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**University of Wales**  
Trinity Saint David

**Module Name:** Learning in the Digital Era

**Module Code:** BMBM4008

**Assignment Name:** Evidence of Learning, E-Portfolio

**Topic:** Celebrity Endorsements in Business Marketing

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## **AI acknowledgement**

I confirm I have not used any AI tools to aid in the creation of my portfolio and I confirm I have not presented any AI generated information or materials in my work.

I confirm that I can gather the necessary notes and references that were used if I'm required to provide any evidence on my work.

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## **Task 1- Research and Synthesis**

I found two interesting journals containing reliable information on the given task. The first, titled 'When is Celebrity Endorsement Effective', contains numerous studies into the effect of celebrity endorsement on the consumer when a product is known and unknown to current consumers. Being created in September of 2023, it shows the validity and reliability of the post as it's up to date with current endorsement trends. As the title suggests, it's a journal in which the contents completely contain research and findings in this particular topic. The editors of this piece have gathered their research and findings and used many other models to support their evidence, proving the authoritative and accurate factors of the journal. The purpose of this piece was clearly to inform the reader of the effects and results of celebrity endorsement on the consumer market which again provides credibility to the source.

The second journal, titled 'The Marketing Psychology Behind Celebrity Endorsements' was created in May 2023. Once again, the title provides relevance to the topic and the journal again contains many studies and quotes models to validate the piece. The publisher of the journal is The Wharton School of the University of Pennsylvania which all in one shows the reliability regarding the authority factor due to being an educational facility, accuracy as it's based on research and findings and also purpose as being a piece of information from higher education, its sole purpose will be to educate the reader.

The two journals share the same results in providing the audience information to prove celebrity endorsements do in fact positively affect sales by conducting studies on the topic, but unlike the second journal, the first is more focused on showing when the celebrity endorsements have a different marketing effect on a product rather than purely conducting studies to show that celebrity endorsements have an overall effect on marketing. Both journals agree on the fact that celebrity endorsement has a positive effect on brand advertising but they do so in different ways. Although they differ in their studies, they both agree that celebrity endorsements have an effect on the consumer through emotional ties and that it's more of a psychological effect rather than anything

else. They also agree that even though celebrity endorsement has an overall positive effect, the more it becomes present in marketing of particular products, the more questionable the validity of the product becomes as constantly needing this type of advertising can take away from the product itself.

The first journal, 'when is celebrity endorsement effective' provides us with information about the different effects caused by celebrity endorsements when products are unknown to the consumer, and are known to the consumer. This compliments the second journal as we can clearly see that the studies show a psychological effect on the consumer rather than anything as having knowledge on a product already can lessen the effect of celebrity endorsement on that product, whereas having less information on the product and having celebrity endorsement for their marketing, it can change the effect of the consumer's interest in that product altogether. Therefore these journals both support each other's findings and agree on celebrity endorsement having positive effects on marketing in various ways.

### **Task 1- Reference list**

Jun. M et al, (2023) When is Celebrity Endorsement Effective? Exploring the Role of Celebrity Endorsers in Enhancing Key Brand Associations: Journal of Business Research, vol. 164, URL:

<https://www.sciencedirect.com/science/article/pii/S0148296323003090#s0025>.

Basiouny. A, (2023) The Marketing Psychology Behind Celebrity Endorsements: The Wharton School of the University of Pennsylvania, URL:  
<https://knowledge.wharton.upenn.edu/article/the-marketing-psychology-behind-celebrity-endorsements/>.

## **Task 2- Argumentative Essay**

Celebrity endorsement has had an immense effect and impact on marketing over the past 30 years but the ever growing consumer market has meant an even bigger increase on its use and effect over recent years. The developing technological age we currently live in has made the use of celebrity endorsement even more apparent and necessary, and companies are feeling the need to boost their look with celebrity endorsement to gain an edge on their competitors. This article will discuss the benefits and negatives of using celebrity endorsement for product marketing and how its use has had an impact on the consumer in modern marketing.

Personal experience typically suggests that celebrity endorsement is an effective way to draw in consumers through emotional ties and there are multiple journals of studies and research that prove the emotional side of celebrity endorsement to be the most captivating to the consumer audience which is supported by Basiouny (2023), who states that using celebrities in product marketing causes an effect known as gaze-cueing where the audience will spend more time focused on the celebrity creating an emotional effect on the consumer towards the marketed product. An example of this was Lionel Messi and many other footballers appearing in pepsi adverts from 2013 to date and having such a prolific figure in these adverts creates a memorable and lasting effect on the consumer and can really affect the sales of a product.

Cristiano Ronaldo caused quite a stir for coca cola when he attended an interview in 2020 and moved 2 bottles of coca cola away from his table trying to promote healthier drinking and as a result coca cola's stock value decreased by \$4 billion dollars, showing that using celebrities of this status can really impact negatively as well as positively through celebrity endorsement of a product. SK (2023) also supported this theory by stating that using celebrities in marketing creates a shortcut by causing increased trust and credibility and means consumers will feel as if they need to spend less time creating a relationship with the brand before giving their trust. Although it is made apparent that using celebrities will gain trust, Jun. et al (2023) explains that through their

research they discovered celebrity endorsement typically causes a positive impact on a product that isn't well known, but trying to use celebrities to market a product that has known negative effects will have the opposite outcome and is a waste of resources, meaning celebrity endorsement can gain trust, but can not recover the already lost trust of a product.

