

“The influence of celebrities on the conspicuous consumption of Saudi youth”

AUTHORS	Ghada A. R. Al-Turif  Hessa A. R. Al-Sanad 
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Ghada A. R. Al-Turif, Professor,
Department of Social Planning, College
of Social Work, Princess Nourah bint
Abdulrahman University, Saudi Arabia.
(Corresponding author)

Hessa A. R. Al-Sanad, Associate
Professor, Department of Social
Planning, College of Social Work,
Princess Nourah bint Abdulrahman
University, Saudi Arabia.



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Ghada A. R. Al-Turif (Saudi Arabia), Hessa A. R. Al-Sanad (Saudi Arabia)

THE INFLUENCE OF CELEBRITIES ON THE CONSPICUOUS CONSUMPTION OF SAUDI YOUTH

Abstract

This study aims to assess the influence of celebrities on the conspicuous consumption of Saudi youth. A descriptive study using a social survey method with 309 randomly selected Saudi students was conducted. A questionnaire was used to gather data. The model included 36 questions. The study utilized the Likert scale, SPSS statistical software, mono-variation analysis, the least difference (LSD) test. The assessment of the sample demographic variables shows that the research population is diversified. The results showed that the most prominent areas of conspicuous consumption for youths were buying clothes, perfumes, cosmetics, and jewelry (the average was 2.70 out of 3). It was also concluded that the major way that celebrities use to present products to the audience is the indirect marketing method (the average was 2.87 out of 3). The main reasons behind youth following celebrities were the celebrity's attractiveness and a large number of followers (the average was 2.89 out of 3). The manifestations of celebrities' influence on youths were apparent in their conspicuous consumption as the youths were interested in being the first to buy the products announced by celebrities, which gave them a sense of distinction compared to their friends (the average was 2.89 out of 3). Unplanned purchases were the main difficulty that youth faced in regard to budget management (the average was 2.75 out of 3). The study recommends intensifying awareness of rationalizing consumption and eliminating the negative values of conspicuous consumption among Saudi youths.

Keywords

consumer, behavior, social media, society, survey,
youths, marketing, advertising, students

JEL Classification

M31, M37, D12, E21

INTRODUCTION

Consumption is a crucial topic that has begun to gain more attention in recent years due to the spread of conspicuous consumption. This phenomenon is characterized by the glorification of ownership, boasting, imitation, and simulation of others. As a result, many of the desires of perfectionism have become urgent for young people.

Conspicuous consumption has increased with the changes in Saudi society and the technological revolution. This is due to the spread and use of modern media and communication technology, such as social media. Social medias are no longer limited to communicating and exchanging ideas. They have become influential tools companies and enterprises use to market products. This is especially true in Saudi society, where there is a high interest in social media. As a result, new horizons have opened up in marketing goods and services through social media influencers.

One's manifest behavior is linked to a general intellectual consensus that the image of the other in mind reflects the nature of material holdings, which defines a general form of identity. Consequently, manifest consumption derives its existence from the importance of

others to the individual. That importance, linked to multiple needs, takes symbolic forms within an organized framework in which the overall meaning of the symbol is transcended. Thus, consumption is perceived as an end in itself, linked to a particular way of life and forms of social differentiation. This makes individuals turn toward consumption regardless of their actual needs due to being influenced by others and market variables. Class identity does not focus on work or profession as much as it leaves on consumption patterns, which is reflected in the constant quest to develop differentiated lifestyles.

Due to the influence of social media celebrities on community members' behavior, habits, ideas, opinions, and tastes, both negatively and positively, it has been noted that the various advertisements provided by celebrities have an essential role in changing the attitudes of their young followers toward conspicuous consumption at the individual, family, and community levels. As a result, there is a tradition of celebrity lifestyle followed by high-income social groups and constantly sought by other social groups.

1. LITERATURE REVIEW

Consumption is a complex societal issue with many dimensions; it is not only an economic but also a socio-cultural issue. Consumer culture constitutes a new competitive form, primarily if it is associated with youths with the apparent consumer behavior that determines the class and the individual's prestigious social and material level.

Veblen (1899) was the first to use conspicuous consumption in writing, analyzing the nature of apparent consumption and its relationship to social class. The apparent consumption makes the individual feel proud and boastful and gives him a prestigious social status, so people consider him a member of the aristocracy. Some individuals from the poor aspire to belong to the upper classes, and this can only be achieved through their entry into the field of apparent consumption.

