributes to develop the effect one is looking forward to: those who show confidence in themselves or their abilities expect outstanding consequences (Bandura, 1997). Self-efficacy beliefs are also shaped by way of vicarious experience of examining others manners of conducting themselves. Social

modeling specifically has a strong influence on self-efficacy beliefs when people examine those who are comparable to themselves and seeing them achieve may boost their faith regarding their abilities and stimulate them for performing the task (Bandura, 1997). Since people have the ability of judging conceptionally, it places mass communication as an substantial place of origin for information to assist the progress of gaining knowledge by paying close attention and thus broaden self-efficacy to practice the likely performances. (Bandura, 1986). Successively, social cognitive theory proposes a advantageous position from which it is easy to observe the effect of media content on the way public behaves and acts towards particular things (Bandura, 2004).

SCT is one of the very frequently cited approaches in mass media & communications' effects studies, since it provides a broad comprehension about audience's acquiring manners when they are regularly exposed to media content (Bryant & Miron, 2004). Since media is filled with appealing, good-looking role models who are frequently involved in different kinds of activities, it is quite presumable that public may set example their acts as a sample. Therefore, SCT is regularly quoted as a frame of reference in order to interpret various media effects.

Harrison and Cantor (1997) suggested that the encouraging connection between being exposed to women magazines and women's will having an ideal, thin body is a reason of the inclination for women's magazines who associate being thin with optimistic, good results and consequently they prompt a reason, inspiration for women to restrict their daily intake of food in order to lose weight. On the whole, SCT is quite practical in defining the unplanned and unforeseen influence that media exerts on public. (Harrison & Cantor, 1997).

Gaining knowledge from media content starts when public pays close attention to them, gets influenced and tries to imitate them. Good-looking, charming models are suggested in order to assist grabbing the attention of audience (Bandura, 2002).

Identification describes the amount of a person's feeling sympathy with to a character regarding him/her sharing the similar features with himself/herself. According to Bandura (2001), when the extent of similarity is regarded considerably much, consequently the identification degree also increases (Bandura, 2001).

Facts propose that when audience regards himself as sharing the same characteristics with a famous person or well-known person and combining together the impression of good consequences of their behaviors, it may increase the probability that public can imitate the portrayed manners (Nabi, 2009).

According to Bandura (1982) and Flora & Maibach (1989) media content may contribute to extend audience members' self-efficacy since it makes easily available role models, provides educating and instructing activities, encourages and reduces unfavorable influences related with manners (Bandura, 1982; Flora & Maibach, 1989).

From the SCT viewpoint, the mutual relations of numerous social factors, cognitive and additional individual determinants and circumstantial happenings exert a significant influence on individuals' behavior and performance (Bandura, 1986, p. 18). Individuals put into practice particular capabilities in an interactional frame in order to perform well. These capabilities are listed and explained below:

Symbolizing capability — Human ability to symbolize allows independence from the difficult and at times critical experimental system of acquiring knowledge from practice. Symbolizing lets conceptual thinking by means of which people may gestate potential knowledge and try it with sound mind.

Forethought capability — In general the way individuals behave is deliberate and as a result is controlled by forethought (Bandura, 1986, p. 19). Forethought may result impressing possible outcomes of activities, setting aims, and organizing activities. Symbolizing is a means for the realization of forethought. It empowers a person to gestate the manner of how he conducts himself and its consequences and be an inspiration to lead choosing range of activities.

Vicarious capability — An individual may acquire knowledge about manners of how to conduct himself by simply paying close attention to others and the outcomes of their activities. The human capacity for acquiring knowledge vicariously inhibits the need for the first stage, experiential suggestion to acquire behavior. Individuals gain knowledge of numerous significant behaviors by setting example “observed behavior”. The human capability for vicarious practice is fostered by growing mass media channels which offer an affluent symbolic background that extends shaping opportunities.

Self-regulatory capability — Audience uses a mixture of individual and public morals for the assessment of their manners and replace them. This kind of systematic observation process of one’s own behavior may have a stimulative or discouraging effect when an individual makes a decision about his actions.

Self-reflective capability — By means of self-reflection, individuals can estimate their own manners of conducting and adapt them in accordance with the outcomes of their manners and its conformity with inner and public norms (Bandura, 1986, p. 21).

Human nature — Hereditary determinants have an influence on behavioral capabilities (Bandura, 1986, p. 22). Human action is a mixture of acquired mental capabilities and hereditary mental and physical aspects.

To summarize it all, in SCT Bandura explains how the mass media serves publicizing information about new manners of conducting oneself. New manners and their possible outcomes may be depicted, examined and set example on a wide range through TV or World Wide Web. Accordingly, symbolized manners are examined; they are rationally studied and assessed, chosen for inspiration and experimented. If these new manners turn out to be valuable and effective, they are embraced, when they are not, they are going to be restricted (Bandura, 2001).

To sum things up, in accordance with the SCT, social media usage is considered common and continual, when there is insufficiency in self-regulatory capability, people may be obsessed with SNS. In accordance with Uses and Gratifications theory, the public is not passive, they are actively involved in the selection process of media content and freely choose what to view/listen/read. Therefore, for the marketers it is necessary to select the right medium for their advertisements correctly so that to be able to reach their target segment with the thoughtfully chosen approach. Taking into consideration that nowadays SNS is very widely used, it is also necessary to select the proper SM, approaches and plans in SNS advertisings as well so that to achieve their marketing goals.

2.6 Celebrities in Advertising

Advertising has long been an inseparable part in our lives both for ordinary people and marketers. It contributes to convey precisely framed ideas to a particular intended group of people and simplifies purchasing scheme of goods and work of majority of companies. In advertising, celebrity endorsement may be considered very trendy in our days (Choi & Rifon, 2007). Whether on TV or radio, newspapers or magazines, and recently in social media, audience comes across a considerable number advertisements endorsed by celebrities.

The reason why celebrity endorsed advertisements became so trendy is associated with the fact that, this kind of ads are able attract consumer's attention very easily and create a better opportunity for marketers to deliver their carefully designed ideas to audience. It is considered that using famous persons in ads make it easier for audience to bear in mind the marketer's message and simultaneously the product/service/goods' name which is endorsed by a celebrity, it also allows to develop in mind a characteristics of the product/service/goods to a moderate extent since whenever a famous person is put together with the product/service/goods, it also aids to create their concept in audience's mind (Zipporah & Mberia, 2014).

According to the definition by Belch & Belch, advertising is any form of paid communication about company, service, goods or concept by a certain promoter (Belch & Belch, 2001). Friedman & Friedman (1979) suggested that for the realization of their goals, advertising companies put to use numerous commercial methods and one of them is employing celebrities. The definition of "celebrity" is attributed to any person who is publicly recognized by the audience in consequence

of the fact that he/she successfully reached in his/her field of sphere (Zipporah & Mberia, 2014). Celebrities are usually high-profile people, they attract the strong attention and interest of the public and media plays an important role in their regular interaction with their fans and followers (Belch & Belch, 2001). It has been a common thing for celebrities who are successful in entertainment or sports and who regularly regarded with approval by millions to endorse goods, services or companies (Zipporah & Mberia, 2014).

Celebrity endorsement refers to a technique when companies employ high profile celebrities who can use their popularity to promote a certain product, goods or service and as a result they guarantee the brand name's status (Kotler & Armstrong, 2008). Because celebrity endorsed ads may have a strong effect on consumers since celebrities are followed by a considerable amount of people, companies efficiently familiarize their products/goods/services with consumers by employing celebrities.

When used efficiently, celebrity endorsement can assist the brand name to catch the eye very easily, improve remembering the brand immediately and assist the progress of its recognition. It is a method for helping the product/good/services to be recognized among many others. Celebrities such as singers, movie stars or sportsmen may assist in boosting the sales as well.

According to Wang et al, Freiden (1984) suggested that celebrity endorsement is regularly used in advertising because these kind of ads definitely attracts consumers' attention, since celebrities have a recognized fame and popularity. As public is exposed to mass media regularly, seeing their ads endorsed by their favorite celebrity

or well-known persons may both be easily remembered by consumers and quickly popularize the product/good/service advertised (Wang et al, 2012).

Companies assert that claim that celebrities assist the message that advertisers prepare for promoting their products be catchy and unforgettable and (Ohanian, 1991). Employing good-looking celebrities is also widespread tradition in all forms of advertising, because ads with the participation of models who possess striking physical characteristics turned out to be commercially profitable and exerted considerable effect on the purchasing attitudes of the audience rather than unappealing ones (Zipporah & Mberia, 2014).

Marketers prefer using celebrity endorsement since it has huge advantages for raising money and great potential consequences, because majority of consumers regard celebrities as because of its greater benefits and immense possible influence because audience view celebrities as an example to be imitated and admire them. In fact, advertisements endorsed by celebrities catch audience's attention more quickly rather the ones where ordinary and unappealing spokesperson promotes the product/goods/service and assists to enable the businesses when it has very newly been introduced to the market. Nevertheless, it does not mean that celebrity endorsed ads guarantee purely favorable outcome. They may also extend the marketers possible risks, to name a few like "overshadowing, overexposure and controversy (Erdogan, 1999).

