

Role of Celebrities in Creation of Brand Image

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Abstract: In the present era of information explosion and media influence, the advertisement plays an important role for brands to create a better brand image in the consumers' mind. Celebrities play a very important role in creating the brand image through advertisement. The purpose of this study was finding the relationship between celebrity and brand image. Data was collected through questionnaire from the sample of 54 students. The results showed using more celebrities' increases value of brand image in minds of consumers

Date of Submission: 25-06-2018

Date of acceptance: 09-07-2018

I. Introduction

The presence of celebrity in an advertisement is one of the main strategies of many brands. The purpose of it gets customer's attraction towards product and create better image in the minds of customers. It can help them to recall the product at the time of purchasing. Different celebrities are involved in different ads by different brands because of getting some edge on competitors by effective advertisement. The purpose of this study is finding the effect of celebrities in advertisements on customers in Pakistani culture.

Problem statement and objective of our research is to explore to what extent presence of celebrities is successful in creating effective and valuable brand image? The main purpose of using celebrity in an advertisement is getting attention of consumers and enhancement of AIDA theory. Celebrity persuades consumers in decision-making. Celebrity endorses product information, which helps them to recall the brands of the durable products at the time of purchase. Celebrity is a person who has a prominent profile and commands a great degree of public fascination and influence in day-to-day media (commonly denoted as a person with fame and fortune). Celebrities in an advertisement can affect purchase attitude of consumers. They can get attention of consumers. Celebrities own personality should match with the product. Brand image is name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. A brand is thus a product or service whose dimensions differentiate it in some ways from other products or services designed to satisfy the same need. Most of the customers buy new things as they satisfied from the brand image. Independent variable is celebrity & dependent variable is valuable brand image.

II. Literature review

Balakrishnan & Kumar (2011) they studied on celebrity endorse advertisement and create better brand recognition. Role model influences the teenagers' purchase, attention, and their behaviors. Data was collected by convenience sampling, population was the consumers of Chennai city and sample population was 600 consumers. Their finding was celebrity endorses product information, enhances awareness among consumers, and creates a lasting impact in the consumer's mind. When it comes to purchase of durable products, certain factors motivate the consumers for such purchase. Like need, lifestyle, product appearance, product utility, financial credit, offer during seasons/off-seasons?

Zoubi & Bataineh, (2011) they studied that every successful organization uses celebrities to endorse its brands. Because of the competitive environment in the market every successful organization uses celebrities in its advertisements. So, they studied the influence of celebrities on the buying decision of the consumers. The population of a study included economic faculty student in Jarash University from which the sample of 91 students chosen. Their finding was using the celebrity can raise the profile of a co. in several ways. It can help with consumer's awareness with a brand and endorse the effects of particular product. The main criteria for the selection of celebrity endorsement are: Credibility, Attractiveness and matchup.

Ranjbarian, Shekarchizade, & Momeni, (2010) their study was; the presence of celebrity endorsers affects purchase decisions of consumers positively, producers and retailers have always preferred to have celebrity endorsements in order to sell their products. The goal of this study was to indicate the influence of using celebrity endorsers in advertisements on attitude of consumers towards those advertisements and brands. Data was collected from randomly selected students of University of Isfahan through questionnaire with sample size of 193 students. The results of this study showed that the positive and significant relationship between attitude toward celebrity endorser and attitude toward advertisements and brands. By analyzing the output

resulting from testing hypothesis, it can be concluded that attitude toward celebrity endorser has directly or indirectly influence on attitude toward brand.

Muruganatham, Kaliyamoorthy, (2007) the purpose of their study was to investigate the brand positioning strategies of selected personal care brands and to know the role of celebrities in positioning the brands in the mind of target audience. Based on the pilot study of 40 female respondents, the actual sample size of 288 female was determined with the help of a sampling formula. The findings indicated that product quality, brand name, and influence of family and friends were identified as the top three features influencing their purchase of products.

Mukherjee, (2009) studied the impact of the celebrity endorsement on effective brand management and evaluate associated factors that contribute to the success or failure of the endorsement. Research interviewed a random sample of 1,000 adults. Finding was that the celebrity endorsement strategy has become an important component of marketing communications strategy for firms in competitive environment.

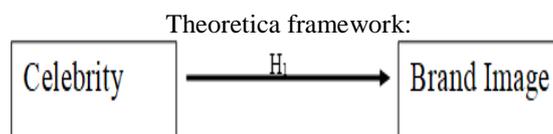
Khatri, (2006) the purpose of his study was to attract the customer's attention and developing positive associations not just to influence the recall but also to induce trial and eventually effect purchase decision. The survey is conducted by 480 respondents in 4 cities and 3375 respondents in 8 cities helped to develop different insights on celebrity endorsements. Research showed that celebrity endorsement does not itself guarantee sales. It can create a buzz and make a consumer feel better about the product.

