

Analysis of Efficient Marketing Approaches: A Study on the Correlation between Celebrity Effect and Brand Marketing

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Abstract. In recent years, with the continuous development of the entertainment industry, people pay more attention to entertainment and life, and can get all kinds of information about brands endorsed by celebrities from all kinds of electronic devices. The celebrity effect has gradually increased. Various brands have also invited celebrities to endorse and promote the brand, so as to increase the popularity of the brand and the increase of product profits. This paper will explore the correlation between celebrity effect and brand marketing. Through research and data analysis, the research results show that the celebrity effect will improve the brand's market share, popularity and users' loyalty, so as to improve the brand's product profits, expand market share, and achieve a win-win situation for both sides. The fan economy emerged from the celebrity effect, which has had a huge impact on the stars themselves and brands, at the same time, it also proves that there is a strong correlation between celebrity effect and brand marketing.

Keywords: Celebrity effect; Fan economy; Brand marketing.

1. Introduction

With the progress of science and technology and the continuous development of the entertainment industry, all kinds of celebrity news and brand marketing advertisements continue to penetrate into most people's lives and are often discussed by people. From the elderly to children, they can also use mobile phones, TVs and other electronic devices to see many celebrity endorsements and advertisements of various brand products, which will pay attention to celebrities, thus triggering love and trust for celebrities or brands [1]. Among them, many celebrity fans have also emerged, and there is a celebrity effect with great influence. It also has formed a unique fan economy that cannot be ignored. The greater the popularity of a celebrity, the greater the base of its fans. The brand uses this celebrity effect to bring more revenue to the brand due to the increase of the popularity of the celebrity. However, the benefits and risks brought by the celebrity effect to the brand are the same. In the decline of celebrity reputation, followed by the loss of fans, and the brand cannot benefit. However, the popularity of celebrities increases, the number of fans increasing, the stickiness of fans increasing, and both celebrities and brands make profits, so the fan economy is for celebrities and brands. The important part. This paper studies the correlation between the celebrity effect and brand marketing, using case analysis and other methods to first discuss the influence of the celebrity effect on the brand, then discuss the application of the brand to the celebrity effect, and then analyse the relationship between the fan economy and the celebrity effect and the relationship between the fan economy and the celebrity and the brand. Finally, Analyse the controllable strategy and specific implementation plan of the brand's use of celebrity effect.

2. Celebrity Effect Overview

2.1. The Concept of Celebrity Effect

Celebrity effect refers to the positive effect of celebrities in brand marketing because of their popularity, influence and fan base. When celebrities become brand spokespersons, their image, reputation and popularity can enhance the brand's popularity, attraction and identity, thus helping the brand better attract the target audience and enhance market competitiveness. The celebrity effect can



quickly attract consumers' attention and improve brand exposure, but brands also need to select spokespersons carefully to ensure that they are consistent with brand image and values. By taking advantage of consumers' attention and trust in celebrities, allowing celebrities to join the brand's advertising will greatly enhance consumers' attention, memory and even attitude towards the implanted brand. Fundamentally speaking, on the basis of identity and attention to celebrities, consumers will have a sense of worship and trust in idols in their hearts and then form the behavior of imitating the words and deeds of celebrities [2]. This sense of identity and imitation of celebrities will be reflected in consumers' recognition and consumption behavior of products or brands. The celebrity effect refers to the extent to which this attention and identity to celebrities are reflected in the implanted product or brand.

2.2. The Positive Impact of the Celebrity Effect

Celebrity effect can improve brand awareness, and celebrity effect can also help brands or products create a positive image and values. Celebrities usually have high social awareness and influence, and their images and behaviors can affect the values and behaviors of fans and the public. If the image and values of a celebrity are in line with the brand or product, then the endorsement or promotion of the celebrity can help the brand or product establish a positive image and value and enhance consumers' sense of identity and loyalty to the brand or product. In addition, the celebrity effect can improve the awareness and influence of the brand to a certain extent and promote the sales volume and sales of brand products. The use of the product by celebrities can indirectly satisfy the consumer's desire for the product [3], which makes it psychologically compensated and satisfied [4].