Celebrity endorsement has long been in use (Kaikati, 1987), as marketers recognized that when they employ individuals who have high-profile among the audience, then they will have the ability to classify "brands personalities" next to the celebrities. It

should be stated that not all of the ads endorsed by celebrities turn out to be profitable, therefore choosing right celebrities becomes a difficult procedure for companies (Griffin, 1967). As a result, advertisers cautiously choose celebrities, since if any feature considered turns inappropriate, it may cause the failure of the whole advertisement campaign. These are noteworthy factors which have strong effect on customers' purchasing intention, because majority of individuals give preference to the celebrities whom they consider credible, others prefer celebrities with good-looking and attractive appearance and come feel inclined to all of the above-mentioned aspects (Michael, 1989). Marketers aim for an appropriate correlation between the advertised goods' and engaging qualities of celebrity since it turns out to help them achieving a desired result: the harmony between the celebrity and the advertised product directs the consumers' senses in an approving way and guides to the formation of pleasant attitudes regarding the brand (Ohanian, 1991).

Kotler & Armstrong (2008) suggested that purposes of advertising may fall into three categories such as: informative, persuading or reminding. Whenever marketers come out with advertising about brand new product where they familiarize customers about nature, characteristics, feature and advantages of the product, this kind of ad is informative. Just as rivalry among companies to gain superiority over others starts to grow, marketers attempt establishing exclusive requirements where they try to persuade customers that their product is best by quality, this is persuasive advertising. Companies utilize reminder advertising usually for products and goods the production of which has been stopped, as these ads contribute preserving connections with consumers and refresh their memory.

According to Fang and Jiang (2015), the following models are classified according to celebrity endorsed advertisements:

Source credibility - this model was introduced by Hovland and his colleagues after they studied aspects that prompt the recognized reliability of the talker and determined the aspects of trustworthiness and expertness of celebrity endorser.

Source attractiveness – this model suggests that the pleasing appearance of a celebrity may exert an influence on consumers' choice and increase the efficiency of advertised idea (Baker and Churchill, 1977). Based on this presumption, marketers frequently preferred famous people for their charming physical appearance with the intention to benefit both from their high position in society and good-looking appearance (Friedman and Friedman, 1979).

Meaning transfer - This model suggests that whenever consumer sees products advertised by celebrity, he/she correlates certain contexts to the celebrity and assigns them to the brand. According to McCracken (1989), this model has three phases; initially, consumers relate certain properties to the celebrity, then pass it on to the product and the last phase when customers obtain this meaning in purchasing.

Product match-up hypothesis – suggests that if there is successful match between the celebrity who endorses the product and the product itself, then such kind of advertisement tends to have a lot of influence over consumer and seem more credible (Michael, 1989).

2.7 SNS and Advertising

Facebook makes available a recent example for promotion and getting closely involved with customers. SNS mostly, nowadays is associated with majority of ads users see online. Since the most popular SNS can reach audience and “target segments” at very low cost it is clear that advertisers are willing to make use of SNS sites as a new model for advertising delivery vehicle. SNS may be used to increase the number of potential consumers, stay in contact with existing customers and advertise new goods/services, online sale offers/discount deals sales/offers by marketers. The prospective that SNS offered for marketers who would like to endorse their brands to public which was increasing day by day was economically estimated (Nielsen, 2010). Every SNS have various functions which may be applied when publicizing products/services. Registered members may share links, upload images, videos, create pages, open groups on SNS. Marketers can also open fan pages like a usual registered user. After the page is created, those who are in friend list may be invited “to like” page through which consequently more and more people learn about the product/service via ‘word of mouth’ promotion (Curran, Graham, & Temple, 2011).

SNS constantly develop and demonstrate a great extent of chances via different services it brings up. With about 500 million registered users and members visiting on a regular basis sites such as Facebook, Google accounts for a brilliant advertising platform for marketers. SNS lets registered members to share any information/images/videos, discuss a variety of topics both with family/friends as well as with marketers and companies. SNS makes it possible for users to call

attention to their buying or publicly complain about their dissatisfaction and marketers to get information about reactions to their products/services.

Basically the main purpose of SNS was to bring people together virtually who have the similar interests and views; nevertheless, businesses commenced opening pages for their brands/products/services and interact with customers online. In the recent past according to the results of studies SNS became one of the main trendy virtual platforms where a considerably large number of users spend their time on a daily basis. Specifically Facebook explains a significant share of the time users are actively involved connected to network. During the period of September, 2008 and February, 2009 the amount of Facebook members between the ages of 35 and 44 grew by 51%; Facebook users among the ages 45-54 increased by 47%; Facebook members ages 26-34 grew by 26% and about more than 70 million Facebook members are out of college. In addition, a large amount of users log in to Facebook at best once a day and this creates a vast chance for companies (Ed, 2009).

Social networking is interpreted as growing a communication platform and acquaintances mostly founded on identical activities and viewpoints. Gradually as time went by since SNS have changed and evolved for various reasons and many people are registered in social networking sites. The basic characteristic of SNS is to create an opportunity for the audience to interact with friends/relatives without even departing the place where they are. When the World Wide Web became more commercially practicable and usable for everybody surely there was the alternative of e-chats where users could talk online with each other on different subjects. However, in recent times the term “social networks” connect users who have similar interests. “The present form of online platform is in the main rested on Web 2.0

applications, which intend to additionally improve the exchange of the social communication and friendly association among registered users and simultaneously inspiring the members to appreciate the technology when they make use of this application.” (Stelter, 2009). SNS members both interact with each other when they wish; they also make use of the technology by sharing data about themselves. Since users make data visible for other members, it may lead to creating groups to communicate, consequently developing the association of friends. It establishes a new opportunity for members to interact with other users worldwide who share the same likes. While being logged in Facebook, the registered member is also in charge of who is in his/her friends’ list and which data in his profile is visible to friends and others (Curran, Graham, & Temple, 2011).

2.8 Facebook and Advertising

Nowadays most of the advertisements placed online pop up in SNS, since they have become primary virtual arena for “social activities”. Majority of companies take advantage of recent internet based devices so that they can be able to successfully get quick and effective data about what customers demand and value more (Dunay & Krueger, 2010). Undoubtedly, SNS has been a means for conveying widely distributed advertisements. Owing to a large number of audience and most importantly the likelihood of retrieving data about their profiles without special effort, in order to advance their brand new effective retailing plans most companies have begun using Facebook and other SNS, where they set up pages or groups which deal with their products or services (Hemsley, 2009). In order to be successful in SNS advertising, there are two major demands, the first one is that links in SNS are appropriate for the advertisements towards which efforts are directed. The second one is that data can easily be combined with actual intended means to anticipate

feedback percentage (Businessweek, 2007). By communicating through Facebook, companies can present their services to a large number of users who daily spend a considerable amount of time in SNS. Facebook is actively gives a higher position to ad service function on its webpage.

Advertising via social media is considered as one of the low-cost means in advertising. Companies have recognized that majority of consumers are registered users of different SNS and this factor makes it necessary for them to promote their products through ads placed in social media. On the other hand, since marketers have found this recent strategy to be easily accessible to consumers, competition between them is getting difficult. Therefore despite the fact SNS grants a wide platform for companies to promote their products and services and since the level of contest in advertising in order to establish superiority over others becomes hard, however by applying smart and original plan of actions and tactics it can easily be accomplished. Promoting products and services via Facebook companies create page, exchange information about themselves, share links, videos and pictures, as well as use “banner style marketing”. Interactive posters which users see at the right side of their profiles are called banner adverts. Usually banner advertisements always appear; even when users close or minimize it, immediately another ad appears. Marketing of this kind really succeeds because when users sign in to SNS to communicate with family or friends, they encounter advertising their goods or services via different ads appearing on their news feed. It is believed that marketing achieve the desired aim effectively when consumers are not aware that they are the objects towards whom all efforts have been directed. Publicizing their product or services in order to increase

sales or public awareness via SNS like is more communicative and lets getting in touch with customers (Curran, Graham, & Temple, 2011).

2.9 SNS and Celebrities

Today due to media famous stars and well-known media characters seem easily available to us. Public now may right away be engaged with the famous characters they admire mostly owing to Internet and SNS like Facebook, Instagram, MySpace or Twitter. Taking close part in SNS has become more than ever significant for famous figures now. Now the main function of SNS is not only to stay connected with family and friends, these days SNS have a significant aspect in using famous characters' images to sell products or organizing publicity campaigns. Companies consume public's attention by making them show curiosity towards brands/goods advertised by celebrities in SNS, as well as in an active manner intercommunicating with the brand offered, thus constructing "brand loyalty" (Marwick & boyd, 2011).

The mass media regularly directs its attention to the material published about famous people, their private lives and professions, along with being featured on TV channels, magazines, films, we can even see them in the news programs. Social media also has been strengthening these "ties" like never before. The liaison between public and media is also becoming quite different owing to SNS, such as Instagram, Twitter or Facebook. In past days, the connection between media and audience could be defined as such a relationship was nonreciprocal, unanswered and were mostly in charge of the companies who managed professional careers of celebrities. Relations with public was highly restricted and watchfully controlled for public view and promotional campaigns. Nevertheless, this unilateral connection was completely replaced into a more interactional and mutual one due to the emergence of SNS.

Widely known characters of popular interest happily share information about their personal lives, projects on SNS and in reply public eagerly subscribe to their favorite stars' profiles or like their official SNS pages, check their pages twenty-four seven in order to stay updated about news happening in their personal lives and thus developing a close bond towards them. This way audience develops a sense of being personally related to their favorite stars and considers they are engaged with celebrities at a very closer level (Chung & Cho, 2014).

