A Study of the Relationship between Celebrity Endorsement and Customer Experience among Egyptian Youth

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ABSTRACT

Celebrity endorsement is extremely used nowadays by companies, as it has become the multimillion industries in the world. Celebrities give the companies an edge to achieve their aims besides increasing the brand viewership. Moving to customer experience, it becomes an essential point in managerial texts and academic agenda that after globalization, customers become more educated and don't accept less than superior value. Based on the above idea that both celebrity endorsement and customer experience are the major hot topics nowadays, thus the research aims to investigate the mechanism of the relationship between celebrity endorsements with its three dimensions; attractiveness, trustworthiness and expertise with its relationship to customer experience multi dimensions. The research results revealed that there is a crucial relationship between celebrity endorsement based on its three dimensions (attractiveness, trustworthiness and expertise) and customer experience. However, not all the celebrity endorsement's dimensions are equally influencing the customer experience.

Keywords: Attractiveness, Celebrity endorsement, Customer experience, Expertise and Trustworthiness.

INTRODUCTION

Advertising is a form of communication that attempts to interpret the qualities of products or services in terms of consumer needs and wants (Akanbi & Adeyeye, 2011, p. 117). Henceforth nowadays existing media get increasingly cluttered, which made people are exposed to 700 – 1300 advertisements every day, to which it leads people's ignoring the commercials (Attia, 2017). That's why celebrity endorsement proved to be an ideal way to ensure the advertisements stand out from surroundings clutters (Sertoglu et al. 2014). As it was said, "Today's celebrity endorsement becomes the multimillion industries in the world" (Ahmed, et al 2015). It's believed that every year millions of dollars are spent on celebrity endorsement contracts, hoping to attract the consumer attention to their brand (Saeed et al. 2014). For instance, various companies in USA have endorsed top celebrities, such as Golfer Tiger Woods, who was paid 100 million dollars (Azab, 2011).

Last decade, celebrity endorsement has become a common practice adopted by companies throughout the world (Khan et al ,2017). Accordingly, there has been swift growth in the increasing of using celebrity endorsement (Azab, 2011). It is represented that celebrity endorsement is being employed by 25% in advertising commercials worldwide to endorse their products or services (Aziz et al. 2013). Furthermore, it is proved that superstars and celebrities become a growing trend; for instance, the percentage of their endorsement reached 75% in Korea and Japan and 25% in United States and United Kingdom (Thomas & Dib, 2016). As a result of globalization, all countries boundaries have broken down and the world has become interconnected to each other (Gustafsson, et al., 2015), which makes the customers more educated; in addition, they don't accept less than superior value (Michalowska & Danielak, 2015) . And this superiority in value can be summarized in "customer experience", in which this term is becomes an essential point in managerial and academic agenda (Aagia, Bagdare, & Jain, 2017). According to recent statistics, KPMG, Amazon & Google's executives stated that customer experience has ranked as top executives' priorities for the next six months (Lemon & Verhoef, 2016). As it was said "customer experience is the next business tsunami and the next competitive battle ground" (Turnbull, 2009). Moreover, recently customer experience has become major buzzwords in the marketing (Lemon & Verhoef, 2016). Furthermore, a recent study by Oracle proved that 89% of the customers shift from brand to another due to bad customer experience (Oracle, 2018).

Youth age group plays a significant role in both the developed and developing countries; by which their engagement reflects positive outcomes for different communities (Youth, 2021). Youth age may vary according to the country's demographics, economic, financial and socio culture settings. Consequently, UNICEF likewise UNESCO defined the youth age from 15 to 24 (UNFRA, 2022). In contrast to, UN Habitat (youth fund) is determined their age from 15 to 32 (UN Habitat for a better Urban future, 2019). On the other hand, the African youth charter stated the youth age from 25 to 35 (Youth, 2021). However, CAPMAC aged the Egyptian youth between 18 to 29. On top of that, CAPMAC (2022) reported that, the fundamental percentage of population in Egypt is ~106.6 million; hence forward the total Egyptian youth represents around 21% of total Egypt's population (CAPMAC, 2024). By the same token, 49% of Egyptian youth were employed, while 14.9% unemployed youth, plus 36% not in labor force including students (CAPMAC, 2024).

thus, the researchers aim to investigate the mechanism of the relationship between celebrity endorsement and customer experience from Egyptian youth perspective. Also, it provides in-depth demonstrations for the marketer, practitioners and academics to gain deeper understanding of the relationship between celebrity endorsement and customer experience, in which it can be used by researchers theoretically in the academic field. Practically, it will facilitate the process of endorsing proper celebrities.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Celebrity Endorsement is defined as "an individual with a high public recognition and the one who uses the same by appearing in advertisements to influence consumer attitude towards the brand" (Anwar & Jalees, 2017, p. 30). In addition, it was defined as "partnership between human brand and a corporate brand to communicate the merits of the corporate brand or its products and foster positive consumer attitude" (Zamudio, 2015 as cited in Thomas & Dib, 2016, p.3).

Moreover, some of the companies use celebrity endorsement in promotional strategy as a tool to attract consumers (Ahmed et al , 2015). In addition, Khan (2018) said that celebrity endorsement is an intermediary that communicate and transmit a message to the target customers with a greater convincing power comparable to non-celebrity spokesperson. (Silvera & Austad ,2004) defined celebrities as "they are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness" as cited in Gupta et al.(2015). Gupta et al. (2015) also mentioned that celebrities can be actors, singers, entertainers, sport figures and others.

There is no doubt of the major role of celebrities in the process of advertising as it is said that "nothing sells like a celebrity" (Tanjung & Hudrasyah, 2016). Endorsement has an important role in the brand management process as it is featured to be special (Sertoglu et al . 2014). In fact, endorsement is extremely used nowadays by companies as it helps them to reach their target market; in addition, it spreads easily the product recognition (Sertoglu et al . 2014). They can promote the brands, transfer their attitudes, class and style to the consumers. That's why their traits must be compatible with the advertised brands (Wang & Scheinbaum, 2017). The idea of celebrity endorsement used by advertisement for companies provides them with the edge to achieve the aim of increasing the viewership (Aurangzeb et al. 2017). Moreover, it is considered a magnificent strategic tool which helps in maximizing the company profit (Ahmed et al, 2015). Celebrities not only increase the purchasing intentions, but also it will provide a higher degree of appeal, trustworthy, attention and recall (Chan et al. 2013). And beside they are assisting in making the brand recognizable in launching and positioning the brands, also they can play an important part in changing any wrong perceptions regarding the product (Bhatt et al. 2013). Furthermore, celebrities provide a massive role in promoting the brands value, distinguishing them and boosting the moment recall (Vohra et al. 2021). What's more, celebrity endorsement attracts and catches the customer attention; in addition, it has long life span (Sertoglu et al. 2014).

Celebrity endorsement is considered a significant asset for marketers (Ahmed et al,2015). Besides, it is a powerful tool influences customer's mindset and enhances feeling toward a certain brand (Wang et al. 2013). They give unique identity to the brand, generate funding and affect behavior change. According to Khan (2018) sometimes customers purchase the product under the concept of considering celebrities as their idol.

On the top of that, celebrities have become a worldwide feature in advertising in high percentages, for instance, 25% in USA, 12% in Germany, 32% in Korea and 70% in Japan (Adzharuddin & Salvation, 2020; Cuomo et al. 2019). As a result of their great, positive effect on markets using the celebrities is associated with huge amounts of money paid to these celebrities. For example, Pepsi pays $50 million to Beyonce, Rebok pays $40 million to Venus Williams, Dior's J'Adore perfume pays $55 million dollars to Charlies Theron (Lord et al. 2019; Hussain et al. 2021; Hussain & Khan, 2015; Cuomo et al. 2019). These numbers can reach too high percentages as David's Beckham contract, which reaches $160 million with Adidas and Rihanna's earnings from her endorsements which reach $220 million in 2016. As it is proved that using celebrities has a huge effect as they can increase the stock market by 0.44% on the announcement day only (Lord et al. 2019; Hussain et al.2021; Hussain & Khan, 2015; Cuomo et al. 2019). Consequently, celebrities are handsomely paid to endorse these brands which

represent a more lucrative, profitable and supplemental income for the celebrities than their actual income from their original work field (Muda et al. 2014).

Celebrity endorsement Negativity: - Celebrities' positive attributes are used by companies to highlight the quality of their brands by juxtaposing them to celebrities' beauty (Muda et al. 2017; CHOI, 2019). Nonetheless, this is risky, as the undesirable circumstances of celebrities can affect negatively the brand and its company. For instance, the case of Tiger Woods sex scandal caused a destructive effect on the brand image, leading to that degradation of consumer trust and confidence (CHOI, 2019; Tanjung & Hudrasyah, 2016). Consequently, firms endorsed by Woods suffered huge loss in stock market value (Knittel & Stango, 2010).

To illustrate, there are more examples of that bad publicity, such as the cases of Mike Tyson jail sentence and O.J. Simpson murder case, both have an enormous negative effect toward the brand. In addition to breaking the law, other unexpected incidents can have negative effects, such as accident and disease (Tanjung & Hudrasyah, 2016; Knittel & Stango, 2010).

Furthermore, there is an essential factor affecting negatively the product, which is "Vampire effect" or "celebrity overshadowing the brand" when celebrity is known to be very famous and popular, this can grab the attention towards the celebrity more than the product itself (Bhatt et al .2013). For instance, Angelina Jolie was dropped as the face and endorser of St. John an American clothing brand due to "overshadowing of their brand" (Vohra et al. 2021; Cuomo et al. 2019; Bhatt et al. 2013). Consequently, Marketers must be very vigilant while allying their brands with celebrities so that they can maximize benefits and minimize risks (Vohra et al. 2021) Celebrity Endorsement Dimensions: - Celebrity endorsement has several dimensions that play an important role in forming celebrity endorsement variables (Khan et al,2017). That's why researchers have different opinions on these dimensions. Some of them mentioned that physical appearance, expertise, trustworthiness and congruity are their dimensions (Khan et al, 2017; Hassan & Jamil, 2014). Whereas it believed that it includes attractiveness, expertise, trustworthiness and celebrity match up (Khan, 2018). In contrast, other researchers emphasized that celebrity dimensions are attractiveness, credibility and meaning transfer congruency (Ahmed et al, 2015). On the other hand, Anwar & Jalees (2017) reported that it basically consists of attractiveness, credibility and congruency. Contrarily, many studies have successfully proved that celebrity endorsement has formed based on three dimensions which are - attractiveness, expertise and trustworthiness (Gupta et al. 2015; Rachbini, 2018; Sertoglu et al , 2014). Mainly, this paper adopts attractiveness, trustworthiness and expertise dimensions.

Attractiveness:
Khan (2018) emphasized that attractiveness has significant effects on changing customer's attitude and beliefs. According to Khan, et al (2017) attractiveness is defined as, "Influencing people by their style and look and set up more influence on buying behavior". Moreover, study proved that marketers choosing celebrities on account of their physical attractiveness than their communication skills (Anwar & Jalees, 2017). Additionally, attractiveness of celebrity includes two characteristics; physical attributes and facial features (Mcracken, 2001); in which they are summarized in, similarity, likability and familiarity sources that reflect more attractiveness and persuasiveness (Azab, 2011).

Furthermore, Thomas & Dib (2016) highlighted that attractiveness is conveyed through stunning, elegant, classy and facial beauty, which has a positive affection. Celebrity's physical attributes, personality or status are positively associated with the good image of the brand, make brands information more acceptable and enhance customer's attitude (Wei & LI, 2013). Among all the dimensions, attractiveness grabs the highest attention in influencing the process of advertising, improving the brand attitude and recall (Sufian, et al., 2021). That using attractive endorsers has far more effective results as people always try to imitate them to get their attractive image (Gupta et al. 2017). More than that, it is proved to be a great weapon for consumers' persuasions, as it is considered to an attention grabber which leads to better appraisal and awareness of the product. Moreover, it can be a successful means in a changing conception (Gilal et al.2020). Additionally, attractiveness of celebrities is more effective with transformational products compared with the informational products (Thomas & Dib, 2016). For more illustration, celebrity attractiveness will be more effective in some of integral products compared by other products; as fashion, perfumes and cosmetics (e.g. Beauty soaps, body lotion, facial creams...etc.) (Khan et al, 2017).

