

Patterns of Celebrity Endorsement in Fashion Magazine “The MAG”

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Abstract

The practice of celebrity endorsement, precisely the testimonial method, has become an essential tool in modern advertising around the globe. In this technique, celebrities like film and drama actors, actresses, models, sports celebrities, politicians, and religious scholars are widely portrayed in advertisements to attract masses of consumer products advertised. According to previous studies, this technique is used in all sorts of advertisements (ads) such as radio commercials, Television, cinema, billboards, online, newspapers, and magazine ads. Therefore, this study aims to examine the patterns of celebrity endorsement in “The MAG” weekly fashion magazine published in Pakistan. The researchers collected data by applying a quantitative content analysis approach of a total of 218 advertisements selected purposively from the last six months' publication of “The MAG” magazine in 2018. The overall results revealed that most of the advertisements occupied full-page space. The majority of the advertised products were for females consumers and were related to cosmetics. Significantly, findings showed that most of the ads do not portray celebrities. However, a significant quantity of celebrities portrayed in the advertisements were females. Besides, most of the celebrities have a national geographical location, and the higher number of celebrities portrayed are associated with the profession of acting and modeling. Though this study is conducted about the six months publications of the “The MAG” fashion magazines, such types of studies should be conducted on general category magazines and also on the advertisement for the newspaper advertisements in Pakistan.

Keywords: Celebrity, Endorsement, Advertisements, Fashion, Magazine, Pakistan

1.0 Introduction

The celebrity endorsement is one of the great persuasion techniques used by advertisers to make ads more convincing for the consumers (Derdenger, Li, & Srinivasan, 2018; Khatri, 2006). Precisely, this testimonial method has become an essential tool in modern advertising and marketing around the globe. In its process, the consumer products advertised through the ads have been endorsed through famous personalities/celebrities like film and drama actors, actresses, models, sports celebrities, politicians, and religious scholars (Friedman, Termini, & Washington, 1976; McCracken, 1989; Schimmelpfennig, 2019). Further, Moraes, Gountas, Gountas, and Sharma (2019) and Turner (2013) consider celebrities as socially and

commercially constructed human entities or social representations that are used primarily for commercial communications purposes. Similarly, Erdogan (1999) elaborates that celebrities are considered as well-reputed and socially favorable individuals among social members. That is why their role in endorsing a product has been extraordinary in making positive buying intentions for the promoted product (Kumar, 2010).

Bergkvist and Zhou (2016) define celebrity endorsement 'as a contract between a person who has public acknowledgment (a celebrity and a brand for the usage of celebrity for product and services promotion purpose. It explains the real meaning of McCracken (1989)'s seminal definition. For marketing of goods and services, the technique of celebrity endorsement gives a call to customers, companies, and brands to become famous by adopting this technique. According to Erdogan (1999), celebrity endorsement is used by marketers to endorse brand image or its reposition, to enhance the demand of goods and to increase the reputation of the company (Derdenger et al., 2018). The overall behaviour of sellers behind the occurrence of celebrity is the promotional messages delivered to the potential viewers by these superstars, and famous personalities not only offer an advanced level of brand acknowledgment, but it also reinforces the total brand even-handedness (Han & Yazdanifard, 2015). It can upsurge the anticipation of the clientele concerning real star by bringing the firm's promise (Ahmed, Seedani, Ahuja, & Paryani, 2015).

The past marketing studies consider celebrity endorsement as a popular advertising technique (Bergkvist & Zhou, 2016; Erfgen, Zenker, & Sattler, 2015; Pradhan, Duraipandian, & Sethi, 2016; Um, 2016). In that context, Jain (2011) reflects it as a type of advertising in which well-reputed people use their social status to support the sale of goods and services. According to previous studies, this technique is used in all sorts of ads such as radio commercials, television, cinema, billboards, online, newspapers, and magazine ads (Praet, 2008; Wood & Burkhalter, 2014). During the last two decades, the advent and development of digital media and social networking affected the industry of printing press. It has been discussed that this trend has affected the magazine industry too. However, Beane (2013) contradicts this common thought of the decrease in magazine publication and readership because of the latest technology. It has been argued that magazine readership has increased over the last five years. In the context of magazine advertisements, Beane (2013) compares that magazines give more advertisement impressions in comparison to Television or online in thirty minutes. According to 11 Facts About Magazines, readers spend more time on magazine reading. The average reader spends more than 40 minutes with each issue (Beane, 2013).