Currently, majority of widely known celebrities have registered in different SNS and they frequently use sites like Twitter, Instagram or Facebook to get into direct contact with their followers. They may either post messages on their Facebook wall, upload pictures on Instagram to let fans see a glimpse from their daily lives or post tweet on Twitter. More than 50 million users are following worldwide celebrities like Shakira, Taylor Swift, Justin Bieber and Selena Gomez on Facebook, Instagram or Twitter. The main reason of celebrities' registering in SNS is to give the latest information about their upcoming projects to their fans, such as music tours, concerts or to organize events in order to raise money for charity. To form a feeling of intimacy and close connection with their admirers by posting messages, sharing photos, publicly expressing their opinions and feelings is one of the main apparent motives for celebrities to register in SNS. Creating an image of using their personal SNS pages by celebrities themselves, expressing their opinion sometimes on very disputed subjects, sharing pictures of themselves, posting behind-the-scenes information regarding the making of their projects and even the quarrel or dispute between celebrities in SNS postings make audience think the connection between the is close, private and warm.

Public can involve in actual communication with the famous people they admire by registering in SNS. Audience may address their opinions, questions, offers directly to by commenting on Facebook posts of celebrities or just putting @ in front of celebrities' Twitter name. This form of conversation through SNS has a tendency of being regular and continuous. Such kind of ongoing conversation contributes improving the sense of closeness and connection hence intensifying the intimacy bond between them. Moreover, the significant factor is that SNS communication is public and sincere oftentimes (Marwick & boyd, 2011).

Celebrity endorsement is viewed a powerful means to attract consumers' attention and preserve relations with them. Majority of commercial advertisements feature celebrities as an important participant and marketers consider celebrity endorsement broadens interest towards ads, goods and services offered, "brand loyalty" and customers' buying intention (Atkin & Block, 1983).

Credibility is considered to be one of the most substantial and influential elements for the endorser's productivity and success. Credibility has two basic constituents defined as professionalism and creditworthiness. Professionalism refers to the level at which the endorser is recognized as a convincing expert regarding the knowledge about the goods/service, and thus denoting the awareness, practice, and proficiency acquired by the endorser (Hovland & Weiss, 1951). Trustworthiness denotes the endorser's truthfulness, plausibleness and moral soundness (Erdogan, 1999). When customers buy merchandise's services/products they estimate the neutral and impersonal judgment of the endorser to introduce the knowledge notably well, in this case they regard endorser as reliable and consider him to be a pretty trusty expert (Seno & Lukas, 2007).

Merchandisers constantly attempt to benefit from celebrities who enjoy a considerably great convincing ability. It is seemingly probable to consider that their devotees and trustworthy. A great convincing ability, closeness between celebrities and devotees have obtained throughout this connection would contribute the famous stars' assertions to come into view as more reliable and persuasive (Chung & Cho, 2014).

Chapter 3

RESEARCH METHODOLOGY

This study chooses quantitative research methodology. Under this section, the following will be discussed; research methodology, research design, research context, population and sample, data collection instrument, research procedures.

3.1 Research Methodology

Quantitative research was preferred for this study. As Sukamolson (2007) explains, in order to explain certain issue or subject in details numerical data are gathered by various methods. Quantitative research involves questionnaires, surveys. This research is very practical for measuring assumptions and approaches and discover community's attitude towards a particular subject (Sukamolson, 2007).

The quantitative research was conducted for the present study among students in randomly selected faculties of the Eastern Mediterranean University. The main goal was to determine how celebrity endorsed advertisements in Facebook influences students' purchasing intentions.

A questionnaire was distributed to 300 students in order to collect data. The questionnaire was prepared during the Fall semester, December 2015.

3.2 Research Design

This research was conducted at the Eastern Mediterranean University which is the case of the present research. A case study has been defined by so many scholars. It is

said to be the most the research design that is able to flex more than others. This is the case because it allows the researcher to retain the real characteristics of real-life happenings in the process of inquiry into a particular case. It has been defined by Yin as “an empirical inquiry which investigates a contemporary phenomenon within its real-life context when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used” (Yin, 1984).

It was also defined by Danesi as “case study analysis based on exhaustive compilation of data regarding an individual or group” (Danesi, 2009, p. 56).

3.3 Research Context

This present research took place at Eastern Mediterranean University in Turkish Republic of North Cyprus. Turkish Republic of North Cyprus is located on the northern side of the Cyprus island on the east of the Mediterranean Sea. The population of TRNC is 208,886 and it has a surface area of 3,355 km (Lisaniler, 2006). According to Güsten (2014), there is the presence of over 110 nations in North Cyprus.

The specific location of this research is Eastern Mediterranean University. Eastern Mediterranean University is a university that offers present day quality education for international student. It was established in 1979. Also called Doğu Akdeniz Üniversitesi, the university campus has a land mass of 3000 acres of land with 200.000 sq.m indoor area. This university has 11 faculties. The faculties are Architecture, Arts & Sciences, Business & Economics, Communication and Media Studies, Education, Engineering, Health Sciences, Law, Medicine, Pharmacy, Tourism. Six schools; Business and Finance, Computing and Technology, Health

Services, Justice, Tourism and Hospitality Management, Foreign Languages and English Preparatory School. Three institutes; Institute of Graduate Studies and Research, Institute of Advanced Technology and Research and Development, Institute Of Distance Education. Students from most these faculties, schools and institutes participated in this research (EMU Academics, 2015).

3.4 Population and Sample

This present study was conducted at Eastern Mediterranean University. Fall 2015/2016 session. The population of the school was 19000 students from 106 countries. The researcher has decided to conduct this research on 300 students from all the faculties. The selection will be done through the random sampling technique making each participant in the population to have the opportunity to be selected. The definition of random sampling is when participants in the population are selected by a process that is random. Some researchers use a random number generator, statistical table or internet sample generator table (Shlomo, Antal, & Elliot, 2013). The main aim is for each person selected in the population to have the same chance to be selected as everyone. Participants are randomly selected from different faculties of the institution, such as Architecture, Arts & Sciences, Business & Economics, Communication and Media Studies, Education, Engineering, Health Sciences, Law, Medicine, Pharmacy, Tourism Faculties.

3.5 Data Collection Instrument

Researcher conducted this present research using a questionnaire. A questionnaire is an important data gathering instrument and it has advantages. Surveys are relevant because of the greater geographical coverage of this population. 300 participants can be easily reached via survey than anything else. Most importantly it helps to save time and time is so important in every research. Also, survey is important because

the absence of a researcher provides greater anonymity for the participant of the study. Also, because the title of this research is personal, there is every possibility that it can the reliability of participants reply might increase (Phellas, Bloch, & Seal, 2012).

The questionnaire for this study is divided into six parts. All major group questions were formed from the main research questions (see chapter 1). The survey questionnaires started with a title and a salutation telling the respondents about the research and why it is important (see Appendix 1). The first six (6) items were demographics of the study including participants sex, participants age group, participants' educational level, participants' faculty, participants' monthly income and participants' nationalities. The second section contained four (4) items and it introduces the participants into the main questions. It asks questions about participants Facebook usage, how often they come across celebrity endorsed advertisements in your news feed and their satisfaction level of the use of celebrity on Facebook advertisement. The third section contains seven (7) items are they are questions about capturing of users attention with the use of celebrity on Facebook adverts. The fourth section contained six (6) items and questions on celebrity use in social networking sites advertising and how it positively persuade users were asked. The fifth section contained four (4) items and it asks about the effectiveness of the use of celebrities in SNS advertising to SNS users and finally the sixth section contained twelve (12) items and it asks about perception of SNS users to the use of celebrities in SNS.

3.6 Research Procedures

This study was conducted at the Eastern Mediterranean University Fall 2015/2016 session. The research was carried out in a period of six months September 2015 to February 2016. The data gathering instrument went through a correction process by my supervisor Assoc. Prof. Agah Gümüş and some other senior lecturers in the faculty. After the questionnaire was corrected and ready for use, the questionnaire was piloted among twenty-five students at English Preparatory School of Eastern Mediterranean University. They filled the questionnaire with no supervision and no problem was spotted. This means that the questionnaire was ready for the sample because it is understandable. Thereafter the survey questions were distributed through random sampling to the students of Eastern Mediterranean University. The return rate was extremely high and 100% because all 300 questionnaires were fully filled and delivered to the researcher.

3.7 Reliability and Validity of the Research

As aforesaid, questionnaire was distributed to 300 students in order to collect data. The questionnaire was prepared during the Fall semester, December 2015 to January 2016. Before the main questionnaire shared, a pretest was done to test the validity of the questionnaire among 25 students of English Preparatory School. All 25 questionnaires were filled without hitches.

A factor analysis was conducted for the reliability of this study. This was done with 29 Likert scale type items on the questionnaire. The alpha coefficient of the whole questionnaire is found to be 0.809 which indicates a very high reliability (Nunnally, 1967).

Table 1. Reliability Statistics Case Processing Summary

		N	%
Cases	Valid	300	100,0
	Excluded ^a	0	,0
	Total	300	100,0

a. Listwise deletion based on all variables in the procedure.

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,828	,809	29

Chapter 4

ANALYSIS AND FINDINGS

The present section provides the data analysis of the survey study which was done with 300 respondents studying at different faculties of Eastern Mediterranean University (EMU) in the city of Famagusta. This chapter considers in detail the analysis of research questions through the respondents' answers.

