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**Address**

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Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

Tel : +2237620818

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Egyptian Public Relations Association  
Arab Republic of Egypt,  
Giza, Dokki, Ben Elsarayat -1 Mohamed Al Zoghbi St.

Email: ceo@apr.agency - jprr@epra.org.eg

Web: www.apr.agency, www.jprr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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## **The Relationship between Youth Attitudes towards Celebrities Advertisement and their Purchasing Intention for the Advertised Product: A field Study**

*Dr. Merhan Mohsen Tantawy*

[mmerhan40@gmail.com](mailto:mmerhan40@gmail.com)

Assistant Professor of Public Relations & Advertising,  
College of Media and Communication Arts,  
Pharos University

### **Abstract**

Companies use celebrities to promote their products and urge consumers to buy them, as celebrities have a positive impact on them, especially companies make celebrities act as ambassadors for the brand of their products and thus increasing their profitability.

The reason why celebrities are used as speakers of products or brands is because of their growing influence compared to ordinary people who are not famous, as celebrities achieve a high degree of attention and remember for the product.

Thus, this study aimed to:

- Recognition youth Attitudes towards Celebrities Advertisements and the Purchasing Intention for the Advertised Product
- Recognition the relationship between the intensity of the celebrity ads and the purchasing intention towards the advertised product.
- Knowing the relationship between dimensions of celebrity credibility in ads and its reflection on the purchasing intention towards the advertised product
- Knowing how youth are aware of how well-known celebrities are with the nature of the products for which they are advertising and their purchasing intention towards the advertised product.

The most important results of the study - which was applied through the questionnaire on an intentional sample of youth who are exposed to advertisements - revealed a correlation between public attitude towards celebrity advertisements and the purchasing intention of the products advertised, which reflects the extent of the youth influence and their purchasing intentions with celebrities who advertise about various and diverse products.

The results revealed a correlation between celebrity credibility (attractiveness, credibility, experience) in advertisements and youth purchasing intention.

**Key words:** Celebrities, Purchasing intention, Advertisement , Brand.