

Brand Positioning Through Celebrity Endorsement - A Review Contribution to Brand Literature

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ABSTRACT: The use of celebrities in marketing communications has become the practice of the major companies in the emplacement of the brand in the mind of consumers. Firms are making vast investments in hiring celebrities for positioning of brands by making organizations with endorser qualities such as trustworthiness, attractiveness and expertise. In the backdrop, this paper seeks to explore the variables of brand positioning through sports celebrity endorsement. Secondly, to propose the model through merging the sport celebrity endorsement constructs with brand positioning constructs by drawing together and to develop the scale for measuring brand positioning through celebrity endorsement based on existing literature.

Keywords: Brand Positioning; Celebrity Endorsement; Purchase Intention.

JEL Classifications: M31; M37; M39

1. Introduction

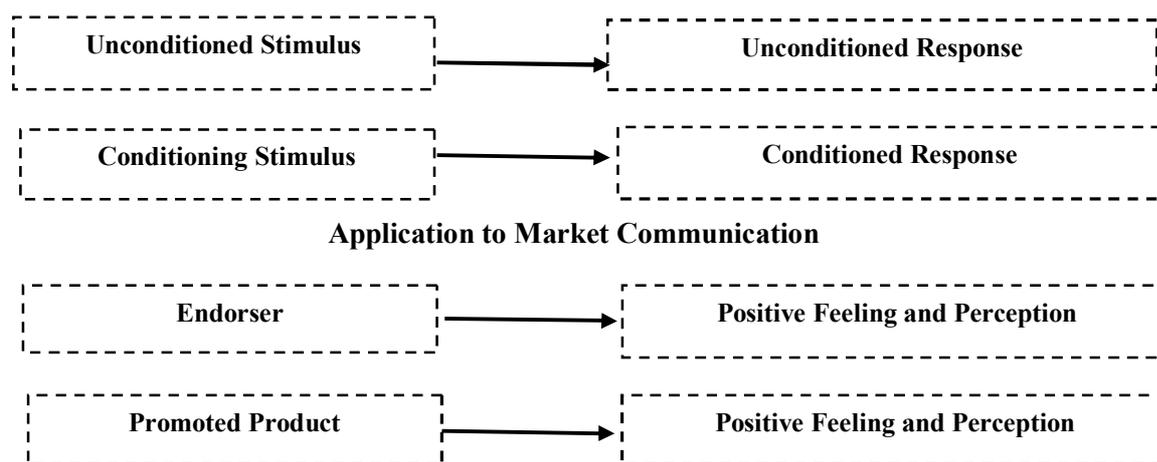
Companies are making use of celebrity endorsers widely for market communication and huge investments to align their brands and themselves with endorsers (Erdogan, 1999; Jyothi and Rajkumar, 2005). Such endorsers are seen as dynamic in terms of attractiveness and appealing qualities (Atkin and Block 1983). Celebrities serve not only to create and maintain attention, but likewise to achieve high recall for the stigma because of their fame in a today's highly cluttered environment of marketing communication messages (Kamen et al. 1975; Friedman and Friedman, 1979; Ohanian, 1991; Croft, et al 1996; O'Mahony and Meenaghan, 1997). Today the market situation is highly flooded with global brands which force the organizations to use celebrities (Jyothi and Rajkumar, 2005). The use of celebrities is not a late phenomenon (Kaikati 1987; Venkateshkumar, 2012) but Celebrities have been supporting the brand since the late nineteenth century (Erdogan, 1999; Hood, 2012). As an example, in year 1883, an English actress, Lillie Langtry, who endorsed for Pears Soap (Agarwal and Kamakura, 1995). Further (Sherman, 1985) indicated the former days of utilization involves Queen Victoria in association with Cadbury's Cocoa. Celebrities endorsers' use in commercials was estimated as one in every six advertisements around 1979 (Howard, 1979). Around 25% of all US-based commercials utilise celebrities (Shimp, 2003), Further indicated by (Lane, 1996) that, in the monetary value of celebrity endorsement it is estimated that US companies paid more than \$ 1 billion to sports celebrities.

1.1. Celebrity and Non-Celebrity Endorsers

A celebrity is someone who is well known and popular, whereas a celebrity endorser is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989) Celebrities are the people who enjoy public recognition by a large share of a certain group of people and they have distinct features (Silvera and Austad, 2004). Companies do a great scheming power over created spokespersons meanwhile they procure these categories. They can build characters which are congruent with their trade names and target audiences, and assure that these charms are assistant to just one special brand (Tom et el. 1992).

Along the other point of illustration, in the circumstance of celebrity endorsers, companies have limited command over the celebrity's personality as they have created their public persona over the years. (Tom et al, 1992) study results indicated that the created endorsers were more operational in generating a linkage to the brand than celebrity endorsers. They attributed these effects for single utilisation of created endorsers with the brand over a long time period and their specific persona representing the brand characteristics. The authors based their findings on the classical conditioning paradigm. According to this paradigm, in market communication (Figure 1), consumers learn the association between an unconditional stimulus (endorser) and a conditional stimulus (product) through repeated exposure. The association is much stronger with original material (created spokesperson) than with popular material since the popular material (celebrity endorser) is not just linked to a promoted product but with many other things. In other words, the association is strong in created spokespersons, as it is exclusive, while the association is weak in the case of celebrity endorsers because of other linkages. Mehta (1994) also found that there were no statistically significant differences in attitudes towards advertising brand and intentions to purchase endorsed brand between celebrity and non-celebrity endorsement situations, but differences were found in cognitive responses generated by receivers. In the non-celebrity conditions, receivers focused more on the brand and its features whereas in the celebrity condition receivers focussed on the celebrity in advertising. On the contrary, Atkin and Block (1983) and Petty, et al. (1983) found that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser.

