

Exploring the Impact of Celebrity Endorsement of Food Advertising on Brand Sales Taking Teenagers as the Survey Object

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ABSTRACT

It is elaborated that teenagers are overly star-crossed, which has led to a lot of negative behaviors such as impulsive spending. In this article, we investigate what benefits celebrity endorsements have on increasing brand sales. We will appeal to the idea that youth should have financial management through the impact of celebrity endorsements on youth. The main method used in this article is literature review, where the main resources include secondary literature, mainly journal article and academic thesis. Contemporarily, the status of entertainment stars has gradually increased in the hearts of teenagers. Therefore, entertainment stars have accumulated a large fan base, especially with teenagers as the main group. With the rapid development of new media, celebrity endorsement of food advertisements has become a major strategy for companies and brands to market their food products. It has become a promotional tool used by many companies or brands to increase their visibility. In order to increase brand sales and gain more profits, brands must find famous people to endorse their brands Teenagers are susceptible to the huge role of celebrity endorsement. While teenagers maintain a rational and correct view of consumption, companies should also choose celebrity endorsers rationally. This will further increase the sales of the brand and also reduces the negative impact of celebrities on young people. The results shed light on food advertisement endorsed by celebrities are of great benefit to brand sales. An important reason for writing this paper is that there is no comprehensive analysis of the effects of celebrity endorsement on adolescents by domestic scholars. Most domestic and foreign scholars have not yet reached a clear conclusion on the topic of celebrity endorsement of health food advertisements, which may increase brand sales, as it is mostly expressed in argumentative language and conceptualized.

Keywords: *Celebrity endorsement, Brand sales volume, Food Advertising, Youth consumption behavior.*

1. INTRODUCTION

Nowadays, celebrities are regarded by brands as the best way to promote consumers because of their high exposure. As a means of advertising and promotion for brands, celebrities' endorsements are used by many companies to quickly promote marketing and brand building. According to the investigation and analysis of Hu Nan SATELLITE TV's golden TV ads, star ads account for more than 30% of TV ads, and Chinese enterprises spend more than 100 million yuan on TV celebrity endorsements every day [1]. It can be seen that companies use more celebrity endorsements for product marketing. The celebrity endorsement advertisements

increase brand sales while also creating huge benefits for the company [2]. It is not difficult to find that the involvement of celebrities leads to sales. Meanwhile, because brand awareness is not very comprehensive, and star chasing is also the daily life of many audiences, the huge impact of celebrity endorsements is on all the expressions of favorite consumer behaviors.

Under the rapid development of the new era, star-catching has become the main way of pastime and entertainment for contemporary young people. The rapid drive of the star-catching craze has led to the excessive love and fascination of teenagers for celebrities. Coupled with the immature social concepts and values of teenagers, they are thus prone to many

irrational behaviours. For example, teenagers may have some unrealistic fantasies about their idols, and are willing to spend a lot of time and money to buy the peripherals of the stars, attend the concerts of the stars, and even start an online violence under the banner of “defending the idols”. Due to the huge influence of celebrities on teenagers, many companies have also started to endorse them through celebrities. This, coupled with media publicity, quickly opens up the consumer market for teenagers, and these companies end up making huge profits from such celebrity endorsements.

Here, we will make a specific analysis from the aspects of celebrity endorsement and brand effect, including the influence of celebrity endorsement on brands and the main factors of food sales, etc. Meanwhile, we put forward corresponding views on teenagers’ consumption behavior and specific solutions for teenagers’ impulsive consumption. We also strongly advocate those teenagers can have independent and rational consumption behavior, and have a certain sense of financial management. It is hoped that teenagers can have a correct consumption concept for the food endorsed by stars and not blindly and impulsively consume.

2. METHOD

The main method adopted in this paper is literature review. The main sources of articles are secondary literature, mainly journal articles and academic papers. We browsed the literature with “Celebrity Endorsements” as the entry on CNKI. The search results were 6,170 entries, and “Food Safety” was the search entry, and there were 721981 entries. Similarly, in the search results for “food related” and the search results for “celebrity endorsements”, there were more than 67 articles related to celebrity endorsements and food safety.

3. CELEBRITY ENDORSEMENT AND BRAND EFFECT

3.1. Media communication strategy

In nowadays’ society, the homogenization of goods is becoming more and more serious, and audiences are paying more and more attention to the symbolic value of goods, rather than being satisfied with their use value. In order to highlight the unique personality of their products and distinguish them from other products, enterprises and advertisers pay more attention to the spokesperson than before, who is very important to a brand and is a symbol of its uniqueness. At the same time, the development and dissemination of new media has made celebrity spokespersons more influential and have a wider audience than ever before. Advertisers

value the powerful influence of the celebrity and use the halo effect of the celebrity to shift consumers’ attention from the celebrity itself to the products of their own brands. Hence, it attracts consumers’ interest in the products and purchases them and achieving sales growth. However, in the new media era, the influence of advertising spokespersons increases, and so does the risk. In traditional media, what the audience can see is the image of the spokesperson in front of the screen, the risk of the product and the spokesperson is low, and the image management of the spokesperson is simple. Therefore, under the strong influence of new media, it is easier to bring good effect to the brand. In the new media context, the selection and application of spokesperson is much more complicated, and the audience can learn about the spokesperson and the product from multiple channels.

