IMPACT OF INTERNET CELEBRITY ENDORSEMENTS AND SOCIAL MEDIA INFLUENCERS ON THE CREATION OF BRAND IMAGE AND SALES THROUGH SOCIAL MEDIA

Abbas N Albarq[1], Shishi Kumar A/L Piaralal[2], Muhammad Awais Bhatti[3*], Ahmad Zainal Abidin Bin Abd Razak[4]

[1] School of Business, Management Department, King Faisal University, Saudi Arabia. Email: albarg@kfu.edu.sa
[2] Director, Open Univeristy Malayisa, Menara OUM, Block C, Kelana Center Point, Kelana Jaya, Malaysia. Email: ssshishi@oum.edu.my
[3*] School of Business, Management Department, King Faisal University, Saudi Arabia. Email: mbhatti@kfu.edu.sa
[4] Universiti Pendidikan Sultan Idris, Malaysia. Email: aahmadzainal@fpe.upsi.edu.my

Abstract: Social media is vital in shaping the brand image and increasing brand sales. This study investigates the impact of internet celebrity endorsement, social media influencer knowledge, and influencer appeal on brand image and sales. In addition, the mediation of brand image is evaluated in this study. The quantitative research approach is employed to collect data from Saudi Arabian telecom customers to meet the research objectives. The chosen method of sampling was purposive sampling. In the subsequent phase, the PLS-SEM approach is utilized to analyze the data collected from respondents. The results indicate that the hypothesized model is substantial, except for social media influencers' sales competence. The research findings have several managerial and theoretical implications supported by prior work. This research also contributes to the development of information regarding the use of social media celebrities for brand awareness within the Saudi Telecom Sector.

Keywords: Internet Celebrities, Social Media Influencers, Brand Image, Sales, Saudi Arabi

1. Introduction

Sales are the fundamental cause for the existence of businesses. Regardless of the organization's industry or size, increasing sales is the primary objective for its growth and prosperity. Expanding a company's sales can increase employee motivation, brand recognition, market share, profitability, and revenue. These aspects are crucial to the business's overall performance and health. As firms improve their sales, it will benefit their brand recognition, a vital asset for the organization. Increasing sales is, therefore, of strategic importance to corporations. Businesses must concentrate on variables that foster emotional or cognitive optimism among clients so they will purchase their products more frequently and consistently (Arifiya, Prasasty, & Nurhidayati, 2021). The perception or image of an organization in the minds of customers, celebrity endorsement, and social media influencers are among the factors that influence an organization's sales.

Image is the concept buyers have in their minds to explain the influence of behavior, mindset, attitude, and perception on adopting a product or brand. The brand's image refers to the perception associated with the brand's various perspectives. These attitudes include appreciation, contentment, and quality. In addition, brand image relates to the brand's non-functional qualities, images, and emotional attributes. It is crucial to have a strong brand image to establish a strong market position. Communicating and understanding what the brand stands for and developing a favorable image are crucial variables influencing and constructing brand image (Lin & Chuang, 2018). Celebrities play an essential part in developing brand image. Celebrities play a vital role in marketing as a marketing tool. They are considered practical communication methods. This sort of advertisement includes a variety of endorsers, easily recognizable and well-known celebrities, cartoon characters, and corporations. Using well-known celebrities to attract customers is one of the most likely strategies. In this sense, researchers have defined celebrity endorsement as "any individual who enjoys public awareness and uses this reputation to promote a consumer good by appearing in an advertisement with the product" (Ateke, Onwujiariri, & Nnennanya, 2015). Subsequently, these celebrities were cast in celebrity roles. Advertisers select celebrities to convey to consumers the features and benefits of their products—the use of celebrities as marketing tools has expanded in recent decades. Celebrity endorsement is one of the most effective marketing tactics for influencing customers' perceptions. Surprisingly, almost 30% of businesses use celebrities in their ads (Saleem, 2017). Hence, celebrity endorsement is crucial in efficiently communicating the brand's message and influencing consumers' buying intentions.

Since Web 2.0, the number of bloggers has risen dramatically. Social media influencers are a significant and unmistakable power in society today. Scholars have identified social media influencers as societal role models since they significantly affect individuals' lives (Sonzogni, 2022). They tend to influence the behavior, attitude, purchasing habits, education, and way of life of others. There is the potential for communication between social media influencers and consumers.

