

Analysis of the Influencing Factors of Celebrity Spokespersons on Consumers' Purchase Intention

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Abstract

In this paper, celebrity spokespersons are taken as independent variables, purchase intention as dependent variables, and customer perceived value is added as the mediating variable to study the influence of celebrity spokespersons on consumers' purchase intention. The literature research method and questionnaire survey method were used to conduct the research, and the reliability and validity analysis, correlation analysis and cross-analysis of the questionnaire data were carried out, and finally it was concluded that the celebrity spokesperson had a positive impact on consumers' purchase intention, and the customer's perceived value had a positive impact on consumers' purchase intention, and the customer's perceived value played a partial mediating role from the data analysis. Based on the above analysis, relevant suggestions are put forward for enterprises and methods are provided for follow-up research.

Keywords

Celebrity Spokesperson; Willingness to Purchase; Customer Perceived Value.

1. Introduction

Nowadays, consumers are faced with an era of countless product choices, and the market economy is booming, so businesses have consumers and have a market. As a result, companies often use advertising strategies to promote their products, and choosing a celebrity spokesperson is one of the most popular and effective advertising strategies today. At present, scholars at home and abroad have studied celebrity spokespersons, and first analyzed the advantages and risks of using celebrity spokespersons. secondly, the relationship between celebrity spokespersons and consumers is studied. Finally, this paper studies how celebrity spokespersons affect consumers' purchase intentions. However, for research in this field, because the market scope is large and the individual research of consumers is very complex, some scholars can only study one industry, and whether the research results are applicable to other industries is still a question. Based on the results of previous research, the characteristics of the celebrity spokesperson itself will affect consumers' willingness to buy, if the celebrity spokesperson itself has negative news, consumers will have questions about the product, and it will not be able to achieve the marketing effect that the enterprise wants to use the celebrity spokesperson, so what kind of spokesperson is an important marketing work for the enterprise to choose.

Based on the study of the characteristics of celebrity spokespersons, based on the S-O-R theory, through questionnaire survey and literature research, and then using data software to analyze, this paper finally studies the relationship between celebrity endorsements and consumers' purchase intentions, and explores whether there are other influencing factors in the process of consumers' purchase intentions stimulated by celebrity spokespersons. The final research results will be linked to reality, on the one hand, for enterprises to select the right spokesperson

when promoting products, and to achieve the marketing goals that enterprises want; On the other hand, it can provide consumers with product information when they consume, and can also guide consumers to choose products.

2. Theoretical Basis

2.1. Celebrity Spokesperson

2.1.1. Celebrity Spokesperson Concept

With the development of the market economy, the use of celebrities as spokespersons is becoming more and more common, and the selection of successful celebrity spokespersons plays a pivotal role in enterprises, so many scholars have studied celebrity spokespersons.

Osei Frimpong(2019) argues that groups that act as celebrity spokespersons in different fields enjoy a large portion of the population's reputation. The use of celebrity spokespersons is to establish a connection with the corporate brand, which can achieve the purpose of shaping the brand image and ultimately increasing sales.

2.1.2. Dimensions of Celebrity Spokespersons

Erdogan(1999) found that if a company chooses a spokesperson that does not match the product, its marketing strategy will not achieve the desired communication effect. Lafferty(2002) uses the principle of celebrity-brand consistency to demonstrate that there is a fit between the various attributes of the brand and the characteristics of the celebrity. Shimp(2003) used attractiveness as an indicator of celebrity when studying spokesperson traits.

By reviewing the existing literature, most scholars believe that celebrity spokespersons include three dimensions: popularity, attractiveness, and product fit.

2.1.3. The Relationship between Celebrity Spokespersons and Purchase Intentions

Consumers' purchase intentions can be predicted for consumers' actual purchase behavior, and celebrity spokespersons can convey product information to consumers. This study argues that celebrity spokespersons have a certain value in themselves, and that becoming a spokesperson can help consumers better understand the product and influence their purchase intention, and ultimately affect their purchase behavior, that is, celebrity spokesperson has a positive impact on consumers' purchase intention. Wang S W(2017) argues that the attractiveness of sports star spokespersons positively affects consumers' purchase intention.

