

STUDY ON IMPACT OF BRAND AMBASSADORS ON BRAND PROMOTION AND MARKETING

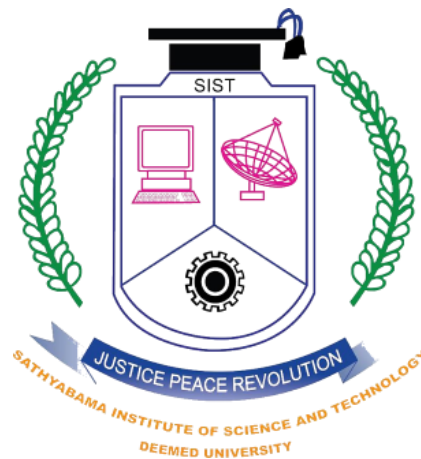
Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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MANAGEMENT STUDIES**

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(DEEMED TO BE UNIVERSITY)

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DECLARATION

I **VIGNESH E(42410538)** hereby declare that the Project Report entitled **“STUDY ON IMPACT OF BRAND AMBASSADORS ON BRAND PROMOTION AND MARKETING”** done by me under the guidance of Dr. Krishna Kumari is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

VIGNESH E

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VIGNESH E

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ABSTRACT-

A brand Ambassador, or Corporate Ambassador works as the public face of a company or brand. They are the advocates who promote a brand to people who are in their online and offline networks. His/her shadow on the brand works like an influence for attracting customers in market.

The more a brand ambassador have fan following the more the product will be able to gain the attention of common people. They frequently use social media to boost a brand's visibility, generate more sales leads and increase sales. Brand "Ambassador's primary duties include creating awareness for a company's service or product, interacting with customers to listen to their feedback and developing new ways to market products. They help in the marketing of the brands. This study aims to determine the influence of brand ambassadors on brand promotion and Marketing. This research uses a quantitative method. The population of this Research is so think consumers. The sample in this study amounted to 100 responses. Analysis is done for the same. Respondents falls under age 18 to 30 years in Chennai City Collected from both primary and secondary source. For the primary researcher has used questionnaire author has also formulated for hypothesis and used percentage analysis, correlation to find the major findings. Finally, researcher could be able to found the reasons and influence of Brand ambassadors on marketing brand promotion

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CHAPTER-1

INTRODUCTION

CHAPTER-1

INTRODUCTION-

When the customers are loyal to the brand they don't have to force them to buy the products. They will do so because they believe in the company. This loyalty also generates free advertising for the company. One of the most significant impact of branding management on business performance is the effect it has on customer perception. A strong brand can create a positive perception in the minds of customers, which can lead to increased loyalty, trust and repeat business. It creates value beyond just the functional aspects of a product and establishes an emotional connection with customers. To marketing professionals, a brand is a product or a business that has a distinct identity in the perception of consumers.

Benefits of Branding:

- *Increases Brand Recognition.
- *Improves customer loyalty to the Brand.
- *Positive word of Mouth Marketing.
- *Higher advertising effectiveness on customers.
- * Lower price sensitivity.
- *More applicants that want to work for the brand.
- *Clarity, Consistency, Content, Connection and Confidence are the 5C's of Branding.

BRAND AMBASSADOR: who or what are they?

A Brand ambassador is someone who promotes a brand and its products to their network with the objective of increasing brand awareness and helping drive sales. Historically a brand ambassador was typically a celebrity or someone with a good amount of name recognition who was paid for their efforts. Celebrities and other well-known personalities are still employed as brand ambassador. You may call that influencer marketing or call them influencers. In our childhood days, when there were less number of brands we came across different brand ambassadors. For example Sachin Tendulkar for Boost, Asin for Lux, Mohanlal for Malabar gold and diamonds. There would have been more but they weren't able

to leave an imprint in our minds .Most probably, it did, on our parents and relatives mindset, no wonder we always got the same products in our house.

Role of Brand Ambassador

Relationship Builder The brand ambassadors face to face encounters with the target audience are very significant as these create the opportunity to build a relationship between the costumer and the brand. The best brand ambassadors are those who actually experienced the product. The credibility of the Brand Ambassador is related to the relevant knowledge, experience , and expertise possessed by endorsed celebrities so that they can be trusted in providing information. To nurture the brand is to help the brand grow to reach more people ,to create more loyal customers. Brand ambassadors are to bring in more leads and to replicate themselves creating more ambassadors in their circles of influence. They protect the reputation of the brand. Where there has been a misconception about the Brand , miscommunication of the Brand even instances where the brand has erred, the ambassador sets in to resolve issues ,effectively to elevate the brand image . The most important role of brand ambassador is to promote the brand (Brand promotion) and in the Marketing.

Brand Awareness

Brand awareness is the willingness of a customer to recognize, remember a brand as one of the particular products [. Brand awareness is the consumer's ability to identify the brand in a different condition, which is reflected by brand recognition or recall performance.

Brand awareness is the brand's ability to occur in the consumer's mind when the consumer is thinking of some product and how easy the name occurs Brand awareness is the brand's ability to occur in the consumer's mind when the consumer is thinking of some particular product and how easy the name occurs. Indicators used to measure brand awareness, are the easiness of consumers to recognize a brand, the easiness for the consumer to remember a brand, the awareness of consumers toward product existence, how often the consumer watch the advertisement in media.

Purchase decision.

The purchase decision is a stage in the buying decision-making process, where consumers actually buy The product (Kotler & Keller 2016). Therefore, the company must understand how consumers determine Purchasing decisions so that they can find out how well the product sells in the market. According to Sumarwan (2011: 19) marketers are obliged to understand consumers, know what they need, what their tastes are, and how they make decisions, so that marketers can produce goods and services according to consumer Needs.

Impact of Brand Ambassadors:

Credibility and Trust Building:

Brand ambassadors, especially those with a positive public image, can lend credibility and trust to a brand. Consumers often associate the ambassador's integrity and values with the endorsed product or service, creating a sense of reliability.

Increased Visibility:

The association with a popular brand ambassador provides a brand with increased visibility and exposure. The ambassador's fan base and followers become potential customers, leading to a wider reach and increased brand recognition.

Emotional Connection:

Successful brand ambassadors can establish a strong emotional connection between the brand and its target audience. By leveraging the ambassador's personal appeal, brands can tap into the emotional aspects of consumer decision-making, fostering a sense of loyalty.

Impact on Brand Promotion:

Enhanced Recall and Recognition:

Brand promotion efforts are often amplified when supported by a recognizable face. Consumers are more likely to remember and recognize a brand that is associated with a well-known ambassador, reinforcing the promotional message.

Social Media Amplification:

In the age of social media, brand ambassadors can significantly boost a company's online presence. Their endorsement on various platforms can result in increased engagement, shares, and overall visibility, contributing to the success of promotional campaigns.

Differentiation in a Crowded Market:

With numerous brands competing for consumer attention, having a brand ambassador can set a company apart from its competitors. The ambassador becomes a unique selling proposition, helping the brand to differentiate itself in a crowded market.

Impact on Marketing:**Cost-Effective Marketing:**

Leveraging a brand ambassador can be a cost-effective marketing strategy compared to traditional advertising channels. The ambassador's influence can extend far beyond the initial endorsement, providing long-term marketing benefits.

Accelerated Market Penetration:

The right brand ambassador can accelerate a brand's market penetration by leveraging the ambassador's existing relationships and networks. This can result in quicker acceptance and adoption of the brand by the target audience.

Adaptability to Diverse Audiences:

Brand ambassadors can tailor their messaging to resonate with diverse audiences. This adaptability is especially beneficial in global markets where cultural nuances and preferences vary, allowing for a more personalized and effective marketing approach.

Influencing Purchase Decisions:

Brand ambassadors can have a significant impact on consumer purchasing decisions. Their endorsement can sway consumer preferences, influencing them to choose a particular product or service over alternatives. This influence becomes especially powerful when the ambassador is seen as an authority or expert in the relevant industry.

Product Launch Success:

When introducing a new product or service, the support of a well-chosen brand ambassador can contribute to the success of the launch. The ambassador's endorsement provides an initial boost in awareness, generating curiosity and excitement among consumers.

Authenticity and Relatability:

Consumers often appreciate authenticity in marketing, and brand ambassadors can bring a genuine, relatable touch to promotional efforts. When the ambassador aligns with the brand values and resonates with the target audience, the marketing message becomes more authentic and relatable.

Crisis Management:

In times of crisis or negative publicity, a trusted brand ambassador can play a crucial role in mitigating damage. Their continued support and positive association with the brand can reassure consumers and stakeholders, helping to rebuild trust and confidence.

Long-Term Brand Building:

The impact of brand ambassadors extends beyond short-term promotional campaigns. Consistent and positive associations with ambassadors over time contribute to long-term brand building. This sustained effort helps create a strong brand identity and loyalty among consumers.

Global Market Entry:

When entering new and diverse markets, brand ambassadors can serve as cultural bridges. They understand local nuances and can adapt the brand message to align with the preferences and sensibilities of different regions, facilitating a smoother market entry.

Measurable ROI:

The impact of brand ambassadors on marketing efforts can be measured more effectively than some traditional advertising methods. Metrics such as social media engagement, website traffic, and sales attributed to the ambassador's influence provide tangible indicators of return on investment (ROI).

Partnerships and Collaborations:

Brand ambassadors often open doors for partnerships and collaborations. The ambassador's network and connections can lead to valuable collaborations with other influencers, brands, or organizations, creating mutually beneficial opportunities for marketing and promotion.

Employee Morale and Company Culture:

Brand ambassadors can extend beyond external marketing and positively impact internal dynamics. When employees witness the brand being endorsed by a respected figure, it can boost morale and contribute to a positive company culture.

In conclusion, the impact of brand ambassadors on brand promotion and marketing is multifaceted. From building trust and credibility to enhancing visibility and fostering emotional connections, the strategic use of brand ambassadors continues to be a potent tool for companies seeking to thrive in today's competitive business landscape.

In the contemporary business landscape, where the battle for consumer attention is relentless, companies are increasingly turning to innovative strategies to elevate their brands above the noise. One such strategy that has proven to be exceptionally powerful is the use of brand ambassadors in the realms of promotion and marketing. As businesses strive to create meaningful connections with their target audiences, brand ambassadors emerge as key catalysts, injecting authenticity, influence, and a human touch into promotional efforts.

The concept of brand ambassadors has evolved beyond traditional advertising methods, transcending the boundaries of mere celebrity endorsements. These individuals, carefully selected for their resonance with the brand's values and the demographics of their audience, wield a unique ability to shape consumer perceptions and behavior. This introduction explores the multifaceted impact of brand ambassadors on brand promotion and marketing, delving into the ways in which these partnerships go beyond superficial endorsements to create lasting impressions and drive tangible results.

