

National College of Ireland

Project Submission Sheet

Student Name: Chek Xin Tan

Student ID: X22105328

Programme: BA in Business **Year:** 2025

 Capstone Project Preparation
Module:
 Robert Macdonald
Lecturer:
Submission Due Date: 29th July 2025

Project Title: The Art and Strategy of Brand Ambassador Selection: A Comparative
 Analysis of Impact on Brand Image and Consumer Perception
 between Asian and Irish Brands

 9,857
Word Count:

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

ALL internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature:



Date:

.....
 29th July 2025

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1. Please attach a completed copy of this sheet to each project (including multiple copies).
2. Projects should be submitted to your Programme Coordinator.
3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**
5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

Office Use Only	
Signature:	
Date:	
Penalty Applied (if applicable):	

Submission of Thesis and Dissertation

National College of Ireland
Research Students Declaration Form
(*Thesis/Author Declaration Form*)

Name: Chek Xin Tan

Student Number: X22105328

Degree for which thesis is submitted: Bachelor of Arts in Business

Material submitted for award

- (a) I declare that the work has been composed by myself.
- (b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.
- (c) My thesis will be included in electronic format in the College Institutional Repository TRAP (thesis reports and projects)
- (d) ***Either*** *I declare that no material contained in the thesis has been used in any other submission for an academic award.
Or *I declare that the following material contained in the thesis formed part of a submission for the award of

(State the award and the awarding body and list the material below)

Signature of research student:



Date: 29/07/2025

Table of Contents

Introduction.....	5
Literature Review	8
Theoretical Frameworks for Brand Ambassador Selection.....	8
Brand Ambassador Strategies in Asia	10
Brand Ambassador Strategies in Ireland	12
Research Question.....	15
Methodology	17
Philosophy Assumption.....	17
Research Design.....	18
Sampling & Data Collection.....	19
Ethical Consideration & Limitations	20
Analysis and Findings.....	21
Introduction.....	21
Findings of Asia Brand Ambassadors Selection	22
Case of Vietnam.....	22
Case of Indonesia.....	23
CASE OF CHINA	24
Case of Ireland	26
Discussion & Findings.....	28
The factors of cross-cultural strategic differences	28
Brand image and consumer perception.....	30
Bibliography.....	32
Appendices.....	37

Introduction

The most basic definition of a brand ambassador can be explained as an organisation or company hiring people to endorse the brand with a positive image and give a good consumer perception. The primary goal of having a brand ambassador is to increase brand awareness and expand the customer from market to increase sales growth. Although the quality of products or services by an organisation or company is the most critical factor if consumers patronize, it is undeniable that the idea of “good wine needs no bush” no longer holds into the 21st century, where the internet and technology are well-developing the global market. Marketing is essential when it comes to occupying a place in the market to stand out from your competitors. It is crucial to have brand ambassadors who are consistent with the brand and can convey the brand image. Especially when companies want to expand into markets with different cultural backgrounds, the correct brand ambassadors can help companies establish emotional connections with consumers from different regions.

This statement is not groundless. As a Malaysian who grew up in an Asian country, I once "promoted" Hyundai as an option to my parents who wanted to buy a new car because Hyundai officially announced my idol as a brand ambassador (even though it was not adopted later). After coming to Ireland, one of the European countries, I found the difference. Although there are also collaborations with athletes, it can be found that the brand spokespersons themselves have something in common with the brand, such as the collaboration between nutrition brands and athletes, or recruiting students as brand ambassadors for schools. This is fundamentally different from the strategies used by Asian brands to select brand ambassadors, making the topic of this capstone project worthy of discussion.

With the globalization of the world and the continuous expansion of brands into international markets, the selection of brand ambassadors should no longer only consider the market of a single cultural system but should be adapted to local conditions. Brands should adjust the selection of brand ambassadors according to different cultural regions and consumer concepts. For example, in Asian countries, which have a more collectivist society, consumers tend to pay more attention to the celebrity effect and the influence of authoritative reputation when it comes to brands. In a Western cultural background like Ireland, consumers pay more attention to community, celebrity affinity, and authenticity.

From this, in a market environment with different cultures and backgrounds, brands will have strategic differences in their choice of brand ambassadors to ensure that brand spokespersons can truly establish emotional connections and resonance with the target customer base and enhance the brand's influence in the market. This study explores the strategies used by Asian and Irish brands in selecting brand ambassadors and how this can influence brand image, consumer perception, and profitability. It will also investigate how the culture and background of Asian and Irish brands can create differences in the choice of brand ambassadors. The ultimate goal is to hope that this research can also provide some reasonable reference and practical directions for brand selection operating in different cultural backgrounds.

According to the survey, Asian brands give greater consideration to the celebrity effect when selecting brand ambassadors. For example, research shows that Vietnam will pay more attention to celebrities when choosing their brand ambassadors in fashion brands to take advantage of the credibility celebrities can bring to enhance their image. In terms of consumer cognitive influence, the credibility, attractiveness and consistency of brand ambassadors can most significantly affect consumers' purchasing intentions to brands (Hong et al., 2023). This shows that Asian brands will market based on the potential psychology of the target customer group whom they want to become when choosing their brand ambassador. The reason for this phenomenon is inseparable from the cultural influence of collectivism and success in Asian societies. Asian brands tend to prefer celebrities who fit the ideal values of society and resonate with consumers through their desires (for example, luxury, beauty, etc.)

As a member of Western countries, Irish brands have different cultural backgrounds from Asia, so they naturally have different performances in selecting brand ambassadors. Suppose Asian brands are well known for choosing actors, idols, or celebrities to endorse their brands. In that case, Irish brands will choose local sports stars and ordinary people such as company employees to endorse their brands. According to a report in 2023, talk about six Irish celebrities became ambassadors for Irish brands. Among them are the ROI football team captain, Leinster rugby player, Olympic gold medallist, and TV show & blog host (Checkout, 2023). Most of them are leaders in the field of sports, especially SPAR's cooperation with Kelly Halton (2020 Olympic gold medallist boxer) to promote the 10,000€ Christmas community fund. Irish brands and brand ambassadors thus place more emphasis on

authenticity and affinity and choose celebrities who can reflect the spirit of the Irish community as brand ambassadors.

This study aims to analyse the strategic factors of brands in selecting brand ambassadors under different national cultural backgrounds and to specifically study whether brand ambassadors will affect consumers' brand awareness. Ultimately, it will be able to effectively help international companies carry out the most successful brand ambassadorships, especially in markets of different cultures. The research will effectively help marketers and brand companies make more accurate brand ambassador selections through case studies of the Asian and Irish markets. This paper consists of literature review, research questions, methodology, analysis and findings, discussion and conclusion. The methodology is limited by the particularity of the research topic, which is brand ambassadors. It is impossible to directly interview brand decision makers. Secondary data collected from public sources will be used as a content analysis of the differences between the Asian and Irish markets.

Literature Review

As an important part of brand marketing, brand ambassadors have a positive impact on brand image and consumer perception by combining personal image and mental outlook with brand values and concepts. Brand ambassadors can be said to be the "advertisement" of the brand, so choosing the right brand ambassador is very important for the brand itself. However, in different cultural backgrounds, brands must be cautious when it comes to the selection of brand ambassadors to resonate with consumers most effectively and bring benefits. The reason for caution is that culture is often simplified or ignored in the business environment, causing brand strategy marketing to lose its effectiveness or even cause offense. Although there are studies on brand ambassadors, brands, and consumer behaviour, there is a lack of strategic analysis between Asian and Irish brands. As pointed out in a paper on cross-cultural business and professional research, many documents discussing cross-cultural business today usually only simplistically or stereotypically distinguish between Western and Eastern cultures, rather than considering the underlying culture. For example, under the Eastern cultural system, there are also Confucianism, Muslim culture, Indian culture, etc. In fact, Western culture has never been generalized. Since it is called European and American countries, there must be European culture, American culture, British culture, etc. Under this branch, Ireland, as an independent island country, also has its own unique culture compared to European countries (Jafari, 2009). Only brand marketing that truly understands and identifies consumer groups can truly resonate with consumers or at least avoid unnecessary misunderstandings. This can also lead to the selection of brand ambassadors taking the same approach. Therefore, this literature review is intended to explore the selection strategies of Asian and Irish brand ambassadors from different cultural backgrounds and lay the foundation for further comparative research through the theories, cases, and arguments of the existing literature.

