How Marketing Can Change Customer's Perception of a Person's Image

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ARTICLE INFO	ABSTRACT
	This paper seeks to highlight the prospects of a new area of marketing namely "person marketing". It aims to develop a framework that could be applied on individuals working in different areas to promote their personal image. The study employed a mixed-methods approach to investigate the impact of marketing mix elements—Product, Price, Place, and Promotion—on customers' perceptions of individuals' images. The methodology was designed to measure quantitatively perceptions and qualitatively understand the nuances behind these perceptions. The result of the correlation study indicates that there are significant positive links between customers' impression of person images and marketing factors, specifically Product, Place, Promotion, and Price. Product and Place indicate a positive correlation on image perception, although to a smaller extent compared to Promotion and Price. The results also show that effective promotional techniques greatly improve the customer's view of the company's image. **Keywords:** Marketing, person marketing, personal branding, social marketing. Customer perception

1-Introduction

In a world in which extent of success is governed by the effectiveness and efficiency of communicating capabilities, different marketing efforts have become indispensable in introducing the targeted audience to everything and everyone. In short brands are everything (Tom, 1997). Regardless of position, age, abilities in which sector one works, marketing has become important in introducing and leveraging on personal skills and talents have become as important for people as working on products and promoting them.

This research focuses on the importance of using marketing strategies and tools to promote "people's images". This could be used by political figures as well as political parties endeavouring to promote certain candidates. It could also be used by star makers to promote talented individuals in different areas and by publishing houses to promote their authors and help them get recognized. In addition, advertising agencies could promote images of certain individuals and hence products used by them which could then be turned into monetary figures. In short marketing images of people can be applied and utilized by many to create a favourable image and promote it in different fields.

The research will try to measure effectiveness of using marketing tools to promote images of individuals and how the different audiences perceive them. Also, comparisons will be made between historical figures, that did not enjoy the benefits of modern communication and marketing methods with those that utilize these methods to promote their images regardless of how clever or talented they are. The main aim of this practice will be to find out the importance and the feasibility of using marketing methods by individuals in order to promote their images.

2- Research topic and significance

This study seeks to highlight the prospects of a new area of marketing namely "person marketing" or "personal branding". It aims to discuss the use of marketing strategies as a mechanism to promote people's images in an effort to cover the different aspects of this significant area.

Although person marketing recently started to attract attention of writers and researchers, most of the studies that have been written focus on the subject from a behavioural point of view, mostly as a leadership or self-development tool. Unfortunately, person marketing from a more discrete point of view did not receive

as much attention in marketing literature and is not covered adequately in marketing references and articles. This study seeks to complement the deficiency in "person marketing" literature by endeavouring to develop a framework for "person marketing" including definitions, goals, means, channels, strategies and tools.

3- Main research elements
This section covers the main concepts related to person marketing.

3-1 The concept of "Person Marketing"
A simple way to describe "person marketing" is marketing a human being image as opposed to marketing a product or service. It is the group of activities that are involved in changing attitudes of certain people towards other people in a favourable manner. This could be done personally when a person tries to promote his own image or through institutes that invest in that person's image.
According to the marketing dictionary of Monash Business School in Australia, person marketing is:
"Person marketing is the marketing activity aimed at creating target market awareness and a favourable opinion of a particular person."
Kawasaki (2023) describes personal branding as "the perception of an individual in the eyes of the public."
Kellie McElhaney (2023) defines it as "the overlap between how you see yourself and how others see you." She goes further to define one's main mission as being "the chief marketing officer for the brand called you."
Another definition of personal marketing by Anna Lundberg (2018):
"The use of efforts designed to attract the attention, interest, and preference of a target market toward a person."
It has also been described anonymously on the internet as:
"Marketing activities aimed at creating target market awareness, and a favourable opinion, of a particular person."
Guy Kawasaki (2023) a trainer and one of the top influencers on Twitter summarizes the concept in one short phrase "the story that's told about you when you're not in the room".
In short, personal branding deals with how individuals build and enhance their own public image and how they manage their reputation in the eyes of others.

3- 2 Importance of "Person Marketing"
Everyone has a chance to learn, improve, build up their skills and eventually communicate them to stand out (Tom, 1997). Person marketing is the tool to achieve that objective. Person marketing is the effort exerted to promote the image of a person. Politicians, film stars and football players are examples of people who try to market their names and abilities in order to achieve certain goals. These goals could vary from being elected for posts that could be as high as presidents or as casual as street performers who try to appeal to as many as possible audience.
Promoted images of people could be used to strengthen subjects' influence on consumer choices, and promote certain services or products. This could benefit the individuals themselves or the institutes behind them. Setting higher prices for one's services could be a major aim of working on one's image, especially in the case of movie or television stars.
The main objective of self-image promoters could also be self-actualization. Many individuals seek fame or recognition for non-financial reasons. Although this group is usually after people's acceptance or love, they still need to use promotion tools to market themselves.
One of the most important applications of person marketing is how to market one's self to find a new job or career. One has to work on himself to be a desirable candidate to work in different organizations. This requires skills (Sok, 2023) such as maintaining a strong presence, focusing, showing one's knowledge, skills and expertise to hirers and broadening one's circle via effective communication endeavours. Sinek (2009) offers a useful framework to structure one's brand by crafting a statement that exhibits who you are, what you represent and how you intend to achieve your goals.
Chiristina Del Villar (2021) suggests a few steps to market one's self for a new job. Setting an objective is the starting point. One must know exactly what one wants. One has to decide, afterwards, what one's preferable working patterns are and on whether he prefers to work in a team or alone. Each individual must then, identify his skills and qualities and how he is different from others. One should also identify the organization culture he prefers to work in in order to choose the best match. (Del Vilar, 2021).

3-3 The power of perception
Perception could be describes as the lens by which a certain person sees what is around them. In the business world it is mainly how an organization is seen by the rest of the world. In person marketing it is how an individual is regarded or thought of by others.
Being thought of highly or liked or loved is actually the objective of nearly every human being. Furthermore, becoming famous has for a long time been the dream of many. Recently, marketing has been successfully used, to achieve those desires. Marketing tools can be used to communicate the qualities and skills of an individual and create a favourable image of that person in the audiences' minds. This was understood and utilized by individuals worldwide to enhance their images in the eyes of others. Artists in different fields,

politicians, executives and even employees applying for different positions have applied these tools whether consciously or without realizing they do.

Marketing can sometimes be used to create a positive image around an individual, even if the person does not have sufficient talent or abilities. Bloggers and influencers on instagram are an example of people who use marketing tools to promote their images and the narrative around them (Chritton, 2012), even if they have no special abilities or talents. Several scholars have endeavoured to create different combinations of marketing tools that could help individuals to reach their targeted audience via these methods successfully.

