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IJRCM

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     NEED/IMPORTANCE OF THE STUDY

     STATEMENT OF THE PROBLEM

     OBJECTIVES

     HYPOTHESES

     RESEARCH METHODOLOGY

     RESULTS & DISCUSSION

     FINDINGS

     RECOMMENDATIONS/SUGGESTIONS

     CONCLUSIONS

     SCOPE FOR FURTHER RESEARCH

     ACKNOWLEDGMENTS

     REFERENCES

     APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY WITH MEDIATING ROLE OF BRAND TRUST

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ABSTRACT

The objective of this study is to examine that how the brand trust will affect the consumer based brand equity in Pakistan and when in ads there is a use of celebrities then how it will develop the brand trust and will affect consumer based brand equity. The data were collected through the questionnaires with 5 points Likert scale given to respondents to fill the information, two shopping malls and universities of Islamabad were selected using the convenience sampling technique. Mostly young generation filled the questionnaires. 200 questionnaires were distributed from which 170 were used for further results. Results were obtained by applying correlation and regression analysis. The results clearly indicated that there is no significant relationship between the celebrity endorsement and brand equity and no mediation is found in the form of brand trust. This paper aims to provide the information about the importance of celebrity endorsement in the creation of brand equity with the use of brand trust.

KEYWORDS

Celebrity Endorsement, Consumer Based Brand Equity, Brand Trust, Celebrity Attractiveness, Brand Association.

INTRODUCTION

In this age of global business the competition is increasing progressively and every company finds itself in an intense competition and struggling hard to gain more market shares in a global and local both markets. To become more successful and highly competitive in not only short run but also in a long run companies want to develop more sustainable advantage over their competitors (does et al., 2009). To gain competitive advantage marketers use these advertisements in which their spokesperson must be trustworthy, on which the customers have strong beliefs. Worldwide the tool which is considered very efficient by marketers is celebrity endorsement. After every four advertisement the one will must be use celebrity endorsement (Marketwatch 2006). Most of the recent researches have demonstrated that celebrity endorsement lead in a positive attitude toward that brand which is endorsed (Till et al., 2008). There can be many types of endorsers, which can include the typical consumer, the product class specialist, the company leader, and the famous person (celebrity) (Friedman and Friedman 1979). In particular, it has been used as favorite strategy among agencies to use celebrities as spokesperson. Certainly, even one decade ago ,in three of one television commercials use celebrity endorsements (Business week 1978), and now a days this advertising approach seems to be more increase across all over the types of media (Levin 1988;Sherman 1985).

Brand equity is described as incremental utility or added value to a particular product by its brand name, like coke, Kodak, Levi's and Nike (Farquhar, Han, and Ijiri 1991; Kamakura and Russell 1993; Park and Srinivasan 1994; Rangaswamy, Burke, and Oliva 1993). By intensification the scope of brand equity, we can create brand equity, including awareness, perceived quality, loyalty and association (Aaker 1991:317). Many years of research have revealed that the perception and attitudes combinable calculate, and most commonly defined as consumer brand equity having a direct relation to the market position and business of the brand. Many marketers rely heavily on advertisement as any of their primary tools to develop and nurture brand equity (Dave Walker, 2002).

The very most recent literature on competitive advantage views brand equity as a rational market-based asset because it comes from that relationship which the consumers having with brands with the fact that trust actually is viewed as the corner stone, as one of the very desiring qualities in any relationship (Elena Delgado-Ballester, José Luis Munuera-Alemán, (2005). Strong brands increase customers' trust of invisible products while helping them to better understand and visualize what they are buying. (Leonard L Berry winter 2000;28,1).

In this research we discuss the celebrity endorsement, brand trust and brand equity. Many researchers have conducted research to discuss that but we specifically focus on Pakistan that when in Pakistani ads marketers use celebrities than how the trust will be stronger on that brand and what it will effect on brand equity. The objective of this study is to examine that how the brand trust will affect the brand equity in Pakistan and when in ads there is a use of celebrities then how it will develop the brand trust and will affect brand equity.

