



**A cross-sectional qualitative study exploring how celebrity brand
ambassadors influence customer loyalty**

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ABSTRACT

The term Celebrity Brand Ambassadors has become a term with many uncertainties around it. This research paper will help give clarity to the term as well as give a better understanding as a whole. The phenomenon of using celebrity brand ambassadors such as Oscar Pistorius and Brad Pitt reflects on the brands personality as well as the brands values that these personalities are representatives of. Therefore, celebrity brand ambassador transgressions could either positively or negatively influence the brands image as well as the consumer's perception about the brand. The reason for the research question coming about is to learn about what shapes an individual's perceptions about real life situations (Leana, 2014). Such as, what tools individuals use to make a personal decision and the factors that may influence those decisions in life. To gain more insight, brands may face numerous challenges after experiencing a crisis or confronted with negative press coverage.

Undoubtedly the problem of celebrity brand ambassadors who either positively or negatively influences a shopper's loyalty is imperative to an organisation, as it is the company's duty to select a brand ambassador to represent their brand, where it could be seen that celebrity brand ambassador transgressions have a more important influence on a consumer's perception of the brand ambassador than on the brand itself. Therefore the problem being explored throughout this cross-sectional qualitative research study is to, discover if celebrity brand ambassadors have a positive or negative influence on a customer's decision making about the purchasing of a product. This research paper aims to address these main issues and further aims to gain insight on how to approach such problems. This research paper represents the opinions of a sample of consumers from Pretoria West demographic and further aims to use the data gathered to bring forward suggestions that celebrity brand ambassadors do not influence a customer's loyalty by providing suggestions on how companies could use this strategy to better improve their marketing and branding efforts. This could help improve or increase equity among their customers.

The research conducted comprised of two focus groups and structured interviews. This was chosen in order to gain an in depth understanding of qualitative data as the nature of the research is qualitative. The population consisted of millennials within the

Pretoria West region, and the sample sizes were picked at random as to avoid any form of bias in the study.

Key findings that were most significant during the research were that participants all agreed that celebrity brand ambassadors do not influence their buying decisions because celebrity brand ambassadors do not create brand awareness and sustain customer loyalty since for them to an extent the brand loses its essence because of a celebrity brand ambassador. As well as celebrities on a whole brought short term joy to the consumers and left a larger stain of negative associations to the influence it has on a consumer's decisions to purchase a product.

An important theme mostly affected was the diminishing loyalty among consumers and the influence a celebrity brand ambassador has on their loyalty. Loyalty was judged upon the value and quality experienced which was further affected by price increases and the positive and negative influences of these unities. This theme is a common theme that is a main pillar which forms Aaker's brand identity model (2009).

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Glossary/ Keywords

Celebrity Brand ambassador	A Celebrity Brand Ambassador is a person who is hired by an organisation to represent a particular company. (Brand Ambassador.org,2016)
Brand Identity	A company's brand identity is how that business wants to be perceived by consumers. The components of the brand (name, logo, tone, tagline) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers (Investopedia, 2016).
Brand equity	Brand equity is the value premium that a company realises from the product with a recognisable name as compared to its generic equivalent. (Investopedia, 2016).
Brand value	Brand value is the amount of value consumers find within a brand and ties in with a company's brand equity. (Brand Directory, 2016).
Brand Associations	Brand association is anything linked in memory to a brand. (Aaker, 1991)
Brand Loyalty	A measure of attachment a customer has to a brand. It reflects how expected a customer will move to another brand. (Rossiter and Percy, 1987)
Brand Awareness	Brand awareness is an extent to which a brand is recognized by potential customers, and is correctly associated with a product (Kautish, 2010, p.57).

Celebrity Endorsements	Celebrity endorsements is a form of advertising campaign or marketing strategy that is used by brands, companies, or a non-profit organization which include celebrities or a well-known person using their social status or their fame to help promote a product (Cleary, Harran, Potgieter, Scheckel, van der Merwe & Heerden, 2003, p.33).
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1 INTRODUCTION

In today's self-motivated and highly competitive business environment, customers are becoming increasingly demanding (Anagh & Neha, 2013). This is simply because consumer expectations are continuously rising and marketers are continuing their efforts to meet those expectations. Celebrity brand ambassadors are well known figures who make use of their celebrity status and fame to promote a product. A celebrity's name and imageries capture awareness and attention which enables consumers to attach personality characteristics of the brand's ambassador to the brand, which then makes it easier for consumers to identify with the brand.

The purpose of this study is to gain an in-depth understanding of how celebrity brand ambassador can either positively, negatively or sometimes have no influence at all on a consumer's decisions on the purchasing of a product or service. It is important to realise the significance of this topic, because the idea of a celebrity brand ambassador revolves around the fact that mass media platform channels are not as effective anymore. Certainly, the problem of celebrity brand ambassadors who either positively or negatively influences a shopper's loyalty is imperative to an organisation (Anagh & Neha, 2013). It is the company's duty to select a brand ambassador to represent their brand, where it could be seen that celebrity brand ambassador transgressions have a more important influence on a consumer's perception of the brand ambassador than on the brand itself. Henceforth, this cross-sectional qualitative study has focused on the research problem throughout this study.

This research proposal hence forth consists of a detailed literature review that focuses on two theoretical studies and three previous literature reviews that are interrelated to how celebrity brand ambassadors influence a customer's loyalty towards a brand, further detailing the significance of this chosen topic by looking at the relationship between key concepts used throughout this study. Furthermore, this research report includes a research methodology which will be discussed in detail and focused on the following key elements predominantly; research paradigm, research design, research plan, population and sampling, data collection method, data analysis and key findings.

This study also includes how feasible the research study is by supplying justification to the research objectives, followed by the ethical considerations and limitations, that

may influence whether the study is doable and if the time and resources is available for the study to be conducted. Lastly this research report includes an in-depth reason to the anticipated contributions of the study.

1.1 Background

The probability of a consumer paying attention to the message is increased with the celebrity representing the brand message (Anagh & Neha, 2013). The phenomenon of using celebrity brand ambassadors such as Oscar Pistorius and Brad Pitt reflects on the brands personality as well as the brands values that these personalities are representatives of. Celebrity brand ambassador transgressions could either positively or negatively influence the brands image as well as the consumer's perception about the brand. Henceforth, researching this field of study permits one to learn about what shapes an individual's perceptions and what promotes customer loyalty in real life circumstances (Leana, 2014).

There are different decision-making tools individuals use to make a personal decision and the factors that may influence those decisions in life. To gain more insight, brands may face numerous challenges after experiencing a crisis or confronted with negative press coverage (McGuire, 2014). An example is the Oscar Pistorius scandal, certainly these challenges have much to do with confronting the cause of the crisis or the negative exposure itself for the Nike brand (Leana, 2014). Thus, this is relevant to this study because he is a celebrity brand ambassador, and the challenges around the Reeva Steenkamp murder and his fame are then extended to managing the attitudes of how people may perceive the brand to be, after the negative press coverage. Questionably customers may feel that any wrong offence needs to be disciplined, this would allow consumers to become positive towards brands which ended brand ambassador agreements with celebrities after transgressions, demonstrating to the loyal customers that certain standards and values are pertinent.

1.1.1 Aaker's Brand identity model

According to Aaker's brand identity model (2009) an important perception for building brand equity is brand identity, this is a unique set of brand associations that represent what the brand stands for and promises to its customers. Therefore, by conducting this study it would allow the researcher to explore an in-depth investigation of celebrity power and fame and their influence on every day human behaviour. Additionally, this

study will also allow all individuals the opportunity to express their feelings in words, emphasising how they feel, what they think and how they make sense of the world they live in. As stated by Aaker's brand identity model (2009) the fundamental identity and timeless essence of the brand is most likely to remain constant in the minds of consumers as the brand continually travels to new markets and products. Henceforth, this study will provide an understanding about a consumer every day experience and their attitudes towards celebrity brand ambassadors.

1.1.2 AIDA Model

The world of advertising has become even more competitive with time but the principle behind advertisements remain the same (Lewis, 2014). The AIDA model is relevant to the problem being explored throughout this cross-sectional qualitative research analysis of discovering if celebrity brand ambassadors either have a positive or negative influence on a customer's decision making about the buying of a product. Because interpretivist theorists focus on the objective dimension of an observable phenomena which covers the rich and most profound information that can be extracted from understanding the personal yet unobservable subjective experiences of people. Therefore, for this study of the AIDA model is relevant because in interpretivism studying, behaviour or a characteristic of a singularity is based on an understanding of the meaning and purpose that individuals attach to their personal actions and experiences (Susan and Heidi, 2005).

1.2 Rational

The researcher found interest in this topic because researching this field of analysis allows for one to acquire about what shapes an individual's perceptions about real life situations (Leana, 2014). To gain more insight into the topic of the influence that a celebrity brand ambassador has on a consumer's loyalty, brands may face quite a few challenges after experiencing a crisis or confronted with negative or positive press coverage. Thus, these challenges are then extended to managing the attitudes of how people may perceive the brand to be after negative or positive press coverage. The significance of this study is to allow marketers to build a brand promise that helps best towards consumer perceptions. It is also relevant for consumers as they would be guided to rule out or to at least ponder upon external factors that influence their choices on the purchase of a product or service. By conducting this study, it would allow the

researcher to gain an in-depth investigation of celebrity power and fame and their influence on every day human behaviour (Ludi, 2014, p. 67).

1.3 Problem statement

The problem being investigated throughout this cross-sectional qualitative research study is to, explore interviews of whether celebrity brand ambassadors influence a customer's decision making about the purchasing of a product.

Undoubtedly the problem of celebrity brand ambassadors who either positively or negatively influences a shopper's loyalty is imperative to an organisation, as it is the company's duty to select a brand ambassador to represent their brand, where it could be seen that celebrity brand ambassador transgressions have a more important influence on a consumer's perception of the brand ambassador than on the brand itself.

1.3.1 Research question

How do celebrity brand ambassadors influence a customer's perceptions when having to decide about the purchasing of a product?

Therefore, this studies purpose is to explore the association between celebrity brand ambassadors and customers and to further gain a more empathetic understanding of their social life and human behaviour when having to make decisions about purchasing a product (Ranade, 2012). This study will go about finding answers to this objective by evaluating different behaviour patterns among customers and further discovering how loyal they are to their chosen brands.

1.4 Key concepts

Concepts are the most basic mechanisms or parts of a theory, they are considered as key elements of a theory. Some concepts that were used in previous research studies become popular cultural terms and phrases one uses in their everyday life, because conceptual analysis is indispensable for any theory (Reynolds, 2007). The significant concepts that will be well-defined throughout the conceptualisation of this analysis is celebrity endorsements, celebrity transgression, brand loyalty, brand awareness, consumer loyalty, consumer perception and consumer decision making. Aaker (2015), Brandt & Johnson (1997) and Keller's (2015) equity models all shared comparable key concepts. These key concepts have inevitably led to the fundamentals of both brand equity and value. In terms of marketing, by companies keeping their customer's loyalty

consistent they are then able to connect positively with the brand, as suggested by Keller (2015).

