

Impact of Celebrity Endorsement on the image of brand on Customer's mind

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ABSTRACT: *In the present scenario advertisement is best way to present the brand in front of customers. As we know that that electronic media is main source of advertisement and through this the message which supports the brand is communicated to customers. So the pictures, voice and small movie ads can be presented to customers. To make these ads effective in the present markets companies are using celebrities as brand ambassador. Celebrities are a well known individual to the public like Actors, Sport man or any other popular person among the customers. So that in this paper the study is emphasize on the impact of celebrity endorsement of brand image and also discussed how the customers can be affected with these type of endorsement. In this paper it is figured out that is really celebrity endorsement creates a positive image of brand on customers mind.*

KEYWORDS: Celebrity Endorsement, brand image.

I. INTRODUCTION

Celebrities people a large portion of a certain group of people, which are public recognition. Attractions, like the extraordinary lifestyle or special skills are common symptoms, just examples and specific properties while observed and celebrities are usually social model and enjoy a high level of public awareness are. Period known celebrity public reflects a person. Recommendation a celebrity serves as spokesperson for the brand and the brand specializes in society or to his/her personality, popularity, claims for increased brand stature and status is a channel of communication in which certified brand. Local, regional and international brands with a very high prevalence of a market, in order to provide a different celebrity support discrimination thought. Definition of a celebrity prishthankak McCracken of celebrities are featured in marcoms, when they bring as an ad from being displayed with it (marcoms) a consumer uses the recognition on the part of the good, which enjoys public recognition and that any person, helpful, "has its own meaning, cultural related there to, whether the expected role of propaganda." In order to be considered as an expert in the chosen celebrities as endorsers Ohanian, knowledgeable, experienced and qualified to be really effective stresses.

II. RESEARCH OBJECTIVE

The purpose of this study is to show the positive effects of brand image and celebrity support to reinstall and play an important role in the success of an endorsement of the most prominent factor was to find out. Research objectives is the link between the brands and the consumer psyche to explore and to support any brand any celebrity while being important to focus on key areas can help to identify which model was used to determine.

III. RESEARCH METHODOLOGY

The basis of this study sample analysis questionnaire was based. Sample is believed to be fairly representative of the population, but even this population based on a purely opportunistic finger tips Subgroup prepared a form of meaningful probabilistic or non-sample can be defined as "that was a convenience sample. Questioning a well framed target personnel were distributed via email or some interviews some of them were face-to-face, on the telephone were held.

IV. DATA ANALYSIS TOOL

The questionnaire is compiled in tabular form along with the graphs so that the analysis can be made easy. Analysis is done with the help of pie, bar charts and graphs. In this study, at every stage the customers participated actively for better result as this research article can be helpful to modify present celebrity endorsement.

