

Research on the Influence of Brands Endorsed by Mainland Stars on the Behavior of Local Consumers

Liuyi Li^{1,a,*}

¹*Orange County American High School, Beijing, 100000, China
a. mlaguna81689@student.napavalley.edu*

**corresponding author*

Abstract: With China's economic growth, domestic celebrities are increasingly visible on the international stage. Many fashion brands opt for celebrity endorsements to enhance their brand influence and awareness. Celebrity endorsement has been a common communication strategy, garnering consumer attention and elevating a brand's competitiveness. It also enhances the commercial value of the endorsing star. Celebrities attract highly loyal fan bases, resulting in increased participation in endorsed brand activities. This boosts brand favorability among consumers and can convert star fans into brand loyalists, expanding international influence. However, recent negative news about celebrities has affected brand endorsements. Fans often defend their idols, which can harm the brand's image. This paper addresses the following questions: 1. Is there a positive correlation between celebrity endorsements and consumer product consumption behavior? 2. Do consumers' attitudes toward brands correlate with their consumption behavior? 3. Are idol-endorsed ads positively correlated with increased consumption by fans? Some brands have experienced short-term increases in awareness and sales, but whether this can be sustained requires consideration. Additionally, while most endorsements aim to boost brand awareness and sales, their impact on non-fan consumers, particularly whether such endorsements trigger aversion or resistance, merits further discussion. This study will review existing research, analyze the influence of celebrity endorsements on brands and sales trends, and examine the purchasing power of different consumer groups, including fan and non-fan segments.

Keywords: mainland stars, brand endorsement, consumption impact, fan consumption

1. Introduction

With the popularization of social media, many celebrities have a huge fan base, which gives celebrities huge commercial value, more brands will invite them to become brand ambassadors one after another, etc. Scholars believe that celebrity endorsement can bring more than just revenue for the celebrities themselves, but also increase the brand awareness and brand sales, so can the endorsement of the idol motivate the fans to consume? Does the attitude and perception of consumers towards the brand affect the consumption behaviour?

This paper will be based on the SAT theory using the questionnaire method to answer the questions, analyze the impact of celebrity endorsement on brand communication, as well as to put forward relative suggestions for the future of celebrity-endorsed advertisements.

Through research and discussion, it is found that when the brand endorsed by the star is propagated, the subjects involved in the advertisement become more diversified, and the communication channels involved also become more diverse. In terms of influence, the brand endorsed by the star can enhance brand awareness and stimulate consumers' purchase desire, but if the fan loyalty is not high, and it may be boycotted by ordinary consumers, in addition, fan consumer groups also attach great importance to the practicality and price of products when buying products.

In many practical contexts, three hypotheses are put forward: 1. Strong interaction between star spokespersons and brands makes consumers' consumption behaviour of products positively correlated 2. There is a positive correlation between consumers' attitudes and opinions on brands and their consumption behaviors. 3. The advertisements endorsed by idols are positively correlated with the promotion of fans' consumption.

Brand awareness is the foundation of brand success. In the face of increasingly fierce competition, brands need to constantly find new promotion ways to improve their visibility, and the way of celebrity endorsement has greatly strengthened the brand image. Celebrities have a huge fan base and social influence, which can attract the attention of more target consumers. In China, celebrity endorsement is also considered an important way to bridge the gap between enterprises and consumers. Consumers' worship and liking for stars will directly translate into consumers' goodwill for the brand. When using the marketing strategy of star endorsement, the brand will generally choose to match the image of the star, so as to make the brand more convincing. For example, if some brands choose to use makeup or image of more special stars to endorse, and then consumers will naturally think that the brand is "fashionable", "cutting-edge" or "unique". At this time, consumers' sense of self-identity will be further satisfied, and the brand's visibility and image will be more prominent.

