

Analyzing the Impact of Celebrity Endorsement in Promoting Fashion Brands - Analysis of Louis Vuitton

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1. Background to the Proposed Research

1.1 Introduction

Celebrity endorsement is one of the significant elements in the spectrum of marketing strategies in the world of fashion; such endorsement turns out to have a profound impact on consumer behavior and eventually the perception of the brand. It is reported that for brands using celebrity endorsements, sales get an average hike of 4% as compared to the brands not using endorsements, marking its huge significance in market outcomes ([Forbes,2023](#)). This is perhaps more prominent in luxury fashion, where brand visibility is only heightened by an association with high-profile personalities and fosters an aspirational bond with the customers. As far as this kind of strategy is concerned, Louis Vuitton comes to people's minds with its collaborations, which transcend simple advertising. Celebrity campaigns, on the other hand, those with J-Hope, Zendaya, Tahar Rahim, and Cate Blanchett have amplified the global reach for Louis Vuitton besides sparking off viral social media engagements, which speaks to the strategic import of these partnerships ([Louis Vuitton: 2023](#)).

1.2 Research Rationale

Celebrity endorsement has become one of the critical concepts for marketing in luxury fashion, which has valuable repercussions on brand image and consumption tendencies. Various studies show that celebrity-endorsed luxury brands gain an average sale of 4 % compared to non-endorsed luxury brands; this proves the effect they have on market performance ([Forbes, 2023](#)). However, there is still a scarcity of investigation about the mechanism and boundary conditions upon which celebrity endorsements can enhance brand equity & customers' attitude benefit from a perspective in the LV case ([McCracken, 1989](#)).

1.3 Aims and Objectives

Aim: The following study aims to analyze and evaluate systematically how strategies of celebrity endorsement affect the enhancement of brand image, influence consumers' perceptions, and contribute to sales growth in luxury fashion brands.

Objectives:

1. To analyze the current celebrity endorsements utilized by Louis Vuitton.
2. To demonstrate the effect of celebrity endorsement on brand image and sales of the luxurious-style brand.

3. To determine and classify consumer attitudes towards fashion brands that employ celebrities, with a specific emphasis on Louis Vuitton.
4. Discuss the proportional increase in brand awareness and consumer engagement when celebrities use social media.
5. To investigate how celebrity endorsements help to build competitive advantage strategies within the context of international luxury fashion competition.
6. Critically evaluate strategies that can be developed to improve marketing procedures for luxury style manufacturers based on empirical findings of celeb endorsement.

These goals include the general aim of shedding light on how celebrity endorsements influence various dimensions of brand communication.

1.4 Research Questions

This study primarily seeks to research the influence of celebrity endorsement in marketing fashion brands and take Louis Vuitton as a case. The specific research questions that this inquiry aims to provoke are:

1. How does celebrity endorsement influence fashion brand promotion: the case of Louis Vuitton?
2. How does Louis Vuitton leverage its current celebrity endorsements?
3. What are the major advantages and disadvantages of using celebrity endorsements for luxury fashion brands?
4. How do consumer perceptions and attitudes towards luxury fashion brands change with celebrity endorsements?
5. To what extent do celebrity endorsements influence the purchasing decisions of consumers in the luxury fashion market?
6. What strategies for luxurious style manufacturers use to enhance their marketing procedures?

The questions specifically involved celebrity endorsements impact on Louis Vuitton study.

1.5 Research Hypothesis

This study proposes that celebrity endorsements play an important role in improving brand image and increasing the awareness level of a product, thereby benefiting consumer purchase intention for luxury fashion products. More specifically, about Louis Vuitton So for this use case in the context of LV we could have a hypothesis;

- H1: The brand image of Louis Vuitton is highly enhanced with the use of celebrity endorsements.
- H2: Brand awareness and consumer engagement are increased with the use of celebrity endorsements at Louis Vuitton.
- H3: There is a positive relationship between the endorsement of celebrities and the consumers' purchase intention towards Louis Vuitton products.

Therefore, the proposed research tests the following hypotheses by using a quantitative analysis of consumer response to these celebrity-endorsed advertisements by Louis Vuitton.

