



AN IMPACTFUL BRAND PROMOTION PERSPECTIVE: CELEBRITY'S INFLUENCE ON BRANDING & CONSUMERS



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ABSTRACT

T*his research study investigates the influence of celebrity on branding and consumers and also examine various aspects like celebrity credibility, trustworthiness, endorser and brand contest, attractiveness and emotional connectivity with brand due to endorsee. To grab the attention of consumers, brand managers are investing more capital for availing fascinating and glamorous celebrity. Physiological apparatus and attractiveness of endorsee or endorser helpful in developing unique and long lasting image. This article inveterate that consumers expect correspondence among perceived image and icon of celebrity and category of endorsed brands. A brief review and assessment of the contemporary market condition determine that advertising strategic campaign via celebrity can be source of gaining highly charges from customers. An exploratory study is conducted by adopting convenience sampling method by distributing questionnaires among consumers which residing in city Lahore, Pakistan. So the article suggest that celebrity endorsement has significant influence on brand promotion and consumers buying behavior and decision.*

KEYWORDS: *Celebrity Endorsement, Brand promotion, company return, credibility, Advertising, Consumer preferences.*

INTRODUCTION

Celebrity endorser is spokesperson or model, who employed by company for the promotion of its brands. Celebrity endorsement is intended to personify the company identity in apparatus, business ethics and values and performance. Marketing slang or jargon for celebrity branding is mainly those people who stand for and represent to talk about company products and services in more significant and positive manner in front of so many prospective customers. Primarily, celebrity endorser is acknowledged as a society influencer and an opinion leader or work as company agent to create and enhance brand awareness, boost up sales of products and services. Key aspect of celebrity endorsement lie down in their communication skills for promotional strategies that used to strengthen the relationship among brand and

customers. Ambassador or endorser is someone who symbolizes the brand she or he is endorsing and influence the audience to purchase and consume more and more. They endow with plausible, credible and trustworthy sponsorship.

SMBA Social media Brand ambassador perform for your company on Twitter, facebook and different sites. Celebrity endorser is emotionally connected with brand promise of company and have to espouse this brand promise by delivering to target customers. In psychology Today Magazine, Freelancer Stephanie Booth wrote in his article, Human impersonate other's apparatus and behaviors, developing emotional infectivity and contagion. If company positively associates some person with brand, he or she will be your utmost marketing promotional tool



and sales force in your cache. Loyalty Ripple affect suggest that celebrity branding in turn will become more loyal with company brand. Moreover, they engage in positive customers behavior labelled. Keller Fay group's Research reveals that most of the word of mouth ambassador advertising is impactful for company brands. In accordance to their research findings, 66% of brand conversation through endorsers is really positive as customers listen something positive through a most favorable one then consign highest credibility ranking to this brand. American Eagle (US-based clothier and retailer) begins to boost up brand ambassadorship the instant new creative team members join the organization for expansion of company products in different corral. In topical Nielson and Crowdtap Survey, some consumers reliance on peer commendation and approval, enormous 70% of users faith on paid form of advertising campaign through a well known agent, lead them to purchase decision. More invest on Brand ambassadorship means more long lasting customers with reduced cost, improve company reputé and drives referrals as well as positive comments for company. Globally determined impact of endorsement on consumer buying behavior is hence elevated, concern for availing endorsement through spokesperson gets higher degree of consumer concentration and interest towards brands. Role of ambassadors in advertising campaign is much essential to develop customer attitude and buying intentions in more effective manner. (Solomon, 2002)

In United State, it is approximated that companies invested \$800 million in 1998, just to attain compatible performer, athletic and many high profile persona towards PR and advertising campaign. (Clark, Hastmann, 2003). Bloomberg declares the average disbursement of advertising of social media is increasing with the passage of time from \$4.8 to \$ 9.8 billion at the end of 2012 via 2016, for instance during 2012 pre-election campaign of USA, major applicant availed many celebrity follower as supporter of their election campaign (Adam Minter 2013).

