

EVA Air's Brand Marketing and Jin, Cheng-Wu's Endorsing Advertisement

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## CELEBRITY ENDORSEING ADVERTISEMENT

### **1. Introduction**

The purpose of this research is to look at the effect of using Jin, Cheng-Wu as advertising endorser on audiences' attitudes toward EVA Air. Most airlines use image advertisements to do brand marketing. It is necessary to embed consumers into the company's mission, vision and values because consumers can be moved by and admire the company's image. Celebrity endorsing advertisement is one of brand marketing strategy. Using celebrities can appeal more attention from audiences and have positive impact on brand choice behavior. EVA Air was formed in 1989 as Taiwan's first privately owned international airline. The company has established a network of destinations across the globe, stretching to Europe, North America, Asia and Oceania and linking more than 62 major cities. According to the website of EVA Air (2013), EVA Air joined the Star Alliance network in 2013. Customers would now have access to a global network of 28 airlines, operating more than 21,900 daily flights to 1,328 airports in 195 countries. EVA Air has the privilege of serving new customers from all corners of the globe. In the past, EVA Air used to be the Taiwanese airline which emphasized the local atmosphere, but now it turns toward to be international. To let people from all over the world know this news and build the new brand image, EVA Air invites international celebrity, Jin, Cheng-Wu, to be the endorser. Jin, Cheng-Wu is the best represent for going forward to the world because he starts his career from Taiwan to the globe, and he can speak Japanese, Cantonese, Chinese, Taiwanese and English. He can not

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only represent Taiwan but also have international visibility. The mission of Jin, Cheng-Wu's advertisement is "Chang the way you see the world," and it uses "I See You" as propagandistic slogan. The advertisement reannotates the meaning of traveling. The image Jin, Cheng-Wu carries is congruent with EVA Air's image. This image advertisement not only broadcasts in Taiwan but also extends out to New York, Tokyo, Hong Kong and Fukuoka. The reason why celebrity endorsing advertisement is a significant strategy is that it is the successful and effective way to appeal to audiences. Media Drive (2013) examines the analysis of EVA Air's image advertisement that there are 1.40 million clicks on Youtube, 170 thousand people who push "Like" on Facebook and 348 TV news which had been reported for half of a month, and the last result is that the number of Facebook fans of EVA Air grows 4 times more in less than a week after the launch.

## **2. Review of Literature**

This paper will discuss celebrity endorsing advertisement which is one of brand marketing strategies. Celebrity endorsing advertisement is a common and popular strategy which is always used by lots of different types of companies. First, this paper provides the meaning of brand marketing and the importance of using this brand marketing strategy. Second, it explains some concepts about celebrity endorsers and what important roles they play in marketing. Third, I find out three main qualities which should be possessed by celebrity endorsers. They are credibility, attractiveness, and match-up. These desired qualities

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should be known because it is essential to determine celebrities' effectiveness in endorsement.

Fourth, it is necessary to know how the brand messages are delivered to consumers via celebrity endorsers. There are three stages which are all indispensable. Last but not the least, this paper shows how impacts are on consumers' brand choice behavior and affect consumers' attitudes.

### **2.1. Brand Marketing**

Xie, Ming-Yu (2012) is a financial reporter and this article was compiled by him from the book of "Marketing 3.0." This book is written by the father of marketing, Philip Kotler. The statistic, researched by America Organization, shows that an average of one person would attach approximately 250 advertisements in one day. Nowadays, people are faced with broad ranges of choices for most products, so it is very easy for everyone to forget most of their advertisements which they have seen. Kotler (2010) indicates that most business owners only think about how to capture consumers' eyeballs but not how to deliver a business message into consumers' heart. The new generation of marketing is collaborative, cultural, and spiritual marketing. The only way of appealing consumers and the best approach is to embed them into the company's mission, vision and values. Therefore, consumers can be moved by and admire the company's products. In other words, consumers are affected by truth and trust via the practice of matching word to deed. After that, if the brand wants to mark its identity and impress consumers, position is an important key. Xie (2012) provides an

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example that the image of Volvo is safety and reliableness, and these are the company's distinctive positions. These three steps are very necessary to make brand image, brand integrity, and brand identity. Only possessing these three brand key elements, one brand can win consumers' mind, heart, and spirit. Finally, consumers will become the royal fans of the company.