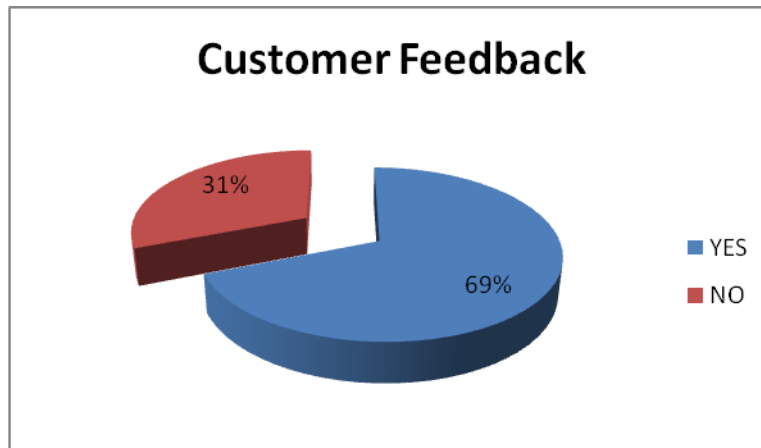
V. LITERATURE REVIEW

Companies invest large sums of money in celebrity endorsement contracts, as any celebrity support relationship big marketing strategies¹ should contribute. They integrate traditional non-properly operations are integrated from the celebrities it covers campaigns to bring more positive results are confident². Integrated campaigns involving celebrities advertising agency managers about what to search for, they give their opinion on this issue was asked. Celebrity support persuasion effect is based on the traditional explanation of source effects literature and 1) Celebrity support ads regardless of increases that are; 2) celebrities consumers are concerned about social acceptance and the opinion of others or product relates to charms³ helps when persuasion, which usually are attractive, They confirmed such an athlete's shoes (or makeup of a beautiful model as Baker and 1983 Churchill), specializing in a particular area if 3) can be trusted sources and 4) celebrities often probably famous exploring some sort of relationship with the person in an attempt to identify and to leading consumer persuasion Well are preferred. Traditional dual process models (such as Elm, Patty, kaikiapo, and Schumann, 1983), the Celebrities most often is considered a peripheral cue: the consumers product range or are not included in the ad processing only when persuasion are important. One aspect of celebrity⁴ corresponds to the product as of yet, when celebrities Central may provide information.

VI. CELEBRITY ENDORSEMENT

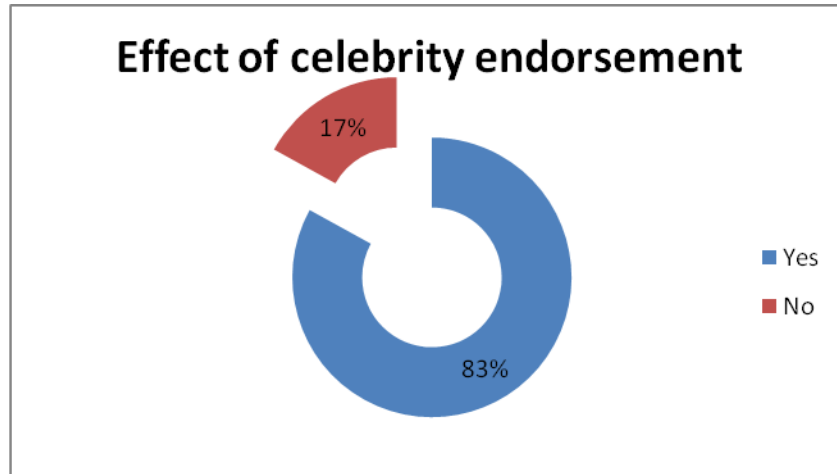
In the present era the advertisement plays an important role in branding. These advertisements may be of different types but the audio visual advertisements are the most effective to present the brand to the customer's. In this reference a certain set of questions is asked to different types of customer's to k now the impact of brand ambassador on the image of brand and how it can be helpful for building a positive image of brand in minds of customer's.

Is a brand ambassador personality matters in promotion of a brand.



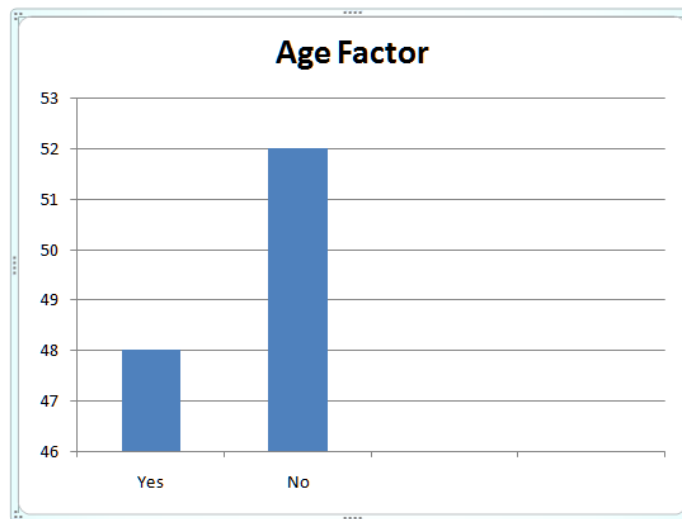
As per the discussion, interviews and questionnaire, it can be said that 69% of customers says that the personality of a brand ambassador helps in image building of brand and in contrast 31% customers said that the personality of a brand ambassador do not have significant effect on image of brand.

