Celebrity Endorsement and Brand Preference of Nutrition Drinks

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Abstract

Celebrity endorsements have a colossal influence in altering consumer perception is the nutrition drink sector of the Fast-Moving Consumer Goods. Nutrition drinks are one of the highest advertised FMCG products with huge advertising budgets, hence accessing their effectiveness is of paramount importance. The paper explores the extent of influence and effectiveness of the celebrity endorsements over the audience. The survey method was employed and hence a structured questionnaire (research tool) was administered to 450 respondents. The analysis of the obtained data was fed into the statistical package SPSS 24 and the results were further analyzed. Dominance need, exhibition need, affiliation need and achievement need from "Henry Murray's" personology theory was picked-out to be the most effective needs for the objective of the study and hence were used as theoretical frame work, for the research. Celebrity endorsements were found to be one of the most effective methods when it comes to the nutrition drink category.
Key Words: Nutrition drinks, sports personalities and commercials, Consumer behaviour, Marketing Intelligence, Source creditability model

INTRODUCTION

In order to sell their products, companies all over the world use celebrities. The actress Sarah Bernhardt appeared on posters for La Diaphane, a popular rice powder brand at the time, as early as 1890 (Lehu, 1993). Therefore, the use of celebrities in publicity is not a recent phenomenon, but it has become increasingly popular. Stars such as Michael Jackson, Madonna, or even the Spice Girls have been featured by brands like Pepsi, with varying effects (Erdogan, 1999). Pizza Hut has launched its restaurants. Some stars have multiple contracts with various brands: Michael Jordan, which appears in ads for Nike, Coke, Mc Donald's, Hanes, Oakley, and Gatorade, is reported to have an impact on the American

economy of around $14 billion (Erdogan & al., 2001). Similarly, French footballer Zinedine Zidane featured in a single week on posters for Dior perfume and Leader Price hard-discount supermarkets, as well as Dannon yoghurt TV commercials. For some types of products, such as perfume and cosmetics, stars have become a critical component of ads.

Although celebrity endorsement in advertising is not a new phenomenon, over the past twenty years it has definitely become much more common. For certain businesses, it has also been standard practise. Customers have actually been highly interested in celebrities (Masse-Stamberger, 2005): They are interested in individuals that are well-known simply because they have appeared on television, as the stars of reality shows and celebrity magazines are highly popular as people often want to know more about the lives of stars. In ads, the number of celebrities increased by 60% between 2000 and 2004 (Neumann, 2006). As a consequence, almost 700 television commercials featured celebrities in 2004.

Research into the role of celebrities in ads has also increased since the 1990s, alongside this phenomenon (Pringle and Binet, 2005; Erdogan, 1999; Ohanian, 1991). More precisely, this study explores the notion of congruency between celebrity and brand, which is evidently a crucial factor. We will begin by defining terms such as "celebrity" and "endorsement" and then implement a two-dimensional congruence analysis to present the key models in this area. We will try to define this definition and its antecedents in more detail. We will then suggest a scale for measuring perceived congruence between celebrities and brands.

We must first describe what we mean in ads by celebrity endorsements.

Firstly, we consider advertising according to an extremely broad definition, in agreement with Pringle and Binet: "Everything that has a name on it is advertising". This definition coincides with the understanding of ads by customers. It covers media advertising, as well as sales promotion, sponsoring, direct marketing, etc. Since customers typically do not make any distinction between these modes of communication (Ford-Hutchinson and Rothwell, 2002), in our research, it was necessary to follow this assumption as we discuss the problem from a consumer point of view.

Celebrities in Advertising

Stars, believed to form destinies, have had a tremendous impact. No, we don't talk here about astrology. We're talking about the influential influence of celebrities on the fate of brands. In brand sales, one approving nod from a famous face can translate into millions.

Perhaps that is why companies around the world have used stars to support everything from food to food chains, from soft and hard drinks to healthy drinks, from clothes and accessories to cars (and the tyres they run on).