In politics many military figures with no political background or history promote their images to acquire political positions that could sometimes be as high as presidential positions.

Difference in marketing efforts and how it could influence people's perception is also obvious in the movie business, in which movie stars create news about themselves so they create a "buzz" or become a "trend", even if they reveal information about their personal lives or wear different makeup or dress in strange attire.
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3-4 "Unique Selling Proposition" in person marketing

The unique selling proposition is the different traits of a certain product or service that differentiate it from those other competitive ones. Each organization endeavours to make their products or services more superior than the others' (Tim, 2008).

In person marketing the same concept beholds. Each individual with an aim of promoting his image should identify and emphasize his unique qualities, passions, talents and stories, which make them different from others in the same field or specialization. The main purpose of this step is to make your strengths and values more appealing to potential audience.

Unique selling proposition involves choosing targeted markets or audience and then features to be promoted that are related to that segment of market. A movie star could for example target their action movies to audience under twenty years old. This will entail the actor's work on his image to make himself appear stronger, faster and more athletic. On the other hand a romantic novel writer could target middle aged women with his books and hence organize photo sessions and book signing events in which he appears well groomed and attractive.

Several authors have developed different models and training programmes aiming to teach individuals how to create and promote one's unique self traits. Kellie McElhaney (2023) focused on the 4 Cs that create a framework of successful self-promotion, namely clarity, consistency, content and communication. The first corner of her framework is about being clear about who you are and what your strengths and weaknesses are. Being consistent in presenting your traits and favourable qualities on different media is the second corner stone. The third aspect is creating content that reinforces the brand you are creating and that is appealing to others. Finally, communicating all this to others.

Another useful framework for creating one's unique proposition is the seven pillar model that represents the base for personal branding (Hauwiller, 2019). Defining one's purpose as an initial step provides direction and internal motivation. Determining values and what is important for each individual is the second step. Being clear and authentic about who you are and what you stand for follows. Knowing your strengths and enhancing them is the fifth pillar. Being energetic and enthusiastic about what you do is of equal importance. Creating your own legacy and what you want to leave behind in your work is the final pillar of personal branding.

The growing interest in self-images is also reflected on the internet. Many scholars have started offering on-line training programmes for self-development and how to create a successful self-image. Greeshma Thampi, a certified image consultant's courses are an example of such efforts. She offers workshops for corporate grooming and personal branding and a training programme around what she called the ABCD model. The four letters in ABCD stand for "Appearance, Behaviour, Communication and Digital impression", which together form, from her point of view, the unique personal proposition of an individual (Check out www.avance-imagemanagement.com). Many similar programmes and workshops are offered on different platforms and websites.

3-5 Leveraging emotional appeal

Emotional appeal is the building block of capturing the attention of audience and influencing their preferences in general. It aims to create a connection between the customer and the product (Soloman, 2023). When we speak of person marketing, it is an essential step. It is a tool that could be used to stimulate feelings and emotions of targeted consumers towards making specific choices, and in case of personal branding, favouring "you" as a specific brand.

Individuals with compelling life stories or experiences can use marketing to connect with the audience on a personal level and thus build a strong brand image for themselves. In this context we see celebrities communicating stories about their personal lives, trips, marriages, divorces, or even children to make their audience feel closer to them and hence promote their images. Talk shows are a well-known tool for communicating personal stories with the aim of capturing attention or gaining compassion.

3-6 Audience targeting

The four major targeting strategies in marketing are mass (undifferentiated) marketing, differentiated marketing, niche marketing and micromarketing (Hugel, 2022). These four strategies apply to person marketing just as much as they apply to marketing a product or service. But since, as Kotler (2014) states, "companies cannot connect with all customers in large, broad, or diverse markets", it is more effective to target a certain category or group. "Identifying and uniquely satisfying the right market segments are often the key to marketing success" (Kotler et al 2014), and hence effective marketing strategies endeavours to identify the appropriate group, more likely to relate with a product, a service. This necessitates segmenting the general audience into homogeneous groups and then targeting the appropriate group with the adequate content. Similarly, an individual applying person marketing has to identify his or her audience and then choose the specific segment or segments he needs to address with his or her content. This could range from a specific gender or country or area or an age group or a category with a certain income or job and then apply the appropriate strategy and tool by which he or she will address them.

Social media tools facilitate targeting certain groups for bloggers and influencers who aim to market themselves (Newberry et al, 2024) by asking them specific questions concerning the group they wish to target. This could help influencers to identify the most interactive group with their content, through experience and avoiding errors. However, their content could reach more audience if they study audience traits and preferences before hand and identify their targeted audience.

3-7 Leveraging social proof

The main key to establish an individual's credibility and boost their brand is by creating relevant and valuable content. In order to accomplish this it is essential to understand the needs and interests of one's target audience. This could only be done by dedicating hours of research and and careful analysis of data.

Testimonials, endorsements and public support or approval can boost the fame of individuals (Schawbel, 2010). A new musician trying to sell a new album, for example, can ask a celebrity star for an endorsement, as the star's fans would then listen to his music and hence buy his album.

Endorsements are especially important to politicians. The person that gives endorsement to another is in other words approving this person. In political campaigns politicians try to get as many celebrity endorsements as possible.

In USA accused people seek public support via social media to affect opinions of the jury. In Egypt, we witnessed several movie stars in personal trouble receiving endorsements from fellow stars so they would acquire a more positive image. Endorsement matches are a main source of income for retiring sports figures. Testimonials and endorsements can also help less known people to gain recognition in certain fields.

3-8 Timing and trend riding

Being at the right place at the right time and creating trends on social media could be a valuable method of gaining recognition. This could be utilized by less talented or less known people to gain fame. Timely marketing strategies can hurl someone into the focus of public attention. This could be used to make certain individuals popular and enable them to later gain funds whether from the social media platforms or by advertising certain products.

Mohamed El-Hosary, one of my business students wanted to work as a professional photographer. He introduced himself as a photographer on Facebook and publishes his photos on it. He took a shot of a poor, little boy sitting on a café with a happy attitude, showing he had no troubles. Within one week of posting his photo on Facebook, he was able to get more than two million likes. He was later seeked by several newspapers offering him jobs and settled in Elyoum Elsabeea, one of the most popular newspapers in Egypt. He now has 129 thousand followers on Facebook.

