

Celebrity Endorsement And Its Impact On Sales A Research

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 6th International Conference, HCIBGO 2019, Held as Part of the 21st HCI International Conference, HCII 2019, Orlando, FL, USA, July 26-31, 2019, Proceedings, Part I
 A Relational Approach

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The Value of Personified Celebrity Endorsers to Brand Endorsement and Their Effect on the Brand and the Personified Celebrity Endorser Celebrity Endorsements: Theoretical Explanations of Meaning Transfer - and Schema-based-Models - Recent Developments
 In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable development is not a new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on

the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. Developing Successful Global Strategies for Marketing Luxury Brands upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing, management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital transformation.

Building and Sustaining Strong Global Brands in Asia IGI Global
 Celebrities have always captured the imagination of the public. In today's age of consumerism, their ability to influence our behaviour can be seen worldwide. Harnessing this power can reap huge rewards for business — the Jamie Oliver campaign helped turn around Sainsbury's fortunes, with the return on investment estimated at £27.95 for every advertising pound spent; sales of Walker's Crisps increased by 105% thanks to Gary Lineker; One to One re-launched its brand with stars including Kate Moss and Elvis Presley. *Celebrity Sells* demonstrates the awesome power of famous names, when skilfully used, to sell brands and offers practical advice on how to develop and advertise a brand using celebrities, including: How to choose the right celebrity for your brand How to build your brand using a celebrity How to manage relationships with celebrities How to protect celebrity and brand reputation
[Celebrity Endorsement. Why do consumers like celebrity endorsers?](#) GRIN Verlag
 The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship with them at the same time, to ensure

future sales. Driving Customer Appeal Through the Use of Emotional Branding is a critical scholarly resource that examines the responses consumers have to differing advertising strategies, and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs, business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business.

Impact of Celebrity Endorsement on Brand Image Intellect Books

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Use of Celebrity and its Influence on Society, Culture and Communication Springer

The practice of celebrity endorsement has been widely adopted in advertising industries around the world. In the Chinese advertising world, celebrity endorsement has been a commonly used strategy since 2010. Celebrities from the entertainment and sports industries have been frequently employed to promote messages about advertised brands or products. This is a traditional way of celebrity endorsement. Recently, however, the development of new media has led to the emergence of self-made micro-celebrities, termed 'online influencers' in this dissertation. Facing the popularity of online influencers in the digital world, marketing communication practitioners have started using them to advertise brands and products, and to engage target audiences in advertisements. A new way of celebrity endorsement has developed. As a result, advertisers need to make decisions on whether to adopt traditional celebrity endorsement or online influencer endorsement. In this regard, it is necessary to figure out which celebrity endorsement method, traditional celebrity or online influencer endorsement, is more persuasive. Our study aims to explore how celebrity-audience relational motives (information, entertainment, and involvement motives) interact with celebrity endorser's typology (traditional celebrities or online influencers) to determine the persuasiveness of celebrity endorsement appeals in advertising. The study's conceptual framework hypothesized that celebrity-audience relational motives play a determining role in the audiences' attitudes toward celebrities, whereas celebrity typology adjusts the impact of celebrity-audience relational motives on the audience's attitude toward celebrities. Also, it was theorized that audiences' attitudes toward celebrities would influence the persuasiveness of advertisements containing celebrity endorsements. In this causal relationship, the celebrity-product fit moderates its impact. A mixed methodology was applied in this dissertation. The first method used was qualitative personal interviews, conducted with 15 Chinese respondents between August 2018 and February 2019. This exploratory study's purpose was to get audience's insights on their perceptions of traditional celebrity and online influencer endorsement, and to develop a conceptual framework based on the empirical data. Results in the first exploratory study revealed that compared with online influencers, a much closer relationship was found between interviewees and traditional celebrities. Also, the overall affective evaluation of traditional celebrities and their endorsement appeal was found to be more positive than that of online influencers. The second study confirms that celebrity-audience relational motives significantly determine the audience's attitude toward celebrity endorsers. The stronger the relational motives are, the more positive audience's attitude could be. Besides, celebrity typology effectively moderates the impact of entertainment motive on attitude toward celebrity endorsers. Moreover, if audiences evaluated celebrity endorsers positively, the persuasiveness of advertising with celebrity endorsement would be significantly improved on both affective and behavioral levels. Furthermore, the celebrity-product fit further enhances the advertising persuasiveness. Based on the findings, theoretical and marketing communication implications are suggested to enlighten communication practitioners on

how to select celebrity endorsers and what factors to consider to guarantee the persuasiveness of advertising through celebrity endorsement appeals.