As we navigate the complexities of a globalized and digitized marketplace, the role of brand ambassadors becomes increasingly nuanced. From building trust and credibility to amplifying brand visibility in the age of social media, ambassadors serve as dynamic conduits, connecting companies with their target consumers on a personal and emotional level. This

exploration will delve into the various dimensions of this symbiotic relationship, examining how brand ambassadors contribute to differentiation in crowded markets, influence purchase decisions, and even play a pivotal role in crisis management.

Moreover, the discussion will extend beyond the immediate impact of brand ambassadors, exploring their role in long-term brand building and global market penetration. The measurable return on investment, adaptability to diverse audiences, and the collaborative opportunities that ambassadors bring to the table underscore their significance in the ever-evolving landscape of marketing strategies.

In essence, the use of brand ambassadors is not just a trend; it represents a strategic imperative for brands aiming not only to survive but to thrive in an environment characterized by rapid change and heightened consumer expectations. This exploration aims to unravel the layers of influence woven into the fabric of brand ambassadorship, shedding light on why these partnerships continue to be instrumental in shaping the narrative of successful brand promotion and marketing campaigns.

In the dynamic and competitive arena of modern business, where consumer choices are abundant and attention spans fleeting, the role of brand ambassadors has emerged as a pivotal force in brand promotion and marketing strategies. Beyond the traditional realms of advertising, brand ambassadors embody the embodiment of a brand's personality and values, serving as influential advocates capable of forging authentic connections with diverse audiences.

The impact of brand ambassadors extends far beyond the endorsement of products; it encompasses the creation of a narrative that transcends the transactional nature of commerce. This introduction delves into the profound effects that brand ambassadors wield on brand promotion and marketing, exploring the nuanced ways in which these partnerships contribute to the construction of brand identity, customer loyalty, and market differentiation.

In an era characterized by information overload and consumer skepticism, the credibility and trust bestowed upon a brand through a well-chosen ambassador are invaluable commodities. This exploration will navigate through the mechanisms by which brand ambassadors not only amplify brand visibility but also imbue the brand with a human touch, fostering an emotional resonance that transcends the traditional consumer-company relationship.

As we navigate the digital age, where social media platforms have become influential landscapes for shaping public opinion, brand ambassadors serve as catalysts for engagement and conversation. The discussion will unravel the intricate dance between brand ambassadors and the ever-evolving dynamics of online communities, shedding light on how these influencers navigate the digital landscape to create compelling narratives that captivate and convert.

Furthermore, the exploration will span the measurable impact of brand ambassadors, delving into their ability to influence consumer behavior, drive sales, and fortify a brand's market position. From product launches to crisis management, brand ambassadors play a multifaceted role that extends far beyond the realm of conventional marketing.

In essence, this exploration seeks to unravel the symbiotic relationship between brand ambassadors and brand promotion, examining how these partnerships have evolved into strategic imperatives for companies aiming not only to survive but to thrive in an environment characterized by constant change and heightened consumer expectations. As we embark on this journey into the intricate world of brand ambassadorship, we will uncover the transformative power these individuals hold in sculpting the narrative, perception, and success of contemporary brands.

STATEMENT OF PROBLEM-

In the realm of contemporary brand promotion and marketing, the strategic utilization of brand ambassadors has become a prevalent and impactful approach. However, this widespread adoption raises critical questions and challenges that merit careful consideration.

Firstly, the lack of standardized metrics for assessing the effectiveness of brand ambassadors poses a significant hurdle. Despite the recognized importance of these partnerships, there is a notable absence of universally accepted measurements for gauging their impact on key performance indicators such as brand awareness, customer acquisition, and overall return on investment (ROI).

A second pressing issue centers around the authenticity of brand ambassador endorsements. With the surge in influencer marketing, concerns related to transparency, trust, and the genuine alignment of ambassadors with the values they purport to endorse have come to the forefront. Navigating these authenticity challenges is crucial for building and maintaining consumer trust.

NEED OF THE STUDY-

“Celebrity” refers to an ‘individual who is known to public, such as actors, sport figure, entertainers’ and others of the line for his or her achievement in areas other than that of the product class endorsed. the general belief among advertiser is that Advertising message delivered by celebrities provide a higher degree of appeal, and attention and possibly message recall than those delivered by non -celebrities. Marketers are also claim that celebrity’s affects the celebrity of the claim made and may provide a positive affect among the minds of the consumers. So considering this point this project is an attempt to know How Brand ambassadors are influencing the buying behavior of consumers and need of choosing the right ambassadors for the right Product.

SCOPE OF THE STUDY-

- *The Brand are endorsing premium Brand ambassador for the promotions of their products.
- *Role of brand ambassador in building strong brand equity.
- *Whether the invest on Brand ambassadors worth or not ?

OBJECTIVE OF THE STUDY-

Primary objective.

- *To determine the impact of Brand Ambassador on brand promotion.

Secondary objective.

- *To study whether the consumer behavior influenced by brand ambassadors
- *To study how much the brand ambassadors represent the brand

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE-

1.A Study On The Role Of Brand Ambassadors In Consumer Buying Behavior Of Soft Drink ,Dr. Soniya. K, Mr. Santhosh Raja R

There is an old advertising adage which says, "The medium is the message." This is also applicable to celebrity endorsement too. In almost all the industries in the advertisement field there has been a sea change and of late there is embarrassment of celebrity endorsement. The soft drinks segment is no exception to it. There are many brands in the market and celebrity endorsement can be effectively used to establish a good brand recall and brand awareness. The companies have started understanding that celebrities can catalyse brand acceptance and provide the enormous momentum that brands require. In case of soft drink segment which has been taken for study, there are many success stories. Stories where brands in trouble were rescued after they were endorsed and taken to the general public by celebrities. Celebrity endorsement also gives new opportunities for the brand. But with much hype being made in celebrity endorsement a million dollar question arises in the minds of marketers: isn't it time for the stockholders to start asking basic questions in brand investment. Finally, it can be conclude that brand ambassadors or celebrity endorsement is the order of the day, and it depends on the company or a brand how effectively to use it and establish brand recall brand awareness.

2.Brand Ambassadors' Influence on Brand Image and Consumer Purchasing Decisions

The esearchers arrived at the following conclusion, which also answers the research questions in this study. The first research question concerns whether or not brand ambassadors Didi Kempot and BTS have influenced brand image at Shopee and Tokopedia. The second research question concerns whether or not brand ambassador Didi Kempot and BTS influence consumer purchasing decisions on Shopee and Tokopedia.

The results and discussions addressed the first research question. Both brand ambassadors are said to have had an impact on the brand's image. Brand Ambassador Didi Kempot had a 12.4% influence on Shopee's brand image, and Brand Ambassador BTS had a 4.3% influence on Tokopedia's brand image. Furthermore, it worked better on BTS and Tokopedia in terms of influencing brand image because, as Saloranta (2017) stated, when a brand ambassador has a good reputation, it has a positive impact on the brand image. That

statement is consistent with the fact that BTS has a long list of accomplishments, which has a positive impact on Tokopedia's brand image.

3.A Study on importance of Brand Ambassadors for Brands in Marketing,Mandeep Choursia

Brand ambassadors play a very important role in making a good image of a brand as organisations choose only those prominent personalities who have a good image in the eyes of the audience. With the positive image of an ambassador, the image of the brand also becomes positive. They gain attention whenever they appear on any mass media medium or platform, so that it is another reason brands choose mostly celebrities for advertising their brand and not any normal person. Even they inspire new customers to use that particular product because they get inspired by the faces that are endorsing that brand. They develop an automatic and instant connection with popular personalities as they are familiar with them. For instance Alia Bhatt, Katrina Kaif, Saif Ali Khan, Virat Kohli, M.S. Dhoni, Hrithik Roshan, Amitabh Bachchan, Kareena Kapoor are those popular stars at present time who develop immediate connections with the audience as they are familiar faces for them and so they trust them. They have a credibility factor attached with them and that's why people trust them and brands they are related with. Without a brand ambassador it is very difficult for them to establish themselves in the market.

4.ANALYSING THE EFFECT OF BRAND AMBASSADOR ON PURCHASE DECISION & CONSUMERS BEHAVIOUR OF THE TELECOM SECTOR , Dr. RAJNI ARORA

Out of total respondents 47.0% respondents are considerably affected by brand ambassador while 18.0% are affected exclusively and 16.5% are very little affected by the brand ambassador on purchase Decision. In contrast to this 18.5% have shown no influence of brand ambassador on their purchase Decision. Educational status significantly affects the purchase decision regarding brand ambassador. Monthly income significantly not affects the purchase decision regarding brand ambassador. Occupation status significantly not affects the purchase decision regarding brand ambassador. District (area) significantly not affects the purchase decision regarding brand ambassador. Age significantly not affects the purchase decision regarding brand ambassadors .

5.How Brand Ambassadors On Social Media Impact Buyer Decisions

There is an inherent disconnect between big corporations and customers who don't like being taken advantage of by major brands. That is where the influencers come in. Influencers can bridge the gap between brands and buyers. Influencers offer a middle ground because they can relate to the consumer and help familiarize them with brand products. The ability to relate to both the brand and consumer is why influencers play a major part in buyer decision making.

6. The Effect of Brand Ambassador, Brand Image, And Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia

Brand ambassador has a significant effect on brand awareness. The higher the positive perception of consumers toward brand ambassadors, the higher the brand awareness. The brand ambassador has a significant effect on brand image. The higher the positive perception of the consumer toward brand ambassador, the higher the brand image. The brand ambassador has a significant effect on the purchase decision. The higher the positive perception of the consumer toward brand ambassador, the higher the purchase decision. Brand awareness has a significant effect on brand image. The higher the brand awareness of the consumer, the higher the purchase decision. Brand image has a significant effect on purchase decisions. The higher the brand image of a product, the higher the purchase decision.

7.THE INFLUENCE OF BRAND AMBASSADOR, BRAND PERSONALITY, AND KOREAN WAVE ON PURCHASE DECISIONS OF SOMETHING

Brand ambassadors have a significant positive effect On the purchase decision of something, and brand personality has a significant positive effect on the purchase Decision of something. Meanwhile, the Korean Wave is not significantly negative on purchasing decisions. Moreover, brand ambassadors, brand personality and Korean Wave affect the availability of respondents in Purchasing something by 54.9%.