Theoretical Frameworks for Brand Ambassador Selection

There are many types of brand ambassadors. For example, universities will choose current students to be their brand ambassadors. This choice is because students can effectively

connect with their peers, showing their study careers on social media which the young generation is good at, and directly showcase their own experiences for young people to decide on the university they wish to go to. It has shown peer student promotion can influence others' choices by promoting brands and services from the university, organising events such as open CAO days, etc., at the same time, student ambassadors are more trusted by peers because of their similar lifestyle and demands (Joy I. Rowden,2022).

When looking at selection strategies regarding brand ambassadors, a key theoretical framework is the source attractiveness model. According to the literature, the source attractiveness model refers to the fact that the attractiveness of a brand's spokesperson can bring about a positive attitude impact on consumers toward the brand and its advertising. This model succeeds by selecting brand ambassadors who create a sense of similarity, familiarity, and likeability for consumers, especially in the beauty and fashion categories. The literature has suggested that this model effectively stimulates consumers' subconscious emotional connections. By worshipping their favourite celebrities and feeling proud of using the same products, they naturally increase their willingness to buy (Kumbara et al., 2023). In addition, the literature also mentions three other theoretical frameworks related to brand ambassadors: the source credibility model, the match-up hypothesis, and the meaning transformation model. If the source attractiveness model mainly utilizes the attractiveness of the brand ambassador itself, then the source credibility model depends on the professionalism and trustworthiness of the spokesperson (Schimmelpfennig and Hunt, 2020). Through these two aspects, it can improve consumers' information acceptance of the brand or product. For example, when an authoritative doctor promotes medical-related knowledge, the listener will be more willing to believe in the credibility of the doctor's words. This is not a very profound concept. On the contrary, it is part of human nature that consumers prefer endorsements that are based on evidence and have a certain status. As mentioned in the literature, when promoting a new flavour, an instant noodle brand from Indonesia chose a member of a well-known Korean boy band to endorse the Korean flavour. This seems magical, but it is reasonable. This fully considers the selection strategies made by consumers corresponding to the product. Using Korean celebrities to endorse brands for Korean consumers is a way of using the source credibility model, which uses local market artists to endorse brands to influence consumers' impression of the brand (H.L.L.S.S., 2023).

The meaning transfer model was proposed by scholar Grant McCracken in 1989, and he believed that the source credibility and source attraction models have limitations. It believes

that under the two-source model, endorsers and brands focus more on short-term advertising effects while ignoring the potential value of long-term interactions. The meaning transfer model proposed by him is indeed considered difficult in actual operation (because the meaning transfer model focuses on the social status, personality, lifestyle, and other deep cultural value backgrounds carried by the endorser), and using this model alone may be ineffective due to regional differences. However, he believes that the source model selects brand ambassadors from a rational perspective, ignoring the greater role that the emotional connection between consumers and brand ambassadors and the perceptual thinking of social recognition can bring (McCracken, 1989).

As a theory that appeared in two of my literature studies, the matching hypothesis has a simple but interesting theoretical core. This theory emphasizes that high image consistency can lead to greater advertising effects for brands, products, and spokespersons. Research also shows that brand ambassador personality attractiveness has a more significant impact on consumers than successful attractiveness when consistency is high (Frank and Mitsumoto, 2021). However, in another study, it was also found that even if the traditional matching hypothesis focuses on high consistency, moderate inconsistency can often bring about different advertising effects. This reason may be because "inconsistency" generates consumer discussion and even taps potential advantages to stand out in today's network environment with information overload (Seiler and Kucza, 2017).

Brand Ambassador Strategies in Asia

Asia is a region with a total population of about 4.5 billion, accounting for about 61%. According to data, its market is the world's second-largest integrated trade zone, with 55% of the consumer groups here (Buchholz, 2021). Asia has at least 49 United Nations member states, among which China, Japan, and South Korea have the strongest influence among Asian countries. These three countries are also known as the "Three East Asian Countries." As for other Asia countries, such as Malaysia, Thailand, Vietnam, and Indonesia, they are not as strong as the above countries, but their consumer market is gradually rising, which cannot be ignored. Most of the brands from Asia countries choose brand ambassadors the same, which is choosing public figures or celebrities to endorse brands & products. This can be attributed to the fact that geography and geopolitics have led to the consistency of certain values and ideas among Asians. As one of the four ancient civilizations, its surrounding

countries are influenced by China's culture. For example, South Korea is very committed to Confucian culture, which originated from China (Kim, 2009).

Literature shows that the Asian country Indonesia will also choose celebrities from other countries as local brand spokespersons. This phenomenon is because the current Korean entertainment industry is very mature and Korean Wave is sweeping the world. Under such circumstances, Luwak White Koffie (an Indonesian brand) invites Korean stars with attractiveness, credibility, and popularity to be the brand ambassadors. This is also in line with the theory above of using celebrity strategies to attract the attention of domestic KPOP fans, thereby increasing brand recognition and purchase rates. Combining local market demand with international trends (Korean culture) can not only increase market sales in the short term but also enhance consumers' impression of the brand through the influence of brand ambassadors (Aulia and Rizky Dermawan, 2024).

According to this literature (Hong et al., 2023), The selection strategy of Vietnamese brand ambassadors is mainly based on whether the brand ambassador can enhance brand awareness, promote consumer purchase intentions, and shape the brand image. Therefore, celebrities such as actors or Miss Vietnam are generally chosen to endorse the brand. Vietnamese brands use the credibility and attractiveness source model in the strategy of selecting brand ambassadors to bring good influence on the brand image. Not only that, the selection of celebrities who are mostly familiar to the younger generation shows that the brand targets young consumers and focuses on the external appeal of brand ambassadors rather than professionalism. In general, the strategy of Vietnamese brands in brand ambassadors is particularly targeted at attracting the attention of young consumers (as they often appear on social media) and enhancing the influence and competitiveness of the brand's market and products through the popularity of celebrities.

A literature on celebrity endorsement strategies in China points out that the shift in brand ambassador selection strategies from traditional well-known artists to young idol stars in the 2010s has had a special impact on luxury brands. In order to stimulate and attract the sales group of Generation Z, luxury brands in China have moved from high-end luxury to a more general consumer group. Among them, brands such as Burberry and Dior have seen significant sales increases after officially announcing their cooperation with well-known idol stars. This phenomenon is consistent with the theories mentioned above (such as the meaning transfer model), but at the same time, risks brought by celebrity endorsements also exist. The

most notable example was "On January 19, 2021, Prada announced the termination of cooperation with Shuang Zheng due to her surrogacy and abandonment scandal, which cooperation only lasted nine days." (Li, 2021, p. 3). Prada China has also experienced a series of criticisms for "always accurately finding artists with bad personal ethics as spokespersons". In general, in the past decade, China's brand spokesperson strategy has mostly adopted idol stars, but this marketing strategy has placed too much emphasis on short-term benefits, resulting in the neglect of the fact that when all brands use celebrity spokespersons, the return on investment of this strategy will drop significantly. Therefore, trying to rediscover different strategies for choosing brand spokespersons is very important for brands looking to expand into the Chinese market (Li, 2021).