Expertise:
Said & Napi (2015) stated that, the more the knowledge of the endorser about the product, the more the customer will be persuaded (NGUYEN, 2020). Celebrity expertise is akin to the source of qualification, which directly influences the level of conviction to persuade consumers to purchase the endorsed product (Waldt et al. 2009). Expertise is defined as "the degree or level of knowledge, skills or experimental that an endorser possesses (Khan, 2018). Furthermore, "Expertise is referred to the perceived knowledge of the endorser in the advertisements" (Said & Napi, 2015). Moreover, Khan (2018) mentioned that expertise is "the extent which a communicator of the message is perceived to be a valid source assertion". Sufian et el., 2021, suggests that celebrity expertise is effective in delivering the message; as a result, it helps in gaining trust, confidence and positive recognition. Supporting the previous concepts, the expert celebrity is a greatly valued by consumers, has them perceived as a real people which in turn gives the security feeling towards the brand (Gilal et al.2020). To conclude, creditor with information has strong trust the person who is practically having related knowledge and expertise in encourage era (Gupta et al. 2015).

Trustworthiness:
According to Rachibini (2018) trustworthiness is defined as, "it is the integrity, believability and honesty of the celebrity which is seen and perceived by the consumers being targeted for the message being conveyed". Which is an essential pillar for the brands examination theoretically and managerially. Furthermore, it is defined as "the term to which the conferrer sees the source as having compatible knowledge, skills or experience and the source to give neutral objective information" (Khan et al, 2017).. Moreover, Thomas & Dib (2016) argued that, trustworthiness "it is an outcome of the celebrity's success that leads to making consumers more comfortable in their prediction to buy as they enable the sense of accomplish".

It is proved through various studies and research that the trustworthiness of the celebrity reflects the reliability of the product, gives the confidence needed by the consumers (Kim, 2013). Another opinion of Gilal et al, is the strong relation between the consumers' attachment to the product with trustworthiness and reliability of the celebrity (2020). Researchers state

that celebrities' honesty, reliability and trust have the most influential effect on the acceptance and the quality of the product (Wang & Scheinbaum, 2017). Moreover, they reduce any related risks to improve the purchase intention (Erdem & Swait, 2004). Furthermore, trustworthiness depends on the degree of believability, integrity, reliability and sincerity (Khan et al , 2017). It has a significant role in helping customers believe in the company and product (Said & Napi, 2015).

There is a heating debate about the most effective dimension as a source of credibility. Some studies stated that trustworthiness is more credible, whilst others confirmed that expertise is more important and other studies supported attractiveness.

Reviewing research results of (Lord et al. 2019), it is obvious that they perceive the idea that attractiveness dominated more positively the brand exposure than expertise and trustworthiness. Moreover, (Hussain & Khan,2015) stated that the impact of attractive models used for advertising is more favorable for the product. While some other researchers have some opposing opinions, that (Ohanian,1991) believe that trustworthiness has the strongest effect concerning product quality and purchase intention. Supporting that opinion, Seiler & Kucza (2017) have adopted the same concept of trustworthiness, being more reliable for the product than the other factors; expertise and attractiveness. A more detailed meta-analysis done by (Amos et al, 2008) asserted that trustworthiness has the most influential effect and more capturing to the consumers than expertise and attractiveness.

Nonetheless, in a study, Sufian, et al., (2021) stated that celebrity expertise has the greatest effect on the brand than attractiveness and trustworthiness. On the other hand, some researchers suggest that celebrity expertise is a minor factor concerning the product, compared to other factors (Gupta et al. 2017). Overall, Seiler & Kucza (2017) adopted the idea that celebrity expertise is more credible than trustworthiness. Conversely, Waldt et al. believes that celebrity expertise is the most influential factor of all (2009).

Even though some researchers support each factor separately as a source of effectiveness. Others believe that trustworthiness and expertise lead to each other's (Gilal et al. 2020). Muda et al , adopted the concept that expertise and trustworthiness are the most significant factors resulting in celebrity's credibility (2017). In addition, Tantawi & Sadek, believes that expertise can add persuasiveness to factor of trustworthiness (2019). As a result, there is a link established by Wang & Scheinbaum between the significance of both expertise and trustworthiness (2017). Thus, it is stated that the more expertise the celebrity owns, the more trustworthiness the consumer acquires (Hussain & Khan, 2015). In conclusion, the combination between trustworthiness and expertise generates more persuasion to the consumers (Wang & Scheinbaum, 2017).

There is a research that analyzed three different theories and identified their contributions on celebrity endorsement strategy which are; - physical attractiveness and credibility, S-O-R theory and the Balance theory, the first one has shown that increases trustworthiness and degree of confidence among the students who are buying endorsed products from a lot of brands which are using celebrities. So, companies to attract customers and increase revenue should focus on the physical attractiveness of the celebrity. While the second theory S-O-R

theory (Stimulus-Organism-Response) is perceived as the most effective strategy which promotes a celebrity than a non-celebrity that can affect the decision-making process and affect the purchase intentions for a specific product that has a high impact on attitudes towards the advertisement. The third theory shows that consumers' perception of particular celebrity might affect positively or negatively their attitude and intentions (Vicol, 2025).

(Mohan, 2025) explores the effect of celebrity endorsement on purchasing intention by using a quantitative approach and stratified sampling technique of higher education students in different colleges. The research resulted that the influencers of social media were the most influential followed by sports figures and actors in shaping consumer behavior among young adults.

Customer Experience
The concept of customer experience is not newfound, but it was introduced by many enterprises a long time ago. Historically, it traced back to the beginning of 2000 (Joshi, 2014); specifically, 1980s, when Holbrook and Hirschman discussed the consumption experience (Sharma & Rather, 2015; Pine & Gilmore, 1999; Holbrook & Hirschman, 1982), while other researchers proved that customer experience was approashed in 1982 (Rizvi, 2016; Pine & Gilmore, 1999). However, other researchers proved that customer experience first recognized in the 17th century, when Sir Francis Bacon described the Coffee houses in London by saying "the coffee was consumed as an experience, not as a commodity of product" (Turnbull, 2009; Rappaport, 1999). On the other hand, others dated customer experience to 1960s when consumer behavior and marketing seminal theories developed (Lemon & Verhoef, 2016).

Mainly, the number of consultants and practitioners such as, Starbucks, Netflix, Google, Ikea, and the Ritz Carlton that use customer experience increased throughout the last decade (Sirapracha & Tocquer, 2012) And it is proved that their success is a result of using superior customer experience not due to their creative ads. Finally, advanced technology and the intense competition make customer experience have a vital and essential role (Fatma, 2014).

Reviewing the literature, there are different definitions and conceptualization of customer experience in academic literature. Customer experience can be defined as, "the sum of all experiences that the customer has at every touch point of the customer company relationship" (Joshi, 2014). Moreover, it was defined as "an outcome of interaction between companies and customers (Sirapracha & Tocquer, 2012). Furthermore, Rizivi defined it as "the distinction between what the customer expects to receive and what they actually get" (Rizvi, 2016). Besides, it was defined as "a holistic in nature, incorporating the customer's cognitive, emotional, sensory, social and spiritual responses to all interactions with a firm" (Lemon & Verhoef, 2016). In addition to, it was defined as "the outcome of customer's interactions with the firm, including the interaction with the staff, self-service technologies, and the service environment (Sirapracha & Tocquer, 2012). More than that, researchers were defined customer experience as it is about "encompassing every aspect of a company's offering such as the quality of customer care, advertising, packaging, product and service features, ease of use, and reliability" (Lemon & Verhoef, 2016) .

Survival in today's competitive market is not easy, as it requires more than just good prices with perfect quality (Sharma & Rather, 2015). To compete effectively, the key driver to success and gaining competitive advantages over the other companies is Customer Experience (Lemon & Verhoef, 2016). Adapted by practitioners, enhancing customer experience is the key for the companies' characterization in the market competition by raising customer expectations (Khader & Madhavi , 2017). That's why they need to devise creative and competitive ways to win the Battle of customer experience. On the other hand, according to its importance, customer experience has gained attention of many academicians (Sharma & Rather, 2015). It has become their main element of study and give it their major consideration especially due to the shift occurred from service-based economy to experience-based economy (Havir, 2017; Sharma & Rather, 2015). Indeed, customer experience is considered as the priority for business investments in 2015, as well as it is classified as the most critical success factor in 2016 (Oracle, 2018). Besides, Foster Research finds that customer experience is the current number 1 priority of executives worldwide, and considered to be a key determinant of long term success (Garg et al. 2014) .In the same context, these days customer experience becomes a fundamental part for many national and multinational companies; for instance, Google and Amazon, in which they recruit "chief customer experience officers, customer experience vice presidents and customer experience mangers for delivering a superior customer experience (Aagia, Bagdare, & Jain, 2017).

Customer experience becomes a matter of great attention and a top marketing and chief executives' agenda (Gustafsson, et al., 2015). As it was said "the current trend in the business world is to create lasting experience for the customers (Rizvi, 2016). Accordingly, statistics proved that 85% from the interviewed senior business leaders agreed that the value creation is a result of using superior customer experience, unlike, other companies which only use elements as, product price or delivery service which are no longer an effective strategy in market (Aagia, Bagdare, & Jain, 2017). Additionally, it was found that 97% of executives believe that the key to business success is delivering excellent customer experience (Oracle, 2018).

Furthermore, in a recent survey in 2016 of 930 consumers located in US and Canada, found that, customers agree to pay more to establish a strong relationship with good customer experience (Fatma, 2014). On top of that, a study conducted among 74% of senior executives by Oracle showed that 40% of customers are ready to pay a higher price to get superior customer experience. Later, another study has been conducted, and it has found that 40% increased to 86% in just 3 years which emphasize how invited nowadays (Oracle, 2018).

Based on the above, customer experience becomes the most important aspect of a successful business (Aagia, Bagdare, & Jain, 2017). The fascinating customer experience has a major impact on customer satisfaction, loyalty and favorable customer word of mouth (Fatma, 2014; Sharma & Rather, 2015; Rizvi, 2016). Moreover, Lemon & Verhoef (2016), maintains customer relationship management, increases buying behavior and creates customer engagement; are the crucial outcomes of customer experience. Thus, superior customer experience has a great impact on customer satisfaction, increases in profits, sales and market shares, leverage customer retention and leads to customer equity (Kim & Choi, 2013; Klaus, 2013; Baxendale et al. 2015).

Accumulating customers' experiences throughout respective touchpoints over the time is what we called "Customer journey" which has a grabbed the greatest concern of today's business environment (Keyser et al. 2015; Khader & Madhavi , 2017). The longer and stronger customer experience is, the more surviving it gets. Customer journey is considered a changeable process, so the company has to control these changes to achieve the best results (Lemon & Verhoef, 2016). According to some statistics, the total customer satisfaction increases by 20% and the business revenues increases up to 15%, because of giving due care to the buyer journey (Oracle, 2018). Moreover, it was found that superior overall journey is more important than excellence across touch points for 73% of the customers (Wolken, 2018).

Pre-purchase, purchase and post purchase are the three major phases of the customer experience journey (Keyser et al.2015). Starting with the pre-purchase stage, it is considered as the first step that customers start the journey with this stage comprises all the customers' interactions with the product, company and the environment **before** taking the purchase decision. For instance, it includes brand awareness; in terms of recall and recognition, searching for the brand and the consideration (Lemon & Verhoef, 2016)

Secondly, purchase stage; it is an essential phase that includes all the interactions which take place during the purchase behavior. This phase comprises all the aspects and marketing activities; for instance, selection, ordering and payment (Lemon & Verhoef, 2016; Haapaniemi, 2014). The critical stage starts after processing the brand as interactions and direct contact with its firm initiate (Khader & Madhavi , 2017). This stage represents a series of events opposing the one event phase "purchase".