Al-Thaqafi (2022) argues that Saudi society is going through many changes that have affected social, economic, and cultural structures, especially with the economic and technological boom that has re-engineered society and made it keep pace with global developments, including consumer culture, which has known a paradigm shift with the digital revolution. The study explored the changing consumer culture of women in Saudi Arabia. Women were found to consume luxury goods and services to express their individuality and self-worth. Also, women increasingly use social media to compare themselves to others and feel pressure to consume more.

Veblen (1988) states that conspicuous consumption is represented by the consumption of some

types of expensive goods and brands, such as jewelry or clothing, representing aristocracy. Obeidat (2012) argues that consumer behavior is no longer limited to some goods and services, but consumption itself has become a method of self-expression. In other meaning, the ability to consume has become an element of the consumer's satisfaction, and taste, fashion, or lifestyle has become a criterion for social differentiation. Conspicuous consumption is influenced by imitation and emulation because the media influence people.

Danlos (2016) states that the desires of individuals are determined not only by material needs for goods and services. They are affected by the characteristics of the environment, the social relations in which they live, and the relations prevailing in it, which in turn are affected by the values, customs, and traditions of this environment and its social classes.

Hijazi (2022) states that youths tend to form a mental image of themselves and their body, which may help them to have stability and certainty or cause frustration and anxiety. Youths derive their ideal self-image from the images of art, sports stars, and influencers, which are promoted through social networking. They are keen to confirm their distinction and highlight their identity through their appearance in dress or hairstyles, the places they travel to, the restaurants they frequent, etc. This is due to the desire of youths to excel and be perceived by others as valuing their entity, independence, and difference.

Hamid and Mohammed (2019) argue that because of the increasing number of social media users, which has made a qualitative transmission in

the level of communication and advertising, and the decline in the influence of traditional channels, digital media is on the rise. People are exposed every day to influencer marketing, whether they realize it or not. Influencer marketing connects brands to the content of the influencers' stories, which followers rely on to make purchasing decisions.

Aal and Mohamed (2022) state that there is an influence on followers, whether through direct or indirect ads. Celebrities display their diaries, favorite drinks, clothing, distinctive holdings, etc. Followers and fans seek to imitate the celebrity, whether in his precious possessions, daily habits, deeds, and the like.

Bukhari (2022) states that many studies dealt with conspicuous consumption, including Aal and Mohamed (2022), which aimed to identify the factors affecting the conspicuous consumption of Saudi women. It was found that the order of factors is as follows: social, economic, and media factors. Bukhari (2022, p. 24) analyzes the nature of Saudi Arabia's conspicuous consumption of luxury goods and finds that personal disposable income is a major determinant, indicating that luxury goods are essential for the Saudi consumer.

Qanbar (2020) states that conspicuous consumption is an essential feature of an individual's social behavior in modern society, so interest in conspicuous objects varies depending on the factors that influence them. Kazem (2006) investigated the factors that drive individuals not to consume conspicuously. The study found that social pressure is the most crucial factor. Economic factors, such as income and wealth, also play a role in conspicuous consumption. People with higher incomes are more likely to consume conspicuously.

Al-Hajj (2019) analyzed the role of social factors in influencing conspicuous consumption. Social factors, such as peer pressure and the desire to be seen as successful, play a significant role. The media can influence conspicuous consumption by promoting images of wealth and luxury. Specifically, the study found that people are more likely to consume conspicuously if they see others doing so and if they believe that consuming conspicuously will make them appear more successful.

Hassan (2010) examined the impact of advertising on apparent consumption. The study found that advertising can have a significant impact. The type of advertising, such as celebrity endorsements or product demonstrations, can influence the impact of advertising on apparent consumption. Al-Masafa (2011) studied the impact of community stars on television on the decision to buy cosmetics. The type of community star, such as a beauty expert or a celebrity, can influence the decision to buy cosmetics.

Vemmuccio (2014) researched the effectiveness of influential marketing in consumers' purchasing decisions. The study found that influential marketing can be very effective. The type of influencer, such as a movie star or an athlete, can influence the effectiveness of influential marketing. Surana (2008) explored the impact of celebrities on consumers' purchasing decisions. The study confirmed that celebrities can influence consumers' purchasing decisions.

