

# The Personal Branding Model by Celebrity Endorsement in Thai Film Business

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## Abstract

This paper focus is on findings from a research project that reflected upon the ingredients factor which have facilitated the success perspective of celebrity endorsement and how it impacted on personal branding in Thai film business. The study was undertaken to reflect upon the ingredients factor have aided celebrity endorsement which have enhanced and to gain strong brand maintaining for sustainable celebrity endorsement. Celebrity endorsement was applied to capture, to keep the customers loyal. According to business executives experiences on using celebrity endorsers which provided a basis for personal business. The research adopted the Delphi expert consensus results revealed that the innovative blending model of the Personal Performance Balanced Scorecard (PPBC) together with celebrity endorsement ingredients yield the success of the sustainable personal branding can proposed co-creation value to Thai film business.

**Keywords:** Celebrity Endorsement, Personal Branding, Personal Performance Balanced Scorecard

## Introduction

This study is focused on Thai film business service sector which has remarked a significant position in the local economic growth (the local in terms of Thailand economic). The concept of celebrity endorsement has been synthesized in this study to build personal branding on how it does relate with creating brand maintaining for sustainable celebrity endorsement towards film business in Thailand (adapted from Shue, 2010: 1554-1569; Barker, 2011: 1-67; Aaker, 1997: 947-356).

Therefore, it has followed an inductive approach in using celebrity endorsement to develop and build sustainable personal brand of Thai film business executives.

According to the film business is an emotional business or media and entertainment business that depending on preference of customers on film stars or performers, actors and actress, including business executives. In addition, for instance the popular stars or business executive experiences on using celebrity endorser will have been the idols of all ages. The word 'star of all time' including business executive experiences on using celebrity endorsers were rationalistic popularity. It revealed that the problem is how such stars, including executive experiences on using celebrity endorsers can maintain their brand under the dynamic

environment. The answer to this question can give the insight to the business and can be applied to other businesses as well into connected with celebrity endorsement (adapted from Shue, 2010: 1554-1569; Addo, 2016: 19-28; Snoj & Pisnik, 2017: 156-167).

According to Thailand 4.0 in the present day the government has been supported Thai film business to go into the international market so that businesses have been able to raise the rapid growth in media and entertainment business.

Relatively, media and entertainment business is one of the creative industries in Thailand that have potential and development opportunities. In Thailand, there are many experts whose works are of quality and acknowledged internationally, so the government has a policy to export such potential media and entertainment businesses to foreign countries.

Additionally, in the business and industry world today business executives are increasingly “Bombarded” with celebrity endorsement on a daily groundwork. As the concept of celebrity endorsement is a significant perspective in the local economy being correlated with perceived personal branding attitude. It was need to know how suitable the celebrity characteristics to evaluate on how it does relate with brand maintaining for sustainable celebrity endorsement (elaborated concept from Aaker, 1997: 347-356; Aplejoye, 2013: 3-10; Barker, 2011: 1-67; Roy & Richav, 2014: 217-246; Tzoumaka, Tsiotsou & Siomkos, 2014: 10).

In theory, theoretical analysis and study to “Brand” refers to significant meaning as milestone to the difference of names and/or symbols of one product, service, or concept from other products, services, or concepts so that it can be easily communicated and usually marketed. Nowadays, brand is so powerful that some organizations or even stars and singers have agreed to pay a lot of money to create their own brands to be acknowledged and accepted by the market and the prospect customers (adapted from Ndela & Chuchu, 2016: 79-90; Hall, 2013: 1; Gupta & Verma, 2013: 1-10).

So the rule of law “Brand” was name of the label design, or a combination of these, which are used to identify products or services of one seller or group of sellers that are different from those of competitors (Kotler, 2002: 469).

It was continuous process with perceived brand attitude, and similarity was found as strongly correlated factor with creating brand maintaining for sustainable celebrity endorsement the market is still standing, especially in the entertainment business is highly competitive. There are people who would like to come in large numbers and the aspirations of the younger generation and people of many people that a career in the entertainment industry have been privileged in society than other occupations with high incomes and become to moneybags. It includes virtually all types of media is very important. Value of business in the entertainment business with high added value, more quickly, which said that creating a positive image for the news to be well remembered. To create a job opportunity came up with the line celebrity endorsement, because celebrity endorsement creating brand maintaining for sustainable celebrity endorsement, including personal branding (adapted from Carroll, 2009: 146-158; Kokill, 2011: 71; Abhissek & Sahay, 2016: 347; Shue, 2010: 1554-1569).