When social media endorsers write blogs, they can build and develop long-term customer relationships by influencing the reader's decision. The information flow from social media influencers is rapid and unrestricted. Over time, the prominence of social media influencers is increasing (Serman & Sims, 2020). Thus, customers depend on these influencers' blog recommendations the majority of the time. Potential clients viewed more than 55% of the blogs the social media influencer wrote. Thus, this study aims to investigate the impact of social media influencers and celebrity endorsement on brand image and sales within the Saudi telecom industry. This study also intends to examine the mediating effect of brand sales.

2. Literature Review

Social Media Influencers

According to experts, social media is a new form of online networking utilized by individuals. It tends to reach the most significant amount of people regardless of distance. Individuals can communicate with anyone in the world. Thus, it has become one of the most significant and effective methods for companies to interact with customers. Social media uses technology that facilitates collaboration, user-generated content, and interactive information (Serman & Sims, 2020). Trip advisor (used to network travelers), YouTube (used for video sharing), Facebook (used for social activities), and Wikipedia are examples of social media (used for references). Additional examples of social media are virtual worlds, folksonomies, podcasts, mashups, social networks, RSS technologies, Wikis, and weblogs.

Irbo and Mohammed (2020) define social media as "a collection of Internet-based apps based on the ideological and technological basis of Web 2.0." These platforms allow users to exchange and produce information and other content. Web 2.0 is a new software that may be utilized for social purposes. The primary objective of social media is to generate vast quantities of easily-shareable information. Via social networks, numerous people can communicate in a variety of ways. This communication may include images, messages, remarks, and information.

Social media influencers are individuals that enjoy fame and popularity on social media. They can influence the number of devoted followers. Some academics have stated that social media influencers are persons who have a significant impact on the social media audience (Karamustafic et al., 2020). They have the ability and capability to affect the mental condition of others. By publishing various blogs, social media influencers can sway decision-makers decisions. The readers of the blogs access them via social media sites, and they despise or enjoy them (Lim et al., 2017). They are therefore drawn to the blogs of social media celebrities.

According to academic research, social media influencers can be either individuals or organizations. They have the knowledge and ability to support various ideas and persuade the intended audience. After finding social media influencers, organizations can engage them. Engaging social media influencers primarily aims to promote messages and achieve corporate objectives. The benefits of social media influencers include obtaining high-quality content that can be used across several marketing platforms, contacting potential customers, and engaging current customers (Pang et al., 2016).

Previous studies' literature has characterized social media influencers' competence as the celebrity's product knowledge. The content supplied by the social media influencer influences the individuals who follow the celebrity positively. The competency of the source influences the receiver's behavior (Selkie, 2022). In contrast, Wiedmann and Von Mettenheim (2020) describe attractiveness as physical beauty and the influencer's face. According to earlier research, celebrity beauty plays a crucial role in influencing followers.

Internet celebrity endorsements

There are a variety of advertising tactics described in the literature. Among these, celebrity endorsement is a highly contentious issue among advertising experts. Few academics believe that celebrity endorsement is a cost-effective and efficient advertising approach. These studies have outlined various benefits, hazards, and unproductive strategies that firms employ when employing internet celebrity endorsements. According to scientists, a celebrity is a well-known and popular member of society. People regard organizations, characters, and persons as celebrity endorsers due to their accomplishments. Several firms utilize celebrities for product endorsement because using an endorsement approach enables organizations to promote the product's objectivity, reliability, persuasiveness, and credibility (Ateke & Onwujiariri, 2016).

Literature has already examined the advantages of leveraging celebrity endorsements by organizations. To this end, Herjanto et al. (2020) asserted that internet celebrity endorsement is an essential promotional strategy for increasing brand awareness, legitimacy, and visibility. The use of celebrities in advertising will (1) increase the organization's geographical reach, (2) improve the brand's meaning, (3) define the brand's meaning, (4) attract the attention of the surrounding community, and (5) strengthen the advertisement's message. In contrast, Geng, Wang, and Chen (2019) found that internet celebrity endorsement differs from traditional celebrity endorsement. The method by which an internet celebrity influences a customer's decision is also distinct from that of a celebrity who acquires fame through mass media. As a result of social media, internet celebrities are also significantly more accessible and connected to their fans. Internet celebrities derive the majority of their revenue from their following.