In recent times, more and more businessmen have discovered more ways to make money, and promotion, more novel products appear in the public eye, consumers out of the freshness of the product and the desire to explore will be more inclined to buy new products, these products are highly favored by consumers, product sales have risen every year, up to now, the scale of a certain industry has reached 190 billion RMB, scholars have found that more than one brand endorsement effect than a single brand spokesman product sales and brand awareness growth effect is better, invite the more influential spokesman in the entertainment industry for the brand product effect will be more significant, it can be seen, brand awareness and sales and celebrity endorsement has a very significant relationship.

2. Literature Review

In 1985, Chinese celebrity endorsement TV commercials gradually appeared in the public eye to study celebrity endorsement from the perspective of marketing, The star itself has a high commercial value, and scholars have carried out preliminary research on how to use celebrity endorsement, Xiaoqing pointed out that luxury big brands and domestic tide brands have used celebrity endorsement to carry out the initial marketing, which is conducive to a better interaction between the brand and the young consumers [1]. In the study of celebrity endorsement, scholars have put forward different ideas around the identity image of the endorser, Freiden proposed that the identity of the endorser is diversified, in addition to the stars, experts, entrepreneurs, Internet celebrities can be endorsers [2].

In endorsement studies, Friedman and Friedman celebrity endorsements are far more influential than other types of endorsements,[3] and Bergkvist and other celebrity endorsements fall under the category of celebrity endorsement, which is usually defined as "an agreement between an individual (e.g., a celebrity), who is in the public eye, and an entity (a brand), to utilize the celebrity's own heat to promote the brand" [4]. Grant pointed out that the specific form of star endorsement is divided into many kinds, including direct recommendation (directly expressing their own recognition of the

product after use), indirect recommendation (saying they are currently using this product) and display recommendation (spokesperson and product at the same time) and so on [5]. Friedman in the product endorsement, the brand invites different stars to benefit from the endorsement of the situation is also very different, and thus put forward “Friedman proposed the match-up hypothesis, which states that when the product type matches the celebrity’s own characteristics, the communication benefits will be relatively favorable [6].

Zhang Qiangqiang in the “fan power” in the fan economy consumption defined as “to emotional capital as the core, the fan community as a marketing tool to value-added emotional capital, the brand to leverage, to achieve the purpose of the brand and idol value-added emotional capital” [7], at the same time, in the context of social networking, Li Wenming et al. analyzed the development trend of “fan economy” [8]. At the same time, in the context of social network, Li Wenming et al. analyzed the development trend of “fan economy”, they believe that fan consumption is not only to meet the demand for commodities, but also to guide fans in the pursuit of spirit and attitude, and to guide fans to share the product with others to achieve the effect of dissemination [8]. Liu Jin believes that brands can take advantage of fans’ admiration for idols, so that fans’ sense of existence, sense of belonging and sense of identity can be satisfied in the consumption of brand products [9]. Chen Siqi, the construction mode of the fan economy is mainly divided into several categories: first, the mode centered on the star idol. The “fan economy” consumption behavior is often identified as a kind of irrational consumption, which is also the most essential difference between it and ordinary consumption behavior. The more fans consume, the more the star’s traffic and commercial value will rise. The huge base of fans and strong consumption ability has prompted the cooperation between brands and stars, and brands will also consider a variety of factors to choose the spokesman, the second, is a brand-centered consumption model, different from the consumption of fans mainly rely on the endorsement of the star with the brand, and this brand-centered consumption mainly relies on the degree of loyalty to the brand [10]. In summary, although there are many scholars in this field, few scholars have studied whether star-brand interactivity is positively correlated with fan consumption behaviors.

This research can understand whether the interaction between celebrities and brands can double the revenue, and also allow brands to take this as a lesson to launch better endorsement methods, so that brand awareness and brand sales soar, this paper will use questionnaire method and data analysis to study the above several issues.

3. Research Methodology

This article uses the questionnaire survey method, the use of questionnaire star to produce questionnaires, followed by the distribution of questionnaires in the major social platforms, the questionnaire distribution cycle for two weeks, the total number of recovered questionnaires 311 valid questionnaires 311 questionnaires, questionnaire validity rate of 100%, invalid questionnaire scoring criteria for the questionnaire whether the answers are uniform, questionnaire issuance of the target is the local consumers.