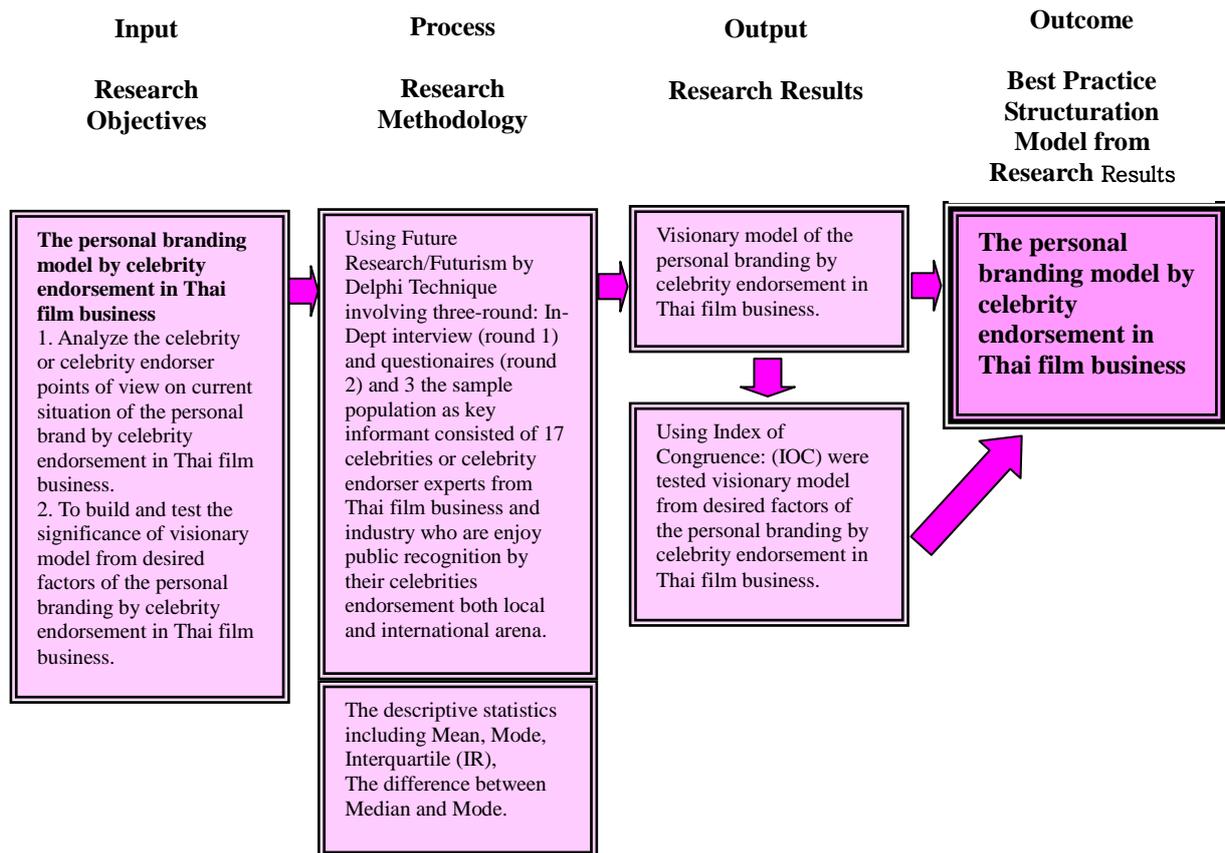
Therefore, it has proposed the propositions for the personal branding model referring to the ingredients factor of celebrity endorsement found in brand maintaining for sustainable celebrity endorsement and using to managerial implication at the Thai film business.

## **Research Objectives**

This research aims

- 1) To study the current situation of the personal branding by celebrity endorsement in Thai film business.
- 2) To design and test the personal branding model by celebrity endorsement in Thai film business.

## Research Conceptual Framework



**Figure 1** Research Conceptual Framework

Source: Adapted from Linstone & Turoff (2002), including Parson (1995, 1855-1863); Macmillan (1971: 3-5).