Tabshoush and Mizaash (2022) analyzed the role of social networking in spreading and promoting the culture of consumption. The study found that social networking can play a significant role in the spread and promotion of the culture of consumption. Booth and Matic (2011) revealed that influencers can significantly impact the purchasing decisions of their followers. This is because influencers are seen as credible and trustworthy sources of information. They are also seen as aspirational figures, and their followers often want to emulate their lifestyles. As a result, influencers can effectively market products and services to their followers.

Rosenthal (2015) examined the role of influencers in social networking. The study concluded that influencers are becoming increasingly important for marketers. This is because social media platforms are popular, and people spend more time on them. As a result, marketers are looking for ways to reach their target audiences on social media. Influencers can be a great way to do this, as they already have a large number of people interested in the products or services the marketer is selling.

Abidin (2017) assessed the reactions of followers to what influencers post. The study found that followers tend to react positively to what influencers

post. This is because they view influencers as aspirational figures and want to be like them. As a result, they are more likely to purchase products or services that influencers recommend.

Maria (2014) concluded that brands use influencers to market their products to university youth. This is because university youth are more likely to be exposed to and affected by social media. As a result, brands are finding that they can reach a wider audience and have a greater impact on their target market by using influencers on social media.

Hollenbeck and Kaikati (2012) examined how consumers express themselves as ideal by showcasing the brands they own on social media. The study found that consumers often use social media to show off their own brands. This is because they want to be seen as flourishing and aspirational.

Conspicuous consumption is a complex issue with many dimensions. It is influenced by a variety of factors, including social class, economic status, and the media. Youths are particularly susceptible to conspicuous consumption, often striving to establish their identity and social status. This information can be used by businesses and organizations to develop strategies to influence the consumption habits of Saudi youth. The study also contributes to the body of knowledge on consumer behavior.

Thus, this study aims to identify the impact of celebrities on the conspicuous consumption of Saudi youth.

2. METHOD

In order to explain how various aspects are connected and to help predict the future of the current phenomenon, the paper provides information and facts about the phenomenon currently being studied (Tarif, 2019; Pandey, 2014). In addition to gathering and numerically characterizing data, quantitative identification was used to communicate discoveries, generalizations, and new connections. In order to determine the impact of social media celebrities on young people's consumer behavior and to develop proposals that would help to rationalize young people's consumer behavior,

previous literature, as well as data collection and analysis, were reviewed.

The social survey has been adopted as one of the key techniques used in descriptive-analytical studies. It covers all aspects of social life (Al-Maaita, 2010, p. 24). It also enables the researcher to study a small sample of society and disseminate its findings to all study community members (Hamzawi, 2012, p. 110). The sample survey method is one of the most widely used methods in social research since it saves time, effort, and money. It also produces accurate results (Hassan, 1998, p. 306).

The questionnaire was selected as the main tool for collecting field material. It is an appropriate tool for obtaining information, data, and facts related to a particular reality. It provides several questions to be answered by individuals in the study community (Obaidat et al., 1993).

The questionnaire comprises two parts: the first part includes questions regarding gender, marital status, educational level, count of family members, and the family's monthly income. The second part measures social media celebrities' impact on young people's appearance consumption. The model included 36 questions (they were short, concise, and clear). The study utilized the Likert scale.

SPSS statistical software was utilized to accomplish the study's objectives and assess the data. Next, the following statistical measures were calculated: repetitions and percentages, weighted average arithmetic, arithmetic average, and standard deviation. The paper used mono-variation analysis. After filling and retrieving forms, the data are reviewed, coded, unloaded, then analyzed.

3. RESULTS

A random sample of Saudi youth was selected to define the impact of social media celebrities on the conspicuous consumption of Saudi youth (comprising 309 individuals). Table 1 displays sample characteristics. The majority are single, followed by married, then divorced or widowed. It also displays that the highest percentage of respondents have a bachelor's degree, followed by secondary education and, finally, higher education.

