Celebrity Brand Congruence on Consumer Behaviour and Buying Attitudes Towards Health Beverages

Jeya Jothi Karumari[1*], Dr.J.Vidhya[2]

[1*]Research Scholar Department of Business Administration Annamalai University Annamalai Nagar-608 002.
[2]Assistant Professor / Research Guide Department of Business Administration Manalmedu, Mayiladuthurai Taluk, Tamilnadu.

Abstract

Marketers use celebrity endorsements to make advertisements believable and to enhance consumer recognition of the brand name. However, once a direct link has been formed from a celebrity to a brand, the negative information about the celebrity may reflect on to the endorsed brand. Applying the S-O-R model and the balance theory, the purpose of this study is to investigate the effects of celebrity-brand congruence and publicity on consumers' buying attitudes toward the celebrity and brand as well as their buying intention. A survey of a 2 (Congruence vs. Incongruence)x 2 (Positive vs. Negative Publicity) experimental design was conducted for this study. A total of 325 consumers answered the survey and 301 surveys with usable data were collected. The mean age of the participants was 24 years old (SD=3.28). Results found that the celebrity- brand congruence and publicity play a significant role in consumer behavior related to attitudes toward the celebrity and brand/product, as well as buying intention. Thus, retail marketers need to allocate more investigation into celebrity endorsements that match with brand image that can lead to long-term, positive partnerships.

Keywords: Celebrity-brand congruence, Publicity, s, Attitudes, Buying intention

1. Introduction

Celebrity-brand congruence most advertisers insist that the correct selection of the right celebrity is very important for the success of the advertisement because consumers typically believe the celebrity should have high positive affect and recognition, and the image of the celebrity must match with that of the product (Choi and Rifon 2012). For example, sporting goods are endorsed by famous sportsmen: Michael Jordan and Tiger Woods endorse Nike and David Beckham endorses Adidas, etc., while the choice of a movie star is not effective to endorse sports products. An important factor in determining the effectiveness of celebrity endorsement   is   celebrity-brand/product congruence (Choi and Rifon 2007). A good match- up between a celebrity and a product is more effective for generating positive advertisement evaluations that enhance endorser believability and advertising effectiveness than a bad fit between the two (Davies and Slater 2015). A congruent product-endorser match is more likely to persuade consumers to buy the endorsed brand by transferring cultural meanings residing in their brand image to the product. Moreover, many studies show that a celebrity has a greater impact on consumers in terms of attitude and purchase intention than a non-celebrity spokesperson (McCormick 2016). Previous literature identifies family and friends as being perceived to be more trustworthy than salespeople and many consumers think of celebrities as friends although they might not actually know them (Erdogan 1999; Choi and Rifon 2007; Escalas and Bettman 2017).

Group 1 Celebrity-Brand Congruence & Positive Publicity	Group 2 Celebrity-Brand Congruence & Negative Publicity
Group 3 Celebrity-Brand Incongruence & Positive Publicity	Group 4 Celebrity-Brand Incongruence & Negative Publicity

Fig.1 Experimental design for this study

At first glance, it may seem logical that congruence between the celebrity and brand endorsed should have a positive impact on the brand image and that, the stronger the link, the more impact the association should have on the brand. Furthermore, the better the celebrity is suited to the brand or product, more relevant or congruent the celebrity/ brand pair is perceived to be, then the greater the positive response to advertising in terms of attitude and purchasing intent will be (Till and Busler 2000; Batra and Homer 2004). However, it is possible to imagine a more complex relationship and examine an alternative hypothesis (e.g., that a certain level of incongruence may have a positive impact on response to

advertising, particularly in terms of the brand image). Indeed, a moderate level of incongruence between an expectation and an object may be beneficial, as it can be perceived to be interesting and positive (Lee and Torson 2008). A relatively poor fit between brand and celebrity may be stimulating and encourage individuals to process the information more intensively and elaborate more (Lee 2000).

2. Literature Review

Davies and Slater (2015) discussed a good match- up between a celebrity and a product is more effective for generating positive advertisement evaluations that enhance endorser believability and advertising effectiveness than a bad ft between the two.

Mc Cormick (2016) found a congruent product- endorser match is more likely to persuade consumers to buy the endorsed brand by transferring cultural meanings residing in their brand image to the product. Moreover, many studies show that a celebrity has a greater impacton consumers in terms of attitude and purchase intention than a non-celebrity spokesperson.

3. Purpose of the Study

The purpose of this study is to explore the effectiveness of celebrity endorsement strategies by using genuine athlete endorsement and to determine which of these factors, celebrity- product congruence, and celebrity-consumer's ideal self-image congruence leads to strongest linkage between brand and consumer.