8 -The Influence of Brand Ambassador, Brand Awareness, Brand Image and Prices on Purchase Decisions on Online Marketplace- Clara carrisa-

This study is in line with research conducted by Umbola et al., (2019) which revealed that price has a significant effect on purchasing decisions. The results show that higher prices can increase the value of purchasing decisions. This means that the price can affect the decision to buy healthy food in Malang. Price is also the most dominant variable in simultaneous testing. The highest average product indicates that the price applied by the company must be economical and affordable for consumers (Suharso, 2020)

9. Brand Ambassadors and their Impact on Consumer Behavior: A Case Study of Mobile Companies in India - S. S. Aggarwal *

A brand ambassador Is a well-connected person or a celebrity who is used to promote and advertise a product or service. He/She is a diplomat, a representative of an organization, institution or corporation that best portrays the product or service. Brand ambassadors are the face and fingers of the brand; everything they touch, the brand is touching. Brand Ambassadors form the public image of brands and are the humans companies use to deliver their message to the public. Non-traditional marketing companies utilize Brand Ambassadors in campaigns to answer questions, engage the audience, and increase brand awareness. Using reputable firms to supply this type of staff allows companies to maintain a high quality of applicants that mirror the target demographic to reach consumers in the most effective manner.

10.THE INFLUENCE OF BRAND AMBASSADOR USAGE TOWARD BRAND IMAGE OF OPPO, Fachri Mudzakir

In an increasingly competitive business world, Companies not only need to think about selling Products, but also how to get a good image in the eyes Of consumers. Oppo in his marketing activities sees Opportunities by using brand ambassador strategy for His products. From the results of research that has Been done, the brand ambassador has a significant Influence on the brand image of Oppo. Of all Oppo's Ambassador brands, a strong factor of congruence and Credibility of the brand ambassador itself is shaping Up and enhancing perceptions of the brand-related Brand image of Oppo. In addition, Brand ambassador Oppo currently has a good perception in the eyes of Consumers, as well as consumer perceptions of the Brand Oppo itself. For an explanation of how Attractiveness and power of the brand ambassador do Not significantly affect brand image, still needed Further research on it.

Further research on this subject Is needed to meet the academic needs and company Needs that will focus on forming consumer Perceptions of brand image.

11.Brand Ambassador and Customer Patronage of FMCGs: Mediating Effect Of Advertisement Believability

This study was undertaken to examine the influence of a brand ambassador on customer Patronage through the mediating role of advertisement believability. They concluded that While a brand ambassador's credibility has an insignificant direct effect on customer Patronage, advertisement believability has a significant direct effect on customer Patronage. They also found that advertisement believability plays no mediating role on the Influence of a brand ambassador on customer patronage.

12.The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones- Endah Hafila , state university of Jakarta

The purpose of this study was to determine which variables are the most dominant influence on purchasing decisions Smartphone Samsung products to the public in Indonesia. Samples taken as many as 300 respondents, namely the consumers who use smartphone Samsung. Data were analyzed using SEM techniques, for the purpose of this study was to test the theory, analysis techniques that are based on SEM (Covariance based SEM), SEM approach that uses PLS tools, namely SmartPLS 3.0. The results showed that the variables that have a major influence on purchasing decisions is the Product Quality. Meanwhile, the variables that have a low impact on the purchase decision is the Brand Ambassador. Brand Ambassador has a negative coefficient indicates that not too influential in purchasing decisions.

13.Influence of Brand Ambassador on Purchase Intention and Brand Image as Intervening Variable (Case Study onShopee Application Users in Makassar City) , Andi Siti Chadijah Fitriahningsi

Based on the analysis and testing on the results and discussions of this Study, They could make two conclusions as follows: Brand ambassador had an effect on brand image based on the perspective Of Shopee customers living in Makassar. Brand image had an effect on the purchase intention of Shopee customers Living in Makassar. Brand ambassador had an effect on the purchase intention of Shopee Customers living in Makassar. Brand ambassador had an effect on the purchase intention due to the brand Image they built as the intervening variable.

This study aimed to examine (1) the influence of brand ambassadors on the brand Image of shopee application users in Makassar (2) the influence of brand image on Purchase intention of shopee application users in Makassar, (3) the influence of Brand ambassadors on purchase intention of shopee application users in Makassar, (4) the influence of brand ambassadors through brand image on purchase Intention of shopee application users in Makassar. Based on the analysis and on the results and discussions of this Study, They could make two conclusions as follows: Brand ambassador had an effect on brand image based on the perspective Of Shopee customers living in Makassar. Brand image had an effect on the purchase intention of Shopee customers Living in Makassar. Brand ambassador had an effect on the purchase intention of Shopee Customers living in Makassar. Brand ambassador had an effect on the purchase intention due to the brand Image they built as the intervening variable.

14.Brand Ambassador and the Effect to Consumer Decision on Online Marketplace in Indonesia Nofiawaty , Mohammad Eko Fitrianto

This research purpose is to examine the effect of brand ambassador to consumer Decision using the Vis CAP indicator (Visual, Credibility, Attraction, and Power aspect).Using a descriptive design with a single cross-sectional. The samples were taken from 203 People, who had watched the advertisement and had visited the online market. The object Of research is an Indonesian young famous singer, Isyana Sarasvati, who become a brand Ambassador of Tokopedia (one of the largest online store in Indonesia). To evaluate the performance of the endorser as the brand representative could be using the Vis CAP model (Yoon & Kim, 2015). To win the competition, the company could use a Brand Ambassador that has an added value to emerge their brands. This research found That Brand Ambassador could produce differences in which of variables that could Influence purchase intention. For Isyana Sarasvati as the brand ambassador of Tokopedia, The Credibility and also Power aspect has become an important variable that influences Customer purchase intention. Realizing the Viscap models do not specifically measure the Specific attractiveness and physical attraction of the stars is not the main attraction of Advertising, it would be necessary to do a transfer meaning approach for further research.

15.Celebrity Brand Ambassador and e-WOM as Determinants of Purchase Intention: A Survey of Indonesian Celebrity Cake

Research has studied the impact of celebrity brand Ambassador and electronic word of mouth (e-WOM) in Various researches, marketers need to be more aware and Analyze how celebrity

brand ambassador and e-WOM as A marketing strategy might influence consumers' Purchase intention. The findings of the data analysis Point out that there is a positive effect of celebrity brand Ambassador on purchase intention. A famous celebrity That is well-known to have good personalities and is Excellent at interacting with people/consumers will Increase consumers' purchase intention. The result is Equivalent with previous literatures that celebrity brand Ambassador positively affects consumers' purchase Intention. Furthermore, the result shows that there is no Effect of e-WOM quantity and sender's expertise on Purchase intention. When reading online reviews, Respondents were more interested with the content of Online reviews rather than seeing the number of reviews And the sender's expertise. This result is equivalent with Previous literatures e-WOM quantity [39]; sender's Expertise.

16.Evaluating the Role of Brand Ambassadors in Social Media Alireza Naser Sadrabadi, Mahyar Kamali Saraji, Mohammad Monshi Zadeh

Cyberspace has provided new tools for marketers to improve the efficiency of marketing communications and new approaches to acquire and retain customers. Online inter-personal interaction is one of cyberspace aspects. Individual inter-personal influence in online environments affects customer evaluation and decisions about buying a product or brand. Social networks have created effective communication channels for word of mouth spread of message. Word of mouth communication is a way to achieve a competitive advantage. Therefore, the present study aimed to evaluate role of brand ambassador in Electronic Word of Mouth advertising in Instagram and Novin Charm brand. The present study investigated dimensions of brand equity, brand awareness, brand image and Electronic Word of Mouth advertising. Statistical population of research included followers of official page of Novin Charm brand in Instagram social network. Total statistical population was about 50,000 subjects from whom 381 were selected as samples by Morgan table. According to research results, the brand ambassador can affect the electronic word of mouth advertising. This effectiveness can be strengthened through creation of a brand image and increase in the brand awareness. The purpose of this study is to discover and explain the effects of Brand Ambassador And Brand Image on the Purchase Decision Process, as well as to discover and explain That the Brand Ambassador variable has a partial effect on the Purchase Decision Process. First, Brand Ambassador and Brand Image jointly impact the E-commerce Purchase Decision Process of Tokopedia. Next Brand Ambassador has some effect on The variable

Tokopedia E-Commerce Purchase Decision Process. Lastly, Brand Image Has some effect on the variable Tokopedia E-Commerce Purchase Decision Process.

17.The Effect of Ambassador's Brand, and Brand Image on Purchase Decision Process in E-Commerce Tokopedia ,Annisa Sulihandini1

The purpose of this study Is to discover and explain the effects of Brand Ambassador And Brand Image on the Purchase Decision Process, as well as to discover and explain That the Brand Ambassador variable has a partial effect on the Purchase Decision Process.First, Brand Ambassador and Brand Image jointly impact the E-commerce Purchase Decision Process of Tokopedia. Next Brand Ambassador has some effect on The variable Tokopedia E-Commerce Purchase Decision Process. Lastly, Brand Image Has some effect on the variable Tokopedia E-Commerce Purchase Decision Process.

18.The phenomenon of Brand Ambassadors and Marketing influencers As a tool for companies and its impact on Consumers.”

This paper introduces the reader to the correlation of branding, brand ambassadors and Marketing influencers. In addition, the impact of the above terms is being analyzed in Terms of impact that is concluded upon the consumers. With the globalization of the economy and communication along with the free Movement of goods, the role of the brand has been strengthened. The abundance of Consumer goods produced by industries and the numerous services offered make it Necessary to distinguish between products and services from different businesses. Signals, thus, play a part in assisting in the recognition and distinction of the goods of One enterprise from those of another. The brand is an important tool in the hands of the Entrepreneur and the organizations. Apart from the fact that they can distinguish their Products from those of another company, companies can also use their brands as an Advertising medium to stimulate the interest of consumers, to attract new clients, and to Retain the old ones. It is also useful for the consumer by enabling him to distinguish, Without the risk of confusion, the product of a particular undertaking, and to obtain Important information about the product, its origin, quality, etc. Types of brands can Vary and, depending on different criteria, are categorized. In order to obtain a Trademark, the applicant must take into account the trade mark laws, which will be able To be informed of his rights and his obligations regarding the application, the filing and Eventually the acquisition of the mark he / she wishes .

19.ANALYSIS OF THE INFLUENCE OF BRAND AMBASSADORS AND PROMOTIONS ON PRODUCT PURCHASING DECISIONS AT SHOPEE (ON SHOPEE APPLICATION USERS IN SUKOHARJO REGENCY)

This study aims to analyze whether there is an influence of brand Ambassadors and promotions on purchasing decisions for Shopee application Users in the Sukoharjo area. According to the study's findings, Brand Ambassador(X1) has no discernible influence on Consumers' purchase decisions.

20.Brand Ambassador and Consumer Purchase Decision in Rivers State, Godswill chinedu.