Brand image

Rahman et al. (2020) describe the brand image as "the representation of products in consumers' minds and how it perceives the attributes of products." It also refers to the perception or image of a product in the minds of consumers. The brand image influences customers' purchase decisions. A positive brand image affects consumers' intent to purchase the product or service. A positive brand image contributes to a company's success in its industry by fostering client trust and loyalty. Also, firms can improve income, sales, and profit due to their strong brand image (Baharuddin et al., 2022). Firms must prioritize delivering high-quality services and products to cultivate a positive brand image.

Sales

Sales are the process of convincing people to acquire services or products. Sales are the acquisition of products or services by customers or for other valuable considerations. Sales often comprise a company's efforts to sell its products or services to customers or clients to earn income and profits. Within a firm, the sales process involves a salesperson or salespeople who generate leads based on the organization's profile and target market (Momany & Alshboul, 2016). Typically, an organization's marketing department identifies leaders and follows the organization's sales process. The organizations design various promotional activities to encourage people to engage in e-commerce and make purchases.

This procedure may entail in-person meetings, phone calls, emails, and other modes of communication. In the current era of digitalization, m-commerce, and e-commerce have replaced the necessity for personal selling in the sales process (Ferina, Sri, & Putu, 2021). Researchers have stated that the time has come to transition from product-based selling to solution-based selling. Hence, firms must focus on a variety of aspects that contribute to the development of customer connections. Strategic partners are also key sales drivers for their firms (Bezai & Dehimi, 2021). Successful sales tactics include knowledge of the target market, the competitive environment, and the wants and preferences of the consumer.

Hypotheses Development

Relationship between Brand image and Sales

The companies' designed and sold-to-customers brand must be considered distinctive by the customers. This attribute is essential since brands must compete with other market participants based on their functional qualities. At the maturity stage of the product life cycle, a definite image of the service or product is created in clients' minds, which aids in market dominance. Also, brand sales are produced based on a particular brand image (Razy & Lajevardi, 2015). Previous research has highlighted the significance of strategically linking the brand's image with its market performance, market share, and sales. The sales figure reflects the brand's performance on the market.

Typically, organizations evaluate a brand's household-specific qualities and marketing instruments based on its marketing performance, such as its sales. Customer awareness of a brand creates a brand image. It is crucial to comprehend so that clients can positively respond to the brand's marketing effort. If consumers have the product knowledge and a favorable perception, firms will require fewer resources to enhance brand sales. A good brand image enables the brand to remain in the customer's mind for longer (Zhang, 2015). The primary objective of the marketing campaign is to cultivate good brand perception among customers and establish a certain brand image in their minds. As a result, the buying choice is stimulated, leading to a rise in brand sales.

H1: There is a significant relationship between Brand image and Sales.

Relationship between Internet celebrity endorsements, brand image, and Sales

Experts say developing a strong brand image is a highly complex process. This method is influenced by brand association, attitude, personality, competence, and identity. Internal and external influences separate these constituents. There is just one element among these variables, as a brand association is an external

component that includes celebrity. Customers are engaged in the buying procedure as a result of this association. The celebrity's image is tied to the brand's image. People attempt to purchase a brand associated with their personality (Gong & Li, 2017). Using a celebrity in a brand's marketing produces a favorable brand perception among consumers.

Internet celebrity endorsement is one of the essential strategies for establishing communication with clients. Celebrities who endorse a brand are an integral part of a particular culture. These celebrities convey specific messages and cultivate a brand image. According to previous research, if the brand's celebrity endorsers and brand image are consistent, it will benefit the brand's sales (Min et al., 2019). Previous research has demonstrated that firms must choose celebrities for endorsements. The image of the celebrity will play a crucial part in promoting brand positivity among customers and influencing their purchasing decisions. Johansson and Bozan (2017) discovered a similar favorable effect of celebrity on brand image.