1.4.1 Celebrity endorsements

Celebrity endorsements is a form of advertising campaign or marketing strategy that is used by brands, companies, or a non-profit organization which include celebrities or a well-known person using their social status or their fame to help promote a product (Cleary, Harran, Luck, Potgieter, Scheckel, van der Merwe & Heerden, 2003, p.33). For this analysis, a celebrity brand ambassador such as Oscar Pistorius and Brad Pitt are using their fame to create awareness for their chosen brands, the company will either benefit positively or negatively from the experience of using a renowned person that may influence consumer's decision making positively or negatively creating a loyal customer which will bring in extensive profits or losses to the company.

1.4.2 Celebrity transgression

Celebrity wrongdoing is the performance of committing an awful transgressing against another person (Penfold-Mounce, 2009). A celebrity brand ambassador that this study will focus on, who is part of committing celebrity transgression is a famous athlete known as Oscar Pistorius. This concept is relevant to this qualitative study because the researcher would be able to make a comparison between a celebrity brand ambassador who has committed a murder and one who has not, this comparison will assist in identifying what influences consumers either positively or negatively, and what they base their values upon when becoming a loyal customer to a brand.

1.4.3 Brand Loyalty

Brand loyalty is a pattern related to a consumers behaviour, where consumers become committed to brands and make repeat consumptions from the same brands over time (Klopper & North, 2011, p.167). Therefore, loyal customers constantly purchase products from their preferred brands, regardless of convenience or price. This concept would measure this qualitative study by observing what elements about celebrity brand ambassadors would influence a customer's decisions and what about those elements would have a consumer driven to always purchase that brands products.

1.4.4 Brand awareness

Brand awareness is an extent to which a brand is recognized by potential customers, and is correctly associated with a product (Kautish, 2010, p.57). Every brand attempts

to steal a fraction of a person's time to inform him or her of the different attributes of the product at hand. The test of the marketer is to find a gap that will hold the subject's attention. Therefore, this concept is relevant to this study because the use of celebrity endorsers is a widely used marketing strategy by companies.

1.4.5 Consumer loyalty

Customer loyalty is the consequence of consistently positive emotional experiences physical attribute, satisfaction and perceived value of an experience which comprises of a product or service (Cleary et al, 2003, p.37). This concept is applicable to this analysis because consumers observe a product as they see it from, its physical attributes and celebrity brand ambassadors may shape these decisions made by customers.

1.4.6 Consumer perception

Consumer perception relates to how humans perceive and process sensory stimuli through their five senses. A consumer's perception further refers to how an individual forms opinion about companies and the merchandise they offer through the purchases they make (Kautish, 2010, p.57). For the purpose of this qualitative research study this concept is relevant because it allows the researcher to understand the personalities that customers build when they are accustomed with celebrity endorsers. How an individual perceives a celebrity brand ambassador will determine their level of loyalty towards a brand.

1.4.7 Consumer decision making

Consumer decision making is a process where customers identify their needs, collect information, assess alternatives and make the purchasing decision. These actions are determined by an individual's psychological and economic factors and are influenced by environmental influences such as cultural and social values (Bettman, Johnson and Payne, 2010). This concept is related to this qualitative study because consumers may either be positively or negatively influenced by celebrity brand ambassadors and this will assist the researcher to gain an in-depth understanding of how a consumer makes sense of the choices they make towards purchasing a product.

1.5 Research approach

This proposed study will adopt an interpretivist approach, which is a more personal and flexible research structure, which are receptive to capturing meanings in human

interactions (Black, 2006). The main idea on which an interpretivism paradigm focuses on is to understand how people are fundamentally different from objects (Du Plooy, Davis & Bezuidenhout, 2014, p.27). Interpretivists can argue that there may be several factors that influence a consumer's decisions such as cognitive biases, but celebrity brand ambassadors may negatively or positively influence the rationality and judgment of consumers whereby inferences about their celebrity statuses may be drawn in an illogical fashion to have consumer's build trust in the brand. For the above research study interpretivists would argue that the researcher needs to understand the influence that a celebrity brand ambassador has on a consumer's decision making (Albert & Jonathan, 2014).

This approach also is open to the belief that no one can gain prior knowledge of time and context bound social realities (Black, 2016). The aim of an interpretivist research study is to understand and interpret the meanings in human behaviour, instead of generating and predicting casual relationships between people (Black, 2016). To understand consumer preference, it is also necessary to understand what keeps them loyal to the brand as well as to what they may associate with the term of "celebrity ambassadors". This study will go into the feelings and beliefs of the target group with the use of both focus groups and structured interviews, henceforth and interpretive approach. The reasons for these methods are because gaining a better in-depth opinion of the consumers will help brands gain insight on ways to better satisfy consumer needs, in this case to better use strategies that link to a consumer's feelings and beliefs. Focus groups and interviews are on a more personal level than any other technique and will help gain effective information on both a group and one on one level. The research also aimed to explore common themes found within the data collected, as this will help gain a better representative view of the population as a whole.

1.6 Research outline

Literature suggests that celebrity brand ambassadors in the eyes of consumers has had a negative stigma around it. However, it has also provided the insight into the influence it has over a consumer's loyalty being negative. As a result of growing negativity, it has led to the necessity of the research question, "How do celebrity brand ambassadors influence a customer's perceptions when having to decide about the purchasing of a product?". This paper aimed to discover the true nature of the problem

which identified brand association, loyalty, awareness and identity as important key models.

2 LITERATURE REVIEW

The present research literature reviews aim is to explore three previous studies on the influence celebrity brand ambassadors have on consumer loyalty. The nature of the relationship between the brand ambassador and the represented company creates an intended influence that would either increasing awareness, relationship management, communicating brand values, or negotiate during difficult situations. These literature reviews will explore objectives that will discover if celebrity brand ambassadors have a positive or negative influence on a customer's decision making about the purchasing of a product.

1.7 Brand endorsements by celebrities that have an impact towards customer satisfactions

Jayanthi (2012) conducted a study in India that focused on the use of celebrities for advertising purposes in companies. According to Jayanthi (2012) brand ambassadors have become a trend and a perceived winning formula for corporate image-building and product marketing. This seminal source identifies the subjects of matching the values of a celebrity brand ambassador with the values of the brand itself, by selecting the correct celebrity endorser for a chosen brand. According to Lewis (2014) the AIDA model depends upon the viewer's ability to notice and understand its message, as the AIDA model helps the marketer to present the fundamentals of an advertisement, in a format that makes the viewers read in a flow and understand about the product easily.

Subsequently, this au ology focuses on how customers perceive the brand as having superior quality, because the impression the brand gives by using a celebrity endorser is perceived as a credible source in the minds of consumers. The argument that arises from this study is whether a celebrity brand ambassador such as Brad Pitt is involved in multiple endorsements and if this tends to create confusion among customers that may negatively or positively affect the perception of the advertisements and the brand. The practice of using the AIDA model seeks to grab attention which is usually seized by making use of images, colour, layout, typography, size and celebrity status (Lewis, 2014). This could be a form of communication that is used to draw in consumers and adjust their perceptions over time in terms of the brand and the brands message.

According to Jayanthi (2012) celebrity brand endorsements that may have an impact on a customer's satisfaction, the relationship between the conducted study at hand

and this seminal source is related because there is an existing interaction between the desired outcomes of celebrity endorsements, customer satisfaction, customer loyalty and customer retention. A customer's loyalty can be linked to the influence of a brand ambassador such as Brad Pitt because marketers make use of techniques to enhance the reliability of its brand and therefore, ties in more closely with the internalisation process of the brands marketing. With the existing problem of whether consumers are either positively or negatively influenced by celebrity public figures are dependent on an individual's preference towards what they may find attractive and desirable. The portion of desire is usually created using body copy where you write in detail about the need of buying the brand, explaining the features of the brand, facts of the celebrity in use and the physical figures about the elements of the desired brand (Lewis, 2014).

Brand experience is conceptualised as feelings, cognitions and behavioural responses that are evoked by celebrity endorsements therefore, brand attachments are used to generate a brand experience for consumers that may either positively or negatively influence customer satisfaction. It could then be argued that customer satisfaction and loyalty could directly or indirectly influence a brands personality through different brand associations. In a study led by Jayanthi (2012) customers are more compassionate towards celebrity endorsers because products that are promoted by a celebrity are more realistic because consumers can relate to these images of celebrities in a more representative level in life. Consumers may believe that purchasing a product that is being endorsed by a celebrity brand ambassador they may admire will permit them to emulate the celebrities desired personalities. Hence these consumers will associate a celebrity's success, beauty and athletic skill with the promoted brand. While celebrity endorsement is seen to entice consumers within this study, it also influences a consumer's purchasing decisions. Therefore, the way in which research could be conducted to gain the best feedback from customers can be done through in-depth interviews and focus group interactions which will give the researcher insight into what assists the customer when making decisions about a product.

1.8 The impact of brand awareness on a customer's loyalty

According to Isaac (2015) brand creation and strategies seem to serve as a roadmap to a customer's decisions. This study is principally focused on the influence of brand awareness on a customer's loyalty. Brand awareness strategies is a very prominent feature in the saving loans industry in Ghana (Isaac, 2015). Customers in Ghana are

very aware of the various brand awareness strategies which are used to influence their decisions to prioritise the service offered. These strategies include building brand trust, corporate status and peer group opinion. The brand identity model has four important dimensions which are known as brand loyalty, brand awareness, brand associations, and perceived quality that each providing value to a firm in several ways (Aaker, 2009).

This analysis is relevant to the study at hand because brand awareness is an important indicator of a consumer's knowledge, for this study the strength of a brands existence in a consumer's mind and the ways of how easily knowledge can be recovered from an individual's memory, could be evoked from the effect a celebrity brand ambassador has on an individual's awareness about a brand. Henceforth, consumer's may easily be influenced by celebrity endorsements, this allows the researcher to argue that there is a likelihood consumers will easily recognise the existence and the availability of a firm's product. According to Isaac (2015) brand ambassadors provide consumers with three major benefits namely, risk reduction, information efficiency and self-expression. The celebrity brand ambassador Oscar Pistorius seen as the focus point of this study may decrease the chances of an individual purchasing a product that is not performing well or a product that may not meet the consumer's expectations because of his arrest on the murder of Reeva Steenkamp. Therefore, Oscar Pistorius is a is a celebrity brand ambassador for the Nike brand, the company may regard the situation as damaging to the future of the brands identity. The brand ambassador Oscar Pistorius has a duty as a brands ambassador to express the message of the company to consumers, his fame is there to promote the product in confidence that his reputation will drive sales and have a positive impact on the brands profits.

One of the sub-issues from this study is whether celebrity brand ambassadors create a positive brand image. Brand names of celebrities can be influential when consumers consider various brands for purchase. Regarding this study celebrity endorsements would be influential to generation(Y) consumers because celebrities such as Oscar Pitt and Brad Pitt are regarded as attractive, likeable and real. Furthermore generation (Y) consumers may portray an increased obsession with celebrities and their actions particularly with what celebrity's wear and the products they use. Consequently, the behaviour, performance and reputation of a celebrity brand ambassador is important because celebrities who act as brand ambassadors provide the brand with an instant value and personality. Therefore, any negativity on the celebrity's part immediately

can damage the brands identity as well, hence it is critical to ensure that a celebrity brand endorser acts in a positive light if they are considered to be driving power in the consumer decision making process.