Figure Two: Samples of Mohamed El- Hosary's work on the Internet

3-9 Ethical consideration

Ethical consideration involves adhering to moral standards in marketing and avoiding manipulative ways to convince customer of a product or service that is not adequate for him or attain money in a non-honourable methods for it (Liew, 2023). It implies cohesion to honesty, trustworthiness, fairness, values and responsibility in all the activities and steps involved in marketing (Shivani, 2021). When applied to person marketing this concept becomes more crucial. Person marketing can help less talented individuals to be more successful than more talented ones or unworthy individuals to reach higher posts. This could include issues related to authenticity, transparency and may have an unfavourable effect on more talented, or more worthy individuals that are "less marketed".

3-10 Person marketing tools

Person marketing is simply how an individual positions himself for success utilizing the four main tools of marketing; product, promotion, price and place.

A) Product

Product is the first tool of marketing and in case of person marketing it constitutes of the whole package of an individual's values, passion, strengths, talents and skills that he communicates in a way that appeals to his targeted audience (Chartton, 2015). Instead of designing the product, person marketing involves creating the individual's self-image. This applies to free-lance politicians or artists as much as it applies to individuals working in corporates.

Executives execute more studies and attend training courses to present themselves as more knowledgeable. They try to attain an image that reflects trust, loyalty and engagement between their organizations and its people. They tend to be more attentive to how they dress in a more formal manner, in order to radiate self-confidence and worthiness of trust (Arruda and Dib, 2013). Employees on the other hand, try to create an image that would get them jobs, help them get promoted, or even apply for better positions. In a very competitive market job applicants have to try to show how they are different from others and prove to the employer how they best fit the company needs.

Politicians have to develop a full framework of their image for voters Some politicians choose to market themselves as care takers of education, others try to focus their campaigns on helping the less fortunate while others try to concentrate on health issues. In short every politician tries to project a certain image for his audience in order to get as many voters as possible.

The thrive to be famous or talked of, could in rare cases, lead to people that do not have content or talent to communicate , to go as far as performing crimes to gain the interest of audience. In less extreme cases they could share negative information about themselves to gain the audience.

B) Promotion

Promotion of a personal brand constitutes of communicating traits, values, qualities and talents of an individual to his targeted audience in a clear, consistent, constant manner.

Self-promotion is as essential as talent in many cases. For example, without promotion nobody would recognize a politician. Actors appear in programs and try to publish favourable news about them all the time. This makes them more favourable to the public and hence makes them more demanded by producers and directors.

Individuals in sports fields try to spend more time on training and achieve more in the field and then move to trying to promote themselves on different media. They appear in sports analytical programs and talk shows, to promote their personal image. This allows them to place a higher tag when they promote certain goods such as sports attire or healthy food products.

C) Price

Price of a personal brand is the time consumed by an individual to follow or the promoted individual. The content one gives must be worth this time. The extent of success of a personal brand (Arruda et al, 2013) is reflected on the price tag on services rendered by the individual.

This price could be described by the audience as the effort or money one has to sacrifice in order to see or meet or enjoy the talents of the marketed subject. A concert ticket price could be considered the price of a musician. A price tag on a painting could be considered the price tag for that painter. This price tag is reflected on how much the producer has to pay for that service to be rendered e.g. the compensation an actor collects for performing a movie part.

D) Distribution and content creation

In general, distribution is the group of methods by which a producer makes his product or service available to consumers through distribution channels. A distribution channel is the network of people or organizations that move a product or service from the producer to the customer (Fernando, 2023). These channels could be direct or indirect. If we apply this to person branding it would be the way by which a person communicates his distinctive characteristics to his audience. The channels in this case would include all the different ways of communication an individual uses such as social media, published material, meetings, seminars and lectures.

Strategic distribution of any brand is a critical step in successfully communicating the product image. The same concept applies to person branding. When marketing a person, choosing which channels to communicate his traits and special stories determine the image he will later create. This could vary from advertising labels in streets (a method usually preferred by politicians and sometimes doctors), advertisements or TV programs, podcasts or feed on different social media. It could also include face to face encounters such as meetings and lectures.

You tube, blogs, Instagram and Facebook have been widely utilized to create and promote personal brands for people on the internet. Their recognition and success varies depending on the content of the individual's messages, their charisma and frequency of their broadcasting on social media. As a result they could be recognized locally or internationally. Christiano Ronaldo is the most followed person on instagram with more than 589 million followers on an international level. The top influencer in Egypt with followers from all over the world is Mahmoud nadiir (@mahmoud nadiir) with 2.2 million followers. Other examples of successful people brands on instagram are Noorstars with 14.2 million followers and "Sherif Abo Yafta" on instagram with 232000 followers. Numbers of followers for each person may vary extensively according to the person's activity on social media and how he appeals to the followers.

Tic toc videos are another method individuals can use to promote their images by creating interesting content that attract audience. Blogs have been used to promote personal stories or pieces of creative writing that represent their individuals. You tube has also been used to broadcast videos or create private channels for many artists, writers or merely people with views on certain topics. Twitter has become one of the fastest methods communicating views and sayings of different people. All these methods are examples of how the social media could be used to promote people brands.

4-Research proposals
This study aims to investigate the following propositions:
4-1 Perception regarding different people's images could change as a result of marketing efforts.
4-2 General marketing campaigns have a greater impact in promoting images of less talented people.
4-3 Promoted images of people associated with products could help influence people's preferences towards these products.

5. Hypotheses
Four major hypotheses have emerged from these propositions:
H1- There is a positive effect of the product on customers' perception of person image.
H2- There is a positive effect of price on customers' perception of person image.
H3- There is a positive effect of promotion on customers' perception of person image.
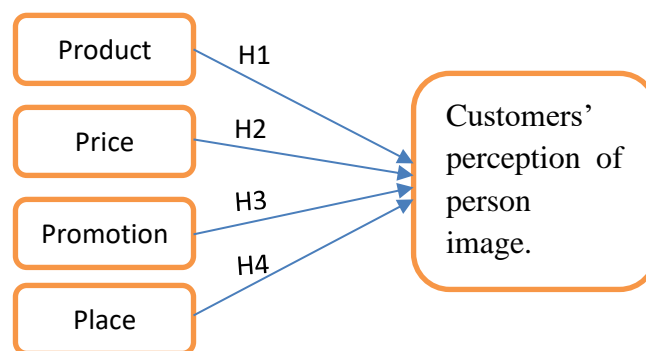H4- There is a positive effect of place on customers' perception of person image.

Figure 1: Proposed Research Framework
Source: Developed by the Researcher

6- Empirical study
Empirical study consists of two major parts: a case study and a field survey.