Impact of Celebrity Endorsement on Brand Image: a Case Study Springer

This two-volume set LNCS 11588 and 11589 constitutes the refereed proceedings of the 6th International Conference on Business, Government, and Organizations, HCIBGO 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 63 papers presented in these two volumes are organized in topical sections named: Electronic, Mobile and Ubiquitous Commerce, eBanking and Digital Money, Consumer Behaviour, Business Information Systems, Dashboards and Visualization, Social Media and Big Data Analytics in B

Creating Marketing Magic and Innovative Future Marketing Trends LAP Lambert Academic Publishing

This book discusses the effects of music celebrities endorsement in advertisement on television on University youth. It has focused on shedding light on who celebrities are, what endorsement is and why celebrities are used in creation of the advertisements aired on television. Further this book has identified the effects that these celebrity endorsed advertisements have on youth in terms of fashion statement. Recommendations have been made on what should be done to control the kind of advertisements aired as well as the choice of celebrities who should be used to endorse advertisement

A Study Among Young Consumers SAGE Publications India

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

Influence of Celebrity Endorsement of Advertisement Prentice Hall

Offering a rare insight into the world of celebrity and media in China and beyond, Celebrity Culture and the Entertainment Industry in Asia deconstructs the dynamics of "stardom" and celebrity endorsement in East Asia, and examines its impact on marketing communications and media. Through first-hand interviews with celebrities and entertainment industry practitioners, the book discusses the social, cultural and economic influences of celebrity through topics such as self-identity, celebrity-driven consumer behaviour, gender and race stereotypes, idol worship, etc. Interviews with celebrities such as Kai-Wah Kwok, Bob Lam, Denise Ho, Hilary Tsui and Francis Mak present the reader with insider accounts of celebrity formation, management and marketing in Hong Kong and Mainland China, as well as South Korea and Taiwan. These untold inside stories of celebrity endorsement and advocacy will stimulate both academic and general readers' interest in rethinking the economic and cultural implications of the phenomenon of stardom.

Celebrity Endorsement in the Fashion Industry and Its Impact on Young Women's

Buying Behaviour LAP Lambert Academic Publishing

The use of endorsements and testimonials to sell anything imaginable is a modern development,

though the technique is centuries old. Before World War I, endorsement ads were tied to patent medicine, and were left with a bad reputation when that industry was exposed as quackery. The reputation was well earned: claims of a product's curative powers sometimes ran opposite the endorser's obituary, and Lillian Russell once testified that a certain compound had made her "feel like a new man." Distrusted by the public, banished from mainstream publications, endorsements languished until around 1920, but returned with a vengeance with the growth of consumerism and modern media. Despite its questionable effectiveness, endorsement advertising is now ubiquitous, costing advertisers (and consequently consumers) hundreds of millions of dollars annually. This exploration of modern endorsement advertising—paid or unsolicited testimonials endorsing a product—follows its evolution from a marginalized, mistrusted technique to a multibillion-dollar industry. Chapters recount endorsement advertising's changing form and fortunes, from Lux Soap's co-opting of early Hollywood to today's lucrative industry dependent largely on athletes. The social history of endorsement advertising is examined in terms of changing ethical and governmental views, shifting business trends, and its relationship to the growth of modern media, while the money involved and the question of effectiveness are scrutinized. The illustrated text includes five appendices that focus on companies, celebrities, athletes and celebrity endorsements.

Advancing Insights on McFarland

New ideas change the world. From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent ideas that will help managers build and maintain brands in the future marketplace. Written by the leading minds management from around the globe who are redefining best practices in managing brands, it examines the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand experience. The all-star team includes: Martin Roll, Kevin Lane Keller, Don E. Schultz, Bernd Schmitt, Jean-Noel Kapferer, V. Kumar, Bharath Rajan, Lluís Martínez-Ribes, Shi Zhang, Jean Yannis Suvatjis, Leslie de Chernatony, Vanessa M. Patrick and Henrik Hagtvedt, Gregory M Thomas, Jeffrey Parkhurst Srinivas Reddy, Anupam Jaju, Werner Reinartz, Jeffery Andrien, Paul Benoit, Philip C Zerrillo, Cem Bahadir, and Rajendra K Srivastava.