3. Case Analysis: The Application Degree and Effect of Celebrity Effect on Brand

3.1. Improve Market Competitiveness

The celebrity effect can help brands stand out in the fiercely competitive market, and quickly establish a brand image, attract consumers, stimulate consumers' desire to buy, and quickly occupy market share. Through cooperation with well-known celebrities, the brand can attract the attention of more consumers, improve the brand's awareness and reputation, and thus enhance the brand's market competitiveness. Through the popularity of celebrities and the base of fans, it can help brands increase their exposure and popularity, and attract the public's awareness of the brand. Celebrity fans usually become interested in the products they support, so as to increase the brand's exposure and sales, increase the brand's recognition and acceptance in the market, and enhance the brand's image and value. The celebrity's image and values can also be in line with the brand's image and values. And enhance the brand image and brand value. If a celebrity is in line with the brand's image and values, consumers may turn their affection and trust in the celebrity into affection and trust in the brand. All of these can improve the competitiveness of the brand in the market. For example, Anta has surpassed in recent years, ranking first in the sales of Chinese sports brands. During the Winter Olympics, the cooperation with sports celebrity Gu Ailing not only caught up with the hot spots of the Winter Games and the Olympic champion, but also the image of the celebrity was in line with the brand's own positioning, quickly occupying market share and greatly improving the competitiveness of the market. In addition, Anta also cooperated with Wang Yibo, Bai Jingting's domestic celebrities and many foreign basketball celebrities. During this period, the large number of fans has better improved Anta's competitiveness in the market. Many brands will invite corresponding influential celebrities to endorse the brand according to the brand's own situation and conditions.

Through brand endorsement, social media promotion, product co-branding and advertising shooting, they will maximize the influence of the brand through the celebrity effect as much as possible. Take Armani as an example, with Hu Ge and Jackson Yee as the spokespersons of different series, the fan base is large and the purchasing power is strong, the brand's income is great, and the popularity will be further improved. Secondly, in the product line of Armani cosmetics, the brand often invites the recently popular or popular idol as the brand ambassador. Live broadcast on social shopping platforms

to stimulate fans to buy. The survey data shows that these fans have strong purchasing power and can increase sales for the brand in a short time.

3.2. Improve Consumer Loyalty

Consumers often have a certain amount of trust and emotional connection to celebrities, especially for some well-known celebrities. Consumers will subconsciously have a kind of trust in celebrities. The higher the consumer's sense of identity with the celebrity, the higher the original level of trust [5]. If celebrities have a positive attitude towards the brand and recommend it, consumers may have a sense of trust in the brand because of their trust in the celebrity. This relationship of trust can be transformed into consumers' willingness and loyalty to brand products. If the image and values of the celebrity are in line with the brand, and consumers have a high degree of love and trust in the celebrity, they may be loyal to the brand and become long-term consumers of the brand. This loyalty can help brands stabilize their market share and maintain an advantage in the competition. At the same time, the celebrity effect can stimulate fans and consumers to spread word-of-mouth, so that during the period of celebrity endorsement or cooperation, the brand can have a certain amount of fan stickiness and loyalty. In January 2020, Armani Beauty officially announced Jackson Yee as the global spokesperson of the brand. Due to Jackson Yee's large fan base, high fan stickiness, and the strong purchasing power of most fans, the sales of Armani cosmetics are often at the top of the hot list. Jackson Yee has cooperated with Armani Beauty for more than 4 years, and the stickiness and loyalty of consumers and fans have been improved. According to social media such as Weibo, many fans of Jackson Yee often take Armani as their first choice when buying beauty products. This is due to the high sense of fans' identity with celebrities, which will also increase their trust and loyalty to the brands endorsed by celebrities.

