

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

I. INTRODUCTION

Due to their prominent public persona and capacity to influence public perception, celebrities play a significant role in shaping prevailing fashion standards. Partnering with a celebrity allows you to connect with their fan base, who are the ones who are most likely to use or buy the product. Celebrity has a quick influence on brand characteristics including perceived quality, brand awareness, brand association, and brand loyalty. CBBE was described by Keller (1993) as "the differential effect of brand knowledge on consumer response to the marketing of the brand".

When consumers prefer our brand above rival brands, are aware of it, and have pleasant brand experiences, this is known as CBBE. Russell and Kamakura in 1991.

Celebrity Endorsement (CE):

Celebrities are well-known people in the public eye who are respected for their attractiveness, intelligence, competence, and authority. "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" according to McCracken (1989). Those having a specific area of expertise, such as actors, models, entrepreneurs, politicians, entertainers, etc., are considered celebrities. A celebrity is employed by a business to serve as a spokesperson or endorsement. Celebrities testify for goods and services by sharing their personal experiences with them (Roy & Moorthy, 2009); in other words, they attest to the superiority or caliber of the offering. On the other hand, celebrities act as spokespeople or brand ambassadors for businesses (Roy & Moorthy, 2009). Advertisers use the benefits of celebrities to produce more alluring, memorable, and authentic advertisements. Customers' opinions of celebrity endorsements are influenced by three factors: (a) their views regarding the product; (b) how much the celebrity's perceived image fits the product; and (c) the extent of the celebrity endorsement. Products supported by celebrities are more intriguing because of the celebrities that are featured.

A corporate or brand image-supporting brand management plan includes CE as a component. Companies shell out big bucks for brand ambassadors with qualities like attractiveness, expertise, and dependability. According to Ohanian (1990), "Attractiveness refers to consumer perceptions of an endorser's physical appeal." Erdoğan (1999) asserts that physical attractiveness is not the only characteristic that makes an individual desirable. Customers could also discover qualities in the intellect, athleticism, or charisma of a celebrity endorser. Endorser knowledge is associated with aptitude and comprehension. An endorsement may be trusted because of their honesty and moral character.

Celebrity Endorsement Models:

The source attractiveness model is an effective model to conveying message. Consumers influence very quickly because of celebrity's physical appearance, and status. According to Jain, Sudha & Daswani (2009) "The message is more effective when the source is similar, familiar and liked by the receiver". The Product match- up hypothesis model is related to celebrity image matches and product image; message is effective when both image of celebrity and product equals. According to McCracken (1989), transfer model states that symbolic meaning of celebrity is transferred to consumers through the endorsement process. Celebrity (status, lifestyle) transmit to the product. A belief among advertisers are celebrity endorsed product, possess a high degree of appeal, and reach to mass consumers very quickly than non-celebrities. So major brand engages celebrity as marketing communication (marcom) strategy to differentiate their product and services in the market through celebrities. They invest good amount of money on endorser qualities like, attractiveness, expertise, and trustworthiness. They think that endorser qualities will work in transferable way and will have positive effect on CBBE.

The source credibility model initially originated from the study of Hovland, Janis, and Kelley (1953). The study resulted two variables of source credibility; expertness and trustworthiness. Hovland et al (1953) defined "expertise as the extent to which a communicator is perceived to be a source of valid assertions, and trustworthiness as the degree of confidence in the communicator's intent to communicate the assertions he considers most valid". Good characteristics of communicator has influence on message. Such endorsers are able to change consumer behavior towards a product (Hovland et, al, 1953; Ohanian, 1990). Endorser's credibility is consumer perception i.e. - attractiveness, expertise and trustworthiness of endorser (Dwivedi, Johnson, McDonald, 2015). According to Jain et al (2009) credible source are more effective in delivering the message. So effect of the message depends on endorser qualities such as expertise (honesty, integrity, and believability) and trustworthiness (knowledge, experience and skills). Credible celebrity affects values, beliefs, opinion and behavior of consumer. Celebrity marketing effectiveness depend on credibility of communicator' qualities – expertness, trustworthiness and attractiveness (McCracken, 1989). Numerous studies support that credible celebrities are more effective or persuasive than a low of credible celebrities (McCracken, 1989; Ohanian, 1990; Erdogan 1999). According to Erdogan (1999), the source credibility model states that the effectiveness of message depends on perceived level of endorser's trustworthiness and expertise. To measure the all dimension-attractiveness, trustworthiness, and expertise of celebrity, a scale had developed by Ohanian (1990).