Brand Ambassador Strategies in Ireland

As the westernmost country in the European Union, Ireland is a Western country that uses the euro as its currency. Since it is a Western country, its values and social concepts naturally differ from those of Asian countries. Due to the lack of research on brand ambassadors, there is very little literature on brand ambassador strategies in Ireland. However, based on some reports on Irish brand ambassadors and the brand ambassador programs for college graduates provided by Irish brands, we can find that Ireland's strategy for selecting brand ambassadors is significantly different from that of Asia.

First, we saw in the report that the Irish company BWG Foods is one of the largest food retail and wholesale companies in Ireland, and its brands include well-known SPAR, MACE, etc., which can be found in Irish communities. BWG's plan to use local Irish celebrities as its brand ambassadors has also been ongoing in recent years. BWG, as an Irish brand, tends to use local Irish sports stars, such as captains and players of football or rugby teams, to endorse grocery brands SPAR and Optimum Nutrition (fitness products such as protein powder) in its brand ambassador selection strategy (Checkout, 2023). The credibility and influence model are adopted in the strategy, and the content of the endorsed brand is also consistent with the brand ambassador to a certain extent. Research shows that brands or products endorsed by local sports stars can effectively increase Irish consumers' trust in the brand and their desire to purchase. From this case, we can see that Irish consumers pay more attention to the

authenticity and fit between brand ambassadors and endorsed brands (Onside Sponsorship, 2023). At the same time, sports stars usually have a certain number of fans on social media and can increase fan engagement through posting. Not only that, Irish brands such as PTSB will also sponsor sports teams or top Irish sports stars, such as Paul O'Donovan or Irish representatives participating in the Olympic Games, knowing how to use marketing hot spots with sports representatives during sports events (Team Ireland, 2023).

Admittedly, the above argument seems to be somewhat different from the strategy proposed at the beginning regarding Ireland's selection of brand spokespersons, which also utilizes the celebrity effect. But this is somewhat different from the Asian system and the Anglo-American system. From the above, even if celebrities are used, most of them choose authoritative or capable celebrities, such as sports stars, rather than movie celebrities on the screen to endorse cars. The Irish market still pays more attention to whether it can bring a sense of community closeness. Countries like the United States and the United Kingdom are closer to the Asian market and more commercialized, which also reflects the uniqueness of Ireland.

However, this study found it surprising that Irish brands often use fresh graduates as regional brand ambassadors around the world. Jameson has started recruiting fresh graduates for their brand ambassador program before the second-year autumn recruitment. The brand ambassador program aims to train people who can promote Irish alcohol worldwide (for example, Asia, Europe, Central & South America). As a country with a popular drinking culture (the birthplace of Guinness beer), it is part of Ireland's long-standing cultural industry. After confirming the selection of brand ambassadors, Jameson will provide fresh graduates with a four-week induction training (Jameson Graduate Program, 2024). This is consistent with the theoretical concept of professionalism and reflects the obvious difference between Irish brands and Asian brands in the strategy of selecting brand ambassadors (Asian brands will not spend time training "ordinary people" as brand ambassadors).

In addition, this literature review has found that Asia and Ireland have different strategies for selecting brand ambassadors due to different cultural values. Asia will pay more attention to using celebrities such as celebrities or internet influencers as brand spokespersons for brands or products, with models of attractiveness, credibility, etc., to reflect the brand image to consumers and enhance consumer loyalty with awareness of the brand. Ireland is good at

using local sports stars as brand ambassadors because their cultural background can create a sense of closeness and authenticity in the community, leaving consumers with a deep impression of the brand. This study aims to understand the underlying rationale behind these differences through research so that more comparative analyses can emerge from future research, enabling brands to develop adaptable and effective ambassador strategies in the global market.

In general, it can be found from the literature review that there are indeed certain differences in the strategies for selecting brand ambassadors between the Asian market and the Alai market, but there are also certain similarities that conform to the global market. If Asian brands are mainly concerned with luxury, the pursuit of success, and a culture of worship, then Ireland is a social culture that emphasizes authenticity and sincerity. It can also be seen that consumers in different cultures are psychologically affected differently. In Asian culture, consumers have the mindset of “I want to be like this person”, while in Irish culture, it’s “They started the same way as me” (Laffiteau, 2009).

Research Question

The main purpose of this paper is to study and explore this core question:

Why do Asian and Irish brands adopt different strategies when selecting brand ambassadors, and how do these choices affect brand image and consumer perception?

The establishment of the thesis direction initially comes from personal choice. But this is also a very unique business field with its own special research value. As a part of brand or company marketing, there are relatively few studies on brand ambassador strategy in the market, and more of them are selected by internal personnel of each company based on specific new market trends. As an indispensable part of marketing, although there have been some studies on the effectiveness of brand ambassadors, very few people have analysed and studied the selection criteria of brand ambassadors in a cross-cultural context.

More precisely, there seems to be a clear lack of research on the differences between the Irish market, which has a Western cultural background, and the Asian markets such as China, South Korea, Vietnam, etc. However, understanding the differences in cross-cultural backgrounds can enable today's international brands or companies to produce effective international marketing, thereby achieving truly beneficial results. Therefore, it is crucial to understand and adopt the right marketing.

The objective of this research project is to determine the differences between regional cultures in the selection of brand ambassadors from the perspective of Asian and Irish brands to explore the brand image and consumer perception aspects of this difference. The study uses various brand ambassador theoretical frameworks mentioned in the literature review, such as the source attraction model, the source credibility model, and the meaning transfer model, to specifically analyse how brands in different cultural backgrounds choose brand ambassadors who they believe can positively influence consumers' impressions of the brand.

1. Analyse the reasons of the Asian and Irish markets have different strategies in choosing celebrities as brand ambassadors.
2. How is the credibility and influence of different brand ambassadors related to consumers' willingness to spend.

3. Explore whether different cultural backgrounds have different cultural values, such as collectivism or authenticity.
4. The similar or common practices adopted by the two regions in adapting global brand strategies.

In the process of searching the literature, lots of studies have found the connection between brands and consumers, as with ambassadors for Asian brands, but there are rarely studies on Irish brand ambassadors and the differences formed in comparing the national cultural backgrounds. This shows that the project topic can become an important exploration and open research on this aspect because the global business activities of modern society must promote the correct marketing most efficiently. In addition, the study also found that Asia and Ireland have different strategies for selecting brand ambassadors due to different cultural values. This shows that this study is committed to studying whether there are measurable differences in consumer perceptions in the two regions and whether brands can have a basis for choosing global brand ambassadors.

Methodology

Philosophy Assumption

This study adopts an interpretivist perspective, grounded in its philosophical assumptions. This is because research on brand ambassador selection strategies and consumer cognition is more closely related to social contexts. The difference between interpretivism and positivism comes from the fact that interpretivism can more accurately explain a series of situational or perceptual phenomena related to the subject, for example brand image, cultural resonance, which can impact the connection and influence between brands and consumers. Although positivism is more suitable for conducting quantifiable research in some measurement aspects, interpretivism is more suitable for the research of brand ambassadors (Alharahsheh and Pius, 2020).

Therefore, it can be seen that it is more appropriate to interpret the ontology of research hypotheses using interpretivism. This is because parts of brand phenomena and consumer psychology can actually be considered to be constructed from human experience, such as fans' subjective influences, feeling close to or worshipping the spokesperson. From the social perspective of different cultures, the "reality" required by ontology can also be better interpreted by interpretivism. For example, as mentioned in the literature review, Asian countries tend to be more collectivist in their cultural background, and celebrity endorsements will more effectively influence consumer groups and promote people's desire to buy or choose. As a country with a Western cultural background, Ireland tends to be more individualistic. Therefore, when Irish brands choose brand ambassadors, they prefer local athletes or community representatives.