Table 1. Distribution of research sample

Variable	Subgroup	Frequency	Percentage
Marital status	Single	199	64.40%
	Married	78	25.24%
	Divorced or widowed	32	10.36%
Level of education	Secondary or less	27	8.74%
	Bachelor's degree	257	83.17%
	Higher education	25	8.09%
Number of family members	1-4 persons	40	12.94%
	5-8 persons	200	64.72%
	9 persons or more	69	22.33%
Monthly income	High	55	17.80%
	Medium	212	68.61%
	Low	42	13.59%

Regarding the number of family members, the lowest percentage were families composed of 1-4 persons, while the majority were families with 5-8 persons. Most of those surveyed respondents have a medium income level, followed by a high-income level, and the lowest percentage have a low-income level. Upon the assessment of the sample demographic variables, it is evident that the research population is diversified.

Table 2 examines the sample responses regarding areas of conspicuous consumption of youths. Most sample members agreed with the following statements: "I often buy clothes, perfumes, cosmetics, jewelry, etc." and "I often visit restaurants, hotels, entertainment, and travel." In contrast, most disagreed with the "I often purchase furniture and cars" statement. The high-

est average was 2.70 out of 3 for the statement "I often buy clothes, perfumes, cosmetics, jewelry, etc." In contrast, the lowest average (1.56) was for the statement "I often purchase furniture and cars."

Table 3 shows a statistical difference (at the level of 0.01) between the frequencies of the responses of the sample members in favor of the response "agree" on all the listed statements. The highest percentage of the sample members statistically agree on all the methods followed by celebrities in presenting products to followers. The highest average was 2.87 out of 3 for the statement "A celebrity puts a tweet about a product he liked or a service." The lowest average was 2.43 for the statement "A celebrity provides direct advertisements for products."

Table 2. Areas of conspicuous consumption of youth

Statement	Agree		Neutral		Disagree		K ² value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
I often visit restaurants, hotels, entertainment, and travel	232	75.1	50	16.2	27	8.7	244.9**	2.66	2
I often buy clothes, perfumes, cosmetics, jewelry, etc.	244	79.0	36	11.7	29	9.4	289.8**	2.70	1
I often purchase furniture and cars	78	25.2	18	5.8	213	68.9	193.7**	1.56	3

Note: ** Statistically significant at 0.01.

Table 3. Methods used by celebrities to display products to followers

Statement	Agree		Neutral		Disagree		K ² value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
A celebrity puts a tweet about a product he liked or a service	274	88.7	29	9.4	6	1.9	428.4**	2.87	1
A celebrity takes pictures of the country during the holiday season, hotels and restaurants	235	76.1	38	12.3	36	11.7	253.8**	2.64	3
A celebrity advises followers of some brands he has personally tried	238	77.0	50	16.2	21	6.8	269.5**	2.70	2
A celebrity photographs himself and shows the brands he wears and prefers to use	241	78.0	44	14.2	24	7.8	279.3**	2.70	2
A celebrity provides direct advertisements for products	172	55.7	98	31.7	39	12.6	86.2**	2.43	4

Note: ** Statistically significant at 0.01.

Table 4. Reasons why youths follow their favorite celebrities

Statement	Agree		Neutral		Disagree		K ² value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
A celebrity has a distinctive look when he /she shows up	240	77.7	39	12.6	30	9.7	273.7**	2.68	2
A celebrity has great ideas when presenting topics	66	21.4	45	14.6	198	64.1	133.6**	1.57	8
I get discounts on products announced by celebrities	161	52.1	52	16.8	96	31.1	58.4**	2.21	5
A celebrity is credible in offering products based on personal experience	207	67.0	74	23.9	28	9.1	167.8**	2.58	3
A celebrity puts direct buying links and discounts	224	72.5	30	9.7	55	17.8	216.3**	2.55	4
A celebrity tests products with followers and answers their requests	123	39.8	72	23.3	114	36.9	14.4**	2.03	6
A celebrity is attractive and has a great number of followers	280	90.6	23	7.4	6	1.9	457.7**	2.89	1
I love what a celebrity uses and where he/she goes	77	24.9	51	16.5	181	58.6	91.9**	1.66	7

Note: ** Statistically significant at 0.01.

Table 4 shows that there is a statistical difference (at the level of 0.01) between the frequencies of the responses of the sample members in favor of the response “agree” on all the listed statements except for “A celebrity has great ideas when presenting topics” where the difference was in favor of the response “disagree.” The highest average was 2.89 out of 3 for the statement “A celebrity is attractive and has a great number of followers,” while the lowest average was 1.57 for the statement “A celebrity has great ideas when presenting topics.”