2. Research Methodology

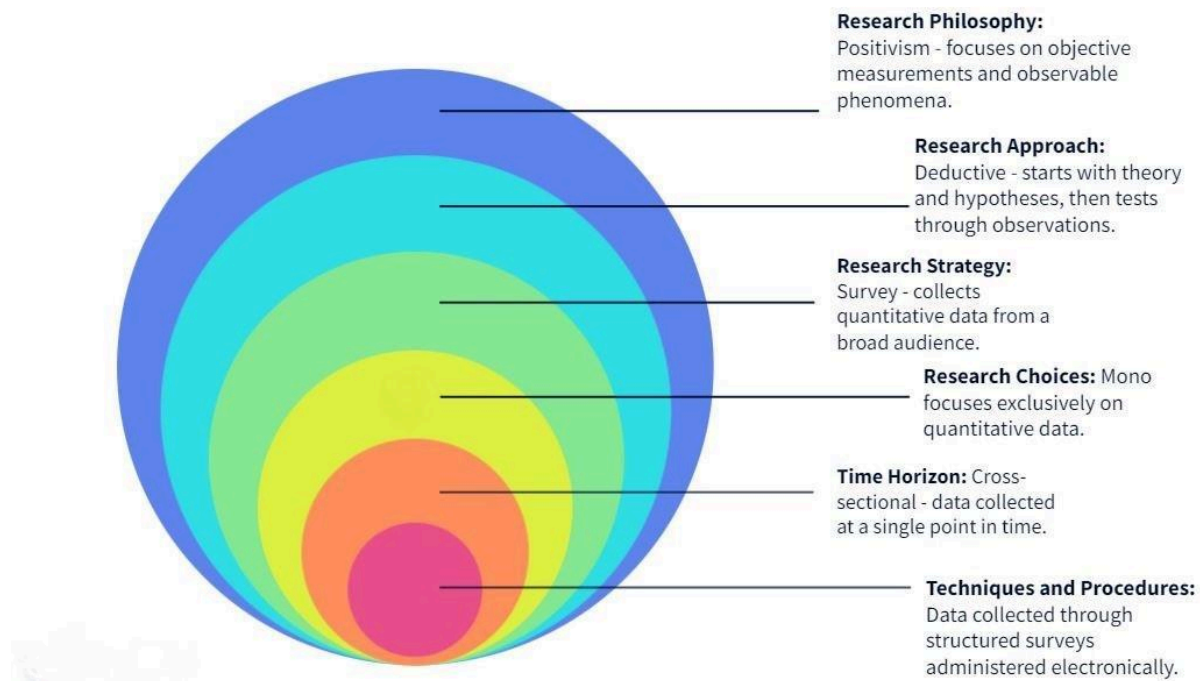


Figure 1 Research Onion Diagram for Methodological Approach

2.1 Research Design

Quantitative Approach, This study aims to explore and investigate the Quantitative method to collect data empirically, and statistically and test the hypotheses thereby generalization findings to a larger population using criteria for the selection of studies ([Creswell, 2014](#); [Creswell & Plano Clark, 2018](#))

2.2 Data Collection Methods

Closed-ended questionnaires have been used as the primary data collection method using an online mode of distribution. This way one can easily collect data from a wide variety of consumers across the country, providing very diversified consumer insights. Questionnaires are based on the measurement of consumer behavior such as brand preference, purchase intention, and perceived brand image by celebrating endorsement ([Bryman, 2016](#); [Creswell, 2014](#)).

2.3 Questionnaire Design

The questionnaire will be structured into several sections to comprehensively cover the research objectives:

Section 1: Demographic Information

- Age, gender, income level, and education level.

Section 2: Awareness and Perception

- Awareness of Louis Vuitton and perceptions of celebrity endorsements.
- Attitudes towards products endorsed by celebrities.

Section 3: Brand Image and Preference

- Brand image of Louis Vuitton and preference for the brand.
- Influence of celebrity endorsements on brand perception.

Section 4: Purchase Intention

- Likelihood of purchasing Louis Vuitton products endorsed by celebrities.
- Factors influencing purchase decisions and brand loyalty.

The questionnaire will primarily use Likert scale questions to quantify respondents' attitudes and perceptions, ensuring consistency and ease of analysis.

2.4 Survey Distribution

The survey will be distributed online in several channels, including social media (Facebook and Instagram), email lists, to fashion and luxury (lifestyle) related forums. This method of delivery can ensure distribution to a large audience and wider respondent demographic. Additionally, the online format allows for rapid data collection. Participants can take the survey for 15-20 minutes, during which data collection takes place within 2 weeks.