6-1 Case study
"Rimansworld" is a new account belonging to a female influencer that started it in 28th August 2023 and was monitored by the researcher over six months. In less than five months her followers reached 77000 followers with a reach of audience of 4,358,583 in the last three months. Rimansworld account owner introduced herself as a retired grand-mother, giving general tips about different topics. She chose to post herself performing different arts, sports, cooking, giving general advice, pulling pranks, pet training and travelling. Her logo is "In a world full of burdens and stress it is our duty to spread positivity, hope and enjoyment at any age." When the researcher discussed the account with the account owner asking how she positions

herself and who her targeted audiences are? She answered that she sees herself an influencer trying to enjoy life after retirement and get others to enjoy it too. At first, she mainly targeted women in the same age category, with similar circumstances, but later started targeting different categories of audience according to the content of her post.

"Rimansworld" posts showing tips in cooking were generally more popular posts gaining 1000 likes on average although she is not a professional cook. Her tip about how to tie a tie gained the largest number of likes with 29,000 likes. The second most popular tip was how to arrange a cupboard with nearly 17,300 likes. Yet, according to the account holder one has to keep into consideration that not everyone who sees or likes the content presses the like button, so the reach numbers are more important than the actual likes. When the researcher checked with the account holder, the number of reaches, it turned out that the video with the tip of cupboard arranging, reached the most people with 2.5 million reaches, while the one describing how to tie a tie was the second in reaches with 1.4 million.

Rimansworld reach and demographic distribution during the three months period from Sept 7th, 2023 to December 5th, 2023 is shown in the screen shot in Figure 2.

It is obvious from the screen shot that the account reaches number is 4358583 with 34.9% due to advertisements. The screen also shows that 66.4% of the audience reached are women.

Figure 2: Rimansworld reach on Instagram

 When the account owner, under study was asked, whether "boosting" affects the number of likes, or if it affects the number of reaches, she answered it affects the number of reaches not the likes. On the hand the content control affects the likes more.

The account owner changes the targeted audience for her boosted posts according to the content and style of the post. For example if she is boosting a cooking tip, she only targets women. If she posts house hacks she adds men. If her boost is about lifestyle she chooses high end demographics.

The account owner generally responds to likes and comments on her account by choosing to post contents similar to the ones with more popular content. This agrees with the point previously made that influencers and bloggers could depend on trial and error to reach their targeted audience (see section 3-6).

6-2 Statistical study
The study aims to analyse the relationship between a number of demographic variables for a sample of 503 candidates of different categories of the Egyptian society, residing in and outside the capital of Cairo with consumer perception of the different marketing tools used to promote people's image.

6-2-1 Research methodology
This study employed a mixed-methods approach to investigate the impact of marketing mix elements (Product, Price, Place, and Promotion) on customers' perceptions of individuals' images. The methodology was designed to quantitatively measure perceptions and qualitatively understand the nuances behind these perceptions. Here's how each component was explored:

6-2-1-1 Survey instrument
A structured questionnaire was developed, containing closed-ended questions aligned with the marketing mix elements as they pertain to personal branding and image perception. The survey included questions aimed at assessing the influence of an individual's talent (Product), the effort or engagement level required to follow or support the person (Price), the channels through which the person's content is promoted (Place), and the marketing efforts to enhance the person's public image (Promotion).

A)   Product (The individual's image, talent, or personal brand)
The questions used measured the degree of talent the marketed individual has and how much it is marketed and whether this was reflected on their degree of fame.   Scoring: Responses were scored based on perceived talent and recognition, with higher scores indicating a stronger or more appealing personal brand.
Variable Construction: "Product Score" aggregates these scores to represent the perceived quality or appeal of the person's brand.

B)   Price (Engagement cost with the person's content)
Inference: Due to the lack of direct questions about financial costs, the "Price" element was interpreted in terms of engagement effort, inferred from questioning the extent of effect of seeing a celebrity's picture advertising for a product on the respondent's decision to buy.
Scoring: Higher scores were assigned to responses indicating deeper engagement.

C)   Place (Promotion channels)
The questions used in the research studied the effectiveness of disparity of different channels from the point of view of the respondents.
Scoring: Points were assigned for each selected platform, indicating the breadth of the person's content distribution.
Variable Construction: "Place Score" totals these points to measure the accessibility and diversity of channels used to promote the person.

D) Promotion (Marketing efforts)
The questions used in the study, compared between different promotion tools and their effectiveness from the respondents' point of view.
Scoring: Responses were scored based on the perceived effectiveness of promotional tools and efforts.
Variable Construction: "Promotion Score" sums the scores, offering a measure of the perceived impact of marketing efforts on the person's image.

6-2-1-2 Data collection
Data were collected through an online survey distributed across various social media platforms to reach a diverse respondent pool. This method ensured a wide range of perceptions and interactions with different personalities and their marketing efforts.

6-2-1-3 Results of statistical analysis based on frequency of responses
The statistical study aimed to analyse the demographics characteristics of respondents to gain insights into their perceptions and behaviours. Conducted among 425 individuals, the study meticulously categorized respondents based on residence, gender, age, and income. As outlined in Table 1, the gender composition of the survey participants indicated that 232 (54.6%) were male, and 193 (45.4%) were female. Regarding their residence, a substantial majority of 336 (79.1%) lived within Cairo, while the remainder, 89 (20.9%), resided outside Cairo. Age distribution among the respondents showed a dominant younger demographic, with 308 (72.5%) being under the age of 25, 55 (12.9%) aged between 25 to 42 years, and 62 (14.6%) above 45 years old. The monthly income levels reported by the participants varied, where 209 (49.2%) earned less than 5000 EGP, 120 (28.2%) had incomes between 5000 and 10000 EGP, and 96 (22.6%) earned more than 10000 EGP.

Table 1: Demographics characteristics of respondents

Variables		N	%
Residence	Inside Cairo	336	79.1%
	Outside Cairo)	89	20.9%
	Total	**425**	**100.0%**
Gender	Female	193	45.4%
	Male	232	54.6%
	Total	**425**	**100.0%**
Age	Less than 25 years	308	72.5%
	From 25 to 42 years	55	12.9%
	Above 45 years	62	14.6%
	Total	**425**	**100.0%**
Income	Less than 5000 EGP	209	49.2%
	From 5000 to 10000 EGP	120	28.2%
	More than 10000 EGP	96	22.6%
	Total	**425**	**100.0%**

Figure 3 illustrates that 95.1% (404 out of 425 respondents) follow the news of celebrities across various fields such as art, sports, and politics. Conversely, 4.9 % (21 respondents) do not follow celebrity news. This suggests a strong interest in celebrity culture among the majority of the participants.