According to Table 5, there is a statistical difference (at the level of 0.01) between the frequencies of the sample responses in favor of the response “agree” on all the listed statements. The highest average was 2.89 out of 3 for the statement “I am the first to buy goods advertised by celebrities compared to my friends.” In contrast, the lowest average was 2.11 for the statement, “I take photographs of my valuables and share them on social media with others.”

Table 5. Manifestations of the influence of celebrities on the conspicuous consumption of youths

Statement	Agree		Neutral		Disagree		K2 value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
I am the first to buy goods advertised by celebrities compared to my friends	279	90.3	27	8.7	3	1.0	453.9**	2.89	1
I prefer to visit restaurants and hotels where celebrities go	202	65.4	80	25.9	27	8.7	156.4**	2.57	5
I take photographs of my valuables and share them on social media with others	144	46.6	56	18.1	109	35.3	38.1**	2.11	8
I make sure I use the same brands that celebrities do	247	79.9	23	7.4	39	12.6	303.2**	2.67	3
I love being like celebrities in their choices, such as dresses and hairstyles	261	84.5	24	7.8	24	7.8	363.6**	2.77	2
There is a great similarity between me and the celebrities I imitate in dress and style	231	74.8	18	5.8	60	19.4	247.2**	2.55	6
What I buy depends on the taste and choices of the celebrities	142	46.0	68	22.0	99	32.0	26.8**	2.14	7
I like living a high-class life like a celebrity	240	77.7	33	10.7	36	11.7	273.4**	2.66	4

Note: ** Statistically significant at 0.01.

Table 6. Negative effects of conspicuous consumption on youth

Statement	Agree		Neutral		Disagree		K2 value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
I build up debts on my family and inability to pay them back	93	30.1	72	23.3	144	46.6	26.6**	1.83	5
I lack personal savings	84	27.2	30	9.7	195	63.1	137.4**	1.64	6
I apply for bank loans for the maintenance of my social status	162	52.4	62	20.1	85	27.5	53.3**	2.25	2
I am forced to pay for consumable and luxurious goods and services	135	43.7	66	21.4	108	35.0	23.5**	2.09	4
Financial crises are expected to occur by the end of the month	141	45.6	57	18.4	111	35.9	35.2**	2.10	3
I ask for debt to purchase my needs	174	56.3	60	19.4	75	24.3	74.5**	2.32	1

Note: ** Statistically significant at 0.01.

Table 7. Obstacles facing budget management among youth

Statement	Agree		Neutral		Disagree		K2 value	Avg	Rank
	Freq.	%	Freq.	%	Freq.	%			
Unexpected and unplanned spending	258	83.5	24	7.8	27	8.7	349.9**	2.75	1
Rushing and wanting to buy a whole new one	219	70.9	53	17.2	37	12.0	197.2**	2.59	4
Lack of prioritization of spending for youths	258	83.5	18	5.8	33	10.7	351.0**	2.73	2
Lack of financial planning and savings experience	186	60.2	41	13.3	82	26.5	108.5**	2.34	6
Focus on high-priced brands	237	76.7	39	12.6	33	10.7	261.7**	2.66	3
An intense desire to appear in a suitable social aspect	215	69.6	39	12.6	55	17.8	183.9**	2.52	5

Note: ** Statistically significant at 0.01.

Table 6 shows the statistical difference (at the level of 0.01) between the frequencies of the sample responses in favor of the response “agree” on all the statements except for two statements: “I lack personal savings” and “I build up debts on my family and inability to pay back” where the difference was in favor of the response “disagree” and “neutral,” accordingly. Most respondents agree statistically on all the negative effects of conspicuous consumption on youths. The highest average was 2.32 out of 3 for the statement “I ask for debt to purchase my needs,” while the lowest average was 1.64 for the statement “I lack personal savings.”

Table 7 shows a statistical difference (at the level of 0.01) between the frequencies of the sample responses in favor of the response “agree” on all the statements. The highest percentage of respondents agree statistically on all the obstacles facing budget management among youths. The highest average was 2.75 out of 3 for the statement “Unexpected and unplanned spending,” while the lowest average was 2.34 for the statement “Lack of financial planning and savings experience.”

