

IMPACT OF CELEBRITY ENDORSEMENT ON BRAND IMAGE AND BRAND POSITIONING: AN EMPIRICAL STUDY ON COCA-COLA

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



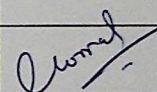
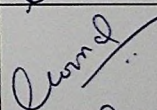
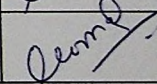
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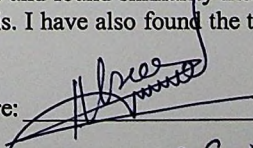
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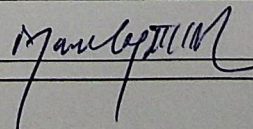
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Abstract

Purpose

The research conducted to identify whether the celebrity has a positive/negative impact on the brand image and brand positioning of Coca-Cola.

Methodology

This research is based on the quantitative approach to test the hypothesis. The data was collected through close ended questionnaire that was distributed among 300 respondents within Karachi. The test was run on the statistical program SPSS to analyse the data.

Findings

With the help of this research and the results of SPSS, the researcher found that celebrity endorsement has a positive impact on the brand image and brand positioning of Coca-Cola. The results showed that independent variable has a significant relation with the dependent variables. So it can be concluded that celebrity plays a very important role for the brand building of Coca-Cola and company can use it as their long term marketing strategy to increase its demand and make strong relations with the customers.

Practical Implications

The finding of this research can be very much effective for the company. They can endorse many other celebrities from different age bracket in their ad to target new customers as well. With the help of this study it shows that they can easily make future plans to increase its sales by endorsing celebrity with new ideas.

Keywords: Celebrity endorsement, Brand Image, Brand Positioning, Consumer preferences, Brand awareness.