Figure 3: Do you follow the news of celebrities in the fields of art, sports and politics?
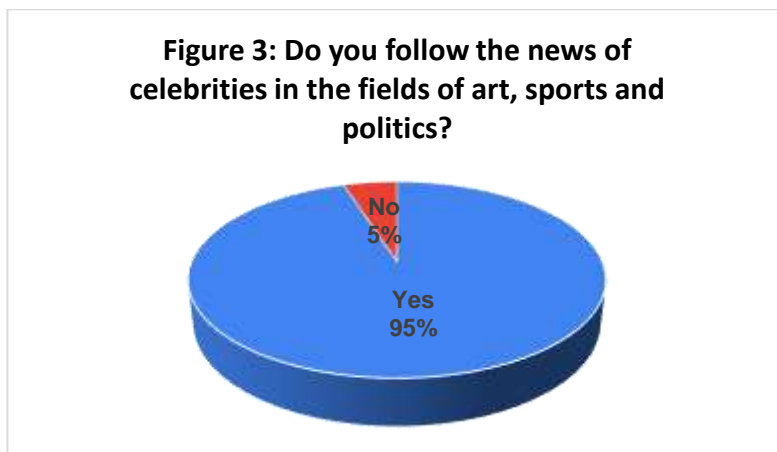
No
5%

Yes
95%

Figure 4 provides a comprehensive overview of the media platforms that respondents use to keep up with celebrities. Facebook emerges as the dominant platform, with 296 respondents (32.7%) utilizing it, accounting for 73.3% of the cases when considering the potential for selecting several options. Instagram has a total of 223 participants, which accounts for 24.6% of the total respondents. This percentage is similar to 55.2% of all the cases. Out of the total number of respondents, 149 individuals (16.4%) reported using online news channels, which accounts for 36.9% of all cases. On the other hand, traditional newspapers and magazines were the least preferred, with only 31 respondents (3.4%) or 7.7% of cases. Twitter and other media sources are utilized by a combined total of 207 respondents, representing 24.8% of instances. Specifically, 80 respondents (8.8%) use Twitter, accounting for around 19.8% of cases, while 127 respondents (14%) use other media sources, representing 31.4% of cases. The aggregate number of responses surpasses the number of individuals that responded, suggesting that numerous respondents engage with celebrities on various social platforms, resulting in a cumulative percentage of 224.3%.

Figure 4: Media channels on which resspondents follow celebrities

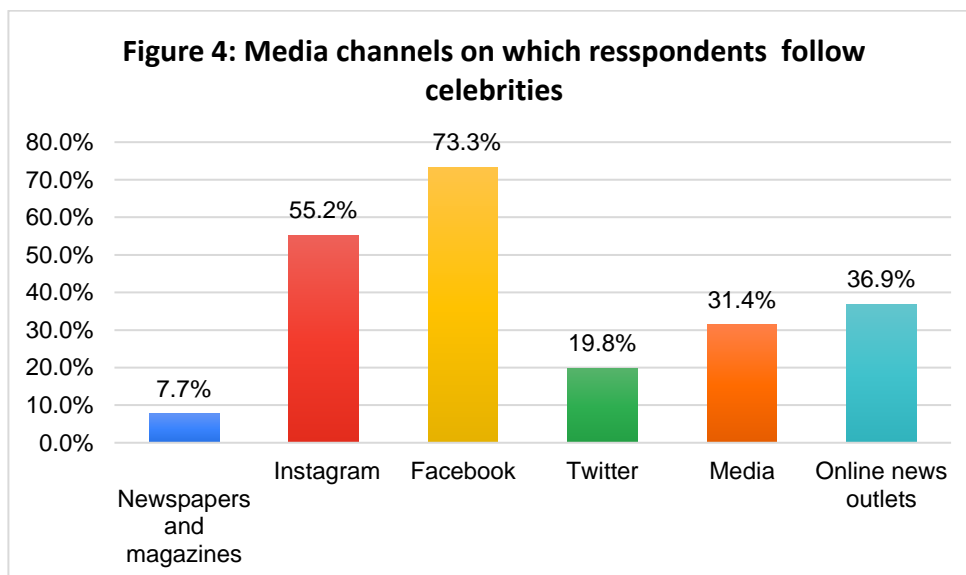| Category	Percentage
Newspapers and magazines	7.7%
Instagram	55.2%
Facebook	73.3%
Twitter	19.8%
Media	31.4%
Online news outlets	36.9%

Table 2 reflects that social media users are likely to follow non-famous individuals, with 165 (38.8%) respondents actively doing so and 177 (41.6%) sometimes engaging with them, whereas 83 respondents (19.5%) do not. This engagement is not without discernment; among those who follow non-famous individuals, a substantial 76.9% perceive these individuals as talented in their fields. This highlights a trend where talent recognition plays a crucial role in the decision to follow. Conversely, only 24 participants (7.0%) do not perceive them as talented, while 55 individuals (16.1%) are uncertain. These findings are insightful for person marketing strategies, indicating that talent recognition is an important factor for social media users when deciding to follow non-famous individuals. This could suggest that person marketing strategies should highlight the specific skills or talents of individuals to attract and maintain followers.

Table 2: - Do you follow any non-famous person on social media and why?

Variable	Categories	N	%
Do you follow any non-famous person on social media?	Yes	165	38.8%
	No	83	19.5%
	Sometimes	177	41.6%
	Total	**425**	**100%**
If you said yes or sometimes, Is the non-famous person you follow talented in their field?	Yes	263	76.9%
	No	24	7.0%
	I don't Know	55	16.1%
	Total	**342**	**100.0%**

Figure 5 illustrates the preferred media platforms for following non-famous individuals among respondents who indicated they do so. Facebook is the most used platform, with 234 respondents (32.0%) engaging with non-celebrity content there, signifying its prominence in connecting users with diverse individuals. Instagram follows closely, with 204 respondents (27.9%) using it to follow non-famous people, indicating its relevance in the social media landscape. Tic Toc also shows a significant presence, with 154 respondents (21.1%) engaging with non-celebrity content, highlighting its growing influence. Less commonly used for following non-famous individuals are Twitter and online news outlets, with 60 respondents (8.2%) and 79 respondents (10.8%) respectively. This data underscores the varied preferences in social media usage for personal interest beyond the realm of celebrity influence.