3.2. The phenomenon that celebrity endorsements bring to brands

3.2.1 Raise the memory point

Raising people's memory points requires the use of stars that have some relevance to the product. There was an attempt to have three groups of people watch three different guitar advertising posters: the first one used Angelina Jolie with only a text description of the guitar product and the brand; the second one used an image of Elvis Presley holding a guitar plus product and brand text messages; the third one had no celebrity in the ad, only an image of the guitar and product and brand text messages. The conclusion is obvious that images with celebrities are more likely to be remembered, and only 15% of people can recall what product the Angelina Jolie ad is actually about. This indicates that celebrity endorsement can leave a deep impression on people to a certain extent. If this is added to the deliberate promotion of new media, the sales of the product can be imagined.

3.2.2 Improve exposure

To attract consumers’ attention, celebrities are always more likely to attract attention. Based on the healthy image of sports stars and their high popularity and exposure to advertise their products, companies can establish a good corporate image, attract consumers' desire to consume, and gain huge commercial profits. Take the Tokyo Olympics in 2021 as an example. Because of the epidemic, unlike the audience in the past, the younger generation's way of watching the games can be simply summarized as follows: top hot search, posting pop-ups, panning for the same model, and entering the live room. The most existent interactive ways on the Internet, the Olympic Games also include all, and it is because of the widespread use of Internet media, to maximize the exposure of the product, which

has data on the Tokyo Olympics brand marketing list about the food and beverage industry: Yan Zhi Wu, Red Bull, Coca-Cola, the three brands occupy the top three. About the Internet industry: Alibaba, Teng Xun, kuai Shou, Xiao hong shu, Pin Duo Duo, etc. are in the forefront.

3.2.3 Increase credibility

Being a public figure, especially some stars in professional fields (e.g., sports stars) can enhance the trust of potential users in a product or brand. Since 2011, Chinese sports brands have been facing frequent store closures, inventory backlogs and massive losses. In the process of looking for ways to reverse business difficulties and enhance brand value, people finally came up with a positive correlation between brand value and brand credit. When the weightlifting champion Chen Lijun's family was exposed to be poor at the 2021 Tokyo Olympic Games, many citizens called for sponsors' attention, and then Ping An Health Insurance promptly followed up and signed a contract with him. Chen Lijun thanked everyone for helping him find an endorsement, which was once on Weibo's hot search, increasing goodwill for the brand and enhancing the public's credibility of the brand.

3.2.4 Improve preference

For the fans of the stars, the love of the house and the love of the brand to enhance the goodwill and loyalty. Here, it is necessary to mention the culture of the rice circle, where today the "fan culture" has promoted the widespread use of the star system and created a new consumer market, the entertainment star peripheral market. The "fan" culture has promoted the awareness of intellectual property protection, thus promoting the rapid development of China's entertainment star consumer market and cultural industry by increasing the popularity. "Brainwashing advertisement" had peaked during the 2018 World Cup, but in the 2021 Tokyo Olympics, such advertisements have significantly decreased, with almost only Pin Duo Duo left. In contrast, more and more brands are experimenting with mini-documentaries, using higher quality content to highlight the brand's tone, thus largely increasing the popularity of the public.

4. THE MAIN FACTORS ON FOOD SALES

4.1. Enterprise attributes

Enterprises should first consider their own industry when inviting celebrity endorsement. The first step is to understand the competitiveness of the industry in which the company is located, the consumer's spending power and the impact of celebrity advertising. However, some of our domestic enterprises tend to choose celebrity

endorsement without paying attention to these issues, which is more random and generally pay attention to the short-term effect, and companies like to find those popular stars. This can bring potential consumers' attention. However, it is often difficult to form a stable consumer base, and even some companies do not pay attention to their own industry attributes to invite spokespersons, which has a bad impact on the image of the company itself. For example, in the past, some domestic entertainment companies invited celebrities to endorse sports products, and some fashion brands, it is very difficult to form a differentiated competition [3].

