CHAPTER 3

CONCEPTUAL BASE OF
THE STUDY
3.1 BRAND PERCEPTION AND ITS ROLE

“One of the most valuable assets that a firm has is the brands that the firm has invested in and developed over time”.¹ Devendra Joshi (2013)² termed brand as “assortment of memories in customers mind; a set of functional, emotional and rational associations and benefits which have occupied consumers’ mind”.

According to Hoeffler and Keller (2003)³ “the value of a brand is derived in the marketplace from the words and actions of consumers”. Brands communicate different things to different people.⁴ From the consumer’s point of view, a brand simplifies decision making, reduces risk, promise quality level, engender trust and set expectations.⁵&⁶

Brands have the power to gain access to and remain in the subconscious mind of consumer, brands carry a certain power which can be termed as perception combined with an image.⁷ It is brand perception which enables a consumer to differentiate among dozens of detergents, toothpaste, face cream, soaps, shampoos etc. And this is why


⁴ Ibid2

⁵ Ibid1


⁷ Ibid2
marketers give importance to consumer perception while developing brand positioning strategy.

“Building a strong brand is the goal of many organizations”. In this modern age of marketing, brands stand for greatness if the customers are able to identify them in the market place. A brand is not just combinations of name, design or symbol but also features which may help to differentiate goods or services from those of the others. Brands are actually what consumers say about them. A brand’s true identity exists in its perception.

Bahn, K. D. (1986) defined perception as "the process of attending to and knowing objects by means of the senses". Perception is the process by which we interpret sensory data which comes to us through our senses. Perception can also be defined as to how consumers view products in terms of its price, quality, quantity or other product characteristics. Brand Perception refers to the impression of brands in the minds of the consumers.

Brand Perception is sum of all experiences related to the product, service, and also the companies which make and deliver the product. It enables consumers to perceive brands as containing unique sets of tangible and intangible value additions. As such, customers have emotional bonding with brands because of the resultant perceived characteristics.

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Perception greatly influences the buying behaviour of consumers.\textsuperscript{11} Brand perception may be the key factor in a customer’s decision making process. Brand perception is developed over time through a variety of sources, such as previous experience or interactions with the brand, customer services, friend and family recommendations, reviews by the reputable sources and advertising as well.

Brand perceptions are dependent on the functional experiences (speed, quality, reliability, usefulness etc.) and the emotional experiences (feeling, performance, etc.) which the customer associates with the product or the company. Thus the influence on our perception can be structural or functional. “Structural influences on our perception come from the physical aspects of the stimuli to which we are being exposed”.\textsuperscript{12} Whereas, functional influences on our perception come from the psychological factors which introduce some sort of subjectivity into the process.

Brand perception depends on the quality, packaging, price and advertising. Brand perception may also be affected by demographic variables such as income, education and age. It also differs from one brand to another.\textsuperscript{13}

Selvalakshmi, (2012)\textsuperscript{14} states that perception is result of two sets of images in the minds of the consumers. While one is a self image the other is a brand image. Self image refers to the mental picture that a consumer has of himself. Self image is important from the


\textsuperscript{14} Ibid
point of view of marketers as it differs from consumers to consumers and consumers prefer to buy only those products whose image appears to be consistent with their self-image. They form a base for psychographic segmentation. Brand image, on the other hand, refers to the mental picture that a consumer has of a particular band. Advertisement plays an important role in building strong brand image in the minds of consumers.

Consumers’ perception is greatly influenced by wants, needs, attitudes, and other psychological factors and it is known as selective perception. Selective perception means that different people can react to the same message in different ways. Selective perception plays an important role in the communication process. Brand perceptions are complex values created in the mind of consumers on the basis of past history and traditions, or marketing services, quality, or popularity of the product etc.

Brands play dynamic roles and determine the effectiveness of marketing efforts such as advertising. The purpose of advertising seems to get the attention of the target audience towards their message, enable them to learn the contents of the messages, and make appropriate changes in their attitudes and beliefs. In this modern age of marketing, brands stand for greatness if the customers are able to identify them in the market place. “Strong brands have duality; they appeal to both the head and the heart”. As such a brand’s true identity exists in its perception.