2.2. Customer Perceived Value

2.2.1. Definition of Customer Perceived Value

Zeithaml V A(1988) Customer perceived value refers to the customer's overall evaluation of the utility of a service or product based on the trade-off between the perceived benefit and the actual effort. Philip Kotler(1993) argues that the perceived value of a customer is a set of economic, functional, and psychological interests expected from a particular supply, and that the perceived monetary value is called total customer value.

2.2.2. The Dimension of Customer Perceived Value

Sheth(1991) argues that functional value is derived from the price of a commodity, and that the perceived functional value is strong if there is absolute trust in the product. Sweeney and Soutar(2001) conducted an in-depth study on customer perceived value, and found that functional value is one of the dimensions of consumer perceived value in durable consumer goods. By collating the existing literature, it is found that at present, the academic community mainly analyzes the perceived value of customers from three aspects: the perspective of trade-offs, the perspective of multiple factors and the perspective of overall value.

In the context of studying celebrity spokespersons, the perceived value of consumers refers to consumers' evaluation of the quality, price, use and past experience of endorsed products under the marketing stimulation of celebrity spokespersons when choosing products. If consumers choose the products of celebrity spokespersons can make customers feel useful, mentally happy, very satisfied, etc., it shows that positive customer perceived value will not only have trust in the company, but also have an impact on consumers' purchasing behavior. Therefore, this paper divides the dimensions of customer perceived value into functional value, hedonic value and practical value.

2.2.3. Research on the Relationship between Perceived Value and Purchase Intention

Purchase intention refers to the likelihood that consumers will be able to purchase or choose a product from retail or other channels in a given context. Some scholars also hold a different view, believing that purchase intention refers to the planning of the purchase process of consumers for products that generate interest. Consumers' purchase intentions can be examined according to "the possibility that consumers are willing to carry out a certain product purchase behavior". The research on perceived value and purchase intention has also been widely explored by scholars, and some scholars advocate that perceived value is a single variable to study the relationship between perceived value and purchase intention.

3. Model Construction and Research Hypothesis

3.1. Research Models

3.1.1. S-O-R Model

The SOR (Stimulus-Organism-Response) theoretical model believes that the consumer's purchasing behavior is caused by (S) stimuli, which comes from both the physiological and psychological factors within the consumer's body and the external environment, where (O) refers to a person's internal state, including feeling, emotion and cognitive behavior, and (R) is the organism's behavioral decision-making that integrates external environmental stimuli and internal psychological attitudes, including avoidance and approach behavior.

3.1.2. Research on Theoretical Models

According to the S-O-R theoretical model, external stimuli will act on consumers' final purchase behavior by triggering consumers' internal body reactions, in this paper, celebrity spokespersons belong to external environmental stimuli, and perceived value is consumers' perception of products, and there will be more or less cognitive biases in the endorsement process, which will affect consumers' purchase intentions and ultimately affect consumers' purchase behaviors, as shown in Figure 1 for the research model in this paper.