The epistemological part of this study chooses to explore it from a subjective perspective, which is closer to constructivism. As discovered during the research, constructivism is a philosophical assumption that knowledge is not fixed, but can be constructed through human experience and social connections and interactions over time. This view is consistent with the goal of this study to understand the influence of brands and consumers on the selection of brand ambassadors based on cultural background (Shultz TR,2001).

For this reason, this study chooses to use a qualitative comparative method and explore brands and consumers through secondary data sources, such as brand official website information, news reports, advertising case analysis, etc., which can all be used as materials for interpretation. According to research, dissertation topic such as this kind of exploration or comparative analysis with differences are very suitable for choosing secondary data as a source of evidence. In addition, since the choice of thesis topic requires the analysis of Asian and Irish brands and cross-cultural spokespersons, the use of public brand reports, consumer response levels, and advertising can more deeply form the framework of this paper to better understand the endorsement strategies of different countries (Daas and Arends-Tóth, 2019). Ultimately, this study aims to be of some benefit to multinational brand companies.

Research Design

The research design, as stated in the title, employed qualitative research and utilized various relevant cases for comparison and specific analysis. The purpose of this design is to explore and discover the impact of cultural differences in the Asian and Irish markets on brand ambassadors, as well as the impact on brand image and consumer perception. Since the response of brands and consumers to the market involves complex realities and purposes, qualitative research is more suitable for analysing the social context and behaviour of various phenomena based on the collected data, and exploring the subtle strategic differences in different social cultures.

The paper chooses comparative research and specifically selects two eastern and western regions, Asia and Ireland as case studies. The reason for this choice is that the unique values and marketing ideas generated by the different backgrounds of the two mainstream cultures are worth comparing. Most Asian countries have social phenomena that care more about collectivism, hierarchy and celebrity worship, while Ireland represents the West's greater focus on individualism, but also has its own traditional collectivism and community-centred brand marketing strategy. In addition to discovering the selection strategies of brand ambassadors, the cross-cultural comparison discussed in the paper can also observe the cultural influences behind these strategies.

This study employs the comparative case approach as its research method primarily because it believes that, in situations involving two distinct cultural backgrounds, it is necessary to use real-world cases to observe the essence of different phenomena. An article about case studies points out that case studies are useful when you need to answer "how" and "why". The main reason why it is called appropriate is that the research question centred on this paper is to try to explore how brand ambassadors influence consumer cognition and whether specific spokespersons can better attract specific consumer groups in specific cultural contexts. Through the analysis of case studies, it can see the real answers in the practice of brand ambassador selection strategies of global brands, so as to determine whether the research direction of this paper is necessary. In the end, actual cases are real rather than hypothetical, so there is no possibility of so-called presuppositions (Yin, 2018).

In general, this study chose to use qualitative research methods rather than quantitative research because although data or statistics can reflect whether the brand's choice of brand ambassador is effective, they cannot perceive the social behaviours such as the source attraction, cultural influence, etc. which are hidden behind the purchasing behaviour. Therefore, the research method of this paper will be based on cases, and secondary data sources such as brand promotion activities and news reports will be used as the basis for analysis.

Sampling & Data Collection

This paper used secondary data sources to conduct targeted sampling and qualitative research by searching keywords such as "Ireland brand ambassadors", "brand image", "cultural analysis". The main purpose of doing this is to more directly and clearly search for literature and reports that are directly related to the topic of the paper. In particular, there is too little research on brand ambassador strategy in Ireland, so it is necessary to cite literature related to Irish culture and combine it with reports on brands and companies for analysis and comparison. The choice of literature research depends on whether the content can actually serve as evidence in the research, such as whether it reflects the theoretical framework in brand marketing, or whether the case actually reflects the impact of consumers' psychological state when encountering brand ambassadors on brand sales.

For example, (Joy I. Rowden, 2022) showed that college freshmen are more willing to listen to the advice of seniors because they are all college students, proving the importance of

closeness and credibility. Or it could be keywords such as Promotion Attractiveness, Brand Image, etc. mentioned in (Kumbara et al., 2023). These are all proofs of the research ideas of the thesis topic. The sampling scale is small, and only 4-5 cases are selected for analysis, supplemented by brand public information and literature review as evidence. This is to conduct interpretive research in a targeted manner to avoid confusion caused by excessive complexity. Although there are concerns that the content is not rich enough due to the small number of cases, the subsequent analysis will try to interact and analyse as much as possible to ensure the quality of this paper.

Ethical Consideration & Limitations

Initially, the data collection method for the dissertation was to prioritize brand companies that matched the paper's topic, and to conduct interviews with the target brands through legal and public channels, such as the contact form on the official website or public emails.

Unfortunately, mostly companies refused to be interviewed because the strategies of brand ambassadors as a commercial secret, or because the companies with brand ambassadors were generally large and busy, they were unable to take the time to provide key data for this paper research.

Fortunately, case analysis as a source of secondary data has also been shown to be an effective qualitative method. But at the same time, another major limitation of this paper is that the literature is locked and cannot be used. During the entire research search, more than once, have been found that the literature that might bring richer insights to the paper was private or not public. Such academic limitations caused this paper to encounter unsolvable difficulties during the search process. A series of issues such as the prohibition of interlibrary loans and high payment ultimately led to the limitation of the research methods of this paper (Walters, 2013).

Analysis and Findings

Introduction

The main purpose of this part of the analysis and discovery is to synthesize all research related to the thesis mentioned above. This includes examining whether the discussion and theories in the literature review, such as source credibility and the matching hypothesis, exist in real-world brand cases, and understanding the importance of all related topics. This allows the assignment to thoroughly explore and critique the differences in brand ambassador strategies between Asia and Ireland within two cultural contexts. The analysis will primarily focus on five selected brand case studies. These cases were chosen based on their ability to demonstrate cultural representativeness, visible selection strategies, or effective content in influencing cognition.

First, in Ireland, since there is almost no direct research literature on brand selection strategies, news reports on official announcements of brand ambassadors by Irish brands were selected for observation. The selected cases show that their preference for selecting brand ambassadors tends to be those who have a good sense of authenticity in the local community or sports stars to endorse sports-related brands, highlighting the strategic importance of credibility and affinity in selecting brand ambassadors in Ireland.

As is known, Asia is one of the seven most densely populated continents, and it covers several divisions, such as East Asia, North Asia, South Asia, and Southeast Asia, and there are many countries in these subdivisions. Considering that this is a large area, this paper mainly discusses the countries in East Asia and Southeast Asia where the brand economy is relatively prosperous.

This choice is not groundless. As early as the last century, the so-called "Four Little Dragons" of Hong Kong, Singapore, South Korea, and Taiwan achieved economic take-off. Later, there were also the "Four Little Tigers" of Asia, which are Indonesia, Thailand, Malaysia, and the Philippines. Although their economic development was hindered by their own regional cultural issues, it can be proved that East Asia and Southeast Asia are more suitable as comparative representatives in Asia (Yash and Anmol, n.d.).

Finally, this section will focus on the above and explore how these brands select brand ambassadors through their own strategies or preferences and amplify them in their own cultural environment market to influence the brand perception and impression of consumer groups.

Findings of Asia Brand Ambassadors Selection

Case of Vietnam

In general, the Asian brand ambassador market tends to select celebrities, particularly actors, idols, or influencers, who are mainly drawn from the entertainment industry or fashion-related fields. The most typical case has been discussed in the literature review, Vietnamese brands will invite beauty pageant champions such as Miss Vietnam who stand out from national-level competitions to endorse their brands. This selection strategy is especially relevant when the brand or company belongs to the fashion field. This case can reflect that at least Vietnam, an Asian country, will show the desire and worship of beauty and success in social culture, and this can also show that the credibility of the very direct source makes people more willing to believe in the brand it endorses.