## Methodology

The Delphi expert consensus from 17 celebrity endorser as the key professionals informants of this research were chosen by purposive sampling from the business executives and performers e.g. director, actor and actress, including star and superstar etc. Through their reputation and accomplishment to recognised widely-known that both Thailand and in international film arena. The Delphi data were gathered through 3 round Delphi technique and then were calculated for their median, mode, the difference between median and mode, and the Interquartile Range (IR) in order to establish a convergence of Delphi consensus opinion. Relatively to design and test the personal branding model by celebrity endorsement in Thai film business by using index of Congruence (IOC) for content validity acceptance.

## Results

The approach was tested by synthetic results for the personal branding model by celebrity endorsement in Thai film business. From round 1 In-Depth interview answer have 2 ingredient factors for success as follows

### 1) Strategic factor consisted of 4 elements were

- 1.1) Celebrity credibility revealed that
  - 1.1.1) Brand image
  - 1.1.2) Celebrity expertise

- 1.1.3) Consumer influence
- 1.1.4) Physical personality
- 1.1.5) Positive trust
- 1.2) Celebrity expertise revealed that
  - 1.2.1) Celebrity popularity
  - 1.2.2) Marketing communication expert
  - 1.2.3) Brand image formation of celebrity capability
  - 1.2.4) Celebrity regional and international expert
  - 1.2.5) Brand communications
- 1.3) Celebrity interestedness revealed that
  - 1.3.1) Make a difference
  - 1.3.2) Personal identity
  - 1.3.3) Corporate social responsibility
  - 1.3.4) Distinctive and charming
  - 1.3.5) Use of communication channels
- 1.4) Celebrity transfers revealed that
  - 1.4.1) Multiple endorsements support
  - 1.4.2) Internal support
  - 1.4.3) Support from various agencies
  - 1.4.4) Support from government agencies
  - 1.4.5) Celebrity regional and international appeal
  - 1.4.6) Fan support

**2) Desired successful factor desired factor consisted of 2 elements were**

- 2.1) Brand celebrity revealed that
  - 2.1.1) Celebrity value
  - 2.1.2) Product positioning
  - 2.1.3) Gesture
  - 2.1.4) Technology and media expert
  - 2.1.5) Frequency of advertising
  - 2.1.6) Persona friendly
  - 2.1.7) Celebrity extension
  - 2.1.8) Celebrity of business
  - 2.1.9) Re-positioning
  - 2.1.10) Celebrity international expansion
  - 2.1.11) Loyalty
- 2.2) Conformance to customer satisfaction revealed that
  - 2.2.1) Brand endorser team
  - 2.2.2) Brand endorser team for crisis
  - 2.2.3) Brand endorser team for income
  - 2.2.4) Brand endorser team for awards
  - 2.2.5) Brand endorser team for international expansion
  - 2.2.6) Fan base impression
  - 2.2.7) Ability to using technology and media
  - 2.2.8) Content of competitive advantage
  - 2.2.9) Business triumph
  - 2.2.10) Celebrity-target audience matching
  - 2.2.11) Sustainable celebrity
  - 2.2.12) Content provider
  - 2.2.13) Fashion leader
  - 2.2.14) Trend setting

2.2.15) Innovation leader

The results from a synthesis of the data from round 2 and round 3 questionnaire answer from the Delphi consensus was employed to elicit views of key professionals informants are showed that about elements in 2 ingredients factors for success as follows

**1) Strategic factor consisted of 4 elements were**

1.1) Celebrity credibility revealed that

1.1.1) Brand image

1.1.2) Celebrity expertise

1.1.3) Consumer influence

1.1.4) Physical personality

(Cutting off 1.1.5) Positive trust in round 1 because not agree with the Delphi consensus from key professionals informants)

1.2) Celebrity expertise revealed that

1.2.1) Celebrity popularity

1.2.2) Marketing communication expert

1.2.3) Brand image formation of celebrity capability

1.2.4) Celebrity regional and international

1.2.5) Brand communications

1.3) Celebrity Interestedness revealed that

1.3.1) Make a difference

1.3.2) Personal identity

1.3.3) Corporate social responsibility

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1.4) Celebrity transfer revealed that

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1.4.2) Internal support

1.4.3) Support from various agencies

1.4.5) Celebrity regional and international appeal

1.4.6) Fan support

(Cutting off 1.4.4) Support from government agencies in round 1 because not agree with the Delphi consensus from key professionals informants)