"This strategy of persuasion, usually referred to as "testimonials" or "celebrity endorsements," says that customers relate to the person(s) featured in the ad: if the product is used by the celebrity/athlete/star, then it must be fine, so I will buy it too. The use of celebrity ads for businesses in today's world has become a trend and a perceived winning strategy for corporate image building and promotion of goods. The latest market research findings that 8 out of 10 TV advertisements scoring the highest recall are those with appearances of celebrities represent this phenomenon.

Aamir Khan for Coca-Cola, Toyota's Innova, Amitabh Bachchan for Nerolac, Dabur, ICICI, Parker, Reid & Taylor, Shahrukh Khan for Omega, Hyundai Santro, Pepsi, Airtel, Videocon consumer durables, Sachin Tendulkar for Pepsi, Colgate Palmolive, ESPN-STAR Sports, MRF, Boost, TVS Victor, Fiat Palio, Visa, Adidas, Brittania, Aii Palio, Visa, Adidas, Brittania are some of the best known celebrities employed for advertising campaigns. And it just goes on with the list.

The explanation behind the success of celebrity ads is the assumption of advertisers that celebrity-built brand photos gain a higher degree of attention and recall for buyers, which would ultimately lead to higher sales. While there are major potential advantages of using celebrity ads to sell brand photos and goods, so are the costs and risks. The inherent benefit of adding a celebrity to a brand is that as opposed to a faceless corporate agency, the brand actually has a face, name and personality that instantly projects a picture of a living, breathing, credible individual. The downside is that people as corporate organisations are not as stable or as easily controllable. As fame comes and goes, so the brand goes.

LITERATURE REVIEW

Celebrities in Advertising

Advertisers pay celebrities millions of dollars, hoping that the stars can add their magic to the goods and services that they promote and make them more enticing and effective. Not only are there important questions, but questions that marketers and advertisers need answers to as they prepare and make decisions about their ads.

The Matchup Hypothesis and Balance Theory

It is well founded that the message expressed by the image of the celebrity and the message about the item should converge in efficient advertising, understanding the need for a celebrity to positively impact the endorsed product. Incongruence occurs if the image or characteristics of the celebrity do not coincide with the known attributes of the brand, product or service. This incongruence creates uncertainty and creates the viewer's strength to restore order. As a consequence, a positively viewed celebrity may boost a not-so-positively viewed brand or if the brand perception is highly negative, suffer negative perceptions of her-or-himself.

Audience Characteristics and Celebrity Influence

Audience features often moderate the degree to which celebrities can be popular. Some studies have shown that celebrities may influence younger adults more than other groups. Users of a brand have also been more impacted than non-users of the brand by celebrity advertisements.

When the product was endorsed by a celebrity than it was endorsed by non-celebrity, as predicted, field-dependent consumers rated the product substantially higher and marginally higher purchasing intentions, and the ratings were also higher than for field-independent customers watching a celebrity business celebrity on brand perception.

2.4 The source attractiveness model

The attractiveness model suggests that the message's efficacy depends on the source's physical characteristics. The physical appearance of a celebrity spokesperson has a positive effect on brand recall, brand attitude, and buying intent (Kahle and Homer, 1985).

Here the physical attractiveness of the endorser is assumed to have an effect on the acceptance of the ads by the target, especially due to the identification phenomenon. The message's efficacy depends on the similarity, likeableness and familiarity of the endorser. While there is no doubt that a celebrity endorser may improve attitude towards advertising and a brand, its impact on purchasing behavior is less clear (Erdogan, 1999). Source attractiveness is not the only feature to be taken into account by a celebrity (Friedman and Friedman, 1979) and is primarily important for physical appearance-related brands (Kamins, 1990).

2.5 The Source Credibility Model

Hovland and colleagues (Hovland and Weiss, 1951) developed the source credibility model in the 1950s. The effectiveness of a message depends on a supporter's perceived level of expertise and trustworthiness, according to this model (Ohanian, 1991).