Moreover, Vietnamese brands usually give priority to celebrities with high exposure among young people as brand ambassadors. It is obviously necessary to attract young people's desire to buy. Therefore, the aesthetic dominance or attraction brought by the values of success, such as self-discipline or eye-catching, naturally fits with the source attraction model. The symbolism and appearance of the spokesperson can increase consumers' familiarity with the brand. At the same time, it increases consumers' purchase possibility. It can be seen that source credibility and source attractiveness are the principle models used by Vietnamese brands to select brand ambassadors. The beauty champion selected in the Vietnamese beauty pageant must go through national selection and scoring tests, and the title and status obtained in this way are more credible and respected, and even become a cultural leader with Vietnamese national status.

All these can increase consumers' positive attitudes and behaviours towards brand endorsements in a tangible or intangible way. On the other hand, successfully running for and becoming a beauty pageant champion comes with wealth and fame that can change the person's life (Dinh, 2024). Such an influence will give people a psychological projection,

associating beauty pageant celebrities with the image of class change and upward socialisation.

An article comparing Germany and Vietnam using Hofstede's dimensional score analysis shows that Vietnam is one of the countries that operates with a high degree of collectivism (Koslowski, 2021). This is especially reflected in Vietnam's business culture, so the culture is more focused on the collective rather than the "self" and is more easily driven by social expectations. Not only that, although Vietnam is a Southeast Asian country geographically, its long-standing cultural heritage is more connected to East Asian countries such as China and South Korea, and the three East Asian countries are most influenced by Confucian culture. Therefore, Vietnam's economy also has stronger connections with these countries. This also confirms the phenomenon mentioned in the literature review that Korean idols also endorse Vietnamese brands, which at least represents that the people are very accepting and recognize East Asian art and culture.

Case of Indonesia

Southeast Asia, or the East Asian market, has a tendency to choose Korean stars as brand ambassadors. East Asian countries have their own relatively mature celebrity entertainment circles, so they usually have both local and Korean pop idols as spokespersons for a season. For example, the latest ADIDAS China region has both celebrity spokespersons who developed in China and Chinese idols who are idols in Korea as brand ambassadors (Demian09, 2024). One of the studies used in the literature review clearly mentioned that the Indonesian coffee brand Luwak White Koffie invited Korean actors and idols to star in its TV commercials. From this section, we can see that Southeast Asia does have this kind of transnational or cross-cultural brand strategy, which is to choose the mature Korean pop entertainment industry to attract the attention of young consumers in Indonesia or surrounding areas.

In fact, this can be seen as the use of the meaning transfer model. (Jain and Roy, 2016) The article points out that meaning transfer means that when consumers buy products endorsed by celebrities, they can indirectly feel that the cultural meaning or image represented by the celebrity is internalized into themselves. Although this part is more of a self-fantasy, it is undeniable that such aggregation, transfer and consumption of meaning is a major factor that makes people spend willingly. Of course, the most important thing is that the celebrity can resonate with consumers first, which is the first condition for meaning transfer. Undoubtedly,

this strategy shows that Indonesian brands are well aware of the enthusiasm of young Indonesians for Korean pop culture, such as music and drama. By choosing Korean stars who are also well-known in Indonesia as spokespersons, brands can make good use of the emotional connection between Indonesian fans and idols in terms of popularity and attention.

Of course, from the perspective of psychological perception, this strategy may also adopt the two theories of source attraction model and matching hypothesis. The characteristics of Korean stars are a cultural product that is highly correlated with collectivism. Fans of the same idols are often attracted to the self-expression, fashion, attractiveness and expressiveness of Korean idols, which invisibly strengthens the social connections of the fan group and provides a source of connection for the identity of their own fan labels (meaning that fans can buy the idol's endorsement products and share them on social media).

In general, choosing idol celebrities from neighbouring countries as brand ambassadors or spokespersons is a manifestation of the fact that brands value opportunities to expand into international markets. While attracting domestic customers who pursue international trends, it can also indirectly use the idol's international reputation to enhance global exposure. Even if this will not have much effect at the moment of marketing, it is at least a good start for overseas marketing.

CASE OF CHINA

As the birthplace of Confucian culture, China is definitely a country with a very high level of collectivism. Therefore, it is no coincidence that the effect brought by Chinese idols or celebrities is also valuable. As a country with a high sense of pride in its own nation, it is very important for multinational brands to be careful in the Chinese market when running any campaign, and the best option is to cooperate with local Chinese idols. Like the Asian countries mentioned above, the emotional cognitive connection between Chinese idols and fans can also be seen in the application of the theory of meaningful transfer model. The first thing that Chinese idols must have is physical attractiveness, and the second is that they can make fans feel emotional value feedback such as "love". This strong emotional connection allows fans to jump from individuals to a self-selected social label, which is also the potential manifestation of collectivism. When a brand chooses an idol with beauty, personality, and success as a brand ambassador, meaningful transfer begins to play a role. That is, the idol's

own characteristics are effectively transferred to the brand itself, which strongly links and enhances the brand's attractiveness.

However, what cannot be ignored is that brands that rely too much on celebrity endorsements will also affect consumers' impression of the brand when faced with negative news about their idols. The most classic representative is the spokespersons of the luxury brand PRADA in Asia. In recent years, PRADA spokespersons in China and South Korea seem to have fallen into the "Prada Curse". The most well-known is the Chinese actress Zheng Shuang. While serving as the PRADA brand ambassador, it was revealed that she had a surrogate pregnancy in the United States and later abandoned the child due to relationship problems with her boyfriend. Only one week after the incident broke out, the PRADA brand terminated its brand endorsement with her. Coincidentally, Korean actor Kim Soo-hyun was exposed this year for having a long-term relationship with an underage actress at the time, and PRADA subsequently terminated the contract with him (lewishooper1, 2025). These two incidents are just the most serious incidents among all PRADA brand ambassadors. In fact, other artists have also encountered some turmoil after becoming PRADA spokespersons. Therefore, if fans now see their idols officially announce their collaboration with PRADA, they will have certain concerns. This underlying thinking is a negative situation of reverse meaning transfer.

Indeed, as one of the countries that has developed rapidly and successfully, China's Internet culture is very mature. This also makes it very important for brands to correctly use the attention and appeal of brand ambassadors to effectively promote themselves. Whether it is to examine whether the brand ambassador fits the brand image, or to carefully review the brand ambassador before confirming it, only in this way can brand maximize the use of the celebrity effect while protecting the brand reputation. In general, the celebrity endorsement route used by brands in Asia is effective and in line with the cultural background, but how to achieve market growth while minimizing the risk of diminishing returns or damaging the brand image due to negative news about the brand ambassadors themselves is something that needs to be considered.

Case of Ireland

Different from the brand ambassador selection strategy in Asia, Ireland, an island country located west of the European continent, has its own cultural strategy. Although the paper repeatedly reiterates the differences between Ireland as a Western country and East Asian cultural countries, in fact, Ireland is not completely similar to other countries. To be fair, Ireland is definitely not as collectivist as East Asian countries, but judging it only by individualism is not up to par. Unfortunately, there are too few or almost no studies on Irish brand ambassadors. This paper can only analyse various reports related to Irish brand ambassadors or articles published by the brands themselves on their official websites. When searching for BWG Foods, one of the largest food retailers in Ireland, it can be seen that its brands often cooperate with local sports stars or hosts, including Olympic athletes, rugby players, to endorse the brand.

From this perspective, we can see that celebrities who have special characteristics in the community, such as representing the country, are the ones that Irish brands are more willing to cooperate with. This may also reflect that Irish brands have adopted the source credibility model, with a healthy and positive appearance, rather than focusing on the concept of luxury. For example, SPAR recently announced that it will become the official retail partner of the Irish 2028 Olympic and Paralympic delegation. Its spokesperson commented, "We firmly believe that sports have a positive impact on people of all ages and abilities, and we also believe in the motto that it takes a village to train an athlete." This passage is directly consistent with what is stated in the paper. Although Ireland is dominated by individualism, it is also a country with harmonious communities and a warm and friendly cultural background (appendix 1).

