

Celebrity Endorsements Driving Brand Growth and Consumer Behavior Insights: A Case Study of Miu Miu

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Abstract. Researchers have found that celebrity endorsements have a significant impact on brand fandom effects; however, there is still a lack of a unified explanation for the underlying consumer psychology and behavioral issues. With the increasing prevalence of celebrity endorsements, consumer reactions to such marketing strategies have become an important topic in the current research field. Scholars have observed that celebrity endorsements play an important role in enhancing brand fandom effects, yet the psychological motivations and behavioral patterns in this process lack a unified theoretical framework for complete explanation. Therefore, the core of this study is to explore how celebrity endorsements can promote significant progress for brands in the market. The study adopts a process tracing method in case study analysis, focusing on an in-depth exploration from the perspectives of consumer psychology and purchasing behavior. Through this method, the study aims to reveal how celebrity endorsements affect consumer perceptions, attitudes, and ultimate purchasing decisions, and how these factors collectively contribute to the enhancement of brand market performance. By leveraging spokespersons who are highly aligned with the brand image and have a positive image, and through extensive multi-channel dissemination, Miu Miu has successfully sparked heated discussions on social media, and its sales have also achieved significant growth, thus occupying a leading position in the luxury goods market. The brand's strategy focuses on in-depth market insight, flexible communication methods, and continuous strategy optimization, providing valuable references and insights for brands in various industries.

Keywords: celebrities, brand endorsements, consumer psychology, consumer behavior analysis.

1. Introduction

In recent years, more and more companies choose to invite celebrities to endorse their products, with commercial advertising accounting for the largest proportion. Through continuous exposure and recognition, for the general public, a celebrity not only represent for himself, but also the personalities and traits behind this person. As a result, this trait makes celebrities associated with advertisements, and the celebrity marketing model has gradually become the mainstream operating model of advertising. With the development of social media, celebrity endorsements is an extremely direct, rapid, and effective way for most businesses to expand product awareness and increase purchase rates. The celebrity endorsement system emphasizes the interaction between fans and celebrities, which can make fans participate in the various activities holden by company and the celebrity, thus forming a deep and interactive relationship, which has evolved into a fan led interactive balance model.

This study focuses on the brand called “Miu Miu”. It makes clever use of young idols to deepen localization strategies through endorsements. This study use the methods of case analysis and process tracking, in order to explore how the integration of celebrity traits and brand image affects consumer psychology and purchasing behavior. This study also analyzes the public feedback and market performance under the endorsement mechanism, the differences in different market strategies and the long-term market impact of celebrity endorsements, to provide strategic guidance for international brand localization marketing.

This study has important theoretical and practical significance. At the theoretical level, this study helps to elucidate the transmission process and mechanism of celebrity endorsements in the brand

market, with a focus on analyzing consumer psychology and purchasing behavior dimensions. In practice, this study examines whether brands need to choose celebrity endorsements as their marketing strategy and how to select celebrities who are compatible with their own brand as endorsers, which can help companies develop appropriate celebrity endorsement marketing plans based on their own situations to help brands leap forward in the market.

2. Literature Review

Celebrity endorsement is the key to localizing international brands. Because it can influence consumer psychology and market performance, in order to provide strategic guidance for brands such as Miu Miu. Future research will deepen the integration of celebrity traits and brand image, and evaluate their long-term market effects.

In the era of social media, fans can directly interact with celebrities. The support of fans have become a key link in building celebrity brands [1]. As a source of information, the credibility of celebrities depends on the public's familiarity, liking, and similarity towards them. According to the meaning transfer model, when a celebrity endorses a brand and promotes this brand, people will transfer their image of the celebrity to the brand, making the brand have a similar image [2]. Therefore, the matching degree between the celebrity themselves and the product, brand style, and target audience of the product is very important. The level of love and trust towards celebrities can lead consumers to have a positive attitude towards the brand, and consumers' brand awareness is also affected. The audience of celebrity advertisements may appear to be fan groups on the surface, but at a deeper level, they are aimed at potential consumers among the general public [3].