According to Isaac (2015) even though consumers are willing to purchase a product, brand awareness is still an important factor that would influence purchasing decisions. Even though celebrities may have a pivotal role in humanising the brand and creating consciousness it is still the chosen celebrity to represent a brand that will influence the brands campaign. Thus, the value of the brand ambassador lies within the influence that they stimulate and those factors that embody the same thing as the brand itself. Celebrity influencers develop a strong partnership with the brand by becoming highly relevant advocates that deliver the brands vision with passion innovating thinking and attracting loyal customers.

1.9 The influence of celebrity endorsements on the purchasing behaviour of consumers

According to Israel, Vincent, Ednam and Ernest (2015) the exercise of a celebrity's endorsement has multiplied over time, since it has become a pervasive element over the advertising industry. The analysis of celebrity endorsement on the purchasing behaviours of the Ghanaian youth illustrates that celebrity endorsers have an influence on the buying decisions of consumers so that organisations can increase their sales and extend their market shares. When an organisation endorses a celebrity brand ambassador or signs a licensing agreement, the organisation benefits from customer awareness of the product that is being offered which includes the perception of the brand and its quality, educational value or image.

This study is relevant to this analysis at hand because the researcher can gain an in-depth understanding of what happens to the buying decisions of the customers when cultural meanings of celebrities are dishonourable. The focused problem of identifying a customer's attitudes concerning a brand and their loyalty is well enhanced by the status of a celebrity endorser. For this study consumers might pay more attention to celebrities in advertisements than the actual product endorsed, which may not be the marketers intention. Therefore, celebrities might exert a magnetic power to consumers resulting in a behavioural purchase instead of true brand commitment.

The analysis carried out by Israel, Vincent et al, (2015) is an effort to explore the effectiveness of the use of the celebrity endorsements in advertisements and its influence on a consumer's purchasing decisions. This study further examines the link between celebrity endorsements and its effectiveness in achieving the brands loyalty to youthfully customer's in Ghana. The greater argument comes in with today's youthful cohort finding celebrity endorsements in a network of brand communication, in which a celebrity acts as a brands spokesperson, by extending his/her personality, popularity, status in society or expertise in the field to the chosen brand.

As individual consumers usually purchase products for their personal consumption it could be argued that customer satisfaction depends on the product that matches a customer's expectations. Thus, customers may find it uninspiring when organisations pursue branding strategies that incorporates influences such as using the images of celebrities to form a specific brand image for consumers. The use of celebrities has been widely used because it provokes emotional and attitudinal reactions. Therefore, to be an effective celebrity endorser one should have the credibility to attract attention, increase awareness and influence the purchasing decisions of the targeted audiences. For this research study celebrities such as Oscar Pistorius lost endorsements because of his personal crisis, hence he is no longer portrayed as a role model to consumers. Therefore, this crisis had an influence on the brands image and companies will use celebrities such as Brad Pitt to increase brand consciousness in the minds of its consumers because of the power he has over the average consumer. Business will realise how consumers are attracted to the celebrity lifestyle as they will do anything to compete with brand awareness. For as long as endorsements are accessible in a respectable manner it helps to make consumers feel better about themselves it should instil a customer loyalty emotion as consumer are seen to idolize a celebrity's lifestyle.

1.10 THEORATICAL FOUNDATION

A theory can be defined as the grounding in which a research study is rooted, because it organises the conceptual and theoretical framework within which information is composed, interpreted and understood (Du Plooy, Davis & Bezuidenhout, 2014, p.37). A theory enables an intensive and deeper understanding of a phenomenon, theories are organised in a logical explanation of the concepts, constructs and relationships of a detailed process in each discipline. Henceforth theories form the academic basis of every discipline which permits the transformation of data into knowledge. Therefore, a

theory is relevant to this analysis because it will assist to organise a range of people's thoughts and feelings into smaller categories, as it will also help to identify and select the key concepts and important areas in this future study. Theories are pertinent to the background of this analysis because it will promote previously insignificant concepts that the researcher may have not observed before.

1.9.1 AIDA Model

The world of advertising has become even more competitive with time but the principle behind advertisements remain the same (Lewis, 2014). There are four phases that marketers use in their advertisements when trying to persuade consumers to buy their products, these phases are known as the attention factors, interest elements, desire elements and action elements which all form part of the AIDA model. Advertising and marketing objectives are met by the active use of this model. The AIDA model refers to the different phases that a consumer goes through before purchasing a product or service.

Most marketers nowadays use of the model to entice consumers to purchase their products, so the AIDA model can be seen extensively used in today's advertisements from most organisations. First and foremost, the role of an advertisement is to attract the customers, once an advertisement seizes attention than it should demand interest towards the product in the minds of the consumers. After creating an interest the ad should bring desire in a customer's mind to want to make use of the product, and finally the consumer should take favourable action towards the product by eventually buying the product.

The AIDA model is relevant to the problem being explored throughout this cross-sectional qualitative research analysis of discovering if celebrity brand ambassadors either have a positive or negative influence on a customer's decision making about the buying of a product. Because interpretivist theorists focus on the objective dimension of an observable phenomena which covers the rich and most profound information that can be extracted from understanding the personal yet unobservable subjective experiences of people. Therefore, for this study of the AIDA model is relevant because in interpretivism studying, behaviour or a characteristic of a singularity is based on an understanding of the meaning and purpose that individuals attach to their personal actions and experiences.

2.4.1.1 The Process of AIDA

Attention

An individual's attention is usually grabbed using image, colour, layout, size and by using well-known celebrities (Lewis, 2014). People idolize celebrities, so when famous people are seen in advertisements promoting a product, audiences are provoked to buy that product either subliminally or directly. When it comes to moving brand loyalty of a product or service making use of celebrity endorsers do not necessarily influence a consumer's brand loyalty, but celebrity endorsements are a powerful and useful tool that expands the effect of a marketing campaign.

Interest

Once attention is seized, it is necessary to create an interest in the audience's mind so that they will read more about the brand being advertised. Using sub attractive sub headings of celebrity names such as Brad Pitt will evoke an interest in the consumer's mind, because these types of sub headings will inspire consumer confidence and build consumer trust in a brand they are able to relate to in terms of their personal values and beliefs. Organisations may use this phase to create brand awareness of celebrity endorsements to benefit the growth of the company as well.

Desire

The component of desire is created using body copy, where one writes in detail about the necessity of buying the brand thereby explaining the features of the brand and the facts about the brand (Lewis, 2014). Customers want insight into their purchasing related decisions such as, what they buy, why they are buying it and how they will be buying the product. Hence the desire element will assist to make the researcher aware of subtle influences that persuade consumers when making choices about purchasing a product.

Action

Contact information of the brand will be given where organisations expect the viewers to act this can be in the form of shop address toll free numbers or website address. So, for this analysis celebrity endorsements might have less of an impact on consumer purchasing decision's but it may have increased product awareness because celebrity

endorsements may have inspired a customer's purchase intention but their final buying decisions may have been influenced by other factors such as price.

2.4.1.2 Aaker's Brand Identity Model

Aaker (2009) views a brand's identity as a set of five categories of brand assets and liabilities that are related to a brand, which can either add to or subtract from the value provided by a product to a firm and/or to that firm's customers. An important concept when wanting to build brand equity in an organisation is a brand's identity, which is the unique set of brand associations that characterise what the brand stands for and what the brand promises to its consumers. This model is relevant to this study because the researcher can produce connections and brand identifications amid consumer's and celebrity endorsements and how the organisation shapes the personification for both consumers and its brand ambassadors. According to Aaker (2009) brand identity as consisting of 12 dimensions are organized around 4 perspectives namely:

Brands as a product

These comprise of the product scope, product attributes, quality/value and uses, the product that is being represented by celebrity brand ambassadors must be in relation with what the brand stands for. Hence celebrity ambassador transgression is important to reflect upon by the researcher when conducting this study as it will lead the influence of a consumer's decisions being either positive or negative towards a product.

Brands as an organisation

Consists of organizational attributes and local versus global attributes which assist the consumer to depend on the likelihood of the brand being truthful. Therefore, this model can assist the researcher in identify the celebrity brand ambassador as being a part of the corporate brand as the product of an organization's corporate strategy, mission, image, and activities.

Brands as a person

Many marketing academics have argued that a brand personality is an important topic of study because it can help to differentiate brands, develop the emotional aspects of a brand and augment the personal meaning of a brand to the consumer (Aaker, 2009). However, the brand takes its form from various aspects when accompanied by other factors such as celebrity popularity and fame. Consumers are then given the power to

connect with the brands personification in a more realistic way as well, evoking a sense of emotion and values by experiencing the brands intention.

Brands as a symbol

These are visual imagery and a brands heritage is an important aspect when related to brand ambassadors. It is crucial to remember that celebrity brand ambassadors are meant to embody the corporate identity in appearance, demeanour, values and ethics within an organisation. The key element of celebrity brand ambassadors is to use their ability for promotional strategies that will strengthen the customer product relationship and influence a large audience to buy and consume the product they are staged for. The researcher is able recognise the celebrity image with how much of an influence it has on the consumers purchasing decisions.

3 METHODOLOGY

3.1 Research Justification

The reason for many company's experiencing problems in their markets once there are new entrants into the market is because they never seem to find full insight on their customers, especially if the market research is not done properly (Plott, 2015). One important insight is to see if whether or not customers find value in the service a company is promoting. Celebrity brand ambassadors are seen as individuals who are able to shape a consumer's perception and shift their decision making in the real world. But this has thus proven that it's not true for all consumers, this further proves the need for research exploring the necessity of brand value in products as well as finding appointive perceptions on how companies can retain their customers. The reason for the necessity and importance of this research will not only help market researchers but also the body of knowledge out there to gain a better understanding of consumers that resides in markets that are forever and constantly changing who can easily be influenced through the correct means. This should thus lead to the benefit of higher loyalty which in return will increase income.

3.2 Research Paradigm

3.2.1 Axiological position of interpretivism

This proposed study will adopt an interpretivist approach, which is a more personal and flexible research structure, which are receptive to capturing meanings in human interactions (Black, 2006). The main idea on which an interpretivism paradigm focuses on is to understand how people are fundamentally different from objects (Du Plooy, Davis & Bezuidenhout, 2014, p.27). Consumer insights and needs are frequently altering and the environment in which consumers find themselves are constantly influencing their decisions as well. Interpretivists can argue that there may be several factors that influence a consumer's decisions such as cognitive biases, but celebrity brand ambassadors may negatively or positively influence the rationality and judgment of consumers whereby inferences about their celebrity statuses may be drawn in an illogical fashion to have consumer's build trust in the brand.

The use of such a developing approach is steady with the interpretivist belief that humans can adapt to convinced situations. This approach also is open to the belief that no one can gain prior knowledge of time and context bound social realities (Black, 2016). The aim of an interpretivist research study is to understand and interpret the

meanings in human behaviour, instead of generating and predicting casual relationships between people (Black, 2016).