The study investigates brand ambassador on consumer purchase decision of soft drinks in Rivers State. The study adopted the descriptive research design. The study recommends that: popular celebrities should be considered as part of strategies for creating brand awareness in the soft drink industry in order to stimulate customer loyalty and boost sales in the long run. Marketing professionals should be adopted by soft drinks firms with low sales performance to beat competition, again business managers can equally engage the services of brand enthusiast in promoting sales in their organization.

21.EXPLORING THE EFFECTS OF CELEBRITY ENDORSEMENT IN ELECTRONIC MEDIA ADVERTISEMENTS ON PURCHASING BEHAVIOR OF CITIZENS OF SARGODHA CITY

Findings of the study reveal that significant number of respondents is exposed to TV, advertisements very frequently. Similarly, remarkable majority of respondent stake very much interest in watching celebrity endorsed TV advertisement. Respondents think celebrity is used very frequently in TV advertisement. Like this, the types of celebrity with major division on the basis of gender and minor division according to their portfolio, like from showbiz, actor, singer and model have taken. The socio-economic development of Sargodha city of Pakistan has positive effects on the purchase behavior of citizen of the city. The Induction of different brands in this city creates an opportunity to test the purchase behavior influenced by electronic media. The study examines the effects of celebrity endorsement in electronic media advertisements on purchase behavior of citizens of Sargodha city.

22.Brand image and its impact on buying behaviour- Sapna Faculty of Commerce, Government College for Women Jind

Brand image play a crucial role to boost up any business performance as brand Image is an implied tools Hich can positively change people's buying behaviors. Brands are one of the most valuable intangible assets that firms have. Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. The purpose of this study is to examine the impact of brand image on consumer buying behavior

23.European Business School London Celebrity Endorsements In the Indian context :

An exploratory study by analysing the case of Ranbir Kapoor and Pepsi Kartikey Bhargava. A per is an exploratory inductive business research case study on Celebrity endorsements in India, using critical realism which examines the major western theories and writings on celebrity endorsements and looks at developing an understanding of what goes towards the success of celebrities. This research study shows that celebrity endorsements are one of the most successful strategies used by companies to connect with Indian consumers and offers suggestions to companies as to how they can use brand ambassadors to market themselves in India. The study explores the cultural and societal phenomenon that influences consumer attitudes towards marketing messages by celebrities. Some of the key findings from the studies was the influence of the source credibility and source attractiveness model and how celebrities can transfer their personal values to products and their implications in the Indian context .During the course of there search the researcher found that the Source attractiveness (Mcguire ,1968)theory in partis applicable to consumers in India, where in the product match up hypothesis and the source credibility model are applicable partially in the Indian context. So in terms of the matrices that can be used to judge the success of a successful campaign the researcher can hypothesise that "successful Brand ambassadors in India are usually celebrities who enjoy high levels of reverence amongst the people, these brand ambassadors are usually good looking celebrities from the world of movies or cricket who due their good looks and fame

24.OPINION OF CUSTOMERS TOWARDS THE PROMOTION SCHEMES OFFERED FOR CREDIT CARDS WITH SPECIAL REFERENCE TO ICICI BANK, DHARMAPURI, TAMILNADU

The study finds that not having more number of customers is due to lack of awareness about the schemes introduced. Also Customers use their cards mainly for shopping and in hotels and it is clear that majority of the customers are salaried. So steps should be taken to increase the number of customers who are doing business also which could help the bank to increase the market share. Number of sales officers can be increased considerably in order to increase the awareness level of the schemes

25.IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS BUYING BEHAVIOR Muhammad Amir Adam and Nazish Hussain

This research is conducted on “impact of celebrity endorsement on consumer’s Buying behavior”; this behavior judges the purchase intention of consumers in the field of Cosmetics, this research only focuses on the buying intention of the female segment. Celebrity Endorsement is made up of four main pillars that are credibility, attractiveness, product Matchup and lastly meaning transfer. All these four elements combine to make up celebrity Endorsement. The findings of this research report shows that the element of credibility (which is composed of expertise and trustworthiness) of the celebrity positively affects consumers Intention to purchase cosmetics. Celebrities also transfer meanings to the product that Positively influences consumer’s intention to buy cosmetics. This meaning transferred indicates That consumers start accepting that celebrity endorsed cosmetics makes them feel classy and Glamorous and also perceive such cosmetics as a symbol of status. This research also shows That people get more attracted towards celebrity endorsed advertisements than the ones that Doesn’t have celebrities into them which ultimately leads them to recall the products (cosmetics) much easier because celebrities appeared into those advertisements.

26.The influence of brand image and brand awareness on purchasing decisions is moderated by brand ambassadors , Anita Kartika Sari and Tri Wahjoedi *

This study aims to examine the effect of brand image and brand awareness on purchasing decisions moderated by brand ambassadors for Seiko 5 Sports watch products. A sample of 100 respondents and the data were processed using the Smart PLS 3 program. Brand image, brand awareness, and brand ambassadors all had a direct and significant positive effect on purchasing decisions, according to the findings. Brand ambassadors are unable to moderate

the impact of brand image and brand awareness on purchasing decisions. This study adds to the body of knowledge/theory about the relationship between brand image, brand awareness, brand ambassadors, and purchasing decisions, as well as presents a novel brand ambassador approach as a moderator of the relationship between variables. The test results and analysis provide the following conclusions: brand image, brand awareness and brand ambassadors have a direct and significant positive effect on purchasing decisions. Brand ambassadors cannot moderate the relationship between brand image and brand awareness on purchasing decisions. Therefore to attract loyal customers to this company, it is necessary to always pay attention to product quality and re-emphasize increasing brand image and brand awareness. Regarding brand ambassadors, it also needs to be adjusted to Consumer Market Segmentation & International Market Segmentation. If a brand ambassador is known by the majority of people in a certain segment/country, different results may occur.

27.The Influence of Brand Ambassador toward Purchase Intention of Fila on Social Media Cindy Agustin, Siti Nahdiah and Gaby Shania Pratama

The purpose of this study was to determine whether there is a relationship and influence between BTS as brand ambassadors and interest in buying Fila products. This study uses an associative quantitative research method that distributes questionnaires to @filaindonesia Instagram followers and uses SPSS 25 to obtain data process results. The results obtained from this study are that there is an influence and relationship between BTS as brand ambassadors and interest in buying Fila products. The conclusion from this research is that BTS brand ambassadors produce a strong enough relationship and low influence on buying interest in Fila's products. This research is expected to be used or continued for further research, using other methods such as qualitative methods in order to dig deeper into the use of brand ambassadors in increasing buying interest in a company. Further research can use several other complementary variables such as promotion, price, service quality, brand image and marketing communication so that it can provide further research results in a more complete and detailed manner that can be used by a company in increasing purchase intention.

28.Brand Ambassadors and their Impact on Consumer Behavior: A Case Study of Mobile Companies in India.

The purpose of this study was to determine whether there is a relationship and influence between BTS as brand ambassadors and interest in buying Fila products. This study uses an

associative quantitative research method that distributes questionnaires to @filaindonesia Instagram followers and uses SPSS 25 to obtain data process results. The results obtained from this study are that there is an influence and relationship between BTS as brand ambassadors and interest in buying Fila products. The conclusion from this research is that BTS brand ambassadors produce a strong enough relationship and low influence on buying interest in Fila's products.

29.The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior.

Impact of celebrity-brand congruence played a more important role in predicting attitude toward the brand than that of publicity in this analysis. This finding implies that congruence factor became more critical in evoking Millennials' positive attitude toward the brand. The results showed that there was a significant difference in the influence of celebrity-brand congruence on buying intention. The publicity, however, did not directly influence buying intention. There were also significant differences among 4 groups on attitude toward the celebrity and brand, and buying intention. The results supported the successful application of the S-O-R model and balance model on the relationship among congruence, publicity, attitude, and buying intention. Organism (attitude) was found to be different by two stimuli (brand-congruence advertisement and publicity) and based on the organism, consumer's response (buying intention) was either positively or negatively affected. Research findings explain the presence of a balance state when two positive links (e.g., publicity and attitude toward the celebrity) were added, consumer's buying intention will be positively changed, which in turn bring a positive link between the consumer and the product.

30.How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today?, Choirun Nisa,

This study aims to examine and analyze how effective digital marketing and brand ambassadors are in influencing purchase intentions in this digital era today. A quantitative method with a purposive sampling technique applied in this study to 100 respondents. Data testing was performed using multiple regression analysis. The results of this study are indirectly, (through mediating by brand identity) proven that digital marketing and brand ambassadors greatly influence purchase intention, but directly, digital marketing and brand ambassadors have no effect on purchase intentions. What is interesting in this study is the results obtained, in this digital era, brand identity has a more important role in stimulating

purchase intentions, compared to digital marketing and brand ambassadors .An interesting finding in this research is that the development of information technology greatly influences the behavior of consumers, especially young people. Young people are more up to date on the development of these technologies. It turns out that in the current digital era, marketing developments have also begun to shift from offline transactions to online transactions

31.The Influence of Brand Ambassador Agnez on Lazada Consumer Purchase Intention in Bandung City

This study was conducted to determine the effect of Agnez Mo as a Brand Ambassador on consumer buying interest at Lazada in the city of Bandung. This study aims to determine and analyze how Lazada consumers respond to the Brand Ambassador in Lazada, how the consumer's buying interest in Lazada, the magnitude of the influence of the Lazada Brand Ambassador on consumer buying interest in Lazada Bandung City. Based on the results of research and discussion on the influence of Agnez Mo's brand ambassador on consumer buying interest in Lazada consumers, it can be concluded that researchers want something that is expected to be able to answer the questions formulated in this study. The conclusion is as follows:

32.THE INFLUENCE OF TIKTOK, BRAND AMBASSADOR, AND BRAND AWARENESS ON SHOPEE'S PURCHASE INTEREST

The growing use of social media is proof that social media is very popular with the public today because it is easy to use and use. Indonesia itself internet media users show that very many Indonesian people as internet users mauoun social media in it.This study was conducted to find out which free variables have an influence on the bound variables that have been determined,

33.Brand and Branding

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization. The objective of branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of perceived substitutes in the marketplace, increasing price elasticity, and improving profits. Branding strategies are built on the interdependent frameworks of competitive brand positioning, value chains development, and brand equity management. Competitive brand positioning requires the

identification of a distinct market space and a cognitive location as perceived by consumers. Value chain development is based primarily on product development and market development. Product development includes strategic initiatives on product design, product innovation, and the ability to introduce new product lines and category extensions. Market development revolves around pricing strategy, distribution strategy, and marketing communications. Brand equity is the set of assets and liabilities associated with a brand. The trend in branding is moving beyond the customer's perception of a brand, to the measureable metrics of customer satisfaction throughout the value chain.