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16 Ibid10

17 Ibid6

18 Ibid1
3.2 ELEMENTS OF BRAND PERCEPTION

“The true measure of the strength of a brand depends on how consumers think, feel, act, etc. with respect to that brand.”¹ Brands stand for greatness if the customers are able to identify them in the market place. Review of literature suggests that the value of a brand depends on the consumers’ knowledge structures.² And “though the eventual goal of any marketing program is to increase sales, it is first necessary to establish knowledge structures for the brand so that consumers respond favorably to marketing activities for the brand”.³ It is consumer’s thoughts, feelings, experiences and perception with respect to a brand which determine his or her brand knowledge.⁴

There exist different views with regard to the measures of consumers’ perception of brands. Aaker (1991)⁵ states that customer perceptions and reactions are represented by brand loyalty (Brand Resonance), band awareness & brand associations (Brand Familiarity), and perceived quality. Keller has presented a comprehensive picture of the various factors which determine consumer’s brand reactions. Keller (2007)⁶ has given six building blocks (brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance) which define how customers react and respond towards a brand.


⁴ Ibid


⁶ Ibid
Building blocks which define how the customers react and respond towards a brand

Source: Dimensions of Keller’s Consumer Based Brand Equity Model (2007)\(^7\)

The most valuable asset for improving marketing productivity of a firm is the knowledge that has been created about the brand in the consumers’ minds\(^8\) (brand salience). Brand resonance is what the companies should aim at. Brand resonance represents customer-brand relationship. Brand resonance is an outcome of the other building blocks.

\(^7\) *Ibid*1

\(^8\) *Ibid*3
3.2.1 Brand Salience or Brand Familiarity (Knowledge + Awareness)

Brand knowledge affects the way consumers respond towards marketing activities such as advertising. Brand knowledge does not relate to facts about a brand, rather it means the consumers perception, feelings and experiences that are linked to a brand.9 Brand knowledge includes brand awareness and brand image.

“Brand awareness is related to the strength of the brand node or trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions”.10 Brand awareness refers to consumer’s receptiveness towards brand recall and brand recognition. According to Aaker (1996)11, a consumer must be aware in order to develop some sort of association. “Brand awareness with strong associations forms a specific brand image”.12 “Brand Associations are images and symbols associated with the brand”.13 It is through brand association that the consumer links the brand to its memory. A brand which has a strong recall and top of mind awareness affects customers’ perceptions. Awareness affects consumer’s brand perception, which may ultimately lead to brand choice.14 Often in low-involvement product categories such as FMCGs, brand

9 Ibid

10 Ibid


14 Ibid11
awareness alone is sufficient to guide consumers to choose the products, because of lack of purchase motivation.\textsuperscript{15}

Brand image is consumers’ perception as indicated by his or her brand association in the memory. Brand image connotes to customer’s brand perception and preference, as reflected by brand associations held in his or her memory.\textsuperscript{16}

Brand Familiarity includes brand awareness and brand knowledge. Familiarity is defined as “the number of product related experiences that have been accumulated by the consumer”.\textsuperscript{17} In fact, “familiarity is a higher standard of awareness; it is a measure of the knowledge and understanding the customer has about the brand”.\textsuperscript{18} Brand familiarity means that the customer totally understands the brand. Familiarity includes prior knowledge or exposure to the brand.\textsuperscript{19} Brand Familiarity is about having the right information and knowledge. “Brand familiarity exerts important effects on brand choice”.\textsuperscript{20} As such, “familiar brands appear to better withstand competition”.\textsuperscript{21}

The two term brand familiarity and brand saliency means one and the same thing, and are often used interchangeably. Brand Saliency refers to customers’ familiarity with a brand.

\textsuperscript{15} Ibid

\textsuperscript{16} Ibid


\textsuperscript{21} Ibid
It is the link between the brand and the specific knowledge in the customer’s mind. Brand saliency provides a perfect base for developing brand awareness and brand knowledge. “Brand Salience, relates to how often the brand is evoked in the situations of purchasing and consumption”. 22 When customers encounter advertisements of a particular brand, brand saliency enables him or her to relate the circumstances in the ad with themselves. “A highly salient brand is one that customers always think of at the right place and at the right time, as well as make sufficient purchases”. 23

3.2.2 Perceived Quality

Perceived Quality refers to consumer’s perceived judgment related to product’s superiority or excellence. 24 “Perceived Quality or Perceived Brand Quality means the consumers' subjective judgment of a brand's overall excellence”. 25 Perceived quality is build over a period of time through information and knowledge gained through experience or advertisement or through some other source. “Personal product experiences, unique needs, and consumption situations may influence the consumer’s subjective judgment of quality”. 26 “High perceived quality means that, through the long-term experience related to the brand, consumers recognize the differentiation and