4. Justification of the Study

Despite the importance of all variables such as celebrity credibility, celebrity-product congruence, and celebrity-consumer congruence, previous studies have failed to examine which factor is the most effective or joint effects. In addition, few studies have investigated the celebrity athlete endorser effects. This study suggests a new dimension for understanding celebrity endorser effects and selecting the most effective celebrity endorser to increase positive effects on advertising outcomes. Brand managers can improve the effectiveness of their brand positioning strategy by analyzing core elements to influence brand value.

5. Methodology and Design

5.1 Sample

The current study was conducted in a university classroom and the survey questionnaire used in this study was distributed to the students in and around of Tenkasi (Tamilnadu) colleges. To obtain information from a knowledgeable and accessible source, the survey questionnaire used in this study was distributed to 325 and collected 301 responses from the sample. A convenient sampling approach was used in the selection of subjects. A total of 325 college students participated in the experiment voluntarily but was reduced to 301. The number of 22 responses was removed because the participants did not complete their questionnaires. The number of 2 response was deleted because the screening test indicated that participants did not know either celebrity athlete endorser or brand. A convenient sampling was used for the process of subject selection.

6. Hypotheses Development

A total of seven hypotheses were developed for this study based on the literature review and theoretical frameworks. Previous literature has shown that celebrity endorsers can exert greater influence on consumers' attitude and buying intention. Consumers' attitude is more positive when there is celebrity-brand congruence.

Based on the foregoing discussion, this study predicts that both celebrity-brand congruence and publicity have significant effects on attitude toward the celebrity and the brand, as well as buying intention. Therefore, following hypotheses are proposed:

H_1: (a) Celebrity-brand congruence and (b) publicity will influence attitude toward the brand. H_2: (a) Celebrity-brand congruence; and (b) publicity will influence buying intention.

H_3: Attitude toward the celebrity will be different by (a) celebrity-brand congruence and (b) publicity.

H_4: Attitude toward the brand will be different by

(a) celebrity-brand congruence and (b) publicity. H_5: Buying intention will be different by (a) celebrity-brand congruence and (b) publicity.

7. Results and Interpretation

The collected data is analyzed and interpreted under various headings.

Table 1: Distribution of the questionnaire among respondents

	Frequency	Percent	Cumulative Percent
Female	133	44.2	44.2
Male	168	55.8	100.0
Total	301	100.0	

Table 1 indicates the gender wise distribution of respondents. It could be noted that out of total 301 respondents 168(55.8%) of respondents are male and 133(44.2%) of respondents are female.
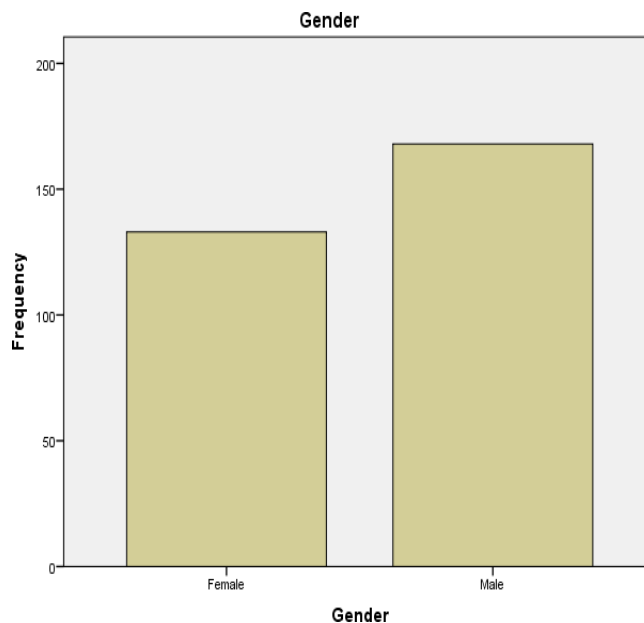
Figure 2: Distribution of the questionnaire among respondents

The above table concluded that the majority of the respondents are male.