Advertisement includes persuasive in conversation that project the advantages of brand to potential customer. Pioneers brand favor innovative products with glamorous advertisers get the competitive advantage in the dynamic business market. All successful brands attempts to capture little bit people time to get aware about surprising features of offered products and services. Marketer and endorser must develop such sort of ads-campaign which will become memorable exposure for viewers, this challenge can be achieved by strategic promotional perspectives. Ganesan et al., 2012 found that

since public or civic personality of ambassador compatible with target products and viewers then celebrity endorsement is more potential rather than competitors for developing positive image and behavior towards endorsed brand, intent to buy and actual sales growth. Some celebrities command high recognition and great adoration among public and their fans which emotionally connect with brand due to brand ambassadors.

REVIEW OF PREVIOUS LITERATURE

Celebrity Endorsement act and proceed as plausible and credible way of money flaming. This is the world of brand where consumer achieve worth from purchase any kind of variety. It could be the reason of social standing and eminence because people want attractive look not clothes, drink beverages with pure taste just not remove thirst, use all those products or brands that completely compatible and attuned with them. Companies do celebrity expenditures to improve and enhance trustworthiness and brand recognition with distinctive personalities for endorsement of brand. (Smith, 2014)

Consumers make brand preferences through brand quality and endorsement. This study reported that how brand manager choose brand personality and capitalized resources for endorsement fiscal activities. (Li and Bernoff 2011; Solis 2011). Cendrowski (2012) found that endorsed brand related outcomes in terms of involvement, purchase intentions and spread positive word of mouth which generated by celebrity efforts in interactive ads of interpersonal communication phase.(Campbell et al. 2011;Hargittai and Litt 2011; Mangold and Faulds 2009).

Over the period of time, different research studies conducted to analyze the influence of endorsing for brands. Their research efforts and thoughts revealed the significance link and impact on consumer purchase intention and company's revenue which generated by endorsed brand. Some researchers argued influence of celebrity endorsement vary by category and quality of brand and celebrity (Balakrishna, 2011 and Ganesan et al., 2012). Brand personalities bring distinct and exclusive icon to the brand and the company. Endorser has power to alter the company and brand image. It has been documented that endorsement is considered as significant contributor for economic returns of company. (Chung, Derdenger, and Srinivasan, 2013; Elberse and Verleun, 2012) Celebrity is someone whose name and fame capture public attention, stimulate their interest and attain maximum profit for the company. Industrialists by using

the fame and favorability of these celebrities to endorse their brands, services and products so as to grow sales, enhance brand awareness and unique image and strong affiliation with their particular brand. . (Spiggle, S. (2012). (Abhishek and Sahay, 2013).

OBJECTIVES OF THE STUDY

Through getting insight from previous research studies and news about the celebrity endorsement in Pakistan, this paper would emphasize on perception, opinion and judgment of consumers about celebrity endorsement and their impact. Present study primarily spotlight on:

- ☞ Find out the consciousness and awareness of brand and celebrity endorsement.
- ☞ Determine main aspects which treasured most via consumers at the time of purchase.
- ☞ Examine the celebrity Endorsements's influence on customers purchase intentions and decision.
- ☞ Establish opinions and beliefs of consumers with respect to endorsed products quality.
- ☞ Analyze the effects of celebrity from different industries (film stars, sports persons, politicians etc.) which one is more advantageous for company revenue.

Condition for Successful Celebrity Endorsement and Effective Advertising:

CELEBRITY & BRAND CONTEST

Celebrity endorsement is considered as gracious, mood-boost up and hilarious and talkative subsequently it will properly matched with brands and building unique, memorable and distinctive image for brand in the mind of consumers. Few examples of attuned celebrity and brand match in which attributes of celebrity gets transmit to the endorsed brand and enhance brand equity is of Amitabh Bachan & Navratan Tel, Sunny Deol & Lux Undergarments, Aishwarya Rai & Nakshatra, etc.

