



Evaluating the Impact of Celebrity-Endorsed Brief Videos on Brand Perception in the UK Fashion Industry

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Abstract: This study examines the impact of celebrity-endorsed short videos on brand perception in the UK fashion industry. Through semi-structured interviews, it reveals that short videos, due to their high viewership and low production costs, have emerged as effective marketing tools, enhancing brand image and influencing consumer purchase decisions. Social media platforms like Instagram and TikTok play pivotal roles, with celebrity endorsements in short videos bolstering brand credibility and sales through psychological influences. Despite market saturation, innovative strategies are crucial for maintaining marketing effectiveness.

Keywords: short video marketing, celebrity endorsement, social media influence, brand perception, fashion industry

1. Research Methodology

This study adopts an interpretivist paradigm, suitable for qualitative research that acknowledges differences in data collection (Gray, 2013; Bryman, 2016). The inductive reasoning technique was used to explore observational data and deduce themes (Bryman, 2016). The exploratory design, suitable for research with gaps, was chosen to address the limited studies assessing the impact of short videos on brand image (Saunders, Lewis, and Thornhill, 2019).

Primary data were collected through semi-structured interviews with social media managers from fashion brands in the UK. Convenience sampling was employed, recruiting five participants known to the researcher (Etikan et al., 2016). Data were analyzed thematically, identifying patterns and generating codes and themes (Bryman, 2016). Ethical considerations included obtaining verbal consent and ensuring participants' privacy and comfort during interviews.

2. Findings and Analysis

The findings indicate that UK fashion brands utilize short videos featuring celebrity endorsements to enhance brand image and awareness. Participants emphasized the positive influence of these strategies on consumer perceptions and purchase decisions (Morreale and Fin, 2022). The high viewership and low production costs make short videos an attractive and cost-effective marketing tool (Park and Yim, 2018).

Three key themes emerged from the analysis:

Social Media Marketing in the Fashion Industry: Social media platforms like Instagram and TikTok have transformed fashion marketing, enabling brands to reach wider audiences and create positive brand associations (Salem and Salem, 2019). The two-way communication model prevalent on social media facilitates efficient customer relationship management (Wang et al., 2019).

Short Video-Based Celebrity Endorsements for Fashion Retailers in the UK: Short videos featuring celebrity endorsements are strategically influential, with higher viewer retention rates than conventional promotional videos (Negi and Fernandes, 2020). These videos enhance brand credibility and boost sales through psychological influences on consumers (El Hedhli, Zourrig, and Becheur, 2022).

Impact on Brand Image: Celebrity endorsements in short videos positively influence brand image and consumer perceptions, fostering brand loyalty and increasing market outreach (Jansom and Pongsakornrungsilp, 2021). These strategies are expected to maintain their popularity due to their cost-effectiveness and high engagement rates (Tasapuro and Johansson, 2022).

3. Discussion

The findings confirm that brand image is significantly influenced by celebrity-endorsed short videos on social media platforms. Fashion brands in the UK prioritize these strategies to achieve marketing objectives and create competitive advantages (Jansom and Pongsakornrungsilp, 2021). However, market saturation and redundant content delivery pose

challenges, necessitating innovation and strategic alignment with consumer preferences (Choi and Lee, 2019).

Social media marketing strategies utilizing short videos and celebrity endorsements control merchandise flow and positively impact consumer psychology, brand association, and loyalty (Tasapuro and Johansson, 2022). Despite market saturation, dynamic and innovative strategies are crucial to maintain marketing effectiveness (Hanlon and Tuten, 2022).

4. Conclusion and Recommendations

4.1 Conclusion

The study has focused on presenting relevant insights into how social media influential short videos featuring celebrity endorsements have impacted the brand image development of UK-based fashion businesses. Its approach to following a comprehensive methodological framework via interviews has ensured relevant insights are drawn from social media managers knowledgeable about the current practices adopted by fashion businesses in the UK associated with marketing.

A majority of the interview observations are in synchronization with the literature review, which agrees that a combination of celebrity endorsements and short videos on social media platforms has a positive impact on brand image and brand awareness creation. In certain areas, there were distinct differences in the findings. The existing literature emphasized that social media trends in the fashion industry are temporary and the possibility of short video-based advertisements becoming outdated shortly. In contrast, the interviews with social media managers specified a long-term future for celebrity endorsements through short videos on digital platforms like TikTok and Instagram Reels due to the growing viewership and influence of the marketing style on consumer psychology regarding impacting consumer decision-making and purchase behavior.

In conclusion, it can be stated that the current trend for short videos based on influential celebrity endorsements is increasingly relevant in the UK-based fashion industry, and organizations must prioritize allocating resources towards this marketing strategy to achieve a positive influence on their brand image development. The benefits associated with this form of social media marketing are not limited to brand image development and improved consumer orientation. It facilitates increased product flow marketed by celebrities, enhances revenue generation, and emphasizes customer relationship management potential as it allows two-way communication. Despite the innumerable benefits, issues like marketing saturation and redundancy due to competition are integral drawbacks of this form of social media marketing for fashion retailers. This specifies the importance of integrating innovation and prioritizing the personal brand image of celebrity endorsers to enhance brand awareness, association, and resonance.

4.2 Recommendations

Emerging fashion businesses and multinational corporations in the UK fashion industry are progressively conducting research and development, investing resources towards establishing successful social media marketing strategies to develop a positive brand image and influence consumer behavior. Critical recommendations revolve around the importance of developing innovative marketing strategies that have a compelling impact on consumer psychology to positively influence brand image and awareness factors. The utilization of influential celebrity endorsements via short videos must be integrated systematically according to consumer preferences, tastes, and demands. This approach would allow respective fashion retailers to create an effective niche among consumers by utilizing the personal brand of the celebrity endorsed and creating an impactful set of social media content that would positively influence the brand.

Facilitating brand association and engagement are critical factors that allow fashion retailers to improve their brand perceptions and prioritize measures such as brand loyalty development. Celebrity endorsements are integral strategies through which organizations can develop a positive brand association, reducing customer acquisition costs and increasing capabilities to enhance marketing efficiency. Key challenges related to influential short video-based celebrity endorsements include market saturation and redundant content delivery, which may have little to no impact on acquiring consumers and influencing psychological decision-making factors.

4.3 Implication for Future Research

The insights from the research are effectively designed to concurrently provide relevant information and contributions to academics, research scholars, and business managers by addressing the identified research gap. The research domain related to social media marketing and its various sections has continued to gain in-depth evaluation in the last decade. The growing relevance of social media in the fashion sector has allowed researchers to explore the potential of utilizing marketing strategies in fashion retail businesses. Insights from this research have specified critical information on how organizations can progressively improve their performance by utilizing an emerging social media trend of celebrity endorsements through

influential short videos on platforms such as TikTok, Instagram Reels, and YouTube Shorts. The insights of the research provide relevant theoretical contribution and conceptual development for future researchers as it has pragmatically addressed that fashion retailers can improve their brand image development through short videos featuring celebrity endorsements based on effective application and addressing consumer requirements.

5. Conclusion

In conclusion, celebrity-endorsed short videos effectively boost brand image and sales in the UK fashion industry, emphasizing the need for innovative strategies amidst market saturation.

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