**2) Success factor consisted of 2 elements were**

2.1) Brand celebrity revealed that

2.1.1) Celebrity value

2.1.2) Product positioning

2.1.3) Gesture

2.1.4) Technology and media expert

2.1.5) Frequency of advertising

2.1.6) Persona friendly

2.1.7) Celebrity extension

2.1.8) Celebrity of business

2.1.9) Re-positioning

2.1.10) Celebrity international expansion

2.1.11) Loyalty

2.2) Conformance to customer satisfaction revealed that

2.2.2) Brand endorser team for crisis

2.2.3) Brand endorser team for income

2.2.4) Brand endorser team for awards

2.2.5) Brand endorser team for international expansion

- 2.2.6) Fan base impression
  - 2.2.7) Ability to using technology and media
  - 2.2.8) Content of competitive advantage
  - 2.2.9) Business triumph
  - 2.2.10) Celebrity-target audience matching
  - 2.2.11) Sustainable celebrity
  - 2.2.12) Content provider
  - 2.2.13) Fashion leader
  - 2.2.14) Trend setting
- (Cutting off 2.2.1) Brand endorser team and 2.2.15) Innovation leader in round 1 because not agree with the Delphi consensus from key professionals informants)

## Discussion

According to the research findings should discussed to made an effective successful depend on the followings factors

### 1) Obviously, strategic factor consisted of 4 elements were

1.1) Celebrity Credibility: credibility were trustworthiness, prowess and expertise with considered to the recommended product or service, brand image, and celebrity expertise (according to Miciak & Shankin, 1994). The credibility components were interconnected with other traits of the celebrity in the spotlight of physical personality which reflected good product or good and best service qualities e.g. pleasant, wise educated etc. and positive perception of the celebrity in consumer mind (according to Abhishek & Sahay, 2016: 394-413; Cooper, 1984: 64; Decker, 2012; Hall, 2013: 1).

1.2) Celebrity Expertise: celebrity were people who enjoy their expertise are the match-up hypothesis proposes positive effects of celebrity credibility and important role in posits that level of celebrity congruence will influence of celebrity endorsement effectiveness through celebrity popularity (according to Kahle & Homer, 1988; Mccracken, 1989: 310-321; Canning & West, 2006: 1-9).

1.3) Celebrity Interestedness: This celebrity pointed out based on physical attractiveness of the endorser must be central in context with change in customers' attitude e.g. personal identity, corporate social responsibility, make difference, distinctive, and charming etc. (adapting to the concept of Kahle & Homer, 1985; Till & Busler, 2000: 1-13; Montoya & Vandehey, 2002; Xavier, 2004; Chee, 1994: 36).

1.4) Celebrity Transfer: The case of celebrity transfer must seek to adopt multiple endorsements from various agencies. This analysis is based on the impact of internal support, celebrity regional and international appeal in the market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide a distinct differentiation including fan base support (applied to Ohanian concept, 1990; Zhou, Q., Zhang, Su & Zhou, 2012: 890-895; Khatri, 2006: 25-37; Parson, 1965: 1863; Addo, 2016: 19-28).

### 2) Accordingly, the critical successful factor consisted of 2 elements were

2.1) Brand Celebrity: the perspective of this celebrity indicated celebrity extension often refer to establish personal identity of outstanding, product or personal positioning, gesture, technology and media expert and more frequency of advertising. This celebrity is all about the transfer of the celebrity value added from the person to the product or service, he or she endorses or stand for this brand celebrity contribute to celebrity credibility and can increase, including enlarge the business (consistent finding relationship to the concept of Kahle & Kim, 2006: 161; Spry, Papu & Cornwell, 2011: 882-909; Dissanayake, 2015: 427-487).

2.2) Conformance to Customer Satisfaction: association of the celebrity concerning to global brand endorsement demand on a global brand management team. This regional and

international organization is in place to maintain personal brand as celebrity leadership and sustainability through proper effective celebrity endorsement team. Using multiple celebrities endorsement team depends on crisis, income, awards, international expansion and fan base relationship over which a campaign is planned to have impact and variance in target customer characteristics. Other medium like radio, poster hoarding, newspaper, magazine, social media etc. can also be use to promote the advertisement and marketing communications including celebrity credibility celebrity extension and celebrity of business etc. (according to Akasemisk, 2015; Betch & Betch, 2014; Kokil, 2011; Ndlela & Chuchu, 2016: 79-90; Knittel & Stango, 2013; Montoya & Vandenev, 2002; Sharma & Kumar, 2013: 73-79).