However, if a celebrity is exposed to a scandal, it will bring negative impacts to the brand which choose the unscrupulous celebrity as spokesman. Moreover, some brands make hasty decisions when choosing spokespersons. There is a serious mismatch between celebrities, brand positioning, target audience. For example, a female product brand invited male celebrities as spokespersons for sanitary napkins, which caused serious dissatisfaction among consumers [4]. Therefore, this study focuses on the issue of how brands choose suitable spokespersons.

3. MiuMiu's Strategy of Celebrity Endorsement and Brand Performance

Miu Miu is an Italian luxury fashion brand founded by Miuccia Prada in 1992, under the Prada Group. The brand design emphasizes independence and self-expression, to challenge traditional fashion rules through rebellious elements, while incorporating a reinterpretation of youthful vitality and retro fashion, creating unique styles and modern clothing and accessories. The brand has a wide range of products, including women's clothing, bags, shoes, accessories, glasses, and perfume gifts.

Miu Miu's target customers are mainly fashionable young women aged between 20 and 35. This group usually has high purchasing power and fashion awareness, and has high requirements for brand image and product quality. They are passionate about following fashion trends, emphasizing individuality and uniqueness, and enjoy trying new designs and styles. They are active on social media, expressing their taste and personality through sharing and commenting.

According to performance data released by PRADA Group, as of June 30, 2024, the group's revenue surged by 14% to 2.55 billion euros. During the reporting period, categorized by brand, Miu Miu's revenue surged by 93% to 530 million euros, while Prada's revenue increased by 6% to 1.71 billion euros. Meanwhile, among young consumers in China, Miu Miu has become a trendy brand among middle and high income young women, with increasing discussion on social media in recent years.

Compared with some other luxury brands, Miu Miu has low resale value in the secondary market. In response to this situation, Miu Miu focuses its target audience on "wealthy heiresses" who are less sensitive to money and pursue emotional value and consumer pleasure. They value the appearance and design of the product more than its investment value or resale value. Therefore, in the selection

of celebrity spokespersons, Miu Miu is different from other luxury brands. Other brands place greater emphasis on the popularity and influence of celebrities. But Miu Miu places more emphasis on the fit between spokespersons and their brand style, in order to attract the target consumer group.

Since 2021, Miu Miu has successively selected several young female celebrities as brand ambassadors in Asia. They showcase different aspects of Miu Miu's brand style: girlish, intellectual, noble, independent, and more. The spokesperson empowers the shaping of their brand image, weakening the weight of resale value in consumer trade-offs. With a comprehensive marketing strategy, Miu Miu began to make a name for itself on Lyst's quarterly hottest brand list in 2022. From Q3 2022 to Q4 2023, Miu Miu consistently ranked in the top five of the quarterly hottest brand list. Among them, Q3 Miu Miu in 2023 will be the first to top the list. In the first quarter of 2024, Miu Miu's sales surged by 89% to 233 million euros, accounting for 22% of Prada Group's total sales. The sales growth in the fourth quarter of last year was as high as 82%. According to Lyst's Q1 2024 report, Miu Miu has returned to the top spot with an 8% increase in search volume.

4. Analysis of the Impact of Celebrity Endorsement on Consumer Psychology and Purchase Behavior

4.1. Multi-dimensional Analysis of Consumer Psychology

"Not all consumers who wear Chanel clothing have deep financial resources, however, those who tend to choose Miu Miu clothing tend to have a larger collection of Chanel clothing." This view is rapidly gaining popularity in online culture. Recently, this sentence has been circulating on the Internet. If look closely, the reason may lie in Miu Miu's style orientation, and its top-level "impracticality". Most consumers in the new era have distinct personalities, like to try new things, pursue fun, interesting, trendy, and creative life, and advocate freedom and personality trends are their characteristics and lifestyles. In the era of consumer sovereignty, consumer demand for goods is more personalized, diversified and complex. Leibenstein [1]. Categorized the psychological needs of consumers in his study, proposing the bandwagon effect and the snob effect. The herd effect describes a phenomenon in which consumer demand for a certain good rises because other people are buying it. Snobbery, on the other hand, is when consumers have less demand for a certain good, which may be because others are increasing their consumption of that good. Further research has revealed the psychological motivations behind these two consumption effects. The herd effect satisfies consumers' desire to conform to social norms, gain group acceptance, and integrate into the group [1]. Therefore, when friends in the circle of friends consume MiuMiu, in order to better integrate into the circle, more people will consume to gain a sense of belonging, that is, the herd effect. Snobbery, on the other hand, satisfies the consumer's desire to be different and to distinguish themselves from the group [1]. While Miu Miu has been breaking new ground in the fashion industry with his bold and individualistic style, which has always adhered to the principle of "breaking away from the established paradigm of dressing, boldly extending and extending the richness of diversity." Beauty transcends monotony, does not form a single state, embraces unique personalities, and explores the joy of life. This concept is in line with consumers' pursuit of freedom and individuality, which is also one of the important reasons why it can quickly gain recognition among consumers. Secondly, although the major luxury goods have always only talked about lifestyle and never put practicality into real consideration, Miu Miu's impracticality is not the same as other companies - it is neither as social nor decent as Chanel's logo, nor like other luxury goods that have classic models, in terms of value retention, Miu Miu is not worth investing in. So when consumers consume Miu Miu, they are not price sensitive because they do not buy Miu Miu as an investment. In the exploration of consumer psychology, Veblen, uniquely introduced the element of irrationality. He reveals a deep-seated desire for consumers to show off their wealth and status, a behavior known as "conspicuous consumption" [4].

