

## **A Study on importance of Brand Ambassadors for Brands in Marketing**

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### **Abstract**

A brand ambassador is a spoke person or representative of a brand. His shadow on the brand works like an influence for attracting customers in market. The more a brand ambassador have fan following the more he will able to gain attention of common people. Sometime a customers buy product just by knowing that it is endorsed by particular celebrity, and to show loyalty towards that celebrity mostly fans buy that products or services. It is very difficult for an organisation when it comes to branding because there are various tools that they can adopt for promotion, so it is always confusing for them to decide but word-of-mouth always work especially when it comes from a prominent personality who already have a good positive established image in audience. So in this study importance of a brand ambassador in market for brands is focused and a close observation and analysis is done for the same.

**Key Words:** Brand, Ambassador, Market, Celebrities, advertising

### **Introduction**

In our daily life we come across various advertisements of various brands. Most of the time we automatically pay attention on the advertisements which includes the person we know. This is strange but true. It is a human tendency that they pay attention on the things which are familiar to them. This is the reason that most of the brands try to cast known names at that present time, these known or

prominent names are considered as brand ambassadors of that organisation whose commercials they are representing.

A brand ambassador is a person, especially a celebrity, who is paid to endorse or promote a particular company's products or service. He is that face on which audience trust. In another words a brand ambassador becomes a credibility factor of the brand customers as they believe in a particular product or services on the basis of the person through which it is advertised. The viewers watch an advertisement on television they trust on the celebrity who is telling information about the brand. Similarly when he sees an advertisement on a hoarding or in newspapers, there also he will believe on the content provided with known face with it. Even in radio advertisements the known voices of any prominent personality will grab the attention of their listeners. Here in all of these advertisements whether it's on television, newspaper, hoarding, radio or internet known person who is representing brand is the common factor.

A brand ambassador can be any person, who is a well known face. He can be from any field like film, sports, politics, business or any other. Most of the times, brands choose their representatives according to the types of product or services they are offering. For instance a sports shoe brand mostly prefer to cast sports persons in their brand as by this it is easy to convince their target audience to believe in their brand like Puma whose brand ambassador is Indian Cricket team captain Virat Kohli, who has huge fan following not only in India but in entire world. Now take the example of any big brand beauty products like Deepika Padukone ambassador of Loreal, Kareena Kapoor brand ambassador of Lakme, Yamini Goutam of Fair and Lovely, Katrina Kaif of Lux and the list is endless. Representing top heroines for beauty products is strategy which is adopted to gain attention of most of product users and these beauty face glorify product for its users and they get impress with the brand and at last the idea of buying that particular brand sets in their minds. This study is based of such brands only, which are making their brand face to prominent personalities and so that these faces can win trust of it's potential users or costumers on behalf of brands. They play a very import role in building a brand image and it's importance is analysed in this research paper.

## **Review of Literature**

### **Impact of brand ambassador on consumer shopping behaviour on online portals by Shethia Kinjal**

The online shopping portal today has become one of the biggest market. These on online portals now target the consumers using various strategies and one of them is having a known celebrity as their brand ambassador. Our research paper is based on a survey regarding how these brand ambassadors affect the buying behaviour of the consumers on various online portals. The survey plays a crucial role in identifying the need for having a brand ambassador for such online portals and this report can be used by different online portals in future to understand if there is a need of brand ambassador for their respective online portals.

### **Citizen brand ambassadors: Motivations and perceived effects by Jonas Rehmet Keith Dinnie**

This study analyzes citizen brand ambassadors' motivations and the effects they perceived deriving from participation in a citizen-focused ambassador network which constituted one element of a city's destination brand strategy. The results of this study of Berlin's citizen ambassador program indicate that participating in an ambassador program resulted in perceived positive effects for ambassadors. One major finding is that few citizens engaged in the ambassador program due to feelings of commitment or civic pride, but rather as a means to enhance the reach and exposure of their individual projects. A further finding was that ambassadors did not voluntarily function as active message senders on an individual level. The study reveals new insight into the key factors of the decision-making process determining whether citizens engage or do not engage with ambassador programs.

### **Influence of brand ambassadors on buying behavior of soft drinks: with reference to belgaum city by D. Goutam**

Today 'Celebrity Endorsement' has fascinated enormous debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it

has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. Firms invest huge amounts as advertising expenditure for hiring the right celebrity. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. The present paper tries to look behind the obvious benefits that whether the consumers buy the soft drinks just because it is endorsed by their favorite and well known personality or it is just needy that they have to buy the product or its just situation. And researcher has selected 100 respondents as a sample in Belgaum city and all respondents' falls under age between 17 to 35 years. Data have been collected from both the primary and secondary source. For the primary researcher has used questionnaire. Author has also formulated few hypothesis and used Z test to find out the major findings. Finally researcher could able to found the reasons and influence of the brand ambassadors and their impact on consumers buying behaviour.