### **3) Consequently, creating brand maintaining for sustainable celebrity endorsement related to**

3.1) Brand Awareness: creating brand awareness is usually the first step in building conformance to customer's satisfaction objectives. Customers had to be aware of the brand and its meaning before the business executives can created a favorable impression. This concept could be use to explore motivated customers to love or played a key role in the fandom. Therefore, the fandom could be vital in fan support examines the success of fan asset and how it could be beneficial loyalty (adapted from Thusyanthy & Tharanikaran, 2015: 212-221; Aaker, 1997: 347-356; Deckers & Lacy, 2012).

3.2) Brand Image: formation of celebrity endorsement capability both theoretical and empirical research on the subject clearly indicates that celebrity product (applied to film business) celebrity endorsement is a form of co-branding, which influences brand image through meaning transfer from the endorser to the endorsed brand. Furthermore, celebrity-product congruence has a positive impact on brand image, which in turn has a positive impact on brand equity (adapted from Snoj & Pisnik, 2015: 156-167; Temperini, Halonen & Hurmerinta, 2016: 452-460; Gupta & Verma, 2013: 1-10; Escalas & Bettman, 2005: 378-389).

3.3) Building Brand Resilience Measurement: fandom capabilities can be viewed as an celebrity endorsement for sustainable process that starts with capturing the voice of the customer, getting insights into what happens on the front lines. It is a good people touch point, place destination to start brand image, formation of celebrity capability along with brand trust, brand attitude and fandom relationships (adapted from Copper, 1984: 64; Chan & Maxodier & Addo, 2016: 19-28; Copulsky, 2011: Chapter 8; Tzoumaka, Tsiotsou & Siomkos, 2014; Roy & Rishav, 2014: 217-226).