LITERATURE REVIEW

CELEBRITY ENDORSEMENT

McCracken's (1989) defined the celebrity endorser as celebrity endorser is a character who is publicly recognized and he uses this recognition to promote the product. And endorsers also bring their own meanings related to the cultural even if it is not required in the promotion. Celebrity endorsers have been found more effective in advertisement than non-celebrity endorsers, they play more positive role in creating good response towards advertisements and in buying intentions. (Atkin and Block, 1983; Petty and Cacioppo, 1983). Infect companies invest much money on celebrity endorsers so they must have larger contribution in making marketing strategies. (Erdogan and Kitchen 1998). (Shimp, 2003) as consumers pay more attention to those brands which reflect the values, attitudes, lives of people and their desires most importantly that is why celebrity endorsement today is a very good promotional strategy. For example, film star Cate Blanchett who is committed to promoting environmental causes is perceived to be highly trustworthy. Therefore, when Blanchet endorses SK-II skin care products, consumer credibility perceptions of this luxury brand are likely to be positively affected. (Spry, Pappu, Cornwell, 2011).

Consumers want to buy those brands which show their inner personality and which satisfy them according to their self-concept. (R. Hollander, 2007) argues that instead of the celebrity other factors are more important for consumers like design of product, quality and price of the product when the consumer has enough knowledge about a product now the role of celebrity becomes far less important for consumer and consumer behavior is not changed by the celebrity endorser, consumers only get more information from the celebrity endorser instead of changing their buying behavior. Celebrities have more impact due to the reason they have symbolic values and associated with aspirational reference group (Soloman and Assael, 1987).

(G.J. Tellis, 1989) divide the endorsers in different groups like celebrities, la endorsers and experts. And the expert is a person who has a full command in specific field and in specific segments. The opinion of experts is considered to be very valuable because experts have complete knowledge of the related field. Lay endorsers are the real people as well as fictitious to that play important role and people associate themselves with such endorsers. These are not so famous people. Celebrities are famous people that can be actor's movie stars fashion designers singers who have great recognition. (Spry, Pappu, Cornwell, 2011) found that celebrity endorser should that is credible according to his attractiveness, expertise and trustworthiness. Even when the celebrities are less credible even than they proved to build a brand. Even local celebrities also influence the brand credibility and which lead to increase the brand equity.

H1: Celebrity Endorsement has a significant positive impact on brand equity.

CONSUMER BASED BRAND EQUITY

From consumer's view point brand equity refers to "the incremental value which is added by brand name to a product" (Farquhar, 1989). Many definitions of brand equity have been given but there is one most comprehensive (Motameni and Shahrokhi, 1998) "a set of brand liabilities and assets related to a brand, its symbol and its name or subtract from the value provided by product to firm or to the customers of a firm " (Aaker, 1991, p. 15). Leuthesser (1988) has developed a broad definition of brand equity as the set of behavior and associations on the part of the customers of brand, channel members that allow the brand to get greater value, volume or margin than it could get without the name of the brand. Aaker (1991, p. 16) operationalized brand equity as set of assets (or liabilities) consisting of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets. Aaker's (1991) first four dimensions (i.e. Brand associations, apparent quality and brand loyalty) are measured important (Yoo et al., 2000). Brand awareness refers to the strength of a brand's presence in a consumer's mind (Aaker, 1991). Perceived quality refers to a consumer's subjective assessment of brand (Zeithaml, 1988). Finally, brand loyalty is approached from an attitudinal loyalty perspective because consumer-based brand equity is based on consumer perceptions, rather than actual behavior. As such, brand loyalty is defined as the propensity to be loyal to a focal brand, which is evidenced by the intention to purchase that brand as a primary choice (Yoo and Donthu, 2001). Although there are many definitions of brand equity in the literature but still there is little consensus on the exact meaning of brand equity. Brand equity which is based on customer is existed in many dimensions such as brand quality, brand association and brand loyalty. (Aaker, 1991, 1996; Keller, 1993, 1998). Aaker (1991) and Keller (1993) have provided two widely accepted concepts of brand equity with respect to the consumer. Constructing brand equity is thought to be an important part of building the brand. (Keller, 1998). From the perspective of consumer Aaker's (1991) the first three dimensions (i.e. brand association, perceived quality and brand loyalty) are important. (Yoo et al, 2000). Yoo and Donthu (2001) have mentioned the brand equity dimensions are these four. In present times this approach is being followed. And brand equity so is defined" the value associated with the consumer with brand as shown in four dimensions such as brand associations, brand loyalty, perceived quality (Pappu et al., 2006, p. 698).