Belch and Belch (2013) concluded that the use of celebrities differentiates according to the kind of magazine. The usage of celebrities in magazine ads is maximum for games and teenage magazines. For the promotion of different products, various types of celebrities, such as athletes, actors/actresses, entertainers, and supermodels, are used. Celebrity use was based primarily on the source characteristics of popularity/likeability, followed by physical attractiveness. Celebrity use based on expertise occurs primarily for athletic products (Belch & Belch, 2013). Furthermore, Belch and Belch (2013) refer to the figures given by the Association of Magazine Media. According to them, 47 percent of consumer magazine content consists of advertisements, and the remaining is editorial content. In comparison to consumer magazines, 70% of lifestyle and fashion Magazines comprised advertising content. That is why life and fashion Magazine use more celebrities in the content of the advertisements. Thus, it is necessary to conduct a study about the patterns of celebrity endorsement in the context of Pakistan, where there is an acute rarity of such studies.

Though the studies about celebrity endorsement in Pakistani are found less in contemporary literature, most of these studies about advertisements in Pakistani media examined the effectiveness and impact of celebrity endorsement (Ghani & Kakakhel, 2011; Jamil & Rameez ul Hassan, 2014; Nasir, Khan, Sabri, & Nasir, 2016; Sultan & Mannan, 2015).

That is why the main objective of this study is to examine the patterns of celebrity endorsement in “The MAG” weekly fashion Magazine published in Pakistan. Following the research objective, this study tries to answer the research question ‘What are the patterns of celebrity endorsement in weekly fashion Magazine “The MAG”?’

2.0 Literature Review

In today’s world, marketing tends to approve novel and diverse methods of endorsing their products quickly, and corporation owners seek diverse and unique ways to achieve an entirely new level of dynamic and influential ads and marketing techniques. In this connection, producers recognize it correctly that celebrities play an essential part in order to make the adverts more persuasive and convincing (Choi & Park, 2011).

Further, celebrity endorsement is one of the prominent persuasion techniques used by advertisers to make ads more persuasive for the masses (Khatri, 2006). Precisely, this testimonial method has become an essential tool in modern advertising and marketing around the globe. In its process, the consumer products advertised through the ads have been endorsed through famous personalities/celebrities like film and drama actors, actresses, models, sports celebrities, politicians, and religious scholars (Friedman et al., 1976; McCracken, 1989; Schimmelpfennig, 2019). Similarly, Moraes et al. (2019) and Turner (2013) consider celebrities as socially and commercially constructed human entities or social representations that are used primarily for commercial communications purposes. Celebrity endorsement gives a call to customers, companies, and brands to become famous because of it. Another study conducted by Ahmed¹, Farooq, and Iqbal (2014) states that due to the significant connection of the celebrities to the masses, celebrity endorsement is considered as the superlative device of advertisement to plan audience desirability and attention.

According to Erdogan (1999), celebrities are considered as well-reputed and socially favorable individuals among social members. That is why their role in endorsing a product has been extraordinary in making positive buying intentions for the promoted product (Kumar, 2010). The overall behaviour of sellers behind this occurrence is that the promotional messages delivered to the potential viewers by these superstars not only offer an advanced level of brand acknowledgment, but it also reinforces the total brand even-handedness (Han & Yazdanifard, 2015). It can upsurge the anticipation of the clientele concerning real star by bringing the firm’s promise (Ahmed¹ et al., 2015). According to Erdogan (1999), celebrity endorsement is used by marketers to endorse brand image or its reposition, to enhance the demand of goods (Derdenger et al., 2018) and to increase the reputation of the company. Bergkvist and Zhou (2016) define it ‘as a contract between a person who has public acknowledgment (a celebrity and a brand for usage of celebrity for product and services promotion purpose. It explains the real meaning of McCracken (1989)’s seminal definition.

The marketing literature considers celebrity endorsement as a popular advertising technique (Bergkvist & Zhou, 2016; Erfgen et al., 2015; Pradhan et al., 2016; Um, 2016). Jain (2011) considers it as a type of advertising in which well-reputed people use their social status to support the sale of goods and services. According to previous studies, this technique is used in all sorts of ads such as radio commercials, television, cinema, billboards, online, newspapers, and Magazine ads (Praet, 2008; Wood & Burkhalter, 2014). Another research by Bhatti and Fiaz (2016) revealed the celebrity was categorized by gender and portfolio. In this way, this study proved that the responses of the citizens are significant for attraction trait of the celebrity in advertisement and proves the influencing factor of celebrity-endorsed advertisements (Bhatti & Fiaz, 2016).