34.A STUDY ON ADVERTISING EFFECTIVENESS OF A BRAND PRODUCT EXTENSION STRATEGY FOR A CIGARETTE BRAND OVER A MULTIPLE EXPOSURE ADVERTISING CAMPAIGN AT LOW PRODUCT-RELEVANCE CONDITIONS

In this research project, the researchers assume the Audience responses toward cigarette advertisements as Affective responses in which attention to the message in The advertisement Is more important repersuasive process. With the assumption that brand product extension is a Cosmetic advertising variation strategy over a multiple Exposure advertising campaign which would have greater Impact under low product relevance conditions, the Researchers had conducted a laboratory experiment and a Consumer research to study the advertising effect of such Strategy in terms of brand name recall and overall Attitudes toward the brand product. The hypotheses in this research were offered as a framework for testing the Advertising effectiveness, in terms of brand name recall and overall attitudes, of Brand product extension strategy for a cigarette brand over a multiple exposure Advertising campaign at low product relevance conditions. The experiment Presented here offer evidences that brand product extension do have positive Impact on brand name recall (that is, the first hypothesis H1 is accepted) and Might not have effects on overall attitudes (that is, the second hypothesis H2 Cannot be accepted) toward a newly launch brand.

35.Impact of Online Advertisement on Customer Satisfaction With the Mediating Effect of Brand Knowledge

According to survey data, most corporate customers are impressed with the online data presented by the organization. This is a constructive approach to critically understanding the level of customer similarity and preference by establishing a feedback-based relationship

with the customer. As mentioned earlier, this analysis uses a qualitative approach to critically assess the customer's level of perception of the hypothesis of choice.

36.An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants)

The brand awareness has turned into an important variable that impacts customer's perceptions of a brand. Achievement in brand management arises from understanding and overseeing brand image and loyalty correctly to create strong characteristics that will impact consumers when making on their decisions. The main objective of this research is to assess the impact of consumer behavior via media on brand awareness by evaluating four factors, brand loyalty, brand image, customer behavior and media. It was revealed from the study that media which is traditional media and new media (social media) positively influence the brand awareness. Parameters' appreciation for the model was measured at significance levels. The results of this study are consistent with previous studies. Positive impact of brand image was proved and confirmed by (Arslan&Altuna,2010) and previous researches such as (Fitzsimon et al.,2008). This theory illustrate that the unintentional involvement procedures happen in majority of the marketing communications tools to expose a brand (Cianfrone et al.,2008). (Keller's,2009) research indicates that customer loyalty increases brand awareness during the information rally process. In (Bond's model,2010), the utilize-and-Gratification Theory indicates the brand awareness is one of the outcomes of customer behavior in the context of social media (Bond, 2010). This research too found that the most efficient variable on brand awareness is customer Image because it maximizes awareness during involvement and interaction processes (Kotler& Keller's,2009).Integrating Marketing Communications Model for building brand equity, and also the study display the relationship between media and brand awareness. The media specially transfer information from one customer to another and social media's interactive features assist customers to share their thoughts quickly and widely.

37.EFFECT OF ADVERTISING ON BRAND PERFORMANCE

This study seeks to identify the role advertising plays in the achievement of Airtel Nigeria objectives. This study will basically serve as a guide to the company and individual by giving them (both the company (Airtel Nigeria) and the customers). This study involves a review of advertising campaign program of Airtel Nigeria from 2014. The study will highlight the meaning of advertising as a promotional tool and also examine the impact of advertising on the brand performance. This study period is one year.

38.Impact of Brand on Consumer Behavior

The paper deals with the results of the primary research which purpose was to examine the impact of brand on influencing consumers to purchase a product. The goal of the paper is to stress the fact that the brand has an impact on customer decision-making process. Original primary data within the primary research were collected by using a quantitative method of questionnaire. have found that purchasing of branded products and preference of brand origin depends on the age of consumers.

39.Marketing and branding research

Researchers whose knowledge, skills, expertise, and visions bear broadly on branding and marketing are cordially invited to submit research papers to the Marketing and Branding Research. The Marketing and Branding Research publishes open access articles under the terms of the Creative Commons Attribution (CC BY) License which permits use, distribution and reproduction in any medium, provided the original work is properly cited. Review Process MBR aims to expedite the double-blind peer-reviewing process. If judged to be suitable for the journal, the manuscripts...

40.Consistency and commonality in advertising content: Helping or Hurting

Scholars and practitioners widely argue that strong, successful brands are built on consistent and unique positioning, which should be reflected in the brands' advertising. Surprisingly, however, little empirical evidence supports this claim, especially with regard to advertising content. The authors investigate whether and to what extent brands' advertising content consistency—the similarity in the firm's own advertising content over time—and commonality—the similarity between the firm's and competitors' advertising content—affect brands' sales. Results indicate that more than advertising spending, both consistency and commonality in advertising content affect sales, especially with respect to long-term cumulative sales. However, brands differ considerably regarding the direction of the effects. While small brands tend to benefit from increased consistency and commonality in advertising content, large brands tend to suffer from increased consistency. Thus, whether consistency and commonality in advertising content will help or hurt depends on the size of the brand.

41.Brand marketing effectiveness study

Each brand is unique, and there is no one-size-fits-all approach to marketing. For lifestyle and premium brands, developing engaging Experiences is critical to differentiating one product vs. another and helps avoid price-only purchase decisions. Developing emotive creative And promoting and placing that message in a trusted environment, in tune with the audience, leads to loyalty. For marketers looking to get Back to what they know to be true, or others who recognize their current plans need to be rebalanced ,Employing this approach should help brands develop a clear path forward by resetting the marketing conversation and beginning to (re)Develop their brand while driving near-term sales by giving consumers a reason to care about your brand before you ask them to purchase it. If you do not, your brand may not survive the ebbs and flows of cultural norms. Maximizing the value of brand marketing

42.A Study on importance of Brand Ambassadors for Brands in Marketing

Brand ambassadors plays a very important role in making a good image Of a brand as organisation choose only those prominent personalities who has Good image in eyes of audience. With the positive image of ambassador image Of brand also become positive. They gain attention whenever they appear on Any mass media medium or platform, so that it is another reason brands choose Mostly celebrities for advertising their brand and not any normal person. Even They inspires new customers to use that particular product because they got Inspired by the faces that are endorsing that brand. They develop a automatic And instant connection with popular personalities as they are familiar with them. For instance Alia Bhatt, Katrina Kaif, Saif Ali Khan, Virat Kohli, M.S. Dhoni, Hrithik Roshan, Amitabh Bachcha, Kareena Kapoor are those popular stars at Present time who develop immediate connections with audience as they are Familiar faces for them and so they trust them. They has a credibility factor Attached with them and that's why people trust them and brands they are related With. Without brand ambassador it is very difficult for them to establish Themselves in market.

43.Employees as Brand Ambassadors: A Case Study Exploring the Impact of Employees' Communication on Consumer Behavior

The results of the study revealed the main principles of the employee's communication in the public space as a brand ambassador: differentiation of content, expertise, em-phasis on the

values and characteristics of the represented company, consistency and the use of a personal communicative tone. Also, the need to reduce the sense of chaos in A. Baranauskas communication on Facebook and to strengthen cooperation with the represented company on communication issues were highlighted

44.Impact of Advertising on Brand Image: Evidence from Southern

According to Agrawal (1966), advertising spend allows brands to retain their customers in the long term and protects them from switching to other competitors. Previous literature reports that advertising spending plays an important role in influencing consumer choice (Basil et al., 2013) and evaluation of brand image (Abbas et al., 2021). Raji et al., (2019) found that advertising messages influence consumer perceptions of brands and act as a driver of purchase intention

45.Influence of Social Media on Consumers' Online Purchasing Habits During: The COVID-19 Pandemic in Pakistan under a Creative Commons Attribution-Non-Commercial No-Derivatives

Even amid the corona-virus outbreak, people are getting used to buying things online. Facebook, Twitter, YouTube, WhatsApp, and countless others have amassed massive user bases in recent years. It is widely accepted that consumers' willingness to shop online is positively influenced by social media. Due to the proliferation of internet advertisements, consumers are influenced to complete their purchases online. Consumers' propensity to make online purchases was found to increase after they were exposed to promotional materials and celebrity endorsements. Meanwhile, the influence of social media on online shopping is expanding. Companies' attention on marketing has shifted to social media during the current corona-virus outbreak. Although research into the impact of social media on e-commerce has been done, there hasn't been much new study of the topic in recent years. In order to fill in the blank, this research looks at how customers' willingness to shop online is influenced by social media. There is no proof that people who watched live material or made purchases online were more likely to contract COVID-19. However, there is a positive correlation between the number of celebrity endorsements and online shopping. Consumers' inclination to shop online increased as a result of marketing efforts and feedback from other buyers during the Corona pandemic. Numerous resources are devoted by companies and business groups to social media marketing initiatives. Because of the COVID-19 pandemic, people have changed the way they shop online.

46. THE IMPACT OF ADVERTISING TOWARDS BRAND IMAGE AND PURCHASE INTENTION: THE CASE STUDY OF MATAHARIMALL.COM

Studied companies better not spend the same advertising funds or even greater than their competitors (lazada, tokopedia, zalora) but rather allocate the funds to change the minds of the middle-low class people who are against online shopping to be willing to do online shopping. Therefore, the existing market will be maximized, and the flow of money will be seen. Investors' trust increases and then the company will get a bigger injection of funds. With the larger funding, companies can begin to enter the middle-upper segments by offering massive promotions on products that are in great demand by the middle-upper class. Therefore, the middle-upper segment will be interested to purchase or even become loyal customers of Matharimall.com

47.Examining the role of advertising and sales promotions in brand equity creation

This study explores the relationships between two central elements of marketing communication programs — advertising and sales promotions — and their impact on brand equity creation. In particular, the research focuses on advertising spend and individuals' attitudes toward the advertisements. The study also investigates the effects of two kinds of sales promotions, monetary and non-monetary promotions. Based on a survey of 302 UK consumers, findings show that the individuals' attitudes toward the advertisements play a key role influencing brand equity dimensions, whereas advertising spend for the brands under investigation improves brand awareness but is insufficient to positively influence brand associations and perceived quality. The paper also finds distinctive effects of monetary and non-monetary promotions on brand equity. In addition, the results show that companies can optimize the brand equity management process by considering the relationships existing between the different dimensions of brand equity.