4. The Synergistic Effect of Fan Economy and Celebrity Effect on Brand Marketing

4.1. The Concept of Fan Economy

Fan economy refers to an economic model that takes fans as the core and realizes commercial value through the purchase, support and participation of fans. One of the characteristics of the fan economy is that the fan group with cluster effect becomes the leader of the market [6].

It is mainly based on fans' love and pursuit of celebrities, brands, products or content, and promote the development of business activities through the emotions and loyalty of consumers. In the fan economy, fans are not only consumers, but also active participants and communicators. They actively participate in the marketing and promotion of brands or celebrities through social media, offline activities, bringing more exposure and sales to brands or celebrities. The emergence and development of the fan economy is closely related to the popularity of social media and changes in consumer behavior.

The "fan economy" stems from people's enthusiastic pursuit of something, that is, a new business model that mobilizes public sentiment through media communication and uses this sentiment to create commercial value for related industries. "Fan economy" has the following significant characteristics: first, the fermentation of public sentiment can improve the stickiness of fans to related products, so that the sales of related products can grow rapidly in a short period of time, and realize the rapid profitability of enterprises; second, the development of "fan economy" is conducive to the rapid improvement of brand awareness in a short period of time. It can achieve the effect of quickly occupying the market [7].

4.2. The Connection Between the Fan Economy and the Celebrity Effect

There is a close connection between the fan economy and the celebrity effect. Celebrity effect means that the popularity, image and influence of celebrities can have an impact on consumers' purchase

decisions. The fan economy is an economic model that uses the celebrity effect to achieve commercial purposes.

In the fan economy, celebrities are usually regarded as the spokespersons of brands or products, and their image and reputation can bring higher exposure and sales to the brand. Fans will buy their endorsement products or participate in celebrity-related activities because of their love and pursuit of celebrities, thus bringing commercial value to the brand.

In addition, the celebrity effect can be further expanded through social media and other channels. Celebrities usually have a large number of fans on social media, and their every move can attract the attention and discussion of fans, further increasing the exposure of brands or products.

Generally speaking, the celebrity effect is the foundation of the fan economy, and the fan economy is a model that uses the celebrity effect to achieve commercial purposes. The two complement each other and jointly promote the development of business.

4.3. Case Analysis: Produce 101

"Fan circle" is the beginning of the fan industry chain centered on artists to the cultural and economic industrial chain centered on fans.[8] From the investment behavior of fans of talent shows to a series of related IP products caused by variety shows or TV series, the fan economy has become a part of the attention of the social economy through the celebrity effect.

Taking a one of Chinese talent show "Produce101" as an example, there are two ways for fans to vote for celebrities. One is through a specific channel of the video app, ordinary members can vote for 1 vote, and VIP members can vote for 10 votes; the other is to buy products of the title brand, like a brand of milk, through scanning QR code in the boxed milk. These two methods, first, increase the number of VIP members for the video app, obtain a large number of benefits from recharge video members by users, and expand the popularity and usage of the video brand. Second, it also promotes the popularity of the milk brand and increase the production and sales volume of the product, so that the product has greatly gained profit.