(Buzdar, Janjua, and Khurshid 2016) conducted a research with a purpose to understand the effect of celebrities on self-brand connection and brand meanings. In this two study has been done first the celebrities endorsement enhance self-brand connection and in second whether the self enhancement need moderate among celebrities and self-brand connection. A total of 578 respondents from an online panel responded to a randomized invitation to participate, ultimately yielding a usable sample of 321 participants. The result of first study shown that there is relationship between self-brand connection and favorite celebrities and if brand are more symbolic that tell more about consumer then it will enhance the effect. And in second Consumers with strong self-enhancement goals tend to form self-brand connections to brands used by aspiration groups.

Amos, Holmes &Strutton, (2008) studied the relationship between celebrity endorser source effects and effectiveness in advertising. Non-parametric test is used to identify the effect. Only secondary data was collected. Data was collected from journals and articles. The result of this study showed that negative celebrity information can be extremely detrimental to an advertising campaign.

Madan, (2010) studied that Celebrity Endorsements is one of the various advertising strategies that marketers are using to capture the attention of their target markets. As the modern marketing strategy of more business firms relies heavily on creative advertisements to promote their products to their customers. The main aim of an advertisement strategy is to persuade the highly educated, sophisticated and selective customer. This research is based on secondary data which has been collected from various websites, online journals, articles, books and magazines. The sample that is studied are FMCG companies the popular ones namely Pepsi, Coke, Nike, Provogue, LUX and Cadbury. The Study is based on data available from surveys about these FMCG majors. Their findings was Celebrity endorsement strategy can be an effective competition weapon in mature markets in order to differentiate products from competitors' since there is heavy advertising clutter. Celebrities have always been the easiest way to attract the customers because of their mass appeal.

III. Hypothesis Development



H₁: More the presence of celebrity in advertisement will leads towards creating higher brand image.

H₀: There is no relationship between celebrity and brand image.

IV. Methodology

This study is a causal study, there is a cause and effect relationship between celebrity and brand image. Field experiment is done for this research. The population of this research is the students of all the universities of Pakistan. And data is collected by the 54 respondent of students of PMAS Arid Agriculture University Rawalpindi by simple random sampling. Data is collected by questionnaire through cross-sectional study. Questionnaire contains questions which cover the attributes of celebrity and brand image

V. Results & Discussion

Table 1: Descriptive Statistics

<i>Descriptive Statistics</i>					
	N	Min	Max	Mean	Std. Deviation
Celebrity	54	1.22	5.00	3.4547	0.78482
BI	54	2.29	4.59	3.4830	0.59364
Valid N	54				

As scale used by (Buzdar et al. 2016) the Likert scale was used in questionnaire the minimum response of youth is 1.22 which was near to Strongly disagree while maximum response is 5 which is Strongly agree of Celebrity. In BI questions minimum value is 2.29 which are nearly to Disagree and maximum response is 4.5 which is between Agree and strongly agree. The mean response is 3.45 and 3.48 in celebrity and BI respectively. Std. deviation of celebrity is 0.78 and BI has 0.59. Std. deviation shows how much response is deviate from the mean value.

Table 2: Correlations
Correlation

		Celebrity	BI
Celebrity	Pearson Correlation	1	0.686**
	Sig. (2-tailed)		0.000
	N	54	54
BI	Pearson Correlation	0.686**	1
	Sig. (2-tailed)	0.000	
	N	54	54

**Correlation is significant at the 0.01 level (2-tailed)

The correlation coefficient between celebrity and brand image is 0.686 which shows the strong relationship between these two variables. As the significant level is 0.01 so there is a strong relationship between celebrity and brand image. So we reject the null hypothesis. Celebrities have positive impact on creating brand image.

Table 3: Regression

<i>Regression</i>				
Model	R	R square	Adjusted R²	Std. error of estimation
1	0.686 ^a	0.471	0.460	0.428

a. Predictors: celebrity and brand image

In regression analysis R is 0.686 which shows that as independent variable change the dependent variable is changed. R square shows that as we increase the use of celebrity in advertisements the brand image is increased by 0.471 or 47.1%.

Previous studies and the results of the research support the hypothesis. As the celebrity works in an advertisement, the brand image of a product will be high and valuable for organizations. Now a days there is a high competition in the market among organizations so co.'s use celebrities in the advertisement of their brands. It effects the buying decision of the customers and it helps them to recall the product at purchasing time.

Limitations:

For this research the appropriate time and cost was not estimated. For data collection time was short. Sample size was taken is too small. It was just done in one university of Rawalpindi.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Waqar Younas "Role of Celebrities in Creation of Brand Image." *IOSR Journal of Business and Management (IOSR-JBM)* 20.7 (2018): 67-70.