### **2.2. The Celebrity Concept**

According to the article of Ohanian (1991), the popularity of celebrity advertising achieves a high degree of attention and attracts some consumers. In the modern marketing, the celebrity endorser is the feature which exists everywhere and we can see advertisements in television, magazines, and bulletin boards. Celebrities are widely used as spokespeople in advertising, and this method is popular among consumers. Grant (1989) defines celebrity endorser as an individual who enjoys public recognition and appears with a product in an advertisement. Not only the famous movie and television stars, but also people who are experts in different areas such as sport, art, business, and politics all can be celebrity endorsers. Celebrities play an important role in advertising as a tool for creating and enhancing brand image and equity.

### **2.3. Selection Criteria**

The source of credibility, attractiveness, and celebrity-product match up are the models that can decide which message senders or sources are persuasive.

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### **2.3.1. Credibility.**

The sources which show expertness and trustworthiness are credible. Ohanian (1991) provides the research which shows that highly celebrity's credible source is more effective than less celebrity's credible source, and it also makes consumers change their behavior and belief. Expertise and trustworthiness are the components of source credibility. Sejung and Nora cite Erdogan who defines that "expertise comes from knowledge, experience, or training the spokesperson possesses in the related field, and trustworthy refers to the audience's confidence in the source for providing information in an objective and honest manner (cited by Sejung and Nora, 2012). Moreover, these dimensions can make independent contributions to source effectiveness. Ohanian's study focuses on this research question: What is the impact of a celebrity's expertise and trustworthiness on a consumer's intention to purchase a product? The method is to make a list of celebrities and then indicate the most appropriate products that these celebrities could endorse. A number of consumers were selected to answer questionnaires. As for the results, celebrities' expertise with the product is significantly related to consumers' intention to purchase the product which consumers really want to buy or is taken as the gift for consumers. However, trustworthiness of the source is not the important determinant of consumers' likelihood to purchase the product because the audience does not have highly trust with individuals who get paid to promote a product.

### **2.3.2. Attractiveness.**

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The sources show that lovely and adorable celebrities are attractive to consumers. Puja cites Solomon who says that “source attractiveness refers to the endorsers physical approach personality, likeability, and similarity to the receiver, thus to the perceived social values of the source” (cited by Puja, 2006). When companies promote products which is related to physical beauty, attractive celebrities can be more persuasive.

### **2.3.3. Matching up.**

According to the match-up hypothesis provided by Sejung and Nora (2012), the research shows that “endorsements are more effective when the images or messages the endorsers carry are congruent with the endorsed products.” Matching up celebrity’s value and brand image has a powerful influence on endorsed product, which sends a convincing message to the target audience. Furthermore, consumers are likely to adopt this endorsing brand. Ohanian (1991) believes that celebrities who have direct connection with their endorsed products are the better candidates to be advertising spokespeople. The greater match-up can raise the higher trust of audiences, more favorable attitudes toward the advertisements and the greater purchase intentions for the brand.

### **2.4. Meaning Transfer Process**

There are three stages for meaning transfer process. In the stage one, the purpose is to clarify celebrities’ powerful meanings based upon the roles of their expert areas, like movie, athletic, and art. Grant (1989) asserts that celebrities evoke the meanings of their persona

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with vividness and clarity. Furthermore, typecasting can make celebrities serve more powerful meanings in the advertisement. In the stage two, when the celebrity is chosen, the meaning he or she symbolizes is transferred into the product. In the final stage, the key factor is consumers who must see the similarity between the celebrity and the product in the advertisement and accept the product, endorsed by the celebrity.

### **2.5. Consumers' Attitude**

Nowadays, consumers are more knowledgeable and have desire to find fulfillment from brands or products. They have more selections to choose and more emotional reactions, so consumers pay particular attention on a brand image. Celebrities are known for their accomplishments in each area, so most people may recognize celebrities' values and lifestyles as models of success. Moreover, they also like to imitate the dressing style of their admired celebrities and the brands celebrities choose or endorse. Alsmadi cites Solomon (2006), who says that celebrities enjoy high public recognition, so they can improve awareness of advertised brands and create positive feelings toward consumers. According to Internet World which Alsmadi mentions, "Research and experience show that consumers are most comfortable, and highly ready to spend, when celebrities endorse things that relate to their desired image" (Cited by Alsmadi, 2006). In the research study of Alsmadi (2006), the results show that most audiences are interested in celebrity endorsing advertisements, and using celebrities in advertising is to elicit consumers' attention, attract their interests, and persuade

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them to buy endorsed products; however, consumers' favorite brand choice is not so easy to be switched. Alsmadi (2006) concludes that the respondents of this survey have positive attitudes toward celebrity endorsing advertisements in terms of attractiveness of using celebrities in advertising and good celebrity-product match up, but celebrity endorsing advertisement has a weaker influence on consumers in terms of brand choice behavior.