Derdenger et al. (2018) and Knoll and Matthes (2017) reviewed that concentration of celebrity endorsement research is in developed countries such as United States (US) (Biswas, Hussain, & O'Donnell, 2009; Carroll, 2009) and United Kingdom (UK) (Pajvani, 2005; Seno & Lukas, 2007). However, researchers from other countries are also focusing on this field (Choi¹, Lee, & Kim, 2005). In this context, Paek (2005) has revealed cultural differences. Further, Carrillat and Ilicic (2019) review and classifies and according to their analysis, most of the previous studies have examined the capacity of celebrities to advance favourability of buyers' responses (Knoll & Matthes, 2017). Similarly, many studies focused on the market and economic performance of endorsed companies, reflect celebs at the height of their publicity or wealth. Past studies about endorsements' impact on buyer response in terms of source effects (Amos, Holmes, & Strutton, 2008; Ohanian, 1990; Spry, Pappu, & Bettina Cornwell, 2011), match-up (Kamins, 1990; Spry et al., 2011; Till & Busler, 1998; Till & Shimp, 1998; Wright, 2016), and meaning transfer (Batra & Homer, 2004; Campbell & Warren, 2012; Thomas & Fowler, 2016) and endorsements' impact on company's performance concerning sales (Chung, Derdenger, & Srinivasan, 2013; Derdenger et al., 2018) and shareholder capital (Agnihotri & Bhattacharya, 2018; Agrawal & Kamakura, 1995; Knittel & Stango, 2013; Nicolau & Santa-Maria, 2013) highlight celebrities with high wealth, having already cumulative significant media prominence (Carrillat & Ilicic, 2019).

Similarly, Moraes et al. (2019) and Turner (2013) consider celebrities as socially and commercially constructed human entities or social representations that are used primarily for commercial communications purposes. Malik and Qureshi (2016) conducted a study about celebrity endorsement from the angle of the celebrity endorser's superficial characteristics, i.e., name, charm, credibility, attractiveness, etc. This research focused more on the celebrity's outward appearance and how the physical traits of the celebrity endorser attract a consumer and eventually persuade to buy the product. This research also showed a comparative analysis between a celebrity and a non-celebrity endorser and how it affects the consumer.

In a literature review, Keel and Natarajan (2012) suggested that future studies should examine 'celebrity-branded products, types of branding relationships, and trends in celebrity culture.' Similarly, in a study about celebrity cultural meaning perspective and identities, Hackley and Hackley (2015) advised conducting studies about cultural production and consumption of celebrities. In a meta-analysis of 46 studies till 2016, Knoll and Matthes (2017) revealed seven essential restrictions in the celebrity endorsement literature such as 'understudied dependent variables (e.g., meaning transfer), moderators (e.g., celebrity valence), long term effects, underlying psychologic processes, non-profit advertising, cross-cultural differences and side effects of celebrity role modelling.' Saldanha, Mulye, and Rahman (2018) examined the strategic importance and effects of celebrity endorsements through consumer attachment theory lenses. The study involves psychological mechanisms and purposes to achieve an improved understanding of attachment from a consumers' perception.

Further, Belch and Belch (2013) conclude that the use of celebrities differentiates according to the kind of magazine. The usage of celebrities in Magazine ads is maximum for games and teenage Magazines. The use of celebrities also varies by product/service category as does the type of celebrity utilized, such as athletes, actors/actresses, entertainers, and supermodels. Celebrity use was based primarily on the source characteristics of popularity/likeability, followed by physical attractiveness. Celebrity use based on expertise occurs primarily for athletic products. (Belch & Belch, 2013). Belch and Belch (2013) refer to the figures given by the Association of Magazine Media. According to them, 47 percent of consumer Magazine content consists of advertisements, and remaining is editorial content. In comparison to consumer Magazines, 70% of lifestyle and fashion Magazines comprised advertising content. That is why life and fashion Magazine use more celebrities in the content

of the advertisements. Thus, it is necessary to conduct a study about the patterns of celebrity endorsement in the context of Pakistan, where there is an acute shortage of such studies.

Though studies about the impact of celebrity endorsement have been conducted in enormous quantities, studies about the patterns of celebrity endorsement are found rarely in the literature. Nevertheless, patterns of celebrity endorsement are found less. Nonetheless, such studies in the context of Pakistan are not found. Thus, the main objective of this study is to examine the patterns of celebrity endorsement in “The MAG” weekly fashion Magazine published in Pakistan. Following the research objective, this study tries to answers the research question ‘what the patterns of celebrity endorsement in weekly fashion Magazine “The MAG” are?’