Figure 1. Classical Conditioning Paradigm in market communication



Source: Adapted from Tom et al. (1992)

1.2. Two ends of Celebrity endorsement strategy

There are several pros and cons of the celebrity endorsement strategy as mentioned by (Erdogan, 1999), divided into three parts- namely; potential advantage, potential hazards, preventive tactics, under potential advantage increased attention, image polishing, brand introduction, brand repositioning and under pinning global campaign. The potential hazards indicated are; overshadow the brand, Public controversy, Image change and overexposure, Image change and loss of public recognition, Expensive. These all are potential pros and cons of celebrity endorsement strategy. (Erdogan, 1999) further stated that increasing antagonism for consumer awareness and new brand spread have encouraged marketers to use attention creating media stars to assist product marketing. At times a celebrity is hired and new merchandise designed around the person since this strategy can generate huge dividends by giving products instant personality and appeal (Dickenson, 1996). Despite the preceding potential benefits, there are still voluminous impending menaces in using celebrities as a part of market communication campaign. It has been set up in various studies that negative information about the celebrity endorser such as sudden variation in image, decline in fame, get into moral depravity, overshadowing of products and embroilment of celebrity in any controversy. All

these factors not only influences consumers' perception of the celebrity but also the endorsed product (Klebbba and Unger, 1982; Cooper, 1984; Kaikati, 1987; Till and Shimp, 1995, Erdogan, 1999).

2. Models of Celebrity Endorsement

In the broad literature of the celebrity endorsement, there has been several authors and researchers (Hovland and Weiss, 1951; Hovland, et., al., 1953; Kelman, 1961; Dholakia and Stemthai, 1977;; McGuire, 1985; Ohanian, 1991; Solomon, 1996; Shimp, 1997; Erdogan, 1999) who used the celebrity endorsement model and categorised under the generic name source model. The other model used by authors in previous literature is product match up hypothesis and meaning transfer model (Forkan, 1980; Kamins, 1990; Misra and Beatty, 1990). These models fundamentally inform and reflect research on the Social Influence Theory, Source Effect Theory, which contends that various characteristics of a perceived communication source may have a beneficial effect on message receptivity.

2.1. Source credibility model

Source credibility refers to perceived source expertise and source trustworthiness (Ratneshwar and Chaiken, 1991). This model explains that the usefulness of a message that can be tempted by the observed degree of source expertise and source trustworthiness in an endorser. It has been indicated by several authors, for example (Hovland and Weiss, 1951; Hovland et al, 1953; Dholakia and Stemthai, 1977; Ohanian, 1991; Solomon, 1996). Information from a credible source can influence the attitude, belief through a process known as *Internalisation*, which arises when receivers accept a source stimulus in terms of their personal attitude (Erdogan, 1999). For example, sports celebrities may be a credible source in endorsement of brand and this credible source can influence beliefs, opinions, attitudes and behaviour of the individuals). Further, if the consumers perceive the celebrity endorser (the credible source) as trustworthy and expert on products then there are possibilities that the potential consumers may move around to real consumers (Friedman and Friedman, 1979; Till and Bulser, 1998; Lafferty and Goldsmith, 1999; Goldsmith et., al, 2000). The trustworthiness can be attained by using the celebrity (or sports celebrity) who is closely associated with the brand (Holloway and Robinson, 1995), but in some cases it happens that the celebrities who are endorsing products do not use the products, it is termed as the 'credibility gap', as the lack of credibility aggravated by incidences as mention above of not using the brand, but doing endorsement (Solomon et., al, 1999). Further it is indicated by (Ohanian, 1991) that the source expertise of celebrity endorser is the dominating factor for generation of intention to buy the brand from among the relationship of Source expertise, trustworthiness (table 1). Overall, the source credibility model is of quite importance for the marketing managers in selecting the celebrities. Different researcher has mentioned different effects of source credibility, only farther the source credibility of celebrity or sports celebrity needed to be examined in relation to the brand positioning concept.

Table 1. Source Credibility Scale

| Attarctiveness | Trustworthiness | Expertise |
|---------------------------|----------------------------|---------------------------------|
| Attarctive – Unattractive | Trustworthy- Untrustworthy | Expert- Not expert |
| Classy- Not Classy | Dependable- Undependable | Experienced- Inexperienced |
| Beautiful- Ugly | Honest- Dishonest | Knowledgeable – Inknowledgeable |
| Elegent- Plain | Reliable-Unreliable | Qualified-Unqualified |
| Sexy- Not sexy | Sincere-Insincere | Skilled-Unskilled |

Source: Adapted (Ohanion, 1990)