Post purchase phase displays direct customer experience after dealing with the product and assessing its performance (Keyser et al.2015). It encompasses all the activities and experiences that follow the purchase behavior. And it includes loyalty, usage, satisfaction, consumption, and positive word of mouth (Lemon & Verhoef, 2016; Haapaniemi, 2014).

Customer Experience Touch Points: - Touch points recognition is crucial for every single brand, which can make or break the business (Baxendale et al. 2015). Understanding thoroughly the customer journey occurs by focusing on the various touchpoints of the customer's interaction with the business, from the beginning to the end of the journey, including all stages of purchase behavior (Lemon & Verhoef, 2016; Khader& Madhavi, 2017). This interaction can be carried out through multiple social channels and media (Khader & Madhavi , 2017) . It is obvious apparent in different studies that managing customer touch points in an effective way leads to great improvement in customer experience (Lemon & Verhoef, 2016). The stages and steps taken by a customer to interact with the brand take place through their life cycle (Wijaithammarit & Taechamaneestit, 2017). These stages display customer experience in the three different stages: pre-purchased, purchase and post-purchase stage. Thus, they are called touchpoints identification (Khader & Madhavi , 2017). The growing focus on customer experience is due to customers' interaction with firms through various touchpoints in different channels and media leading to further complex customer journeys (Lemon & Verhoef, 2016; Khader & Madhavi , 2017).

Moreover, statistics proved 57% of a purchase decision taken due to the company touch point's engagements (Oracle, 2018). In this context, researchers define touch points as "an episode of direct and indirect contact with the brand" (Baxendale et al. 2015; Klaus, 2013). Touch points in marketing communications include four categories; brand own touch point, partner owned touch point, customer owned touch points and social/ external/ independent touch points (Lemon & Verhoef, 2016; Baxendale et al. 2015).

Brand owned touch points, This touch point regarded as internal touch point, in which these are the elements that controlled and managed by the company (Lemon & Verhoef, 2016). For instance, packaging, price, sales force, service, the attributes of products and brand owned media (Lemon & Verhoef, 2016) while Partner owned touch point the company and partner shared the management and control (Lemon & Verhoef, 2016). This partner can be between the firm and channel of communication partners, multivendor loyalty program partners, marketing/ advertising agencies or it can be he multinational distribution partner (Lemon & Verhoef, 2016) , Customer owned touch point, This touch point is related only to the customers, as the company does not have any control over it. For instance, customer's decisions before purchase behaviour, their needs and wants, in addition to their choice of payment method; whether cash or credit (Lemon & Verhoef, 2016) and Social/ Externel/ Independent touch points involves the external factors and influencer, which can easily affect the buyer's decision through his/ her journey (Lemon & Verhoef, 2016). This touch point is considered one of the most important and effective factors that has a great impact on customer experience (Lemon & Verhoef, 2016). Specially, after the technology and the internet invention, as nowadays internet is considered as a powerful platform, way of wide communication and the universal source of information for millions of people (Bahrini & Qaffas, 2019). In this context, statistics proved that, in December 2018; 4,313 millions (55.6% of the world population) are the number of internet users (World Statistics, 2018). This huge number of users is a double edged sword (Andersson & Tiov, 2014), which can affect the brand either positievly or negatively; through out, comments, peer influences, information sources, other customers and past experiences (Lemon & Verhoef, 2016; Baxendale et al. 2015).

Customer experience is formed as a result of interaction between the company and its customers that provoke the reaction (Seligman, 2018). This experience is totally personal, it presents different values the customer involves in (Aagia, Bagdare, & Jain, 2017). Scholars and practitioners have reached a point stating that customer experience is a multidimensional construct including emotional, cognitive, pragmatic, sensorial, relation and lifestyle component (Lemon & Verhoef, 2016; Jain, Aagia, & Bagdare, 2017; Seligman, 2018; GENTILE, SPILLER, & NOCI, 2007; Lukina, 2019).

The emotional component derived from generation of moods and feelings which can establish an effective relation with the company and it's a brand (Lukina, 2019). In which it associated with pleasure, level of satisfaction, as well as evoking feelings of happiness, entertainment, fantasy and fun (Lemon & Verhoef, 2016; Jain, Aagia, & Bagdare, 2017). It has been proved that more than 50% of customers experience results of subconscious or customer feelings (TY & Varadaraj 2015). Companies always play on customers' emotions to create an active relationship, for instance, Coca Cola and Kinder Surprise (Seligman, 2018). Hence, it is proved

to be highly essential to monitor the different emotions the customer acquire during the interaction to customer experience (Lukina, 2019).

Cognitive experiences appeal to the intellect aiming at devising rational problem-solving techniques related to the customers' creativity (Chahal & Dutta, 2014). It depends on usefulness, practicality, fulfillment of basic needs and functional features (Lemon & Verhoef, 2016). In addition, cognitive focuses on product-centric thinking, judgments based on rationality and its needs fulfillment task (Aagia, Bagdare, & Jain, 2017). Moreover, it related to conscious mental, which supports problem solving, creative ideas and mental assumptions (Seligman, 2018).

Sensorial dimension has a great effect on the customer senses; which includes the five senses; sight, touch, hearing, taste and smell (Lemon & Verhoef, 2016; Chahal & Dutta, 2014). Suggest that customer experience must engage more senses to have influential and Unforgettable experience. Companies play on this component in order to give their customers a sense of beauty, pleasure and excitement. The best examples for such dimensions are the Juice bar and Lush stores (Seligman, 2018).

Lifestyle dimension, this component derived from a person's values and beliefs accumulated through their lifestyle and behaviors (Aagia, Bagdare, & Jain, 2017). Owning and consuming certain products might be derived from an experience including the attachment to specific value or the brands symbolize, and the customers like to share for instance, using Nike or Apple brand (Seligman, 2018). This is applied to purchasing certain brands to become a part of their lifestyle emphasizing their belonging to certain social groups. Consuming a certain product become a means to adhesion to certain values and Lifestyle (Chahal & Dutta, 2014).

Pragmatic dimension, it is a component stemmed from the concept of usability practical act of using something (Aagia, Bagdare, & Jain, 2017). Usability concept is part of this component, and this doesn't refer only to the product usage in post purchase stage but also in all other product life cycle stages. Apple I Mac offers an optimal example of usability standards (Seligman, 2018). Relational dimension, it is a component of customer experience that includes relations with other individuals in a certain community. This component encompasses people relationship, social group, social context and perfect self-image (Lemon & Verhoef, 2016; Jain, Aagia, & Bagdare, 2017). Using or consuming a certain product with others creates a common passion which results in acquiring social identity and sense of belonging with a community of fans (Chahal & Dutta, 2014). Such a dimension can offer the gathering idea, creates a social link for instance, theme park; it might lead to create a kinship or tribe, or fans depend upon the principal of common passion. To illustrate more, purchasing a Harley Davidson product can be a sign of the social identity evoking the sense of being different (Seligman, 2018; Ismail et al.2011).

Reviewing different literatures, there is a heating debate about the importance of customer experience dimensions. Lukina (2019), adopts the concept of emotional aspects, which can control the decision-making and experience compared by the other dimensions. In another Research, it is proved that the cognitive aspect represents the most effective dimension and plays more vital role than the others (Keyser et al.2015). Nevertheless, others take the position

that it is necessity to combine both emotional and rational ones to have a perfect interaction between the company and its customers (Yang & He, 2011). Continuing the debate, another opinion is displayed confirming that the three basic dimensions (Sensation, Cognitive and affective) are essential and correlated (Gentile et al. 2007). Consequently, this research will adopt the concept that the three dimensions; Emotional Cognitive and Sensorial must be related to reach an effective result.

After reviewing the literature, there wasn't any previous research investigating the relationship between celebrity endorsement and customer experience, as the previous research only examined each of celebrity endorsement and customer experience separately (Baxendale et al. 2015). Otherwise Here are separate, individual opinions alleging the indirect relation between their dimensions.

As it is believed that celebrities have positive mental effect upon the customers through advertising, which proved their significant role over the customer's perception (Aziz et al. 2013). That positive impact of celebrities is transferred to the endorsed brand associated with their cognitive beliefs (Düsenberg et al , 2016). In a nutshell, it is proved that there is a positive link between the consumer's perception of the product as well as their feelings towards celebrities (Aziz et al. 2013). Besides, celebrity expertise has proved to have a role in the customer's mental approach and attitude (Muda et al. 2017).

Additionally, celebrities' appearance, attractiveness and appeal have enhanced the consumers' emotions and attitudes by creating various positive emotional reactions towards the brand and product (Aziz et al. 2013). That feeling is boosted by the celebrities' care and devotion to the product. Furthermore, celebrity's attractiveness and their trustworthiness are effective to the customer's feelings and persuasion on the product (Tantawi & Sadek, 2019). As well as it is thought that positive and optimistic admiration to celebrities can provoke the customer's sensations towards the product (Wei & LI, 2013; Aziz et al. 2013). Altogether. Researchers believe that both mental effects, emotional and sensorial reaction towards celebrities can be combined to give assertive attitude towards the product (Hussain et al. 2021).

Despite the separate opinions claiming the indirect relationship between the mentioned dimensions, still there is no research investigating the relationship between celebrity endorsement and customer experience that according to Kim & Choi (2013), there is a gap in antecedents of customer experience; as long as advertising and promotion are included under the antecedents of customer experience (Belch & Belch, 2017; Ashkan, 2016; Azab, 2011; (Aziz et al. 2013). Therefore, there is an assumption that there is a gap between celebrity endorsement and customer experience. Also, some researchers pointed out, there is a call for investigating further drivers and factors from advertising field that influence customer experience (Kennedy, et al., 2015). Furthermore, Jain, Aagia, & Bagdare (2017) pointed out there is a lack of research in successive stages of value in pre-use and pre-purchase stage. In addition, they add there is a lack in investigating the role of various actors in management of total customer experience. Moreover, other researchers add that there is a tendency to investigate how the selection of celebrities affects the experience of the customers (Kennedy, et al., 2015). Besides, other researchers call for investigating how different advertising drivers can be linked to the foundation of customer experience (Lemon & Verhoef, 2016). Additionally,

Baxendale et al. 2015 said; researchers need to search on what are the linkages between the brand owned touch point (celebrity is one element of this touch point) and customer experience. More than that, Lemon & Verhoef (2016) call to investigate how advertising and celebrities in specific affect the particular elements of customer experience (e.g. emotional, rational, sensorial, life style and pragmatic).and finally, Jain, Aagia, & Bagdare (2017) pointed out there is a call for investigating what is the level of emotional attachment of customers (one element of multidimensional of cx) with celebrities.

Therefore, the research gap is the relationship between the celebrity endorsement and customer experience among Egyptian youth as it has not been investigated before.

EXPLORATORY RESEARCH

qualitative research approach is adopted to obtain in-depth understanding and investigating the mechanism of relationship between celebrity endorsement and customer experience from among Egyptian youth. Thirteen in-depth interviews are employed in this research to gain a deep understanding and detailed investigation between celebrity endorsement and customer experience from the Egyptian youth perspective. Each interview ranged in length between 30 to 50 minutes; they were given a short introduction to the purpose of the study. When the interviews were conducted, the participants were again informed of the research purpose, objectives, the confidentiality of the data, the use of the audio recorder, and how this study could benefit from understanding the topic from their perspectives. The interviews were held at places and times that were convenient for the participants.

Semi-structured interview provides open ended questions (Hennink et al. 2020). The research questions were constructed based on reviewing the literature to make comprehensive questions, In qualitative research, there are three steps of data analysis. Firstly, Prepare and Organize Data for Analysis: This stage encompasses the preparation and organization of data to be assigned into codes in the following stage. This can be done by transferring the recorded interviews and taken notes into formal write-ups that can be edited for accuracy, coded, and analyzed (Hennink et al. 2020). In this paper, thirteen recorded interviews were transcripts then coded on NVivo 12. Secondly, Data Condensation/Reduction: It refers to describing a set of actions to create meaning in complex data by using summary themes or categories developed from raw data. Final report is formed after the data collection is over then it is analyzed and organized in a form of confirmed conclusion ((Hennink et al. 2020; Creswell, 2013). This research used Miles et al. 's coding process (Miles et al. 2014). The coding process is scheduled in serial steps starting by listening to the codes from the literature review, then final categories were modified depending on the interview's transcripts in addition to literature review (Saldana, 2021). Descriptive coding can be done by focusing on the main ideas by using one word or short sentences (Saldana, 2021). Simultaneous coding was defined by assigning different nodes for the same date. Axial coding is adopted to identify the relationship between variables and categories after the initial coding phase is completed (Miles et al. 2014). Through the axial coding phase, redundant codes are removed, and the perfect codes are taken in the process classifying the codes (Hennink et al. 2020; Miles et al 2014). Finally, Conclusion-Drawing and Verification: In this stage, the researchers elaborate the meaning of everything he has done by noting regulatory, casual flows, explanations, and propositions (Hennink et al. 2020).