- Expertise refers to the degree to which the supporter is perceived as a valid information source (Erdogan, 1999). It is a question of determining whether the endorser is perceived by the advertising target as having a certain level of experience, knowledge, and know-how that makes a product and/or brand recommendation credible. The review of previous literature by Erdogan (1999) showed that a source perceived as highly trustworthy is more efficient and persuasive than a less trustworthy one as well as causing a more positive change of attitude towards the brand or product and more behavioural changes.
- Trustworthiness refers to the honesty, credibility, and integrity of the supporter, as perceived by the goal. It is a matter of determining whether the source is trusted by the consumer for the honest, objective way in which the information is presented (Ohanian, 1991).

A three-dimensional scale for evaluating the credibility of a celebrity was developed by Ohanian (1990). Attractiveness, trustworthiness, and expertise are the three dimensions of this credibility scale. As McCracken (1989) and Erdogan (1999) noted, however, it may seem rather restrictive to limit an individual's evaluation to certain dimensions.

These models may seem attractive, but on several levels (Erdogan, 1999, Bower and Landreth, 2001) they have been criticised. The multifunctional aspect of certain

characteristics of the source is not properly taken into account and there is no evidence that the dimensions examined are the correct ones. Above all, however these models seem incomplete because they do not take into account all the significance and perceptions associated with a specific celebrity, simply focusing on certain features of the endorser, so we do not feel that they are capable of capturing what an individual, as a whole is capable of contributing to an advertisement. We believe that the meaning transfer model of McCracken (1989), which includes all celebrity cultural connotations, is more appropriate, as it explains the process of endorsement as a whole. We believe that the meaning transfer model of McCracken (1989), which includes all celebrity cultural connotations, is more appropriate, as it explains the process of endorsement as a whole.

2.6 **Henry Murray's Perosonology**

According to Henry Murray's personology (Costa, 2017), humans are all motivated by secondary psychogenic needs. He describes around 17 needs belonging to different domains. Among these 17 different needs, 4 major needs were identified and studied for this research. Exhibition, affiliation, achievement and dominance, were the four needs that selected to be studied for the research. Exhibition is defined as the actions that they undertake in order to prove themselves to others and to impress them. Affiliation is defined as their loyalty towards the celebrity. Achievement is defined as a mixture of their personal achievements and that of the celebrity which they feel as their own. Dominance is defined as the manner in which they have control over others.

Research Objectives

The author tries to explore the attitude of the consumers towards Celebrity Endorsement. Through this paper the author tries to study the Consumer buying behaviour. The objective of the study is to find out the perception of Consumers towards Celebrity Endorsement for Energy drink. The author tries to find out the information on Purchase and Consumption pattern of the Consumer. Additionally, the research explores the relationship between celebrity endorsement and the effect it has over people using Murray's personology by crossing it with demographic variables such as age, education and occupation of the respondents.

Hypothesis:

$H_0$1- there is no significant relationship between age of the respondent and Henry Murray's need of the respondent.

$H_0$2- There is no significant relationship between education of the respondent and Henry Murray's need of the respondent.

$H_0$3- There is no significant relationship between occupation of the respondent and Henry Murray's need of the respondent.

Methodology

Using a semi-structured questionnaire, the survey was performed and the questionnaire was then distributed among different population based in Tamil Nadu, Kanchipuram District. The study aims to collect knowledge about the perception of consumers about Celebrity Endorsement in Energy drinks Brands and the perceptions of different Energy drinks products. In this analysis, the investigator aims to analyse primary data assisted by secondary data. In order to determine the understanding of customers, the primary data was obtained from the population through a standardized questionnaire distributed among 450 respondents. Secondary data from past documents, statistics and figures, reference books, records of the soft drink industry, newspapers, magazines and the internet are collected.