CELEBRITY PHYSIOLOGICAL APPARATUS & ATTRACTIVENESS

Appearance and attractiveness of celebrity must match and contest to the brand features then advertising campaign will be more potential to attract to pool of target customers. Kareena Kapoor is endorsing Header & shoulder and Veet cream by Qatreena Kaif which exemplify how expose Physical attractiveness of brand celebrity proved helpful for developing significant affects on customers buying behavior. . (D. H., & Han, I. (2008)

CELEBRITY CREDIBILITY

Most imperative facet and motive for celebrity is credibility that known also has trustworthiness, reliability

and integrity. Mostly researchers and experts opinion reveals an essential dimension of credibility with referrals to the endorsed brand is core competencies of celebrity. One of the main apparent reason of Amitabh Bachchan and Shahrukh Khan endorse enormous amount of brand is the celebrity credibility and credit among consumers. (Walia Mann, (2010)

MULTIPLE ENDORSEMENTS

The phase of multiple and compound endorsements, either an individual brand hiring with multiple endorsers or only one celebrity endorsing several brands, is discussed frequently. Sometimes, audience gets confuse regarding single celebrity is endorsing many brands or brand manager avail many ambassador for one brand. Although multiple Endorsement diminishes and condenses brand recall day by day as customers could not remember mixing of clips. For example, Faawad Khan endorsing Samsung and Q mobile so customers may not remember the brand and may get confused in endorsement (F.M & G. R. (2011).

EVADE AMBASSADORS CONTROVERSY RISK

Controversy risk and uncertainty is determined by terrible activities and events of celebrities life that negatively influence on brand perception towards customers. The ideal exemplar is Salman Khan and the controversy in which he trampled a person to death by accidentally in rush driving due to influence of heavy drink alcohol. Also, brand manager of company more concerned about the reducing and diversifying these sort of risks. (Spiggle, S. (2012).

CELEBRITY POPULARITY

Brand association achieve more strength and worth by fame and esteem of highly recognized famous brand personality like LOreal endorsed Aishwarya Rai gets much brand recall. (Mark, 2012) So same brands is endorsed by more famous and glamorous celebrity is recall easily and long lasting. On the other side, Garnier color natural endorsed by Juggan Kazim couldn't capture so much attention of customers and long lasting brand recall.

CELEBRITY ECLIPSES & OVERSHADOWS THE BRAND

In some cases, celebrity aptitude and values don't link closely with brand attributes. It is also possibility that celebrity or ambassador remembered more than endorsed brand. ; (Mangold and Faulds 2009) Cyber Media Research study possess that 80% of research respondents approach the remembrance of celebrity rather than endorsed brand (Solis & Brain 2012).

METHODOLOGY

This research work is comprised of primary data that got through questionnaires. Questionnaires in structured form by using lickert scale. It was distributed among 85 consumers during may-june 2015 through convenience sampling method. Respondents of this

research study is the resident of Lahore city. Subsequent to repetitive call backs, 70 responded for questionnaires. Of these, yet 15 people don't know about celebrity endorsement conception so accordance to response 70 customers proved to be useful and beneficial for company.

Table 1. Awareness and Responsiveness of celebrity Endorsements

Awareness and Responsiveness of celebrity endorsements	No of Respondents	Percentage
Yes	70	82.3
No	15	21.4
Total	85	100

Accordance to data finding from this study majority of the customers get aware by celebrity endorsed brands so ratio of aware people is 82% whereas 21 percent

of customers don't know about celebrity efforts and investment that company putted for capturing attention of customers.

Table 2. Valued aspects while buying a Brand

Valued aspects while buying a Brand	No of Respondents	Percentage
Price	14	20.1
Celebrity endorsement influence	40	57.14
Quality of brand	12	17.14
Value for money	4	5.7
Total	70	100

57 percent respondents give more priority to those brands which endorsed by famous and celebrity as buying products, brands valued due to quality is 17% of target

population. 20 percent respondents perceive and focus on brands means they are price conscious and more demanding for availing best products.

Table 3. Buy a celebrity endorsed brand

Buy celebrity endorsed brand	No of Respondents	Percentage
Yes	50	71.4
No	20	28.5
Total	70	100

Majority of customers intent to buy an endorsed brands as possess in this data finding 71% customers first priority s endorsed brands. whereas 28 percent respondent

rejected to prefer celebrity endorsed brands as they perceive that their own choice is more vital than others opinion or influence.