48.The Undeniable Role of Advertising in Brand Management

It provides information to the customers about the brand name, the product, price, etc. By highlighting the unique characteristics of the brand, advertising helps to distinguish the brand in the mind of consumers

Guided by advertising, customers are able to recognize and choose a particular brand and when they need it. In this way, brand awareness is created as well as recognition for the company's services or products that generates leads and sales.

49.THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT

Companies need not only to produce good quality products, but also to inform Consumers about their benefits, as well as to achieve clear positioning of their Products in the minds of the consumers. In order to make a new product to Succeed, it must have the desired parameters for consumers, to be unique, and Consumers should have the information about its characteristics. To do this, companies need to use different means of promotion that is an Essential part of a series of the marketing activities, a kind of information output to The consumer. The main way of promoting of products is the advertising. Advertising is any paid by a specific sponsor form of non-personal presentation And promotion of ideas, goods and services. Organizations use advertising to tell About themselves, about their products and services, or about some of their Activities for an audience selected in a certain way and with the hope that this Message will cause a responding reaction. The reaction may be very different. For example, the consumer generates a Certain attitude or opinion about this product or brand. This is a reaction of the Level of perception. The responding reaction, in fact, is when the consumers start Buying the advertised product or increase its consumption.

CHAPTER-3
RESEARCH METHODOLOGY-

RESEARCH METHODOLOGY

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through an objective and systematic method of finding a solution to a problem is research.

3.1. Research Design:

This study used descriptive research. Descriptive research involves collecting data that define events & then organizes, tabulates, depicts, and defines the data collection. It frequently uses visual aids such as graphs and pie charts to help the reader in understanding the data distribution and therefore presented a better clarification on online advertising & ultimately gives a clear picture on the efficiency & reliability of online advertising & its relationship to purchase decision. Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions. If a research problem, rather than the why.

Quantitative and Qualitative Research: Quantitative research deals with numbers and statistics. While qualitative research deals with words and meanings.

Quantitative methods allow you to test a hypothesis by systematically collecting and analysing data, while qualitative methods allow you to explore ideas and experiences in depth.

3.2-SAMPLE DESIGN-

Sampling technique Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. This study uses Non-Probability Sampling technique. It does not rely on randomization. This technique is more reliant on the researcher's ability to select elements for a sample. Outcome of sampling might be biased and makes it difficult for all the elements of population to be part of the sample equally.

SAMPLING TOOLS -Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are Percentage Analysis, and Statistical tools (SPSS) is used as a sampling tool.

➤ **Sampling**

- × Sampling design: Non-probability sampling
- × Sampling technique: convenience sampling
- × Sample unit: Employees
- × Sample size: 110 respondent

3.3-SOURCES OF DATA COLLECTION:

Data was collected through both Primary and Secondary data. Primary data is information that is collected directly from original sources. This means that the data is gathered first hand by the researcher specifically for their research objectives.

Secondary data, on the other hand, refers to information that has already been collected by someone else for a different purpose. Researchers collect secondary data from sources like books, articles, government reports, databases, and other pre-existing data sources.

PRIMARY DATA:

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

❖ **Questionnaire Method**

In this method, the set of questions are handed a form to the respondent. They should read, reply and subsequently return the questionnaire.

SECONDARY DATA:

Secondary data consists of information that already exists somewhere, and has been collected. Secondary data is collected from company websites, other websites.

SAMPLE SIZE:

The sample size for this study is 110 customers.

HYPOTHESIS:

H0- There is no significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

H1- There is a significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

3.4-TOOLS USED FOR THE STUDY –

Tools used for analysis

SIMPLE PERCENTAGE METHOD.

QUESTIONNAIRE METHOD.

ANALYTICAL TOOLS(SPSS)

a. Simple percentage analysis:

The percentage analysis is mainly used to standardize the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

b. Questionnaire method:

It is a set of questions which has been prepared to ask questions and collect answers from the respondents relating to the research topic. It is collected by printed or electronic (online) form which has been answered by every individual.

c. Analytical tools:

- Chi- square

- Anova

- **CHI-SQUARE** - A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

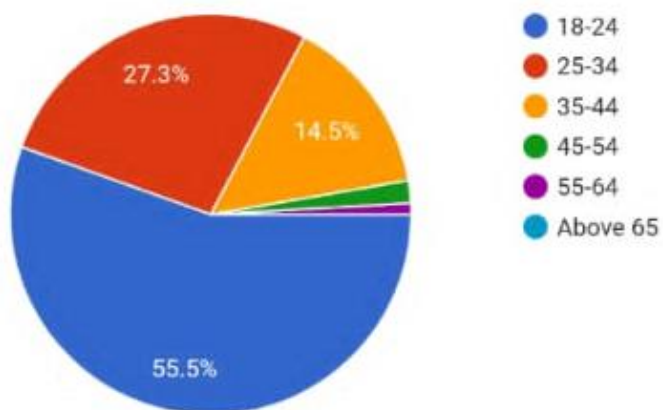
- **ANOVA TEST**- One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 AND CHART 4.1

PARTICULARS	RESPONDENTS	PERCENTAGE
18-24	61	55.5
25-34	30	27.3
35-44	16	14.5
45-54	2	1.35
55-64	1	1.35
Above 65		-
TOTAL	110	100



INTERPRETATION:

55.5% respondents belong to the age of 18 to 24

27.3% respondents belong to age group of 25 to 34

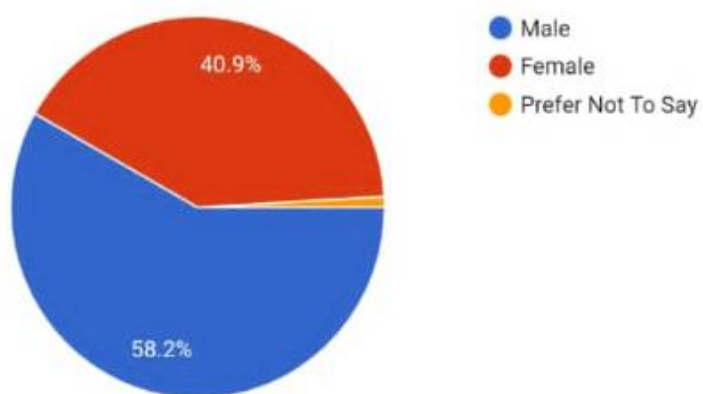
14.5% respondents belong to age group of 35-40

1.35% respondents belong to group 45-54.

1.35% of the respondents belong to 55-64.

TABLE 4.2 AND CHART 4.2

PARTICULARS	RESPONDENTS	PERCENTAGE
Male	64	58.2
Female	45	40.9
Prefer not to say	1	0.9
TOTAL	110	100



INTERPRETATION:

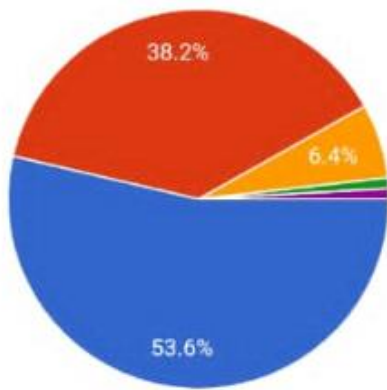
58.2% respondents belongs to the category of male

40.9% respondents belongs to the category of female

17.3% are recorded to be prefer not to say

TABLE 4.3 AND CHART 4.3

PARTICULARS	RESPONDENTS	PERCENTAGE
Student	59	53.6
Employee	42	38.2
Home maker	7	6.4
unemployed	1	0.9
Others	1	0.9
TOTAL	110	100



INTERPRETATION:

53.6%respondents are students

38.2%respondents are employees

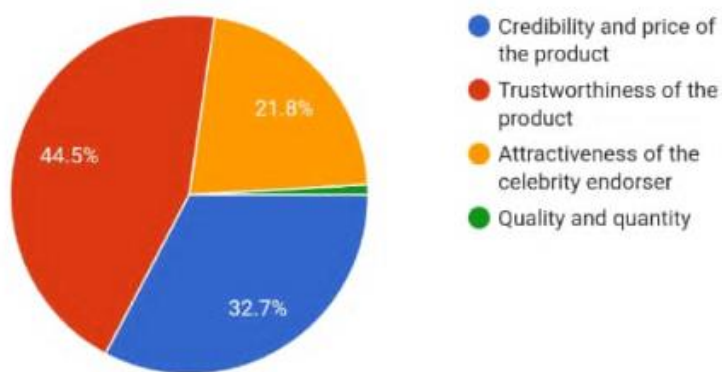
6.4%respondents are homemakers

0.9% respondents are unemployed.

0.9% of the respondents are others.

TABLE 4.4 AND CHART 4.4

PARTICULARS	RESPONDENTS	PERCENTAGE
Credibility and price of the product	36	32.7
Trust worthiness of the product	49	44.5
Attractiveness of the celebrity endorser	24	21.8
Quality and quantity	1	1.0
TOTAL	110	100



INTERPRETATION:

44.5% of the respondents chose trustworthiness of the product

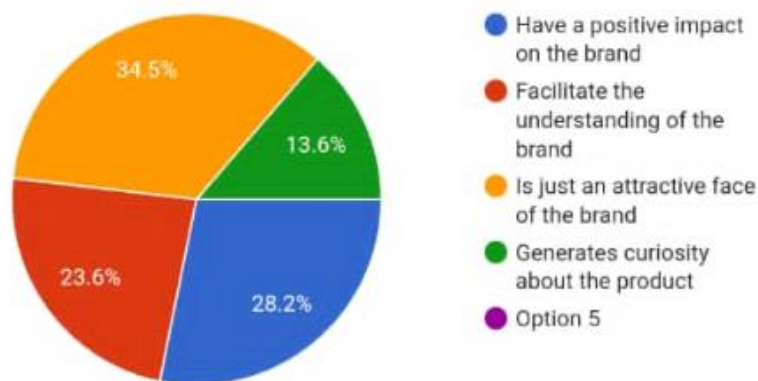
32.7% of the respondents chose credibility and price of the product

21.8% of the respondents chose attractiveness of the celebrity endorser

1.0% of the respondents chose quality and quantity.