In a study, researchers examined brand ambassadors' impact on the image of OPPO mobile phones (Mudzakir, 2018). According to the research, brand ambassadors significantly affect the brand's image. The study indicated that firms should utilize brand endorsements efficiently. In an additional analysis conducted by Wang and Hariandja (2016), the positive influence of brand ambassadors on brand image in Indonesia is documented. Few academics have also explored the effect of celebrity endorsement on brand image in the context of Zimbabwe, and the results of this study indicate a favorable correlation between these characteristics. Chan et al. (2021) reported identical outcomes. However, Alawadhi and Örs (2020) study indicated no significant association between brand image and celebrities. On the other hand, according to Adam and Hussain (2017), celebrities excite shoppers about a particular brand and positively affect its sales.

H2: There is a significant relationship between Internet celebrity endorsements and brand image.
H3: There is a significant relationship between Internet celebrity endorsements and sales.
H4: Brand image mediates the relationship between Internet celebrity endorsements and sales.

Relationship between Social media influencers and brand image

Social media alters how customers purchase things and utilize services. On the other hand, social media also plays a crucial part in enhancing brand image. Researchers have noted that corporations use a variety of social media outlets to sell their products. Influencers on social media are one of the essential methods of product promotion. Most users consider social media influencers role models and establish parallels between products and influencers. Social media users consider influencers as their role models. Social media influencers positively shape the brand image of any company (Nurhandayani, Syarief, & Najib, 2019). Social media influencers enhance the public's opinion of brands through their reviews, comments, and feedback.

Ren et al. (2023) found that social media influencers distribute more brand messages than company messaging. Customers' perceptions of a product are influenced by social media influencers (Solomon, 2017). Also, scholars asserted that the greater the perception of the social media influencer, the greater the brand's perception. Also, the marketing actions of social media influencers for a particular company spread a positive picture of the brand. Sometimes it is difficult for organizations to identify influential social media users. When the number of social media influencers increases, sales and brand image are subsequently affected.

Organizations employing social media influencers to market and advertise their businesses can promote their brands as more credible, effective, and innovatively than traditional advertising approaches. Moreover, it is one of the most important techniques to develop a positive brand image. Studies have stressed that social media influencers can assist shoppers in comprehending brand-related content. Because of the brands' credibility, the brand's sales and reputation increase (Matin, Khoshtaria, & Todua, 2022).

In addition, celebrities with more excellent brand knowledge and expertise are deemed more persuasive and capable of influencing the respondents' purchasing decisions. By using social media influencers who are professionals in brand advertising campaigns, the products directly impact customers' purchasing decisions and the brand's reputation (Baig & Shahzad, 2022). On the other hand, the attractiveness of celebrity endorsements favorably influences the attitude of customers. Moreover, beauty has a substantial favorable effect on brand image. Consequently, it is safe to claim that social media influencers significantly affect the brand's sales (Jarrar, Awobamise, & Aderibigbe, 2020). As a result of utilizing social media influencers in advertising, organizations can gain the faith and trust of their clients.

H5: There is a significant relationship between Social media influencer experts and brand image.
H6: A significant relationship exists between Social media influencers' attractiveness and brand image.
H7: A significant relationship exists between social media influencer experts and sales.
H8: A significant relationship exists between Social media influencers' attractiveness and sales.
H9: Brand image mediates the relationship between Social media influencers' attractiveness and sales.
H10: Brand image mediates the relationship between social media influencer experts and sales.