According to Table 8, there are statistically significant variations at the level of 0.05 in the

Table 8. Multivariate variance analysis of the differences in the conspicuous consumption behavior of youths in light of demographic characteristics

Source of contrast	Dependent variables	Sum of Squares	Degrees of freedom	Mean of squares	Value (P)	Level of significance
Marital status	Areas of conspicuous consumption for youth	0.41	2	0.21	0.11	0.90
	Celebrity methods for presenting products to followers	6.02	2	3.01	0.97	0.38
	Reasons that youth follow their favorite celebrities	41.37	2	20.68	2.43	0.09
	Manifestations of the influence of celebrities on the conspicuous consumption of youth	67.24	2	33.62	4.52	0.01
	Negative effects of conspicuous consumption on youth	116.70	2	58.35	4.25	0.05
	Obstacles to budget management among youth	24.38	2	12.19	1.51	0.22
Level of education	Areas of conspicuous consumption by youth	7.54	2	3.77	1.94	0.15
	Celebrity methods of showcasing products to followers	24.69	2	12.34	4.06	0.05
	Reasons that youth follow their favorite celebrities	3.15	2	1.58	0.18	0.83
	Manifestations of the influence of celebrities on the conspicuous consumption of youth	86.39	2	43.20	5.86	0.01
	Negative effects of conspicuous consumption on youth	45.44	2	22.72	1.63	0.20
	Obstacles to budget management among youth	75.52	2	37.76	4.78	0.01
Number of family members	Areas of conspicuous consumption by youth	12.19	2	6.09	3.16	0.05
	Celebrity methods of showcasing products to followers	0.51	2	0.26	0.08	0.92
	Reasons that youth follow their favorite celebrities	4.55	2	2.27	0.26	0.77
	Manifestations of the influence of celebrities on the conspicuous consumption of youth	137.07	2	68.54	9.51	0.01
	Negative effects of conspicuous consumption on youth	120.87	2	60.43	4.41	0.01
	Obstacles to budget management among youth	36.89	2	18.44	2.30	0.10
Monthly income	Areas of conspicuous consumption by youth	11.14	2	5.57	2.88	0.06
	Celebrity methods of showcasing products to followers	1.27	2	0.63	0.20	0.82
	Reasons that youth follow their favorite celebrities	16.35	2	8.17	0.95	0.39
	Manifestations of the influence of celebrities on the conspicuous consumption of youth	20.87	2	10.44	1.38	0.25
	Negative effects of conspicuous consumption on youth	139.79	2	69.90	5.12	0.01
	Obstacles to budget management among youth	15.88	2	7.94	0.98	0.38

“Manifestations of the influence of celebrities on the conspicuous consumption of youth” and “Negative effects of conspicuous consumption on youth” according to the study sample’s marital standings. The other axes of the questionnaire had no statistically significant differences considering the marital status of the research sample.

Using the least significant difference (LSD) test, it was discovered that the largest significant difference in axis “Manifestations of the influence of celebrities on the conspicuous consumption of youth” was the difference between married and single individuals in favor of married individuals. The average divorced individual’s response was 21.12, while the average of married individuals was 20.04. The most notable difference in the axis titled “Negative effects of conspicuous consumption on youth” was the difference between married and single individuals in favor of the singles, where the divorced average response was 11.27 while the married average response was 12.67.

Table 8 indicates statistically significant differences at the level of 0.05 in the axis “Celebrity methods of showcasing products to followers,” “Manifestations of the influence of celebrities on the conspicuous consumption of youth,” and “Obstacles to budget management among youth” in light of the sample’s educational level. In comparison, there are no statistically significant variations in the remaining axes of the questionnaire. Using the least difference (LSD) test, it was discovered that the largest differences were significant in “Celebrity methods of showcasing products to followers” and “Manifestations of the influence of celebrities on the conspicuous consumption of youth.” They were for the difference between secondary and higher education in favor of higher education in both cases. The average higher education in these two axes was 14.28 and 21.40, respectively, while the average level of secondary education for the same two axes were 13.44 and 18.89, respectively. The most significant difference in the axis “Obstacles to budget management among youth” is the difference between the secondary and the bachelor’s degree, where the average level of bachelor’s degree was 15.80 while the average level of secondary education was 14.44.

