

# **Impact Of Congruence Between Brand And Celebrity Personality On Consumer Behavior And Buying Attitudes**

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The research aims to identify the impact of congruence between brand and celebrity personality on consumer behavior and buying attitudes. The data were collected from 432 government college students in Tamilnadu, India. It provides and tests a conceptual framework through comparing the effectiveness of celebrity and user, brand and celebrity, as well as user and brand personality congruence on consumers behavior and buying attitudes. The data collection was done through survey of a representative group of students located across Tamilnadu, India. Hypotheses were tested using standard deviation & regression analysis with mediation approach. The results indicate that while user and brand and brand and celebrity personality congruence have a significant impact on consumer behavior and buying attitudes. This article explores the crucial role of congruence between brand and celebrity personality in shaping consumer behavior and influencing buying attitudes.

## **Introduction**

In today's dynamic and competitive market, brands are constantly seeking innovative ways to capture the attention of consumers and build lasting connections. One approach that has gained significant traction is the strategic alignment of a brand with a celebrity whose personality resonates with the brand image. This article explores the crucial role of congruence between brand and celebrity personality in shaping consumer behavior and influencing buying attitudes.

**Understanding Congruence -** Congruence is the term used to describe how well a brand's personality complements the personality of a selected celebrity endorser. A harmonious combination of the two has a synergistic impact that improves the consumer's perception of the brand as a whole.

**Impact on Consumer Perception-** Customers frequently identify particular personality qualities with celebrities as well as brands. Customers are more likely to view a brand as genuine and reliable when these characteristics are present. This consistency creates a feeling of

trustworthiness and dependability, which helps to improve customer perceptions of the brand. This congruence establishes a sense of credibility and reliability, contributing to positive consumer attitudes towards the brand.

**Building Emotional Connections** - Beyond simple association with images, there is more to a brand and celebrity personality's congruence. It makes it easier to connect emotionally with customers. Consumer decision-making is heavily influenced by emotions, and when a celebrity's persona coincides with a brand's ideals and characteristics, fans are likely to feel positively about it.

**Influence on Purchase Intent** - Purchase intent is closely related to consumer behavior. Customers' propensity to buy a product can be greatly impacted by the alignment of a brand with a celebrity endorsement. A suitable celebrity endorsement can operate as a potent stimulant, pushing buyers to take the next step in their decision-making process from consideration to action.

**Enhancing Brand Recal** - Improved brand recall is facilitated by a celebrity's personality and brand alignment. Customers find it easier to recall and relate to a brand when it is linked to a celebrity whose character reflects the brand's ideals. This improved recall has the potential to raise brand awareness and boost the chance that it will be taken into account when making future purchases.

**Navigating Challenges** - Although congruence is an effective tool, brands need to be aware of possible hazards. The brand may suffer if the celebrity endorser is involved in any scandals or inconsistencies. To guarantee a true fit between the brand and the celebrity's public persona, brands must perform extensive research and due diligence.

### **Market Valuation and Size of the Health Beverages Industry in India**

India's Health Beverages industry is cherished at INR 43000 Crores and is growing at 15 percent to 18 percent every year by value and is proposed to reach INR 130,000 Crores by the year 2023. Health drinks and protein shakes are a popular subset of the Health and Beverages Industry, including packaged fresh fruit and vegetable juices, probiotics, food powder, energy drinks, and others. The projected growth rate of the Indian Health beverages Industry is 9.89 percent over five years between 2022 till 2026 and is estimated to reach 3.84 billion USD by 2026(dreamwebindia).

### **Review of Literature**

The role of advertisements in influencing customer behavior is crucial. Advertising is a marketing strategy that aims to increase consumer awareness of a product so they can decide what to buy. To thrive in a consumer market where advertising is the primary means of advertising, a company may enhance the brand of its product through promotional actions (aditya yadav, 2022). In order to help consumers make a purchasing decision, advertising is a marketing strategy used to increase consumer awareness of a product. A company may use promotional activities to increase the brand awareness of their product in order to succeed in

a consumer market where advertising is the dominant force (Jae Han Jay Min, 2019). Celebrity endorser has been used for decades as a marketing tool to promote brands, and in turn have become a large part of modern marketing (McCracken 1989). Especially, advertising through online social networks using celebrity endorsement to promote products has become a key in practice in marketing strategy and a more powerful method than any other mass media (Li et al. 2012). A genuine celebrity has clearly defined personality and reputation they are known to be extremely good at something beyond appearing in advertising, and it is their outstanding skill in their chosen field of endeavor which has brought them into the public eye and made them an object of worship and respect Hamish(2005). One of the strongest reasons for using a celebrity for a product endorsement is that it can link the product to the celebrity's skills. A manufacturer or retailer wants to use the celebrity in advertising their product to help the product stand out in competition. Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products or brands (Sajana, 2015).

The S-O-R model suggests that it's not only the external stimuli that directly cause a response but also the individual's internal processes and interpretation of the stimulus. Different individuals may respond differently to the same stimulus due to variations in their internal factors. Stimulus(s) - This is the external event or situation that triggers a response. It can be anything from an advertisement to a social interaction or any other external factor that influences an individual. Organism (O) - This represents the internal processes within the individual, including cognitive, emotional, and physiological factors. The organism processes the stimulus and determines how the individual perceives and interprets it. Response (R) - This is the observable behavior or reaction resulting from the interaction between the stimulus and the organism. It reflects how the individual chooses to respond based on their internal processes and external stimuli.