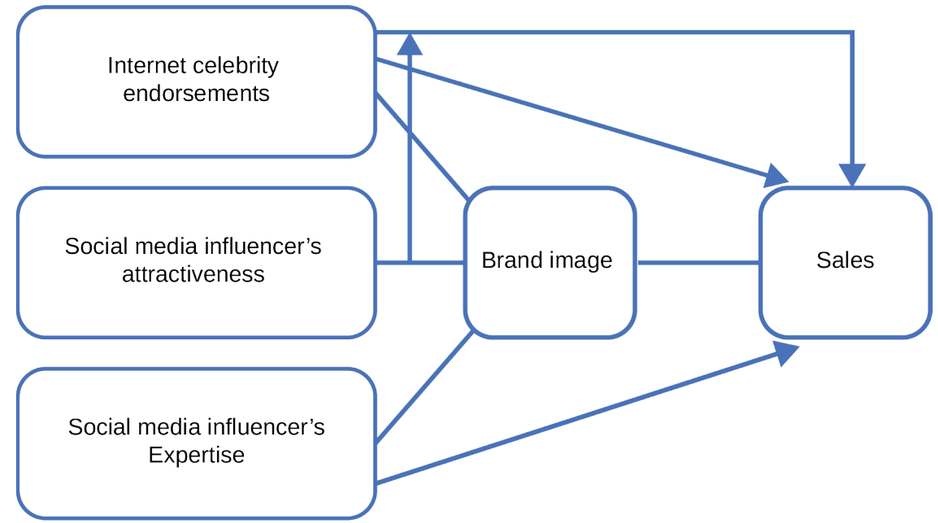

Figure 2: Theoretical framework

3. Method

The quantitative research strategy was employed to accomplish the aims of this study. Examining the impact of social media influencers and online celebrities on brand image and sales in the Saudi telecom industry is an intriguing objective of this study. Based on an analysis and evaluation of prior research, this study proposes the conceptual framework shown in Figure 1. In addition, hypotheses are frequently presented based on previous research. There are three independent variables and one dependent variable in the proposed model. This paradigm also incorporates a mediator. Customers of the Saudi Telecom sector, i.e., Saudi mobile phone operators, are included in the research sample. This study targeted clients using a strategy of purposive sampling. This study's sample is comprised of participants from a variety of geographic regions. The research employed a questionnaire survey based on previous pertinent material. Before collecting full-scale data, the questionnaire was forwarded to academics and professionals for screening and validation. Collecting data took a few days, and 237 replies from potential responders were included for further study. The variable measurements were adapted from previous research. These modified assessments were taken using a seven-point Likert scale ranging from (1 =strongly disagree to 7) highly agree. This study utilized Smart PLS 3 for the PLS-SEM methodology to conduct subsequent analysis procedures. This tool has several advantages over other statistical tools, such as AMOS.

This approach offers a variety of advantages, including the ability to manage complex conceptual models instead of analyzing them with other models. This analysis method is suggested for use in investigations, including reliability and validity testing (Hair et al., 2019). Yet, the research evaluated and offered structural and measurement models. In the present work, a measurement model was utilized for model validation. In addition, it was used to test the discriminant and convergent validity. Meanwhile, the study developed a structural model to investigate the stated idea (Hair et al., 2017).

4. Results

PLS-SEM is utilized in the study to present the findings. Various empirical studies highly recommend this program due to its significant statistical outcomes. These statistical findings are essential because they give researchers a clear perspective on the results. Thus, previous research has advocated this analysis due to its capacity to demonstrate effective data processing and analysis (Sarstedt et al., 2016). In addition, this method was chosen for this study because it has a mediating effect on the brand image (Hair et al., 2017).