4.2. The Interactive Relationship between Celebrity Endorsements and Consumer Purchase Behavior

Celebrity endorsements have a powerful appeal and are able to quickly capture the attention of fans. A celebrity's charisma, combined with a brand, is able to spark emotional resonance among consumers, which can help strengthen the connection and loyalty between the brand and its fans. In addition, celebrity endorsements can also increase the credibility of a brand's product information, thereby enhancing consumers' trust in the brand. Partnering with celebrity influencers to leverage the large number of fans and followers of traffic stars, as well as high exposure and strong communication capabilities, can enhance brand image and strengthen public perception [5]. Compared with the awkwardness and stubbornness of high luxury in publicity, Miu Miu has a high degree of openness to partners, and Miu Miu constantly looks for celebrities and Internet celebrities to push the seal and brush his face, causing controversy with his recognizable and unique style of dressing, forming a phenomenal spread on social media and expanding the brand's exposure. According to the interactive ritual chain theory, consumers can learn about the brand through various channels such as celebrity endorsement advertisements, and form an initial impression in the interaction with the brand. Brands need to engage consumers with engaging content. When consumers are interested in a brand, they will actively participate in brand interaction and stimulate their desire to buy by learning, identifying with and sharing brand-related content, so as to deepen their participation and understanding of the brand and gain recognition of the brand culture. This is the foundation for a positive interaction between consumers and brands, helping to form a lasting connection between consumers and brands. Through this interaction, brands are not only able to attract new customers, but also maintain and strengthen existing customer relationships, resulting in long-term brand loyalty and market competitiveness [5].

4.3. The Impact of Social Media Interactions on Consumer Behavior

A distinctive feature of the Internet user base is the tendency to be younger. Although the short video platform covers users of different ages, its core user base is still dominated by young people. According to the "2022 Short Video Industry Development Analysis Report", more than 80% of short video users are between the ages of 18 and 30, showing the overall trend of younger audiences [6]. In this context, Miu Miu's audience is precisely fashionable young women, and most of these groups are citizens who lack consumption experience or have immature consumption concepts, and are particularly vulnerable to the influence of influencer behavior, which may lead to irrational consumption behavior. Miu Miu has undoubtedly sparked a unique consumer trend and generated a topic that has spawned widespread discussion and attention. Judging from the hot searches of Miu Miu's various ugly clothes, the brand's attention and influence have been improved, and at the same time, it has also aroused the curiosity and purchase desire of Miu Miu's potential consumers, allowing Miu Miu to quickly capture the attention of young consumers, a phenomenon that is especially common among young users, as they are more susceptible to the influence of their peers and online trends.

5. The Theory Refinement and Application of Celebrity Endorsement Strategy

5.1. Integration of Spokesperson and Brand Culture

Celebrity endorsement strategy is an effective means in brand marketing, which attracts target consumers through celebrity effect and enhances brand awareness and market influence. Miu Miu, as a young associate of the Prada Group, has created a unique brand image and market position, successfully combined the brand with star power, and achieved a double increase in brand value and market share.