Analysis and Findings of the Study:

Table : 1 Gender of the Respondent

Gender	Frequency	Percent	Cumulative percent
Male	169	37.5	37.5
Female	281	62.5	100
Total	450	100.0	

Majority of the respondents (62.5%) were from the female gender. Male respondents constituted 37.5% of the samples collected.

Table 2: Preferred Choice of Health Drink Brand

Brand	Frequency	Percent	Cumulative percent
Boost	176	39.2	39.2
Horlicks	154	34.2	73.4
Cadbury Bournvita	79	17.5	90.9
Complan	41	9.1	100
Total	450	100.0	

A lion share of respondents (39.2%) preferred Boost as their Health Drink, followed by Horlicks (34.2%), Cadbury Bournvita (17.5%) and Complan (9.1%).

Table 3: Preferred media Channel for watching Celebrity Endorsement

Medium	Frequency	Percent	Cumulative percent
Electronic Media	229	50.8	50.8
Print Media	90	20.0	70.8
Friends & Family	71	15.8	86.6
Others	60	13.4	100.0
Total	450	100.0	

Most of the respondents (50.8%) felt that electronic media was best suited for celebrity endorsements, followed by print media (20%). Word of mouth via friends and family (15.8%) and other methods (13.4%) had only very low impact as a preferred media channel for watching celebrity endorsements.

Table 4: Reason to like Advertisement

Likeness	Frequency	Percent	Cumulative percent
Celebrity Endorsement	105	23.3	23.3

Creativity in Advertisement	86	19.2	42.5
Celebrity & Creativity	109	24.2	66.7
Product	150	33.3	100.0
Total	450	100.0	

Though most of the consumers (33.3%) felt that they bought an energy drink because they liked a product, celebrity factor came in a close second when taking into consideration the factors that affected people purchase of an energy drink. Celebrity and creativity (24.2%) and celebrity endorsements (23.3%) were pretty much evenly match when it came to reasons why consumers liked the advertisements. But combined together celebrities impact was visible among 47.5% of the respondents.

Table 5: Favorite Celebrity for the Celebrity Endorsement

Likeness	Frequency	Percent	Cumulative percent
Film Stars	206	45.8	45.8
Sports Person	131	29.2	75.0
Cartoon & Animated Characters	68	15.0	90.0
Common People	45	10.0	100.0
Total	450	100.0	

Though most of the energy drinks are heavily endorsed by sports stars, shockingly the research revealed that film stars (45.8%) were the consumers favourite celebrity when it came to endorsements, followed by sports persons (29.2%), cartoon character (15%), and common people (10%).

Table 6: Rate the different attributes associated with Energy Drink

Likeness	Frequency	Percent	Valid Percent	Cumulative percent
Taste	26	5.8	5.8	5.8
Celebrity Endorsement	26	5.8	5.8	11.6
Brand	101	22.5	22.5	34.1
Quality	297	65.9	65.9	100

Total	450	100.0	100.0	

When assessing the different attributed that are associated with energy drinks quality (65.9%) emerged as a major attribute, followed by brand (22.5%). Celebrity endorsement (5.8%) and taste (5.8%) were equally placed and came last when assessing associations with energy drink among respondents.

Table 7 : ANOVA - Age vs Need

Dependent Variables		Sum of Squares	df	Mean Square	F	Sig.
Exhibition Need	Between Groups	386.772	3	128.924	12.191	.000
	Within Groups	4716.792	446	10.576		
	Total	5103.564	449			
Dominance Need	Between Groups	142.911	3	47.637	7.155	.000
	Within Groups	2969.409	446	6.658		
	Total	3112.320	449			
Achievement Need	Between Groups	76.015	3	25.338	7.146	.000
	Within Groups	1581.516	446	3.546		
	Total	1657.531	449			
Affiliation Need	Between Groups	284.739	3	94.913	11.305	.000
	Within Groups	3744.585	446	8.396		
	Total	4029.324	449			

Analysis of Varience test was carried to test the relationship between age and the four different needs. The P value (P=0.000) states that the null hypothesis can be rejected (since *p* value is less than 0.05)and there is a significant relationship between age and exhibition need (F=12.191), Dominance need (F=7.155), Achievement need (F= 7.146) and affiliation need (F=11.305). With the help of the above values H_01 can be rejected. There exists a statistical difference between the means stating that there is some sort of relationship between the Age and the different need of the person. The age of the respondents seems to have an effect on the type of need of the person.