## **Objectives**

- To study Importance of brand ambassador
- To find out various brands and their ambassadors
- To study why audience connect with brand ambassadors immediately.

## **Methodology**

Content analysis and personal observation has been done for this study. Various brands and their brand ambassadors are studied for this research paper. The importance of brand ambassadors in also focused and observed closely for this study.

## **Data Analysis**

### **Celebrities gain More Attention**

Celebs have a fan following and this fan following make them famous. So famous that they are known well in most of the households generally. This is

the reason why celebrities do not need an introduction because they well known enough. So automatically they grabs the attention of general public and that is why they are approached by brands to represent them as they are the eye candy because of which product can be introduced in market or can be promoted through them.

Example: Amitabh Bachchan who has so many of big brands in his kitty like Cadburys, Dabur, Emami, Gujrat Tourism, ICICI, Nerolac, Pulse Polio Campaign, Zen mobile.

The reason of having this much number of big brands for endorsing is decades of popularity, fan following and strong image of Mr. Bachchan, who is well known prominent personality in India as well as in world and so gains an immediate attention by public.

### **Brand Ambassadors Build Trust**

Building customers trust is most important factor for a organisation and it can not be done solely by organisation. It need external help in the form of ambassadors who agree to combine their image with the brand. Viewers generally don't trust the brand at first but the person who is representing it. Trust on ambassador converts into trust on particular brand.

Example: Prime Minister Narendra Modi who has done Incredible India campaign. He represents a image of trust and thats why he was made ambassador for this campaign.

### **Help to register brand in minds**

A good brand always register it self in the minds of it's target audience so that when they reach to market it can click them and they remind the name of that particular brand to buy it. But well this task can be difficult in competitive world to do as there are so many similar products of different brands are present at the same time, this can easily get confuse customer when they go for their choice. At such time your brand ambassadors generally saves you because viewers commonly know brands by their representatives.

Example:

Customer reach to market and say that she need the hair color that is used by Aishwarya Rai. She is talking about L'oreal hair color thre but instead of brand name comes to her mind first, name of celebrity came as it was easy for her to remind it.

### **Brand Ambassador connect Immediately with Viewers**

If a organisation wants to increase sales of it's product or services then they need to connect with it's costumers. Though there are number of ways of doing so like offering discount or prizes with product, or other attractive modes of promotion but among them one of the important strategy is choosing a brand ambassador who will able to connect with audience immediately. This can be done will the brand ambassador has good individual image in market.

Example:

M.S. Dhoni who is brand Ambassador of various brands like Pepsico, Reebok, Exide, TVS motors, Mysore Sandal soap, Reliance communication, Reliance energy, Orient PSPO,Aircel,Bharat petroleum, Titan Sonata,NDTV,GE Money, Siyaram, Big Bazaar, Boost, Dabur honey, Kolkatta Fashion week, Amrapali Group (Real Estate).

As he has huge fan following, people connect with him and that's why many companies are choosing him as face for their organisation.

### **Ambassadors drive new customers to you**

Word-of- Mouth is always a powerful tool of promotion especially when given by a prominent personality. It adds the factor of credibility with it. In comparison to other marketing tools like traditional advertising, paid search, email etc. Word-of- Mouth is always more effective. People do believe in words when they are given by their known, similar formula applies there. Though audience do not know a brand ambassador personally but though media they know them enough to believe on them.

Example:

When Shahrukh Khan says Airtel is best network in India, customers believe and by this audience get driven towards that brand because its services are promised by such big celebrity.

### **Brand Ambassadors are your online reputation**

Today online viral content makes you famous and same goes with brands. We have so many options on internet like social networking sites, various websites, videos, portals on which every brand wants to show themselves on hit list. For this they collaborate themselves with the celebrities who are popular especially in internet world. As brand also gets advantage of fan following that a star has. They will also get comment, likes and shares by more and more people if they post an advertisement in which any celebrity is included.

Example: Hrithik Roshan has huge fan following on internet and so the brands he is endorsing too like Hero Honda, Parle, Hide and Seek, Provogue, Sony Ericsson and more.

### **Customers try to copy their ideals**

It is seen that fans try to copy their ideals. If their ideal is seen in an advertisement then they also get impressed by them. They use that product or service they are endorsing, not because they like that brand but they like its ambassador.

Example:

Sachin Tendulkar endorsing various brands like MRF tyres, Britannia biscuits, jp group cement, coca-cola, luminous power back up solution, musafir.com, Audemars piguet watch and many more.

### **Major Findings-**

- Celebrities gain more attention of audience and that's why they are preferred by big brands as because of face brand is registered in the minds of customers.
- Brand ambassadors also build trust of the customers of brand because a credibility factor is attached with image of ambassador.

- Brand ambassador also drive new customers towards organisation because fans of that prominent personalities who is advertising a brand, they will drive towards him.

## Conclusion

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

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