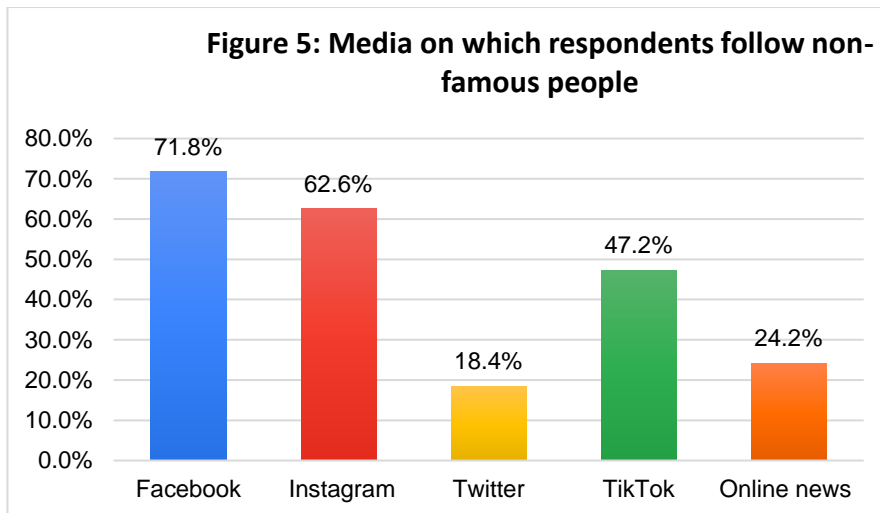Figure 5: Media on which respondents follow non-famous people

Figure 6 delineates the diverse motivations for following public figures as indicated by the survey participants. The primary reason, 'Learning from them,' is cited by 189 individuals, constituting 60.4% of the cases. 'Entertainment during free time' emerges as the second most prevalent reason, with 163 respondents, corresponding to 52.1% of the cases. This is closely followed by 'Admiring them,' which is a reason for 145 participants, or 46.3% of the cases. Lastly, 'Emulating them' is reported by 56 respondents, making up 17.9% of the cases. This information could be highly valuable for those involved in person marketing, as it highlights the importance of providing educational and entertaining content to engage an audience effectively. This is important to remember when thinking about how to market someone's image because it's not just about making them popular; it's also about what they stand for and what they can teach their followers.

Figure 6: Reasons why people follow certain individuals
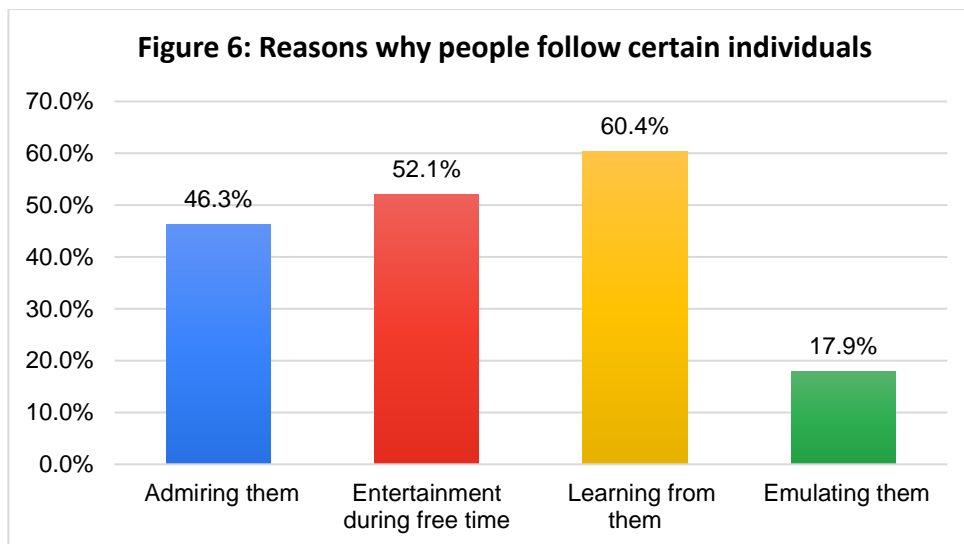
To understand which strategies are most impactful in person marketing; table 3 presents insights into billboard advertising effectiveness for individuals. A majority of respondents, 303 (71.3%), remember seeing a billboard advertising a person, suggesting high recall for such advertising methods. Furthermore, 168 (55.4%) find this advertising method effective, with an additional 121 (39.9%) considering it effective to some extent, indicating a positive perception of billboard advertising overall. Interestingly, 170 respondents (56.1%) over half of the respondents (56.1%) report choosing a doctor based on billboard advertising, highlighting the direct influence of visual, place-based marketing on individuals' decision-making processes.

Table 3: Effectiveness of different marketing tools and channels for promoting individuals

Variable	Categories	N	%
Do you remember seeing a billboard advertising a person before?	Yes	303	71.3%
	No	122	28.7%
	Total	**425**	**100.0**
Do you think this advertising method for the person is effective	Yes	168	55.4
	To Some Extent	121	39.9
	No	14	4.6
	Total	**303**	**100.0%**
Have you ever gone to a doctor based on seeing their advertising billboard on the street?	Yes	170	56.1%
	No	133	43.9%
	Total	**303**	**100.0%**

From figure 7, billboard advertising in several industries shows a distinct personal marketing strategy. Politically, 122 people (20.9%) represent 44.0% of cases, suggesting visibility is a strategic priority. The art sector, with 123 people (21.0%) and 44.4% of instances, also uses this visual medium, perhaps due to its fondness for visual arts. In 42.2% of cases, 117 medical professionals (20.0%) are included, demonstrating the field's public profile investment. In 37.5% of cases, 104 people (17.8%) present programs, demonstrating that billboards attract spectators. Council candidates at 68 (11.6%) and union candidates at 51 (8.7%) are less prevalent, at 24.5% and 18.4%, respectively. A total of over 100% in case percentages suggests respondents identify billboards across many sectors, demonstrating their broad use in personal marketing.