2.2. Source attractive model

Attractiveness is the important source in the advertisement, as several studies, for example. (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984) found that the Consumers have a habit to form positive stereotypes about the attractive celebrities and celebrities are effective in changing the beliefs. Advertisers choose the Attractive celebrity endorsers in order to gain celebrity

prestige and physical attraction (Singer, 1983). It is argued that the efficiency of a communication depends on similarity, familiarity and liking of the celebrity endorser (McGuire, 1985). Attractiveness exclusively does not mean merely physical attraction, but it comprises a number of attributes of the celebrity endorser that consumers might perceive. The attributes may be in the form of intellectual skills, personality properties, lifestyles or athletic process (Erdogan, 1999). Further in respect to the celebrity attractiveness (Cohen and Golden, 1972) suggested that the 'physical attractiveness' of a communicator decides the efficiency of believable communication through a route called identification which is assumed to occur when information from an attractive source is accepted as a result of desire to identify with such endorsers. Consumers are more exposed to the attractive celebrity rather than unattractive celebrity. In the study of (Kahle and Homer, 1985), it is mentioned that consumers are more likely to buy an Edge razor after seeing an attractive celebrity in a magazine advertisement than an unattractive celebrity. On the front of gender of the celebrity endorsers, there are male and female celebrity endorsers in various brands, and they have different effect on the consumers. (Debevec and Kernan, 1984) specified that attractive female celebrities created more enhanced attitudes than attractive male celebrities across both genders, especially among the male. On the other hand it was found in the study of (Caballero, et al., 1989) that male consumers were found to have superior intentions to buy from male celebrity endorsers and female consumers embrace more intentions to purchase from female celebrity endorsers. Spokesperson gender had no impact on attitudes towards advertisements and no major impact on intentions to buy products (Petroshius and Crocker, 1989). There have been a many studies suggesting positive and negative effects of the attractive celebrity usage in advertisement in measuring consumer purchase intention. Some suggested that attractive celebrity endorsers enhance attitudes towards advertising and brands, some studies found that attractive celebrity endorsers are not able to initiate behavioural intent, there is a mixed responses of the studies done so far. Since the while other studies found that celebrities are able to create purchase intentions. Further stated by (Erdogan, 1999) that there are two ways to increase behavioural intentions to endorsed products may be to choose attractive celebrities whose images match product image with target audiences and/or to deliver messages in a two-sided format where an endorser states both negative and positive attributes of a brand. Of course, the importance of negative claims should be underplayed.

2.3. Product Match- Up Hypothesis

The Product Match-up Hypothesis states that communications transfer through celebrity image and the product message should be congruent or fit of match for effective advertising (Forkan, 1980; Kamins, 1990). The celebrity and brand congruency depends on the intensity of observed 'fit' between brand and superstar image (Misra and Beatty, 1990). Several researchers such as (Levy, 1959; Kamins and Gupta, 1994; Kotler, 1997; Erdogan, 1999) identified the differences between high congruency vs. low congruency of celebrity and product image. Further, it is identified that the product advertisements through the celebrity having relatively high product congruent image leads to higher advertiser and celebrity trustworthiness relative to an advertisement with a lesser congruent celebrity image. (Kahle and Homer, 1985), elucidated that the Match-up Hypothesis of selecting the superstar match properly with theory of social adaptation. This theory states that the adaptive importance of information will govern its influence. Studies such as (Ohanian, 1991; Callcoat and Phillips, 1996; O'Mahony and Meenaghan, 1997) indicated that buyers too believe in congruency between endorsers' perceived images and products they endorse. (Evans, 1988) stated that "celebrities suck the life-blood of the product dry" when there is no proper match between the product and the celebrity. The main stress of product match-up research has been on the appropriate match-up between a superstar and a product based on celebrity's attractiveness (Erdogan, 1999). Further (Kahle and Homer, 1985; Kamins, 1990) states that the match-up hypothesis calculates the effectiveness of attraction in celebrities when endorsing products. (Till and Busler, 1998; Ohanian, 1991) revealed that extraordinary attention should be made to hire celebrities who have congruency with their endorsed product and who are observed to be professionals by the target audiences. (Callcoat and Phillips, 1996) elucidated that the consumers are normally influenced by celebrities if products are reasonable, low-involving. In the above mentioned findings and opinions, it becomes clear that the Match-up Hypothesis may have to extend beyond attractiveness and

credibility towards a consideration and matching of the entire image of the celebrity with the endorsed brand and the target audience (Erdogan, 1990).

2.4. Meaning Transfer Model

Meaning transfer and is based on the assumption that celebrity endorsers bring their own symbolic meaning to the endorsement process. The cultural meanings that the celebrity have will go beyond the person and are passed on to the products (McCracken, 1989; Brierley, 1995). For instance, Sachin Tendulkar has the meaning of athlete celebrity and endorsing for MRF tyres used for racing cars and he also use the bat with sticker of MRF, Ferrari meant for racing indicates sport meaning. Advertisers hold the belief in employing the celebrities for endorsement of the products that consumer consume images of celebrities and advertisers hope that consumer will also consume products endorsed by celebrities. (Hirschman, 1980) states that symbolic meanings are generated and familiarised to the customers through production process. This production process involves many participants. For example, societal introduction of a new apparel symbol would include the designer, manufacturer and retail store buyer. Playing peripheral roles in the assignment would be the fashion trade media the mass media advertising agencies and retail sales personnel among others. Similarly, (McCracken, 1986) argues that advertising is one of the ways to forward meanings of personality to products. This drive is accomplished by the efforts of advertising organisations.

3. Sports Celebrity Endorsement Aspects

A sports celebrity endorser may be defined as “a famous [athlete or coach] who uses public recognition to recommend or co-present with a product in an ad” (Stafford et al., 2003). It also include sports professionals who are retired or deace (Constanzo and Goodnight, 2005). In the modern era of advertisement, sports have a universal appeal and are associated with many facets of life (Mullin et al., 2007). Companies invest millions of dollars on athletes in order to connect the brand name with them (Martin, 1996; Chris et al., 2002). Today firms are making use of sports celebrities, even the companies with skimpy amount of budget begun to use the sports celebrities to promote their products because they are effective and brings the features of host that the consumers use them in evaluation of the advertisement (Martin, 1996; Byrne et al., 2003; Bower and Mateer, 2008; Thomaseli, 2008; Harris, 2008). Companies use sports celebrity endorsers with the objectives of capturing the attention of the consumers, strengthening the brand recall, reinforcement of the brand image and increasing the likelihood of purchase (Burnett et al., 1993; Thwaites, 1995; Bowman, 2002; Shimp, 2003). Sports celebrities in advertisement are known to influence the brand choice behaviour and drive the sales (Agrawal and Kamakura, 1995; Mathur et al., 1997; Lear et al., 2009). Celebrity endorsers or athletes may act as the spokesperson and expert in product field or the public figure on behalf of company to which the consumer base aspires (Seno and Lukas, 2007).