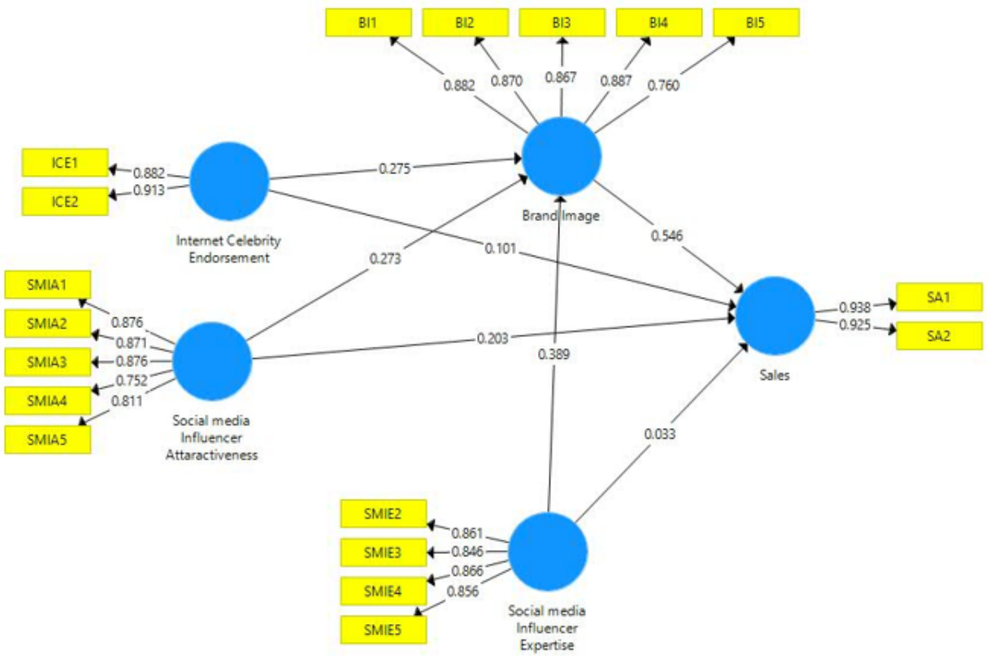

Figure 2: Measurement Model

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

To analyze the ability to measure the respective constructs, the evaluation process for the measurement model commenced with a study of essential needs relating to the validation of relevant measurement indicators. Hair et al. (2017) suggested many crucial tests be undertaken. For instance, factor loading tests include variables that indicate the degree of the variable's indicators to evaluate certain factors. In addition, these indicators must be assessed for their reliability, typically measured using Cronbach's Alpha Composite reliability. This procedure is essential for ensuring the indications are trustworthy for further examination (Afthanorhan, Awang, & Aimran, 2020). Internal consistency evaluation must be performed to establish the dependability of the variables. Cronbach's Alpha, composite reliability, and AVE tests were conducted to confirm the internal consistency reliability. The results of CR, Cronbach's Alpha, and AVE are presented in Table 1. As recommended by Fornell and Larcker (1981), the results of AVE in the present study are acceptable because they are more significant than 0.50 per the guidelines of convergent validity. Thus, these outcomes of the study verify and confirm the reliability of AVE values as reported by previous research. In addition, Hair Jr et al. (2014) suggested that Cronbach's Alpha and CR values should exceed 0.70. The values in table 1 also indicate that this metric is met. Later, a test of factor loading was also conducted to evaluate indicators with unsatisfactory values. Before completing the further analysis, loadings smaller than 0.50 must be excluded (Hair et al., 2010). Consequently, all retained loadings have factor loadings greater than 0.70.

Table 1: Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	**0.907**	**0.931**	**0.730**
ICE	**0.759**	**0.892**	**0.805**
SMIA	**0.893**	**0.922**	**0.703**
SMIE	**0.880**	**0.917**	**0.735**
Sales	**0.848**	**0.929**	**0.868**

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

Table 2: Factor loading

	Brand Image	ICE	SMIA	SMIE	Sales
BI1	**0.882**				
BI2	**0.870**				
BI3	**0.867**				
BI4	**0.887**				
BI5	**0.760**				
ICE1		**0.882**			
ICE2		**0.913**			
SA1					**0.938**
SA2					**0.925**
SMIA1			**0.876**		
SMIA2			**0.871**		
SMIA3			**0.876**		
SMIA4			**0.752**		
SMIA5			**0.811**		
SMIE2				**0.861**	
SMIE3				**0.846**	
SMIE4				**0.866**	
SMIE5				**0.856**	

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

To analyze the relationship between various variables, the present study additionally examined the discriminant validity of different variables (Henseler, Ringle, & Sarstedt, 2015). Using two distinct methodologies, namely the Fornell and Larcker (1981) methodology and the Heterotrait-Monotrait approach, scholars proposed the evaluation to assess the discriminant validity (HTMT). In the present study, these strategies were evaluated and outlined in tables 3 and 4. Fornell and Larcker's (1981) method results were calculated using the square root of AVE. These values are shown in the diagonal cell of the matrix (in bold) and are expected to be greater than the other values of the matrix (1981). In addition, the present study's measurement model proved the discriminant validity via the HTMT method. Table 4 demonstrates that the HTMT of the current investigation is favorable, much below the threshold of 0.90, and satisfies the criteria (Kline, 2011).