For an interpretivist, it is imperative to also understand motives, meanings, reasons and other subjective experiences such as time and context surroundings (Creswell, Ebersohn, Ferreira, Ivankova, Jansen, Nieuwenhuis, Pietersen and Clark, 2016, p.51). The access that is seen into reality believed by interpretivists is only seen through social constructions such as a person's nonverbal encounters in their tone of voice, language, conciseness and shared meanings. Interpretivists value the complex understandings of exceptional realities, they do not attempt to conduct value-free research. By referring to the research tradition being an axiological position will assist to identify a person's values and value judgements. The reason for using this paradigm is to support the researchers understanding of what exactly influences a customer to make valuable conclusions towards a specific brand and how these decisions drive their customer loyalties towards a brand (Creswell, 2016, p.52).

For the above research study interpretivists would argue that the researcher needs to understand the influence that a celebrity brand ambassador has on a consumer's decision making (Albert & Jonathan, 2014). Interpretivists would study a consumers behaviour towards meaningful brands and their interaction towards those brands. This study wants to distinguish does a brand ambassador such as Oscar Pistorius influence a customer's loyalty either positively or negatively. Because a brand ambassador such as Oscar Pistorius has created a reputation that may differ in opinions among buyers, interpretivists in terms of this study want to interpret and gain an understanding of what and how is human actions influenced by iconic figures (Creswell, 2016, p.51). Thus, this research paradigm is pertinent to this study because the researcher gets to spend time analysing and gaining an in-depth understanding of what influences a customer's decision making and what customers may consider to be meaningful to them in their daily experiences.

Therefore, the researcher will ask significant questions to understand whether a consumer's values are shaped by celebrity brand ambassadors. These questions are often associated with the ethical considerations in a study (Du Plooy, 2014, p.24). With the proceeding study at hand the researcher aims to understand if a consumer is either positively or negatively influenced through celebrity endorsers and does that influence

their loyalty towards a brand. It is important to remember that Individuals often create their own subjective social reality from the perceptions of what is seen and heard around them (Dhaneshvary and Schewer, 2000). Hence this research paradigm is relevant to the study at hand because interpretivism has been influenced by several knowledgeable traditions amongst which the dominant traditions are hermeneutics, phenomenology and symbolic interactionism, these three traditions are all related to the theories of how celebrity brand ambassadors influence a customer's loyalty.

3.2.1.1 Hermeneutics

Hermeneutics is concerned with the theory and method of the interpretation of human action (Du Plooy, et al, 2014, p.27). The hermeneutics tradition is relevant to this literature because interpretivist make use of a realistic approach when collecting data and for this study interviews and focus groups will be the centre focus to receive the best outcomes from customer's. This tradition will assist this study in understanding a consumer's behaviour patterns towards a particular brand because it could transcend differences in race, gender, culture, age and social circumstances. These core elements are all shortcomings from the influence that a celebrity brand ambassador creates within the minds of the brands customer's.

3.2.1.2 Phenomenology

Phenomenology explores the way in which individuals make sense of the world around them (Du Plooy, et al, 2014, p.29). Celebrity brand ambassadors create a perception in the thoughts of people, henceforth in this study phenomenologists maintain that human action is meaningful and that people therefore ascribe meaning both to their own and other people's actions. Therefore, the researcher conducting this study will be tasked to interpret and gain an understanding of how a consumer's actions are either positively or negatively influenced by celebrity brand ambassadors. The above study allows the researcher to gain insight into people's motivations and actions towards becoming loyal customers to a brand. By adding an interpretive dimension to this tradition, would enable the researcher to use this literature as a basis for practical theory allowing one to inform, support or challenge the actions of celebrity brand ambassadors.

3.2.1.3 Symbolic interactionists

The symbolic interactionists argue that human action has a little inherent meaning, but people can read meaning into one another's actions because they share a meaning system such as language (Du Plooy, 2014, p.39). Celebrity brand ambassadors generate a symbolic meaning that is instilled in a product by the marketer, hence this links the product to a symbolic lifestyle as well. For this study, the researcher is made to understand that consumers are flooded with verbal and visual communication campaigns that appeal to the brand as a meaningful brand entity. Therefore, because symbolic interaction stresses that consumers may create meaning through social statuses of celebrity endorsements, this is a way in which decisions are made and how a customer's loyalty towards their purchasing power is determined.

By using an interpretivist research paradigm, the researcher for this study will gain an in-depth understanding of the extent a brand ambassador such as Oscar Pistorius and Brad Pitt influences a consumer's loyalty and decisions towards a brand and how these consumers actions are influenced by celebrity statuses. By including these elements to the study, it would enable consumers to govern what shapes their perceptions and what celebrity endorsements they would consider meaningful when making a choice about being a loyal customer to a meaningful brand (Du Plooy, et al, 2014, p.39).

3.3 Research design

This proposed study will make use of a qualitative research design, reason being that this is a systematic subjective approach that is used to describe life experiences and give those experiences meaning (Umsl, 2016). Furthermore, this approach is used to increase insight and explore the depth and complications inherent in the phenomenon. A qualitative research method comprises of focus groups, surveys, interviews, content analysis or archival material researchers use to descend information about a person's reaction to a situation (Umsl, 2016). By using the qualitative data collection method of focus groups and interviews, the researcher will obtain a richness and depth of data gathered from complex and multi-faceted phenomena in a specific social context.

By using an interpretivist research paradigm, the researcher for this study will gain an in-depth understanding of the extent a brand ambassador such as Oscar Pistorius and

Brad Pitt influences a consumer's loyalty and decisions towards a brand and how these consumers actions are influenced by celebrity statuses. By including these elements to the study, it would enable consumers to govern what shapes their perceptions and what celebrity endorsements they would consider meaningful when making a choice about being a loyal customer to a meaningful brand (Du Plooy, et al, 2014, p.39).

Therefore, a consumer's feelings and perceptions about a celebrity brand ambassador will be recorded to aid in the development of understanding a consumer's thoughts and feelings regarding the influence a celebrity brand ambassador has over their purchasing decisions. This research method will distinguish developments of feelings and perceptions of customers where this approach will give the researcher insight into whether a celebrity brand ambassador either positively or negatively influences customer loyalty towards a brand (Dundalk, 2004). By making use of the inductive tactic will serve as a guidance tool to group the data and then explore the necessary influencing factors of a celebrity brand ambassador. An inductive reasoning tactic involves the search for patterns from observation and the discovery of explanations for those patterns through a series of questions. It is important to stress that the inductive approach does not imply disregarding theories when formulating research questions and objectives (Saunders, Lewis and Thornhill, 2012). This approach will aim to generate meanings from the data set collected to identify patterns and relationships between celebrity brand ambassadors and customers to build truthful results. However, inductive tactics do not prevent the researcher from using existing theories to formulate the research question being explored (Lodico, Spaulding and Voegtler, 2010).

The research took place in a few steps and phases. The research paradigm was that of an interpretivist nature due to the qualitative background of the research and the hope to understand new knowledge from people. The type of research that had been chosen was exploratory research, and had made use of qualitative data collection methods such as, focus groups and semi – structured interviews. This had helped gain an opinionative perception on the spectrum of how celebrity brand ambassadors influence a consumer's loyalty towards the purchasing of a product, especially because in today's society the internet is filled up with rating judgments and opinions on everything from how celebrities dress up right up to their personal family matters in

reality tv shows. By using these methods of data collecting it had followed a common trend that has become the norm on the internet, as “opinions on the internet has become the town square for the global village of tomorrow” (Gates, 2013, p.5).

The first phase had comprised of gathering applicants who fell into the sample groups requirements. This was done by sending out electronic invitations via WhatsApp community groups. Once this was successfully completed, the next phase ensured that a specific time, day – 6PM on Wednesday – and venue – Laudium community hall had been organised whereby the focus groups and constructed interviews were held. The reason for the venue and time is because most people end work at 6PM and a hall is a comfortable place for all applicants as it is peaceful and quiet. The third phase ensured that the focus groups were held at the according times on the correct day when data was collected. Finally, the data had been critically analysed with the use of open coding (by finding distinct categories and concepts in the data) and to best represent the opinions of all the applicants who took part in both the focus group and constructed interviews. This was the most efficient way of designing the research because all the information was collected and gathered on time. So, the possibility of time constraints was avoided.

3.4 Population and sampling

A research population is generally a large collection of individuals or objects that is the focus of a scientific query, it is for the benefit of the population that research is done (Munyau and Mwirigi, 2013). The following study will involve of a cross-sectional qualitative research study method. This technique includes interactive studies with other individuals, as this will allow the researcher to evaluate the influence a celebrity brand ambassador has on a consumer loyalty focusing on all millennials. Evidence will be collected through the use interviews and questionnaires.

The population had included people in South Africa. But For this study, the researcher focused on millennials between the ages of 20-25 years old in the Pretoria West region because it was convenient for the researcher. The sample included 20 participants completely random millennials over the age of 18 who took part in the focus group. The sample had been chosen using the random sampling method, where four randomly selected individuals were also asked to participate in a semi- structured interview as it helped gain better insight into whether celebrity brand ambassadors

influences a customer's decisions. The reason for using both focus groups and constructed interviews was because there was not enough information on the topic, and therefore in order to gain sufficient information the opinions of current consumers had been most relevant, also the specifications for participating in both the focus group and constructed interviews was specific as participants needed to have been exposed to celebrity lifestyles and background as to what a celebrity is. Therefore the reason for using a random sampling method is because many young girls and boys improve their shopping skills on the internet, checking product ratings and reviews or feedback on retailers and celebrity involvement with the latest fashion wear. Brand loyalty as the influenced (non-random) behavioural response (purchase) expressed once of by some decision-making unit with respect to one or more other brands out of a set of such brands, is a function of psychological (decision-making, evaluative) which adds to how a customer critically chooses to relate an iconic figure to their purchasing decisions (Munyau and Mwirigi, 2013). Therefore, the reason for the chosen sample was because it would have given a stratified opinion (Maree, 2016: 55-56) from generation (X). These methods helped to gain the sufficient data by allowing the consumer to express whether a celebrity brand ambassador influences their decisions, and whether the concept of "celebrity brand ambassadors" holds any value for them as consumers. This data could also be an informal way to forecast whether celebrity brand ambassadors are going to be future success drivers for companies.

3.5 Sampling

3.5.1 Probability and non-probability sampling

Probability sampling refers to whether each unit in the population parameter has an equal opportunity to be a part of the sample (Du Plooy, 2014, p.136). This method is often used in quantitative studies because it removes bias from the sampling process by using methods are random and systematic. None probability sampling methods are techniques that are designated based on the subjective judgment of the research rather than randomly selecting (Jonathan, 2015). This is also a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. It is also used when it is almost impossible to determine who the entire population is and when it is difficult to gain access to the population. In terms of this proposed study the researcher wants to conduct a focus group interview on whether a celebrity brand ambassador has an

influence on a customer loyalty. The sample will still meet the population parameters however the sample will be selected using the researcher's judgment and the participants will not be randomly nominated from a list (Du Plooy, et al, 2014, p. 135).