4.1 The Findings and Analysis of Survey Study

It was pointed out in previous chapter that the final study was conducted with 300 respondents who study at Eastern Mediterranean University (EMU), Famagusta city of Turkish Republic of Northern Cyprus, between the months of December and January, 2015, in Fall semester of 2015-2016 Academic Year. The questionnaires were personally distributed to the respondents inside the campus.

4.1.1 Demographic Analysis of Participants

The total number of respondents for the study is 300. 158 of them (52.7 %) were male, while 142 were female (47.3 %).

Table 3. Respondents' Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	158	52,7	52,7	52,7
Female	142	47,3	47,3	100,0
Total	300	100,0	100,0	

In accordance with the data collected from the 300 respondents in the present study, it was revealed that the majority of them belong to 23-27 (50.3 %) age group, followed by 102 respondents who belong to 18-22 age group, which represents 34 %. 33 respondents belong to 28-32 age group (11 %) and 12 respondents belong to 33-37 age group which represents 4 %. Only 2 respondents belonged to age group over 38 which sums up to a total of 0.7 %.

Table 4. Respondents' Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-22	102	34,0	34,0	34,0
23-27	151	50,3	50,3	84,3
28-32	33	11,0	11,0	95,3
33-37	12	4,0	4,0	99,3
over 38	2	,7	,7	100,0
Total	300	100,0	100,0	

In accordance with the data acquired, a great part of the respondents were bachelor students and they represented 58.7 % of the total respondents. 90 respondents stated they were master students (30 %), and only 34 of the total respondents were post-graduate students, which represented 11.3 % respectively.

Table 5. Respondents' Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor	176	58,7	58,7	58,7
Graduate	90	30,0	30,0	88,7
Post-graduate	34	11,3	11,3	100,0
Total	300	100,0	100,0	

According to the answers of the respondents, 47.3 % mentioned that they were studying at the faculty of Business and Economics, 13.7 % were from Tourism

Faculty, followed closely by Engineering Faculty (13 %), 3 % of respondents belonged to Communication and Media Studies faculty and 23 % were from other faculties which included Law, Architecture, Arts & Science, Pharmacy, School of Information Technology.

Table 6. Respondents' Faculty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Communication and Media	9	3,0	3,0	3,0
Business and Economics	142	47,3	47,3	50,3
Tourism	41	13,7	13,7	64,0
Engineering	39	13,0	13,0	77,0
others	69	23,0	23,0	100,0
Total	300	100,0	100,0	

From the data collected, the researcher established that the monthly income of 44.7 % of the respondents change between \$300-\$700 , of 33.3 % have less than \$300, of 12.3 % range between \$700-\$1100, of 7 % range between \$ 1100- \$ 1500.

Table 7. Respondents' Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than \$300	99	33,0	33,0	33,0
\$300 - \$700	134	44,7	44,7	77,7
\$700 - \$1100	37	12,3	12,3	90,0
\$1100 - \$1500	21	7,0	7,0	97,0
others	9	3,0	3,0	100,0
Total	300	100,0	100,0	

Results show that greater part of the respondents' nationality are from Nigeria who comprise 48.3 %, Iran is represented by 16.7 %, Turkey with 7.3 %, Azerbaijan with 5.3 % and respondents who circled the section others represent with 22.3 % who are

from Iraq, Syria, Kyrgyzstan, Tajikistan, Pakistan, Cameroon, Bangladesh, Kazakhstan, Zimbabwe, Afghanistan, Libya and France.

Table 8. Respondents' Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Turkey	22	7,3	7,3	7,3
Nigeria	145	48,3	48,3	55,7
Iran	50	16,7	16,7	72,3
Azerbaijan	16	5,3	5,3	77,7
others	67	22,3	22,3	100,0
Total	300	100,0	100,0	

4.2.2 Analysis on the Use of Social Networking Sites by Respondents'

The researcher investigated the use of Social Networking Sites (in this case – Facebook) and the results showed that all of the participants (100 %) had Facebook accounts.

Table 9. Do you have a Facebook account?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	300	100,0	100,0	100,0

There were questions about how often they come across celebrity endorsed advertisements in their news feed on Facebook. According to the outcomes 41.3 % of the respondents mentioned they sometimes see such kind of advertisements, 31.3 % stated they always see such ads, whereas 24 % stated they see celebrity endorsed ads rarely and very small portion, that is 3.3 % mentioned they never see ads of this kind in Facebook.

Table 10. How often do you come across celebrity endorsed advertisements in your news feed on Facebook?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	94	31,3	31,3	31,3
Sometimes	124	41,3	41,3	72,7
Rarely	72	24,0	24,0	96,7
Never	10	3,3	3,3	100,0
Total	300	100,0	100,0	

When asked about how their satisfaction level of use of celebrity on Facebook advertisements, 44 % stated that they are satisfied, 42 % circled the option “neither”, 5.3 % were very satisfied, 4.7 % were dissatisfied and 4 % stated they were very dissatisfied.

Table 11. What is your satisfaction level of the use of celebrity on Facebook advertisement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very satisfied	16	5,3	5,3	5,3
Satisfied	132	44,0	44,0	49,3
Neither	126	42,0	42,0	91,3
Dissatisfied	14	4,7	4,7	96,0
Very dissatisfied	12	4,0	4,0	100,0
Total	300	100,0	100,0	

4.1.2 Celebrity Endorsed Advertising Analysis in SNS

As the study analyzes the influence of celebrity endorsed ads in Facebook, respondents were asked questions on the subject that will result the research to learn to the influence of such ads to their purchasing intentions. In accordance with the results, 54 % mentioned that sometimes their attention gets drawn to Facebook advertisements that features celebrities immediately they see such ads, 26.3 % stated that such ads always draw their attention. Whereas 15.1 % indicated their attention is

rarely gets drawn by such ads and only 5.8 % mentioned that such kind of ads never attract their attention.

The survey contained question which interrogates how respondents sympathize with the ads endorsed by celebrities in Facebook, which is essential issue for exploration. Consequently, in accordance with the outcomes, 39 % stated that celebrity endorsed advertisements on Facebook sometimes makes them want to check the products, while 32.7 % stated they never check. 20.7 % of the respondents mentioned the answer “always” and only 7.7 % answered “never”. Another question queried respondents whether they get to respect advertisements endorsed by celebrities. A great majority, which is 48.7 % answered they sometimes get to respect ads endorsed by celebrities, while 23 % preferred the choice “rarely”. 16.7 % of the respondents chose “never” and the remaining 11.7 % stated they always get to respect ads endorsed by celebrities.

Trustworthiness is one of the essential factors in celebrity advertising. Therefore a question aimed at finding out respondents’ whether they trust to celebrities while seeing them promoting product, service or goods. 34.3 % of the respondents stated they rarely feel connected to the brand immediately they see a celebrity on the advert. 26.7 % mentioned the answer “sometimes. While 20.3 % said they always feel connected to the brands endorsed by celebrities and the rest (18.7 %) answered they never feel connected to brands endorsed by celebs. To the question, whether celebrity endorsed advertisement on Facebook distinguishes the products from others, 35 % of the respondents answered “sometimes”, followed by 26.3 % who preferred the answer “rarely”. 23 % answered “always” and 15.7 % mentioned “never”.

With the purpose of finding out the effect of celebrity advertising on the audience, a question was asked on the subject whether the use of celebrities in Facebook adverts make them think the product is authentic. 32.7 % agreed and interestingly 30 % disagreed on this issue. 24.7 % remained undecided. 8.3 % strongly disagreed and 13 respondents (4.3 %) strongly disagreed.

Drawing the attention of the target audience, update them about goods/products/services, convince them to purchase the goods advertised is one of the primary intentions of advertising. Therefore, as discussed previously in earlier chapters, marketers prefer employing celebrities in their ads. In order to evaluate whether people feel interested about the goods celebrities endorse in Facebook, respondents were asked particular question on this subject. To the question whether the use of celebrities in Facebook adverts make them think that the product is the best in the market, 34.3 % disagreed, followed by 27 % who remained undecided. 23.7 % agree that the use of celebrities in Facebook adverts make them think that the product is the best in the market, while 10.7 % strongly disagreed about it. Only 4.3 % strongly agreed on this subject.

Based on the literature review, when a person, who is an esteemed expert or specialist, or widely known respectable and trustworthy personality, is used in an advertisement to promote goods/products/services, it enhances the trustworthiness of such kind of ads and effects the purchasing intentions of the audience. Therefore, with the intention of analyzing the trustworthiness, the respondents were asked several questions about this subject. 31.3 % of the respondents agreed with the idea that the popularity of the celebrity persuades their buying intentions, interestingly 25

% disagreed about it. 20.7 preferred to remain undecided, while 13 % strongly disagreed and only 10 % strongly agreed.

In order to measure the effectiveness of the use of celebrities in SNS advertising to SNS users, several questions were asked regarding this subject. To the question whether users consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models, majority of the respondents (40.7 %) agreed, while 28.3 % remained undecided. 21 % disagreed with this idea and only 6.7 % strongly agreed. The remaining 3.3 % strongly disagreed. 48.7 % of the respondents considered the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters, 25.7 % defined themselves as undecided. 13.7 % disagreed with the idea, while 7.7 % strongly agreed. The remaining 4.3 % strongly disagreed.