Is celebrity endorsement helps in image building. : It can be seen that most of the customers said that impact of celebrity affects the brand image but few of them also said that there is no effect of celebrity endorsement on the image of brand. As per the responses it is clear that 83% of customers said that celebrity endorsement affects the image of brand but rest do not agree with that.



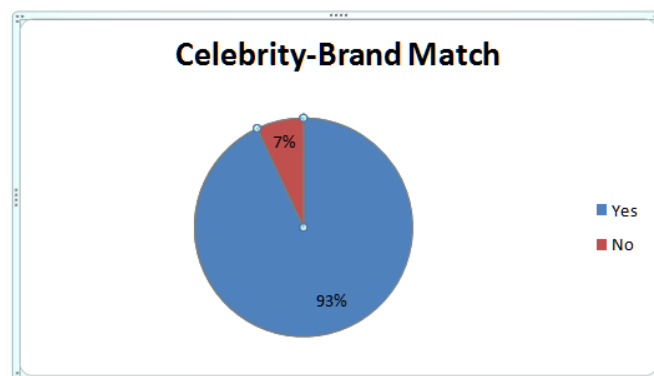
Age of celebrity can be a factor that affects customers to understand the brand.

Most of the respondent said that age of a celebrity does not matter while promoting a brand but the values of a celebrity matters. As in general a brand covers different age group so the age of celebrity does not have significant effect on image building of brand but in few cases age can be a prime objective for image building of brand.



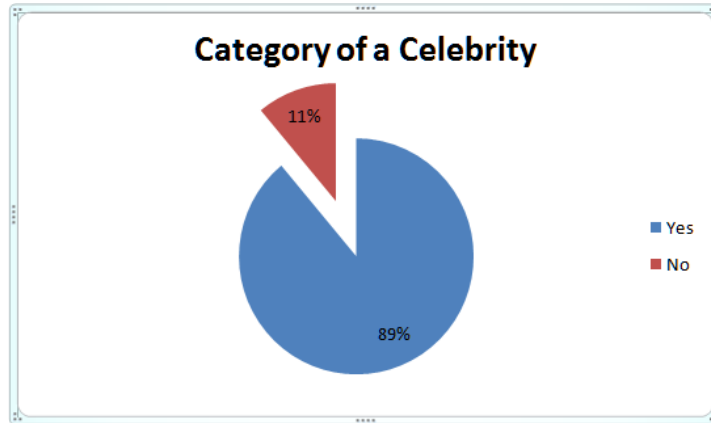
Celebrity and brand match among the customers.

It is very important that a match between celebrity and brand. Approximate all of customers 93% said that the match between brand and celebrity must be there and in contrast only 7% customers said that there is no need of this. For example bike promotion must be done by any young celebrity and the promotion of chyavanprash must be done an old age celebrity.



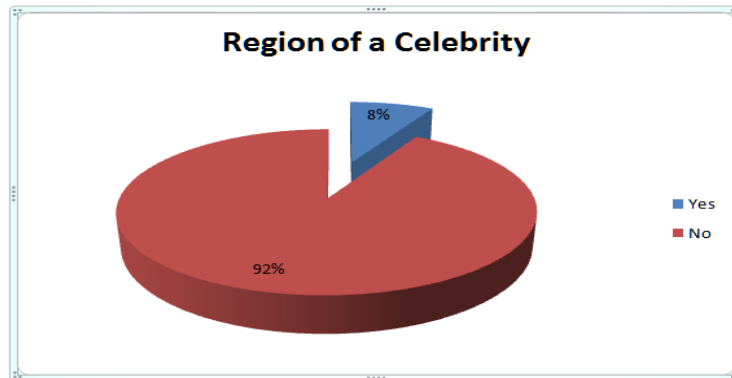
Is Category of a celebrity matters while promoting a brand?