Celebrity endorsements have long been used by manufacturer and retailers in their efforts to sell products (Kamins, 1990; Erdogan, 1999; Stafford et. al., 2003). The sponsors' aim is to align the name of the celebrity and the good that is known into the brand. However when the sports celebrity endorser unexpectedly engaged in objectionable behaviour to the targeted consumers the constructive effect may be reversed and the celebrity possibly turn out to be the liability for the sponsors (Miller, 1993; Lofton, 1994; Goldman, 1994; Stone et al., 2003; Lear et al., 2009; Hood, 2012), when athletes contracted to endorse the brand indulged in negative events (Ahluwalia et al., 2000; Till, 2001), Further due to misconduct of sports celebrities of being engaged in socially unacceptable behaviour, several prominent athletes have lost their contracts (Burton et al., 2000; Shuart, 2007). However, there are many cases where not all norm breaker get to poor product endorsers (Freifeld, 2004). For example, Nike used in its advertisements both soccer player Eric Contona after he had been suspended from a game for entering the stands and attacking a fan, and basketball player Latrell Sprewell, after he had physically attacked his coach (Burton et al., 2000). Thus, for some brands, when an athlete endorser gets attention – even for intolerable personal conduct – the media coverage provides superfluous advertisement for the product (Enrico, 1995). This is indicated by (Shuart, 2007), who found that over time, the public is probably overlook the negative behaviours of athletes who involved in illegal or otherwise socially undesirable actions, remembering only their career highlights.

4. Concept of Brand Positioning

The real basis of the word ‘positioning’ is unclear (Alpert and Gatty, 1969), but indicated by (Nylen, 1990), positioning has its roots in studies of 1940 in the literature of marketing – mix. However the term positioning is regarded as somewhat new concept that evolved from market segmentation during 1960 and the early 1970s (Myers and Tauber, 1977; Ries and Trout, 1986; Kotler, 1997). Further it is mentioned by (Ries and Trout, 1972a) that the concept of positioning earlier known by the name of product positioning in the packaged goods segment. Positioning starts with product...a service..., company, institution, or even a person...” (Ries and Trout, 1982). Positioning have evolved from measurement of consumer perceptions’ and literature of perceptual mapping (Arnott, 1994). The main aim of the companies is to somehow generate a distinctive space of the brand in the consumers mind, generally that is termed as “positioning” (Ries and Trout, 1981). Positioning is the concept that changed the view of the advertisement and it not what you do to a product, but it is what you do to the mind of the prospect (Trout & Ries, 2000; Sengupta, 2005; Sagar et. al, 2009). Basically the essence of positioning concept is to position the product or service or to situate or to do mapping of the brand as a distinctive space in the consumers mind (Sengupta, 2005; Sagar et. al, 2009). Positioning in the view of (Kotler, 1997) is the process of designing the company’s products and service image based on consumer perceptions relative to that of competitors. A strong brand always built upon the association of the consumers with the brand (Sagar et. al, 2009) Brand positioning is the part of its identity (Aaker, 1992) which is actively communicated to the to the target markets. Positioning is the dual stage process – firstly, to clarify which product category the brand should be compared to and associated with. Secondly, the brand’s distinctive features are identified and communicated (Kapferer, 1992). Positioning is not to create something new and different, but to manipulate what’s already up there in the mind, to retie the connection that already exist (Alries and Trout, 1986).

There six constructs of the brand positioning concept were identified namely as brand identity, brand personality, brand communication, brand awareness and brand image (Sagar et. al, 2006) and brand salience (Dawes, Mundt, & Sharp, 2009). Further, initial three constructs (*brand identity, brand personality, brand communication*) are termed as input variables and remaining two (*brand awareness and brand image*) as process variable (Sagar et. al, 2006). Further, brand salience is added to brand positioning as one of the construct. The ground for addition of brand salience into brand positioning construct is that, it involves improving a brand’s position in the consideration set (Dawes, Mundt, & Sharp, 2009).

4.1. Brand Identity

In the brand positioning framework, brand identity is the first step in the emplacement of brand (Kapferer, 1992; Aaker, 1992, 1996a, b). As stated by (Davis, 2000) brand identity is a set of promises for the buyer which implies trust, consistency, and defined set of expectations. Brand identity is the most important intangible asset for many firms as it provides a main source for competitive advantage (Aaker, 1991). Further brand identity indicated by (Sagar et. al, 2011), is the essential aspect for building a brand stronger as it provides route and meaning to the brand and as a resultant it provides vital strategic brand vision. Following scale is developed and it may be used for the measurement of the brand positioning through celebrity endorsement via, brand identity constructs given by (Kapferer, 1992) under two dimension as - *Externalisation* (Physique, Relationship, Reflection) and *Internalisation*, (Personality, Culture and Self-image). In respect of the brand positioning through celebrity endorsement study, two prism of externalisation i.e. (Physique, Relationship) and one prism of internalisation (Culture) may be used from among the six prism given by (Kapferer, 1992).