In order to evaluate the perception of SNS users to the use of celebrities in SNS advertising, several more questions were included in the questionnaire. Results indicated that 32 % of the respondents consider celebrity endorsement as an influencing factor when making decision to purchase a product, while 25 % remained undecided regarding this issue. 18.7 % disagreed and 15 % strongly disagreed with this idea, 9.3 % strongly disagreed. When asked whether they'd purchase a brand product if their favorite celebrity is featured in its advertisement, 27.3 % agreed with the idea and 26.3 % remained undecided. 22 % disagreed and 13.3 % strongly disagreed. The remaining 11 % strongly agreed.

The great majority of the respondents (47.7 %) considered celebrities create a positive image about the brands they endorse, whereas 22 % remained undecided. 13

% disagreed and 11.3 % strongly agreed with the idea. Only 6 % strongly disagreed. 42 % of the survey respondents considered celebrity endorsed advertisements assist brand recognition, while 25.7 % defined themselves as undecided. 12 % disagreed, whereas 12 % strongly agreed and the remaining 7.7 % strongly disagreed. Results also show that the majority of respondents (44.3 %) think the use of celebrities on Facebook adverts help the celebrities to promote themselves and 20.3 % strongly agreed with the idea. 16.7 % remained undecided. 13.7 % strongly disagreed and 5 % strongly disagreed about this issue.

4.2 Descriptive Analysis of Likert Scale Questions

Respondents were asked a number of questions with the purpose of measuring the evaluation of celebrity use in SNS advertisement and its impact on users' purchase decisions. In order to determine this factor the researcher used Likert scale approach. It ranged from four Always to Never and five Strongly Disagree to Strongly Agree. Respondents were asked whether their attention gets drawn to Facebook advertisements that feature celebrities immediately they see them.

Table 12. My attention gets drawn to Facebook advertisements that features celebrities immediately I see them

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	79	26,3	26,3	26,3
Sometimes	162	54,0	54,0	80,3
Rarely	44	14,7	14,7	95,0
Never	15	5,0	5,0	100,0
Total	300	100,0	100,0	

54 % of the respondents said their attention sometimes gets drawn to Facebook advertisements that features celebrities immediately they see them, 26.3 % preferred the option "always", 14.7 % said rarely and only 5 % answered "never".

Respondents were asked a question whether celebrity endorsed advertisement on Facebook makes them want to check the products. 39 % stated such ads sometimes make them check the products. 32.7 % answered rarely, 20.7 % mentioned the answer “always” and only 7.7 % mentioned “never”.

Table 13. Celebrity endorsed advertisement on Facebook makes me want to check the products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	62	20,7	20,7	20,7
Sometimes	117	39,0	39,0	59,7
Rarely	98	32,7	32,7	92,3
Never	23	7,7	7,7	100,0
Total	300	100,0	100,0	

48.7 % of the survey respondents agreed that they sometimes get to respect advertisements endorsed by celebrities, while 23 % mentioned the answer “rarely”, 16.7 % answered “never” and 11.7 % stated they always respect advertisements endorsed by celebrities.

Table 14. I get to respect advertisements endorsed by celebrities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	35	11,7	11,7	11,7
Sometimes	146	48,7	48,7	60,3
Rarely	69	23,0	23,0	83,3
Never	50	16,7	16,7	100,0
Total	300	100,0	100,0	

34.3 % of the respondents said they rarely feel connected to the brand immediately I see a celebrity on the advert, 26.7 % preferred the option “sometimes”, 20.3 % stated “always” and only 18.7 % answered “never”.

Table 15. I feel connected to the brand immediately I see a celebrity on the advert

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	61	20,3	20,3	20,3
Sometimes	80	26,7	26,7	47,0
Rarely	103	34,3	34,3	81,3
Never	56	18,7	18,7	100,0
Total	300	100,0	100,0	

40 % of the respondents stated that the popularity of celebrities sometimes persuades them to buy the products they advertise, 26 % mentioned “rarely”, 22 % answered “always” and 12 % stated “never”.

Table 16. The popularity of celebrities persuades me to buy the products they advertise

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	66	22,0	22,0	22,0
Sometimes	120	40,0	40,0	62,0
Rarely	78	26,0	26,0	88,0
Never	36	12,0	12,0	100,0
Total	300	100,0	100,0	

The researcher inquired participants whether they are impressed about the products when the celebrities they like advertise them. 38.3 % mentioned the answer “sometimes”, 17.7 % stated “always” and respectively 13 % stated “never”.

Table 17. I am impressed about the products when the celebrities I like advertise them

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	53	17,7	17,7	17,7
Sometimes	115	38,3	38,3	56,0
Rarely	93	31,0	31,0	87,0
Never	39	13,0	13,0	100,0
Total	300	100,0	100,0	

When participants were asked whether celebrity endorsed advertisement on Facebook distinguishes the products from others, 35 % mentioned the answer “sometimes”, 26.3 % stated “rarely”, 23 % answered “always” and respectively 15.7 % stated “never”.

Table 18. Celebrity endorsed advertisement on Facebook distinguishes the products from others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Always	69	23,0	23,0	23,0
Sometimes	105	35,0	35,0	58,0
Rarely	79	26,3	26,3	84,3
Never	47	15,7	15,7	100,0
Total	300	100,0	100,0	

32.7 % of the survey respondents agreed that the use of celebrities in Facebook adverts make me think the product is authentic, while 24.7 % remained undecided, 30 % disagreed, 8.3 % strongly disagreed and 4.3 % strongly agreed with the statement.

Table 19. The use of celebrities in Facebook adverts make me think the product is authentic

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	25	8,3	8,3	8,3
Disagree	90	30,0	30,0	38,3
Undecided	74	24,7	24,7	63,0
Agree	98	32,7	32,7	95,7
Strongly agree	13	4,3	4,3	100,0
Total	300	100,0	100,0	

33 % of the survey respondents agreed that the use of celebrities in Facebook adverts make them think that the product is the best in the market, while 27 % disagreed,

25.3 % remained undecided, 10.3 % strongly disagreed and 4.3 % strongly agreed with the statement.

Table 20. The use of celebrities in Facebook adverts make me think that the product is the best in the market

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	31	10,3	10,3	10,3
Disagree	81	27,0	27,0	37,3
Undecided	76	25,3	25,3	62,7
Agree	99	33,0	33,0	95,7
Strongly agree	13	4,3	4,3	100,0
Total	300	100,0	100,0	

39 % of the survey respondents agreed that celebrity endorsed advertisement on Facebook gives them a feeling that the product is classy, while 25.3 % remained undecided, 21 % disagreed, 7.7 % strongly agreed and 7 % strongly disagreed with the statement.

Table 21. Celebrity endorsed advertisement on Facebook gives me a feeling that the product is classy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	21	7,0	7,0	7,0
Disagree	63	21,0	21,0	28,0
Undecided	76	25,3	25,3	53,3
Agree	117	39,0	39,0	92,3
Strongly agree	23	7,7	7,7	100,0
Total	300	100,0	100,0	

31.3 % of the respondents agreed with the statement that the popularity of the celebrity persuades their buying intentions, while 25 % disagreed, 20.7 % remained undecided, 13 % strongly disagreed and 10 % strongly agreed with this idea.

Table 22. The popularity of the celebrity persuades my buying intentions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	39	13,0	13,0	13,0
Disagree	75	25,0	25,0	38,0
Undecided	62	20,7	20,7	58,7
Agree	94	31,3	31,3	90,0
Strongly agree	30	10,0	10,0	100,0
Total	300	100,0	100,0	

28.7 % of the respondents agreed with the statement that they buy products based on the good things I have heard about the celebrity that advertises the products, while 26.7 % disagreed, 17 % remained undecided, 16 % strongly disagreed and 11.7 % strongly agreed with this idea.

Table 23. I buy products based on the good things I have heard about the celebrity that advertises the products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	48	16,0	16,0	16,0
Disagree	80	26,7	26,7	42,7
Undecided	51	17,0	17,0	59,7
Agree	86	28,7	28,7	88,3
Strongly agree	35	11,7	11,7	100,0
Total	300	100,0	100,0	

32.3 % of the respondents agreed with the statement that celebrity endorsed advertisement on Facebook brings memories about the celebrity (e.g film, music), while 23.7 % remained undecided, 21 % disagreed, 16.7 % strongly disagreed and 6.3 % strongly disagreed with this idea.

Table 24. Celebrity endorsed advertisement on Facebook brings memories about the celebrity (e.g film, music)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	19	6,3	6,3	6,3
Disagree	63	21,0	21,0	27,3
Undecided	71	23,7	23,7	51,0
Agree	97	32,3	32,3	83,3
Strongly agree	50	16,7	16,7	100,0
Total	300	100,0	100,0	

Majority of respondents that is 43 % agreed with the statement that they consider the use of celebrities on Facebook advertisements to be effective because the source is credible, 23.7 % disagreed and 18.3 % remained undecided.8 % and 7 % strongly agreed and strongly disagreed respectively.

Table 25. I consider the use of celebrities on Facebook advertisements to be effective because the source is credible

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	21	7,0	7,0	7,0
Disagree	71	23,7	23,7	30,7
Undecided	55	18,3	18,3	49,0
Agree	129	43,0	43,0	92,0
Strongly agree	24	8,0	8,0	100,0
Total	300	100,0	100,0	

40.7 % of the respondents agreed with the statement that they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models, 28.3 % remained undecided, 21 % disagreed with this idea. 6.7 % and 3.3 % strongly agreed and strongly disagreed respectively.