### **Summary**

This review of literature consists of 5 sections. The first section is to compile the significance of brand marketing. Managing a good brand can attract more consumers to buy the products. The second part is to look at the definition of celebrity. Then, the third one is to discuss the characteristics a celebrity needs to have. The qualities of celebrity are important to determine his or her effectiveness in endorsement. The fourth section is meaning transfer process. It explains how this celebrity endorsement strategy works. The last one is to discuss consumers' attitude toward celebrity endorsers.

Below are the research questions.

1. How attractive is using Jin, Cheng-Wu as an endorser?
2. What is the influence on EVA Air's brand image by using the celebrity advertising endorser?
3. What are the different effects of EVA Air's advertisement on brand choice behavior of students and people with jobs?

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**3. Research Methods****3.1. Research Participants**

The total number of usable questionnaires was 100. 106 copies of the Internet questionnaire were distributed to respondents. Respondents got the link of questionnaire and completed them on the Internet. College students and company employees were recruited via the Internet. There were 50 college students and 50 people with jobs. The percentage of valid surveys was 94%. The reliability of this survey as determined by the Cronbach's alpha was 0.941.

**3.2. Research Design and Procedures**

The survey used for this study was adapted from Chen, Li-Tung. Both original and modified surveys had four parts. As for the celebrity's attractiveness, one question was revised to the reversed question. Another question was changed to a different one. As for the part of the celebrity-product match up, two questions of the original survey were deleted and four more were added in the modified survey. Regarding the consumers' attitude, two questions were similar, but one was different. As for the background information part, the original survey included the choice of career and the level of membership card which the modified survey deleted.

To collect the required data, a questionnaire was designed to measure the effect of using Jin, Cheng-Wu as advertising endorser on audiences' attitudes toward EVA Air. The

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questionnaire included four sections relevant to the dimensions of the study and one part of background information. The total number of questions was 20.

The first section was the questions of respondents' background information. This survey separated two groups which were college students and people who got a full-time job. The purpose was to know different effects between these two groups. The second section was intended to measure the audiences' attitudes towards the attractiveness of using Jin, Cheng-Wu as endorser. The third section was designed to measure audiences' attitudes towards the celebrity-brand match up and the influence on EVA Air's brand image, endorsed by Jin, Cheng-Wu. The fourth section was prepared to measure consumers' brand choice behavior.

A five point liker scale was used for the measurement. The scale contained five degrees of agreement, from strongly disagree to strongly agree (1=strongly disagree, 2=disagree, 3=no opinion, 4=agree, 5=strongly agree).

### **4. Research Findings**

#### **4.1. General Trends and Patterns**

The mean of the entire survey was 3.86 and the standard deviation was 0.81 (M=3.86, SD=0.81). The highest ranked question was "The star image of Jin, Cheng-Wu is good" and the average was 4.31. The lowest ranked question was "When audiences see Jin, Cheng-Wu, EVA Air will come to mind," and the average was 3.15. The participant data were grouped by

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careers. The testing for mean differences was based on (0.05) significance level as a decision rule ( $p < 0.05$ ). There were three parts of independent sample t-test. The first part was Jin, Cheng-Wu's attractiveness and the independent sample t-test revealed statistically significant variation ( $p = 0.001$ ). The second part was the effect of using Jin, Cheng-Wu as advertising endorser on EVA Air's brand image and the independent sample t-test revealed statistically significant variation ( $p = 0.002$ ). The third part was consumers' attitude toward brand choice behavior and the independent sample t-test did not reveal statistically significant variation ( $p = 0.144$ ).

### **4.2. Variations in the Effect of Using Jin, Cheng-Wu as Advertising Endorser on Audiences' Attitudes toward EVA Air Across College Students and Employments**

#### **4.2.1. Group 1**

Group 1 was categorized as college students. The mean of the entire survey of group 1 was 3.67 and the standard deviation was 0.80 ( $M = 3.67$ ,  $SD = 0.80$ ). The highest ranked question was "The star image of Jin, Cheng-Wu is good" and the average was 4.14. The lowest ranked question was "When audiences see Jin, Cheng-Wu, EVA Air will come to mind" and the average was 2.92.