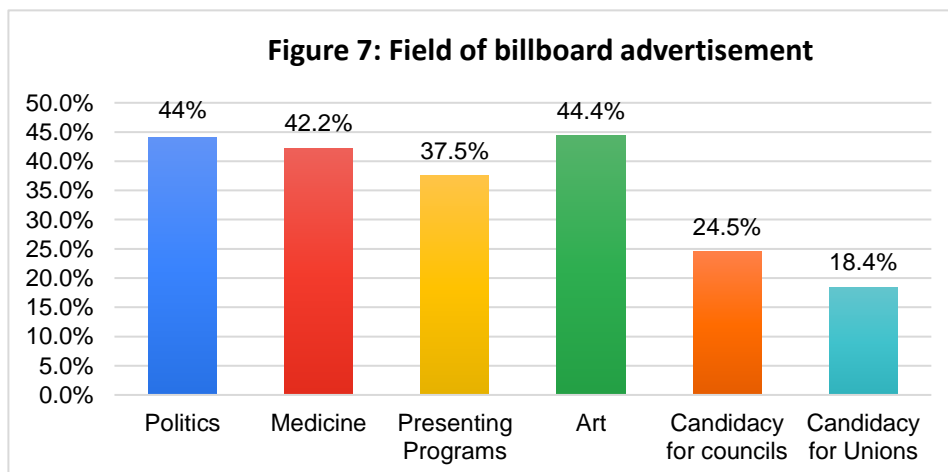## Figure 7: Field of billboard advertisement

Figure 8 illustrates the most effective methods for promoting individuals. Traditional media appearances prove to be the most successful approach for marketing individuals, as evidenced by 196 replies (27.4%), resulting in a significant presence in 62.4% of cases. Online news is a prominent platform that had 130 replies, making up 18.2% of the total. This indicates a substantial influence in the digital domain, accounting for 41.4% of the cases. Street billboards have a significant impact, accounting for 117 responses (16.4%) and making up 37.3% of cases, demonstrating their effectiveness in public areas. Vezeeta, a specific application, demonstrates focused influence with 108 replies, accounting for 15.1% of the total. These reactions were observed in 34.4% of cases, emphasizing the niche appeal of the application. Within this dataset, social media accounts for 13.3% of the responses, which is slightly lower? However, it still has a significant case percentage of 30.3% amongst all respondents, highlighting its importance in personal marketing. Despite being the least mentioned, live meetings account for 69 responses (9.7%) and contribute to 22.0% of cases, highlighting their significance in fostering human contacts and networking opportunities for career advancement. This research indicates that a comprehensive strategy that utilizes both the wide coverage of traditional and digital media, along with the focused influence of street advertising and specialized platforms, is the most efficient in marketing individuals.

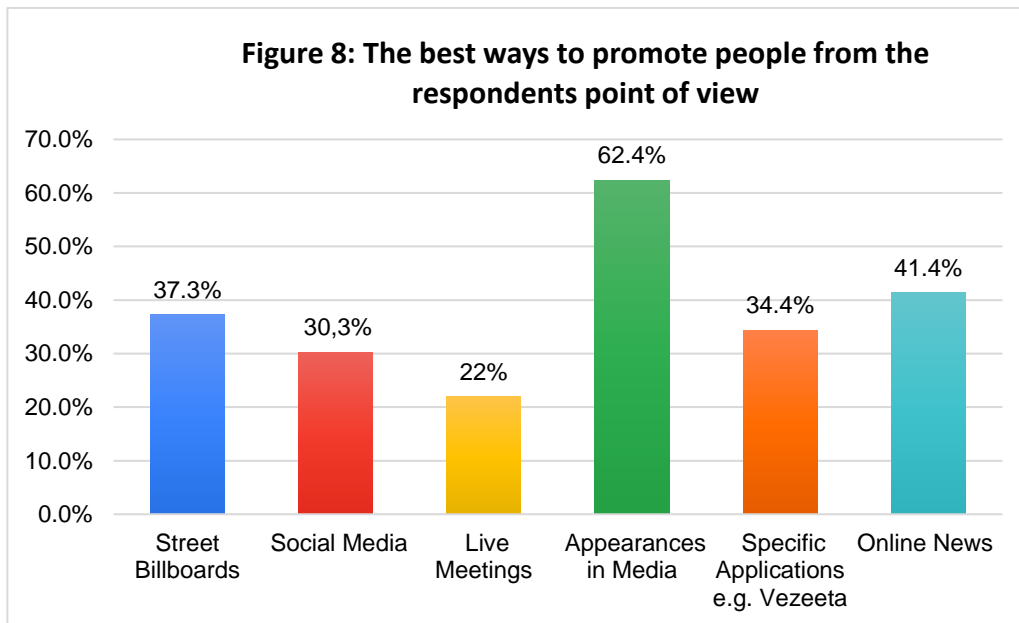Figure 8: The best ways to promote people from the respondents point of view

Table 4 reveals that a significant portion of consumers (64% combined from the "100% Yes" and "Yes, to some extent" categories) are influenced by celebrity endorsements when making purchase decisions. This suggests that celebrity endorsements can be a powerful marketing tool. However, a substantial number (30.6%) are not affected by celebrity images in advertisements, and a small percentage (4.5%) is even negatively influenced. This highlights the need for marketers to understand their target audience and use celebrity endorsements judiciously, as their impact can vary among different consumer segments. Marketers should consider these insights when planning their advertising campaigns, tailoring them to resonate with the intended audience and aligning with the brand's values and image. Additionally, marketers should be aware that not all consumers respond positively to celebrity endorsements and balance these strategies with other marketing tactics to reach the broader market effectively.

Table 4: Does seeing a famous person's image influence your decision to purchase?

Categories	N	%
100% Yes	72	16.9%
Yes, to some extent	200	47.1%
Does not affect	130	30.6%
Affects negatively to some extent	19	4.5%
Total	425	100.0

To find out the impact of marketing efforts and social media on the perception of celebrities the respondents were asked about their knowledge of several celebrities namely; Mohamed Khwarizmi (781A.D- 847 A.D) an important mathematician who lived long before marketing was endorsed, and social media invented Kim Kurdistan, who although does not enjoy any special skill or talent has managed to attract plenty of media coverage, on the different platforms, due to her marketing efforts, Einstein, a well-known physician and scientist who enjoyed marketing efforts for a certain extent, and Donald Trump the U.S. president, who was initially a business man with no political history and who depended on intense marketing activities.

The study showed that Einstein the scientist that had skills and enjoyed marketing was the most popular amongst the respondents. 88% of the respondents recognised him. He was followed by Donald Trump who was recognized by 86.3% of the respondents. Kim Kurdistan who did not have any special skills but received a lot of marketing coverage was known to 81% of the respondents. On the other hand, 20% of the respondents hadn't heard of Khwarizmi, the important mathematician, who hadn't received any marketing coverage, at all. The results show the importance of marketing individuals to gain recognition and receive the required attention of different categories of audience. It also shows that marketed individuals with special talent or skills are preferred by audience.

6-2-1-4 Regression analysis

In this research, regression analysis was used to measure the strength of association between marketing efforts and customers' perception of person image as illustrated in suggested model.