Table 2: Distribution of the marital status of the questionnaire among respondents

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
	1	.3	.3	.3
Married	47	15.6	15.6	15.9
Married;Unmarried	1	.3	.3	16.3
Unmarried	252	83.7	83.7	100.0
Total	301	100.0	100.0	

Table 3: Distribution of the Educational Qualification of the questionnaire among respondents

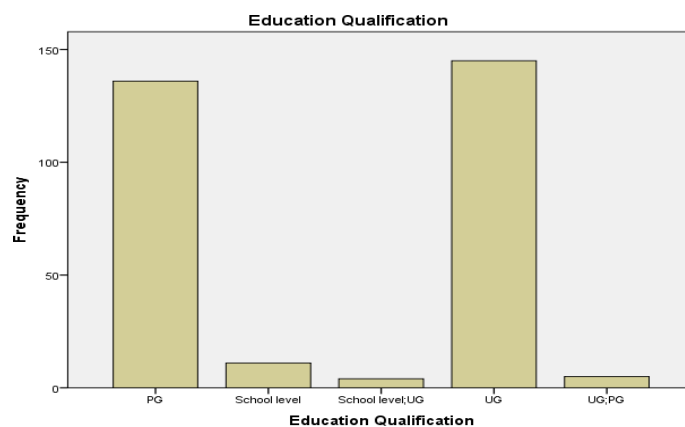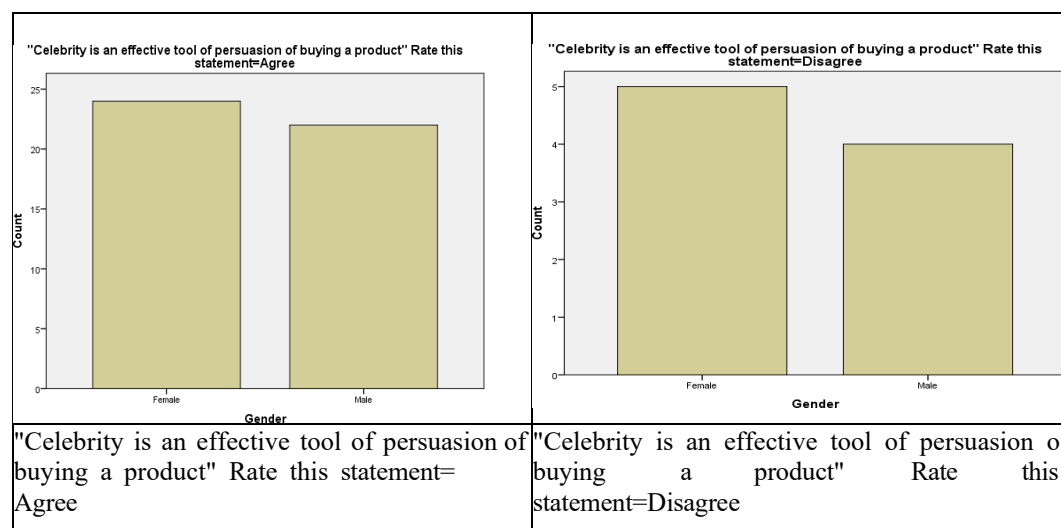| Educational Qualification	Frequency	Percent	Cumulative Percent
PG	136	45.2	45.2
School Level	11	3.7	48.8
School Level;UG	4	1.3	50.2
UG	145	48.2	98.3
UG;PG	5	1.7	100.0
Total	301	100.0	

Figure 3: Distribution of the Educational Qualification of the questionnaire among respondents

Table 4: Celebrity is an effective tool of persuasion of buying a product

Symmetric Measures[b]			
"Celebrity is an effective tool of persuasion of buying a product" Rate this statement			Value
	Ordinal by Ordinal	Kendall's tau-b	a
	Measure of Agreement	Kappa	c
	N of Valid Cases		2
Agree	Ordinal by Ordinal	Kendall's tau-b	a
	Measure of Agreement	Kappa	c
	N of Valid Cases		46
Disagree	Ordinal by Ordinal	Kendall's tau-b	a
	Measure of Agreement	Kappa	c
	N of Valid Cases		9
No opinion	Ordinal by Ordinal	Kendall's tau-b	a .
	Measure of Agreement	Kappa	c .
	N of Valid Cases		14
Strongly Agree	Ordinal by Ordinal	Kendall's tau-b	a .
	Measure of Agreement	Kappa	c .
	N of Valid Cases		95
Strongly Disagree	Ordinal by Ordinal	Kendall's tau-b	d
	Measure of Agreement	Kappa	c .
	N of Valid Cases		1
Total	Ordinal by Ordinal	Kendall's tau-b	a
	Measure of Agreement	Kappa	c .
	N of Valid Cases		167

"Celebrity is an effective tool of persuasion of buying a product" Rate this statement= Agree	"Celebrity is an effective tool of persuasion of buying a product" Rate this statement=Disagree