2.5 Sample Size and Selection

The analysis intends to learn from about 200 respondents, making the findings statistically valid and robust. The resulting sample will be a representative one taken from a stratified random sampling method. The sample will be stratified on demographic variables (age, gender, and SES).

2.6 Data Analysis Techniques

Data analysis of the collected data will be made with Microsoft Excel, as it is provided by many statistical tools to allow thorough Study. We will use these techniques for the same

- **Excel Data Organization:** Excel has a nice structure that allows you to organize the data well and when working with large datasets, organizing your work is much simpler so you can access the required amount of information without problems.
- **Descriptive Statistics:** Suppose we want to summarize the data using mean, median, mode, and many other descriptive statistics then Excel has various built-in functions for it.
- This is a method commonly used in Excel's pivot tables and charts to perform frequency analysis on your data, essentially providing you with an informative visualization of how the distribution looks like.
- **Pivot tables:** it is possible to organize multiple pivot columns using Cross-Tabulation in Excel which allows for comparison of various versions and features and how they vary.
- **Regression Analysis:** This is a good feature in the Excel tool for its data analysis to install other tools automatically it will support you in charting this regression relationship between two variables.

The use of Excel in this study maintains the systematic nature, accuracy, and interpretability with detail on the impact of celebrity endorsement over consumer behavioral patterns named after Louis Vuitton.

3. Literature Review

3.1 Introduction to the Literature Review

Previous studies on celebrity endorsements in the fashion industry allow us to explore work more broadly examining how this state of things influences strategic value and outcomes regarding creating awareness and behaviors among consumers, Integrative Review of Literature.

3.2 Theoretical Frameworks

Source credibility theory asserts that consumers will take opinions advocated by reliable sources in which they have trust and competence (Ohanian, 1990). Social influence theory demonstrates celebrities' affective potential in consumer behavior on identification and aspiration dimensions in industry contexts that favor social status consumption, and reference aspirations (Brown & Stayman 1992).

1.3 Celebrity Endorsements in Fashion

Prior academic research emphasizes the strong impact of brand endorsement by celebrities when it comes to luxury fashion brands; improving recall, visibility, and sales (Keller, 2013). The double-edged sword of endorsements is identified by (Choi and Rifon, 2012) charging the opportunity for improving positive brand perspective on one side but also posing risks scandals are included in this case within a review.

3.4 Gaps Identified in the Previous Research

Even though the vast literature on Celebrity Endorsements, still research gaps are exist. Most research concentrates better on immediate repercussions for brand image and sales rather than enduring ones. There is a small research scale into how social media endorsements compare with traditional news in this regard. To the best of our knowledge and focusing more specifically on Louis Vuitton, although there is general research into effectiveness, little attention has been paid to different types of endorsers (i.e., brand influencers vs traditional celebrities).

4. Limitations

Although this study seeks to provide an in-depth insight into the effect of celebrity endorsements on driving consumers' perceptions toward luxury brands, like Louis Vuitton; it is vital to understand that by its inherent design, their limitations and restrictions may influence the extent and outcomes of this research.

- **Sample sizes:** Sample sizes may be too small to reflect the full range of possible opinions and behaviors.
- **Response Bias:** Online surveys could be affected by response bias and get socially agreeable answers, getting results off balance.
- **Local Variables:** Due to the emphasis on variables, it might be missing some important factors such as price sensitivity and product quality.
- **Temporality:** Data will be collected at a single point in time, meaning it may fail to capture changing consumer attitudes.

The focus of this study is to anticipate the limitations and to perform a comprehensive examination of how celebrity endorsements may relate to consumer leave support, rendering useful information for both academia and industry practice in higher fashion marketing.

5. Ethical Considerations

This research is underpinned by ethical considerations to safeguard the rights and welfare of all individuals SI involved. In response to these ethical concerns steps will be taken:

- **Consent:** Participants should participate only after providing consent, which is based on clear information about the objectives and methods of research along with any associated risks or health benefits. They will be free to withdraw from the study at any stage without penalty.
- **Confidentiality and Anonymization:** All participant data will be handled carefully. This data will be anonymized, and disguised to protect the identity and privacy of participants. Analysis and Reporting - the data analysis will only be carried out on aggregated statistics.
- **Security:** The data of the participant will be secured at every step during the research. Only authorized personnel will be allowed to access this information, and the data is stored in a way that complies with all necessary standards of security and safety relating to customer data protection.