This proposed study will focus on one sampling technique but most importantly before going into detail of the different sampling techniques it will go through the pre-testing sampling method called convenience sampling. A convenience sample is made up of people who are easy to reach and record information from anywhere (Saunders, Lewis and Thornhill, 2012). Convenience sampling is one of the main types of non-probability sampling methods used to do testing, because this sampling method involves getting participants whenever you can find them and typically wherever is convenient for the researcher (Du Plooy, et al, 2014, p. 137).

The way in which this sampling method would benefit this study is to conduct a focus group of 10 millennials and focus on their attitudes, opinions, preferences, likes and dislikes (Du Plooy, et al, 2014, p. 184). The reason why this research study will make use of a focus group is so that participants can debate during the discussions, allowing every individual to express their thoughts and feelings which will provide the researcher with a deeper understanding participant's different thoughts and viewpoints (Robin, Jensen, Katheryn, Patricia, Gettings & Lareau, 2013). Making use of a focus group is relatively inexpensive given their qualitative nature which allows researchers to observe beyond the facts and numbers and it allows the researcher to gain the sentiments of many participants simultaneously (Robin, 2013). Thus, it also allows the researcher to collect information at a faster pace than one would with other methods of qualitative data collection

3.5.2 Sampling method

A convenience sampling method is easy to carry out with a few rules governing how the sample should be collected, the cost and time required to carry out a convenience sample is small making it easier for the researcher (Du Plooy, et al, 2014, p. 135). This is an easy way to gain access to the sample because individuals would be in the surrounding area already. The type of questions that would be asked would be open ended questions because the researcher is eager to gain an in-depth understanding of people's beliefs and perceptions about celebrity endorsements. This pre-testing technique applies to testifying the questionnaire instrument that would be used to

conduct detailed research on the accessible population (Jonathan, 2015). It is helpful to pre-test the questionnaire with specialists in question building and who are experts in the field already, who may be able to pick up potential difficulties which might not be revealed in a pre-test with participants. By pre-testing the questions will display what works with an audience as well as prevent problems in the outcomes obtained, it helps ensure that materials convey a clear and effective message to participants (Mark and Gil, 2015).

Before the researcher starts conducting the focus group meeting he/she will determine whether there are sufficient funds and time available to make the meeting worthwhile (Du Plooy, 2014, p.185). The researcher will determine the composition of the focus group and ensure that all subgroups are included. There will be a positive level of involvement of the facilitator because the researcher wants to discover how these individuals feel towards celebrity brand ambassadors and customer loyalty. However, when specific matters should be discussed the researcher will be more involved and will guide the discussion, considering political and ethical issues throughout (Jonathan, 2015).

3.6 Data collection

The data collection methods used had comprised of a focus group and semi-structured interviews. This had managed to get a large amount of data in a short period of time as well as help get a true reflection on value across a larger array of respondents. This also got a personal “one on one” experience with a selected few individuals which was chosen at random. Therefore, to analyse the data open coding was used by looking at all the main themed categories and concepts within the topic and going into further detail to ensure the topic is covered thoroughly. Since the research paradigm was focused on an interpretivist approach, an inductive data analysis had been used as it helped identify multiple realities within brand value by condensing extensive and varied raw data into a summary format to establish clear links between the research questions (Maree, 2016). Currently there is a lack of research or evidence to enable a deductive approach, hence the needed focus groups for data collection. The data collected is mainly opinionative and needed to help understand what the influence of celebrity brand ambassadors meant to consumers and to what extent did it influence their loyalty towards a brand. This data helped answer the research question by allowing all research questions to be answered thoroughly.

The advantages of the methods used are that it is both subjective and objective, it also caters for a large opinion base that can be collected in the focus group. Which in this case proved true because responses varied from many respondents in the sample. Another advantage is that feelings and opinions are taken into consideration as it provides the researcher with an opportunity to explore certain perspectives and experiences as Interviewees were more comfortable to reply to questions if they felt that their opinions were not judged by their peers, as it is a one on one interview. Therefore, lastly these methods will not pressure the researcher in terms of time as the collection of data will not depend on the time it takes respondents to respond. The data is collected at a specific organized time and is not reliant on the time it takes respondents to reply (Cant, Heerden, Ngambi, 2013).

Disadvantages of the methods used are that the researcher will have to manage the focus group and ensure that the focus group sticks to the point, so therefore it will require a high degree of management skill (Cant, Heerden, Ngambi, 2013). This skill the researcher currently does not have. Lastly the opinion of the selected few won't truly represent the view of the public 100%

The interviews and focus groups were both conducted by the researcher and were both recorded and later taken notes of. During both the semi – structured interviews and focus groups, vigorous note taking was also done by the researcher too. No incentives or remuneration was given to the participants. This therefore again negated the possibility of bias information as the participants would then not just tell the researcher what they wanted to hear.

3.7 Validity and Reliability

Validity in a qualitative research study attempts to provide an in-depth understanding of a phenomenon, because the aim of a qualitative research study is not to generalise results to the greater population (Aluwihare-Samaranayake, 2012). Validity for this research study is used to measure how each participant reacts to the posed questions and their opinions about celebrity brand ambassadors and what influences their decisions towards customer loyalty. The data received from the focus group interviews done with the participants will be thoroughly assessed and the validity would govern whether the research truly measures that which it was intended to measure, being the

influence that a celebrity brand ambassador has on a customer's loyalty (Research rundowns,2009).

Trustworthiness in qualitative research aims to promote understanding of a particular phenomenon within a specific context, and not to generalise outcomes to the broader population (Du Plooy, 2015, p.258). For this research study, the researcher will focus on credibility, transferability, dependability and conformability. Credibility being the accuracy with which the researcher interprets the data that has been provided by the participants (Aluwihare-Samaranayake, 2012). The researcher will spend long periods of time with the participants to understand them better and gain insight into their responses. Furthermore, conveying how truthful the research results are from each respondent. By analysing results and judging the quality of the study will be considered in terms of how reliable the sampling methods used to conduct this study is carried out, as one measure may enhance the dependability of qualitative research.

Reliability can be used to categorise a celebrity brand ambassador's influences on a consumer's thoughts, feelings and behaviours towards a brand. Trustworthiness of the research is at the heart of matters conservatively discussed as validity and reliability being the main influence when people base their decisions on the perception of a brand and position the brand according to their perceptions (Research rundowns, 2009). Therefore, the way in which the trustworthiness is measured and the reliability of information can also be obtained is by administering the same test twice over a period to a different group of people in the same surrounding. The outcomes obtained from the interviews can then be correlated to evaluate the test for stability over time (Du Plooy, 2015, p.258). Through the process of writing out the responses, this qualitative researcher could record notes about the influence that a celebrity brand ambassador has on millennials of today.

Transferability is the capability of the finding to be functional to a similar situation and delivering similar results (Research rundowns,2009). Therefore, the results can be applied beyond a specific research project. This study will focus on similar responses that is received from participants and results will be analysed accordingly. Henceforth, this study will ensure that there is conformability in the study where the data that is collected supports the finding and interpretations of the researcher (Du Plooy, 2015, p.259). The researcher will describe the research process fully to assist the data from

being scrutinised, hence other researchers who do the same study should come up with similar conclusions as the current research study.

The data to be collected from both the focus group and constructed interviews is relevant because the questions build up to the final question of whether or not celebrity brand ambassadors negatively or positively influences a consumer's decisions. The validity for this research study was used to measure how each participant reacts to the posed questions and their opinions about celebrity brand ambassadors and what influences their decisions towards customer loyalty. The data received from the focus group interviews and individual interviews done with the participants were thoroughly assessed and the validity has governed whether the research truly measures that which it was intended to measure, being the influence that a celebrity brand ambassador has on a customer's loyalty (Research rundowns,2009). The validity and relevance of tis research report also lies in the constant need for more new market research that gains better insight into consumer needs, by knowing what the consumer wants before they do. This gives rise to the notion that a consumer can never be fully understood and instead only studied as behavioural changes are constantly changing. This research will apply and be timely for as long as consumers perceptions about celebrities remain stagnant and companies prove to start putting their customers first. The validity also lies in the trustworthiness of the research process and data collected as it was not tampered with in any way.

3.8 Ethical considerations

A researcher who acts with integrity adheres to ethical principles and professional standards that are essential for practising research in a responsible way is setting a standard for other researchers. Hence, it is a commitment to act in a trustworthy and respectful way, even in the face of difficulty (Aluwihare-Samaranayake, 2012). This study will seek to include ethics as a moral and professional code of conduct that sets a standard for other's attitudes and behaviour.

The information that is gathered from participants will be of no harm to existing brands and their reputations because the researcher will ensure that he/she maintains and ethical obligation in an accountable way when conducting the research. Therefore, any misleading questions will not harm the face or reputation of celebrity brand ambassadors because the researcher will ensure that all measures surrounding a

celebrity's status is protected and not damaged (Ramcharan, 2001). The researcher will always bear in mind that he/she is a stakeholder as well in the research study, thus he/she has a personal and professional reputation to up keep, for current and future employability.

Participants will be well informed that they will be taking part in this research study, and they will be clearly informed what will be required from them during their participation. Participants will in the process be recorded so that their identities are protected against skewed results when transcribing the information, for ethical security measures participants will be asked to state their names, the time the date and their consent at the beginning of the process (Du Plooy, 2015, p.269). The different opinions provided by the participants can be accredited to their inability to give an informed consent and their need for further protection and sensitivity from the researcher as they are in a greater risk of being deceived, misunderstood or forced to participate (Aluwihare-Samaranayake, 2012).

This study will provide informed consent rules where the consent process ensures that individuals are voluntarily participating in the research with full knowledge of relevant risks and benefits. Limits of confidentiality, such as data coding, disposal, sharing and archiving, and when confidentiality must be broken will all be considered within this study (Huberman and Miles, 2002, p.93). When conducting the focus groups interview the researcher will ensure that all participants contributions are appreciated, relevant and valuable to this study.

This study will seek to include the rights of autonomous individuals through freedom of speech as one of the means to safeguard ethical considerations as well (Aluwihare-Samaranayake, 2012). Free and informed consent will be incorporated as another introduction to the study and its purpose as well as an explanation about the selection of the research subjects and the procedures that will be followed. This research study will describe any physical harm or discomfort, any invasion of privacy and any threat to dignity as well as how the subjects will be compensated in that case if any participants may feel violated in the interim of the interviews.

For the comfort of respondent's sample interview schedules will not ask for names or identification, therefore the researcher will not mark the reply in any identifying way (Catherine and Houghton, 2010, p.23). However, in the interview process the

researcher will place a pledge to the participants that their identities will remain a secret and will not be revealed to anyone else. The recording will be listened to in a quiet room away from people who would be able to listen in on the responses or feel harmed by responses, during this stage the researcher will not be biased in the responses and will truthfully follow an unbiased policy. Incentives for participation will be fully considered and participants will be given the opportunity to contact the researcher with questions or any more answers after the interviewing schedule. During the first stage of the research process, after the proposal was accepted, an ethical consent form was also given to the researcher to complete. The consent form was accepted and showed no risk of “damaging” any persons during the research process.