5. The Negative Impact of Celebrity Effect on Brand Marketing

Nowadays, the "fan economy" continues to prevail, and inviting celebrity endorsements has become the best choice for brand companies to improve their popularity and sales. However, in the face of some major emergencies involving celebrities themselves, due to the pressure of public opinion, hiring celebrity endorsements will not only not generate income for the brand, but will have a great impact on the reputation of the brand. The brand will face the high cost of inviting celebrities to endorse, resulting in a lot of money spent on publicity work, while neglecting the refinement of the development and technology of the product itself. Secondly, the benefits and risks of the celebrity effect coexist, and the personal image and behavior of the celebrity may have a negative impact on the brand. If a celebrity has a scandal, controversy or misconduct, the brand may be implicated, damaging the brand's image and reputation, and choosing a celebrity that does not match the brand image may lead to consumers' confusion or dissatisfaction with the brand's cognition. If the image of the celebrity is inconsistent with the values and positioning of the brand, it may cause doubts and disgust from consumers. For example, when Zhang Jike is involved in various negative disturbances, the brands he cooperates with have been affected to a certain extent. Long-term celebrity endorsement has tied the celebrity to the brand, and there will be greater difficulties when it comes to the storm. There are also many examples in the entertainment industry of being blocked because of tax evasion, resulting in brand involvement and sales decline. For example, Deng Lun was blocked for tax evasion of 3 million yuan. Although the brands he cooperated and endorsed had divided the boundaries and terminated the cooperation at the first time, they were all affected to a certain extent. Small snack brands such as "jinzai" have spent most of the money after inviting celebrity endorsements. It is difficult to mobilize funds to invite other celebrities for publicity again. So far, there are no celebrity

spokespersons. Therefore, the brand needs to weigh the pros and cons and be prepared for public relations.[9]

6. Analysis of Controllable Celebrity Effect Marketing Methods

Find the right celebrity to endorse its brand, clarify the fit between the brand and the celebrity, conform to the brand's image, product positioning, and give the brand additional capabilities.

Formulate appropriate marketing strategies, such as using the hunger marketing model, adopting brand products and celebrity peripherals, such as signature photos, small cards, etc. for bundled sales, and unlimited time or the first 200 fans who purchase this product can get the celebrity's own signature photo or special small card.

Using the online and offline dual-channel sales model, online celebrities are used as guest brand live broadcast rooms to promote and sell products, and offline to large shopping malls to participate in brand road shows to attract fans to experience the products on the spot. Improve the awareness of the brand itself, sell products, and stimulate fans to consume.

To control the quality and tone of the publicity content, the publicity content needs to be in line with the brand image and market positioning, and at the same time ensure the authenticity and legality of the content. The image and speech of celebrities also need to be strictly controlled to avoid negative news or improper comments causing damage to the brand [10].

It is necessary to reasonably control the input cost. Since celebrity marketing often requires a large amount of money, it is necessary to reasonably control the cost to avoid the inability to cover the cost due to excessive investment. At the same time, we should also consider the long-term benefits of marketing activities, estimate the total amount of fan economy brought by the celebrity effect, and ensure the rationality of investment.

Establish an effective risk response mechanism. The celebrity effect is the coexistence of benefits and risks. Through the use of celebrity marketing, there are certain risks, such as damage to the celebrity image and cooperation disputes. Therefore, enterprises need to establish an effective risk response mechanism in advance, do a good job in the filing of public relations documents, foresee and respond to possible risk problems in advance, and ensure the smooth progress of marketing activities.

7. Conclusion

Research shows that the impact of the celebrity effect on the brand is that high returns and high risks coexist, and the fan economy led by the celebrity effect is also an important part of the huge benefits brought by the brand. Brands should weigh the pros and cons, and choose celebrities that conform to their image, have a good reputation, and have a certain fan base, so as to achieve a win-win situation for both sides. In addition, brands should formulate appropriate controllable strategies for celebrity marketing according to their own situation to avoid risks to a certain extent. Pay attention to the influence of the fan economy, and do not ignore the influence of fans on brands and celebrities.

Through the promotion of celebrities, brands can gain the recognition and trust of consumers faster and increase the sales of products or services. In addition, the image and personality of the celebrity can also be in line with the brand's positioning and values, further strengthening the emotional connection between the brand and consumers.

Because the brands or celebrities selected in this study are well-known in their fields, there will be certain limitations. Some special situations may not be considered, but they are also easier to understand and more convincing to a certain extent.

In this study, some marketing strategies have failed to further implement their feasibility. Subsequent research will further explore the more optimized strategy for brand use of the celebrity effect and the impact of the fan economy on the celebrity itself.

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