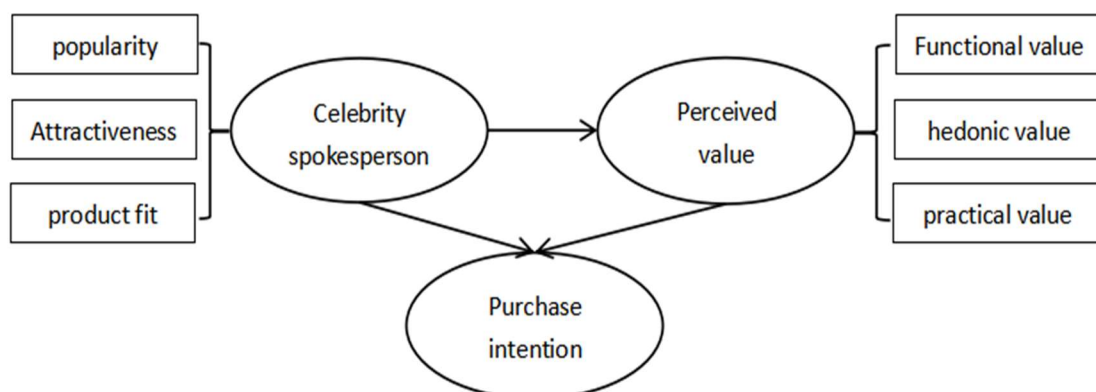


Figure 1. Conceptual framework of the study

3.1.3. Research Hypothesis

Based on the above model, the following assumptions are made:

H1: Celebrity spokespersons are positively correlated with consumers' purchase intentions;

H1a: The popularity of celebrity spokespersons is positively correlated with consumers' purchase intentions;

H1b: The attractiveness of celebrity spokespersons is positively correlated with consumers' purchase intention;

H1c: The product compatibility of celebrity spokespersons is positively correlated with consumers' purchase intention;

H2: Customers' perceived value is positively correlated with consumers' purchase intention;

H2a: Functional value is positively correlated with consumers' purchase intention;

H2b: Hedonic value is positively correlated with consumers' purchase intention;

H2c: Practical value is positively correlated with consumers' purchase intention;

H3: There is an intermediary effect on the relationship between celebrity spokesperson and purchase intention.

3.2. Questionnaire Design

The questionnaire to be distributed in this article consists of 4 parts. The first part is to screen the information, because the research object of this paper is consumers who have purchased celebrity endorsement products, if you choose no means that you have not bought celebrity endorsement products, it will be directly regarded as an invalid questionnaire. The second part is a questionnaire for the characteristics of celebrity spokespersons, the third part is a questionnaire on the customer's perceived value and consumers' purchase intention, and the fourth part is the basic information of the respondent, including the consumer's gender, age, and income. For example, before the formal survey, this paper conducted a pre-survey, and then modified the questions in the pre-survey, and revised the questionnaire according to the actual situation, with a total of 18 questions, which were measured by the Likert's five-point scoring method.

3.3. Research Implementation

3.3.1. Pre-survey

Before the formal survey, the students and teachers around them were selected to conduct a pre-survey, and a total of 10 electronic questionnaires were distributed and 10 questionnaires were collected. The pre-survey was conducted online, and the respondents evaluated the questionnaire after completing it. In order to ensure the accuracy and standardization of the questionnaire, the author listened to the opinions of some of the respondents on the questionnaire, compared their understanding with the content of the questionnaire design, found out the deficiencies and corrected the questionnaire, so that the content of the questionnaire is more in line with the theory of the paper and the content to be studied in this paper.

3.3.2. Data Collection

The research object of this paper is consumers who choose celebrity-endorsed products, and the test subjects involve consumers with different personal characteristics. The questionnaire is mainly issued in the form of online questionnaires, in which the online questionnaires are released on online platforms such as Questionnaire Star, WeChat, and Weibo. For the sake of data accuracy, delete the questionnaires that all chose the same answer and did not buy the celebrity-endorsed product. This time, 207 online questionnaires were issued, 196 valid questionnaires were issued, 11 invalid questionnaires were eliminated, and the effective recovery rate of the questionnaires was 94.68%.

3.3.3. Sample Structure

From the basic information table, it can be seen that 46.43% of the male consumers and 53.57% of the female consumers were surveyed, and the proportion of male consumers and female consumers who purchased products endorsed by celebrities was relatively small.

The age of the respondents was between 18 and 50 years old, of which 66 (33.67%) were 18-30 years old, 74 (37.76%) were 31-40 years old, 38 were 41-50 years old (19.39%), and 18 were over 50 years old (9.18%).

In terms of monthly income, 31.12% of the respondents were below 5,000 yuan, 41.84% were 5,000-10,000 yuan, 18.37% were 10,000-15,000 yuan, and 8.67% were above 15,000 yuan, indicating that the average monthly income of most of the respondents was 5,000-10,000 yuan.