TABLE 4.5 AND CHART 4.5

PARTICULARS	RESPONDENTS	PERCENTAGE
Have a positive impact on the brand.	31	28.2
Facilitate of the understanding of the brand.	26	23.6
Is just an attractive face of the brand	38	34.5
Generates curiosity about the product	15	13.6
Option 5	-	-
TOTAL	110	100



INTERPRETATION:

34.5% of the respondents said that they are just an attractive face of the brand

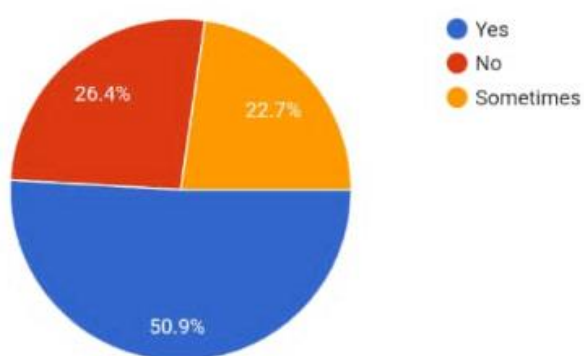
28.2% of the respondents said that they have a positive impact on the brand

23.6% of the respondents said that they facilitate the understanding of the product

13.6% of the respondents said that they generate curiosity about the product

TABLE 4.6 AND CHART 4.6

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	56	50.9
No	29	26.4
Sometimes	25	22.7
TOTAL	110	100



INTERPRETATION:

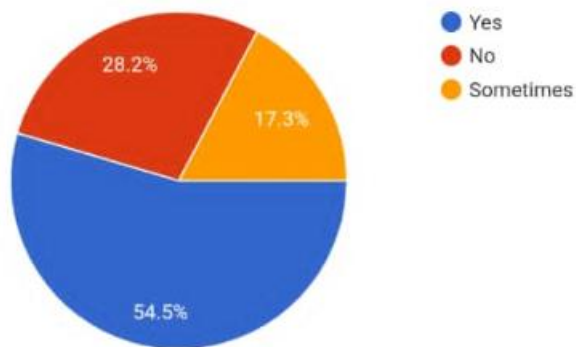
50.9%of the respondents chose 'YES'

26.4%of the respondents chose 'NO'

22.7%of the respondents chose 'SOMETIMES'

TABLE 4.7 AND CHART 4.7

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	60	54.5
No	31	28.2
sometimes	19	17.3
TOTAL	110	100



INTERPRETATION:

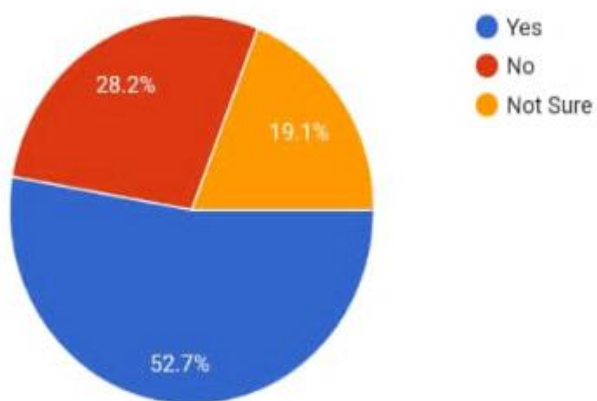
55.4%of the respondents chose the option 'YES'

28.2%of the respondents chose the option 'NO'

17.3%of the respondents chose the option 'SOMETIMES'

TABLE 4.8 AND CHART 4.8

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	58	52.7
No	31	28.2
Not sure	21	19.1
TOTAL	110	100



INTERPRETATION:

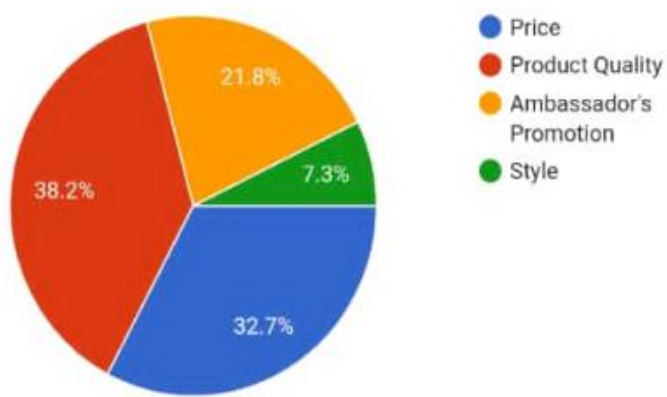
52.7%of the respondents chose the option 'YES'

28.2%of the respondents chose the option 'NO'

19.1%of the respondents chose the option 'NOT SURE'

TABLE 4.9 AND CHART 4.9

PARTICULARS	RESPONDENTS	PERCENTAGE
Price	36	32.7
Product quality	42	38.2
Ambassador promotion	24	21.8
style	8	7.3
TOTAL	110	100



INTERPRETATION:

38.2%of the respondents chose product quality

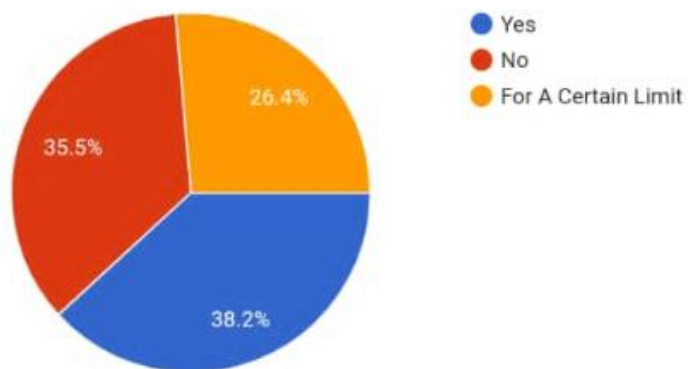
32.7%of the respondents chose price

21.8%of the respondents chose ambassador's promotion

7.3%of the respondents chose the style

TABLE 4.10 AND CHART 4.10

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	42	38.2
No	39	35.5
For a certain limit	29	26.4
TOTAL	110	100



INTERPRETATION:

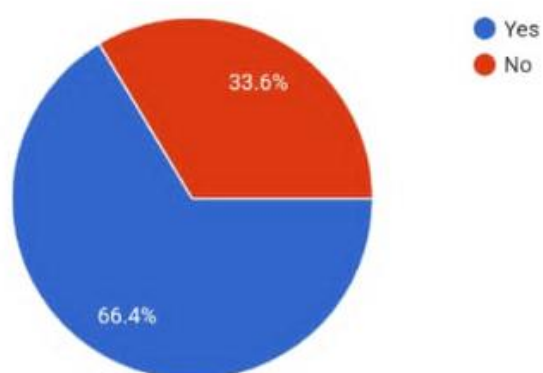
38.2%of the respondents chose the option 'YES'

35.5%of the respondents chose the option 'NO'

26.4%of the respondents chose the option 'FOR A CERTAIN LIMIT'

TABLE 4.11 AND CHART 4.11

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	73	66.4
No	37	33.6
TOTAL	110	100



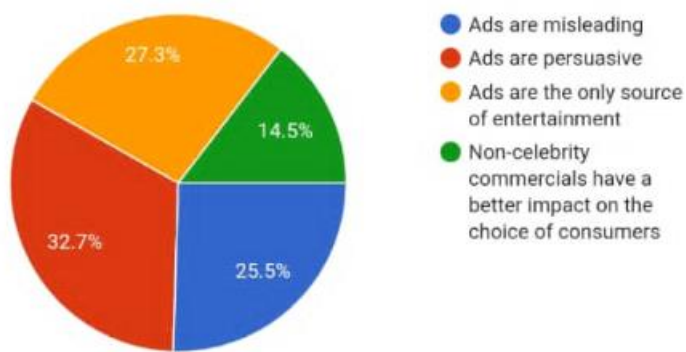
INTERPRETATION:

66.4%of the respondents chose 'YES'

33.6%of the respondents chose 'NO'

TABLE 4.12 AND CHART 4.12

PARTICULARS	RESPONDENTS	PERCENTAGE
Ads are misleading	28	25.5
Ads are persuasive	36	32.7
Ads are the only source of entertainment	30	27.3
Non-celebrity have a better impact on the choice of consumers	16	14.5
TOTAL	110	100



INTERPRETATION:

32.7%of the respondent said that ads are persuasive

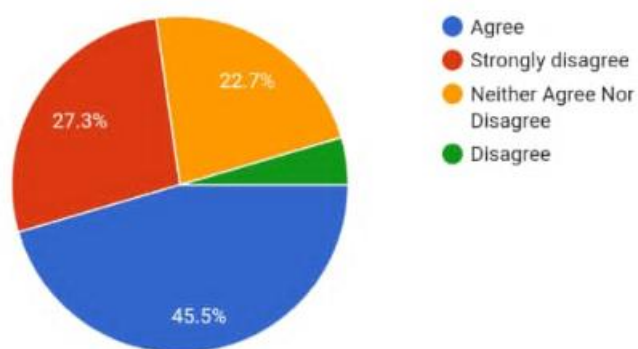
27.3%of the respondents said that ads are the only source of entertainment

25.5%of the respondents said that ads are misleading

14.5%of the respondents said that non celebrity commercials have a better impact on the choice of consumers.

TABLE 4.13 AND CHART 4.13

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	50	45.5
Strongly agree	30	27.3
Neither agree or nor disagree	25	22.7
disagree	5	4.5
TOTAL	110	100



INTERPRETATION:

45.5% of the respondents agreed to the point

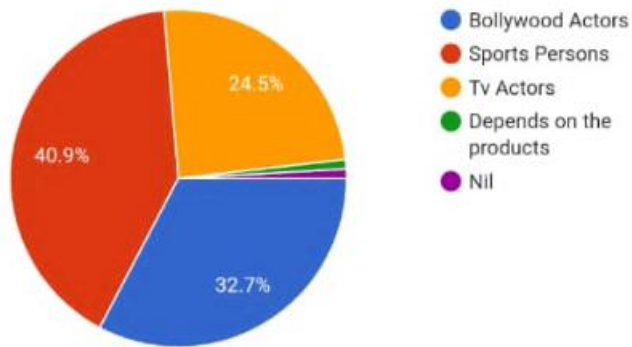
27.3% of the respondents strongly disagree to the point

22.7% of the respondents neither agreed nor disagreed to the point

4.5% of the respondents disagree to the point

TABLE 4.14 AND CHART 4.14

PARTICULARS	RESPONDENTS	PERCENTAGE
Bollywood actors	36	32.7
Sports persons	45	40.9
Tv actors	27	24.5
Depends on the products	1	0.95
nil	1	0.95
TOTAL	110	100



INTERPRETATION:

40.9%of the respondents chose sports person

32.7%of the respondents chose Bollywood actors

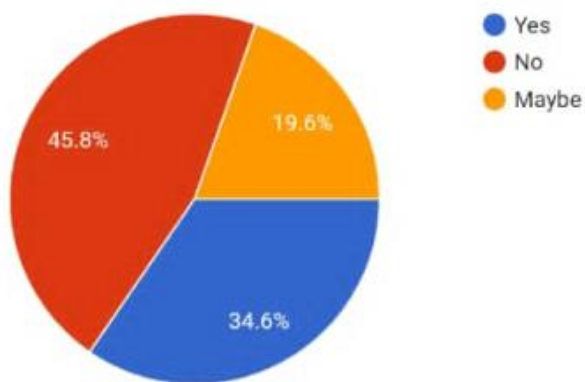
24.5%of the respondents chose Tv actors

0.95% of the respondents chose depends on the products.