3.0 Research Method

This study chose the quantitative content analysis approach for data collection. For this purpose, the MAG, a weekly Magazine, was selected. All six months of publications, from January to June 2018, the census was analysed. The researchers purposively sampled the advertisements portraying celebrities. The coding sheet was designed to collect data. In the coding sheet, items were included by observing the independent and dependent variables. Though the independent variable of this study is patterns of celebrity endorsement, it depends on the attributes of the dependent variable such as the total number of advertisements, space occupied by the advertisement, advertised product used for gender, category of the advertised product, the gender of the celebrity, the geographical context of the product, and profession of the celebrity. The coding sheet consisted of these items to measure the patterns of celebrity endorsement in the advertisements of the MAG. The researchers themselves enter data in the coding sheet and found a total of 218 relevant advertisements during the six-month publication. The findings of these 218 advertisements are analysed through the Statistical Package for Social Sciences (SPSS), and results are presented in the frequency tables.

4.0 Analysis and Findings

The main objective of this study is to examine the patterns of celebrity endorsement in “The MAG” weekly fashion Magazine published in Pakistan. Following the research objective, this study aims to answers the research question ‘What are the patterns of celebrity endorsement in weekly fashion Magazine “The MAG”? The findings are given below.

4.1 Space Allocated to Adverts

Table 1: Space Occupied by Each Advertisement in the MAG

Space Occupied	Frequency	Percent (%)
Full Page	218	(100.0)

The findings in Table.1 show the analysed data in the context of space allotted to the advertisement. Thus, it was observed that each advertisement in the magazine occupies a full page during the analysed period of six months with the percentage rate at 100%. The findings of the space allocated to the advertisement showed that all 218 (100%) advertisements selected for analysis occupy the full page space.

4.2 Segregation of Advertised Products Based on Different Consumers

Table 2: Segregation of Advertised Product Based on Different Consumers

Advertised Product	Frequency	Percent (%)
Only Product	38	(17.4)
Male	9	(4.1)
Female	107	(49.1)
General	60	(27.5)
Kids	4	(1.8)
Total	218	(100.0)

The data in Table 2 represents the usage of the products in the advertisement in the context of gender. In this way, the results of the frequency analysis showed that the first highest proportion of slightly less than fifty percent (49.1%) advertisements had products for females. Moreover, the second-highest proportion of higher than one fourth (27.5%) represented the products of unisex (general); whereas, the products for males accounted for the proportion of 4.1% only, and kids just 1.8%. Thus, the findings of advertised products used for the gender found that the highest frequency proportion of 49.1 percent of the advertised products in the fashion magazine "The MAG" were for females.

4.3 Product Classification of the Adverts

Table 3: Product classification of the adverts

Product category	Frequency	Percent (%)
Fashion Apparel	43	(19.7)
Food & Beverages	30	(13.8)
Cosmetics	118	(54.1)
Health & Medicine	1	(.5)
Events	6	(2.8)
Political	1	(.5)
Hotel & Restaurant	6	(2.8)
Electronic	3	(1.4)
Banking & Insurance	1	(.5)
Detergents & Cleaning Products	2	(.9)
Home & Interior	6	(2.8)
Personal Care	1	(.5)
Total	218	100.0

The data in Table 3 shows the different categories of products that were advertised in the magazine. Thus, it was found that the first highest proportion of more than fifty percent (54.0%) of the advertisements was of cosmetics; whereas, the second-highest proportion of one fifth (19.7%) of the advertised products represented to the fashion apparel. Finally, the third-highest proportion of higher than one-tenth (13.8) was about food and beverage products. Thus, findings of the product classification showed that the majority of the advertised products 54.1 percent were related to cosmetics.

4.4 Representation of the Celebrities in Adverts

Table 4: Representation of the celebrity in adverts

Representation of Celebrity	Frequency	Percent (%)
Male	9	(4.1)
Female	64	(29.4)
Child	4	(1.8)
No Celebrity (Only Product)	141	(64.7)
Total	218	100.0

The data in Table 4 illustrates the celebrity representation in the adverts published in the MAGE magazine. Thus, it was observed that the first highest proportion of more than three fifths (64.7%) of the adverts were representing only products. Moreover, the second-highest proportion of slightly over one third (33.5%) of the adverts represents to the celebrities; whereas, the little remaining proportion of 1.8% of the adverts represented to the child. Additionally, it was analysed that the proportion which represented to the celebrities in that highest frequency 64 (29.4%) of the celebrities were female. However, against it, the frequency of male celebrities accounted for 9 (4.1%). Thus, results about the representation of the celebrities in the advertisement showed that 64.7 percent of advertisements published in "The MAG" magazine does not portray celebrity. Nevertheless, the second higher proportion of 29.4 percent female celebrities. From this finding, it is evident that most of the advertisements published in "The MAG" magazine do not show any celebrity.