This research relies on Nvivo software to analyze the customer's responses to construct or to build rich data in different documents (Saldana, 2021), It facilitates the work by providing different formats such as, pictures, documents, database tables, videos, word documents, audio files, social media data, PDFs, and webpages (Hilal &Alabri , 2013). The Nvivo nodes collect information of the same idea together to be revised, recalled and analyzed by the researcher effectively (Hilal & Alabri, 2013; Saldana, 2021). Also, Nvivo allows using other applications such as, Endnote, Microsoft Word and Excel, IBM SPSS statistics, and survey monkey (Saldana, 2021). This software can analyze, interpret and search for relationships, re-organize codes and collect data easily. Above all, Nvivo success in doing data analysis and management in few seconds which saves time and effort (Saldana, 2021; Hilal & Alabri, 2013). Appendix 3

Credibility, transferability, dependability, and conformability are the main strategies of qualitative research trustworthiness (Creswell, 2013; Anney, 2014; Gunawan, 2015)

Credibility is defined as "the confidence that can be placed in the truth of the research findings" (Anney, 2014). Credibility is improved by Professor of marketing, reviewing the interview transcript. Pilot study was used to modify the issues in the research procedures (Hennink et al. 2020). Transferability refers to "the degree to which the results of qualitative research can be transferred to other contexts with other respondents, it is the interpretive equivalent of generalizability" (Anney, 2014). To enhance the transferability in qualitative research, the results, research methods and context are transferred from the audio to a written transcript with detailed data of what has been done in the methodology. Dependability refers to dependability refers to "the stability of findings over time" (Anney, 2014). To ensure dependability, two codes are conducted separately by two researchers to guarantee most of the coding is highly matched between the researchers list of codes. Confirmability is defined as "the degree to which the results of an inquiry could be confirmed or corroborated by other researchers" (Anney, 2014). As the researcher's idea and interpretation were not reflected on the study findings, it only shows the customer's experience (Gunawan, 2015).

The results of thirteen semi-structured in-depth interviews conducted to investigate the relationship between celebrity endorsement and customer experience which it is applied among the Egyptian youth as follows; -

Celebrity Endorsement and Customer Experience
The result of thirteen semi-structured interviews revealed that there is a relationship between celebrity endorsement and customer experience, however, respondents interpreted this relationship differently; strong, moderate, or weak relationship. Nine out of thirteen respondents confirmed the effective impact of celebrity endorsement in creating a strong customer experience. These customers believe celebrities give a sense of security, reassuring and trust which aids in creating good customer experience, as illustrated in the below quote:

> *"I think celebrity endorsement gives a sense of security and a sense of reassuring to the customers, that if the customers have some worries about a certain company, they will feel secure after the company endorses the celebrity. So, I think celebrities give reassurance and strong image with a superior experience toward a brand". (Interviewee 1)*

However, findings revealed that two out of thirteen interviewees claimed that there is a neutral relationship between celebrity endorsement and customer experience. They assured us that celebrities don't affect their customer experience positively or negatively:

> *"I think there is a relationship; I don't know if it is strong or weak, I think it is a neutral relationship, because I don't think that you get the experience in reality when you are watching the celebrity endorsing any product". (Interviewee 4)*

Contrary to the findings, two interviewees mentioned that there is a weak relationship between celebrity endorsement and customer experience. They stated that they aren't affected by celebrities because they don't believe them or even consider them honest or credible. One of the respondents stated that celebrities do not influence her emotionally or rationally, as shown in the below quote:

> *"For me it doesn't create any type of emotional or rational appeal because I am not affected by the celebrities" (Interviewee 11)*

Some interviewees advocate that there is a positive relationship between celebrity endorsement and customer experience while others have different opinions, here is a quote showing the favorable effect of celebrity endorsement on customer experience:

> *"I had a good customer experience toward Tommy brand because of Gigi Hadid, in which she affected me because the brand gave me someone within my age range and at the same time, she has a background about this. So, I have more appeal to the brand, and she made me buy the piece that she promoted for". (Interviewee 13)*

In contrast to the preceding findings, some results revealed a negative relationship between celebrity endorsements and customer experience, in which respondents stated that sometimes celebrity endorsement is negatively related to customer experience, as shown in the following quote:

> *"I am a fan of El Zamalek sport club, and I really like the club, but when Mortada Mansour became the current president of the club, I feel that I disconnect because of his negative effect on me and I become shameful to belong to this club". (Interviewee 3)*

Results also revealed how celebrity endorsement strongly affects the multi-dimensions of customer experience. However, not all respondents confirmed that celebrities affect all the customers who experience multi-dimensions.

Emotional Dimension of Customer Experience:
The results disclosed that ten out of thirteen interviewees confirmed that celebrity endorsements affect their emotional side. Four out of these ten respondents are only affected emotionally when the celebrity represents charities:

> *"The case of Magdy Yakoub, donation and charities, that I considered donating to this charity because I know he is a very successful person, and he is very honest*

which makes me donate. As I am a person who always avoids giving donations to companies or organizations because I don't know how they deal with it. However, in this case I know it is a well-known heart organization, and I personally trust them. And mainly their ads arouse my emotions and make me want to donate".
(Interviewee 5)

In addition, six of the respondents assured us that celebrities certainly affect the emotional dimension of customer experience as shown in the quote below:

"To the cosmetics products yes, as when I saw, for instance, Yasmeen Sabry or Gigi Hadid endorsing a cosmetic brand, I really admire the product which appeared good at him, so it is going to be good, and it end up purchasing the product".
(Interviewee 13)

However, three out of thirteen interviews stated that celebrities neither affect the affective nor the cognitive dimensions of customer experience. This could be justified because customers are usually quite aware that celebrities are paid by the companies. Hence the customer opinion depends only on the quality of the product or service.

"Celebrities don't affect my experience because I am a rational person. Hence, my experience with the brand isn't related to celebrities but to the quality of the brand".
(Interviewee 11)

Cognitive Dimension of Customer Experience:
Most of the respondents asserted that celebrity endorsement influenced the rational dimension, however, three out of thirteen claimed that celebrity endorsement doesn't have any effect on their cognitive dimension:

"No celebrities don't affect my experience toward a brand or a company, because I always think wisely, so celebrities don't play on my cognitive dimension".
(Interviewee 11)

While only one respondent took the neutral side and stated that shaping and creating customer experience depends on the customer if he/ she is affected by the celebrity's dimensions as the emotional or rational dimensions mentioned, as the following quote demonstrates this:

"Celebrities affect the customer's emotionally and rationally, that it depends on if the customer is utilitarian, he will feel the cognitive aspect firstly as I believe I need it then I will buy it, in contrast if he is hedonic that he feels the brand first".
(Interviewee 6)

Attractiveness
Respondents differ in assigning criteria for attractive celebrities, in which some describe attractiveness in terms of personality, dedication, popularity and level of skills, while others describe it in terms of physical appearance, body shape and lifestyle. However, one of the

interviewees posed a contradictory opinion where she delineated attractiveness in terms of intelligence and education, as she stated that:

> *"It depends, that for me attractiveness goes back to how intelligent the person is, it goes back to education background of this celebrity and so on. In addition, to his lifestyle and his character, as when I told you Mona Zaki and Amina Khalil because I know their background, I know from where they come from, their history and experience as well". (Interviewee 6)*

Whereas other respondents depicted attractiveness in terms of achievements and ambition, as the following quote illustrates:

> *"Personality wise, achiever, ambition and aspirational person like Mohamed Salah, someone that fights for his dreams until he reached and he never gave up, so he is an icon of attractiveness for me" (Interviewee 12)*

Yet, the majority of respondents asserted the crucial influence of the celebrity attractiveness in creating positive customer experience. They are assured that the attractiveness of the celebrity makes them believe that buying that product will reward them with the same image and a gratifying experience of the celebrity:

> *"Yes, I think the attractiveness has power over the viewer, so the celebrity attractiveness can easily affect the customer experience. And this is obvious from customers who care about their image, so they imitate the celebrities to look or appear as attractive as they look". (Interviewee 12)*

Moreover, respondents justified their words by real life examples; that one of them stated that without the attractiveness of the celebrity, she will never have a good experience toward this product:

> *"That now I recall an example of Mohamed Salah when he was wearing the red training suit of Addidas, really, I swear if he is not the person that endorse it, I will never look at the suit twice. Yes, I said to myself before he endorsed it, OMG who will wear full red like this, but when I see him, I said it looks nice and attractive, so he gave me a good customer experience toward the product and make me bought it". (Interviewee 5)*

Sensorial Dimension of Customer Experience:
The results disclosed that all the interviewees confirmed on the essential influence of celebrity attractiveness on the sensorial component. They stated that their senses are affected by the celebrity attractiveness and appearance which may lead to arouse their sense of beauty and excitement. The following quote illustrates how the celebrity attractiveness affects the respondent senses when she perceives the advertising:

> *"For instance, when I saw Amr Diab in El Hayah water ad and how much he looks after himself and how great he looks, it affects my senses greatly which in return affects my experience toward the brand. Also, when I watched Ghada Adel Persil ad*

and how the bright black color she is wearing affected my senses and give me great satisfaction toward the brand". (Interviewee 10)

Emotional Dimension of Customer Experience:

Nine interviewees assured that celebrity attractiveness can influence the customer emotions, in which the celebrity attractiveness makes the viewer more excited, convenient toward the brand, as shown in the below quote:

"The beauty of Sheren Reda endorsing "Schweppes" arouses my emotions toward the brand, in which she highlighted the matching between her experience as a feminist and the brand experience". (Interviewee 13)

Trustworthiness

All the interviewees agreed on the importance of trustworthiness of the celebrities, and they stated that this dimension is considered from the most important dimensions in creating favorable customer experience, which the company has to highlight while selecting the celebrities. The following quote illustrates the **positive** relationship between celebrity trustworthiness and customer experience:

"Yes, I do think celebrity can strongly affect the customer experience, but it needs to be trustworthy, if this person is telling the truth not just being paid by the endorsements and can convey what he has actually seen and tried of perfect service or product, so I think yes my experience will be affected positively". (Interviewee 13)

Furthermore, the thirteen respondents added that the untrustworthy celebrity affects the customer experience **negatively**, as they stated the celebrity presents the image and the character of the brand, so the celebrity reflects both positivity and the negativity on the brand:

"Yes, it would be, as there is a connection between the brand and the celebrity, that if I don't trust him, I don't trust the brand, so there is a positive and negative connection. For example, Mortada Mansour is untrustworthy person from my point of view, and he affects El Zmalek club negatively". (Interviewee 3)

Emotional Dimension of Customer Experience:

Seven out of thirteen insisted on the importance of celebrity trustworthiness on customer emotions, in which they assured that the untrustworthiness of celebrity makes them feel the incredibility of the celebrity as well as the company and the brand. While celebrity trustworthiness affects the customer's emotions strongly, in which it gives the viewer a sense of security and credibility, as illustrated below:

"For example, Magdy Yakoub ads or 57357, when you see the ad, you feel that there is an emotional bond which makes you donate without thinking. This is because the company and the celebrities know how to send the right message to the right people. As I personally go and donate after watching Magdy Yakoub's ad with these celebrities (Hamaki, Nilly Kareem, and Donia Samir Ghanem) as all are considered

credible celebrities which give an edge and motivate people to donate". (Interviewee 4)