According to brand signaling theory, the credibility and quality of a brand act as powerful signals, lowering search costs and risk, and in them, impacting purchase consideration and choice. This offers a behavioral explanation for consumer's actions in the marketplace; however, there may be additional underlying processes. An alternative explanation of consumer preference and choice is based on social identity theory. According to this theoretical perspective, consumers make choices of particular brands to signal a desired social identity to others. Essentially, purchases of particular brands help to satisfy a consumer's search for meaning and need for community. However, these perspectives have not been integrated. Perceived quality is related to the subjective evaluation of brand by consumers. (Zeithaml, 1988) Pitta and Katsanis (1995) proposed that probability of brand choice is increased by brand equity and it leads to loyalty of brand and decreases the competitive threat. In short brand loyalty is more related to attitudinal loyalty because brand equity is more based on perception of consumers instead of their actual behavior.

BRAND TRUST

Though brand trust can be seen as a logical influence in the use of brand extension and also in the evaluation process of brand when there is a high level of risk involved in the purchase. (Jacoby and Kaplan, 1972; Selnes, 1998), Even the concept of brand trust is very important but still it has not gotten much attention yet and not examined much in literature of consumer brand. Because in different areas there are different views about the trust and various definitions have been given and in trust construct there is a lack of measurement consensus. (Kramer 1999; Gefen et al 2003; Delgado-Ballester & Munuera-Aleman 2001).

H2: Brand trust has a significant positive impact on consumer based brand equity.

H3: Positive association between celebrity endorsement and brand trust.

FIGURE 1.1: A THEORETICAL FRAMEWORK
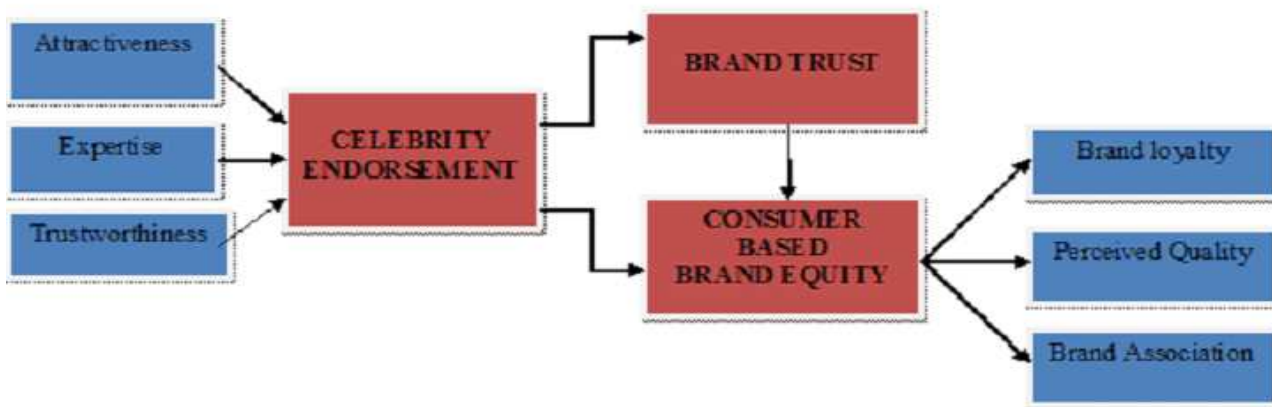
(Independent variable; Celebrity endorsement, Dependent variable; Consumer Based Brand Equity, Mediating; Brand trust)

RESEARCH METHODOLOGY

EXPERIMENTAL DESIGN

The hypothesized relationships were tested using a field experiment in a metropolitan Pakistani city named Islamabad. Data was collected using a questionnaire that included a 5-point Likert Scale. Celebrity Endorsement was measured by its three facets 1) Celebrity Attractiveness, 2) Celebrity Expertise and 3) Celebrity Trustworthiness. Consumer Based Brand Equity was measured by its three facets 1) Brand Awareness 2) Perceived Quality and 3) Brand Loyalty and Brand Trust is measured as a whole. In this research questionnaire we asked 33 questions in total from respondents.