The matching hypothesis is also used in this strategy. Compared with celebrities in the film and television industry to endorse sports-related brands, Irish companies prefer spokespersons who can truly express brand values. Take Optimum Nutrition, a health supplement brand under the Irish company Glanbia, as an example. Most of its spokespersons are elite athletes, including Will Levis, Kate Osman and other current or former athletes. Such a choice can be regarded as a good match, that is, the endorsement combination of athletes and protein powder is very compatible. This will also make the brand endorsement more authentic and persuasive.

Excluding cases where brands use celebrities, the study also found that some Irish brands choose recent graduates as brand ambassadors to promote their brands globally. The most classic example is the Jameson Brand Ambassador Program. As a whiskey brand originating from Ireland, Jameson has opened up brand ambassador positions to college graduates in recent years. According to (appendix 2), JAMESON invites brand ambassadors based on personality traits such as creativity, initiative, and marketing enthusiasm. From the content, we can see that the brand does not have any rigid work-related requirements for candidates (referring to the requirement that they must have worked for the brand or been a spokesperson). On the contrary, they value personality traits and will provide three months of training for the candidates. This shows that this brand ambassador program that uses ordinary people is not limited to celebrities and also reflects a unique choice.

In summary, when choosing their brand ambassadors, Irish brands prefer celebrities who are representative of the local community (i.e., from the masses), and value the credibility and positive image of brands and ambassadors more than luxury or power. This consumer perception also reflects Ireland's cultural context of combining individualism with community harmony.

Discussion & Findings

This chapter will be an important discussion and summary of the topic of this study. The research goal of this paper is to understand whether there are similarities and differences in the selection strategies of brand ambassadors in two places (Asian countries and Ireland) under different cultural environments, and the impact of this on brand image and consumer perception. The data source of this project is collected in the form of secondary data. This is not only because such qualitative research can better compare differences through case studies, but also because most brand companies are very busy or refuse to be interviewed for commercial reasons. Therefore, this research method does have lacks first-hand information. However, the data sources used are official or real rather than fabricated, which can also ensure the quality of the dissertation.

The research discussion mainly compares and analyses various cases through existing public literature, case reports and a series of theoretical frameworks related to the main topic, such as the source attraction model, the source credibility model, the matching hypothesis, and the meaning transfer model. The analysis is mainly to understand how the brand ambassadors selected by the brand will eventually affect the brand image and consumer perception. Particular attention will be paid to the differences in impacts brought about by different cultural background contexts, and attempts will be made to explore whether there is anything that can be observed and strengthened in certain aspects of international marketing. In summary, this article will put forward certain thoughts after the case analysis, and provide ideas for the limitations of this study, so as to provide a more correct development direction for others in this field.

The factors of cross-cultural strategic differences

Throughout the paper, brand marketing in Asia and Ireland is mentioned repeatedly. The reason for this is that in today's globalised business, the most appropriate approach is to develop marketing strategies with tailored to local conditions after fully understanding the culture and background of the target market. Similarly, choosing the right brand ambassador is crucial for a multinational company of huge scale. From the perspective of Asian countries,

brands tend to choose celebrities with appeal and charm, such as actors or idols in the entertainment industry.

Taking China as an example, brand endorsement is undoubtedly a moment for celebrities to use their influence or strength as a tool to make money. In addition to the high endorsement fees, becoming a brand ambassador sometimes also brings a reverse transfer of meaning for the celebrities themselves, which is owning a certain luxury brand symbolizes that their own commercial value has risen to a new stage. Therefore, in Asia where fan culture is prevalent, whether or not an idol has good brand endorsements is a matter of pride for fans.

In fact, fans are the target audience that brands first "select" when choosing idols as brand ambassadors. The reason why Asian fans have such a "proud of you" emotion is related to Asian collectivism. Asian countries, as a country with a high-context culture, naturally make celebrity images carry more symbolic meanings. For example, macro values instilled in people from an early age, such as "only when everyone is well, is things truly good" and "a harmonious family brings prosperity", enable high exposure to strengthen the idea that "the ideal self is consistent with you" when celebrity worship occurs, ultimately leading to positive consumer perception and purchases, which in turn brings in sales.

While the high collectivism in Asia has been repeatedly asserted, this paper also uncovers some discrepancies. For example, the literature (Li, Li and Zhao, 2009) shows that when multinational companies place advertisements on the Chinese Internet, they mainly target young people. However, young people today are increasingly unconstrained by traditional collectivist values and are pursuing more individualistic values. This trend can be seen as an individual awakening beneath the veneer of collectivism, highlighting the contradiction between collectivism and individualism in Asia. This shift can perhaps be seen as a result of economic development driving the rise of individualism. This group is also largely highly educated, demonstrating that people today (especially young people) are more focused on the concept of "living in the present," and this trend is shared equally between the East and the West.

Similarly, when discussing Irish culture, it's not simply the predominantly individualistic society common among Western nations. Although there are fewer references to research on Ireland, it can be seen that achieving a balance between community and individual is crucial for Ireland. One article briefly outlines Irish cultural characteristics, noting that while the Irish value individualism, such as self-reliance and independent thinking, they also possess a

strong sense of family and community (blog.aire.com, 2023). This makes the Irish social environment and perception not inhospitable. Of course, within this context, even in the workplace, power distance in Ireland is lower than in Asian countries as a whole. They tend to raise questions directly in the workplace and are not the type to blindly obey. The best example is the SPAR Olympic cooperation project mentioned above. It can be seen that Irish brands have a strong sense of community pride, and brand marketing is also happy to use this method to establish credibility, or to maintain (or strengthen) the brand's own impression and perception in the eyes of consumers.

Brand image and consumer perception

Interestingly, although the original intention of this paper was to fully understand the importance of brand ambassadors to brand marketing and how to choose the right brand ambassadors in a cross-national (cross-cultural) context, some "paradoxes" were also discovered. For example, the literature (Yunita and Asnawi, 2025) clearly states that compared to brand ambassadors, viral marketing can bring the greatest benefits in influencing purchasing decisions. Admittedly, this theory goes beyond the influence of brand ambassadors themselves and is quite reasonable from a practical perspective. Ultimately, consumers will pay for the quality of the product itself. Even if a brand ambassador is chosen, if there are deficiencies in brand marketing and the inability to maximize the brand ambassador's popularity for exposure, it will only make things less effective.

On the other hand, companies that use celebrity effects for brand marketing will inevitably encounter incidents where their brand spokespersons are exposed to negative news. This is also the most difficult issue with using celebrity endorsers. Therefore, based on certain research, this paper believes that it may be necessary to include an ethics clause when signing contracts with brand ambassadors, namely that the endorser must ensure that he or she has not committed any unethical or illegal acts. At the same time, once the brand confirms that the endorser's scandal is true, the connection between the endorser and the brand should be severed promptly to prevent subsequent negative emotions from being implicated in the brand itself and causing negative meaning transfer. It can also be seen throughout the research in this paper that multinational and cross-cultural brands do need to choose appropriate brand ambassadors for their target markets. Facts have also proven that depending on the nature of the brand and the size of the company, the selection of brand

ambassadors should not be limited to celebrity ambassadors or ordinary ambassadors. Effective brand marketing combined with the right brand ambassadors can bring the most positive brand effect, allowing consumers to achieve the most perfect results in brand image and recognition.

Bibliography

Dinh, A. (2024). 'Pageant title changes my life': Miss Universe Vietnam. [online] VnExpress International – Latest news, business, travel and analysis from Vietnam. Available at: <https://e.vnexpress.net/news/arts/pageant-title-changes-my-life-miss-universe-vietnam-4696947.html>.

