

Analyzing the Evolution of Celebrity Endorsement Impact on Consumer-Based Brand Equity

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Abstract: *Businesses, particularly startups, invest a lot of money in celebrity endorsement (CE) as a strategy for brand management because they think the celebrity will strengthen the brand they support and increase the company's consumer-based brand equity (CBBE). According to Kamakura and Russell (1991), "CBBE occurs when the consumers are aware of the brand and hold some favorable, strong, and unique brand associations in their memory." The body of research on CE and CBBE has been reviewed. The study finds that CE and CBBE have a positive association. When managers are choosing who celebrities to associate with, this study will help them make selections.*

Keywords: Brand Management Strategy, Brand Image

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