3.9 Scope, Limitations and Delimitations

For this study, a limitation is the use of celebrities as the core focus this could limit the information received because they are individuals who are ranked by status making it difficult for the researcher to touch on personal characteristics. The limitations of the study are that the target population may be smaller making it impossible to study every single person with accuracy. Another limitation to this study could be that the sampling size chosen may produce slightly bias responses from the participants depending on the circumstances, where the sample does not reflect the characteristics of the accessible population (Koekemoer, 2014, p.56).

The Limitations of the study may result in a lack of reliable data that will likely limit the scope of the research analysis, the size of the sample may limit the outcomes collected from the interviews, or it could become a substantial obstacle in discovering a trend and a meaningful relationship between the influence of celebrity brand ambassadors and customer loyalty (Koekemoer, 2014, p.56). The cross-sectional dimensions of the study may become a problem, because the information that is gathered is once off and there could be missing insights from responses. Both funds and money has limited the study as only 9 months was provided to this research and no money was given to participants to encourage a full set of results.

4 DATA ANALYSIS AND FINDINGS

The data analysis process of evaluating data using analytical and logical reasoning to examine each component of the data provided from respondents. This form of analysis is just one of the many steps that must be completed when accompanying a research experiment. Data from several sources is gathered, reviewed, and then analysed to form some sort of findings or conclusion (Du Plooy, 2015, p.232). Qualitative data analysis is a process of conveying order, structure and meaning to the mass data (Huberman and Miles, 2002, p.93). Therefore, qualitative data analysis methods emphasises the reduction, organisation, interpretation and substantiation of data.

For this study thematic data analysis will be used to transcribe the information received from participants, thematic data analysis will be used because it emphasises, examines and records patterns within data. Themes are created across data sets that are important to the description of a phenomenon and are associated to a specific research question. The researcher will use this method from the recordings provided in the focus group interviews, where the researcher will record the data from the raw information and verbal responses of participants during the focus group meeting (Du Plooy, 2015, p.232). The researcher will convert the information into a written format so that it is easy when analysing the information into a systematic method. This method will be used to collect and analyse the data as text, hence this method is used to aid the goal of determining how participants form meanings towards celebrity brand ambassadors in a creative and multidimensional way.

During the research process two focus groups with a total of 20 participants (10 each) were used to gather data and derive the findings from. A total number of interviewees that took part in the semi-structured interviews were four (4) for four (4) separate interviews as it allowed for a more personal approach. The data that has been collected has been analysed thematically which has been used to point out common themes found in the raw data collected using open coding. These themes have helped answer both sub-questions and the overall research question. The following themes were derived from the literature as a consumer's decision making is not influenced by celebrity brand ambassadors. This therefore shows that brand awareness and brand loyalty that companies experience is diminishing hence the necessity to understand the themes. There were two common themes found within the research collected, namely: The customers willingness to stay loyal towards a brand that endorses

celebrities as brand ambassadors, and the extent that brand association influences a customer's decision making. This theme would help further understand how customers are influenced by the term celebrity brand ambassadors. These two main themes would assist the researcher in finding true insight into whether consumers are being influenced by celebrity brand ambassadors.

1.1 Theme 1: The consumers' willingness to stay loyal to a brand who uses celebrity brand ambassadors.

1.1.1 Analysis

The first themes information was gathered using both focus groups and constructed interviews. This allowed for more of an opinionative outlook over the loyalty consumers chose to have with either a specific celebrity brand ambassador. As the focus groups began participants were not very talkative, however as the session went on they became more comfortable as well as expressive due to the nature and flow of the questions. The aim for analysing the data thematically is because it helps to condense and describe the proceedings of the focus group in the most effective way possible. The constructed interviews followed the same flow and had similar questions but on a more personal level, this allowed for a more in-depth understanding of the participants and why they stick to the opinions they have. With the two forms of data collection the below diagram was constructed and shows an overview of the thought process of participants during the focus groups and constructed interview.

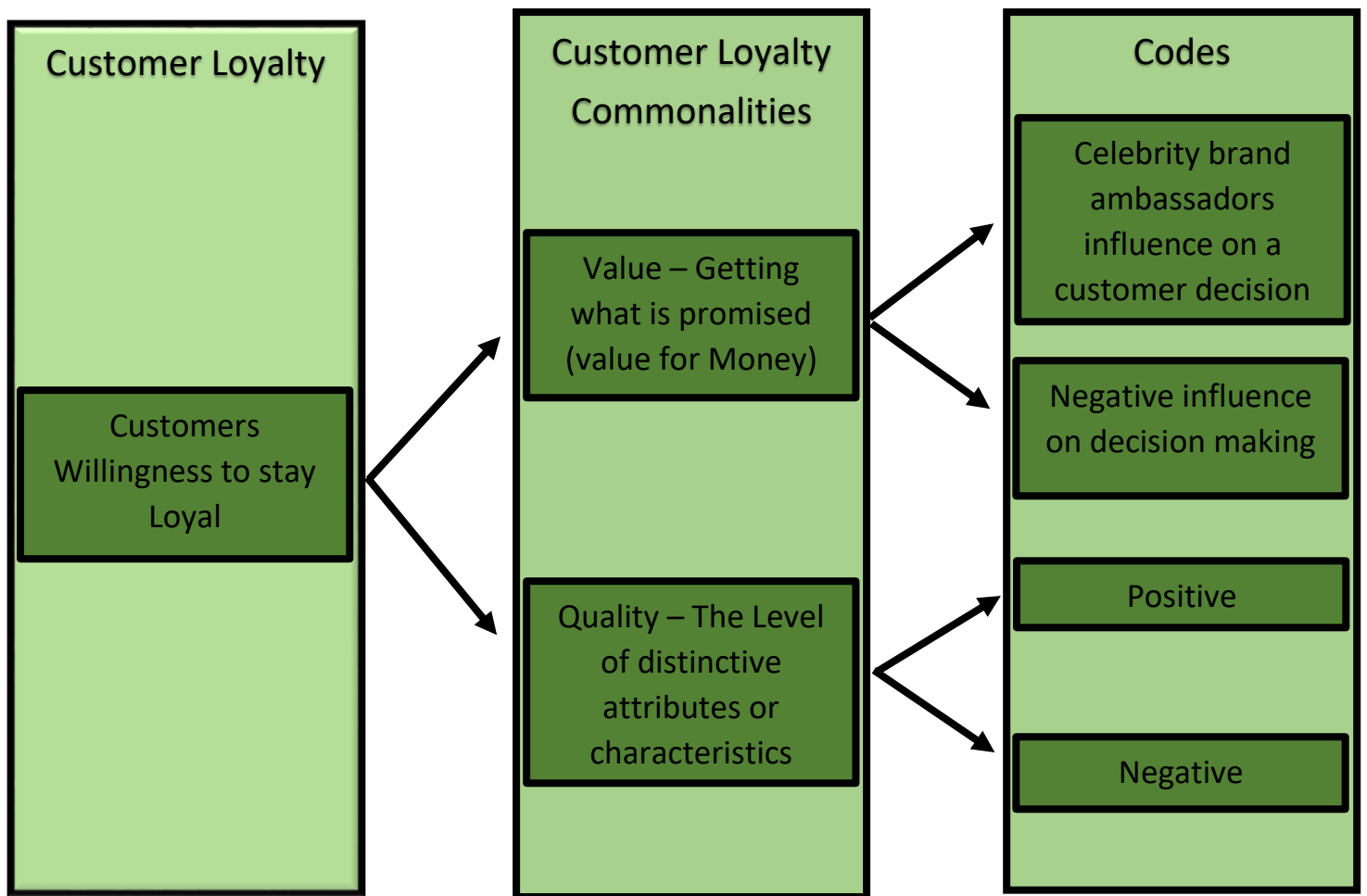


Figure 4.1.1.1 – Flowchart analysing how loyalty to a brand is influenced by celebrity brand ambassadors: (Self, 2017)

During both the focus groups majority of participants stated that celebrity brand ambassadors do not influence their loyalty towards the purchasing of a product. They had also all come to the consensus that celebrity brand ambassadors do not influence their decision making. Participants were also asked whether celebrity brand ambassadors create a positive brand image for them, majority stated that celebrity brand ambassadors do not create a positive brand image for them because to an extent the brand loses its essence because of a celebrity brand ambassador. The overall discussion led to negative remarks about celebrity brand ambassadors endorsing products. The reasons for this was because by enrolling with a brand that supports corporate social responsibility and corporate social investment means having to relate the ambassador's values and morals to that of the brand it is representing. Also, they have stated that if the celebrity is a stand-up person and they strive for a positive lifestyle then they by extension show that the brand they represent stands for the same ideals.

Therefore, it had become clear that it is smart on a brand to make use of a celebrity to create a more positive image only because people nowadays enjoy having things in common with people that are in higher positions and having that association creates more of a positive image for the brand, which is therefore obvious that the values of a celebrity should be in line with that of the brand as it has shifted the perception of how celebrity brand ambassadors create a positive brand image. Participants were aware of the term “celebrity endorsements” but had all agreed that it does not influence their buying decisions and customer loyalty. The general stigma attached to the term was, “I buy according to my needs and wants”. Participants agreed that celebrities themselves spark emotion within individuals through their talents. And having that related with a brand whatever the emotion may be intriguing what they themselves value would then associate that with the brand, therefore influencing their loyalty if done right.

During the constructive interviews when individuals were asked on a more personal level, they had all still agreed that celebrity brand ambassadors do not influence their decision making when purchasing a product. This however led to a more descriptive understanding as to why consumers perceptions were not changed. A stand out statement during the interviews was made by Participant 1

“Authentic and genuine opinions from people I know that are loyal to the brand does believe in the brand keeping them loyal to the brand. Not celebrities, we're all aware of the hidden implications. Gone are the days where a brand can promote the product through using celebrities to instantly generate profit. The consumers are aware of this and will FETCH brands via social media e.g. black twitter”

This statement was a clear reflection that consumers create a connection with People who have things in common and with people that are in higher positions and who can associate their traits and characteristics with others, thus creating a positive image for the brand (Klopper & North, 2011, p.167). Thus, a brand can make use of celebrities that are popular of the time and make the right associations, henceforward they will be making better choices for their success as well. Another interviewee by the generic name Participant 4 said:

“... Quality is probably the first thing that comes to mind when I buy a product. I feel that getting my money's worth is important. I also am influenced by certain celebrities

that are associated with these high-quality products that I (see because it creates more of a desire in my mind”.

The above statement is yet another reflection and insight as to how quick customer loyalty can be influenced, and how customers loyalty can be lost. A commonality also found within the interviews was the positive and negative associations made between celebrity ambassadors and the products they endorse. Interviewees all agreed that brand association is not important for them when it comes to buying the product, because it is more so used to manipulate a shopper's desires. Majority of interviewees had explained the future of using “celebrity brand ambassadors” as a mean to attract future and current shoppers.