Table 3: Fornell and Larcker

	Brand Image	ICE	SMIA	SMIE	Sales
Brand Image	0.855				
ICE	0.587	0.897			
SMIA	0.630	0.540	0.839		
SMIE	0.651	0.423	0.535	0.857	
Sales	0.754	0.545	0.619	0.540	0.931

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

Table 4: HTMT

	Brand Image	ICE	SMIA	SMIE	Sales
Brand Image					
ICE	**0.701**				
SMIA	**0.697**	**0.660**			
SMIE	**0.726**	**0.517**	**0.602**		
Sales	0.858	**0.675**	**0.708**	**0.623**	

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

The study of the structural model follows the review of the measuring model as a whole. In several investigations, the study of structural models is recommended to confirm the researcher's hypotheses. Hair et al. (2017) suggested various crucial analytic procedures to achieve critical results. The research relied on P-values, t-values, and path coefficients acquired using bootstrapping.

Table 5: Direct Results

		Beta	SD	T values	P Values	Decision
H1	**Brand Image->Sales**	0.546	0.069	7.911	**0.000**	**Supported**
H2	**ICE->Brand Image**	0.275	0.063	4.339	**0.000**	**Supported**
H3	**ICE->Sales**	0.101	0.055	1.829	**0.034**	**Supported**
H5	**SMIE->Brand Image**	0.389	0.063	6.185	**0.000**	**Supported**
H6	**SMIA->Brand Image**	0.273	0.070	3.909	**0.000**	**Supported**
H7	**SMIE->Sales**	0.033	0.063	0.516	**0.303**	**Not Supported**
H8	**SMIA->Sales**	0.203	0.074	2.736	**0.003**	**Supported**

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

Tables 5 and 6 of the study detail the direct and indirect results of the investigation. The results indicate that Brand image and sales have a positive link (P<0.05), confirming the study's hypothesis. Similarly, H2, H3,

H5, H6, and H8 of the study's direct hypothesis are supported since their p values are less than 0.05. While the results indicate that SMIE had no beneficial, statistically significant influence on sales, the H7 of the study cannot be confirmed. Regarding the study's mediation findings, the brand image mediation result is validated for hypotheses H4, H9, and H10, as their P values are less than 0.05.

Table 6: Mediating Results

		Beta	SD	T value	P Values	Decision
H4	**ICE->Brand Image->Sales**	0.150	0.041	3.702	**0.000**	**Supported**
H9	**SMIA->Brand Image->Sales**	0.149	0.042	3.587	**0.000**	**Supported**
H10	**SMIE->Brand Image->Sales**	0.212	0.044	4.867	**0.000**	**Supported**

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

Table 7: R square

	R square
Brand Image	0.587
Sales	0.610

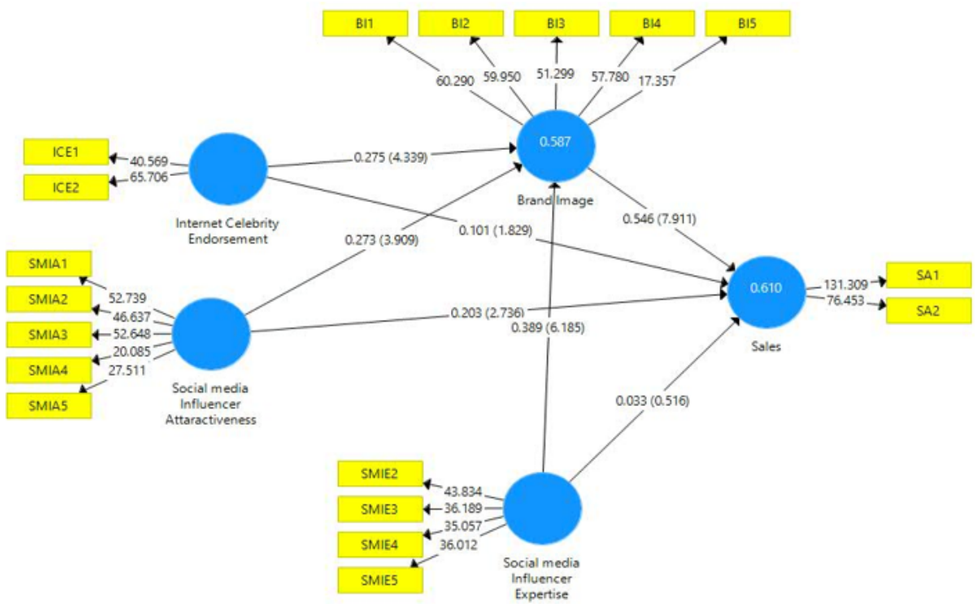

Figure 3: Structural Model

Note: SMIE=Social media influencer expertise; SMIA=social media influencer attractiveness; BI=brand image; ICE=internet celebrity endorsement; SA=Sales