2071

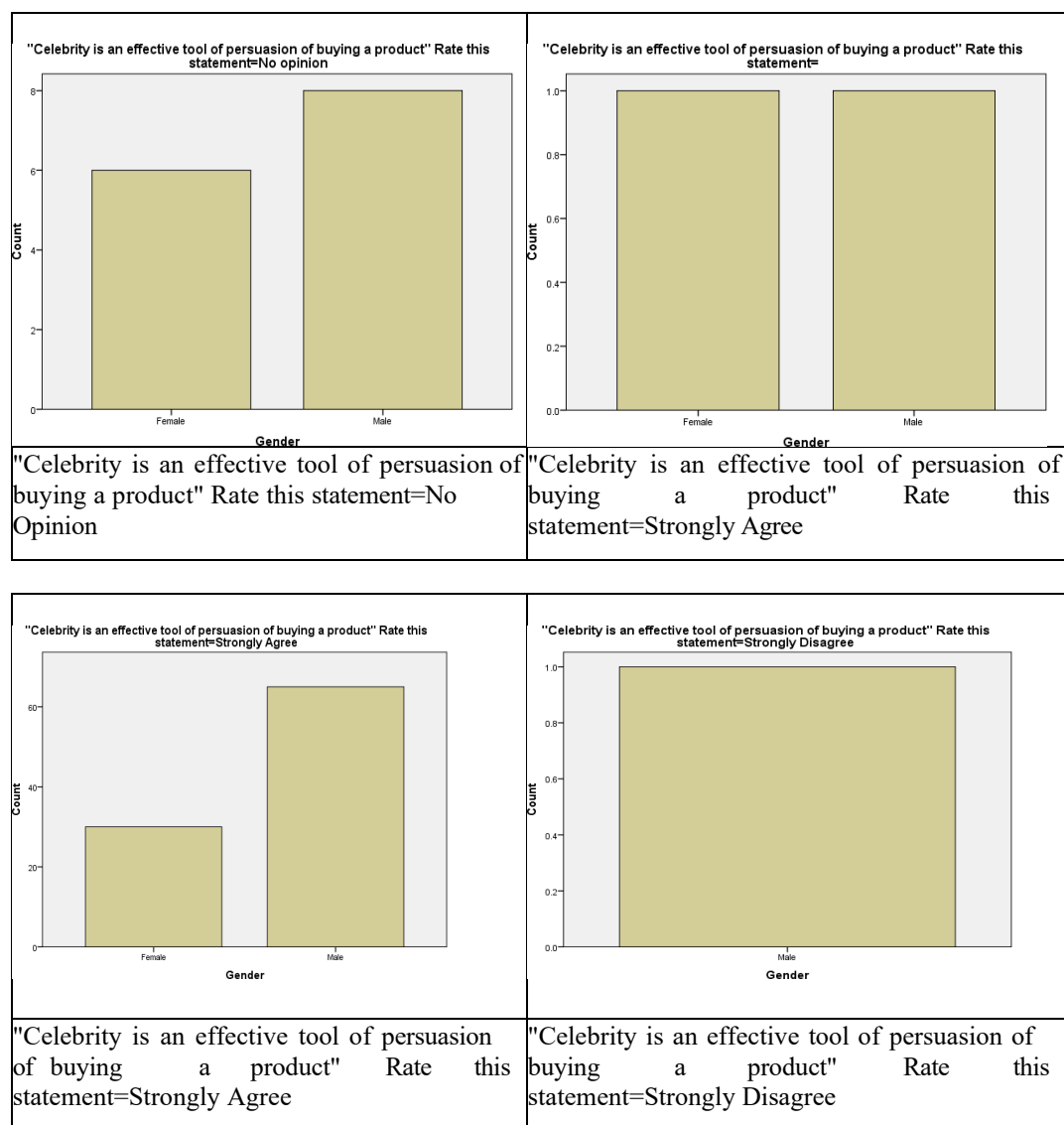|	
"Celebrity is an effective tool of persuasion of buying a product" Rate this statement=No Opinion	"Celebrity is an effective tool of persuasion of buying a product" Rate this statement=Strongly Agree
"Celebrity is an effective tool of persuasion of buying a product" Rate this statement=Strongly Agree	"Celebrity is an effective tool of persuasion of buying a product" Rate this statement=Strongly Disagree

Figure 5: Celebrity is an effective tool of persuasion of buying a product" Rate the statement