4. Consequence

Table 1: Results of Linear Regression Analysis (n=311).

	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Diagnostics	
	B	Standard Error	$Beta$			VIF	Tolerance
Constant	0.435	0.201	-	2.163	0.031*	-	-

Table 1: (continued).

Independent Variable 3	0.001	0.009	0.006	0.144	0.885	1.154	0.867
Independent Variable 2	0.316	0.077	0.274	4.123	0.000**	3.332	0.300
Independent Variable 1	0.593	0.076	0.525	7.842	0.000**	3.392	0.295
R^2	0.594						
Adjusted R^2	0.590						
F	$F(3,307)=149.773, p=0.000$						
D-W Value	2.023						

Dependent Variable: Dependent Variable

* $p<0.05$ ** $p<0.01$

From the table above, when using Independent Variable 3, Independent Variable 2, and Independent Variable 1 as independent variables and the Dependent Variable as the dependent variable for linear regression analysis, the model formula is represented as: Dependent Variable = $0.435 + 0.001 * \text{Independent Variable 3} + 0.316 * \text{Independent Variable 2} + 0.593 * \text{Independent Variable 1}$. The model's R-squared value is 0.594, indicating that Independent Variable 3, Independent Variable 2, and Independent Variable 1 can explain 59.4% of the variation in the Dependent Variable. An F-test of the model revealed that the model passed the F-test ($F=149.773$, $p=0.000<0.05$), suggesting that at least one among Independent Variable 3, Independent Variable 2, and Independent Variable 1 has a significant relationship with the Dependent Variable. Moreover, a multicollinearity test of the model showed that all VIF values are less than 5, implying that there is no multicollinearity problem. Additionally, the Durbin-Watson (D-W) value is close to 2, indicating that there is no autocorrelation, and the sample data are independent of each other, which suggests a robust model.

Detailed analysis reveals the following points. The regression coefficient for Independent Variable 3 is 0.001 ($t=0.144$, $p=0.885>0.05$), implying that Independent Variable 3 does not significantly influence the Dependent Variable; The regression coefficient for Independent Variable 2 is 0.316 ($t=4.123$, $p=0.000<0.01$), suggesting that Independent Variable 2 has a significant positive impact on the Dependent Variable; The regression coefficient for Independent Variable 1 is 0.593 ($t=7.842$, $p=0.000<0.01$), indicating that Independent Variable 1 has a significant positive impact on the Dependent Variable.

In conclusion, Independent Variable 2 and Independent Variable 1 have a significant positive relationship with the Dependent Variable. However, Independent Variable 3 does not show a significant relationship with the Dependent Variable. The strong interaction between the star spokesperson and the brand makes the consumer's consumption behavior of the product significantly positively correlated. Consumers' attitudes and views on brands have a significant positive correlation to consumer behavior. There is no significant correlation between the advertisements endorsed by idols and the promotion of consumption by fans.

5. Discussion

Through the results, it can be found that the interactivity between celebrity endorsers and brands can lead to consumer spending, and the authors believe that there are several reasons for this. First of all, the frequent interaction between the star and the brand can make the consumers trust the products endorsed by the spokesperson more so as to carry on the consumption, and the author believes that

the more frequently the star uses or appears in the brand's products, so as to make the consumers' trust in the products rise, so as to choose the brand's products to carry on the consumption. Secondly, the frequent interaction between the star and the brand products can make the fans in the psychological distance between themselves and the idol into, so as to carry on the consumption in this brand, the more frequent the interaction between the star and the brand, the fans of its products to carry on the consumption behavior of the consumer groups in the psychological distance between themselves and the star will think that they are closer to the star, so as to continue to willingly buy the brand products endorsed by the star, and some of the fans will publicize the star to the people around them. Some fans will publicize the products endorsed by the stars to the people around them. Finally, fans will support the idol endorsement and buy this brand products, out of the fans of the star's love, so many fans will buy star-endorsed products, most of the sales of the brand products are consumed by fan consumers.