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22 Ibid1
23 Ibid1
24 Ibid1
26 Ibid11
superiority of the brand”.  It is customer’s objective assessments of brand quality, the sum total of utilitarian and economic benefits sought from the product which may ultimately satisfy the consumers. Brand Performance means the intensity to which a product meets the functional needs of consumers. As such, brand performance may depend on the experience derived from the product use. But despite the importance of product actual use, advertising is also an important element which helps in the development of brand performance. According to Keller (2007) the importance of advertising concerning brand performance is three fold. Firstly, Advertising creates value addition for customers by clarifying the benefits sought from the product such as product ingredients or features. Advertisements communicates product benefits to the consumers which they believe and thus transforms their product experience. Advertising helps to create intangible brand associations.

Brand Judgement, on the other hand, refers to consumers’ personal opinions and evaluations of a brand. Keller (2007) highlighted four dimensions of brand

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27 Ibid11

28 Ibid1

29 Ibid1

30 Ibid1


32 Ibid1
Judgement, viz., *brand quality* (consumers’ perceptions of overall quality, value, and satisfaction) *brand credibility* (consumers’ perceived expertise, trustworthiness, and likeability towards a brand) *brand consideration* (the likelihood that the brand is included in the possible set of options) and *brand superiority* (consumers’ perception of a brand to be unique as well as better than other competing brands).

### 3.2.3 Brand Resonance

Brand Resonance is consumers’ degree of association and accord with a brand. It refers to consumers’ intensity of loyalty to a brand and the ways in which he or she relates itself with a brand to share their experience with others. “Brand loyalty makes consumers purchase a brand routinely and resist switching to another brand”. With an increase in advertisement, brand loyalty may increase purchases. Brand resonance represents customer-brand relationship. It means a close relationship and high degree of loyalty with the brand, in such a way that customers develops close affinity with the brand and also share his or her experience with others. Brands which are able to achieve resonance and affinity with their customers enjoy valuable benefits from building a strong brand.

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33 *Ibid*
35 *Ibid*
36 *Ibid*
37 *Ibid*
Brand resonance is an outcome or result high brand familiarity and right perceived quality. Thus brand resonance is achieved via brand familiarity and brand supremacy (perceived quality). Due to enhanced credibility and reputation, brand resonance creates a competitive advantage for companies. They are able to charge premium prices and favours them in new product launches. Companies which aim to establish brand resonance (create value) with their customers are actually investing in a long term relationship in order to capture value. Harley – Davidson and Apple are one the best examples of companies who have build strong relationship with their customers and are now enjoying the benefit, although it took them years to build the image of quality and consistency in the minds of the consumers.
3.3 ADVERTISEMENT AND ITS ROLE

The purpose of advertising seems to get the attention of the target audience towards their message, enable them to learn the contents of the messages, and make appropriate changes in their attitudes and beliefs.¹ But in reality, we are exposed to numerous ads every day, and we remember only a few. One reason is that the majority of advertisements which we are exposed to, are at the same proximity and are unable to engage the customers.²

In order to better engage the customers, advertisements should motivate them by highlighting their needs. The determination of customers’ needs and identification of variables which motivate them is possible only after understanding the consumers and their behaviours. Consumer behaviour is the activities which people undertake while obtaining, disposing and consuming of products or services.

Advertising is a persuasive and powerful instrument to inform. “Advertising plays a pivotal role in increasing brand awareness as well as creating strong brand associations”,³ Advertisement is useful tool as it disseminates information facilitating consumers to help differentiate amongst competing brands. As such, some marketers resort to comparative ad messages. Scholars are seems to be divided on the issue of comparative advertisements. Some scholars are of the view that comparative ad messages are very


useful, where as others are of the opinion that comparative ad messages may create negative reactions. “They invoke the consumer’s belief structure for the comparison brand, tends to make salient any disparities between the message claim and the consumer’s prior belief”.