Cognitive Dimension of Customer Experience:

Eight out of thirteen stated that cognitive dimension is affected by trustworthiness of the celebrity, in which the trustworthy celebrity plays on the rational dimension of the customers which leads to a superior customer experience, as shown in below quote:

> *"Okay there is an ad for a French bank, they endorsed Sawiris, another businessman and the CEO of the bank, it is very empowering and creative ad. Because they stick to Sawiris who he has experience in this field because he is a millionaire, he has a lot of accounts in many banks, and he is someone trustworthy and credible, so his name has a value, and he fits such an ad". (Interviewee 2)*

Expertise

Findings revealed that there is a weak relationship between celebrity endorser's expertise and customer experience. Ten out of thirteen stated that expertise dimension is not equally important as the other dimensions (attractiveness and trustworthiness), and it doesn't matter if the celebrity doesn't relate to the brand field. Although expertise is a crucial dimension, it doesn't influence customer experience, especially these days. And they claimed they will accept the ad and the brand itself with good customer experience even if the celebrity is not an expert:

> *"The celebrity shouldn't be an expert in order to create good experience if he/ she is attractive and trustworthy, for example I like Mohamed Salah even if he doesn't have any knowledge in clothes or shoes I don't care. (Interviewee 5)*

On the contrary, only two customers mentioned that there is a strong relationship between celebrity expertise and customer experience. In addition, they added; without the celebrity knowledge and his experience in the field, they will not be influenced, as the following quote shows:

> *"Personally, I think celebrity has to be expert to influence me, regardless being nice, trustworthy and attractive, because all of these will not give me the same impact as the celebrity expert, so it is preferable to be expert to affect my experience. For instance, Nilly Kareem; she is not an expert in Lazurdi but always in El Gonna festivals selects fashionable clothes with a valuable jeweler, so all of these make her expertise in this field". (Interviewee 13)*

Another respondent shows how the non-expertise celebrity affects the experience negatively as from her point of view it is considered as a lack of credibility:

> *"For example, when Hadid El Masreyen endorsed Ronaldo, he is 100% doesn't fit, in which first of all; Hadid El Masreyen is B2B business, so mainly his operations are B2B and he doesn't have to make a TV ad, secondly, Ronaldo didn't have any role in the ad he only stood beside the product so there is no involvement with the brand, Thirdly, he is not Egyptian so they just use only the appeal. So, the ad didn't give me*

> *a good experience about the brand because simply if we talk about the rational side he didn't fit". (Interviewee 1)*

Although the thirteen interviewees differ in their determination of the level of the relationship between celebrity endorser's expertise and customer experience, all of them confirmed the importance of the celebrity expertise depending on the nature of the product. As some products need experts to endorse it as medicine, cosmetics, and drugs:

> *"Some products as food, beverages and cars can be endorsed by any celebrity without an expert, while other products as, dietary drugs for diet and other drugs must endorsed by expertise or doctor to talk about this it is more conveying". (Interviewee 13)*

In addition to that, other respondents added that there are other fields that necessitate experts beside medicine and cosmetics to create favorable customer experience, such as science, manufacturing, and engendering field. The respondent disclosed that:

> *"Hassaan El Morshedy and Mohamed Hadid which they are CEO of Memar El Morshedy keep talking about their new upcoming launching of the new compound (Ski Line) they are doing, so actually I feel in this time that I am convinced and supporting the brand as both are engineering and they are CEO of Memar El Morshedy, So their experience and credibility reflect positively on my experience toward the brand. (Interviewee 1)*

Cognitive Dimension of Customer Experience:
Interviews results showed that nine out of thirteen assured that when the company uses an expert celebrity, it directly plays on their cognitive and rational side; the following comment shows how customers are affected rationally by expert celebrities:

> *"In some ads for instance Sensodyne or others, they play on the rational side by endorsing Drs and credible celebrities and make them present statistics and facts, so this affects the customer rationality". (Interview 4).*

Contrariwise, others stated that the superior experience is created because of using the three dimensions to complement each other, as she illustrated in the below quote:

> *"I think these three dimensions have to be in the celebrity to create a good customer experience. I mean marketers shouldn't select one dimension over the others. That these three dimensions' complement each other's and if one of them is missing the celebrity will not reflect the image in the right way". (Interviewee 8)*

Exploratory Research Findings
This study investigates and provides an in-depth understanding of the mechanism that relates to celebrity endorsement and customer experience. Further this study contributes to knowledge by adding insights from the Egyptian Youth. Findings revealed that celebrity endorsement has a great impact on customer experience from the Egyptian Youth perspective.

The data analysis covered the celebrity endorsement dimensions; attractiveness, trustworthiness and expertise and measured them with customer experience multi-dimensions; emotional, cognitive and sensorial. The findings of both interviewee's results and literature review showed that the three dimensions of celebrity influence customer experience but not equally, as the expertise dimension has the least importance compared to the other dimensions. Moreover, the results revealed how each dimension has a crucial and positive impact on the customer experience multi-dimension.
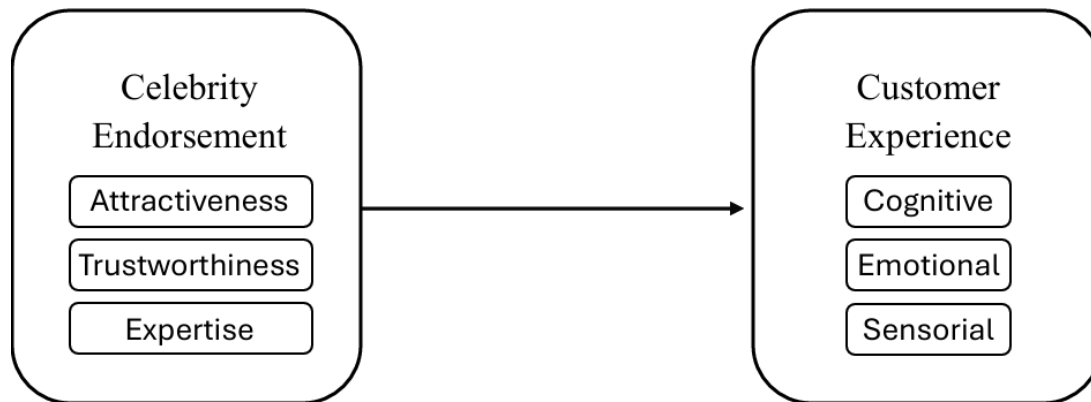
RESEARCH GAP

After reviewing the literature review, it seems that a lot of researchers considered the celebrity endorsement topic and other researchers have recently examined the customer experience with its multi-dimensions and touch points , On the other hand, there wasn't any previous research investigating the relationship between celebrity endorsement and customer experience, as the previous researches only examined each of celebrity endorsement and customer experience separately (Baxendale et al. 2015). According to Kim & Choi (2013), there is a gap in the antecedents of customer experience; as long as advertising and promotion are included under the antecedents of customer experience (Belch & Belch, 2017; Ashkan, 2016; Azab, 2011; Aziz et al. 2013). Therefore, there is an assumption that there is a gap between celebrity endorsement and customer experience. Also, some researchers pointed out, there is a call for investigating further drivers and factors from advertising field that influence customer experience (Kennedy, et al., 2015). Furthermore, Jain, Aagia, & Bagdare (2017) pointed out there is a lack of research in successive stages of value in pre use and pre purchase stage. Additionally, they added there is a lack in investigating the role of various actors in management of total customer experience. Moreover, other researchers investigate how the selection of celebrities affects the experience of the customers (Kennedy, et al., 2015). Besides, other researchers call for investigating how different advertising drivers can be linked to the foundation of customer experience (Lemon & Verhoef, 2016). In addition, (Baxendale et al 2015) said; researchers need to search on what are the linkage between the brand owned touch point (celebrity is one element of this touch point) and customer experience. More than that, Lemon & Verhoef (2016) call to investigate how advertising and celebrities in specific areas affect the elements of customer experience (e.g. emotional, rational, sensorial, lifestyle and pragmatic). And finally, Jain, Aagia, & Bagdare (2017) pointed out there is a call for investigating what is the level of emotional attachment of customers (one element of multidimensional of customer experience) with celebrities.

Therefore, the research gap is the relationship between the celebrity endorsement and customer experience among Egyptian youth as it has not been investigated before. Therefore, this study advanced the current state and tries to bridge the gap by investigating and providing an in depth understanding of the mechanism that relates celebrity endorsement and customer experience. Further this study contributes to knowledge by adding insights from the Egyptian Youth.

THEORETICAL FRAMEWORK (CONCEPTUAL MODEL)

This study proposes a comprehensive framework investigating the relationship between celebrity endorsement dimensions (e.g. attractiveness, trustworthiness and expertise) and customer experience multi-dimensions (e.g. emotional, cognitive & sensorial).

Research Hypothesis

The following figure depicts the main arguments of the model (relationships between different variables) which has resulted in the following hypothesis as the main argument exists by the model:

➤ **H1:** There is a significant relationship between celebrity endorsement and customer experience among Egyptian youth.
➤ **H1. a:** There is a significant relationship between celebrity attractiveness and customer experience among Egyptian youth.
➤ **H1. b:** There is a significant relationship between celebrity expertise and customer experience among Egyptian youth.
➤ **H1. c:** There is a significant relationship between celebrity trustworthiness and customer experience among Egyptian youth.

Objectives of the Model

The proposed model aims to achieve the following objectives: Firstly, understand the impact of different underline dimensions of celebrity endorsements on the overall customer experience across different industries with a special emphasis on younger market segments. Seeing that the research has indicated that the level of celebrity endorsement impact is more concerned with the customers at younger ages who are usually emphasizing and highlighting the role of celebrities through so many important buyer behavior contexts. Secondly, determination of the assets and relative importance of the underlying dimensions of celebrity endorsement as important sources of its ability as a marketing tool and policy to achieve its objectives. And finally, describing the important aspects of customer experience that can compose an overall index of this phenomenon that the growth of its importance has special emphasis on those aspects that would most probably reflect the impact celebrity endorsement.

Contributions of the Model

This model is expected to improve the academic understanding and managerial practice of how to manage the following important marketing phenomena and variables. Firstly, as far as celebrity endorsement is concerned this model should lead to determining the underlying dimension of celebrity endorsement in the various characteristics of each celebrity profile in terms of her/his attractiveness, trustworthiness and expertise. This in-depth understanding of celebrity endorsement whose safeguard is using such effective promotional tools in a way to achieve important marketing objectives. Furthermore, for celebrity endorsement the proposed

model should provide a clear guideline for the best concept for each of the underlying dimensions of celebrity endorsement, in terms of content and agenda for each underlying dimension of celebrity endorsement and its appropriate place within the larger portfolio of integrated marketing communication. Lastly, Customer experience is one of the new areas that's attracting the attention and is a sign of a multiple effect on several important marketing objectives such as customer satisfaction, value and relationship quality. Yet the proposed model needs to create better and more insightful understanding of customer experience in terms of its ability to reflect the marketing efforts exerted in important IMC, marketing events and campaigns such as celebrity endorsement.

Limitations of the Model
This proposed model is limited to, the Egyptian market specifically the targeted young market segments. As the research focus on investigating the relationship between celebrity endorsement and customer experience among Egyptian Youth from 18 to 29 years old (according to (CAPMAC, 2022)). Secondly, the impact of celebrity endorsement is only one single determinant among so many other determinants of customer experience. Besides, celebrity endorsement is not limited only to achieving customer experience as it can be used to achieve other important marketing objectives such as customer satisfaction, customer value and customer relationship quality but this for both models is limited to look at the impact from the customer experience perspective only. Additionally, the proposed model was not limited to certain industry or any other demographics other than age since it's conceived by the research using celebrities for promotional purposes, has an important exceeding across industries and across different marketing segments.

RESEARCH METHODOLOGY
The researchers pursued a qualitative as well as quantitative research approach to comprehensively investigate the relationship between celebrity endorsement and customer experience. Each of which has a deliberate purpose that would serve to investigate the research questions and hypothesis presented. The methods used and the reasons for selecting them in this study are conferred below.