### **Hypothesis**

- Positive relationship between congruence in brand and celebrity personality and consumer perceptions of fit.
- Positive relationship between perceived fit and brand image.
- Positive relationship between brand image and consumer behavior and buying attitudes.
- The moderating effect of consumer characteristics and product/service type on the relationships.

**Table : 1** Type of Advertisement

Sl. No	Type of advertisement	No. of respondents	Percentage
1	Celebrity endorsed advertisement	402	93
2	Non-Celebrity endorsed advertisement	30	7
Total		432	100

It was inferred from the above table that 93 per cent of the respondents were attracted by the celebrity endorsed advertisement for the purchase of health beverages. Only seven per cent of the respondents were not carried away by celebrity endorsed advertisements. This research result is consistent with many other research like (Sajana,2015).

#### Descriptive Statistics of favourite health drinks

	Category (Top Health Beverages)	mean	Std.deviation	cv
	Like Harlicks	9.61	0.390	0.080
	Boost	9.05	0.569	0.124
	Complan	8.16	0.033	0.080
	Maltova	4.36	0.456	0.208
	Bournvita	6.63	0.600	0.180
	Pediasure	7.67	0.611	0.180

Read more at:<https://www.magzter.com/stories/Business/Food-Beverage-Business-Review/Indias-Health-Drinks-Segment-Lacking-Boost>.

The above table represents data on consumer preferences and perceptions of various health beverages across different categories. Horlicks has the highest mean rating that 9.61 among all the brands, indicating that it is the most favored health beverage among consumers on average. Moreover, it has a relatively low standard deviation and coefficient of variation, suggesting that consumer opinions are fairly consistent, with little variability. Although Boost has a slightly lower mean rating that 9.05 compared to Likely Harlicks, it still holds a respectable position. Complan has a lower mean rating that 8.16 compared to Likely Harlicks and Boost, indicating somewhat lower consumer preference. Bournvita and Pediasure, these two brands fall between the top-rated brands and the lowest-rated brand. Maltova has the lowest mean rating among all the brands listed, indicating that it is the least favored health beverage among consumers on average. It's concluded that likely Harlicks and Complan emerge as the top contenders in terms of consumer preference due to their higher mean ratings and lower variability in consumer opinions, while Maltova appears to be the least favored with the highest variability in consumer perceptions.

#### Role of Celebrity on Brand Building Behaviour

SL.N O	CATEGORY	SA	A	UD	D	SD	SDTOTA L SCORE	RAN K
1	CELEBRITY PROMOTES Bbrand image	120	230	100	97	49	2063	3
		20.2 %	38.6 %	16.8 %	16.3 %	8.3%		
2	Celebrity generates lot of publicity	101	240	116	76	63	2028	4
		16.8 %	40.1 %	19.3 %	12.6 %	10.4 %		
3	Celebrity catches public attention	210	136	129	61	60	2163	2
		35.3 %	22.9 %	21.7 %	10.3 %	10.1 %		
4	Celebrity creates confidence in the minds of public/people	53	101	211	91	140	1624	7
		8.7%	16.8 %	35.3 %	15.1 %	23.3 %		
5	Celebrity induces to buy	105	140	210	70	71	1926	6
		17.5 %	23.3 %	35.1 %	11.6 %	11.8 %		
6	Celebrity comes to mind when product is required	110	142	216	70	58	1964	5
		18.5	23.9	36.3	11.8	9.8		
7	More the popularity of celebrity higher will be the product recognition	214	190	112	50	30	2296	1
		35.8	31.7	18.6	8.2	5.0		

This above table represents data regarding the influence of celebrity endorsements on various aspects related to brand perception and consumer behavior. More the popularity of celebrity, higher will be the product recognition - this category has the highest total score and its ranked first. It suggests that the majority of respondents strongly agree or agree that the popularity of a celebrity positively impacts the recognition of the endorsed product. Celebrity catches public attention - this category has the second-highest total score and its ranked second. It indicates that respondents perceive celebrity endorsements as effective in capturing public attention. Celebrity comes to mind when product is required – this category has the third-

highest total score and its ranked fifth. It suggests that while celebrity endorsements may be effective in prompting recall when a product is needed, it is not as highly rated as the other categories. Celebrity induces to buy – this category has the fourth-highest total score and is ranked sixth. It shows that celebrity endorsements have a moderate influence on inducing consumers to make a purchase decision. Celebrity promotes brand image – this category has the fifth-highest total score and is ranked third. It suggests that celebrity endorsements are perceived to have a positive impact on brand image, albeit not as strongly as product recognition or public attention. Celebrity creates confidence in the minds of the public/people – this category has the second-lowest total score and is ranked seventh. It indicates that respondents are less convinced about the ability of celebrity endorsements to instill confidence in the minds of consumers. Celebrity generates a lots of publicity –this category has the lowest total score and is ranked fourth. It suggests that while celebrity endorsements may indeed generate publicity, it is not considered as impactful as other aspects such as product recognition or brand image promotion.

## **Conclusion**

This research emphasizes the celebrity endorsement, it has become crucial in contemporary business, particularly in fiercely competitive health beverage markets where brands vie for consumer attention. Most beverage brands utilize celebrity endorsers to enhance their energy and influence consumer behavior. Sports stars, especially young ones, are favored endorsers, with attractive aspirational appeal being a key influencing factor. Consumers prioritize product information in advertisements, and increased product value is highly valued. Overall celebrity endorsements are perceived as effective in promoting brand recognition and influencing consumer buying behavior, although excessive use of multiple celebrities can diminish their impact. This study emphasizes the importance of selecting the right celebrity for endorsement campaigns and contributes to understanding the role of celebrity endorsements in advertising and marketing.

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