In addition, Table 8 indicates statistically significant differences at the level of 0.05 in the axes “Areas of conspicuous consumption by youth,” “Manifestations of the influence of celebrities on the conspicuous consumption of youth,” and “Negative effects of conspicuous consumption on youth” in light of the number of family members. At the same time, there are no statistically significant differences in the rest of the axes of the questionnaire. Using the least significant difference (LSD) test, it was revealed that the largest significant differences in each of these three axes are the differences between 5-8 family members and 9 members or more in favor of the last ones. The average responses of the 9 family members or more in these three axes were 8.04, 20.70, and 13.00, respectively. Whereas the average responses of the 5-8 family members in the same three axes were 7.65, 19.95, and 11.77, respectively.

Finally, Table 8 refers to the statistically significant differences at the level of 0.05 in “Negative effects of conspicuous consumption on youth” due to the sample’s monthly income of families. However, there are no statistically significant variations in other axes owing to monthly income. Using the least significant difference (LSD) test, it was discovered that the largest significant difference in “Negative effects of conspicuous consumption on youth” was the difference between those with high monthly income and those with low monthly income in favor of families with high monthly income.

4. DISCUSSION

The study results show young people’s interest in buying clothes, perfumes, cosmetics, and jewelry, as well as going to restaurants, hotels, entertainment, and travel. This result indicates the interest of youths in consumption, which is reflected in the general appearance of their clothes and the places they frequent.

Concerning the methods used by celebrities to display products to followers, it became clear that most of the products are displayed indirectly. For example, a celebrity puts a tweet about a product he liked or displays the product in an advising style to followers and advises them to try some of the brands,

reviews the brands he/she wears and prefers to use, and depicts the country in which he/she spends his vacation, hotels, and restaurants, which are often indirect advertisements for many products. In the last place, followers see that the celebrity directly advertises products. This means that youths focus on the celebrity lifestyle. The revealed results are consistent with Abidin (2017), Vemmuccio (2014), Hassan (2010), Al-Masafa (2011), Tabshoush and Mizaash (2022), Hamid and Mohammed (2019), Al-Hajj (2019), and Surana (2008).

The study identified the most prominent reasons why youths follow their favorite celebrities. They are: a celebrity is attractive and has a large number of followers; a celebrity has a distinctive look, with credibility in the exhibition of products for own personal experience; a celebrity puts direct purchase links and discounts; a celebrity tries products with followers and responds to their inquiries. It is clear from these phrases that youths' follow-up to celebrities depends on the appearance of celebrities, as the interest in the ideas presented by the celebrity was in last place, which means youths focus more on appearance. These findings are consistent with Booth and Matic (2011, p. 184), Rosenthal (2015, p. 116), Vemmuccio (2014, p. 220), Abidin (2017, p. 445), Hassan (2010, p. 15), Al-Masafa (2011, p. 93), Tabshoush and Mizaash (2022, p. 149), Hamid and Mohammed (2019, p. 564), Al-Hajj (2019, p. 178), and Surana (2008, p. 45). Thus, the follow-up of youth celebrities is due to the strong admiration of celebrities.

As for the manifestations of the influence of celebrities on the conspicuous consumption of youths, the following statements were arranged: I am the first to buy products advertised by celebrities compared to my friends; I like to appear as distinctive as celebrities in their choices such as dress and haircuts; I make sure to use the same brands used by celebrities; I like to live a life of luxury like celebrities; I prefer to visit restaurants and hotels that celebrities go to; there is a great similarity between me and the celebrity that I follow in dress and style; I rely in my purchases on the taste and choices of celebrities; I take photographs of my precious belongings and share them on social media with others. It is clear from the results that celebrities have a clear impact on the consumer behavior of youths and their keenness to imitate celebrities in their choices of clothes,

hairstyles, and the like, as they believe that celebrities live an ideal life and wish to live like them. These results are consistent with Hassan (2010, p. 15), Al-Masafa (2011, p. 93), Vemmuccio (2014, p. 240), Hamid and Mohammed (2019, p. 564), Surana (2008, p. 45), Tabshoush and Mizaash (2022, p. 149), Al-Hajj (2019, p. 178), Booth and Matic (2011, p. 184), Rosenthal (2015, p. 116), and Abidin (2017, p. 455). Thus, followers' reactions to what influencers post are positive, and they are perceived as living a perfect life.