Advertising comes in different forms. Keller (2007) classifies advertising into five major categories. They are media advertising (TV broadcast and includes print such as Newspaper and Magazine) direct response advertising (Such as telephone or e-mail) online advertising (such as web sites, pop-ups, banners or search ads) place advertising (movies, billboards, etc.) and point of purchase (POP) advertising (in store displays)

Navninderjit Singh (2012) has classified advertisements broadly into four categories:

1. **Persuasive advertisements**: Persuasive advertisements are intended to enhance and attract taste and preferences of inexperienced as well as new consumers. Most of the ads that we experience in our daily life are persuasive. They influence our life styles and persuade us to change or develop certain habits. Whether it is soft drinks consumption among the younger generation or increased use of credit cards or cell phones, persuasive advertisements play a significant role in reshaping our life styles. Foreign companies have been successful in India in selling products like cornflakes, noodles, soft drinks, washing powders etc. largely due to such advertising techniques.

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2. **Informative advertisements**: Informative advertisements as the name suggest are informational in nature. They are primarily intended for the experienced consumers who require information on price, quantity, quality, availability or other product characteristics. “Informative advertisements eliminate informational externality and influence the buyers' willingness to pay.”\(^7\)

3. **Targeted advertisements**: Targeted advertisements are those which are primarily intended for a particular group of consumers. They focus on attributes of the brand advertised. The success rate of such advertisements depends largely on the targeted consumers. If the targeted consumers are new and inexperienced, then the contents of such advertisements are more likely to be persuasive than informative. Hence targeted advertisements are limited in scope.

4. **Comparative advertisements**: Comparative advertisements are intended to compete with the rival brands on the basis of product attributes. The claims may be direct or indirect, but they are mainly intended to enable a consumer make comparison of the advertised brands with those of the competing brands. The results of such ad is brand switching.

Besides, advertisements may also be differentiated in the ways it influences the consumers. Such as Emotional Advertisements, Celebrity Endorsement Advertisements, Distraction Advertisements and Refutation Advertisements\(^8\)

5. **Emotional Advertisements**: Some advertisements create emotional feelings or attachment towards the product advertised, they are known as emotional advertisements.

\(^7\) Ibid 6

\(^8\) Ibid 6
They rely on emotions or feelings, and tend to evoke such feelings especially when the product advertised involves buying based on emotions and feelings. The products are either of low-involvement category (such as toffees or other products for small pleasures) or of high-involvement category (such as cars or expensive jewelries where the feelings are associated with products).

6. **Celebrity Endorsement Advertisements:** Celebrity Endorsement advertisements are those where the source delivering the message is a known personality or a highly influential person. The model or source is a credible person. The product advertised gets attraction due to the personality and other related characteristics of the model.

7. **Distraction Advertisements:** Distraction advertisements are those which distract and divert the attention of the audience by counter arguing. The nature of such advertisement is to attract the attention of viewers by showcasing argument.

8. **Refutation Advertisements:** To refute means to prove wrong something or to deny the truth. Thus, refutation advertising means explicitly stating claims followed by its refutation. Such advertisements focus on brand benefits.
3.4 ELEMENTS OF ADVERTISEMENT

Advertisement is considered as a powerful impact generating tool as it has persuasive and powerful influence on the consumers. The ultimate aim of advertisement is to create brand awareness and facilitate purchase.\(^1\) The aim of advertisement is to help consumers take purchase decisions by giving information about products and brands. Thus, the effectiveness of advertisement is measured and based on its ability to impact attitudes and purchase intentions toward the brands.\(^2\)

There are different ways to communicate different ad messages. But underlying all those messages is a creative strategy which determines what the advertising message will communicate and creative tactics of how the message strategy will be executed.\(^3\) Development of effective ad strategy depends on the ad objective which is ultimately linked to the organization’s objective. Further, there may be different ad objectives depending upon the type of product, the product life cycle stages and the target customers. Never the less, advertising plays an important role in today’s age of competition and thus it becomes important for a marketer to provide effective information to the target customers.

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3.4.1 Type of Message Communicated

The information provided in advertisements may be either rational or emotional. Rational factors are also referred to as functional factors. And emotional factors are also referred to as representational factors. “Rationality and emotions are the fundamental elements of human life”. 4 Marketers increasingly use rational and emotional appeals in advertisements to attract customers.5

“The rational approach provides informative messages such as relevant product details, facts and figures. Emotional approach, on the other hand, attempts to link purchase and use decisions to psychographic needs of potential buyers”. 6

Functional or rational appeals are informative in nature. They are based on facts and reasoning. The primary focus of such appeal is to cater the utilitarian and practical needs of the customers. They emphasize on product features, benefits or efficiency.