An exploratory factor analysis was performed and a factor loading above 0.60 was retained. Each factor has a satisfactory reliability above 0.90. One-way ANOVA analyses were performed to test hypotheses. Regarding H_1, there was a significant difference among 5 different groups in consumers' attitudes toward the celebrity, $F(3,101)=12.650^{***}$, $p<0.001$ with regard to congruence and publicity. The first group (congruence and positive publicity) has the most positive attitudes toward the celebrity ($M=5.90$, $SD=1.32$) compared to the second group (congruence and negative publicity) ($M=4.22$, $SD=1.45$) and the fourth group (incongruence and negative publicity) ($M=3.95$, $SD=1.70$). For H_2, there was a significant difference in consumers' attitudes toward the brand, $F(3,101)=4.62^{**}$, $p<0.01$. The mean scores of attitudes toward the brand for the first group ($M=5.67$, $SD=1.70$) was different from the fourth group ($M=4.10$, $SD=1.71$). Regarding H_3, a statistically significant difference was also reported among 4 groups on buying intention, $F(3,101)=4.24^{**}$, $p<0.01$. The buying intention level for the first group ($M=5.37$, $SD=1.96$) was significantly higher compared to the third group (incongruence and positive publicity) ($M=3.90$, $SD=1.54$) and the fourth group ($M=3.68$, $SD=2.19$). Regarding H_4, a statistically significant difference was reported on consumer loyalty, $F(3,100)=4.57^{**}$, $p<0.01$. The first group has a significantly higher loyalty level ($M=5.26$, $SD=1.66$) compared to the third group ($M=3.76$, $SD=1.50$) and the fourth group ($M=3.82$, $SD=1.68$). For H_5, there was a significant difference in consumers' attitudes toward the brand, $F(3,101)=4.45^{**}$, $p<0.01$. The mean scores of attitudes toward the brand for the first group ($M=5.53$, $SD=1.62$) was different from the fourth group ($M=4.10$, $SD=1.74$).

8. Conclusion and Implications
This study examined the differences of consumers' attitudes toward the celebrity and the brand, buying intention, and loyalty by celebrity-brand congruence and publicity. The study revealed that consumers tend to like and be loyal to the

brand/product when there is a celebrity-brand congruence and positive publicity. Interestingly, the congruence was found to be more important influencer to motivate consumers to purchase a brand/product to be loyalty to the brand/product compared to publicity. Knowing the importance of celebrity-brand congruence and publicity plays a significant role in consumer behavior related to the brand/product. The results of this study would help retail marketers to select the celebrities matched with the brand and to monitor positive publicity for the effectiveness of their endorsement. Future research could be conducted with different demographic characteristics, such as age and ethnicity with regard to congruence and publicity.

9. Future Study

Further research is suggested to conduct more in- depth studies with a qualitative approach where the mechanism of brand congruence and negative publicity are being explored in order to further obtain a broader foundation of knowledge with respect to the celebrity endorsement. This study is limited to limited brands and the celebrity relationships. Other celebrities and brands in the different product categories could generate different results. Overall sample size targeting college students were small and this might affect the results of this study.

Reference

[1] Min, J., Ziegler, M., Chang, H. J., & Jai, T. (. (2017). The effects of celebrity-brand congruence and publicity on consumer attitudes, buying intention, and loyalty. https://doi.org/10.31274/itaa_proceedings-180814-1804

[2] Tantiseneepong, N., Gorton, M., & White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. Qualitative Market Research: An International Journal, 15(1), 57-69.

[3] https://doi.org/10.1108/1352275121119199 1

[4] Schimmelpfennig, C., & Hunt, J. B. (2019). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorse ment strategy framework. Psychology & Marketing, 37(3), 488-505.

[5] https://doi. org/10.1002/mar.21315

[6] Nugraha, R. (2017). The influence of celebrity endorsement in Instagram towards customer behavior and purchase intention in healthy food diet business. https://doi.org/10.31227/osf.io/ug6at

[7] Mardani, B. (2020). Impact of brand image, trust and experience on repurchase intention, mediated by brand loyalty. Journal of Advanced Research in Dynamical and Control Systems, 12(4), 547-552. https://doi.org/ 10.5373/jardcs/v12i4/202019 51

[8] Knoll, J., & Matthes, K. (2017). The effectiveness of celebrity endorsements: a meta-analysis. Journal of the Academy of Marketing Science, 45, 55-57.https://link.springer.com/article/10.1007/s11 747-016-0503-8

[9] Bergkvist, L., & Zhou, K. Q. (2021). Celebrity Endorsements: A literature review and research agenda. Leveraged Marketing Communications, 143-164. https://doi.org/10.4324/9781003155249.9

[10] Awasthi, A. K., & Choraria, S. (2015). Effectiveness of celebrity endorsement advertisements: The role of customer imitation behaviour. Journal of Creative Communications, 10(2), 215-234. https://doi.org/10.1177/ 0973258615597412