4.5 Geographic Location of Celebrities

Table 5: The geographical location of the products

Nationality	Frequency	Percent (%)
National	41	(64.06)
Regional	15	(23.43)
International	8	(12.5)
Total	64	100.0

According to the results in table 5 regarding the geographic location of the celebrities represented in the adverts of the MAG magazine, it was observed that the proportion of higher than one-fourth of the celebrities (64.06%) was national. Moreover, the second-highest proportion of over one-tenth (23.43%) was regional in a geographic context. However, the remaining proportion of a little higher than one-tenth (11.5%) was international in geographic relevancy. Thus, findings of the geographical context of the celebrities examined that the highest proportion of the celebrities portrayed in the advertisements of the "The MAG" were national with a proportion of 64.06 percent in a geographic context.

4.6 Professional Categorization of the Celebrities

Table 6: Celebrities categorized by profession

Celebrity by profession	Frequency	Percent
Model	27	42.19
Actor/Actress	33	51.56
Both	4	6.25
Total	64	100.0

The results in Table 6 show the frequency of the celebrities present in the adverts of the MAG magazine categorized by their profession. Then it was observed that the proportion of over two fifths (42.19%) of the adverts represented to those celebrities who were models by profession. The other proportion of over fifty percent (51.56%) of the adverts represented to those celebrities who were actors and actresses by profession. However, the remaining proportion accounting 6.25% represented to both types of celebrities who were not only actors and actresses but also models. Thus, the finding of the professional categorization of the celebrities represented that most of the celebrities' proportion 51.56 percent portrayed in the advertisements of the "The MAG" are Actors/Actress. However, the second proportion of 42.19 percent is associated with the profession of modelling.

5.0 Discussion

The main objective of this study is to examine the patterns of celebrity endorsement in "The MAG" weekly fashion Magazine published in Pakistan. Following the research objective, this study tried to answers the research question 'What are the patterns of celebrity endorsement in weekly fashion Magazine "The MAG"? In response to the research question, to measure patterns of the celebrity endorsement the attributes of dependent variables measured are; the total number of advertisement, space occupied by the advertisement, Advertised product use for gender, category of the advertised product, the gender of the celebrity, the geographical context of celebrity and profession of the celebrity.

Thus, findings of the space allocated to advertisement showed that all 218 (100%) advertisements selected for analysis occupy the full page space. It is evident the majority of the advertisements published in "The MAG" occupy full-page space. Likewise, results about the advertised product used for the gender found that the highest frequency proportion of 49.1 percent of the advertised products in the fashion magazine "The MAG" were for females consumers.

Further, findings of the product classification showed that the majority of the advertised products 54.1 percent were related to cosmetics. From the results, it is evident that "The MAG" advertised more advertisements for cosmetics products. Also, the results about the representation of the celebrities in the advertisement showed that 64.7 percent of advertisements published in "The MAG" magazine does not portray celebrity. Nevertheless, the second higher proportion of 29.4 percent female celebrities. From this finding, it is evident that most of the advertisements published in "The MAG" magazine do not show any celebrity.

Furthermore, findings of the geographical location of the celebrities examined that the highest proportion of the celebrities portrayed in the advertisements of the "The MAG" were national with a proportion of 64.06 percent in a geographic context. Additionally, the finding of the professional categorization of the celebrities represented that most of the celebrities' proportion 51.56 percent portrayed in the advertisements of the "The MAG" are Actors/Actress. However, the second proportion of 42.19 percent is associated with the profession of modelling.

6.0 Conclusion

The main objective of this study is to examine the patterns of celebrity endorsement in "The MAG" weekly fashion Magazine published in Pakistan. The overall results revealed that most of the advertisements occupied full-page space. The majority of the advertised product used for were for females consumers. Similarly, the majority of the advertised products were

related to cosmetics. Likewise, the majority of the advertisements published in the "The MAG" magazine do not portray celebrities. Also, most of the celebrities portrayed in the advertisements are females, most of the celebrities have a national geographical location, and the majority of the celebrities are associated with the profession of acting and modeling.

Though this study is conducted about the six months publications of the "The MAG" fashion magazines, these types of studies should be conducted in general category magazines and also in the advertisement for the newspaper advertisements in Pakistan.

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