Celebrity Endorsement: Impact on Consumers' Purchase Intention KISHOLOY ROY

In the race for the popularity, spotlight and customers attention, companies use a vast amount of marketing strategies in order to stand out and cut through the clutter. One of the most used marketing strategies in the world is celebrity endorsement. Nowadays, companies pay millions of dollars to celebrities in order to add a more luxurious image to the brand, increase brand trustworthiness, credibility and purchase intention. Hence, the topic of this thesis deals with the question how celebrities credibility impacts consumers purchase intention in the FMCG industry. The goal of this thesis is to provide a comprehensive, critical review of the academic literature on the topic of celebrity endorsement, that is, its history, the models underlying it and advantages and disadvantages of using it, as well as present the findings of the primary research. In order to answer the question, the experimental research design supported by 4 research hypothesis has been conducted. Based on the analysis, the author came to the conclusion that celebrities credibility does not impact consumers purchase intention, namely, variables trustworthiness and attractiveness have a positive impact, whereas the variable expertise does not. Additionally, the level of purchase intention does not depend on consumers gender.****In the race for the popularity, spotlight and customers attention, companies use a vast amount of marketing strategies in order to stand out and cut through the clutter. One of the most used marketing strategies in the world is celebrity endorsement. Nowadays, companies pay millions of dollars to celebrities in order to add a more luxurious image to the brand, increase brand trustworthiness, credibility and purchase intention. Hence, the topic of this thesis deals with the question how celebrities credibility impacts consumers purchase intention in the FMCG industry. The goal of this thesis is to provide a comprehensive, critical review of the academic literature on the topic

Consumers' Perceptions and Responses to Advertising with Product Endorsements by

Traditional Celebrities and Online Influencers IGI Global

This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empiric analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some

important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

Impact of Celebrity Endorsement in Advertising of High-risk Products GRIN Verlag

This volume includes the full proceedings from the 2016 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida, entitled Creating Marketing Magic and Innovative Future Marketing Trends. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several macro-level factors continue to play influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and “back to the roots” marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, to undertake more rigorous research practices. The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior, marketing strategy, marketing theory, services marketing, advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy’s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World John Wiley & Sons

This second edition of the bestselling Asian Brand Strategy takes a look at how Asian brands continue to gain share-of-voice and share-of-market. Featuring a user-friendly strategic model, new research, and case studies, this book provides a framework for understanding Asian branding strategies and Asian brands.

Celebrity Culture and the Entertainment Industry in Asia LAP Lambert Academic Publishing

This research study examines the effect of celebrity endorsement on attitudes towards the advertisement, the product, purchase intentions and recommendation likelihood. In order to test it, two different endorsers have been chosen for this study, namely a well-known celebrity expert and a fictitious non-celebrity expert. The aim is to identify which characteristics are important for an effective brand endorsement. Additionally, differences between endorser types are examined. The sample used for this study contains mainly students from the Netherlands, Germany and Ecuador. Furthermore, high involvement products are used to test the impact of brand endorsement, namely two types of automobiles (luxury model versus standard model). The results of the research validate the existing models about endorser characteristics (Source Attractiveness Model, Source Credibility Model and Match-Up Hypothesis) and identify which of these elements function as key factors for successful endorsements.

International Celebrity Endorsement in the case of l'Oréal BoD – Books on Demand

The main purpose of this study is to find out whether celebrity endorsers' behaviors, such as large endorsement contract and multiple product endorsement, will influence consumers' correspondence inferences on those celebrities' genuine attitudes towards the endorsed products in print advertisements and how such attributional inferences will differ according to the perceived

level of product congruence with the endorser. For meaningful analysis and interpretation, the differential effects were examined in terms of correspondence bias and suspicion of ulterior motives. The bias refers to people's attributional inference tendency to relying on other persons' dispositions; whereas, the suspicion of ulterior motives accounts for people's suspending such inferential tendency to the bias. The moderating roles of individual need for cognition and implicit theory of personality were also scrutinized along with the inferential process. Lastly, the mediating role of correspondence inference to attitudinal and behavioral measures of advertising effectiveness was tested. Results support the differential effects of suspicion by perceived product congruence on persuasiveness of celebrity endorsement advertising. Consumers did bias their correspondence inferences when the product was not perceived to be highly congruent with the image of the celebrity endorser; however, consumers did not bias their correspondence inferences when they were highly suspicious of the endorser's ulterior motives whether the product is perceived to be highly matched with the image of the endorser or not. Those effects were also found to be moderated by consumers' level of need for cognition, but not the implicit theory of personality. Irrespective of their suspicion levels, low need for cognition consumers did bias their correspondence inferences whether the product was perceived to be highly matched with the image of the endorser or not. An additional investigation on the mediating role of correspondence inference confirmed its positive effects on consumers' attitudes toward the ad and the brand, and behavioral intentions. Based upon the empirical findings from the experiment, theoretical and managerial implications as well as limitations and suggestions for future research are discussed.

Celebrity Endorsement Simon and Schuster

Advertisers constantly compete for consumers' attention and business. Thus, it is imperative for advertisers to develop superior strategies to gain consumer attention, increase product awareness and spur purchasing. Employing a celebrity endorser is an expensive but popular strategy. In 2010, 15 percent of all advertisements were celebrity endorsements (Crutchfield, 2010). Therefore, it is crucial that advertisers understand how celebrity endorsements influence consumers. Twenty in-depth interviews yielded thick descriptions of the impact cosmetic celebrity endorsements have on upper-class and middle-class females, ages 25-40. The research aims to discover what women think about celebrities endorsing mass-marketed cosmetic products. Particular emphasis is given to any differences between upper-class and middle-class women. This research applies the uses and gratifications theory as well as the concept of parasocial interaction. The findings suggest that women use cosmetic celebrity endorsements to gratify a variety of needs. Also, the research suggests that a parasocial interaction may manipulate the reception and use of a cosmetic celebrity endorsement. Overall, the study found that celebrity endorsements increase product awareness but do not increase purchase intent.