Concerning the negative effects of physical consumption on youths, the following statements were arranged: I am forced to borrow to buy my needs; I apply for bank loans to maintain my social status; I fall into financial crises at the end of the month; I am forced to pay in installments for consumer goods, services and luxuries; the accumulation of debts on my family and the inability to repay; I lack personal savings. These results show that youth spend without planning, which makes them financially distressed. This is consistent with many studies that dealt with the relationship between conspicuous consumption and social and economic factors, including Aal and Mohamed (2022, p. 162), Bukhari (2022, p. 24), Qanbar (2020, p. 140), Al-Thaqafi (2022, p. 124), Kazem (2006, p. 116), and Al-Hajj (2019, p. 178).

Concerning the obstacles facing budget management among youths, the following statements were arranged: unexpected and unplanned spending; failure to prioritize spending for youths; constantly buying high-priced brands; haste in buying; a desire to acquire everything new and to appear socially appropriate; the absence of a culture of financial planning and savings. Therefore, youths are interested in social factors to appear socially appropriate and spend without planning and prioritization. Many studies that analyzed the relationship between conspicuous consumption and socio-economic factors support this finding, including Aal and Mohamed (2022, p. 162), Bukhari (2022, p. 24), Qanbar (2020, p. 140), Al-Thaqafi (2022, p. 124), Kazem (2006, p. 116), and Al-Hajj (2019, p. 178).

In light of the results, the study offers several recommendations. First, it is vital to increase awareness of consumption, eliminate negative consumer values and encourage young people to save, and

disseminate its culture of rationalization to youth and all groups in society. This can be achieved through civil society institutions and various guidance programs to develop consumer awareness for youths to understand the nation's future.

Second, the youths should be provided with financial planning skills to balance revenues and expenses, cover emergency expenses, pay financial dues, know the expected surplus and how to invest it, and the expected deficit and ways to address it. Third, the study emphasizes the role of family in directing youths to follow the method of proper physical consumption that does not conflict with its monetary determinants and in a way that allows them to adapt to all social conditions to ensure that the youth perform their social role in a manner consistent with the standards of socially acceptable behavior.

Fourth, the study emphasizes the role of media in achieving a balanced vision of conspicuous consumption through the establishment of scientific seminars to disseminate the correct ways to in-

teract with conspicuous consumption so as not to exceed the desired range of consumer values of society, without extravagance or exaggeration in attention to appearance.

Celebrities' imitation of some youths may be due to the absence of an intellectual, cultural, or behavioral role model in society, in addition to curiosity and the emptiness experienced by youths. Thus, it is important to involve youths with some responsibilities and discover their abilities and potential in a way that enhances their self-confidence and helps them discover what they can succeed and innovate. Undoubtedly, the representation of good role models for them in appearance, thoughts, culture, and behavior increases their sense of self-respect and reduces celebrities' influence.

Finally, because of consumption in general and conspicuous consumption in particular, the study recommends conducting more studies on the conspicuous consumption of youths from psychological and economic perspectives.

CONCLUSION

Celebrities influence the formation of young people's personality, identity and aspirations, they represent the success they seek. Young people's admiration for the stardom of celebrities is not limited to form and fame, but goes beyond their imitation, whether with external appearance or the adoption of their views in dealing with life affairs. This may affect the real life they live, because it makes them make comparisons between the lives of celebrities on the one hand, their lives and the lives of people closest to it on the other hand, so they tend to underestimate their lives and those close to them. This makes them seek to live something similar to that of celebrities, believing that their whole lives are perfect full of comfort, positivity, ambition and profit. This prompts young people to try to prove themselves and evaluate their successes through "fame, rejecting the most traditional paths of success such as educational achievement, hard work and scientific qualifications.

In conclusion, everyone must live independently as independent people and not be just a replica similar to other people's lives. Everything that reads and watches from behind the screens, everything that declares celebrities is marketed for a fee, so expenses must be according to need and the list of priorities in proportion to income.

AUTHOR CONTRIBUTIONS

Conceptualization: Hessa A. R. Al-Sanad.

Data curation: Ghada A. R. Al-Turif.

Formal analysis: Hessa A. R. Al-Sanad.

Methodology: Ghada A. R. Al-Turif.

Project administration: Ghada A. R. Al-Turif.

Software: Hessa A. R. Al-Sanad.
Supervision: Ghada A. R. Al-Turif.
Writing – review & editing: Ghada A. R. Al-Turif.

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