As well as gaining trust, credibility and playing with the emotional ties of the consumer, Milton (2024) informs the reader of the vast increase of brand recognition celebrity endorsement can cause and obviously having a wider consumer market will typically result in more sales and more company profit through making the product more known. This also compliments Jun. et al (2023), who found through studies that adding celebrity endorsement onto unknown products can instantly gain trust and reliability of a product, both of which together can create an immense impact on the marketing of an unknown brand and product. Chu (2024), also agrees on the impacting factors on brand recognition but also states that using attractive and credible celebrities themselves has a proven effect on increased purchase intent and impulse buying behaviours.

The studies of the majority of these articles all lean towards the same positive effects on celebrity endorsement on the consumer market, agreeing on the trust and credibility gain, brand awareness and creating emotional ties with the product through the consumer and celebrity, but they typically all have the same outstanding negatives as well. Basiouny (2023), Chan (2023), and Chu (2024) all mention the vampire effect and explain that by using celebrity endorsement it creates gaze-cueing which as well as providing benefits, it can cause a negative impact on the brand through the celebrity overshadowing the product and stealing consumer attention away from the product itself. Sk (2023), also agrees with the overshadowing of the product by the celebrity but also explains that celebrities endorsing too many brands can really impact the reliability as it seems they just endorse anything and everything as long as money's involved, but celebrity selection is an easy way to overcome this.

SK (2023), Milton (2024), and Okoli (2016) all agree on one main negative of celebrity endorsement which is the reputation risk. Celebrity selection again comes into play with this factor as by choosing a celebrity to represent their brand, companies take a huge risk as the association with the chosen celebrity can harm the organisational reputation in a detrimental fashion and SK (2023) supports this by using Kanye West's anti-semitic comments as an example, Okoli (2016) supports this by using Tiger Wood's affair admission and the effect it had on Nike and Milton (2024) supports this through explaining 'we buy any car' had to make drastic attempts to unassociate Philip Schofield with the brand altogether. The impact a celebrity has on a brand has been demonstrated numerous times, as with the previous example of Cristiano Ronaldo and it can make or break the company but that is one of the unfortunate risks of celebrity endorsement as human nature is practically impossible to control or predict.

To summarise, it's proved the benefits of celebrity endorsement do outweigh the negatives and companies, brands and individual products can benefit in numerous ways through celebrity endorsements and can improve their brand recognition, trust and credibility and emotional relationship with the consumer by simply having well known celebrities representing the product. But there will always be a controlled risk of your brand being overshadowed by the celebrity and an uncontrollable risk of the chosen celebrity tarnishing your brand reputation by creating a bad name for themselves.

## **Task 2- Reference List**

Basiouny. A, (2023) The Marketing Psychology Behind Celebrity Endorsements: The Wharton School of the University of Pennsylvania, URL: <https://knowledge.wharton.upenn.edu/article/the-marketing-psychology-behind-celebrity-endorsements/>.

Chan. T (2023) Mitigating the Vampire Effect of Using Celebrity in Advertising: An Eye-Tracking Approach, Taylor and Francis, doi: <https://doi.org/10.1080/10641734.2023.2209848>

Chu. S, (2024) The Effectiveness of Celebrity Endorsement in Advertising, Marketing with Thang, URL: <https://marketingwiththang.com/the-effectiveness-of-celebrity-endorsement-in-advertising/>

Jun. M et al, (2023) When is Celebrity Endorsement Effective? Exploring the Role of Celebrity Endorsers in Enhancing Key Brand Associations: Journal of Business Research, vol. 164, URL: <https://www.sciencedirect.com/science/article/pii/S0148296323003090#s0025>

Milton. N, (2024) Celebrity Endorsement- The Pros and Cons, Birmingham City University, URL: <https://www.bcu.ac.uk/business/blog/celebrity-endorsement-the-pros-and-cons>

Okoli. A (2016) Impact of Celebrity Endorsement on Consumer Buying Behaviour, Zoovu, URL: <https://zoovu.com/blog/impact-of-celebrity-endorsement-on-consumer-buying-behavior>

SK, (2023) The Digital Marketing Trends Report, SK.Agency, URL: <https://www.sk.agency/the-benefits-and-risks-of-using-celebrities-in-marketing/>

## **Task 3- Presentation**

# **Celebrity Endorsement in Marketing**

The effects of celebrity endorsement on consumer marketing.

## **What is celebrity Endorsement?**

- Using a celebrities' image to increase brand awareness through advertisements and social media posts.
- Attempt to increase reliability and credibility of certain products through seeing celebrities use the products.

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## Benefits of Celebrity Endorsement



- Increases the brand recognition and awareness through using known celebrities.
  - Boosts sales and profits.
  - Builds brand credibility and reliability and creates a trustworthy relationship between consumer and product.
  - Can help increase sales of a 'dog' product in businesses.
  - Can create a wider target audience for the brand.
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## Negatives of Celebrity Endorsement



- Can Create the 'vampire effect' through cue-gazing.
  - Celebrities can overshadow the product.
  - Too many brand endorsements can have a negative impact on reliability and credibility.
  - Celebrities inflict a reputation risk on the brand.
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## Good or Bad?



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## Reference List

Chan. T (2023) Mitigating the Vampire Effect of Using Celebrity in Advertising: An Eye-Tracking Approach, Taylor and Francis, doi:

<https://doi.org/10.1080/10641734.2023.2209848>

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Milton. N, (2024) Celebrity Endorsement- The Pros and Cons, Birmingham City University, URL:

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<https://zoovu.com/blog/impact-of-celebrity-endorsement-on-consumer-buying-behavior>

SK, (2023) The Digital Marketing Trends Report, SK.Agency, URL:

<https://www.sk.agency/the-benefits-and-risks-of-using-celebrities-in-marketing/>

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