0.95% of the respondents chose nil.

TABLE 4.15 AND CHART 4.15-

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	38	34.6
No	50	45.8
Maybe	22	19.6
TOTAL	110	100



INTERPRETATION:

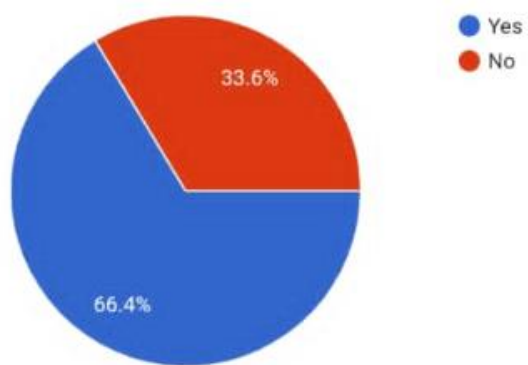
45.8%of the respondents chose 'NO'

34.6%of the respondents chose 'YES'

19.6%of the respondents chose 'MAYBE'

TABLE 4.16 AND CHART 4.16

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	73	66.4
No	37	33.6
TOTAL	110	100



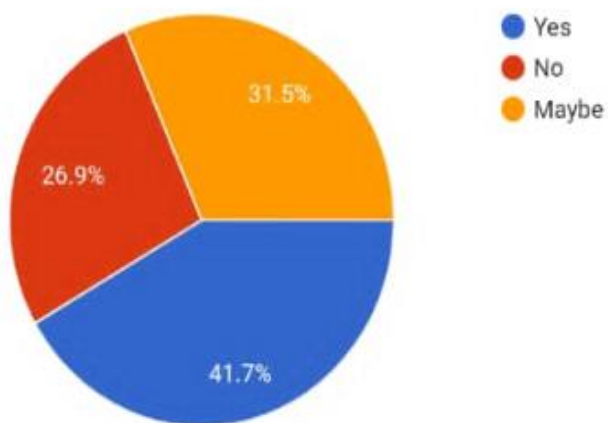
INTERPRETATION:

66.4%of the respondents chose the option 'YES'

33.6%of the respondents chose the option 'NO'

TABLE 4.17 AND CHART 4.17

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	46	41.7
No	30	26.9
maybe	35	31.5
TOTAL	110	100



INTERPRETATION:

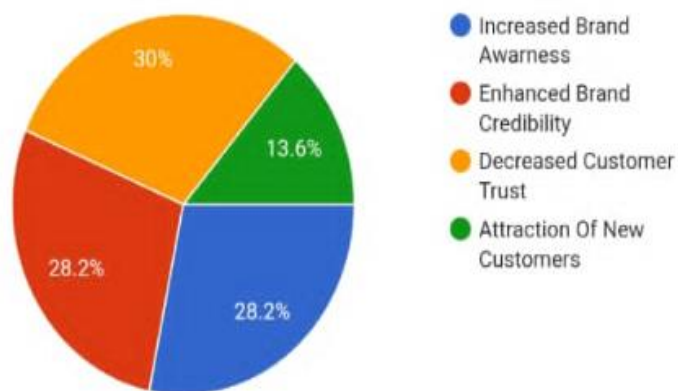
41.7%of the respondents chose the option 'YES'

31.5%of the respondents chose the option 'MAYBE'

26.9%of the respondents chose the option 'NO'

TABLE 4.18 AND CHART 4.18

PARTICULARS	RESPONDENTS	PERCENTAGE
Increased brand awareness	31	28.2
Enhanced brand credibility	31	28.2
Decreased customer trust	33	30.0
Attraction of new customers	15	13.6
TOTAL	110	100



INTERPRETATION:

30%of the respondents chose 'the decreased customer trust'

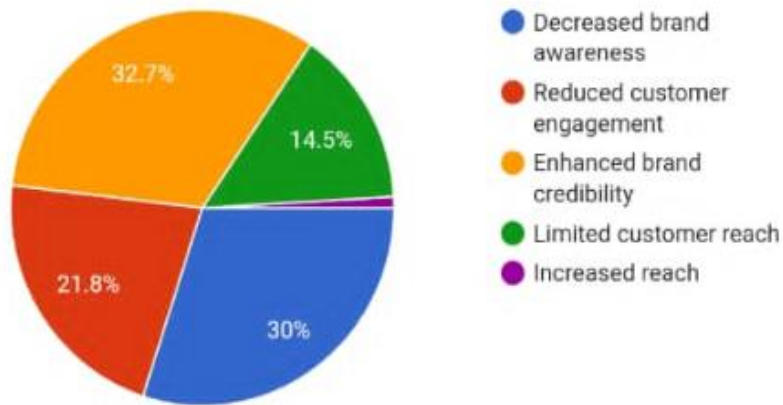
28.2%of the respondents chose 'the increased brand awareness'

28.2%of the respondents chose 'the enhanced brand credibility'

13.6%of the respondents chose 'the attraction of the new customers'

TABLE 4.19 AND CHART 4.19

PARTICULARS	RESPONDENTS	PERCENTAGE
Decreased brand awareness	33	30
Reduced customer engagement	24	21.8
Enhanced brand credibility	36	32.7
Limited customer reach	16	14.5
Increased reach	1	1
TOTAL	110	100



INTERPRETATION:

32.7%of the respondents chose 'the enhanced brand credibility'

30%of the respondents chose 'the decreased brand awareness'

21.8%of the respondents chose 'the reduce customer engagement'

14.5%of the respondents chose 'generates curiosity about the product'

1%of the respondents chose 'the increased reach'

HYPOTHESIS TESTING:

CHI-SQUARE TEST ANALYSIS:

H0- There is no significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

H1- There is a significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER * Factors influence branded products	110	100.0%	0	0.0%	110	100.0%

GENDER * Factors influence branded products Crosstabulation

Count

		Factors influence branded products				Total
		PRICE	PRODUCT QUALITY	AMBASSADOR PROMOTION	STYLE	
GENDER	MALE	36	28	0	0	64
	FEMALE	0	14	24	7	45
	PREFER NOT TO SAY	0	0	0	1	1
Total		36	42	24	8	110

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	82.755 ^a	6	<.001
Likelihood Ratio	99.674	6	<.001
Linear-by-Linear Association	66.615	1	<.001
N of Valid Cases	110		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .07.

INTERPRETATION: The p value is .001 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and(H1) is rejected.

ANOVA ANALYSIS:

H0- There is no significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

H1- There is a significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

ANOVA

GENDER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.710	3	6.237	64.759	<.001
Within Groups	10.208	106	.096		
Total	28.918	109			

INTERPRETATION: The p value is .001 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and(H1) is rejected.

CHAPTER-5

FINDINGS SUGGESTIONS AND CONCLUSION

5.1-FINDINGS OF THE STUDY:

Majority 55.5% respondents belong to the age of 18 to 24.

Majority 58.2% respondents belongs to the category of male

Majority 53.6% respondents are students

Majority 44.5% of the respondents chose trustworthiness of the product

Majority 34.5% of the respondents said that they are just an attractive face of the brand

Majority 50.9% of the respondents chose 'YES'

Majority 55.4% of the respondents chose the option 'YES'

Majority 52.7% of the respondents chose the option 'YES'

Majority 38.2% of the respondents chose product quality

Majority 38.2% of the respondents chose the option 'YES'

Majority 66.4% of the respondents chose 'YES'

Majority 32.7% of the respondent said that ads are persuasive

Majority 45.5% of the respondents agreed to the point

Majority 40.9% of the respondents chose sports person

Majority 45.8% of the respondents chose 'NO'

Majority 66.4% of the respondents chose the option 'YES'

Majority 41.7% of the respondents chose the option 'YES'

Majority 30% of the respondents chose 'the decreased customer trust'

Majority 32.7% of the respondents chose 'the enhanced brand credibility'

H0- There is no significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

H1- There is a significant relationship between the gender of the respondents and the factors that influence them for choosing branded products in the study of impact of brand ambassadors on brand promotion and marketing.

5.2- SUGGESTIONS-

Identification of Brand Ambassadors: Discuss the process of selecting brand ambassadors. What criteria do companies use? How does the ambassador's image align with the brand's values and target audience?

Celebrity vs. Influencer Ambassadors: Compare and contrast the effectiveness of celebrity ambassadors and social media influencers. Analyze the advantages and disadvantages of each type in different marketing scenarios.

Brand Image and Perception: Explore how brand ambassadors contribute to shaping the brand's image. How can their personal brand affect the perception of the endorsed brand?

Consumer Trust and Credibility: Investigate the impact of brand ambassadors on consumer trust. Does the association with a trusted figure enhance credibility, and how can brands maintain authenticity in ambassador partnerships?

Social Media and Digital Marketing: Examine the role of brand ambassadors in the era of social media. How does the digital landscape amplify the reach and impact of brand endorsements?

5.3 LIMITATIONS OF THE STUDY-

The conclusion of the study is based on the information provided by the respondent.

I have taken only 110 respondents which may or may not represent the whole population.

The research includes the response of limited respondents.

5.4 CONCLUSIONS-

In conclusion, the study of the impact of brand ambassadors on brand promotion and marketing reveals a multifaceted landscape where strategic partnerships wield significant influence. The careful selection of brand ambassadors emerges as a crucial determinant of success, with companies meticulously aligning the ambassador's image with their brand values and target audience. Whether leveraging celebrities or social media influencers, these partnerships extend beyond mere endorsements, playing a pivotal role in shaping the brand's overall image and influencing consumer perceptions.

The digital age has transformed the marketing paradigm, and brand ambassadors, particularly in the realm of social media, prove instrumental in amplifying brand reach and engagement. The trust and credibility associated with these ambassadors create a powerful connection with consumers, fostering a sense of authenticity that resonates in an era where consumers are increasingly discerning.

Measuring the return on investment becomes imperative, prompting companies to evaluate the success of ambassador programs through various metrics. Despite the evident benefits, the study underscores the importance of addressing challenges, such as potential controversies and image misalignment, and highlights the need for a proactive approach to risk management.

The global-local dynamics, the choice between short-term gains and long-term impact, and the adherence to legal and ethical standards further complicate the landscape. Successful companies navigate these complexities through continuous innovation, pushing the boundaries of ambassador campaigns to create memorable and authentic brand experiences.

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ANNEXURE-