- **Ethics Approval:** Ethics approval will be obtained from an appropriate research ethics board before the study starts. Ensures that the research is done according to ethical guidelines and standards established by regulatory agencies.

These ethical considerations are intended to maintain the utmost standards of ethical research behavior and ensure that all individuals have their rights and welfare protected.

6. Timeframe/ Gantt Chart

6.1 Gantt Chart

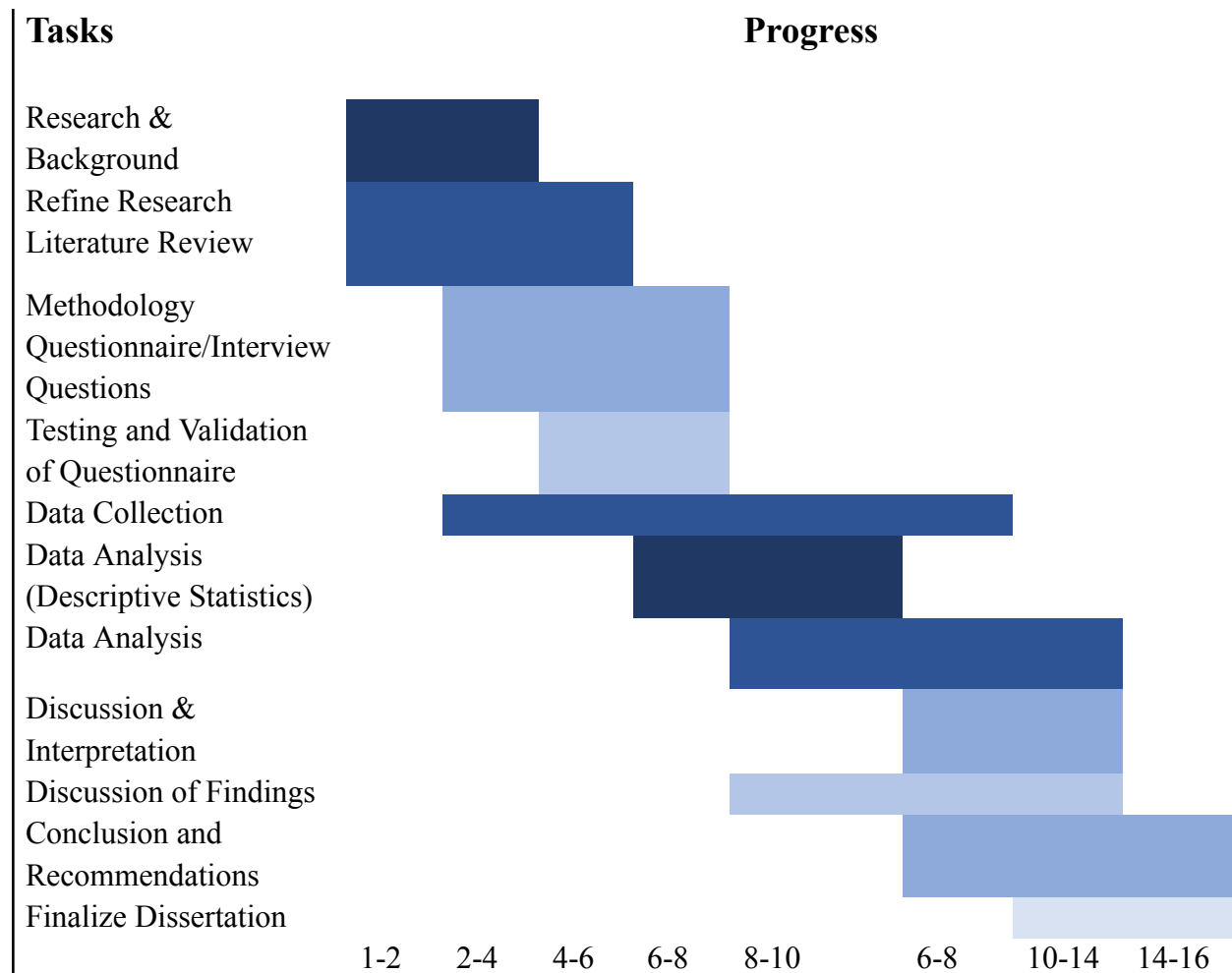


Figure 2 Timeline for Dissertation Proposal

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