A STUDY ON INFLUENCE OF CELEBRITY ADVERTISEMENT ON PERCEPTION OF CONSUMERS ON HEALTH DRINK WITH SPECIAL REFERENCE TO GENERATION X, MILLENNIALS AND GENERATION Z

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ABSTRACT
Marketing for different products for different demographic has always been challenging for the marketer. This study talks about the promotion of health drink to the consumers through celebrity endorsement. The respondents are divided into three strata based on their generation via Generation X, Millennials and Generation Z. The study finds out that the people in the respective generation prefer different ways of communication about the product. The study also tries to understand the influence of celebrity endorsement on the perception of consumers of health drink.

Keywords: Perception, Generation, Celebrity, Celebrity Advertisement, Brand Image.

I. INTRODUCTION
Marketing principles are widely applied. People and organisations all around the world are involved in a variety of activities that could be classified as marketing, either directly or indirectly. Marketers can advertise not only goods and services, but also ideas, information, technology, events, and experiences. The American Marketing Association defines marketing as "an organisational activity and a collection of processes for producing, conveying, and providing value to consumers, as well as for managing consumer relationships in ways that benefit the firm and its stakeholders."

A marketer may create a higher-quality product with advanced features and a strong brand, sell it at a lower price, and distribute it via multiple channels, but if it is not properly promoted and conveyed, they will be in vain. Thus, promotion or the marketing communication mix is critical to the marketing process.

Celebrity Endorsement
Traditionally, the term "celebrity" refers to a well-known someone who is well recognised by the public and regarded as a role model for society. (Mccracken, 1989)
Endorsement is a form of brand communication in which a celebrity serves as the business's spokesman and vouches for the brand's claim and stance by lending his or her personality, popularity, social standing, or competence in an area to the brand. In a market saturated with local, regional, and international companies, celebrity endorsement was long believed to give a point of uniqueness.

Celebrities wield great sway over their followers. Celebrities' influence has the potential to alter the fate of brands they endorse. A celebrity's endearing friendly smile for a certain brand results into millions in brand sales. Due of these undeniable attributes of celebrities, companies have used them to advertise everything from food to restaurant chains, soft and hard drinks to health beverages, and clothing and accessories to automobiles. Celebrity endorsement is a time-honoured method of marketing brands and products. It has been successfully used by some of the world's most recognisable brands, including Nike and Pepsi. Marketers relied on celebrities’ attractiveness and believed that their endorsements had a number of benefits, the most important of which include developing credibility, encouraging trust, and attracting attention, all of which can result in increased brand sales. The most sought-after endorsers are those who exude amicability.

Numerous businesses employ celebrity endorsements in the hope of resolving this issue. However, not all celebrity endorsements are successful, and considerable resources are wasted (Hussain & Khan, 2017).
Celebrity endorsers have grown in popularity because they are seen to be lively, beautiful, and likeable, and their celebrity is perceived to draw attention (Atkin and Bloch, 1983). They are used to promote established products, to reposition and reinforce brand images, and to introduce new brands. Additionally, researchers have emphasised the dangers associated with celebrity endorsements, which might be a double-edged sword (Erdogan, 1999).

Celebrities are individuals who are widely recognised by a large segment of a particular group of people. While characteristics such as attractiveness and an extraordinary lifestyle are just examples, specific common characteristics cannot be observed. However, within a given social group, celebrities generally deviate from the social norm and enjoy a high level of public awareness (Mansi, 2014).

According to (Khatri, 2006), celebrity endorsements are used as a kind of promotion to attract buyers. By analysing the current market, it has become necessary for marketers to associate various famous personalities with their brands in order to establish a unique identity for the brand and to make his company’s brand or product famous. While this strategy requires a significant financial investment, it is now used as a powerful strategic tool to maximise profit. Additionally, it demonstrates that this is a risky strategy, as there is no guarantee that the celebrity would generate sales for the company. However, it generates interest in the firm and brand and increases their popularity. By delivering on the company promise, this can raise consumers' expectations in terms of true stardom. There are times when genuine individuals outperform celebrity endorsements, but this is not always the case.

Celebrity advertisement has become a very prominent part of advertising in the modern era. Corporate entities take use of this chance to seize market share, grow their operations, and promote their brand and product. Celebrity endorsements account for more than 10 percent of television advertising (Kumar & Hundal, 2015).

Over a decade ago, one in every three television commercials had celebrity endorsements, and this form of advertising appears to be growing in popularity (Kamins & Gupta, 1994).

**Consumer Behaviour**

Consumer behaviour is the sum total of the activities through which a group of individuals or a business selects, purchases, and utilises goods, services, experiences, and ideas in order to meet their declared and unstated requirements. Consumer behaviour is influenced by a variety of factors, including economic, psychological, and the four P’s of marketing.

A business strives to have a 360-degree perspective of its consumers in order to effectively sell and communicate its offerings. The mode of communication here is critical in influencing consumer behaviour. Among the various mediums, the importance of advertising cannot be overstated. It is a sort of mainstream media communication that is impersonal and compensated.

Classifying lifestyles and correlating them to consumer behaviour provides critical insight into the significance of lifestyles, as they are likely to account for disparities in customer attitude (Yoon & Choi, 2005).

Consumer behaviour and attitude are influenced by celebrity endorsements (Belch, George & Belch, 2009), and advertisers feel that a celebrity can impact the consumer’s perception of the company’s image.