4.1.2 Findings

In the above analysis it is clearly shown that participants in the focus group all agreed that celebrity brand ambassadors do not influence their buying decisions because celebrity brand ambassadors do not create brand awareness and sustain customer loyalty since for them to an extent the brand loses its essence because of a celebrity brand ambassador. This is a key finding as it could lead to insights such as consumers are not influenced by the term celebrity brand ambassadors because value and quality is perceived as important factors to consider when purchasing a product. This is in line with Isaac (2015), as he stated that brand creation and strategies seem to serve as a roadmap to a customer's decisions. Participants also had very negative comments about the use of other ways of endorsing products as opposed to the use of celebrity brand ambassadors and this can be directly derived from the choices these consumers base their buying decisions on. Participants agreed that celebrity brand ambassadors to some extent does promote brand consciousness, thus creating brand awareness strategies to influence their decisions to prioritise the products that they purchase building brand trust and corporate status. This shows why people are not that easily influenced using celebrity brand ambassadors.

As for Aaker's brand identity model (2009), there are four important dimensions which are known as brand loyalty, brand awareness, brand associations and perceived quality that each provide value and meaning to a firm in several ways. Before the focus group, participants already had a negative stigma attached to the concept of “celebrity brand ambassador” but this led to these participants to think broader as they were

engaging with other participants, as they agreed to some extent that it does not need to be a bad thing if done right. This therefore led to the finding that “celebrity brand ambassadors” has shifted the perception of consumers because celebrity brand ambassadors do not influence the decisions of consumers. If this trend eventually becomes the norm then the use of celebrity brand ambassadors used to increase a company’s profits will be lost and therefore permanently damage the image of a company.

Interviewees provided interesting insights into why consumers stay loyal to brands. The above statement made by Participant 1 shows that loyalty towards a brand is a crucial way in which companies can retain their customers as well as grow a new customer base. If brands proceed to make use of celebrity brand ambassadors as a strategy to influence a customer’s decisions, customers will begin to lose their loyal customers which will in turn lose their brand equity towards its customers. Another interviewee by the name of Participant 1 expressed her frustration for companies who use celebrity brand ambassadors such as Oscar, who she is firmly against to promote products she is in favour of. The relation between the consumer and that specific brand ambassador has led the consumer from no longer purchasing from the store that has endorsed Oscar Pistorius, hence leaving a bad image towards the brand and losing value. Companies should use this example to explore the finding that the celebrity brand ambassadors do not influence a consumer’s purchasing behaviour. This finding once again renders their brands equity little to none as well as loses its customers therefore another valid point that was analysed was the increase in prices. With price increase on the application stores happening regularly, it was apparent that although consumers tried to stay loyal to their brands brand ambassadors were nowhere close to influencing their purchasing decisions, because money and value played a big role in the brand value, equity and money.

4.2 Theme 2: The extent to which celebrity brand ambassadors influence a customer’s decision making

4.2.1 Analysis

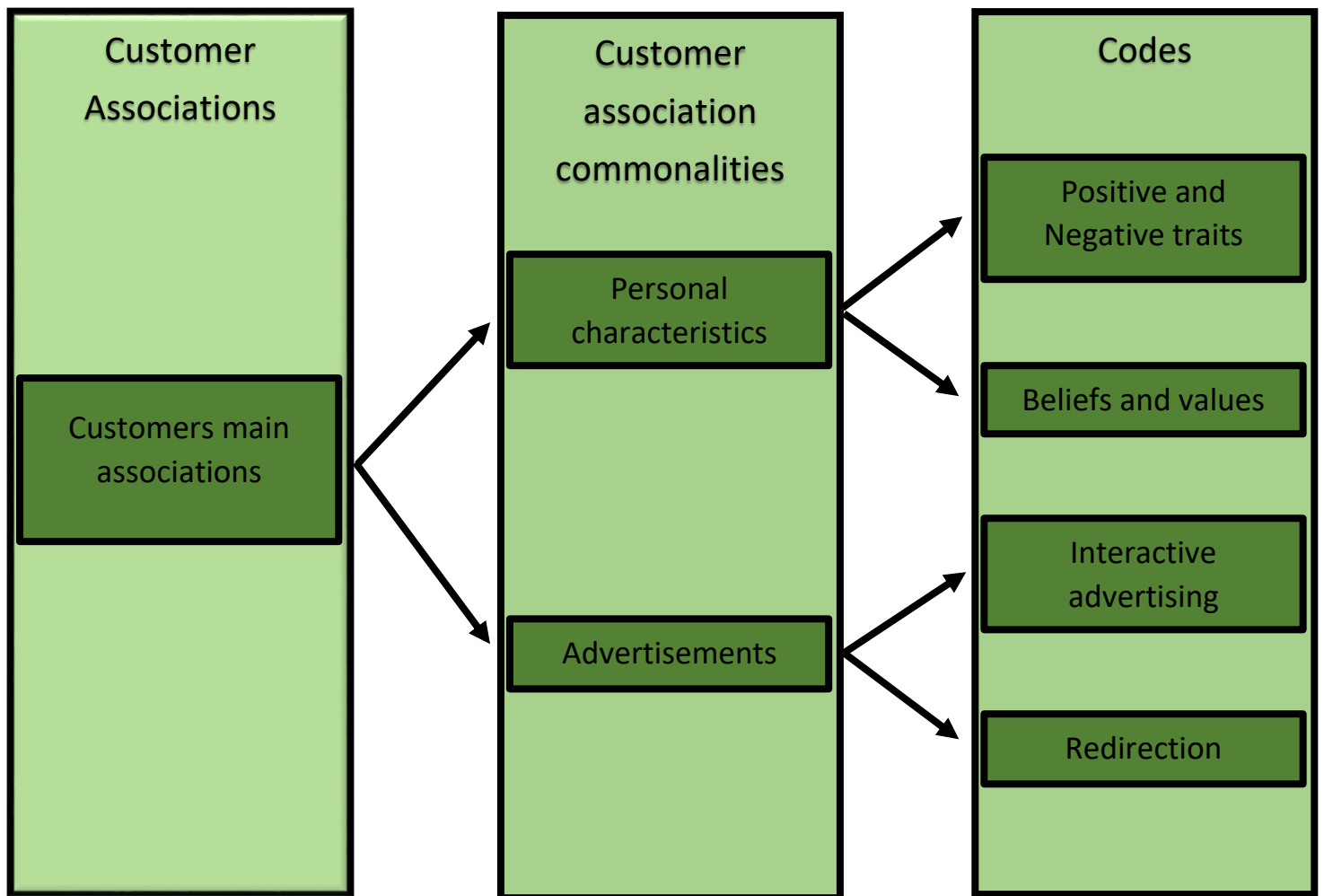


Figure 4.2.1.1 – Flowchart analysing what consumers associate with the concept “celebrity brand ambassador”: (Self, 2017)

A predominant theme that came up in the raw data as well was the associations that participants and interviewees had with the concept of “celebrity brand ambassadors”. During the focus group the most common association that came up was personal characteristics linked to positive and negative individual traits. The participants expressed their thoughts and emotions about how celebrity brand ambassadors were used to strategically try and shift a consumer’s perception (Kautish, 2010, p.57). Many consumers do not believe in this strategy because it has never driven their decisions to purchase a product. One participant (Participant 3) went as far as to say:

“...Personally, I don't always think the right brands are affiliated with the right ambassadors creating a negative perception. It's evident to the consumer that the brand is simply using them for financial gain. I don't think the celebrity endorsement route is the way to go because as individuals we don't personally identity with them

specifically with their lifestyles of finances. It's always better to use someone who is simply just like us that we're able to easily relate too".

Participants also agreed that even though celebrities have created a certain status for themselves which has influenced some peoples behaviours it has not driven people's attitudes when they want to buy a product in line with what a celebrity is promoting. This had led participants to associate the concept "celebrity brand ambassador" with just another manipulative strategy to make money. With the use of individual features used to persuade consumers into purchasing a product allows consumers to form a negative association around a brand. Therefore, this should be noted by the larger companies who are also in favour of this strategy as a persuasive communication technique, which may not play on their favour in the long run. When it came to associations of consumers and celebrity brand ambassador values and beliefs, the participation among the participants grew rapidly and had thus allowed for a lot of opinionative information. Another notable response from the focus group by an enraged participant was:

"...Celebrity brand ambassadors. For example, Kendal Jenner and the Pepsi ad she advertised. Although the brand was to blame for the negative connotations that were conveyed it influences the consumers perception into thinking that the celebrity who endorses the products also supports and believes what the brand is initially advertising because they (the celebrity) are fully aware of what they are doing based on the legality of signing NDAs and contracts and this is questionable in terms of her values and beliefs".

The above statement had raised a valid point as consumers cannot be expected to support unethical values and beliefs that do not align with their beliefs and values as people. Although these celebrities are well known individuals that have created esteem reputations for themselves many customers are firmly rooted to their beliefs and values. This had thus led the participants to associate the way companies use the tactic of a celebrity brand ambassador with a money-making scheme to persuade buyers decisions differently.

Even though a lot of negativity was raised about the influence a celebrity brand ambassador has on a consumer's decision making, there were a few positive associations brought about the this ideal. Some positive associations involved that of

intimacy especially through online content used to advertise, as it allowed for the consumers to engage with each other about various fashion trends whether it be competitively or socially. Another focus group participant, Participant 4 expressed:

“The best thing about some of these celebrity brand ambassadors such as Rihanna or Kendal Jenner is that it allows for people to feel a sense of intimacy, for example my friends and I usually have something to speak about in the fashion world where we can relate back to these individuals in our topics of discussions and use them as our bull’s eye, this is just another way for us to bond as friends socially without attacking each other’s personal beings”.

This positive aspect is what companies should aim to achieve to build a relationship with their consumers, in return it will influence the consumers perception as well. During the constructed interviews Participant 5 felt more comfortable during the one on one interview. She had opened and relayed a story about the addiction her friend had with a celebrity called Kim Kardashian. She went on to describe that she would spend “hundreds of Rands” a month on just hair extension, lip enhancements, and boob implants. She went on further to say that the addiction had led to many fights between her parents.

This prime example displayed the devastating effects of how esteem people can influence your behaviour has an individual and at the same time it can also force people to spend uncontrollably and eventually lead to the need on an intervention by either family or friends. These incidents may be fairly isolated but still do exist. The more spoken about these isolations become the worse the associations towards the influence of celebrity brand ambassadors will become too. Therefore, it is also imperative that companies address isolated situations like this to avoid any more incidents occurring again and building a negative stigma around their strategy of using celebrity brand ambassadors to retain a customer base.

4.2.2 Findings

Participants and interviewees generally had negative expressions on their faces during the discussion of what they associated with the term “celebrity brand ambassadors”. This thus led to the assumption that the history of celebrities brought short term joy to the consumers and left a larger stain of negative associations to the influence it has on a consumer’s decisions to purchase a product. Therefore, the general consensus

that a celebrity brand ambassador has on a consumer's decisions among participants in the focus group was that the use of these individuals on many of the social media platforms was influencing on behaviours but not decisions that involved the use of money. This thus led to the association of the concept of "celebrity endorsements" being a way in which companies try to get as much money out of their consumers with the idea of influencing their decision making. Another big association made by the participants was that the use of celebrity brand ambassadors is just a means to over advertise to its consumers via big established brand names. This finding thus supports the notion that a consumer's decisions cannot be influenced by respectable celebrity statues.