Alharahsheh, H. and Pius, A. (2020). A Review of Key paradigms: Positivism Vs Interpretivism. Global Academic Journal of Humanities and Social Sciences, [online] 2(3), pp.39–43. doi: <https://doi.org/10.36348/gajhss.2020.v02i03.001>.

Aulia, D. and Rizky Dermawan (2024). The Influence of Brand Ambassador, Customer Satisfaction, and Brand Trust on Customer Loyalty of Luwak White Koffie in Surabaya. Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE), [online] 7(3), pp.6454–6465. doi: <https://doi.org/10.31538/iijse.v7i3.5214>.

blog.aires.com. (2023). Cultural Spotlight – Ireland. [online] Available at: <https://blog.aires.com/cultural-spotlight-ireland>.

Buchholz, K. (2021). Infographic: Growth of the Consumer Class Focused on Asia. [online] Statista Infographics. Available at: <https://www.statista.com/chart/25990/consumer-markets-growth/>.

Checkout. (2023). Ireland's Top 6 Celebrity Grocery Brand Ambassadors In 2023 | Checkout. [online] Available at: <https://www.checkout.ie/retail/irelands-top-6-celebrity-grocery-brand-ambassadors-in-2023-204563> [Accessed 7 Dec. 2024].

Daas, P. and Arends-Tóth, J. (2019). Secondary Data Collection. Statistics Netherlands Statistics Methods. [online] Available at:
<http://pietdaas.nl/beta/pubs/pubs/2012Secondarydatacollectionart.pdf>.

Demian09 (2024). (G)I-DLE's Yuqi announced as the Newest Brand Ambassador for Adidas | allkpop. [online] allkpop. Available at: <https://www.allkpop.com/article/2024/12/gi-dles-yuqi-announced-as-the-newest-brand-ambassador-for-adidas>.

Edwards, M. (2023). The Middle Kingdom: Collectivism in China. [online] Brand Genetics. Available at: <https://brandgenetics.com/human-thinking/collectivism-in-china/>.

Frank, B. and Mitsumoto, S. (2021). An extended source attractiveness model: the advertising effectiveness of distinct athlete endorser attractiveness types and its contextual variation. *European Sport Management Quarterly*, 23(4), pp.1–24. doi:
<https://doi.org/10.1080/16184742.2021.1963302>.

Hong, K.N.T., Minh, S.V., Nguyen, H.-T. and Tran, H.M.N. (2023). The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions: A Case Study in the Fashion Industry in Vietnam. *Kurdish Studies*, [online] 11(2), pp.2761–2781. Available at:
<https://kurdishstudies.net/menu-script/index.php/KS/article/view/839/454>.

<https://www.jamesongraduateprogramme.com/>. (n.d.). Programme Overview - Serious Character Wanted. [online] Available at:
<https://www.jamesongraduateprogramme.com/programme-overview/>.

Jafari, A. (2009). Misconceptions of culture in cross-cultural business and management studies. *International Journal of Management Concepts and Philosophy*, 3(4), p.349. doi:
<https://doi.org/10.1504/ijmcp.2009.027616>.

Jain, V. and Roy, S. (2016). Understanding meaning transfer in celebrity endorsements: a qualitative exploration. *Qualitative Market Research: An International Journal*, 19(3), pp.266–286. doi: <https://doi.org/10.1108/qmr-03-2015-0020>.

Joy I. Rowden: joy.rowden@student.csulb.edu:California State University, L.B. (n.d.). *The New Era of Influencers: College Students*. [online] scholarworks.calstate.edu. Available at: <https://scholarworks.calstate.edu/concern/projects/xs55mk20t>.

Kim, T. (2009). Confucianism, Modernities and Knowledge: China, South Korea and Japan. *International Handbook of Comparative Education*, [online] 22, pp.857–872. doi: https://doi.org/10.1007/978-1-4020-6403-6_55.

Koslowski, B. (2021). Hofstede: A Peek into Vietnam’s Business Culture. [online] AHK Knowledge Hub VN. Available at: <https://www.ahk-knowledgehub-vn.com/post/hofstede-a-peek-into-vietnam-s-business-culture>.

Kumbara, V.B., Yulasmı, Y., Salim, E., Putra, R.B. and Putri, D.A. (2023). THE INFLUENCE OF PERCEIVED PRODUCT QUALITY, PROMOTIONAL ATTRACTIVENESS, AND BRAND AMBASSADOR ON EMINA COSMETIC PURCHASING DECISIONS WITH BRAND IMAGE AS INTERVENING VARIABLE - Repository Universitas Putra Indonesia ‘YPTK’. Upiyptk.ac.id. [online] doi: <http://repository.upiyptk.ac.id/8132/1/C11.%20The%20Influence%20Of%20Perceived%20Product%2C%20S3.pdf>.

Laffiteau, C. (2009) An analysis of cultural perspectives in Ireland. https://d1wqtxts1xzle7.cloudfront.net/35539217/Charles_Laffiteau_An_Analysis_of_Cultural_Perspectives_in_Ireland-libre.pdf?1415823464=&response-content-disposition=inline%3B+filename%3DAn_Analysis_of_Cultural_Perspectives_in.pdf&Expires=1751649381&Signature=gIfk1WPY0QjflSCexo-AO03hiV3QpAMJShTMxnijNtGIZHneh5TqnciEx4t-ZXLqbmjtM06FxI0cLCOHjaICmTQEyLXXtAq8CZQTHP9HzMoDVjI9RvAIOWYNknAG

[0rgbOTYlSc2CQ2impCpOJQexMow6GGAcAPN5Bu1tGezURZ02AMOAqASBrDRfDWY
uFUUrBeTI995AkwqqnAM-
GCjAfCEVfyRug2qBoEtKQL3TxxYsxl7rQa9~uV~Vd~LtVDLBRXkphGqsSj12psoOWp2n
5yQ~wPgtnQgbzADPoElqPksVKKtuI1XdVldNUqP1uu8ncXKkBKE22PRQ7ttWsRzMYg
&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA.](https://www.researchgate.net/publication/3511209281)

lewishooper1 (2025). Is the 'Prada Curse' Real? Celebrity Scandals Explored! [online] Dojeon Media. Available at: <https://www.dojeonmedia.com/post/is-the-prada-curse-real-celebrity-scandals-explored>.

Li, H., Li, A. and Zhao, S. (2009). Internet advertising strategy of multinationals in China. *International Journal of Advertising*, 28(1), pp.125–146. doi: <https://doi.org/10.2501/s0265048709090441>.

Li, Z. (2021) 'Luxury during the epidemic: The rise of the Chinese market,' *Advances in Economics, Business and Management Research/Advances in Economics, Business and Management Research* [Preprint]. <https://doi.org/10.2991/assehr.k.211209.281>.

Mccracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. [online] ResearchGate. Available at: https://www.researchgate.net/publication/24098613_Who_Is_the_Celebrity_Endorser_Cultural_Foundations_of_the_Endorsement_Process.

Onside Sponsorship (2023). ONSIDE. [online] ONSIDE. Available at: <https://www.onside.ie/intelligence-blog/2023/5/24/gearing-up-for-the-next-generation-of-irish-brand-ambassadorships> [Accessed 9 Dec. 2024].

Schimmelpfennig, C. and Hunt, J.B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, 37(3), pp.488–505. doi: <https://doi.org/10.1002/mar.21315>.

Seiler, R. and Kucza, G., 2017. Source credibility model, source attractiveness model and match-up-hypothesis: An integrated model. *Journal of international scientific publications: economy & business*, 11.

Shultz, T.R., 2001. Constructivism/Constructionism: Methodology. *Sciences*, 12, pp.435-466.

Team Ireland. (2023). PTSB Announces 11 Team Ireland Ambassadors ahead of Paris 2024 - Team Ireland. [online] Available at: <https://olympics.ie/ptsb-announces-11-team-ireland-ambassadors-ahead-of-paris-2024/> [Accessed 9 Dec. 2024].