DATA COLLECTION

The population of interest was consumers aged 15 years to 40 years and as we were researching on Beauty Soaps that's why our main target was female consumers and especially of younger and middle age who are more conscious about their beauty. Two shopping malls and a university were our sampling frame. The questionnaire included questions related to the celebrity's Attractiveness, its expertise in his or her work and its trustworthiness and to measure consumer-based brand equity questions were asked about Brand Loyalty, Brand Association and Perceived Quality and also questionnaire has questions about Brand Trust. There were also questions related to covariates and demographics.

The purpose of this study design is to measure the conceptual model fitness and to test 3 research hypotheses. The proposed model and hypotheses 2 will be examined using non-experimental study with Correlational Research Design.

DEVELOPMENT OF MEASUREMENT SCALES

The proposed model includes three latent variables including 1) Celebrity Endorsement, 2) Consumer Based Brand Equity and 3) Brand Trust. After an extensive literature review, questions were adopted from existing studies in order to measure all the constructs in the theoretical model. As the questions were adopted from existing papers and thesis their pretest study was already done. The final version of the instrument was obtained through the adopted questions to enhance construct reliability and validity.

CELEBRITY ENDORSEMENT

Celebrity Endorsement was measured by using its three facets 1) Celebrity Attractiveness, 2) Celebrity Expertise and 3) Celebrity Trustworthiness using 13 items in total, 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), and was adapted from Matzler et al. (2008) and Morgan & Hunt (1994).

CONSUMER BASED BRAND EQUITY

Consumer Based Brand Equity was measured by using its three facets 1) Brand Awareness 2) Perceived Quality and 3) Brand Loyalty using 11 items in total, 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), and was adapted from Matzler et al. (2008) and Morgan & Hunt (1994).

BRAND TRUST

Brand trust was measured using 4 items, 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), and was adapted from Matzler et al. (2008) and Morgan & Hunt (1994).

Regression analysis was conducted to test the hypothesis. Three hypotheses were made and each hypothesis were tested through the regression analysis and the result is in a table (7,10,13).

H1: Celebrity Endorsement has a positive impact on brand equity.

H2; Brand trust has a positive impact on consumer based brand equity.

H3; Positive association between celebrity endorsement and brand trust.

DATA ANALYSIS AND FINDINGS

TABLE 1: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	1858.030
	Df	378
	Sig.	.000

The reliability of the facets of single variables was measured which was for Brand trust =.921, Celebrity attractiveness=.858, Expertise=.917, Trustworthiness=.801, Brand association =.845, Perceived quality=.935, Brand loyalty=.754.Which is satisfactory for each variable.

RELIABILITIES AND VALIDITY

The scales were investigated in terms of their reliability, by means of the internal consistency (Cronbach's alpha) and compound reliability (Fornell and Larcker, 1981), and also validity, Reliability, initially assessed by Cronbach's alpha.

TABLE 2: RELIABILITY

Variables	Cronbach's alpha
Brand trust	.921
Celebrity attractiveness	.858
Celebrity expertise	.917
Trustworthiness	.801
Brand association	.845
Perceived quality	.935
Brand loyalty	.756

Before going into the details of regression analysis, we discussed the demographics which we have taken in our questionnaire and in paper and their frequencies as well. First demographic is age as shown in table 3.between 13-19 there were no respondents because we have taken universities students as a target. Most of the respondents were from 20-29 age groups. The frequency was 46 and percent was 65.0.cumulative percent is 65.7.

FREQUENCY OF AGE

The second demographic variable is Gender which is also shown in the table 4 given, which consists of more males in it which is 75.71% and the quantity of females were less comparatively which is only 24.3%. Because in universities the ratio of male respondents was significantly higher than female.

FREQUENCIES OF GENDER

Education was the third demographic variable used in this research, 19.4% respondents were graduating, and 35.7% of the respondents were doing a Masters whereas 44.9% of the respondents were MS/PhD.