This has a positive impact on brands or stars, which can not only increase brand sales and exposure, but also increase the popularity of celebrity topics, which is beneficial to both brands and stars. Therefore, brands can require star spokespeople to wear or use products in their daily lives, so that consumers can gradually trust the brand's products, but the products must not appear too frequently, sometimes it will backfire. Let the consumer think that this is one of the means of product marketing.

In the author's opinion, there are several reasons why consumers' attitudes towards a brand will affect their consumption behavior. First, the original behavior of the brand leads to consumers' dislike or affection for the brand, which will lead to whether consumers are willing to consume in the brand; second, after the publicity of the brand's products, the quality of the products fails to reach the expected level and consumers are disappointed. In order to reduce product costs, many brands will cut corners in the product production process, resulting in the quality of the product to the hands of consumers cannot reach the level expected by consumers, so that the brand product is disappointed, and will no longer buy this brand product. Finally, many brands quietly lend a helping hand to public welfare causes, so that consumers are optimistic about the brand, so that they are more willing to buy the brand's products.

When consumers buy products on the brand's view is to decide whether to consume the key, if the consumer is a fan of this brand desire to consume and consumption will increase greatly, the authors believe that the brand should pay attention to their own behavior in the public eye, and in the case of vigorously publicize the product should also pay more attention to their own pricing and product quality is comparable to the case, and more to the public welfare to contribute to the public good, which can make the brand exposure greatly increased, the brand's popularity will also become better. This can make the brand exposure greatly increased, the brand will also become better, celebrity fans have the probability to become brand fans.

The relationship between idol-endorsed advertisements and fans' consumption behavior is not significant, and the authors believe that there are several reasons for this. Firstly, the interviews are not targeted at the group of stargazers, who have a certain degree of loyalty and adoration for celebrities, and most of the fans will follow the trend of purchasing idol-endorsed products and publicize idol-endorsed products to the people around them. Secondly, the price of idol-endorsed brand products is slightly high, which is not suitable for the consumption of ordinary consumers, and many luxury brands will have a premium, and the premium is too serious, which leads to the ordinary consumer groups are not able to afford the high price of this product. Finally, the authors believe that idol endorsement advertisements are not a significant but not irrelevant driver of fan consumption behavior. The authors believe that it is a matter of categorizing the interviewed population, and they do not rule out the possibility that fans may think that the products endorsed by idols are products that they don't need or that are overpriced.

6. Conclusion

This article makes a study through spokespersons and consumer behavior and makes recommendations through the results obtained. The article studied consumer attitudes towards brands, consumer attitudes towards celebrities, and consumer psychology and other aspects of the study, the study found that celebrity endorsers usually appear in the public eye, endorsed products can therefore get more exposure to make sales growth, coupled with the propaganda and dissemination of the behavior of the fans, which can make the brand exposure increased out of a different consumer psychology, fans will be more willing to buy the products endorsed by the idol. For different consumer psychology, fans will be more willing to buy the products endorsed by the idol, but some fans have their own consumption habits may not be able to buy the products endorsed by the idol, and some brands also appear to be too high a premium leading to the phenomenon that ordinary consumers cannot afford, the authors suggest that the brand in the production of the product and the sale of the issue of more effort to make reasonable adjustments, so that ordinary consumers to be able to afford, and at the same time, enhance the quality of the products to the control. Secondly, as the Internet communication is more and more developed, the star heat is renewed more and more quickly, the fans do not have a high degree of understanding and loyalty to the brand, in addition, the brand is easy to suffer from the counterparts and non-fan consumer boycott. The authors suggest that brands should consider various factors when selecting spokespersons, and try to select multiple spokespersons under the condition of sufficient funds. Finally, in order to strengthen the relationship with the spokesperson and the relationship between fans and consumers, the brand can carry out more in-depth cooperation with the spokesperson, and even make the surrounding products about the star, and present them to consumers as a supplement to the purchase of products. The author believes that fans are the most valuable intangible assets of stars. This can not only increase brand sales, but also provide fans with emotional sustenance space, which can benefit both fans and brands.

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