Emotion is an essential component for successful execution of advertising message.7

“Emotional appeal is a method of persuasion designed to create an emotional response to a message by using emotional content”.8 Emotional appeals may include use of music, humor etc. and are related to personal feeling, hope, aspiration, status, dream etc. for low-

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5 *Ibid*


7 *Ibid*

involvement category of products in order to draw attention. “Emotionality in advertisement influences information processing, attitude formation, and purchase decision”.⁹

Rational and emotional appeals of advertisement are also referred to as hard sell and soft sell approach. “Soft-sell appeals in advertisement rely on ‘feeling’ related aspects. They emphasize on emotions and affect consumers’ feeling through indirect mechanism. Hard-sell appeals rely on ‘thinking’ related aspects. They emphasize on objective criteria and induce consumers to undergo rational thinking on price, brand or other similar aspects.”¹⁰

Research on the topic suggests that on the one hand, emotion is an important element which determines the effectiveness of advertisement. While on the other hand, rational appeal plays a larger role in forming attitude than emotional aspects.¹¹ Literature available on the topic suggests that both rational and emotional appeals in advertisement generate positive affect and response towards the advertisement and the brand.¹² Emotional appeal seeks to enhance the emotional needs of the consumers.¹³ But for a consumer to get attracted emotionally, they must have some knowledge or awareness of the product. As such, “rationality and emotions are not independent of each other”¹⁴ Emotional and rational appeals in advertisement go hand in hand. Relevant information

⁹ *Ibid* ¹

¹⁰ *Ibid* ¹

¹¹ *Ibid* ⁸

¹² *Ibid* ¹


¹⁴ *Ibid* ³
about the brand and creative message with effective appeals generate the desired positive response.\textsuperscript{15}

Research has been carried out in the past to study emotionality and rationality, especially in the field of psychology. But there still exist a gap when it comes to understanding emotional and rational appeals in advertisement of low-involving FMCG products. As such there is a need to elucidate the topic.

1. \textbf{Rational or Functional Appeals in Advertisements:}

According to Aaker and Joachimsthaler (2000)\textsuperscript{16}, “functional benefits describe what a brand is”. The evaluation of functional aspects usually treats the perceived rational benefits such as quality, efficiency, availability, value for money, taste and performance.\textsuperscript{17} Brands which advertise their products on rational appeals, design their ad messages based on product characteristics or competition. Ad messages based on rational appeals promote the technical features of an offering, utility of service offered, etc.\textsuperscript{18}

The consumers’ response towards the functional factors is largely based upon the individual’s perception.\textsuperscript{19} The functional factors affect the consumers’ buying behaviours. Those customers who are unable to decide what to purchase, use the process

\begin{flushleft}
\textsuperscript{15}Ibid\textsuperscript{1} \\
\textsuperscript{18}Ibid\textsuperscript{16} \\
\end{flushleft}
of purchase intent. Purchase intent simply means that customer purchase the product unintentionally and in unplanned manner. The present day shopping lifestyle of consumers describes their behaviour. They take information from retail store for their purchase decisions. The functional factors in turn give way to the representational factors such as emotional feeling in an individual’s mind.

2. Emotional or Representational Appeals in Advertisements:

While functional aspects focus on what a brand is, representational aspects describe what a brand does. The term representational appeal implies emotional appeal and includes social considerations as well. The creation of emotional or representational appeal in advertisements is crucial for marketers as it leads to the creation of added-value which in turn leads to sustainable advantage for a brand.

Advertising aims at modifying consumer’s attitude towards the ad in order to create understanding, liking, and selection of the advertised brand. The attitude which is formed towards the ad helps in influencing consumer’s attitudes towards the brand which leads them towards purchase decisions. Most consumer buying behaviour theories are based on the concept that the consumers decided to purchase a product at the spot. And the

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21 Ibid


24 Ibid
The major aim of advertising is to create positive attitude towards the ad and the brand until consumer purchases that product. The positive attitude so created, emotionally attracts the consumer. Thus, advertising creates awareness and encourages people to purchase. The consumer behaviour is influenced by emotional appeals in advertisements with the help of pleasure, arousal and dominance.