Table 4. Aspects that affects purchase intentions for endorsed brand

Aspects that affects purchase intentions for endorsed brand	No of Respondents	Percentage
Highly Status icon	18	25.7
Price of brand	7	10.01
w.o.m influence	12	17.1
Celebrity influence	30	42.8
Other factors	3	4.2
Total	70	100



42 percent respondents of whole populaton of this study is relied on celebrity affects on consumers purchase intentions. Positive word of mouth is cost saving marketing tool so 17percent people belief on it .Brands that hold highly status icon and image, 25 percent cus

tomers are purchasing the brands due to this aspects. Price is the key variable for developing buying behavior of customers. Companies have to highly charge from them if they deliver the demanding products to them.

Table 5. Celebrities endorsed good Quality Brands

Celebrities endorsed good Quality Brands	No of Respondents	Percentage
Yes	45	64.2
No	15	21.4
Not Sure	10	14.2
Total	70	100

Celebrities endorsed always quality wise best products which satisfy the need of customers as well as also enhance their image and popularity in the mind of customers. Respondents 's opinion for celebrities endorsed

good of quality brands s 64percent of whole while others think that brand personalities don't concern with assessing endorsed brands quality, they advertise for own monetary purpose.

Table 6. Celebrity endorsement support brand promotion

Celebrity endorsement support brand promotion	No of Respondents	Percentage
Yes	48	68.5
No	13	18.5
Not sure	9	12.5
Total	70	100

Mostly theories and researches support to this data finding as endorsement proved more helpful for brand promotional perspective. So 68percent of customers agree with them and remaining respondents do not

perceive like that. Celebrity Physiological apparatus, attractiveness and contest with brand is motivating tactics for company.

Table 7: Endorsed brands by celebrity facilitate companies to enhance profit

Endorsed brands by celebrity facilitate companies to enhance profit	No of Respondents	Percentage
Yes	42	60.1
No	19	27.1
Do not Know	9	12.8
Total	70	100

Companies maximize their profitability by avail- ing famous celebrities which influence buying behavior of customers as possess in study 60 percent of respon

dents follow this conception. Although 27% customer is reported that celebrity endorsement has no influence on company return

Table 8. Celebrities used endorsed brand by own.

Celebrities used endorsed brand by own	No of Respondents	Percentage
Yes	36	51.4
No	17	24.2
Not sure	17	24.2
Total	70	100



This study finding reveals that more than respondents believe that celebrities buy and use endorsed brands means brand perform well therefore will be bought

by celebrities for own use. Even as others respondents don't make sure about them either they use or not.

Table 9. From following which Industry is preferable for choosing celebrity

From following which Industry is preferable for choosing celebrity	No of Respondents	Percentage
		58.5
Hollywood Stars	41	
Drama actors	16	22.8
Athletics	7	11.01
Models	4	5.1
Others	2	2.8
Total	115	100

Celebrity popularity and availability is the key concern of companies. Assess that which industry is favorable in front of customers for selecting celebrity. So highest share gained by Hollywood stars means customers first priority regarding endorsed brands by celebrity which belong to film industry. Then serial actors consider as capture more attention of consumers due to empathetic behavior in work because they perform those script which relevant to casual life of people not more idealistic stories. Some sporty customers much influenced by athletics celebrities.

CONCLUSION

Brands and consumer have strong bond and association. Fostering this link makes sure the success and accomplishment of company's goals. Brand managers cope with all upcoming challenges by emphasizing some sort of strategic outlook like as who is our potential customers, what's their demands and how long they will retain with our brand. Valued aspects for choosing the best brand is of good quality, brand and celebrity credibility, impactful and effective advertisement through well-known celebrities with physiological apparatus and brand contest with ambassadors. Companies invest millions of a Dollars amount on endorsement while expecting that stars from different social circles bring their enchantment and charismatic's to brand and make it more enthusiastic and appealing. Exploratory study is conducted to get finding of collected data from consumers, finding reveals celebrity endorsement has significant influence on Branding and consumers buying decisions. Celebrity endorsement is proved helpful for brand promotion perspectives and maximize company profit.

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