The Influence of Celebrity Endorsements on the Buying Intention of Young Consumers in India LAP Lambert Academic Publishing

Social media plays an important part in modern society. Marketing professionals started to pay attention to social media in search for new ways to promote products and services online. One of the most recognized ways to promote the product is with the use of celebrity endorsement. Marketing scholars pinpointed that using celebrity endorsement for reaching Millennial consumers is very effective. During the process of endorsement, a publicly recognized person promotes the product by appearing with it in an advertisement. Celebrities appeared in product promotion ever since television set has become a necessary household item. Television viewers were highly interested in celebrities and researchers attempted to explain why the viewers are so captivated by them. In 1956, Horton and Wohl invented parasocial interactions theory to explain the phenomenon of fascination with celebrities. Horton and Wohl were the first to suggest that celebrities are effective in product promotion due to viewers' aspiration to be more similar to them. The purpose of this thesis is to explore how parasocial interactions shape consumer behavior of Russian Millennials. The research will pay close attention to psychological undertones of publicly

recognized individuals' persuasion on their followers that influences their consumer behavior. Parasocial interactions between celebrity and their followers constitutes the research phenomenon of this thesis. Parasocial influence on consumers is still not clearly explained by the theoretical knowledge. An attempt to address this issue was made by parasocial interactions theory as well as by endorser source effect literature. However, recent research articles regarding parasocial interactions point out that new social media context creates a need for further investigation. Semi-structured interviews were used in this research, with overall twelve participants from Russia. All participants were female Millennials aged 25-28. Seven reoccurring themes were identified from the interview data, showcasing how parasocial interactions influenced consumer behavior of social media followers. These themes include pursuing celebrity experience, establishing high level of trust with celebrity, pursuing self-transformation through meaning-based consumption, adopting celebrity's lifestyle and habits, fulfilling the need to belong, stepping outside the consumption comfort zone and actively pursuing higher level of attractiveness. This research contributes to both parasocial interactions and celebrity endorsement literature by providing consumers' perspective on persuasiveness of social media endorsements. It was revealed that followers see celebrities that they emotionally engage with as trustable individuals and are willing to purchase their products without hesitation. As followers are open to try new products, it creates wide possibilities for marketers to utilize celebrity endorsement to its full potential. The biggest opportunity can be identified in endorsement of beauty and fashion products, since followers revealed great interest in enhancing their physical appearance. However, followers' trust must be maintained by celebrities choosing endorsements wisely and not engaging with promotion of non-related products.

Driving Customer Appeal Through the Use of Emotional Branding Springer Science & Business Media

Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Technical University of Chemnitz, course: Seminar, 51 entries in the bibliography, language: English, abstract: Michael Jordan, Tiger Woods, Heidi Klum, Günther Jauch, Thomas Gottschalk, they have all something in common. They are famous due to their public appearance and achievements in sport, television, magazines etc. Additionally, all of them are promoting or endorsing products. The use of famous spokesperson or celebrities in marketing communications in the United States is growing since the late 1970's and has reached a percentage of nearly 25% at the end of the 1990's. Statistics for the German market also suggest an increased use of famous testimonials, although their percentage relative to other communication strategies is seen as lower. Some researchers contend a positive economic effect of celebrity endorsements despite they are very expensive. Noticing that endorsement contracts with celebrities are expensive raises several questions. What makes them so interesting for companies? Why are marketers using celebrities instead of “normal” people? For executive directors it may be useful to know how the “right” celebrity could be selected from the big crowd of popular persons. Furthermore, which are the factors predicting whether a celebrity is effective or not as an endorser? From a more scientific point of view, it is interesting to shed light to the processes through which consumers perceive advertisements with celebrities. As the title of this study suggests, these questions are answered in a somehow theoretical way, but with some practical conclusions. Chapter 2 explains to which extent the celebrity may be part of the communication process and which effectiveness criteria exist. Having defined and classified the main concepts of this paper in chapter 2, which are celebrity endorsement and schemas, some models that are related to celebrity endorsements are explained. Research of celebrity endorsement has focused mainly on four different approaches. First, the characteristics of an endorser as a source of information, divided in attractiveness (3.1) and credibility (3.2). Additionally, Match-Up between product and endorser characteristics are examined (3.3). Finally, in a more comprehensive model, researchers investigated in transfer of meanings from celebrities to products and then to consumers (3.4). This study will end with some limitations and expectations to further research.

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