Table 26. I consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	3,3	3,3	3,3
Disagree	63	21,0	21,0	24,3
Undecided	85	28,3	28,3	52,7
Agree	122	40,7	40,7	93,3
Strongly agree	20	6,7	6,7	100,0
Total	300	100,0	100,0	

39 % of the respondents agreed with the statement that they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are good influencers, 23.7 % remained undecided, 17 % disagreed with this idea. 11.3 % and 9 % strongly agreed and strongly disagreed respectively.

Table 27. I consider the use of celebrities on Facebook advertisements to be effective because celebrities are good influencers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	27	9,0	9,0	9,0
Disagree	51	17,0	17,0	26,0
Undecided	71	23,7	23,7	49,7
Agree	117	39,0	39,0	88,7
Strongly agree	34	11,3	11,3	100,0
Total	300	100,0	100,0	

48.7 % of the respondents agreed with the statement that they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are trend setters, 25.7 % remained undecided and 13.7 % disagreed with this idea. 7.7 % and 4.3 % strongly agreed and strongly disagreed respectively.

Table 28. I consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	13	4,3	4,3	4,3
Disagree	41	13,7	13,7	18,0
Undecided	77	25,7	25,7	43,7
Agree	146	48,7	48,7	92,3
Strongly agree	23	7,7	7,7	100,0
Total	300	100,0	100,0	

Table 29 highlights respondents views of whether they choose to purchase a product based on the attractiveness of the celebrity. 31.3 % remained undecided, 29 % agreed with the statement. 19.3 % strongly disagreed and 13.7 % disagreed. Only 6.7 % strongly agreed on this issue.

Table 29. I choose to purchase a product based on the attractiveness of the celebrity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	58	19,3	19,3	19,3
Disagree	41	13,7	13,7	33,0
Undecided	94	31,3	31,3	64,3
Agree	87	29,0	29,0	93,3
Strongly agree	20	6,7	6,7	100,0
Total	300	100,0	100,0	

The majority of respondents agreed with the statement that they easily remember a brand advertisement that features celebrities. 21.3 % remained undecided about it and 19.3 % disagreed with this idea. 8.7 % and 3.3 % strongly agreed and strongly disagreed respectively.

Table 30. I easily remember a brand advertisement that features celebrities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	3,3	3,3	3,3
Disagree	58	19,3	19,3	22,7
Undecided	64	21,3	21,3	44,0
Agree	142	47,3	47,3	91,3
Strongly agree	26	8,7	8,7	100,0
Total	300	100,0	100,0	

32 % of the respondents agreed with the statement that they consider celebrity endorsement as an influencing factor when making decision to purchase a product, while 25 % remained undecided. 18.7 % disagreed with this idea and 15 % strongly disagreed. Only 9.3 % strongly disagreed.

Table 31. I consider celebrity endorsement as an influencing factor when making decision to purchase a product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	45	15,0	15,0	15,0
Disagree	56	18,7	18,7	33,7
Undecided	75	25,0	25,0	58,7
Agree	96	32,0	32,0	90,7
Strongly agree	28	9,3	9,3	100,0
Total	300	100,0	100,0	

27.3 % of the respondents agree with the statement that they'd purchase a brand product if my favorite celebrity is featured in its advertisement, 26.3 remained undecided. 22 % and 13.3 % disagreed and strongly disagreed respectively on this issue. Only 11 % mentioned they strongly agree.

Table 32. I'd purchase a brand product if my favorite celebrity is featured in its advertisement.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	40	13,3	13,3	13,3
Disagree	66	22,0	22,0	35,3
Undecided	79	26,3	26,3	61,7
Agree	82	27,3	27,3	89,0
Strongly agree	33	11,0	11,0	100,0
Total	300	100,0	100,0	

Table 33 highlights the respondents' answer to the question whether they consider celebrities create a positive image about the brands they endorse. 47.7 % agree with this statement, 22 % remain undecided, 13 % disagree and 11.3 % strongly agree. Only 6 % strongly disagree about this issue.

Table 33. I consider celebrities create a positive image about the brands they endorse

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	18	6,0	6,0	6,0
Disagree	39	13,0	13,0	19,0
Undecided	66	22,0	22,0	41,0
Agree	143	47,7	47,7	88,7
Strongly agree	34	11,3	11,3	100,0
Total	300	100,0	100,0	

Table 34 highlights the respondents' answer to the question whether they consider celebrity endorsed advertisements assist brand recognition. 42 % agree with this statement, 25.7 % remain undecided, 12.7 % disagree and 12 % strongly agree. Only 7.7 % strongly disagree about this issue.

Table 34. I consider celebrity endorsed advertisements assist brand recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	23	7,7	7,7	7,7
Disagree	38	12,7	12,7	20,3
Undecided	77	25,7	25,7	46,0
Agree	126	42,0	42,0	88,0
Strongly agree	36	12,0	12,0	100,0
Total	300	100,0	100,0	

4.3 Findings

Outcomes of the survey made it easier for the researcher to analyze and find out the answers to the research questions. Evaluations of research questions obtained from the outcomes of the survey and results that were compared by T-Test will be discussed in the present section.

RQ1: Does the use of celebrity in SNS advertising captures the attention of users' effectively?

As it was discussed in the earlier chapters using celebrities in advertising is one of the most efficient and successful tactics employed by marketers. With the purpose of convincing the users, marketers frequently use celebrity endorsed advertising in SNS, in this case Facebook. According to the outcomes of the survey, it was revealed that 26.3 % of the respondents stated that their attention gets drawn to Facebook advertisements that features celebrities immediately they see them, 20.7 % consider celebrity endorsed advertisement on Facebook makes them want to check the products and 23 % consider celebrity endorsed advertisement on Facebook distinguishes the products from others.

Table 35. Descriptive statistics of users whose attention gets drawn to Facebook advertisements that features celebrities immediately they see them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	79	26,3	26,3	26,3
	Sometimes	162	54,0	54,0	80,3
	Rarely	44	14,7	14,7	95,0
	Never	15	5,0	5,0	100,0
	Total	300	100,0	100,0	

Table 36. Descriptive statistics of users who consider celebrity endorsed advertisement on Facebook makes me want to check the products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	62	20,7	20,7	20,7
	Sometimes	117	39,0	39,0	59,7
	Rarely	98	32,7	32,7	92,3
	Never	23	7,7	7,7	100,0
	Total	300	100,0	100,0	

Table 37. Descriptive statistics of users who consider celebrity endorsed advertisement on Facebook distinguishes the products from others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	69	23,0	23,0	23,0
	Sometimes	105	35,0	35,0	58,0
	Rarely	79	26,3	26,3	84,3
	Never	47	15,7	15,7	100,0
	Total	300	100,0	100,0	

RQ2: How does the celebrity use in SNS advertising positively persuade users' plans to purchase the particular products advertised?

In order to estimate whether the celebrity use in SNS advertising positively persuades users' plans to purchase the particular products advertised, specific

questions were asked from the respondents with this regard. According to the outcomes of the survey, the researcher revealed that 32.7 % of the respondent agreed that the use of celebrities in Facebook adverts make them think the product is authentic. 33 % agreed with the stamen that the use of celebrities in Facebook adverts make them think that the product is the best in the market. The other question aimed at finding out the respondents' approach to the products advertised by the celebrities, revealed that 39 % of respondents agree that celebrity endorsed advertisement on Facebook gives them a feeling that the product is classy. For finding out whether celebrities can influence the buying intentions of the users, question that queried about this specific issue (question 21) was included to the survey. Majority of the respondents agreed with the statement that the popularity of the celebrity persuades their buying intentions. Taking into consideration these findings, researcher arrived at a conclusion that celebrity use in SNS advertising may positively persuade users purchasing plans.

RQ3: How effective is the use of celebrity in SNS advertising to SNS users?

The survey contained specific questions with the purpose of finding an answer to this research question. The outcomes revealed that the great majority of users, that is 43 % agreed that they consider the use of celebrities on Facebook advertisements to be effective because the source is credible, plus 8 % strongly agreed with it. Another question was aimed at finding users' attitude whether they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models. The results indicated that 40.7 % agreed with this statement and 6.7 % stated they strongly agree. 39 % of the respondents agreed that they believed use of celebrities on Facebook advertisements to be effective because celebrities are good

influencers. 11.3 % strongly agreed with it. The last question for clarifying an answer to RQ3 was question number 16, which asked the respondents whether they consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters. As seen from the table, 48.7 % agreed with this statement, plus 7.7 % stated they strongly agree with this.

Table 38. I consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	13	4,3	4,3	4,3
Disagree	41	13,7	13,7	18,0
Undecided	77	25,7	25,7	43,7
Agree	146	48,7	48,7	92,3
Strongly agree	23	7,7	7,7	100,0
Total	300	100,0	100,0	

RQ4: What is the perception of SNS users to the use of celebrities in SNS advertising?

Specific questions were included to the survey which helped the researcher to discover the perception of SNS users to the use of celebrities in SNS advertising, The great majority, 47.3 % of the respondents agreed with the statement that they easily remember a brand advertisement that features celebrities and 8.7 % strongly agreed with it. To the question whether they'd purchase a brand product if my favorite celebrity is featured in its advertisement, 27.3 % agreed and 11 % strongly agreed. The outcomes revealed that 47.7 % agreed with the idea that celebrities create a positive image about the brands they endorse, plus 11.3 % strongly agree with this. 24.3 % agreed that they consider celebrity endorsed advertisements are powerful

enough to influence my buying intention and 6.3 % strongly agreed with this. The answers to the question whether the respondents consider celebrity endorsed advertisements assist brand recognition, 42 % stated they agree with this statement and 12 % stated they strongly agree about it.