Miu Miu pays attention to its high fit with the brand culture when choosing spokespersons. Take Oscar winner Mia Wasikowska as an example, her unique artistic atmosphere coincides with Miu

Miu's young, artistic and rebellious brand positioning [7]. This precise matching not only enhances brand identity, but also deepens the brand's impression in the minds of target consumers.

Miu Miu skillfully uses the fusion of brand campaigns and social media to build multi-dimensional marketing. By hosting the "Miu Women" short film series, which invites internationally renowned directors to tell women's stories, Miu Miu not only showcases its brand culture, but also attracts a lot of attention and enhances the public influence of the brand through the wide spread of social media. In addition, engagement strategies with fans, such as sharing behind-the-scenes tidbits and holding brand challenges, further enhance consumer loyalty and engagement with the brand. Deep engagement with fans on social media is a highlight of its marketing strategy. Through platforms such as Instagram and Weibo, brands share the behind-the-scenes stories of celebrity spokespeople and organize brand activities involving fans, such as topic discussions and interactive games, which not only enhance the sense of participation of fans, but also promote word-of-mouth communication of brands and realize the emotional link between brands and consumers [8].

5.2. Precautions and Risk Control of Celebrity Endorsement Strategy

Although the celebrity endorsement strategy can bring significant market effect to the brand, its potential risks cannot be ignored. When formulating endorsement strategies, brands need to fully consider the mechanism of spokesperson selection, image maintenance and risk response to ensure the long-term effectiveness of the strategies. When choosing a spokesperson, a brand should make an in-depth analysis of the fit between its public image, values and brand positioning, so as to avoid the brand image damage caused by the spokesperson's improper behavior [9]. The success of Miu Miu proves that choosing spokespeople who are highly aligned with the spirit of the brand is the key to the success of the strategy.

Brands need to establish mechanisms to continuously monitor changes in the public image of spokespeople, and promptly evaluate and adopt public relations strategies in the event of negative news, such as issuing statements and adjusting endorsement strategies, in order to minimize the impact on the brand. At the same time, the contract should include a "moral clause" to protect the rights of the brand by legal means. Develop a detailed crisis public relations strategy, including rapid response mechanisms and alternatives to negative news, to ensure that when a crisis occurs, it can be dealt with quickly and effectively to reduce the negative impact.

Avoid single reliance on star effect, through a diversified endorsement mix, such as spokespeople in different fields and age groups, as well as the brand's own cultural construction, to disperse risks and enhance brand independence. The successful implementation of the celebrity endorsement strategy depends not only on the influence of the star, but also on the innovation and flexibility of the brand strategy, as well as the keen insight into the market trend. Through the case analysis of Miu Miu, it can be seen that accurate matching, multi-dimensional promotion, in-depth interaction with fans, and risk control mechanism are the key elements to achieve the dual improvement of brand value and market influence.

6. Conclusion

Through an in-depth analysis of Miu Miu's celebrity endorsement strategy and its impact on brand market performance, this study reveals the significant effect of high compatibility between star characteristics and brand image on enhancing consumers' psychological identification and purchasing behavior. The success of Miu Miu shows that by carefully selecting spokespeople who match the brand culture, combined with multi-channel communication and social media interaction, brand awareness and market share can be effectively increased. Celebrity endorsement not only promotes consumers' emotional links, but also enhances the brand's market competitiveness, especially among young consumer groups. The study also found that the successful implementation of celebrity endorsement strategy requires the brand to make comprehensive consideration in the aspects of spokesperson selection, image maintenance, risk control, to ensure the long-term effectiveness of the

strategy. This study has theoretically enriched the theoretical framework of the influence of celebrity endorsement on brand market, especially provided a new perspective in the analysis of consumer psychology and purchasing behavior. In practice, it provides guidance for brands how to choose celebrity spokespeople who fit with themselves and how to optimize celebrity endorsement strategies, which helps brands stand out in the highly competitive market and realize the double improvement of brand value and market performance. Future research can further explore the differences in celebrity endorsement strategies under different cultural backgrounds and their impact on brand market performance, as well as how to use big data and artificial intelligence technology to optimize celebrity endorsement strategies and achieve more accurate market positioning and consumer insight. At the same time, more attention is paid to new marketing channels such as virtual reality to innovate brand marketing approaches. Continuous research will provide brands with more effective marketing strategies.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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