Utami, H.L.L.S.S. (2023). THE INFLUENCE OF BRAND AMBASSADOR CREDIBILITY ON BRAND IMAGE (CASE STUDY ON BRAND AMBASSADOR MIE SEDAAP KOREAN SPICY CHICKEN KOREAN ACTOR CHOI SIWON). DOI: 10.24912/ijassh.11.951-958.

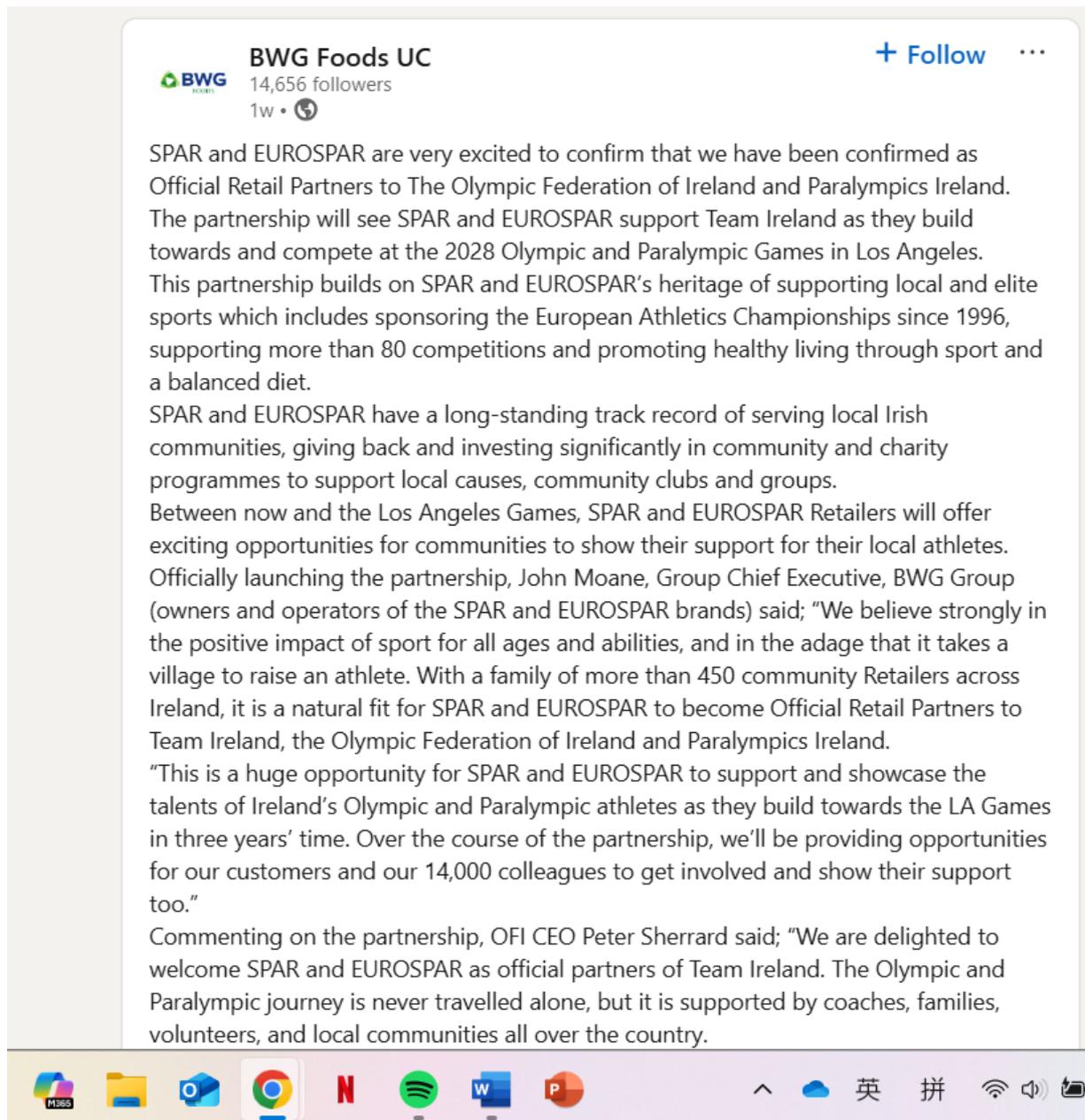
Walters, W.H. (2013). E-books in Academic Libraries: Challenges for Acquisition and Collection Management. *portal: Libraries and the Academy*, 13(2), pp.187–211. doi: <https://doi.org/10.1353/pla.2013.0012>.

Yash, D. and Anmol, G. (n.d.). Four Asian Dragons -Evolution and Their Growth. [online] *International Journal of Advance Research and Development*. Available at: <https://www.ijarnd.com/manuscripts/v3i1/V3I1-1187.pdf>.

Yin, R.K., 2018. *Case study research and applications* (Vol. 6). Thousand Oaks, CA: Sage.

Yunita, E. and Asnawi, N. (2025). The Effect of Brand Ambassadors and Viral Marketing on Purchasing Decisions with Brand Trust as an Intervening Variable. *International Journal of Engineering Business and Social Science*, 3(4), pp.1–6. doi: <https://doi.org/10.58451/ijebss.v3i4.228>.

Appendices



BWG Foods UC 14,656 followers
1w • 🌐

SPAR and EUROSPAR are very excited to confirm that we have been confirmed as Official Retail Partners to The Olympic Federation of Ireland and Paralympics Ireland. The partnership will see SPAR and EUROSPAR support Team Ireland as they build towards and compete at the 2028 Olympic and Paralympic Games in Los Angeles. This partnership builds on SPAR and EUROSPAR's heritage of supporting local and elite sports which includes sponsoring the European Athletics Championships since 1996, supporting more than 80 competitions and promoting healthy living through sport and a balanced diet.

SPAR and EUROSPAR have a long-standing track record of serving local Irish communities, giving back and investing significantly in community and charity programmes to support local causes, community clubs and groups.

Between now and the Los Angeles Games, SPAR and EUROSPAR Retailers will offer exciting opportunities for communities to show their support for their local athletes. Officially launching the partnership, John Moane, Group Chief Executive, BWG Group (owners and operators of the SPAR and EUROSPAR brands) said; "We believe strongly in the positive impact of sport for all ages and abilities, and in the adage that it takes a village to raise an athlete. With a family of more than 450 community Retailers across Ireland, it is a natural fit for SPAR and EUROSPAR to become Official Retail Partners to Team Ireland, the Olympic Federation of Ireland and Paralympics Ireland.

"This is a huge opportunity for SPAR and EUROSPAR to support and showcase the talents of Ireland's Olympic and Paralympic athletes as they build towards the LA Games in three years' time. Over the course of the partnership, we'll be providing opportunities for our customers and our 14,000 colleagues to get involved and show their support too."

Commenting on the partnership, OFI CEO Peter Sherrard said; "We are delighted to welcome SPAR and EUROSPAR as official partners of Team Ireland. The Olympic and Paralympic journey is never travelled alone, but it is supported by coaches, families, volunteers, and local communities all over the country.

(Appendix 1)

Is It For You?

The Jameson International Brand Ambassador Programme is unique; therefore, we look for exceptional candidates to take on the role. We look for creative, innovative, self-starters and call this 'Serious Character'. Brand Ambassadors are required to work, travel, and live in an international market and should have strong business acumen, a passion for brand marketing and sales and, that 'Serious Character'.

All roles require a full clean driving licence, experience in a sales or marketing environment is an advantage and as this is an international position, speaking an international language to intermediate or fluent level will be a distinct advantage. Your time on the programme will kick off with an intensive three-week training programme in Irish Distillers Head Office, Dublin as part of our award-winning development programme called 'Distill Your Own Success'.

(Appendix 2)