#### **4.2.2. Group 2**

Group 2 was categorized as employments. The mean of the entire survey of group 2 was 4.05 and the standard deviation was 0.79 ( $M = 4.05$ ,  $SD = 0.79$ ). The highest ranked question

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was “The star image of Jin, Cheng-Wu is good” and the average was 4.48. The lowest ranked question was “When audiences see Jin, Cheng-Wu, EVA Air will come to mind” and the number was 3.38.

### **5. Discussion**

The study for the first part revealed that Jin, Cheng-Wu was suitable to be EVA Air’s endorser and the respondents of the students and people with job thought he was attractive. The majority of respondents had positive attitudes toward Jin, Cheng-Wu. The reason can be that Jin, Cheng-Wu has the good star image and is well known for the world. He has not been involved in a big scandal, so the respondents may believe that he is a lovely and trustworthy celebrity. These reasons can encourage people to pay more attention to the product he endorsed. This result is further substantiated by Ohanian (1991) whose research shows that highly celebrity’s credible source is more effective than less celebrity’s credible source. Some previous studies supported this finding. For example, Alsmadi’s study (2006) reported that the characteristics of physical look, personality properties and attractive lifestyle make an endorser attractive to audiences. Therefore, the highly sources of credibility and attractiveness can strongly show that endorsers are attractive to consumers.

The analysis of the second part found that Jin, Cheng-Wu’s star image enhanced EVA Air’s brand image. The respondents had the positive attitude towards the advertisement. EVA Air itself has the reliable and favorable image. It is an international airline and has a network

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of destinations across the globe. Jin, Cheng-Wu has a reputed star image, too. He is an international celebrity who starts his career from Taiwan to the globe and can speak more than 5 languages. The images of EVA Air and Jin, Cheng-Wu match up. The respondents think Jin, Cheng-Wu can enhance EVA Air's brand image. He shows the best side of EVA Air. The image of the company and the endorser integrate into this advertisement. Hence, the respondents would believe it is trustworthy and persuasive. These attitudes are referred as Sejung and Nora's (2012) research that "endorsements are more effective when the images or messages the endorsers carry are congruent with the endorsed products." Further, Ohanian (1991) also shares similar views on this issue. Therefore, the greater match-up between endorsers and endorsed products can raise the higher trust of audiences and more favorable attitudes towards the advertisement.

The third finding of this study revealed that there was no difference between students and people with jobs in terms of brand choice behavior. According to the study, most students and people with jobs were likely to choose EVA Air's airplane as transportation after watching the advertisement. However, there was no significant difference in consumers' attitude among the groups of students and people with jobs. The respondents may be aimed at the well brand image of EVA Air and positive star image of Jin, Cheng-Wu to take EVA Air's airplane for going abroad. This advertisement can also make a deeper impression of EVA Air brand on the respondents. Brand choice behavior can depend on the perception of companies,

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endorsers and advertisements, but not strongly connects to consumers' careers. This finding is consistent with conclusions of some previous studies. For example, Alsmadi (2006) cites the research of Internet World that consumers are more willing to buy when celebrities endorse things or brands that relate to their desired image. Therefore, brand choice behavior is influenced by consumers' attitudes towards the whole package of brand marketing, but not directly relates to their careers.

### **6. Conclusion**

The paper describes and analyzes the brand marketing strategy of celebrity endorsing advertisement. Lots of companies always make celebrity endorsing advertisement to be the way of marketing. This strategy can enhance one company's brand recognition and attract audiences to buy the products, if the star image of celebrity and the brand image of company can achieve audiences' fulfillment. Consumers are affected by celebrities' credibility and attractiveness. Moreover, this marketing strategy is more effective when the images the endorsers carry are congruent with the endorsed products. Also, the literature review shows that most audiences are interested in celebrity endorsing advertisement and it elicits audiences' attention. Therefore, celebrity endorsing advertisement is a common marketing strategy that companies use.

Overall, the results are categorized three parts. First, this study indicates that Jin, Cheng-Wu is suitable to be EVA Air's endorser. The respondents were attracted by Jin,

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Cheng-Wu because he has the good star image and is well known for the world. As supported by Ohanian (1991), highly celebrity's credible source is more effective than less celebrity's credible source. Second, this study demonstrates that Jin, Cheng-Wu's star image enhanced EVA Air's brand image. The images of EVA Air and Jin, Cheng-Wu match up and integrate into this advertisement. Hence, the respondents would believe it is trustworthy and persuasive. As proved by Sejung and Nora (2012), endorsements are more effective when the images or messages the endorsers carry match up the endorsed products. Third, this study shows that there is no difference between students and people with jobs in terms of brand choice behavior. Brand choice behavior depends on the perception of companies, endorsers and advertisements, but not strongly connects to consumers' careers. As referred by Alsmadi (2006), consumers are more willing to buy when celebrities endorse things or brands that relate to their desired image.