| Variable | Elements |
|----------------|--------------|
| Brand Identity | Physique |
| | Relationship |
| | Reflection |
| | Personality |
| | Culture |
| | Self-Image |

Source: (Kapferer, 1992)

4.2. Brand Personality

The brand personality is the construct of the brand positioning (Sagar et. al, 2011). Brand personality is the way a brand speaks and behaves, i.e. assigning the human personality and traits to a brand so as to achieve differentiation (Bhatia, 2012). In the study of (Aaker, 1997) brand personality is defined as the ‘personification of brand identity’. The ‘personification of brand identity’ requires that the joining together the human psychological attributes and brand-related attributes. The outcome is in the form of a symbol or metaphor or a sound which “connects and develops” a relationship with customers. Personification of identity requires identification of persons, animals, visual images, and colours which are in resonance with the company’s identity and there are certain indicators of the brand personality mentioned by (Sagar et.al, 2009) that may be used to measure the positioning of brand. The indicators are: Sincerity about value delivery, Committed to brand value delivery, technically competent, Celebrity Product involvement, Reliable.

| Variable | Elements |
|--------------------------|-----------------------------------|
| Brand Personality | Sincerity about value delivery |
| | Committed to brand value delivery |
| | Technically competent |
| | Imaginative and innovative |
| | Reliable |

Source: (Sagar, 2009)

4.3. Brand communication:

Brand communication is a process by which a company plans not only the product elements but also the emotional facet of the product or services to the consumer which includes all means of media and communication i.e. advertising, sponsorships, campaigns, direct marketing, trade fairs, word of mouth campaigns, radio advertisements, print media, etc. through which a company communicates to the customers (Keller, 1993). Communication such as advertising and publicity affect consumers’ levels of satisfaction with a brand (Grace and O’Cass, 2005). The efficacy of brand communication depends on identification of the correct mix or blend of communication, right media planning. Communication of the brand commences with product packaging and finish at the point of purchase at the retail outlet by the consumer. Brand personality and brand identity are communicated to the customer through brand communication. There is certain sub -variables of brand image given by (Grace. D. and O’Cass .A, 2005) as - Controlled communication, Uncontrolled Communication, brand name, satisfaction, brand attitude, brand intention.

| Variable | Elements |
|----------------------------|----------------------------|
| Brand Communication | Controlled Communication |
| | Uncontrolled Communication |
| | Brand Name |
| | Satisfaction |
| | Brand Attitude |
| | Brand Intention |

Source: (Grace and O’Cass, 2005)

4.4. Brand Awareness

Brand awareness can be used to measure the effectiveness of brand communication (Rossiter and Percy 1987). Brand awareness affects perceptions, attitudes of the customers and it also reflects the salience of the brand in the customers mind (Aaker, 1996). There are some elements identified in the study of (Aaker, 1996) – Brand recognition, brand recall, top of the mind, brand dominance, brand knowledge, brand opinion. It is defined as a consumer’s capacity to recall and recognize the brand (Aaker, 1996; Keller, 2003). Top-of-mind and brand dominance are additional variables of the brand awareness indicated by (Aaker, 1996) for measurement of the brand awareness that can affect customers’ perceptions, which may lead to different brand choice and even loyalty (Aaker, 1996). A

brand with strong brand recall (unaided recall) and top of mind (the only brand comes to mind) can affect customers' perceptions, which lead to different customer choice in the product group (Aaker, 1996; Kimpakorn and Tocquer, 2010).

| Variable | Elements |
|------------------------|-------------------|
| Brand Awareness | Brand recognition |
| | Brand Recall |
| | Top of mind |
| | Brand dominance |
| | Brand Knowledge |
| | Brand Opinion |

Source: Aaker (1999)

4.5. Brand Image

Brand image is the totality of impression about the brand which includes physical, functional, psychological aspect of the brand (Sengupta, 1990). (Ogilvy and Atherton, 1963) argued that the brand image and brand personality are same. It is all about that how the brand is perceived by consumer and it is difficult to change, because brand acquires the personality step by step over a period of time (Moorthi, 2010). Brand image comes from consumer's side (Kapferer, 1992; Bhatia, 2012). It is "a set of belief held about a particular brand" (Kotler, 1988). (Aaker, 1992) define brand image as "a set of association that is generally organised in certain meaningful way". Brand image is the process output that encompassed of the consumer's internal image of brand which reflects brand's expectations, beliefs, and attitudes (Sagar et.al, 2011). There are certain indicators of brand image given by (Sagar et.al, 2009) as - associated imagery with the brand, associated belief and feeling with the brand, associated social metaphor symbols.

| Variable | Elements |
|--------------------|--|
| Brand Image | Associated imagery with the brand |
| | Associated belief and feeling with the brand |
| | Associated social metaphor symbols |

Source: (Sagar, 2009)