4. Empirical Analysis

4.1. Reliability Test

The reliability and validity test of the questionnaire showed that the coefficient value of each part of the questionnaire was greater than 0.9, which indicated that the reliability quality of the collected data was very high. For the "deleted α coefficient", the reliability coefficient value of the deleted analysis item did not improve significantly, indicating that the question should be retained, which also showed the validity of the questionnaire questions and the accuracy of the data. In summary, the Cronbach's α coefficient value of the collected data is significantly higher than 0.9, which indicates that the data reliability quality is high and can be used for further analysis and research.

Table 1. Cronbach's alpha coefficients for reliability analysis

Variable Item	Item	Deleted alpha coefficient	Cronbach's alpha coefficient
celebrity spokesperson	visibility	Q2:0.943	0.947
		Q3:0.943	
	allure	Q4:0.944	
		Q5:0.942	
	product fit	Q6:0.943	
		Q7:0.943	
perceived value	functional value	Q8:0.944	0.947
		Q9:0.944	
	hedonic value	Q10:0.943	
		Q11:0.944	
	practical value	Q12:0.944	
		Q13:0.943	
purchase intention		Q14:0.942	0.947
		Q15:0.945	

4.2. Validity Test

In order to test the validity of the questionnaire, the Bartlett sphericity test was performed. The results showed that the KMO value of the questionnaire was 0.957, which was much greater than 0.6, indicating that the data was valid and could be further studied.

Table 2. Results of validity test

KMO and Bartlett's test		
KMO Number of sampling fitness quantities.		0.957
Bartlett sphericity test	Approximate chi-square	1790.053
	Degree of freedom	91
	Significance	0.000

4.3. Correlation Analysis

In order to study whether there is a correlation between variables, Pearson correlation analysis is mainly used in this paper.

Table 3. Correlation analysis

	visibility	allure	product fit	functional value	hedonic value	practical value	purchase intention
visibility	1.000						
allure	.768**	1.000					
product fit	.766**	.730**	1.000				
functional value	.670**	.680**	.688**	1.000			
hedonic value	.674**	.726**	.705**	.700**	1.000		
practical value	.665**	.699**	.701**	.711**	.718**	1.000	
purchase intention	.720**	.657**	.660**	.698**	.728**	.638**	1.000

It can be seen from the above analysis results that the correlation coefficient between the characteristics of celebrity spokespersons and purchase intention is about 0.7, indicating that the characteristics of celebrity spokespersons will greatly affect consumers' purchase intentions, assuming that H1 is tested. The correlation coefficients (popularity, attractiveness and product matching) with purchase intention were 0.720, 0.657 and 0.660, respectively, and it can be seen that each of these characteristics plays a certain role in influencing purchase intention, so the H1a, H1b and H1c hypotheses are valid. For the relationship between celebrity spokesperson and customer perceived value, it can be found that the three characteristics of celebrity spokesperson and the three dimensions of customer perceived value are significantly positively correlated, and the correlation coefficient reaches 0.812. The correlation coefficients of functional value, hedonic value and practical value on purchase intention were 0.698, 0.728 and 0.638, respectively, and it can be found that these three dimensions have a certain correlation with purchase intention. The correlation coefficient between customers' perceived value and purchase intention was 0.766, showing a significant correlation. So, H2, H2a, H2b, H2c are also tested. However, whether the customer's perceived value is an intermediary variable between celebrity spokespersons and purchase intention, and whether it will have an indirect impact, needs to be further examined.

4.4. Mediator Test

In this paper, we take celebrity spokesperson as the independent variable X, customer perceived value as the mediating variable M, and purchase intention as the dependent variable

Y when studying the mediating role of customer perceived value. Firstly, X regressed to M, and the statistical software SPSS 25.0 was used to test the significance of the coefficient of the independent variable X on the mediating variable M, if $p < 0.001$, it showed that the effect of the independent variable X to the mediating variable M was significant, and the result was found that $p < 0.001$, therefore, there was a significant relationship between the celebrity spokesperson and the customer's perceived value. The results are shown in Table 4 below.