Research Design
Exploratory and descriptive research are adopted as it explains and describes the relationship between celebrity endorsement and customer experience. This research conducted a cross-sectional study. In this research, both quantitative and qualitative methods used to collect the data at the same point of time, that's why it is serial. As it allows the researchers to reach findings at the individual level. Moreover, it is easy to conduct, cheap and does not consume time.

Sampling Design and Plan
Sampling design encompasses target population, sample size and sample technique (Trotter, 2012). Egyptian youth will be the targeted population of this research. It will compromise males and females aged between 18 and 29 years (according to CAPMAS) in Egypt. On the basis of the target population "Egyptian youth" exceed millions (CAPMAC, 2022), and according to Uma Sekaran table; the sample size has to be a minimum of 384 respondents (Sekaran, 2003).

The targeted respondents for this study are chosen randomly to ensure adequate representativeness of the study population. This indicates that the study uses random sampling techniques in which it is construed as giving every unit of the population an equal and independent chance of being chosen as a subject (Bhardwaj, 2019). Simple random sampling technique was used for this study because it has a high generalizability of the findings to the whole population because it reduces sampling error (Pace, 2021).

The researchers employ different sampling methods to maximize the response rate, as sending email invitations containing the survey's URL and sending the URL on social networks as Facebook in a written form. A vital sampling technique that the researchers would count on is a using of snowballing sampling. In the Email invitation, the researchers asked potential respondents to forward the email invitation to other people. Snowball sampling is a nonprobability sampling technique, allowing researchers to reach populations that are difficult to sample when using other sample methods. Besides it is simple and cost efficient (Malhotra, 2009; (Hennink et al. 2020). However, representativness of the sample is not garanteed. Therefore, the researchers intends to dispense the survey's URL to different people and several Facebook groups.

Data Collection Methods

To sum up, the data collection process was sequential in which the researchers started first by collecting the qualitative data, through one-to-one in-depth interviews as they enable deeper understanding and large-scale interpretation. Followed by collecting the quantitative data through giving the respondents access to the online questionnaire to reveal a broad insight from the targeted sample. Merging and analyzing both types of data will give a better understanding and gain a high level of both depth and breadth while interpreting and analyzing the collected data.

Design of Survey Instrument, Measurements and Scale

Data collection was conducted via a survey where an instrument (questionnaire) was used to record respondents' opinions. The self-administered questionnaire consisted of questions related to the opinions of respondents concerning celebrity endorsement and customer experience. The questionnaire consisted of close-ended questions. All items in the questionnaire were measured on a five-point Likert scale ranging from 'strongly disagree' (1) to 'strongly agree' (5). The questionnaire was constructed using Google Forms and distributed online. Most of the questions were adapted and modified from the previous research questions that fit with the research topic. The study includes nineteen items under the identified variables and dimensions. By the same token, Celebrity Endorsement was measured by 10 items adapted from Wang & Scheinbaum, 2017 as cited in Ohanian, 1991 & McCracken, 1989. In addition, Customer Experience variable was measured by 9 items adopted from (Gahler et al. 2019).

Pre-Testing; Pilot Testing and Panel of Expert

A pilot test was conducted with a small sample size of 37 respondents. The respondents provided comments on clarity of some items and several modifications were made based on the feedback received. Before the questionnaire was finalized, a Panel of Expert of Fourteen Professors and doctors from the British University in Egypt further reviewed the questionnaire.

Consequently, slight revisions in wording and formatting were made based on their suggestions.

Data Analysis

In this research, quantitative data was analyzed using a series of statistical techniques and procedures that were conducted by using the Statistical Package for the Social Sciences (SPSS) Program. It helped in investigating the relationship between the mechanism of celebrity endorsement and customer experience among Egyptian youth. The data that extracted from the 505 respondents were analyzed by several tests were conducted to test the research hypotheses. These tests included Descriptive statistics, Cronbach Alpha Test for Internal Consistency, Common Factor Analysis for construct validity of scale, Multiple Regression analysis for hypothesis testing and T- Test for dependent and independent variables.

EMPIRICAL ANALYSIS AND FINDINGS

Descriptive Statistics of sample data

Table 1: Descriptive Statistics of Sample Data

Variables	Mean (Central Tendency)	Standard Deviation (dispersion)
Celebrity Attractiveness	4.02	2.12
Celebrity Expertise	4.32	1.62
Celebrity Trustworthiness	3.58	2.35
Overall, Celebrity Endorsement	4.12	2.02
Customer Experience	4.42	1.08

The results of descriptive statistics for variables are shown in **table 1**, the overall value of means for all the variables are more than 3.0 which indicates that the majority of the respondents agree with the questionnaire's statements. The detailed basic findings of descriptive analysis can be stated as follows:

Customer experience proved to be the variable with the highest central tendency with a mean of 4.42, which indicates the mass standard of concern among the obviously large sample of 505. As a result, the customer experience represents a vital consideration for customers within different industries (with special emphasis on service industries). Accordingly, customer experience has to be dealt with as a top market priority that should be handled with effective market tools like celebrity endorsement.

Moreover, it is proved the customer experience must be overemphasized as a strategic marketing goal considering the standard division (1.08), which is the lowest among the sampling units which confirms that customer experience is a primary concern among customers. This is further evidence justifying the growing trend of putting customer experience as a research construct to explain the success or failure of digital and physical marketing initiatives that aimed to create a favorable marketing experience.

Secondly, Celebrity Expertise is the most vital and highest dimension of celebrity endorsement which concerns central tendency of 4.32. This shows its critical role in highlighting celebrity endorsement as an influential marketing device concerning customer experience. This is

confirmed by the standard deviation celebrity being the lowest (1.62) among other celebrity endorsement variable which reflects its vital role among customers and across various industries. It is proved that celebrity expertise is more favorable than celebrity attractiveness and trustworthiness in most customer contact situations. That's why marketing companies have to pay more attention to this dimension, counting on the industry and buying situation after conducting more research on the benefits of celebrity expertise in different fields.

Celebrity attractiveness is proved to be the second highest central tendency (4.02) of celebrity endorsement among the other celebrity endorsement dimensions according to its importance and effective contribution to customer experience as reflected by its relatively high standard deviation of 2.12. Being an essential influencer of customer experience companies have to consider the various concepts of celebrity attractiveness and their relation to each group of target customers.

Celebrity trustworthiness has shown the least (yet considerable level) of central tendency (3.85) which expresses its third-place level of influence among customers on their perceptions of customer experience. On the other hand, it is on the highest level of standard deviation upon the various customers' evaluations (2.35). This result is regarded to be sensible due to the concept of trustworthiness, which should stimulate companies to redefine the meaning for each celebrity. On the academic level, further studies are required to assess the relation between customers and celebrity trustworthiness. The marketing organizations, besides studies, can help with the operational definition to show the category of celebrities who deserve such trust. Moreover, study's findings are needed to evaluate the benefits earned from celebrity endorsement and the necessity of being used as an investment tool in that promotional process. Lastly, the overall Celebrity Endorsement; the researchers have handled celebrity as a triangulated marketing phenomenon. The researchers thought it is important to look at this phenomenon through an overall combined index for panoramic prospective. That's why a variable specification was needed to combine the three dimensions under one agreeable variable. The overall celebrity endorsement value has shown quite a high level of central tendency (4.12) that proportionately reflects the level of its 3 underlying dimensions. Apart from that, it is a highly controversial variable through the understanding and acceptance of the customers to adopt celebrity endorsement to improve their customer experience. On the research side, it is fundamentally shown that celebrity endorsement is the favorable tool for promotions; nonetheless, time and space are direly needed to perceive the idea that includes more incompatible components and intermingled signals that are shown by research.

It is very crucial to clearly state that all the above analysis and findings are nearly descriptive for profiling sample data and therefore can't be safely generalized without inferential support which will be provided through safe grounding by validity and reliability test and safe interpretation and extrapolation through hypothesis testing analysis.

Reliability and Validity of the Adopted Measurement Scale
The questionnaire of this research consists of 19 items and was distributed to 505 respondents among Egyptian youth. All variables reflected an acceptable level of internal consistency and reliability since all Cronbach's alpha variables were greater than 0.70, in which it is indicating satisfactory internal consistency and reliability (Malhotra & Peterson , 2001). The finding of

this questionnaire includes the relatively few empirical measurements of celebrity endorsement and customer experience which can be attributed to the substantial sample size and the possible effective use of qualitative research and literature in phrasing the various scales statements.

Table 2: Cronbach Alpha Test for Internal Consistency, Reliability of Multi-Itemed Scales

Variables	Number of items	Cronbach's Alpha Test Value
Celebrity Attractiveness	4	0.72
Celebrity Expertise	3	0.83
Celebrity Trustworthiness	3	0.76
Overall Celebrity Endorsement	10	0.82
Customer Experience	9	0.91
Total	19	0.75

By the same token of descriptive analysis but at a very powerful inferential level, customer experience has produced the highest Cronbach alpha value of 0.91 with a clear difference ahead of all other variables. This is a swift indicator of the accuracy of measuring the real differences among responding to customers about their customer experiences in general and the extent to which it is influenced by celebrity endorsements.

Celebrity expertise as shown is the second highest level of Cronbach alpha (0.83), which means that significant differences do exist among sampling units as far as their evaluation of used celebrity expertise. The least variables with a Cronbach level where celebrity trustworthiness (0.76) and celebrity attractiveness (0.72) which indicates a clear mean for more solid and easily understandable operationalization of both constructs.

The overall celebrity endorsements: the total Cronbach alpha for all scales are 0.75 which is considered as quite acceptable for the relation between new empirical exploration of celebrity endorsement and customer experience. More studies are done counting on more methodological innovation in relation to qualitative research that can detect operational items of celebrity endorsement representing a high scales of marketing variables and empirical analysis.

Common Factor Analysis for Construct Validity of Scale
Table 3: Common Factor Analysis for Construct Validity of Scale

Variables/ Factors	Factor 1	Factor 2	Factor 3	Factor 4	
Advertising for Physical Attractiveness	0.82				
Physical Attractiveness Importance	0.56				
Physical Attractiveness Influence	0.62				
Attractiveness Remembrance	0.52				
Advertising for Expertise		0.86			
Advertising Expertise for attention		0.91			
Product buying description by Expertise		0.58			
Advertising Trustworthiness for recall			0.84		
Perceived Trustworthiness			0.72		
Trustworthiness Brand Desirability			0.65		

Attractiveness for Emotional/ Mood Enhancement				0.88	
Expertise for Positive Feeling				0.52	
Trustworthiness for likelihood (product attractive)				0.66	
Trustworthiness for challenge product advertising				0.64	
Expertise for knowledge				0.71	
Attractiveness for positive insights				0.65	
Trustworthiness for senses enhancement				0.87	
Attractiveness for sense of excitement				0.75	
Trustworthiness for positive engagement				0.53	
Eigene Volume	2.11	3.25	2.81	4.33	
% of Variance	13%	26%	15%	41%	Total 95%

Common factor analysis was adopted for testing the construct validity of the used measurement scales for both dependent and independent variables. Equally important, it has also been used as a reduction technique to ensure a safe generalized determination of the underlying dimensions reflecting the interplay of manufacilitating each mean Factor and their share of contributing to understanding the overall phenomena of managing celebrity endorsements for customer experience purposes.

All output data of the 19 interval 5 points scaled statements were inserted into the factor analysis using Vari-Max the rotation procedures in AMOS 12 software and table 3 is the output resulting table including factor loadings that were found to be 0.5 or greater, Eigene values and % of variance in individual and accumulated values.

