

The Relationship between using advertising Celebrity Endorsers and Brand Image

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Abstract:

The marketing concept is concentrating on customers and who to encourage them to buy certain product than buying competitors ones. The main goal for this study is find out the relationship between using advertising Celebrity Endorsers on Brand image. The findings stress that there is a positive relationship between using advertising celebrity.

Keywords: Celebrity, brand, image, advertising.

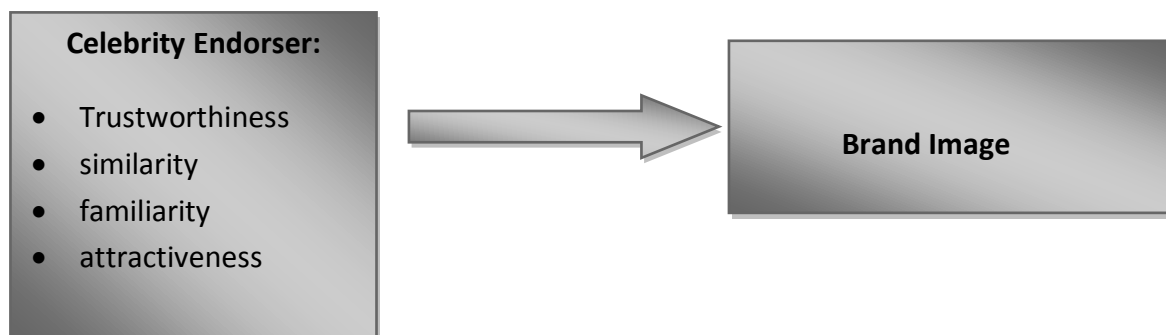
Introduction

This study is an attempt to clarify the impact of using celebrity endorsers in advertisements on brand image and to clearly identifying and defining celebrity endorser's characteristics which in this study are (trustworthiness, familiarity, similarity, attractiveness) to determine the best method of how to use celebrity endorsers in enhancing brand image in clothing companies. Most companies use celebrities as spokesperson for their brand which assures their brand a good position in the public minds by promoting the celebrity characteristics to influence public decisions. Celebrity endorsers play an important role in creating and influencing public opinions in a market with a vast variety of local, regional and international brands. Using celebrity endorsers is a widely used method to enhance brand image. Companies spend huge amounts to combine celebrity characteristics with the company brand image which would create a competitive advantage for the company products.

Literature Review:

Many researchers have studied the relationship between advertising celebrity endorsement and brand image, where (Till, Brian, David, 1993) study purpose was to examine the impact that negative information about the celebrity has on the endorsed brand specifically under what conditions will negative information about the celebrity affect the currently or previously endorsed brand. Marketing managers who decide to use a celebrity endorser might expect to transfer their target audience positive feelings toward the campaign or after the campaign has ended negative information about the celebrity. Where (Ramos, Franko, 2005) study focused on impact of marketing communications and price promotion on brand equity the theoretical part was done to confirm the connection between marketing communication and brand equity characteristics: brand quality, brand loyalty and brand image. The test sample was group of families who purchased goods with long life cycle (electronics) the result indicated positive influence from marketing communications on brand equity and shows great impact on brand quality brand

loyalty and brand image as characteristics of brand equity. Also (Sarah, Marlana 2007) purpose of this study was to analyze how Hispanic consumers respond to high and low involvement products featuring celebrity endorsements and indirect product claims with either a connected or separated appeal the impact of variety of advertisements featuring combination of the variables outlined measured the impacts on Hispanics attitudes and claimed behaviors.

Study Model:**The main hypothesis:**

H0.1: there is no relationship between the characteristics of celebrity endorsers on brand image.

Methodology:

The study was applied on the student of private universities on Jordan, where there are (270) surveys had been distributed, where there was (254) survey were valid to analysis.

Means and Standard Deviations for the Study Main Domain

<i>Item</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Degree of Agreement</i>
Celebrity endorser	2.9541	0.62145	Moderate
Brand image	2.7985	0.66542	Moderate

Source: the table was developed based on the SPSS analysis

The Table showed that the means for the study main domains were from (2.9541) to (2.7985). Brand image got the highest mean (2.9541) and standard deviation (0.62145), and celebrity endorser was (2.7985) and standard deviation (0.66542).

Findings:

From the researcher point of view and based on the study results shows a positive relationship between celebrity endorsers and brand image. These results give us a hint of how celebrity endorsers impact brand image and enhance it even though the result were moderate that shows that celebrity endorsers have a huge effect on increasing brand awareness, encouraging brand trial, enhance purchase confidence and increase brand trust. The impact of celebrity endorsers on increasing brand trust got the highest rank among result showing that celebrity endorsers have a huge effect on brand image.

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