Table 4. Independent vs. mediator

	Normalization factor	t	Sig
Celebrity spokespersons and customers perceive value effects	0.718	14.360	.000

The regression of celebrity spokesperson X and purchase intention Y was studied, and if both were significant, the regression of X and M to Y and their significance were studied. The results shown in Table 5 below are obtained.

Table 5. Independent and dependent variables, independent variables, mediator variables, and dependent variables

	Normalization factor	t	Sig
celebrity spokespersons and purchase intentions return to the relationship	0.732	14.977	.000
The relationship between celebrity spokesperson and perceived value regresses to purchase intention	celebrity spokesperson	0.325	.000
	perceived value	0.502	

According to the above table, the significance of the coefficient of the regression from X to Y is 0.000, and the coefficient of the regression from M to Y in the regression of X and M to Y is also 0.000, both of which are less than 0.01, which indicates that the regression of X to Y is significant, and the regression of M to Y is also significant. That is, effect c from X to Y is significant, and effect b from M to Y is significant. In summary, the effect of X-->Y is significant, and in the path of X-->M-->Y, the effects a and b are both significant, and this mediation model is a partial mediation model. It shows that when celebrity spokespersons influence consumers' purchase intentions, part of them are influenced by customers' perceived value, and the other part is directly influenced by celebrity spokespersons or other factors, so the assumption of H3 is valid.

4.5. Cross-Analysis

4.5.1. Celebrity Spokesperson and Purchase Intention Analysis – Gender-based

Based on the "gender of consumers", the data analysis results show the differences between male and female consumers in terms of purchase intentions under the influence of celebrity spokespersons. Using the t-test (full name is independent sample t-test) to study the differences between gender and celebrity spokespersons, it can be found that all celebrity spokespersons of different gender samples do not show significance for purchase intention ($P > 0.05$), which means that all celebrity spokespersons of different gender samples show consistency and no difference in purchase intention.

Table 6. Independent sample test

		Levene's test of the variance equation		T-test of the mean equation				
		F	Sig.	t	df	Sig	Difference in the mean	Standard error value
celebrity spokesperson	The variance is assumed to be equal	.049	.825	-.849	194	.397	-.09706	.114
	It is assumed that the variance is not equal			-.846	186.536	.398	-.097	.115
purchase intention	The variance is assumed to be equal	.802	.372	.556	194	.579	.066	.119
	It is assumed that the variance is not equal			.549	176.299	.584	.066	.121

4.5.2. Celebrity Spokesperson and Purchase Intention Analysis - Based on Age

Analysis of variance (one-way ANOVA) was used to study the differences between two items of age groups for celebrity spokespersons and purchase intention, and the specific results are shown in Table 7 below.

Table 7. ANOVA results

Age group (mean ± standard deviation)						
	1.0(n=66)	2.0(n=74)	3.0(n=38)	4.0(n=18)	F	P
celebrity spokesperson	3.95±0.75	3.78±0.77	3.77±0.92	3.93±0.83	0.718	0.542
purchase intention	3.78±0.77	3.78±0.81	3.80±0.97	4.03±0.85	0.464	0.708

* p<0.05 ** p<0.01.

It can be found that the purchase intention of the samples of different age groups does not show any significance for the celebrity spokespersons (P>0.05), which means that the samples of different age groups all show consistency and no difference in the purchase intention of the celebrity spokespersons.

4.5.3. Celebrity Spokesperson and Purchase Intention Analysis - Based on Income

The analysis of variance (one-way ANOVA) was used to study the differences between income/month and celebrity spokesperson and purchase intention, and the results shown in Table 8 were obtained.