RQ 5: Is there any significance difference between genders with regards to the perceptions of SNS users to the use of celebrities in SNS differ?

After analyzing the outcomes of RQ4, Independent Sample T-Test was conducted with the purpose of examining whether the perceptions of SNS users to the use of celebrities in SNS differ between genders. Here are the results:

Table 39. Independent Sample T-Test Statistics of perceptions of SNS users to the use of celebrities in SNS

	Sex	N	Mean	Std. Deviation	Std. Error Mean
I consider celebrity endorsed advertisements are powerful enough to influence my buying intention	Male	158	2,8734	1,05114	,08362
	Female	142	3,0211	1,03464	,08682

Table 40. Independent Sample T-Test Statistics of perceptions of SNS users to the use of celebrities in SNS in terms of gender

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	,539	,463	-1,224	298	,222	-,14771	,12065	-,38514	,08972
Equal variances not assumed			-1,225	295,533	,221	-,14771	,12055	-,38495	,08953

As it is clear from the table 38, a significant difference is not observed in participants gender $M=3.02$ $SD = 1.05$ and $F= 2.87$ $SD = 1.03$. Table shows that $p \leq 05$ was observed. In accordance with the results of Independent T-Test, no significant difference between genders regarding to the perceptions of SNS users to the use of celebrities in SNS was observed.

4.4 Analysis of Attitude Scale Statements

The researcher utilized five-point Likert scale which ranges from ‘strongly disagree’ to ‘strongly agree’ in order to define the capturing of users attention with the use of celebrity on Facebook adverts, whether the celebrity use in SNS advertising positively persuade users and the effectiveness of the use of celebrities in SNS advertising to SNS users.

Balci's (2004) recommendation that values scale division are: 1 =Strongly Disagree, (1-1.79 SD) 2=Disagree, (1.80-2.59 D) 3=Undecided, (2.60-3.39 U) 4=Agree (3.40-4.19 A) and 5= Strongly Disagree (4.20-5 SA) (Balci, 2004).

Table 41. Means and attitudes of respondents of respondents towards capturing of users' attention with the use of celebrity on Facebook adverts

Statements	Means	Attitudes
My attention gets drawn to Facebook advertisements that feature celebrities immediately I see them.	1,98	D
Celebrity endorsed advertisement on Facebook makes me want to check the products.	2,27	D
I get to respect advertisements endorsed by celebrities.	2,45	D
I feel connected to the brand immediately I see a celebrity on the advert.	2,51	D
The popularity of celebrities persuades me to buy the products they advertise.	2,28	D
I am impressed about the products when the celebrities I like advertise them.	2,40	D
Celebrity endorsed advertisement on Facebook distinguishes the products from others.	2,35	D

The table above shows the means and attitudes of respondents towards capturing of users' attention with the use of celebrity on Facebook adverts. All participants disagreed that their attention gets drawn to Facebook advertisements that features celebrities immediately they see them. All participants disagreed that celebrity endorsed advertisement on Facebook makes them want to check the products. All participants disagreed that they get to respect advertisements endorsed by celebrities. They also disagreed that they feel connected to the brand immediately they see a celebrity on the advert. All respondents disagreed that the popularity of celebrities persuades them to buy the products they advertise. The respondents also disagreed that they are impressed about the products when the celebrities they like advertise

them. They also disagreed that celebrity endorsed advertisement on Facebook distinguishes the products from others.

Table 42. Means and attitudes of respondents towards the celebrity use in SNS advertising positively persuading users

Statements	Means	Attitudes
The use of celebrities in Facebook adverts make me think the product is authentic.	2,95	U
The use of celebrities in Facebook adverts make me think that the product is the best in the market.	2,94	U
Celebrity endorsed advertisement on Facebook gives me a feeling that the product is classy.	3,20	U
The popularity of the celebrity persuades my buying intentions.	3,00	U
I buy products based on the good things I have heard about the celebrity that advertises the products.	2,93	U
Celebrity endorsed advertisement on Facebook brings memories about the celebrity (e.g film, music).	3,32	U

The table above shows the means and attitudes of respondents towards whether celebrity use in SNS advertising positively persuades users. All respondents were undecided if the use of celebrities in Facebook adverts make them think the product is authentic. All participants were undecided whether the use of celebrities in Facebook adverts make them think that the product is the best in the market. All respondents were undecided whether celebrity endorsed advertisement on Facebook gives them a feeling that the product is classy. They were also undecided whether the popularity of the celebrity persuades their buying intentions. All respondents were undecided whether they buy products based on the good things they have heard about the celebrity that advertises the products. They also were undecided that celebrity endorsed advertisement on Facebook brings memories about the celebrity (e.g film, music).

Table 43. Means and attitudes of respondents towards the effectiveness of the use of celebrities in SNS advertising to SNS users

Statements	Means	Attitudes
I consider the use of celebrities on Facebook advertisements to be effective because the source is credible.	3,21	U
I consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models.	3,26	U
I consider the use of celebrities on Facebook advertisements to be effective because celebrities are good influencers.	3,26	U
I consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters.	3,42	A

The table above shows the means and attitudes of respondents towards the effectiveness of the use of celebrities in SNS advertising to SNS users. All respondents were undecided whether consider the use of celebrities on Facebook advertisements to be effective because the source is credible. All respondents were undecided if they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models. All participants were undecided whether they consider the use of celebrities on Facebook advertisements to be effective because celebrities are good influencers. All respondents agreed they consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters.

Table 44. Means and attitude of respondents towards the perception of SNS users to the use of celebrities in SNS

Statements	Means	Attitudes
I choose to purchase a product based on the attractiveness of the celebrity.	2,90	U
I easily remember a brand advertisement that features celebrities.	3,38	U
I'd rather purchase a product because the celebrities are using it.	2,62	U
I consider celebrity endorsement as an influencing	3,02	U

factor when making decision to purchase a product.		
I think the celebrities who are featured in advertisements also use the products they endorse.	2,78	U
I'd purchase a brand product if my favorite celebrity is featured in its advertisement.	3,01	U
Celebrity endorsed advertisement on Facebook gives me a feeling that the product is elitist (for the rich).	3,10	U
I consider celebrities create a positive image about the brands they endorse.	3,45	A
I consider celebrity endorsed advertisements are powerful enough to influence my buying intention.	2,94	U
I consider celebrity endorsed advertisements assist brand recognition.	3,38	U
I think the use of celebrities on Facebook adverts help the celebrities to promote themselves.	3,61	A
I think the use of celebrities on Facebook adverts help the celebrities to remain relevant in their area of specialization (e.g film, music etc.).	3,37	U

The table above shows the means and attitudes of respondents towards the perception of SNS users to the use of celebrities in SNS. All respondents were undecided if they choose to purchase a product based on the attractiveness of the celebrity. All participants were undecided whether they easily remember a brand advertisement that features celebrities. All respondents were undecided whether they'd rather purchase a product because the celebrities are using it. They were also undecided whether they consider celebrity endorsement as an influencing factor when making decision to purchase a product. All respondents were undecided whether they think the celebrities who are featured in advertisements also use the products they endorse. All respondents were undecided whether they'd purchase a brand product if their favorite celebrity is featured in its advertisement. They were also undecided whether the celebrity endorsed advertisement on Facebook gives them a feeling that the product is elitist (for the rich). All respondents agreed that they consider celebrities create a positive image about the brands they endorse. They were undecided that they

consider celebrity endorsed advertisements are powerful enough to influence their buying intention. All respondents were undecided if they consider celebrity endorsed advertisements assist brand recognition. All participants agreed that they think the use of celebrities on Facebook adverts help the celebrities to promote themselves. All respondents were undecided think the use of celebrities on Facebook adverts help the celebrities to remain relevant in their area of specialization (e.g film, music etc.).

Chapter 5

CONCLUSION

The present chapter includes three sections: the first part consists of the summary of the study in total. The second part includes the conclusions drawn from the study. The final, third section consists of the recommendations for further research.

5.1 Summary of the Study

The present research intended to draw special attention to the significance of SNS, in this case Facebook, as an advertising medium, its function in consumers' purchasing intentions, techniques which has been utilized to convince users in SNS advertising endorsed by celebrities and users' attitude towards such kind of advertisements.

Quantitative research was used for conducting the present research. Questionnaires that included 39 items were shared to respondents and those questions made it easier to interpret the demographic background of the respondents, their utilization rate of Facebook, their perception of the use of celebrities in SNS advertising and respondents' attitude towards SNS advertisings. The survey contained 29 Likert Scale questions.

Since the present research intended to examine whether celebrity use in SNS advertising positively persuades users and the effectiveness of the use of celebrities in SNS advertising to SNS users, the researcher preferred using the method of random sampling. 300 respondents in total took part in the present research.

Respondents of the main survey were the international students who study at the Eastern Mediterranean University (EMU) of Famagusta city of Turkish Republic of Northern Cyprus (TRNC).

The respondents were handed the surveys in different places and faculties inside the campus of EMU, Famagusta city. Questionnaires were handed to the respondents between the months December and January 2015- 2016 respectively, in Fall semester of 2015-2016 Academic Year.