**Table 3.4.1**

**Factors affecting response towards the emotional appeals in advertisements**

<table>
<thead>
<tr>
<th>Pleasure</th>
<th>The state in which person feels good, happy, or joyful in a particular situation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arousal</td>
<td>The state of feeling which may vary from person to person in different situations i.e. feeling of excitement, active, bored, or sleepy.</td>
</tr>
<tr>
<td>Dominance</td>
<td>This defines individual feelings, which are in control of or free to act in a particular situation.</td>
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</tbody>
</table>

*Source: Khan G. S. et al. (2012)*

When consumer watches an advertisement and develops some sort of likeness for the brand, it is when the consumer makes up his or her mind to purchase the brand. But the effectiveness of an advertisement which creates emotional response depends upon the

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25 *Ibid*


27 *Ibid*
consumer’s ability to recall the brand’s advertisement in a purchase situation.\textsuperscript{28} The relative importance of brand recall depends to the extent to which consumer makes product related decisions, which in turn leads to brand awareness.\textsuperscript{29} Brand awareness helps to recall the brands’ advertisement. Individuals use cue in different buying situation for recalling the brand’s advertisement and greater chance of brand to be retrieved is when different attributes are attached to the brand to create brand association.\textsuperscript{30} As emotional advertising is considered to be the most effective tool, the consumer ultimately gives emotional response to that product.\textsuperscript{31}

\section*{3.4.2 Product Projection and Differentiation}

The reason that branded products are successful in the market is because consumers prefer them to ordinary unbranded products.\textsuperscript{32} Consumers prefer branded products over their non-branded counterpart as brands provide consumers with choice and make their purchase decision easy. But, when it comes to choosing among different brands, consumers to a large extent depend on advertisements. The ultimate aim of advertisement is to inform, remind and persuade customers. Advertisement may help create product

\textsuperscript{28}Ibid\textsuperscript{19}


differentiation. And this product differentiation is largely created with the help of persuasive advertising.

Literature on the topic suggests that there exist two different viewpoints. While some authors are of the opinion that advertisement creates artificial differentiation between brands which ultimately leads to market power. On the other hand, some authors are of the view that advertisement just act as a platform to provide information about the existence of different brands. Never the less, advertisement creates awareness that guides the consumers’ consideration set which is ultimately based on the consumer’s awareness about the existence of a substitute. In reality, consumers may have some salient preferences or liking or inclination towards certain attributes and advertisement only highlights those attributes. Thus, brands are differentiated based on those attributes which are highlighted in advertisements and ultimately preferred by consumers. “Successful product differentiation requires distinguishing a product or brand from competitors on an attribute that is meaningful, relevant, and valuable.”

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35 *Ibid*

3.4.3 Celebrities in Advertisements

One of the easiest ways to gain customer’s attention towards an advertised product is to use celebrities. The use of celebrities in advertisements is also known as celebrity endorsement. “Celebrities are used by marketers to build their brands”.  

Celebrity endorsement plays a crucial role in a country like India where marketers try to take advantage of people’s emotional predisposition. The aim is not just to get the market share but also to get the mindshare.

Usage of celebrities in advertisements is one of the important strategies of many FMCG companies. In India, the use of celebrities in advertisement has increased over the years. FMCGs such as face cream, soaps, shampoos and toothpastes are some of the highly endorsed products. A large number of literatures available on this topic are of the view that celebrity endorsement plays a crucial role in changing the perception of the consumers. These advertisements play a major role in changing the settled perception of consumers. Companies invest large sum of money to align their brands with celebrity endorser. But selection of an appropriate celebrity is crucial for advertisement’s effectiveness.

37 Ibid 32


40 Ibid 38
Celebrity endorsement may have negative effects as well. “Celebrity endorsement may not be as effective as many believe, and in some major western markets, has no strong influence on a consumer to make a purchase”.\(^{41}\) Some of the problems associated with celebrity endorsement are that it involves high cost, the possibility of the brand being overshadowed in the light of the celebrity or it may lead to change of brand image due to celebrity being associated with some other products.\(^{42}\) Companies do not have control on the personal life of the celebrities. Thus, the celebrity must not be just attractive but also credible and should add meaning to the brand.

The impact of celebrity endorsement on a brand’s image is a debatable topic. Its effectiveness in generating sales varies from country to country and also from product to product. Never the less, it helps communicate message through a reliable source. But marketers should remember that endorsing a celebrity is a means to an end and not an end in itself.\(^{43}\)

\(^{41}\) Ibid32

\(^{42}\) Ibid37

\(^{43}\) Ibid37
REFERENCES