Table 8. ANOVA results

Income (mean ± standard deviation)						
	1.0(n=61)	2.0(n=82)	3.0(n=36)	4.0(n=17)	F	P
celebrity spokesperson	1.0(n=61)	2.0(n=82)	3.0(n=36)	4.0(n=17)	F	P
purchase intention	3.84±0.81	3.88±0.73	3.69±0.90	4.07±0.81	0.973	0.407

* p<0.05 ** p<0.01.

According to Table 8, it can be found that all the purchase intentions of different income/month samples do not show significance ($P > 0.05$), which means that the purchase intention of different income/month samples for celebrity spokespersons is consistent and there is no difference.

In summary, the gender, income level and age of consumers will not have obvious differences in the process of having a celebrity spokesperson, so it is reasonable to think that consumers with different characteristics will have a positive impact because of the celebrity spokesperson, so the celebrity spokesperson plays a vital role in the marketing perspective of the enterprise.

5. Conclusion and Recommendations

5.1. Conclusion

Based on the three characteristics of celebrity spokespersons, this paper studies the relationship between these three characteristics on purchase intention, divides the customer's perceived value into three dimensions, and adds them to study their mediating role, and draws the following conclusions:

(1) The average attractiveness of celebrity spokespersons is the highest, indicating that consumers' purchase intentions are greatly affected by them; If consumers have a strong need for high functional value, enterprises need to pass on the functional information of the product to consumers through celebrity spokespersons, which can improve consumers' purchase intention.

(2) The results of correlation analysis point out that each characteristic of celebrity spokesperson has a strong correlation with purchase intention, indicating that the characteristics of celebrity spokesperson themselves will greatly affect consumers' purchase intention. However, awareness has the highest correlation with purchase intention, that is, popularity also has a greater impact on purchase intention. Combined with the results of descriptive statistics, it can be seen that the attractiveness and popularity of celebrity spokespersons have a great impact on purchase intention, although the impact of product matching on purchase intention is slightly lower than that of the other two, but it will also affect purchase intention, so enterprises can not ignore this factor.

(3) Combined with the analysis of the basic information of the respondents, it can be seen that the impact of different gender, age and monthly income of consumers on purchase intention is basically no different, indicating that consumers with different characteristics will be more or less influenced by celebrity spokespersons.

5.2. Recommendations

5.2.1. How to Choose a Celebrity Spokesperson

The celebrity spokesperson that companies hope to choose can not only increase consumers' willingness to buy, but also strengthen the connection between enterprises and consumers, retain consumers, and have a market. Practice has shown that choosing a positive celebrity spokesperson has a significant effect on increasing consumers' purchase intention. Enterprises pay attention to the personal attractiveness of celebrities when choosing, which can attract consumers to pay more attention to products; The popularity of celebrities can make consumers think that the product has the same high reputation as the celebrity spokesperson, and can also improve the sense of trust in the product; The compatibility between the celebrity's own characteristics and the product can make consumers think that the product is tailor-made for the celebrity spokesperson and is relevant, which means that the higher the fit between the product and the spokesperson, the higher the consumer recognition.

5.2.2. How to Improve Customer Perceived Value

In the process of choosing a celebrity as a spokesperson, if the endorsed product makes consumers feel that it has a certain functional value, consumers are likely to have a willingness to buy the product because of the need for function. If consumers feel that they will feel very happy and happy when they buy celebrity-endorsed products, then consumers will have a positive willingness to buy for happiness. At the same time, in this process, if the practical value is perceived by consumers and they feel that it is cost-effective and worthwhile, it is worth buying, then consumers' willingness to buy will also be strengthened. Therefore, when producing products, enterprises need to set appropriate prices for products on the basis of ensuring product quality. At the same time, the information about the advantages and functions of the product conveyed through celebrity spokespersons in advertisements will only have a positive impact when consumers believe that the quality of the goods is reliable, the price is reasonable, the potential risk is low and the cost performance is high, and then generate positive purchase intentions. For example, most brands will send the product to the spokesperson for use, and then they can share the spokesperson's mood, strategy and experience with consumers, so consumers will receive more information about the value of the product.

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