Prior to the main study, the researcher conducted a pilot study with the participation of 25 respondents in order to examine the reliability and validity of the outcomes. Since the surveys were filled with no supervision and no problem was spotted, it meant the questionnaire was ready to be distributed for the main study as it was understandable. Therefore after analyzing the outcomes of the pilot study, the main survey was distributed to the international students of Eastern Mediterranean University.

5.2 Conclusions Drawn from the Study

Quantitative research was chosen for the present study. The survey was conducted with the participation of 300 respondents and the survey included 39 items. Conclusions drawn from the research are as follows:

According to the outcomes of the results, the majority of the respondents were male constituting 52.7 %. Females were represented by 47.3 %. The study also revealed that the great number of respondents belonged to 23-27 (50.3 %) age group, followed by 18-22 age group (34 %). 28-32 age group constituted 11 %, 33-37 age group represented 4 %. Only 0.7 % of the respondents belonged to age group over 38.

According to the data obtained, 58.7 % of the total respondents were bachelor students, followed by master students (30 %) and post-graduate students represented by 11.3 %.

Regarding the Facebook usage of the respondents, the study revealed that all the 300 respondents were Facebook users, which constituted 100 %. The outcomes of the survey indicated that 44 % of the respondents are satisfied with the level of use of celebrity on Facebook advertisements.

Regarding the capturing of the users' attention with the use of celebrities in Facebook adverts, the outcomes indicated that 54 % of the respondents mentioned that sometimes their attention gets drawn to Facebook advertisements that features celebrities immediately they see such ads, 26.3 % stated that such ads always draw their attention.

The questionnaire included question which asked how respondents sympathized with the ads endorsed by celebrities in Facebook, which was an essential subject for the present study. As a result, 39 % of the respondents stated that advertisements endorsed by celebrities on Facebook sometimes makes them want to check the products, while 20.7 % of the respondents mentioned the answer "always". Researcher queried respondents a question which aimed at finding out the effect of celebrity advertising on the audience and to the question on the subject whether the use of celebrities in Facebook adverts make the users think the product is authentic. 32.7 % agreed with the statement.

With the purpose of estimating whether people feel curious regarding the goods celebrities endorse in Facebook, respondents were asked particular questions on this subject. Findings from the present study indicated that 23.7 % of the respondents agree that the use of celebrities in Facebook adverts make them think that the product is the best in the market and 4.3 % strongly agreed on this subject. The study also revealed that 39 % of the respondents agreed that celebrity endorsed advertisement on Facebook gives them a feeling that the product is classy and 7.7 % strongly agreed with this idea.

The outcomes of the study also indicated that the celebrity use in SNS advertising positively persuade users. To the question if popularity of the celebrity persuades their buying intentions, 31.3 % agreed and 10 % strongly agreed. 28.7 % of the respondents agreed that they buy products based on the good things I have heard about the celebrity that advertises the products and respectively 11.7 % respectively agreed.

To establish an idea whether the advertisements with the use of celebrities in SNS advertising to SNS users, the researcher asked a number of questions in this regard. The outcomes of the study indicated that users believe the effectiveness and trustworthiness of SNS advertisings endorsed by celebrities. When inquired whether they consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models, 40.7 % majority of the respondents stated that they agree with the statement and 6.7 % strongly agreed. Researcher also arrived at a conclusion that most of the respondents (39 %) believe the use of celebrities on Facebook advertisements are effective because celebrities are good influencers.

Moreover, the majority of the respondents considered the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters.

The evaluation of the perception of SNS users to the use of celebrities in SNS advertising was one of the main objectives of the study. Therefore, the survey contained several more questions regarding this subject that would make it easier for the researcher to arrive at a conclusion about users' attitude to celebrity endorsed advertising in SNS. While analyzing the results, the researcher found out that the majority of the respondents (47.3 %) easily remember a brand advertisement that features celebrities and 8.7 % strongly agree with it. It was also established that respondents consider celebrity endorsement as an influencing factor when making decision to purchase a product. 27.3 % of the respondents answered that they'd purchase a brand product if their favorite celebrity is featured in its advertisement and respectively 11 % strongly agreed with this statement.

The findings also indicated that the great majority of the respondents (47.7 %) believed celebrities create a positive image about the brands they endorse and 11.3 % strongly agreed with the idea. Respondents also think that celebrity endorsed advertisements assist brand recognition. The present research also indicated that 44.3 % of respondents think the use of celebrities on Facebook adverts help the celebrities to promote themselves and 20.3 % strongly agreed with the idea.

Describing it briefly, the overall outcomes show that celebrity endorsed advertisements in SNS advertising are powerful enough to convince the users and when a celebrity, who is regarded as a respectable and trustworthy person by the audience, endorses an advertisement for promoting products, it further increases the

credibility and trustworthiness of ads and has positive effects on the buying intentions of the users.

Since credibility is considered to be one of the fundamental aspects of celebrity advertising, in order to catch the audiences' attention and persuade them to purchase their products, companies tend to choose celebrities for the promotion of their products to make people interested about their goods. Accordingly, the outcomes of the present research indicated that celebrity use in SNS advertisement positively influences audiences' purchasing intentions and they regard celebrities with approval as trustworthy in relation to the products they promote.

5.3 Recommendations for Further Research

The present research was carried out Fall 2016 semester among the students of Eastern Mediterranean University (EMU) only. Since this study was conducted only regarding the advertisements with the participation of celebrities placed in Facebook, thus being limited solely to users of Facebook, further researches should be conducted to the user groups of other SNS. Because as online communities develop, advertisers become interested in them as well for the realization of their marketing goals. Therefore, other SNS might contain more promising data for researchers.

Also, the present research did not concentrate on certain products/goods/services, which might be investigative method of defining clearly the further researches. Such kinds of research will let researchers generate various kinds of results. The main target of the study was mostly limited to the following: celebrity trustworthiness, advertisement reliability with the participation of celebrities, users' attitude toward the such advertisements and their purchasing intentions. Since the present study

made mostly a lot of generalization and did not narrow down the various kinds of advertisements regarding the certain types of products. Therefore, results might be quite different if respondents were asked regarding the celebrity advertisement regarding the certain types of products. Though the results could make clear to a certain degree the users' attitude and behavior towards these ads, certain percentages of the variance in attitudes and behavior, undoubtedly certain percentages were left unanswered. Further researches may not only be limited to the celebrity endorsed advertisement, but may also include certain products/goods/services as well.

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APPENDIX

10. What is your satisfaction level of the use of celebrity on Facebook advertisement?
 a) very satisfied b) satisfied c) neither d) dissatisfied e)very dissatisfied

**CAPTURING OF USERS ATTENTION WITH THE USE OF CELEBRITY
 ON FACEBOOK ADVERTS**

		Always	Sometimes	Rarely	Never
11	My attention gets drawn to Facebook advertisements that features celebrities immediately I see them.				
12	Celebrity endorsed advertisement on Facebook makes me want to check the products.				
13	I get to respect advertisements endorsed by celebrities.				
14	I feel connected to the brand immediately I see a celebrity on the advert.				
15	The popularity of celebrities persuades me to buy the products they advertise.				
16	I am impressed about the products when the celebrities I like advertise them.				
17	Celebrity endorsed advertisement on Facebook distinguishes the products from others.				

NOTE: SD- strongly disagree D- Disagree U- Undecided A-agree SA- Strongly Agree

**CELEBRITY USE IN SNS ADVERTISING POSITIVELY PERSUADE
USERS**

		SD	D	U	A	SA
18	The use of celebrities in Facebook adverts make me think the product is authentic.					
19	The use of celebrities in Facebook adverts make me think that the product is the best in the market.					
20	Celebrity endorsed advertisement on Facebook gives me a feeling that the product is classy.					
21	The popularity of the celebrity persuades my buying intentions.					
22	I buy products based on the good things I have heard about the celebrity that advertises the products.					
23	Celebrity endorsed advertisement on Facebook brings memories about the celebrity (e.g film, music).					

**EFFECTIVENESS OF THE USE OF CELEBRITIES IN SNS ADVERTISING
TO SNS USERS**

		SD	D	U	A	SA
24	I consider the use of celebrities on Facebook advertisements to be effective because the source is credible.					
25	I consider the use of celebrities on Facebook advertisements to be effective because the celebrities are role models.					
26	I consider the use of celebrities on Facebook advertisements to be effective because					

	celebrities are good influencers.					
27	I consider the use of celebrities on Facebook advertisements to be effective because celebrities are trend setters.					

PERCEPTION OF SNS USERS TO THE USE OF CELEBRITIES IN SNS

		SD	D	U	A	SA
28	I choose to purchase a product based on the attractiveness of the celebrity.					
29	I easily remember a brand advertisement that features celebrities.					
30	I'd rather purchase a product because the celebrities are using it.					
31	I consider celebrity endorsement as an influencing factor when making decision to purchase a product.					
32	I think the celebrities who are featured in advertisements also use the products they endorse.					
33	I'd purchase a brand product if my favorite celebrity is featured in its advertisement.					
34	Celebrity endorsed advertisement on Facebook gives me a feeling that the product is elitist (for the rich).					
35	I consider celebrities create a positive image about the brands they endorse.					
36	I consider celebrity endorsed advertisements are powerful enough to influence my buying intention.					
37	I consider celebrity endorsed advertisements assist brand recognition.					
38	I think the use of celebrities on Facebook adverts help the celebrities to promote themselves.					
39	I think the use of celebrities on Facebook adverts help the celebrities to remain relevant in their area of specialization (e.g film, music etc.).					