A key finding would be that consumers will be less reluctant to spend money on a brand that uses celebrity endorsements, hence creating negative associations with the brand. An insight that could be derived from this is that because celebrities are seen as superficial to consumers companies should aim to create a more realistic means to advertising in order to grab the attention of consumers and in return influence their purchasing decisions. Thus, the concept brand ambassadors should stay true to what it is defined as instead of being taken advantage of by established brands. If the concept is used well it can be used as a long term means of growing profit for the companies as well as further build their brand. However, celebrity brand ambassadors create an assumption that the price of products will be of an exuberant cost to progress thus then the concept will generate too much negativity and may become redundant in the future. Therefore, this could lead to the collapse of the brand and loyalty towards the brand and business model.

Interviewees during the constructed interviews felt more comfortable with opening up and had therefore allowed for in-depth insights into why celebrity brand ambassadors do not influence a consumer's decision making. With addiction being another point of concern as was specified by an interviewee (Participant 5) who requested to remain anonymous, a valid finding would be that although addictive qualities could benefit the brand financially, it is also a way in which consumers are deterred from purchasing products and thus further harms the brand. Therefore, it would be wise of them to show their interest in ethical considerations towards these people as it will not only show good customer support but it will also increase brand value and customer loyalty through influencing a consumer's decisions via good association. This directly relates

to the research as any associations towards the already negatively personified brand of using celebrity brand ambassadors to influence the perceptions of consumers and customer loyalty. The finding thus reflects how celebrity brand ambassadors influence customer loyalty.

5 CONCLUSIONS

The extent that brand loyalty contributes to the influence a celebrity brand ambassador has on customer loyalty.

Brand loyalty plays a major role in brand equity and thus was an important component to look at when analysing the overall influence of the concept “celebrity brand ambassadors”. Findings from the analysing showed that consumers are not likely to be loyal to a brand because of a celebrity brand ambassador. Instead a larger percentage of loyalty lied within the value consumers gain from the physical product purchased and the quality there of. It was also concluded that consumers are well aware of companies using this tactic as a way to make money. As stated in literature review, both consumers and participants already had a negative stigma attached to the concept “celebrity brand ambassadors”. This thus showed that there was a low rate of loyalty towards the concept to start with.

Consumers are finding less equity and value within “celebrity brand ambassadors” and this has been brought upon by companies trying to entice their consumers by showing the potential of the chosen celebrity. This thus shows that if companies want to retain their consumers they will have to increase the quality of their marketing strategies in order for consumers to find value within their purchases. If brands can find a means by which they can improve or balance the trade-off between money and value to retain customer loyalty which could partially change the perception of their consumers. Consumers find that the level of ethics that is in line with their beliefs as individuals is what derives the standard of their purchase, and if this is not achieved then true loyalty cannot be obtained. The negative perception formed by people based on celebrities is the main challenge that companies have to overcome if they wish to continue using this tactic.

The extent that brand association has over the influence a celebrity brand ambassador has on a consumer's decisions.

Brand association also forms a major part of brand identity and is thus the driver that brings a new and existing customer to the market. Participants and interviewees again had a negative stigma attached to the concept and reflected their strong emotions towards brands that used this motive in persuasion. The main associations towards the concept of “celebrity brand ambassadors” was linked to personal values and

beliefs in comparison to those of celebrities. Participants and interviewees expressed that a lot of celebrities are only used to have consumers change their perception of purchasing a product, but not to sell the product for its genuine value. This further increased the negative association of the concept, and with the negative publicity showcased about celebrities some customers are reluctant to purchase that product. This type of publicity could lead to more distressing effects in the industry and other means than the use of celebrity brand ambassadors should be used to attract loyal customers.

Therefore, it can be concluded that the negative associations are constantly growing and thus companies need to find other means of stopping the negative perceptions of growing within the market. The use of celebrity brand ambassadors in advertising should be re considered in South Africa because this practice has deterred many consumers from purchasing products let alone being influenced to purchase a product.

Customer value when using celebrity brand ambassadors

The research finally does support that consumers are finding less equity within brands that use celebrities to shift their loyalty, due to the diminishing rate of loyalty and negative associations being made by consumers. Although there are people who may be in favour of the tactic, majority are clouding the judgment of the consumer being influenced and that leads to the problem of using celebrities to promote a brand. the finding of this research paper supports the content found within the literature to the extent that negative connotations are continuously being made about the negative influence a celebrity brand ambassador has on a customer's loyalty. Companies could use the following research to redesign the way in which they develop strategies to retain customers and allow for more of a sincere approach in marketing connecting with their audiences. The necessity to further this study is valid as it could assist the industry in the real world by allowing companies to meet the needs to consumers, both physically and emotionally. This will in return help to remove that negative stigma attached to the concept itself. This research paper was thus successful in finding the true meaning to why consumers are not influenced by the use of celebrity brand ambassadors.

Furthermore, the possible implications were addressed and millennials were used for the study and not minors. The confidentiality was ensured through the use of personal

constructed interviews as well as an announcement of confidentiality before commencing the focus group discussions. The focus groups were also controlled by the researcher to ensure that no diversions of the topics were made. The limitations of the study were addressed accordingly. Therefore, this research paper provides the most accurate findings based on how a celebrity brand ambassador influences a customer's loyalty. This research further draws into the literature as it supports the view that the concept and business model has a negative stigma attached to it and can be seen as a negative trait that brands are associated with.

Therefore, this study could be taken further in future by looking into the consequences of having immoral brand value and the short and long term influences it could have on a customer's purchasing decisions. The power of a brand lies in the minds of existing or potential customers, and their experiences that are directly or indirectly influenced by the brands marketing strategies, organisations should implemented strategic brand management approaches by not using celebrity endorsements to boost the brands awareness. Celebrity brand ambassadors should create a sense of emoticon among consumers when bearing in mind their finale decision's. The gap that needs to be addressed by this analysis would be identifying the ways in which celebrity brand ambassadors create a positive brand image against celebrity transgressions. Because celebrities are the image endorser in an advertisement piece therefore there must exist a symbolic match between the image of the endorser and the brand as well as the consumer. Such effective match creates a correlation between celebrity endorsement and the brands image.

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APPENDICES/ Annexure

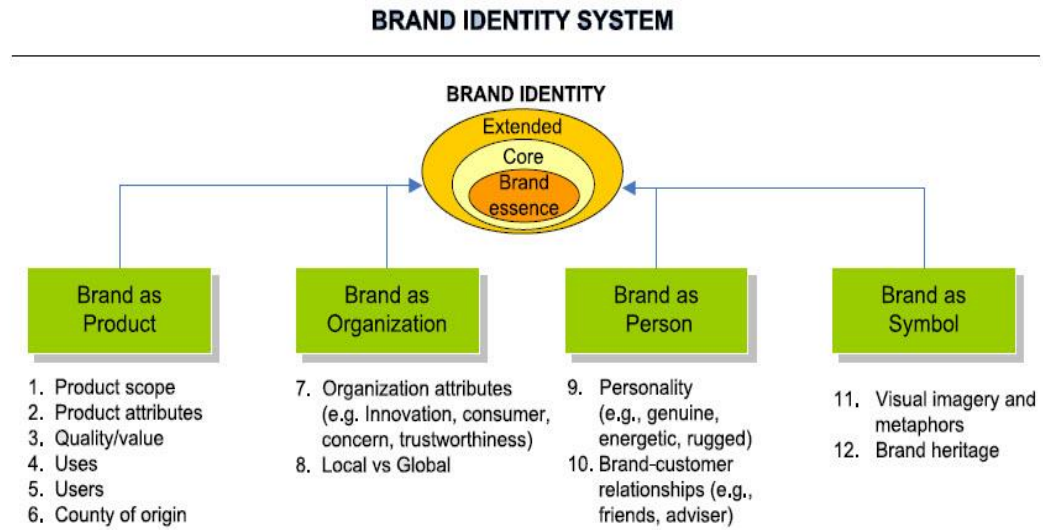


Figure 1: Aaker's Brand Identity Model (2009)\

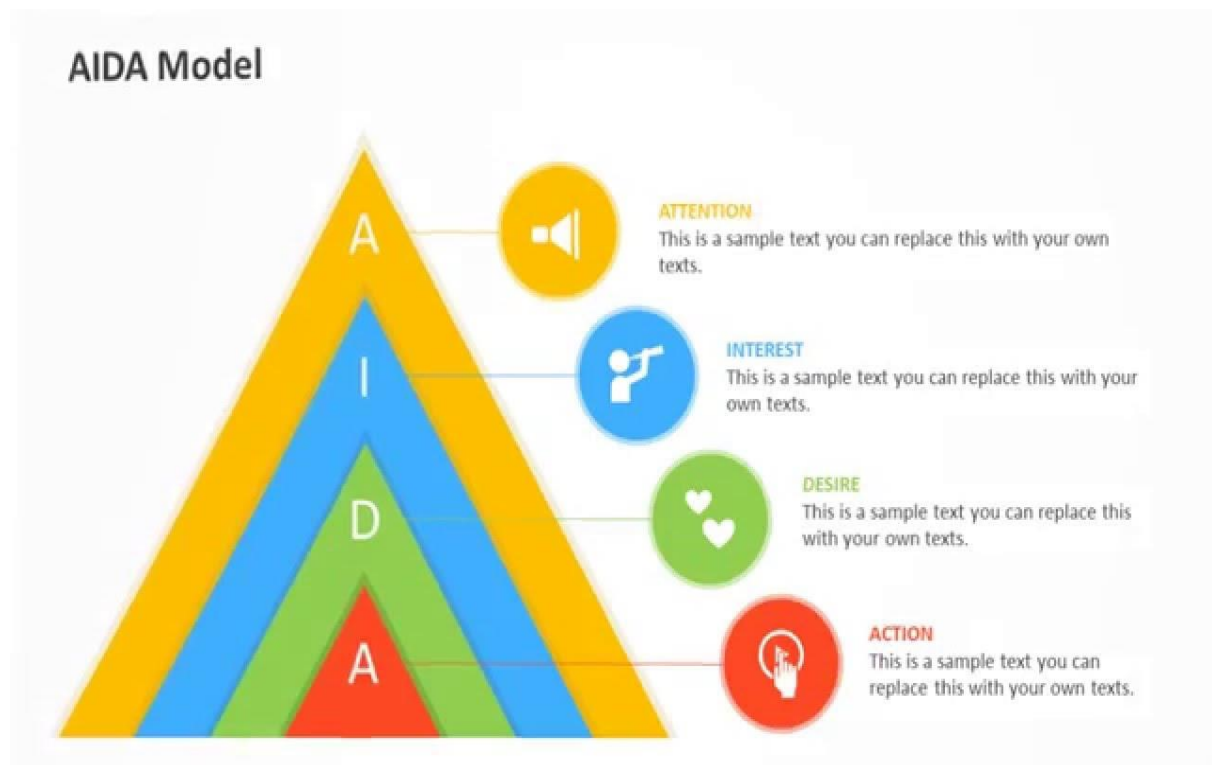


Figure 2: AIDA Model (2005)