4.6. Brand Salience

In addition to all the above mention constructs, brand salience is also added to the constructs brand positioning as to measure the positioning of brand, because brand salience involves improving the effectiveness of advertising (Miller & Berry, 1998); improving a brand's position in the consideration set (Dawes, Mundt, & Sharp, 2009). Salience is defined as "familiarity relative to other brands in the consideration set" (Moran, 1990; Ambler, 2003). Brand salience is the blend of consumers' views regarding brands and it is Brand salience is very important in understanding of the bodily functions that lead to brand preference of a customers, particularly in respect to framing additional branding strategies (Vieceli and Shaw, 2010). Further it is elucidated by (Vieceli and Shaw, 2010) that if the firm can develop the salience of a brand, then the consumer may recall that brand prior to the decision process, and this may lead to higher purchase behavioural intention (Axelrod, 1968; Hasher & Zacks, 1984; Vieceli and Shaw, 2010). Brand salience elucidated by (Romaniuk and Sharp, 2004; Romaniuk, 2005) as the possibility of the consumer to think about the brand at specific point of time. Brands earn distinctiveness in customer's memory, and have a greater probability of being activated from memory when consumers are intending to purchase from the product category (Fazio, Herr, and Powell, 1992). (Vieceli and Shaw, 2010) identified and included certain variables in the literature of brand salience as – *brand prominence* by referring (Alba & Chattopadhyay, 1986; Higgins, 1996), *Brand Distinctiveness* by referring (Higgs and king, 1981), *Brand Accessibility* (Pryor and Krigs, 1997), *Brand familiarity* (Ambler, 2003) and *Brand Propensity* (Romaniuk & Sharp, 2004).

| Variable | Elements |
|----------------|-----------------------|
| Brand Salience | Brand Prominence |
| | Brand Distinctiveness |
| | Brand Accessibility |
| | Brand familiarity |
| | Brand Propensity |

Source: (Sagar, 2009)

5. Measurement of Constructs

5.1. Measurement of sports celebrity endorsement and brand positioning

The variables of celebrity endorsement i.e. Source Attractiveness, Source trustworthiness, source expertise given by (Ohanian, 1990) can be measured by using 7 point Likert scale ranging from (strongly disagree to strongly agree). The brand positioning six (*six constructs of brand positioning*) may be utilised as the latent variables of brand positioning in order to measure the impact of sports celebrity endorsement on brand positioning. For the same, the seven point Likert scale may be used for the measurement of consumer responses.

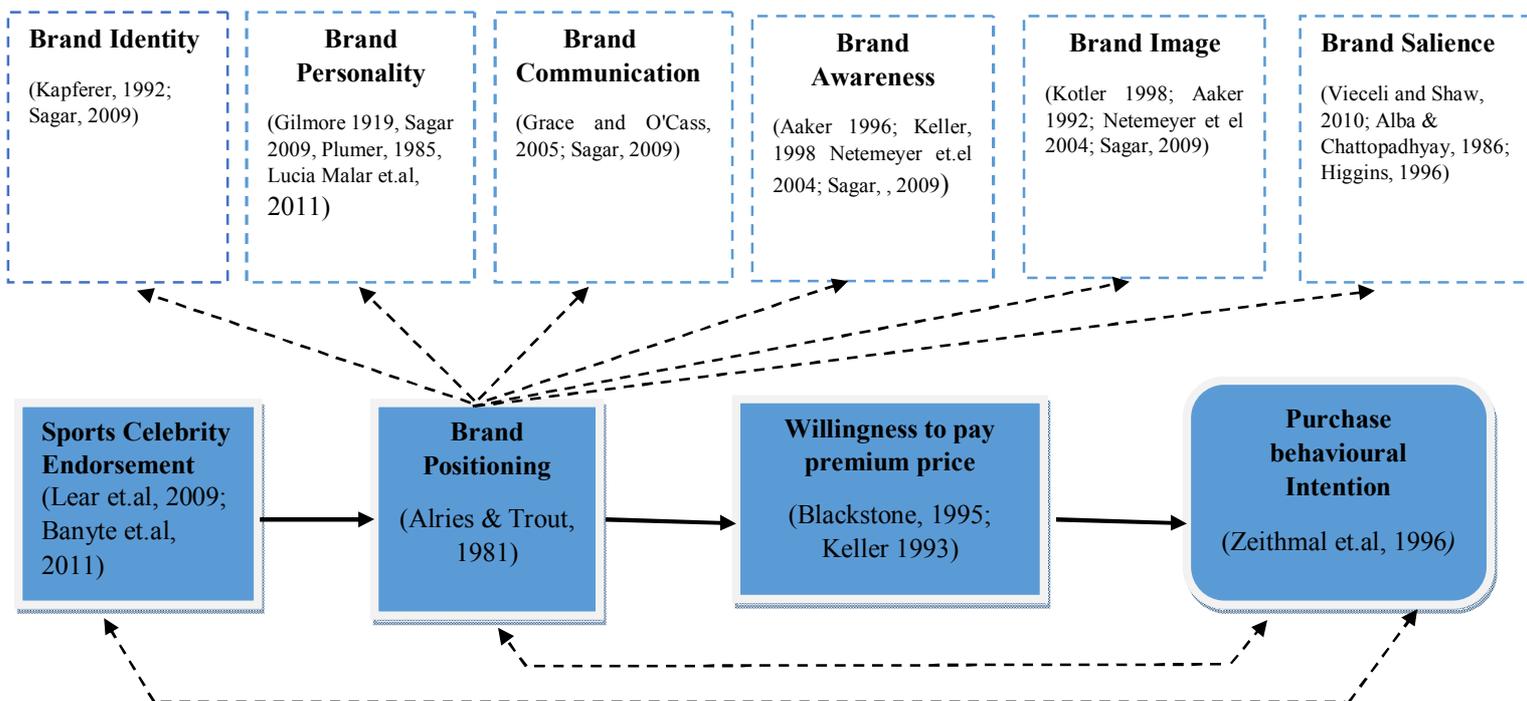
5.2. Measurement of behavioural purchase intention

The measurement of the behavioural purchase intention which may come as positive or negative by sports celebrity usage in the advertisement can be executed by employing point five Likert scale ranging from strongly disagree to strongly agree (Zeithmal et. al, 1996). Further behavioural purchase intention can also be measured by using seven point bi-polar scales, equally it is applied in instances of (Renton, 2006).