Table 8- ANOVA Education vs need

Dependent Variables		Sum of Squares	df	Mean Square	F	Sig.
Exhibition Need	Between Groups	115.992	3	38.664		
	Within Groups	4987.573	446	11.183		
	Total	5103.564	449		3.457	.016
	Within Groups	2828.490	446	6.342		
	Total	2881.031	449			

Analysis of Variance test was carried to test the relationship between education and the four different needs. While the p value between needs and education were mapped, except exhibition need the null hypothesis was failed to be rejected among other needs. Hence for the exhibition need (F=3.457, p=0.016), p value is lower than 0.05, which results in the null hypothesis of H_02 being rejected only for exhibition need. There seems to be a significant statistical difference between the means, resulting in some sort of relationship between the respondents' education level and the exhibition need.

Table 9 - Job vs need

Dependent Variables		Sum of Squares	df	Mean Square	F	Sig.
Exhibition Need	Between Groups	293.364	5	58.673	5.416	.000
	Within Groups	4810.200	444	10.834		
	Total	5103.564	449			
Dominance Need	Between Groups	186.561	5	37.312	5.662	.000
	Within Groups	2925.759	444	6.590		
	Total	3112.320	449			
Achievement Need	Between Groups	41.471	5	8.294	2.279	.046
	Within Groups	1616.060	444	3.640		
	Total	1657.531	449			
Affiliation Need	Between Groups	267.156	5	53.431	6.306	.000
	Within Groups	3762.169	444	8.473		
	Total	4029.324	449			

Analysis of Variance test was carried to test the relationship between occupation and the four different needs. The different jobs categories that were used were agricultural worker, daily wage worker, government workers, private employees, self-employed and students. When

needs were tested with these 6 jobs, exhibition need (F=5.416, p=0.000), dominance need (F=5.662, p=0.000), achievement need (F=2.279, p= 0.046) and affiliation need (F=6.306, p= 0.000), since all of the p values are less than 0.05, the null hypothesis H_03 can be rejected. There exists a relationship between the sort of employment of a respondent and the exhibition need, dominant need, achievement need, affiliation need.

Age of the respondent and the occupation of the respondent have an effect on the respondent's behavior towards a celebrity endorsement advertisement. Whereas when it comes to education only exhibition need of the respondent seems to play a role in affecting their behavior towards celebrity endorsement advertisement. Further research is needed to establish the nature of the relationship and it is beyond the scope of the present research paper.

CONCLUSION

Advertisements in print and electronic media are the major backbone for the industry. It plays an important role to retain the customers. Celebrity advertising does deliver a premium in terms of impact and recall ability. There is evidence that well known celebrities do better, and it is important that advertisers facilitate the recognition in ads of any celebrities they use. There is also a positive influence on persuasion, through less strong. The major reason is the celebrity endorsement that creates a positive image among the consumers. In a country like India Health Drinks always have a Celebrity name attached to their face. Age, and occupation affect the achievement need, affiliation need, dominant need and exhibition need of the responded when it comes to their behavior towards celebrity advertise, whereas when it's come to education only exhibition need plays a role in the manner in which a person responds to celebrity advertisements. Boost & Horlicks are the two major organizations which have a Popular Celebrity name always attached to the two rivals. In a country like India Cricket is considered as one of the religion and cricketers are celebrated like Gods and moreover people also use to worship film stars. That is the important reason many big Health drink industries spend crores of money on high profile celebrities over the year. So, these health Drink companies are used to sign up Cricketing Legends on one hand and famous film stars on the other side. Finally, celebrity endorsement determinants have significant effect on the consumers.

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