Ohanian (1990) reviewed literature of attractiveness construct of celebrity. He summarized that attractiveness is not uni - dimensional construct. This construct has been defined in terms of both facial and physical attractiveness. Expertise, trustworthiness and attractiveness has positive effect on attitude change (Hovland et, el 1953; Dwivedi et al, 2015; Ohanian, 1990)

Consumer Based-Brand Equity (CBBE):

CBBE is the term used to describe the phenomenon when people choose a brand over rivals in the market based on brand association. Customers would be very brand loyal in this scenario. According to Aaker, four elements of a brand are essential from the perspective of the customer: brand recognition, brand association, perceived quality, and brand loyalty (1991).

Consumer-based brand equity is defined as "the value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, and brand loyalty" (Pappu, Quester, and Cooksey 2006).

Keller (1993) defined the CBBE as "the differential effect of brand knowledge on consumer response to the marketing of the brand".

"May lead to greater revenue, lower cost, and higher profit; it has direct implications for the firm's ability to command higher prices, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities," Keller (1993) said about positive brand equity based on customers. The article's observation and variable, which are based on a literature review on consumer-based brand equity and celebrity endorsement, are shown in the table below.

Celebrity Endorsement and Consumer- Based Brand Equity:

Authors	Observation	Variables
Dwivedi ,Johnson, McDonald (2015)	CE qualities attractiveness, trustworthiness and expertise has significant effect on CBBE.	Attractiveness, Trustworthiness, Expertise
S. Sivesan (2013)	CE and BE are positively correlated. Cosmetic companies need celebrity for endorsement to increase brand equity.	Attractiveness, Trustworthiness, Expertise,
Ogunsiji, A. Sola (2012)	Credibility of celebrity is very important. It is very important aspect of celebrity. In a brand building process, celebrity plays key role. It can be replaced	Celebrity credibility, personality, popularity, communication
Spry, A., Pappu, R., & Bettina Cornwell, T. (2011)	CE has effect on CBBE. Celebrity Endorser credibility must be perceived based their on qualities like attractiveness, trustworthiness and expertise.	Attractiveness, Trustworthiness, Expertise
Amanda Spry, Ravi Pappu, T. Bettina Cornwell (2011)	Study indicated that CE has positive effect on brand credibility (BC) and brand equity (BE).	Attractiveness, Trustworthiness, Expertise
B. Zafer Erdogan (1999)	Explained Pros and Cons of CE Strategies in this article.	Attractiveness, likeability, and trustworthiness.

II. RESEARCH METHODOLOGY

Providing methodical answers to the research problem is the aim of research approach. It includes, among other things, the objectives, theories, research design, data source, data collection tools, sample plans, data analysis tools, and processes.

Design of Research: A research design provides a framework for doing research. It also provides us with the information and instructions required to do research (Yin, 1989). There are two types of research: qualitative and quantitative.

This research is qualitative and descriptive in nature, and it is based on secondary data. Books, journals, papers, and other sources provided the information.

III. CONCLUSION AND FUTURE RESEARCH OPPORTUNITIES

Consumer-based brand equity (CBBE) is enhanced via influencer endorsement (CE). Celebrity endorsements boost brand identification, perceived quality, brand loyalty, and brand connection. This is how CE presents CBBE to a company or trademark.

Marketers spend a lot of money on celebrity endorsements and features with the expectation that the celebrity would elevate the brand, make it more appealing, and aid in its commercial success.

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