6. Model of the Constructs of Sports Celebrity Endorsement and Brand Positioning

Established on the literature review the following model is proposed depicting the constructs of the field that may be employed in measuring the brand positioning through sports celebrity endorsement in order to attain to the desired outcome. In this proposed model the sports celebrity endorsement concept and brand positioning concept were put together followed by willingness to pay and purchase behavioural intention (figure 2).

Figure 2. Proposed model



6.1. Clue for the potential study of brand positioning and sports celebrity endorsement:

There had been several studies available on celebrity endorsements. Celebrities include actors, models, sports athletes, entertainers, pop stars, politicians (Khatri, 2006). There are several studies available on general celebrity endorsement and specific sports celebrity endorsement but there are few studies that deal about the potential study i.e. '*Sports celebrity endorsement studies*', are (Ohanian, 1990; Burnett and 1993; Thwaites, 1995; Martin, 1996; Gwinner and Eaton, 1999; Erdogan, 1999; Farrell et.al, 2000; Kambitsis et. al, 2002; Clark et. al, 2008; Lear et.al, 2009; Dix et.al, 2010; Hyman et.al, 2010; Banyte et.al, 2011; Akturan, 2011; Hood, 2012). In sports celebrity endorsement research some researcher examined advertisement with negative association (Akturan, 2011; Hood, 2012). Besides these, there are several studies solely on brand positioning such as (Shugan, 1987; Bhat, and Reddy, 1998; Marsden, 2002; Pham and Muthukrishnan, 2002; Fuchs and Diamantopoulos, 2010; Sagar et.al, 2011; Hassan, and Craft, 2012). In addition, there are some study which partially and directly linked brand positioning through celebrity endorsement. (Sengupta, 2005) directly mentioned one chapter titled "*positioning through celebrity endorsement*", which gives clue of the potential study in Indian market perspective. Subsequently (Bahl et. al., 2012) directly mentioned the impact of celebrity endorsement on brand positioning. While as (Khatri, 2006) confines his study to the positioning concept by concluding that positioning is a kind of strategic communication. This demonstrates that the celebrity endorsements and brand positioning are two ends. In addition these have close correlations (Khatri, 2006). Hence, these aspects are needed to be explored by blending the constructs of sports celebrity endorsement and constructs of brand positioning.

6.2. Blending the constructs of sports celebrity endorsement with brand positioning constructs

The two broad aspects of celebrity endorsement and brand positioning are explored by researchers in two different ends but (Sengupta, 2005) and some other authors (Khatri, 2006; Bahl et. al., 2012) described "*brand positioning through celebrity endorsement*" and provided the clue for the further study. So, based on the findings of (Sengupta, 2005), these two concepts are combined together and constructs were blended to arrive at the desired outcome i.e. purchase intention of the consumers. Under the sports celebrity endorsement, the (Ohanian, 1990) scale of source credibility and source attractiveness is undertaken because 'celebrities includes actors, models, entertainers and also sports athletes (Khatri, 2006). Further scale of congruency between celebrity and brand from (Schmidt & Hitchon, 1999) was adapted to measure 'fit of match between celebrities and brand'. Likewise multiple endorsement by celebrity (Kue-Hsu & Mc Donald, 2002) and meaning transfer (McCracken, 1989; Brierley 1995) were undertaken to measure the celebrity effect on brand and ultimately to purchase behavioural intention. On other hand, under the concept of brand positioning, the brand identity (Kapferer, 1992; Sagar, 2009) undertaken as the sub variable of the brand positioning. Under brand identity (Kapferer, 1992) six prism namely- (physique, relationship, reflection, personality, culture, self- image), were under taken to measure the internal feelings of the consumers regarding the brand, when endorsed by sports celebrity endorsers. Further, Brand personality indicators (sincerity about brand, committed to brand value delivery, technically competent, imaginative and reliable) as identified by (Sagar, 2009) and other authors (Gilmore 1919; Plumer, 1998; Lucia Malar et.el., 2011) were undertaken as the element of brands positioning to measure the positioning through sports celebrity by combining together the human psychological attributes and brand related attributes. Further, six indicators of brand communication concept also included in the positioning element as indicated by (Sagar et. al, 2006), followed by six variables of brand communication (controlled communication, uncontrolled communication, brand name, brand satisfaction, brand attitude, brand intention) used in the study of (Grace and O'Cass, 2005) were undertaken to identify the effects of brand communication by sports celebrity endorsement on consumers purchase behavioural intention. Brand identity, brand personality, brand communication were treated as '*input variables*' (Sagar et. al, 2011). Like other concepts, the concept of brand awareness is also included as the construct of brand positioning based on the findings of (Sagar et al, 2009) and others like (Aaker 1996; Keller, 1998; Netemeyer et.al., 2004) to measure the awareness of brand through sports celebrity endorsements. They identified six sub – variables as the (*brand recognition, brand recall, top of the mind, brand dominance, brand knowledge, brand opinion*) under brand awareness. In addition to above mentioned concepts, brand Image also indicated by (Sagar et al., 2009) as the element of brand positioning and other authors such as (Kotler 1998; Aaker 1992; Netemeyer et al., 2004). It has been identified by

(Sagar et al., 2009) that the brand positioning can be measure by using three indicators under brand image as- (associated imagery with brand, associated belief and feeling with brand, associated metaphor symbols). Finally, brand salience was also taken as one of the variable of brand positioning, because it involves improving the effectiveness of advertising (Miller & Berry, 1998) and also improve positioning of a brand in the consideration set (Moran, 1990; Dawes, Mundt, & Sharp, 2009). Following as shown in figure 3, the model is proposed based on literature reviews which shows blending of the constructs of sports celebrity endorsement and brand positioning.