FREQUENCIES OF EDUCATION

Occupation was the fourth and last demographic variable used in this research, 7.0% respondents were doing their services/Business, and 1.3% of the respondents were Housewives whereas 36.3% of the respondents were Students. Total was 157 in frequencies.

FREQUENCIES OF OCCUPATION

The following table tells us about the descriptive statistics of the respondents. 'N' denotes the number of respondents, who gave their responses. 'Minimum' column tells us about the minimum level of celebrity endorsement and maximum donates maximum level of celebrity endorsement.

DESCRIPTIVE STATISTICS

TABLE 3

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
IV	170	3.80	5.00	4.3841	.30027
DV	170	3.25	4.67	4.0567	.31842
Valid N (list wise)	170				

The table below describes that there is a positive significant relationship between celebrity endorsement and brand equity as the value of correlation of BT with IV is .980 and DV is .917.

CORRELATION ANALYSIS

TABLE 4

Correlations		BT	IV	DV
BT	Pearson Correlation	1	.003	-.013
	Sig. (2-tailed)		.980	.917
	N	170	170	170
IV	Pearson Correlation	.003	1	-.218
	Sig. (2-tailed)	.980		.070
	N	170	170	170
DV	Pearson Correlation	-.013	-.218	1
	Sig. (2-tailed)	.917	.070	
	N	170	170	170

REGRESSION ANALYSIS
INDEPENDENT TO MEDIATOR

TABLE 5

Model	R	R Square	Adjusted R square	F	T	Significance
1	0.003	0.000	-.015	.001	.026	0.980

a. Predictors: (Constant), celebrity endorsement
MEDIATOR TO DEPENDENT

TABLE 6

Model	R	R Square	Adjusted R square	F	T	Significance
1	0.013	0.000	-.015	.011	-.105	0.917

a.   Predictors: (Constant), brand trust
CELEBRITY ENDORSEMENT TO BRAND EQUITY

TABLE 7

Model	R	R Square	Adjusted R square	F	T	Significance
1	0.218	0.048	0.034	3.396	-1.843	0.070

a. Predictors: celebrity endorsement.
REGRESSION ANALYSIS RESULT
The beta value given in the table shows that percentage change in brand equity is due to celebrity endorsement but the impact is very low because the value of beta is very low in contrary how much celebrity endorsement is adding value in brand equity. So it is found that celebrity endorsement has 21.8% impact on brand equity. The value of p=. 070 which confirms that there is no positive relationship between celebrity endorsement and brand equity. Beta value is -. 012 it shows that there is no mediation.

ANALYSIS AND RESULTS
The sample (n=100) contained a higher proportion of males (75.71 per cent) than females (24.29 percent). A large percentage of younger consumers aged 20-39 years, were also included in the sample (78.5 per cent). The sample was skewed toward male and younger because in universities there was a majority of males.

CONCLUSION
In this article we studied the three variables celebrity endorsement, consumer based brand equity, brand trust and according to literature there is positive relationship between celebrity endorsement and brand equity but in this article there is found no relationship between the because the data was collected was not correct because of the lack of knowledge of people in a marketing context. The ratio of marketing student is very low in each and every university that's why they are not familiar with the terms and conditions of the market. Brand equity is described as incremental utility or added value to a particular product by its brand name, like coke, Kodak, Levi's and Nike (Farquhar, Han, and Ijiri 1991; Kamakura and Russell 1993; Park and Srinivasan 1994; Rangaswamy, Burke, and Oliva 1993). That was the reason they filled the questionnaire according to their own understanding. That's why the result was found negative relationship between celebrity endorsement and brand equity. The findings also showed that there is no mediation as brand trust. Because of that data all three hypothesis which were made were rejected. The main factor which caused such results can be a cultural difference and due to lack of knowledge of marketing the people were unable to understand the terms of marketing. Further research could be very valuable if other related variables will be used.
Celebrity endorsement if used efficiently, it makes the brand stand out, galvanizes brand recall and facilitates immediate awareness. To achieve this, the marketers in Pakistan need to be really regimented in choice of a celebrity. Celebrity endorsement on the overall brand givesstrong brand images or values like, Experience of use, User associations, Belief in efficiency, Brand appearance and Manufacturer's name & reputation.

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