The factor analysis resulted in four main factors composed of all 19 variables (each statement was treated as an item expressing a variable). Ironically, the originally planned statements for each major dimension of celebrity endorsement and the overall index of customer experience proved to be the relevant variables for each of the four factors as identified by factor loadings for each of the four factors and their principal components analysis variables. The four main factors can be labelled alongside the underlined dimension of each of them as follows:

Factor 1: Can be labelled "Celebrity attractiveness" with the following four underline dimension respectively according to the factor loadings as it is relevant variables: (1) "Advertising for physical attractiveness" (Factor Loading = 0.82), (2) "Physical attractiveness influence" (Factor Loading = 0.62), (3) "Physical attractiveness importance" (Factor Loading = 0.56) and (4) "Attractiveness remembrance" (Factor Loading= 0.52). This indicates that celebrity attractiveness is a very important Factor on its own and as it relates to customer experience and that effective advertising is the best tool for communicating celebrity attractiveness to customers followed by the magnitude of physical attractiveness influence for every celebrity, followed by the relative importance of physical attractiveness of the celebrity to customers. And lastly the extent to which a celebrity attractiveness can be recalled by a customer's live memory. Factor 2: Can be labeled "Celebrity Expertise" compose of three main underline dimensions which starting by "Advertising expertise for attention" (Factor Loading = 0.91), followed by

"Advertising expertise" (Factor Loading = 0.86), and finally "product buying description for expertise" (Factor Loading = 0.58) which indicates that using advertising of the expertise to attract the attention of customers creates a very positive customer experience then followed by the importance of advertising the expertise factors around the product or the service and finally using the expert to describe the product.

Factor 3: Can be labeled "Celebrity Trustworthiness" with three main underline dimensions respectively: firstly, "Advertising trustworthiness for recall" (Factor Loading = 0.84), followed by "Perceived trustworthiness" (Factor Loading = 0.72), and finally "Trustworthiness for brand desirability" (Factor Loading = 0.65). Which means that celebrity trustworthiness is most influential of customer experience followed by perceived trustworthiness from a customer perspective on experience she or he had and finally it increases the brand desirability because of the trustworthiness in a specific celebrity.

The Forth Factor, which is mainly the dependent variable; Customer Experience can be expressed as having the following underlying dimensions respectively. (1) "Attractiveness for emotional/ mood enhancement" (Factor Loading = 0.88), (2) "Trustworthiness for the senses enhancements" (Factor Loading = 0.87), (3) "Attractiveness for the sense of excitements" (Factor Loading = 0.75), (4) "Expertise for knowledge" (Factor Loading = 0.71), (5) "Trustworthiness for likelihood" (product attractiveness) (Factor Loading = 0.66), (6) "Attractiveness for positive insights" (Factor Loading = 0.65), (7) "Trustworthiness for challenge product advertising" (Factor Loading = 0.64), (8) "Trustworthiness for positive engagement" (Factor Loading = 0.53), and finally (9) "Expertise for positive feelings" (Factor Loading = 0.52).

The most essential conclusion reached for the above-mentioned dimensions of customer experience, which obviously make a remarkable contribution to this research, is that the three important celebrity factors; expertise, trustworthiness and attractiveness, all of which do create favorable customer experience, as each one of celebrity endorsement plays a distinctive role at various stages the customers experience. Accordingly, it is required to obtain more elaborate understanding when the three dimensions are used combined and their impact on the process.

Overall, the factor analysis shows that a very favorable of construct validity exists in measuring all the independent and dependent variables because it has revealed that the statements designed to measure each major factor of celebrity endorsement and customer experience. All of which became higher as far as factor loadings are concerned that 0.5 for each concerned factor. Regarding data reduction of the main factor and how they contributed to the phenomenon of the interrelationship between celebrity endorsement and customer experience the following points can be taken:

Celebrity Expertise proved to be the most powerful underlined dimension of celebrity endorsement effectiveness with an Eigenvalue of 3.25 and percentage of variance value of 26, meaning that celebrity expertise explains 26% of the relationship and its tone out to the other two factors of celebrity endorsement as far as customer experience is concerned. It's followed

by celebrity trustworthiness with an Eigenvalue of 2.81 and 15% percentage of variance value, which means it become a second importance on customer experience to celebrity expertise.

The least influential yet significant celebrity endorsement underlines dimension that influences customer experience is celebrity attractiveness with Eigenvalue 2.11 and a percentage of variance value of 13%. This gives a high significance to all underlined dimensions of celebrity endorsement effectiveness when there is a need to manipulate customer experience. However, it arouses an essential point that the celebrity endorsement dimensions are far equal when anticipating the influence of customer experience which elevates the importance of customer experience research questions giving an answer about priorities and the assigned while selecting a celebrity with expertise, trustworthiness and attractiveness or combination of three of them.

Customer Experience grouped to be the highest ever factor of the whole phenomena with a Eigenvalue of 4.33 and a percentage of variance value with 41%. Which is an empirical support of the recurring evidence that customer experience is soon becoming one of the most important key performance indicators of the effectiveness of any marketing campaign and performance. This is because customer experience is a decisive factor in so many marketing situations and an important source of marketing based on competitive advantages. Besides it is reflected clearly from the measurement provided by the researcher, on other aspects of the marketing agenda such as differentiation, customization and satisfaction. So future research must look at customer experience as an aggregate index of so many aspects of marketing performance with clear attention that must be paid by research to different industries, different cultures and different products and service settings.

Multiple Regression Analysis for Hypothesis Testing

Table 4: Multiple Regression Analysis for Hypothesis Testing

Intercept (a)	B1 X1	B2 X2	B3 X3	Adjusted R^2	Sig F	F	i
1.8	0.33	1.21	0.62	0.56	0.0008	32.2	1.02

Multiple Regression Equation

- $\sum Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon i$
- $\sum Y = 1.8 + 0.33\ X_1 + 1.21X_2 + 0.62\ X_3 + (1.02)$

Where, **Y=** Customer Experience, **X1=** Celebrity Attractiveness, **X2=** Celebrity Expertise, **X3=** Celebrity Trustworthiness

T-Test for Dependent and Independent Variables

Table 5: T- Test for Dependent and Independent Variables

Variables	Sig. t	T
Y	0.62	1.32
X1	1.75	2.52
X2	1.72	3.34
X3	1.17	2.83

And the subsequence multiple regression equation demonstrates the main outputs of the multiple regression analysis of the dependent and independent variables. As per the research objectives, customer experience is the dependent variable with the three independent variables which are celebrity attractiveness, celebrity expertise and celebrity trustworthiness respectively. Though there is no adequate evidence to give a raise to the direction of causality between customer experience and celebrity endorsement (considering the above-mentioned point of being customer experience as a dependent variable and celebrity endorsement as independent variable(s)). In which it is a logical devising of those variables since customer experience can be considered as a desirable yet uncontrollable marketing agenda while celebrity endorsement can be considered a controllable marketing tool and policy for the company. So, it is quite expected that controllable independent variables should be used to achieve higher levels of independent variables which are an important marketing agenda.

Nevertheless, the qualitative research conducted by the researchers suggests that the kind of measured customer experience could lead to more improved decisions when it comes to choosing celebrity endorsement in general or its three underlying dimensions in particular. There is another important point for further research looking at the impact of actual customer experience on future use of celebrity endorsement.

The following empirical analysis conclusions can be made of tables 4 and 5 about hypothesis testing and general findings of the multiple regression equation and its adjacent calculations:

Firstly, the multiple regression equation shows a very high level of fitness of model as indicated by the great positive gap between significant F (0.0008) and F (32.2) which means that the proposed model is a high fit with the reality of the relationship between celebrity endorsement and customer experience in the Egyptian market among the young consumers. A part of this highly positive conclusion is the sample size which was relatively high and the evidence higher level of validity and reliability for measurement scales used.

Secondly, the adjusted R^2 (Coefficient of determination) indicates that the model enjoys 56% explanatory power. This means that the proposed model explains 56% of the variation in customer experience that can happen due to use of celebrity endorsement which is a highly acceptable exploratory power taking into consideration; It is the only one research project tackles the issue and lead to one single contribution to understand that multi-dimensional marketing phenomena requires further research to improve the exploratory power of future proposed models. Besides, the fact that multiple regression analysis is mainly proved and designed for time series data. So, using cross sectional data should lead to a superficially reduced R^2 which is handled by the calculations of adjusted R^2. And finally, the relevant limited number of variables that are used in regression equation which is a good procedure against using so many variables to superficially inflate the R^2 beyond its exploratory power of the model.

Thirdly, the regression intercept indicates that there will be a positive customer experience of 1.8 out of 5 disregarding using celebrity endorsement and its effectiveness. This is an important figure for organizations to know and for researchers as well because it means that if the company cannot afford any kind of celebrity endorsement, they can still achieve 1.8 out of 5

customer experience. Which can be acceptable at certain kinds of products and services such as healthcare and the Fast-Food Consumer Goods (FFCG) industries.

Fourthly, celebrity expertise was found to be the most influential independent variable determine the level of customer experience with a β of 1.21 which is a quite significant contribution to customer experience because it is almost equal to the intercept of the regression equation. Followed by celebrity trustworthiness with a β of 0.62 which is almost 50% only of the impact of celebrity expertise, followed by celebrity attractiveness with a β of 0.33 which is also 50% of the impact of celebrity trustworthiness. A whole set of significant theoretical and empirical findings can come out of this very alarming present. Which reflects that customer experience is largely dependent on how customers perceive the expertise of the used celebrity. Even in areas or industries where expertise might not play a significant role. Apart from the general level of trust in the celebrity, based upon different ethical, emotional, national and rational reasons, is an economizing factor of the effort the customer exerts to judge his/ her experience with the brand because they simply trust the ethical and emotional dedication of the celebrity to the brand that had been advertised.

And it seems that celebrity attractiveness significance is the least influential factor because attractiveness is a highly subjective construct that can be perceived quite differently by various market segments and customer profiles. These results are supported by the T- test statistics expressed in table 5, which shows that the significance of the impact of the independent variable perfectly matches their relative magnitude on customer experience levels. So, celebrity expertise is proved to be the most influential, followed by celebrity trustworthiness and finally by celebrity attractiveness.

The dependent variable: customer experience is also proved to be very significant but with a relatively limited level of importance compared to other independent variables. In which it repeatedly shows the highly relative conception and configuration of what customer experience should reflect and might include. Further induction of these results to extract more safely generalizable or deeply understandable conclusions which are formed in the final chapter of the thesis.

Finally, the error term, which is 1.02 shows the fact that there are important factors of customer experience other than those proposed by the model, which is worth further research since there is a systematic influence by other unknown factors on customer experience. Those can be variables that belong to the same group of celebrity endorsement as a liking portfolio of integrating marketing communication or it could be any other marketing mix determine variables or of other non-marketing factors belong to other vital areas such as production and finance.

Thus, Multiple Regression Analysis suggested the following conclusive testing of the research hypothesis;

Hypothesis one: it is stated the inevitable significance and effectiveness of celebrity attractiveness on customer experience which is proved to be coherent with the outputs of Literature review and qualitative research. On the other hand, celebrity attractiveness is

proved to have the least influence of the essential determents of customer experience, which could be explained by the fact that attractiveness is a highly varied concept in a very relative way among potential customers and actual customers. As a result, further research needs to be done on the effectiveness of the various forms and tools of celebrity attractiveness. Celebrity attractiveness must never be considered as a blank check for both actual and potential customers to gain the admiration of marketing efforts which leads to positive customer experience about the product or the service under research.

Hypothesis two: the obvious and effective impact of celebrity expertise with evidence on customer experience cannot be doubted. Conversely to the previous hypothesis, the great significance of celebrity expertise is proved as determent of customer experience which is unexpected results owing to Literature and qualitative research. The competitive and various brands in any industry and the advanced knowledge standard, used for distinction, evaluation and choosing among these brands, can justify the priority of celebrity expertise as the most effective one.

Expert celebrities proved to furnish the customers with sufficient knowledge and awareness which offer safety, great satisfaction and much productive of lasting value. Nonetheless, celebrity expertise shows remarkable differences within various contexts such as industry, culture and personalities. That's why further research is required to assign the most effective kind of celebrity in different market contexts.

Hypothesis three: The significant of celebrity trustworthiness to achieve positive customer experience can't be denied. This is related to literature on trustworthiness between marketing organizations and their customers from a specific point of view of celebrity endorsement and customer experience. It is proved that trustworthiness is the second most effective determent of celebrity endorsement due to the crucial role played by his or her own experience. Operational definitions relying on the marketing view of celebrity trustworthiness and its necessity to different market goals are urgently needed due to the opposing evidence of different definitions of celebrity trustworthiness and its coherence to the key market performance indicator.