Also, the researchers recommended testing the variance explained, Also known as R square. In addition, they suggested cross-validating the redundancy referred to as Q square in the investigations (Hair et al., 2017) O. Table 7 reveals that the R-square values for brand image and sales are 58.7% and 61.0%, respectively, indicating an excellent explanatory factor (Shmueli et al., 2019). In addition, the study's Q2 is proven if their value is non-zero. As expected, the numbers presented in Table 8 and Figure 4 confirm this criterion.

Table 8: Blind Folding

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Image	880.000	508.065	0.423
Sales	352.000	172.734	0.509

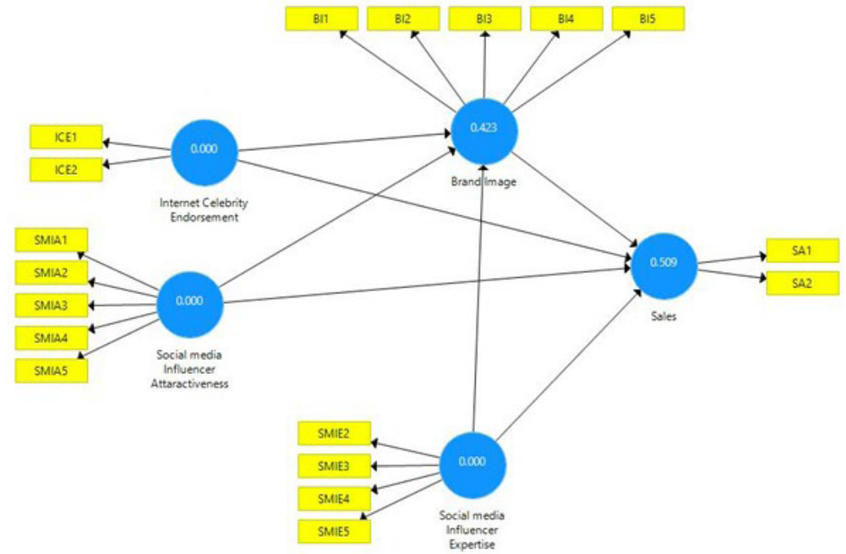

Figure 4: Blindfolding

5. Discussion and Conclusion

This study studied the impact of social media influencers and online celebrities on sales and brand image by focusing on their features. The survey outcomes indicate that respondents prioritize the beauty and appearance of social media influencers. The primary factor for the study's responders is the attractiveness of the person they follow. According to the survey, telecom companies utilizing attractive social media influencers can build a positive brand image and enhance sales (Baig & Shahzad, 2022). Yet, the experience or understanding of the influencer is also vitally crucial to the customers. They recognize the individual they are following. Customers will blindly follow the social media influencer's advice if the individual is knowledgeable.

In contrast, the findings of the study indicate that improved brand image by telecom carriers has a direct impact on client sales. Whenever a customer is involved in a purchasing decision, they recall their past experiences and attempt to purchase or utilize the services they were satisfied with. Similar results were found in another study (Zhang, 2015). This innovative study examines the influence of social media influencers' knowledge, attractiveness, and internet celebrity on brand perception and sales. The results also validate the mediating function of brand image.

The study results indicated that social media influencers improve the sales and brand image of telecom products among customers. The expertise and beauty of the social media influencer have a disproportionately large impact. In addition, this study emphasizes the significance of Internet celebrities in Saudi Arabia. Similar to other empirical investigations, the current analysis has minimal limitations. This study employed quantitative data collection methods. Future studies may use qualitative longitudinal research designs. In addition, this study was undertaken with the Saudi Telecom Sector in mind. Future research can apply the same concept to any other industry, India in particular. The study's findings benefit industry professionals because they show the significance of social media influencers' attractiveness and expertise in conveying a positive brand image.

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