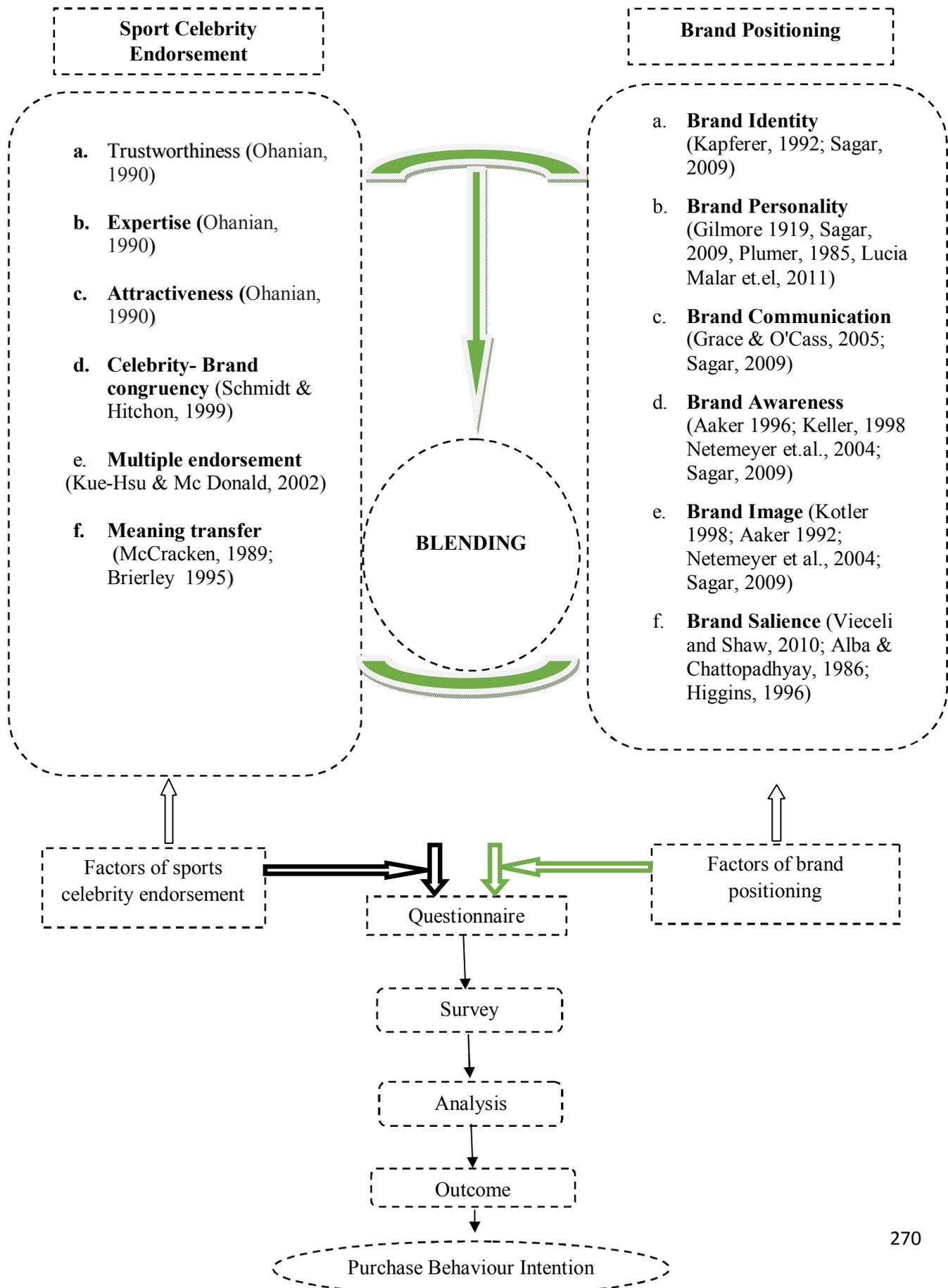
7. Research Gap

Until now, to the best of our knowledge regarding previous literature, no research has been conducted on brand positioning through sports celebrity endorsement in Indian context. Although some studies were conducted by (Khatri, 2006; Bahl et. al., 2012) but it is confine to other celebrities. Further (Sengupta, 2005), indicated some aspects on only upper hand. Research has not yet investigated as how brand positioning is carried out using sports celebrity endorsement in Indian context and what are the attitudes and intentions of the customers regarding the purchase of products of the specific brand endorsed by the sports celebrities. What intensity of craze among the customers, needed to be examined, further customer preferences and likeliness of sports celebrity is needed to be explored? What will be the customer preferences of less known brands if endorsed by the sports celebrity endorsement? Hence, these are some aforesaid gaps that are needed to be addressed by blending the constructs of the brand positioning and the constructs of sports celebrity endorsements.

8. Conclusion

This paper has identified the factors and proposed the model regarding celebrity endorsement and brand positioning from an extensive literature review which may have managerial importance. This study specially identified the area of the sports celebrity endorsement in the positioning of brand especially in the Indian context. In particular, the constructs of brand positioning have identified and are combined or blended with the constructs of sports celebrity endorsement. The blending of the constructs will assist in arriving at the desired results. We argued in this paper that the usage of the sports celebrity in positioning of brand can be an effective competitive source in differentiating the brands from competitors and gaining competitive advantage over other.

Figure 3. Showing Mix of the constructs of sports celebrity endorsement with brand positioning constructs.



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