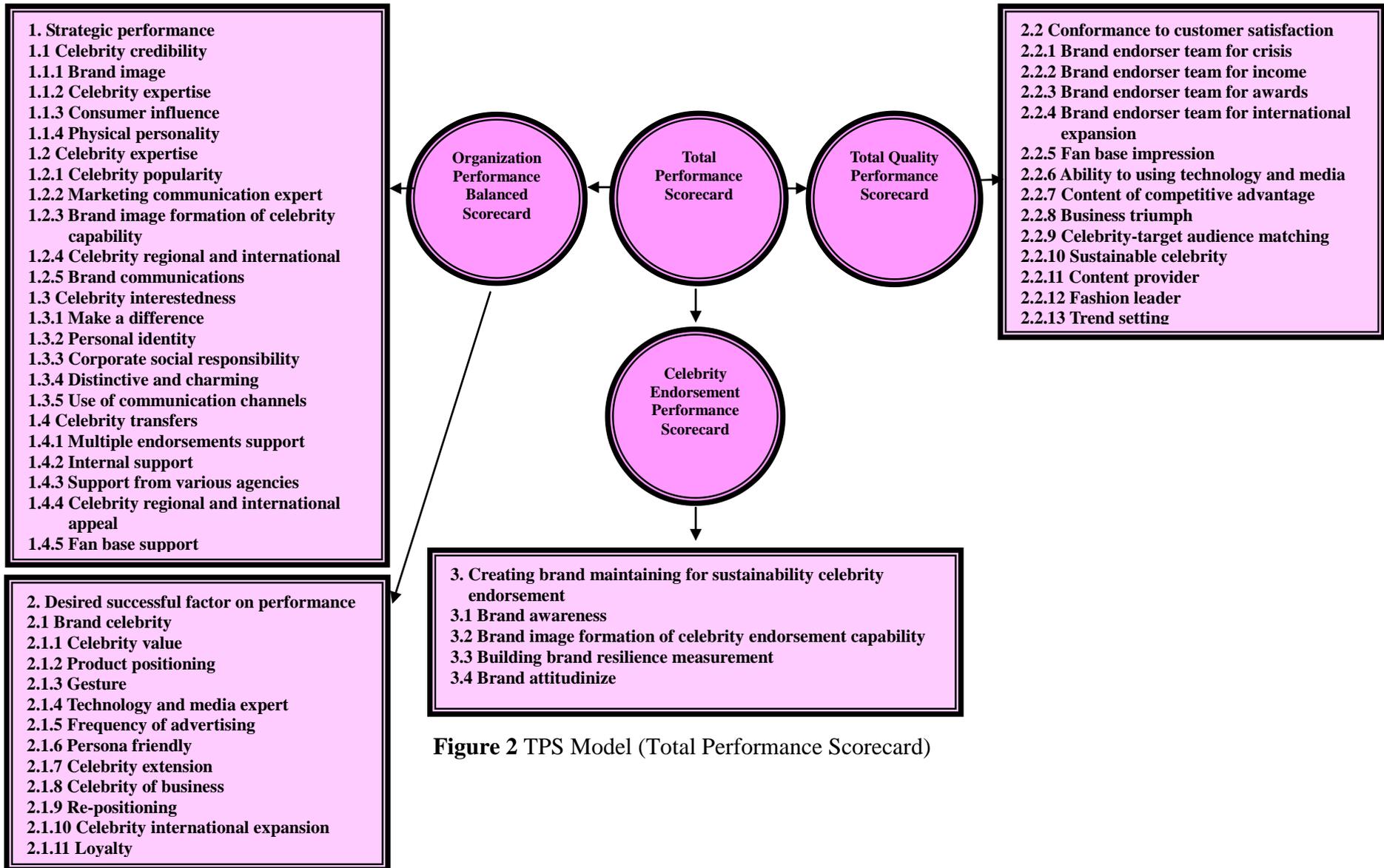
3.4) Brand Attitudinize: practice is as brand essential to executing a brand response as a impact of celebrity endorsement on brand, keep company branding story out in front and tell it to fandom over and over again, focus and consider "learn and adapt" celebrity endorsement. Achievingly, persona friendly plays a crucial role of personal branding on fan support could be beneficial to the field of fan asset and detemine loyalty agenda of the customers thinking through personal branding and celebrity endorsement adaptation, evaluate the changes from the customer's perspective and fan asset's loyalty perspective (adapted from Board, 2010; Natekar, 2012; Miciak & Shankin, 1994: 51-59; Ndlela & Chuchu, 2016: 79-90; McCracken, 1989: 310-321; Keller, 1993: 35-50; Khalid, 2014: 96-97).

Furthermore, from the above research discussions led to established the practicing model could integrated personal performance Balanced Scorecard (PPBC). According to the conceptualization shared by The Elena Salazer L. (Salazar, 2016) of Global Organizational Change Management Consultant to Developed Balance Scorecard applied to personal performance that called "Personal Performance Balanced Scorecard" (PPBC) led off the important of the organization performance measurement.

In order to get the best practice outcome of this research concerned to Thomas and Tanda from Bizforce One Countre Manager (Thomas & Tanda, 2012). Ultimately, the best practice

outcome model of The Personal Branding Model by Celebrity Endorsement in Thai Film Business called “Total Performance Scorecard: TPS” was to established following: (adapted from Tajfel & Turner, 1979: 33; Wann, 1995: 377-396; Clark, Horstman & Lgnatius, 2003; Malik & Sudhaker, 2014: 259-275; Sharma & Kumar, 2013: 73-79; Addo, 2016: 19-28; Tanda, 2012; Salazar, 2016; Xavier, 2004; Chee, 1944: 36; Vela, Fernandez-Cavia, Nogue, & Jimenez-Morales, 2013: 656-675; Thusyanthy & Tharanikaran, 2015: 212-221).

**TPS Model (Total Performance Scorecard)**



**Figure 2 TPS Model (Total Performance Scorecard)**

## Conclusion

Effective conclusion of this research are linked closely to the above research results for tested content validity acceptance in this research model by another experts using Index of Congruence (IOC). The testing found that content validity acceptance in all performance scorecard (IOC  $\geq 0.50$ ). Ultimately, The Total Performance Scorecard (TPS) Model could be used for practicing performance model underline that desired performances model as the innovative blending model evolved to rainson d'être pragmatism of Thai film entrepreneur in Thai film business. Relatively, this model could be dealt with effectively and suitable for applied to the other businessman, owner or entrepreneur, exactly.

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