SYNTHESIS, CONCLUSION AND RECOMMENDATIONS

Theory Implications

As there have been no studies investigating the relationship between celebrity endorsement and customer experience from the Egyptian Youth perspective, this research has arguably contributed to provide in-depth demonstration for the marketers and practitioners to gain deeper understanding of the relationship between celebrity endorsement and customer. Practically, it will facilitate the process of picking up proper celebrities. Additionally, it will demonstrate the most effective celebrity endorsement dimensions; attractiveness, expertise and trustworthiness, which make marketers or managers highlight and focus more on enhancing those dimensions in order to leverage superior customer experience. Accordingly, the following theory implications can be safely deduced from this research:

Celebrity endorsement is known to be one of the main drivers and polices of the favorable dimension of the most successful campaigns and is expected to have the same role permanently.

Consequently, it must be always regarded while examining the effectiveness of different promotional tools and campaigns. Having said that this research highlights the fact that celebrity endorsements cannot be treated as one silent mass rather it should be treated as a multidimensional marketing phenomena and policy that could have very different implications under different marketing contexts and agendas.

In addition, the effectiveness of celebrity endorsement has its conceptual roles in three main underlines dimensions which are celebrity attractiveness, celebrity expertise and celebrity trustworthiness. The relatively big sample size and strict validity and reliability measures that were taken point out to a new order of magnitude for the above three dimensions, suggesting that celebrity expertise is the most effective celebrity endorsement dimension followed by celebrity trustworthiness and celebrity attractiveness respectively. This means that sharper and more insightful conceptualization of those three major underline dimensions of celebrity endorsement should be investigated in sequence. Moreover, they can have common effects on different marketing goals which must be empirically supported.

On the other hand, Customer experience is becoming more of an overall marketing philosophy for managing companies like brand management and value management, which means that it is moving away from being just one indicator of marketing performance from a customer perspective. This research is an invitation to look at customer experience as a unique reflection of important marketing tools and policies such as celebrity endorsement, price discounts, new product developments, strategic marketing planning… etc. Even though it was mostly argued that celebrity endorsement has more of a direct relationship or impact on promotional effectiveness, which in turn reflects on important indicators like customer experience that proved to be an oversimplification of the relationship between these two majors marketing variables. In so many cases direct relationships with very significant influence were found between certain dimensions of celebrity endorsement and their corresponding certain aspects of customer experience.

Accordingly, it can be safely concluded that there is a need for a new theory of linking promotional tools to the strategic competitive advantage that is targeted to be sustained through marketing thinking and efforts and actions. Too much often the promotional mix or its model essence IMC mix was viewed as a tool for mainly providing information and communication about the other elements of the marketing mix or SIVA in model terms. And consequently, there was very little research trying to tie the essence of these promotional tools that marketing is seeking to achieve. This research has referred to the high possibility of devising marketing tools that are part of a wider promotional mix like celebrity endorsement to achieve strategic marketing objectives such as positive customer experience, customization, differentiation and globalization. That over all proposed theory needs the rate amount of research work but it is very promising because it will provide the first feasibility and value driven perspective on designing, operating and evaluating important promotional tools like celebrity endorsement.

Lastly, the use of a population that was quite dispersed among different industries and different geographical areas but with one overriding blanket of age has shed light on the need for a demographic theory of marketing in general and more of a demographic theory of IMC and its

effectiveness in achieving important marketing goals like customer experience within certain demographics profiles.

Not only that but also this research has shed light on the fact that celebrity endorsement and other promotional tools should be also evaluated wither the product context without having to go into so many industries specific or country/ culture specific implications. This should help celebrity endorsement to be globally effective across different contexts and different demographic groups and different marketing goals.

Policy Implication

Companies must seek to peruse and monitor a clear marketing agenda for the use of celebrity endorsement. This agenda must prevail through different phases: First, designing wither to use celebrity endorsement or not. In addition, deciding on the kind category, personality, idea identity of the most appropriate celebrity for each case. And finally, allocating the marketing budget not only for celebrity endorsement in general but across the three important dimensions of celebrity endorsement that is celebrity attractiveness, celebrity expertise and celebrity trustworthiness.

In other respects, customer experience proved to be a valid and reliable reflection of the effective news of celebrity endorsement as it relates to very important aspects of customer experience that ought to manifest customer experience profitability, strategic perspective and efficiency.

Celebrity endorsement may not be used only for communicating customer value alone, but it can be also used in the creation of customer value, communication with customer value and delivery of customer value. This makes it necessary to look at the best practice of managing each of the three main dimensions of celebrity endorsement. For example, considering the relevance of celebrity expertise, glamour of celebrity attractiveness and reliability of celebrity trustworthiness.

Further, marketing teams managing celebrity endorsement must be able to find clear things between certain aspects of celebrity endorsement and certain aspects of customer experience and make sure that celebrity performance reflected and managed effectively to meet the required marketing agenda.

By the same token, customer experience with all its phases must be an indispensable key performance indicator of judging the feasibility, profitability and viability of relying on celebrity endorsement to achieve certain marketing goals that either result in more favorable customer experience like relationship marketing and CRM or resulting from customer experience like brand equity and loyalty.

Recommendation for Further Research

The volunteers of marketing research could be grounded on the findings of this research in which it provides directions for future exploration, investigating the relationship between celebrity endorsement and other important strategic marketing goals like customization and globalization. Moreover, other demographic features must be used to have a different

perspective into the relationship between celebrity endorsement and customer experience with special reference to gender educational level and income level. Additionally, new significant conclusive innovations can come out of investigating the relationship between celebrity endorsement and customer experience across service and manufacturing industries, different countries and culture and different market segments according to media consumption habits.

Over and above, different controversial marketing policies and tools like celebrity endorsement should be examined for their impact on customer experience. On top of those promotional tools are outdoors, digital marketing campaigns, humor and a blended portfolio of music and colors. Moreover, Strong theoretical conceptualization based on statistical analysis such as path analysis, cluster analysis and confirmatory factor analysis should be used to understand the essence of celebrity endorsement and its underline dimensions on their own and as they are led to customer experience.

Finally, the exploratory qualitative research undertaken by this research is a clear indicator of very promising potential of relying on conclusive qualitative research methods such as grounded theory and protocol analysis to understand the very detailed and insightful dynamics and mechanism governing the relationship between celebrity endorsement and customer experience. It is quite likely that repeating this unique research procedure for celebrity endorsement with other important marketing agendas and vice versa looking into the impact of various promotional tools of customer experience should serve as solid bases for the overall theory of promotional effectiveness that implied by the theoretical findings and implications of this research.

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APPENDICES

Appendix 1: Qualitative In-Depth Interview Questions

Generic Questions:
1. What is your favorite celebrity endorsement? Why?
2. From your point of view, Do celebrities affect your experience as a customer?
3. Can you mention a celebrity that gave you a worst customer experience toward a certain brand?
4. Do you think the strong relationship between the customer and celebrity can build strong customer experience toward a company or a brand?
5. How would you react if someone criticizes a certain brand endorsed by your favorable celebrity?
6. Do you think when a company endorses a celebrity, it creates cognitive and emotional response? (provide an example)

Attractiveness dimension:
7. From your point of view, what makes any celebrity attractive?
8. "Nowadays people are caring about their social and prestigious level". Do you think you are attracted emotionally to a celebrity's lifestyle?
9. Do you think celebrity endorsement attractiveness influences the customer's experience? Describe?

Trustworthiness dimension:
10. From your perspective, what makes a celebrity a source of trust?
11. "It is known nowadays that customers, especially the young, have become more knowledgeable and are aware of the fact that celebrities are driven by the companies". Do you think celebrity trustworthiness leverages the customer experience?
12. Does celebrity attractiveness affect your senses? In other words, does celebrity attractiveness arouse pleasure, excitement or sense of beauty?
13. Do you think celebrity endorsement untrustworthiness imposes a negative impact on customer experience?
14. Some celebrities endorse competing brands; do you think these celebrities pose a similar favorable impact on you? Discuss

Expertise dimension:
15. Sometimes celebrities endorse products unrelated to their professions, how would you evaluate this?
16. Do you think companies have to select expertise celebrity in order to build favorable customer experience?
17. Do you think customers will not accept non expertise celebrity endorsement? even if the celebrity is a source of trust or attractiveness?

Appendix 2: Survey Statements

- I prefer to watch advertisements with physically attractive celebrities (beautiful, elegant, classy)
- I think attractiveness is an important characteristic for celebrity endorsers.
- I feel that a physically attractive celebrity influences my experience towards a brand.
- I find it easy to remember a brand that is endorsed by an attractive celebrity.
- I think an advertisement with an expert celebrity is more credible.
- I pay more attention to advertisements using an expert celebrity.
- I will buy a product if the celebrity endorsing it, is an expert.
- I can easily recall an advertisement with a trustworthy celebrity.
- I prefer a product if the celebrity is perceived to be a trustworthy person.
- I think a brand endorsed by a trustworthy celebrity is more desirable.
- An advertisement with attractive celebrity enhances my emotions/ mood.
- I have positive feelings while watching an advertisement with an expert celebrity.
- The advertisement with trustworthy celebrity increases my likelihood of a product (the attraction towards the product)
- The advertisement with a trustworthy celebrity challenges my perception (the way I see the product)
- I add to my knowledge while watching an advertisement with an expert celebrity.
- I gain positive insights while watching the ad with a trustworthy celebrity.
- The advertisement with trustworthy celebrity enhances my senses (makes me want to sense the product (eat, smell, touch)

- I have sense of excitement while watching an ad with an attractive celebrity.
- The advertisement with trustworthy celebrity positively engaged me in many ways.

Appendix 3: NVivo Screenshots

Nodes

Name	Files
CE & CX	13

Name	Files
CE & behavioural component	13
CE & Cognitive component	12
CE & Emotional component	12
Negative	13
Positive	13

Celebrity Endorsement	13

Name	Files
Attractivness	13
Expertise	3
Trustworthiness	13

Expertise & CX	13

Name	Files
Cognitive	12

Trustworthness & CX	13

Name	Files
behavioural	7
Cognitive	8
Emotional	7

Untrustworthness & CX	13

Nodes

Name	Files
Attractivness & CX	12

Name	Files
Behavioural	10
Emotional	9
Life Style	13
Sensorial	13

CE & CX	13

Name	Files
CE & behavioural component	13
CE & Cognitive component	12
CE & Emotional component	12
Negative	13
Positive	13

Celebrity Endorsement	13

Name	Files
Attractivness	13
Expertise	3
Trustworthiness	13

Expertise & CX	13

Name	Files
Cognitive	12

Trustworthness & CX	13

Name	Files

Name	Files	References
Attractivness & CX	12	29
CE & CX	13	76
Celebrity Endorsement	13	16
Expertise & CX	13	61
Trustworthness & CX	13	31
Untrustworthness & CX	13	45

Nodes

Name	Files	References
Attractivness & CX	12	29
CE & CX	13	76
Celebrity Endorsement	13	16
Expertise & CX	13	61
Trustworthness & CX	13	31
Untrustworthness & CX	13	45

Files

Name	Codes	References
Dina	20	37
Sara Samir	21	69
Lara	20	54
Ahmed	17	46
Mariana	21	59
Lamis	21	56
Joy	20	49
Menna	15	25
Mayar	19	52
Teriam	17	31
Omnia	18	43
Noha	19	35
Fatma	20	64

Appendix 4: Pilot Testing Statistics

Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SMEAN (Celebrity Endorsement)	37	2.2	6.7	4.7971	1.13712
SMEAN (Customer Experience)	37	1.67	6.44	4.3746	1.10308
Valid N (listwise)	37				

Reliability

Case Processing Summary			
		N	%
Cases	Valid	32	86.5
	Excludeda	5	13.5
	Total	37	100
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
0.93	19

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688a	0.473	0.458	0.81203
a. Predictors: (Constant), SMEAN (Celebrity Endorsement)				

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.174	0.586		2.002	0.053
	SMEAN (Celebrity Endorsement)	0.667	0.119	0.688	5.606	<.001
a. Dependent Variable: SMEAN (Customer Experience)						