4.2. Personal image of celebrities

The personal image of the star has a very significant impact on the brand. In the endorsement contract between the star and the brand, both parties generally have the principle of equality and voluntariness to ensure that the artist has no bad habits to deal with. The image of the star also represents the image of the brand, while the image of the brand determines whether consumers are willing to buy the brand's products, which means the better the guest image of the star, the more in line with the brand. Then relatively speaking the people who buy the brand will have more favorable feelings towards the brand, thus increasing the brand sales. The purpose of choosing a celebrity endorsement is to remind consumers and increase attention, but also to gain the support of channels and partners, many people will think that the company that can afford to hire a celebrity is more powerful the most critical brand attributes match. Plenty of companies still hire image endorsers in order to attract consumers [4].

4.3. Communication strategy of the media

Contemporarily, the phenomenon of product homogenization is becoming more and more serious, and consumers are paying more and more attention to the image value of products, rather than being satisfied with their use value. In order to highlight the unique personality of their products and to distinguish them from other products, companies and advertisers are paying more attention to their spokespersons than before, who are very important to a brand and a symbol of its uniqueness. At the same time, the development and dissemination of new media has made celebrity spokespersons more influential than ever before, and the number of consumers has also increased. Companies value the powerful influence of the celebrity and use the halo effect to shift consumers' attention from the celebrity itself to the products of their own brands. This attracts consumers' interest in the products, i.e., they can buy the products and achieve the growth of sales. However, in the new media era, the influence of the spokesperson increases, but the risk also increases. In traditional media, what the audience can see is the

image of the spokesperson in front of the screen. Hence, the risk to the product and the spokesperson is low and the image management of the spokesperson is simple. Under the impact of new media, the selection and application of spokespersons is more complicated, and audiences can learn about spokespersons and products from multiple channels[5].

5. THE CONSUMER BEHAVIOR OF SEEKING

As a new network marketing model, short video marketing is developing rapidly. It affects teenagers' consumption behavior from three aspects: consumption channel, consumption experience and consumption relationship[6]. Teenagers bring a lot of traffic. It occupies an important position in the market. After the survey results show that because teenagers have a stable source of pocket money and quite a lot of money, they do not consider the price, do not consider the amount of consumption, just in order to pursue personality, in order to meet higher material needs.[7] Social culture, social popularity and family are the three main factors that affect teenagers' enjoyment of life in the process of forming their consumption psychology.

5.1. Adolescent consumption behavior of adolescents

Rational consumption means that consumers consume according to the principle of maximizing the effect, as long as their consumption ability allows. Teenagers make rational purchase decisions according to their study and economic conditions allow[8]. The consumption behaviour of teenagers should be based on the principle of rational and scientific consumption, and they should make purposeful and selective rational consumption. They should rationalize their spending structure and spend rationally. On the one hand, it can minimize the phenomenon of indiscriminate spending. On the other hand, it can make teenagers aware of financial management. Teenagers are required to combine consumption with their own characteristics, focus on growth and development, and choose the objects of consumption with purpose and consciousness[9]. At the same time, in dealing with foreign things and new things, they should strengthen rational analysis and discernment.

5.2. Establish a correct concept of consumption

Teenagers should establish a correct financial concept and do proper financial planning, have a rough estimate of their expenses and allocate their money scientifically in strict accordance with the spending plan. In the meantime, through the effective management of money, establish a rational concept of consumption, effectively cultivate financial literacy, and improve personal overall quality [10]. In order to maximize the

avoidance of teenagers for the excessive love of celebrities and then make a lot of irrational consumer behavior. This excessive consumption behavior not only increases the economic burden of the family, but also causes a huge social impact.

6. CONCLUSION

There is no doubt that food advertisements endorsed by celebrities are of great benefit to brand sales. Thanks to celebrity endorsements, food advertisements greatly enhance people's memory points and increase brand exposure. Besides, the improvement of brand sales also drives the trend of buying in the market, improves people's trust, Better has the public's trust, so he can Better market their brand. Nevertheless, it also increases people's trust and love for the brand they represent to a large extent. Coupled with the huge influence of domestic media, the excessive high frequency, and strong publicity can easily lead to the excessive consumption behaviour of teenagers. Because of the rapid spread of new media to the entertainment industry, entertainment stars are gradually appearing in the public eye. However, as teenagers, they do not have a comprehensive knowledge of the meaning behind the act of celebrity endorsement. So it is easy to lead to some negative effects, for example, excessive star-crossing and irrational consumption behaviour. Therefore, to reduce the impulsive and blind consumption behaviour of teenagers, we appeal and advocate that teenager should have the concept of financial management from an early age. Moreover, parents should establish the correct consumption concept for teenagers. Let the teenagers have the ability of rational thinking in the food advertisements endorsed by celebrities, to reduce the excessive and blind consumption behaviour of teenagers. Through our research, we found that celebrity endorsement can indeed bring positive influence to enterprises, but at the same time, it will have some negative influence on certain groups of people, such as teenagers. Through this article, I would like to further show what aspects of celebrity endorsement of food advertisements have an impact on brand sales. It also wants to get more teenagers to reduce their impulsive consumption behaviour.

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