It is again a very important factor. Category of celebrity like TV actors, Actors and Sport men etc. also affects the image of brand. For example beauty products must be promoted by a Actress and product of reebok, nike and puma must be promoted by a sports men as these companies mainly deal with sports products.

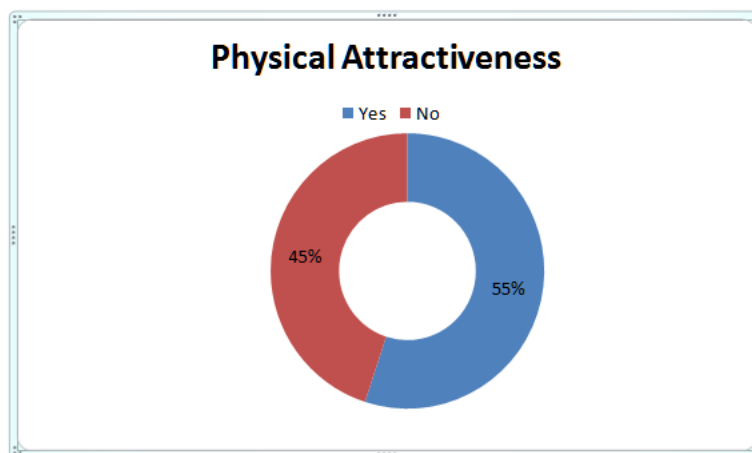


Is the region of celebrity affects the image of brand?

Very few customers agreed that the region of a celebrity affects the brand image. As most of them said that if there is a celebrity then there is no need to specify the region of a celebrity but the popularity of a celebrity must be high among the customers. The responses in this references can be seen in the following chart.



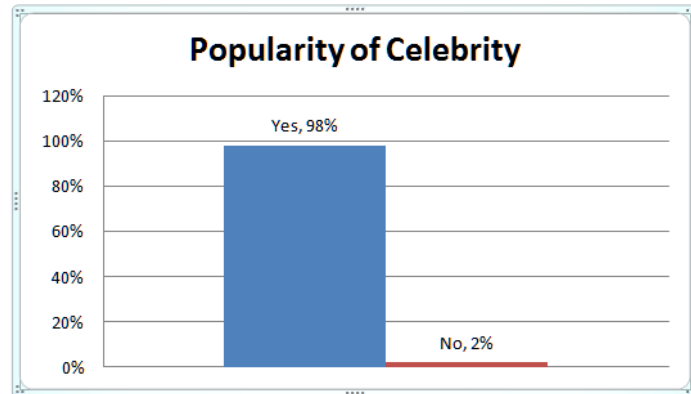
Is physical attractiveness of celebrity matters for the customers?



55% customers said that physical attractiveness is necessary for celebrity promoting the brand but in contrast 45% customers said that the physical attractiveness is not necessary. As per discussion it is clear that this is least criteria to choose celebrity for promoting the brand.

Popularity of celebrity affects the brand image.

As per the analysis of questionnaire, interviews and discussion, it can be said that the popularity of celebrity among the customers plays a vital role in image building of a brand. Only very few customers does not believe on that. As we can see that 98% of customers said that the popularity of celebrity is important, So that it can be concluded that popularity is an important factor to choose celebrity.



VII. CONCLUSION

It is accepted that the celebrity endorsement affects the brand image but the image of brand with reference to celebrity can be good by only few points which is carried out by the above discussion-

- [1] Age of celebrity is an important factor among the customers so that the product and celebrity can be related with this reference.
- [2] Celebrity compatibility with the brand must be there so that target customer can be captured easily to deliver the message by the company.
- [3] Region of a celebrity does not have any significant effect in image building of brand.
- [4] Physical Attractiveness does not play any important role in image building of brand.
- [5] Popularity of celebrity is very important as the celebrity is less popular then the impact of brand on customers mind will be less but if a highly popular celebrity is promoting a brand then it will have significant impact on customers mind which will helpful in image building of brand.

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