It should be noted that this study has been primarily concerned with college students and people with job. The results are limited to the students who are studying at college, not the whole grades such as elementary, junior high, senior high and graduate school students. Also, the group of people with job does not list what the career they are. The range of survey respondents is not diverse.

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## Appendix

親愛的受訪者您好：

首先感謝您的參與，這是一份針對曾經看過金城武代言長榮航空形象廣告的學術研究問卷，目的在於探討在航空業，運用名人代言此品牌行銷手法，對觀眾和航空公司所產生的影響，您寶貴的意見對我們十分重要，希望能獲得您的協助而完成這項研究。

本問卷採不記名方式，只須依照本身的看法和感受，去選擇您認為最適合的選項即可。研究結果僅供學術研究使用，不做商業用途，且絕對保密，敬請放心作答！在此感謝您撥空協助填寫此問卷。

敬祝 萬事如意

文藻外語大學

指導老師：黃苡蓁 教授

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楊雅淨 敬上

## 說明

下列為長榮航空公司形象廣告的介紹，請閱讀後再依序回答以下問題：



長榮航空於2013年6月18日正式加入星空聯盟，與世界各國際航空公司接軌全球，從過去強調鄉土的台灣航空公司，朝年輕、國際化轉型，為呈現國際化的格局視野，特別邀請既能代表台灣，又具有國際質感與能見度的金城武當形象廣告代言人，以「國際旅人」的身分，重新詮釋旅行的意義，廣告以「你的眼界可以轉動世界」為主要理念，並以「I see you.」為宣傳口號，打造新形象，邀請大家一同用心去感受這世界的多樣與美好，開啟不同的視野及感動。

請依照個人感受，在下列選項中勾選出最符合您心中想法的描述，每個問題皆為單選題，請從第一部份開始作答。

【第一部份】基本資料

1. 性別：男 女
2. 年齡：18~23歲 24~30歲 31~40歲 41歲以上
3. 職業：學生 就職中
4. 請問您是否搭乘過長榮航空飛機：是 否

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【第二部份】這個部分是探討以金城武先生擔任廣告代言人的廣告評價 2.3.2  
Attractiveness

		非常不同意	不同意	普通	同意	非常同意
1.	金城武擔任長榮航空形象代言人吸引我的注意力	<input type="checkbox"/>				
2.	金城武很有親和力。	<input type="checkbox"/>				
3.	<b>金城武不值得信賴。</b>	<input type="checkbox"/>				
4.	金城武的明星形象很好。	<input type="checkbox"/>				
5.	金城武可以襯托出長榮航空品牌形象。	<input type="checkbox"/>				
6.	金城武適合擔任長榮航空的形象代言人。	<input type="checkbox"/>				

【第三部份】這個部份是探討金城武先生做為廣告代言人，對於廣告效果與長榮航空公司品牌形象產生的影響 2.3.3 Matching up

		非常不同意	不同意	普通	同意	非常同意
1.	透過金城武自身的形象，提升對長榮航空的好感。	<input type="checkbox"/>				
2.	因為金城武的代言，使我注意長榮航空。	<input type="checkbox"/>				
3.	金城武形象和長榮航空品牌形象相符合。	<input type="checkbox"/>				
4.	看到金城武會聯想到長榮航空。	<input type="checkbox"/>				
5.	這則金城武廣告傳達的訊息很清楚。	<input type="checkbox"/>				
6.	這則金城武廣告有吸引力。	<input type="checkbox"/>				
7.	這則金城武廣告有說服力。	<input type="checkbox"/>				

【第四部份】這個部份是探討品牌選擇行為 2.5 Consumers' Attitude

		非常不同意	不同意	普通	同意	非常同意
1.	看完金城武廣告後，會想選擇乘坐長榮飛機出國。	<input type="checkbox"/>				
2.	看完金城武廣告後，長榮航空是可靠且值得信賴的	<input type="checkbox"/>				
3.	看完金城武廣告後，長榮航空品質比其他航空好。	<input type="checkbox"/>				