First correlation analysis was studied and presented in table 5. The result of the correlation study indicates that there are significant positive links between customers' impression of image and marketing factors, specifically Product, Place, Promotion, and Price. The correlation coefficients of 0.271 and 0.237 for Product and Place indicate a positive correlation on image perception, although to a smaller extent compared to Promotion and Price. The correlation coefficient of 0.645 between promotion and image perception indicates a significant positive correlation. This suggests that effective promotional techniques greatly improve the customer's view of the company's image. The coefficient of 0.546 indicates a strong relationship highlighting the significant influence of pricing in shaping favourable image views. The statistical significance ($p < 0.001$) observed across all variables highlights the significant influence of a properly integrated marketing mix on improving customers' impressions of the brand. So, regression analysis was conducted.

Table 5: Correlation coefficient results for customers' perception image with marketing tools

Variables	Coefficient correlation	p value
Product	0.271	<0.001
Place	0.237	<0.001
Promotion	0.645	<0.001
Price	0.546	<0.001

From table 6, the ANOVA results for the model examining the effects of Price, Place, Product, and Promotion on 'image' show significant finding (F =104.269, p < .001). Therefore, the model compellingly rejects the null hypothesis, indicating that these marketing mix elements significantly influence the dependent variable 'image'. This highlights the model's effectiveness in capturing how the marketing mix impacts the image, affirming the critical role of Price, Place, Product, and Promotion in marketing strategies.

Table 6: ANOVA result for suggested model

Source	Sum of Squares	df	Mean Square	F	p value
Regression	204.348	4	51.087	104.269	<0.001
Residual	205.291	419	0.490		
Total	409.639	423			
a. Dependent Variable: image					
b. Predictors: (Constant), Price, Place, Product, promotion					

The regression analysis conducted on the survey data provided strong support for the hypotheses outlined in Section 5. **Hypothesis 1** proposed that the product positively affects customers' perception of a person's image. This hypothesis was supported, as indicated by the significant positive coefficient for 'Product' (B = 0.172, p < .001), suggesting that as the quality or visibility of the product increases, so does the perception of the person's image.

Hypothesis 2 stated that price influences customers' perception of a person's image. The analysis confirmed this hypothesis as well, with a positive coefficient for 'Price' (B = 0.176, p = .015), highlighting the importance of pricing strategies in the marketing of a person's image.

Hypothesis 3 anticipated a positive effect of promotion on the perception of a person's image. The results from the regression model strongly validated this hypothesis, with 'Promotion' showing a substantial positive impact on the image (B = 0.606, Beta = 0.530, p < .001). This finding underscores the pivotal role of promotional activities in shaping public perception.

Lastly, **Hypothesis 4** predicted a positive effect of place on the perception of a person's image. The positive coefficient for 'Place' (B = 0.054, p = .001) confirmed the significance of the marketing place or the distribution channels influencing how individuals perceive a person's image.

Table 7: Regression coefficient results for suggested model

Model	Unstandardized Coefficients		Standardized Coefficients	t	p value
	B	Std. Error	Beta		
(Constant)	0.463	0.151		3.066	0.002
Product	0.172	0.031	0.203	5.483	0.000
Place	0.054	0.016	0.126	3.400	0.001
Promotion	0.606	0.061	0.530	9.940	0.000
Price	0.176	0.072	0.131	2.450	0.015

The model summary in table 8 reveals that the predictors collectively exhibit a strong positive correlation with the dependent variable, as indicated by an R value of .706. The R Square value of .499 denotes that approximately 49.9% of the variability in the perceived image can be accounted for by the combined marketing efforts.

Table 8: Regression model fit summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.706[a]	0.499	0.494	0.699
a. Predictors: (Constant), Price, Place, Product, promotion			

The regression analysis supports the four hypotheses that marketing efforts, including "Product", "Price", "Place", and "Promotion", significantly influence customer perception of a person's image. It suggests that a strategic approach to promotional activities is crucial in person marketing.
In conclusion, the regression analysis confirms that marketing efforts, including Product, Price, Place, and Promotion, significantly influence customer perception of a person's image, suggesting that strategies focusing on Promotion should be prioritized.

7- Summary of the results and recommendations
The following two sections summarize the conclusions and recommendations reached by this study.

7-1 General results
The study reached the following conclusions:
1) There is a strong interest in celebrity culture among the majority of the participants.
2) Numerous respondents engage with celebrities on various social platforms,
3) Person marketing strategies highlight the specific skills or talents of individuals to attract and maintain followers.
4) Respondents' preferences of different social media platforms, varies widely amongst non-celebrities followers.
5) Influencers and bloggers depend on trial and error to reach their targeted audience
6) For motivations of following public figures the primary reason was indicated as 'Learning from them,' 'Entertainment during free time' emerges as the second most prevalent reason, closely followed by 'Admiring them' and 'Emulating them' This information highlights the importance of providing educational and entertaining content to engage an audience effectively as it's not just about making them popular; it's also about what they stand for and what they can teach their followers.
7) The research proved that most respondents find that advertising people on billboards is effective, or effective to some extent. This has been proved true in many areas such as politics mass media, arts and medical services, indicating a positive perception of billboard advertising and highlighting the direct influence of visual, place-based marketing on individuals' decision-making processes.
8) Traditional media appearances of individuals proved to be the most successful approach for marketing individuals followed by a substantial influence in the digital domain. Street billboards also had a significant impact, demonstrating their effectiveness in public areas. Despite being the least mentioned, live meetings were also mentioned highlighting their significance in fostering human contacts and networking opportunities for career advancement.
9) The result of the correlation study indicates that there are significant positive links between customers' impression of person images and marketing factors, specifically Product, Place, Promotion, and Price. Product and Place indicate a positive correlation on image perception, although to a smaller extent compared to Promotion and Price. The results also show that effective promotional techniques greatly improve the customer's view of the company's image.

7-2 Recommendations

In view of the results shown above we can make the following recommendations:-

1) This research indicated that a comprehensive strategy that utilizes both the wide coverage of traditional and digital media is needed for successful self-promotion. It also showed that street advertising and specialized platforms are the most efficient in marketing individuals.

2) A significant portion of consumers are influenced by celebrity endorsements when making purchase decisions. This suggests that celebrity endorsements can be a powerful marketing tool. On the other hand celebrity endorsements impact can vary among different consumer segments. Marketers should consider this when planning their advertising campaigns, tailoring them to resonate with the intended audience and aligning with the brand's values and image. Additionally, marketers should be aware that not all consumers respond positively to celebrity endorsements and balance these strategies with other marketing tactics to reach the broader market effectively.

3) The regression analysis confirmed that marketing efforts, including Product, Price, Place, and Promotion, significantly influence customer perception of a person's image, suggesting that strategies focusing on Promotion should be prioritized.

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