**Health drink in India**

At an estimated Rs 2,000 crore in 2009, it is a sizable, big sector (and one that is primed to grow, since the malt beverage market in India is predicted to reach US$ 1.4 billion [approximately Rs 7,840 crore]). According to statistics, India is the world’s largest market for malt-based beverages, accounting for around 22% of global retail volume sales. In India, malted beverages are commonly referred to as health drinks. While marketers present these beverages as healthful beverages, they are generally used as flavour enhancers to encourage growing youngsters to drink milk. Interestingly, some malt-based hot beverages – including Boost, Complan, and Bournvita – have rebranded as health beverages. This is entirely consistent with commercial realities, such as increased health concern and ambitions for higher education (Hooper, 2000).

The offline segment’s rise in the health beverages industry in India will be crucial for revenue creation. According to the newest research report from Technavio, the health beverages market in India is predicted to grow by USD 3.84 billion between 2021 and 2026, at a CAGR of 9.89 percent (Technavio, 2021).
The financial advisory business forecasted a twofold increase in per capita spending on health foods by 2026 in a thought paper released Thursday. According to the company, the category will reach a market size of $30 billion in the next five years. According to Avendus estimations, India's health food sector is increasing at a 20% compound annual growth rate (Mint, 2021).

This has developed into a rising trend in the food business, with a favourable effect on the malted health beverage market. In the country, well-known malted health drink brands include Horlicks, Bournvita, Complan, Boost, Milo, and Amul Pro. South India accounts for the lion's share of the malted beverage market. The market is segmented into white and brown powders, that is, those that do not contain cocoa powder and those that do contain cocoa powder made from barley or maize malt. Nowadays, producers provide a variety of brands aimed at children, adults, and the entire family. Across international markets, the rise of the middle class has fuelled the growth of the food business in general, and health beverages in particular. Middle class consumers in India seek malted beverages that can assist them in managing their health on a day-to-day basis.

Apart from specific components that attract consumer attention, several food variations can fetch a significantly greater premium due to their health and wellness benefits. Healthy noodle and tea varieties are at the top of the list, with premium rates exceeding 70%. The rapid expansion of milk food beverages and cereals demonstrates that the most essential meal of the day may very likely bring the next development spurt. Consumers are shifting away from traditional breakfast items such as 'parathas' in favour of a more diverse and healthier selection of cereals, oats, and fortified milk and beverages (Kulkarni et al., 2016).

With the recent outbreak of Covid-19, people across age groups are changing to healthier ways of life, lifestyle & food style being the most important one.

**Marketing for different generation**

Each generation has its own set of expectations, experiences, generational history, habits, values, and demographics, all of which influence their purchasing decisions. As a result, many businesses are reaching out to multigenerational consumers, attempting to understand and capture their attention. Multigenerational marketing is the practise of appealing to the distinct needs and behaviours of individuals within more than one generational group, with a generation defined as a group of people born and living roughly at the same time.

**Generation X**

Generation X is not always easy to communicate with. Xer women are the most likely to watch home renovation media and to engage in home improvement activities, such as adding a room to the house. Traditional network television, on the other hand, is unable to attract this population, particularly men. Cable and the Internet are pulling these consumers away at an alarming rate. They are more receptive to irreverence in advertising than they are to more traditional tactics. Provide them with ample information and educate them into purchasing. That is, keep them informed by soliciting input and sharing information with them on a frequent basis.

Approach them more as a consultant than a seller. They prefer to be kept informed of the big picture. However, employ brief sound bites to maintain their attention. They enjoy a casual way of communication. Avoid using excessively polished marketing presentations, as they are distrustful of contemporary advertising. They believe advertising is completely open in its intent (Williams & Page, 2015).

**Millennial or Generation Y**

In terms of communication, businesses must constantly innovate in terms of media and promotional themes in order to engage this audience. They are unlikely to be swayed by commercial gimmicks.

Advertisements directed at this generation must be put in acceptable magazines, on appropriate Internet sites, on appropriate television and radio shows, and in appropriate video games (“advergaming”). Generation Y has grown accustomed to media outlets and television shows geared for them, like MTV, Maxim, American Idol, Big Brother, and CSI. Probably the greatest strategy for addressing Gen Y is a combination of internet, offline, and word-of-mouth methods. To reach Gen Y, word-of-mouth advertising is critical, i.e., referrals from people they know affect them. Additionally, marketers’ ads must be more delicate and localised, providing a message that Gen Y can relate to. It is critical to find Gen Y triggers and then incorporate these triggers into advertisements.

Marketers must employ appropriate musical, linguistic, and visual elements. Utilize language that creates visual images and action verbs that are stimulating. Send messages emphasising teamwork, such as "You will be
collaborating with other brilliant, creative individuals” or “You and your team can make this endeavour a success.” Stores must know how frequently their regulars visit in order to update their offerings and change the displays, windows, and front tables to increase traffic; otherwise, they will become bored and quit coming. Public relations and buzz generation are critical components of effective advertising for this demographic. Sponsorships of sporting events and electronic media appear to resonate with this generation. Contact this generation by e-mail and voice mail, but motivate them with visual communication. They favour advertisements that are amusing or ironic and contain an element of reality, for example, they respond to quirky humour and YouTube videos. Utilize comedy to demonstrate that you are not overly serious about yourself. Communicate through family events and gatherings. Contact them via their parents and grandparents; they admire their parents but place a higher premium on their grandparents. Utilize e-mail, voice mail, the Internet, multi-media, direct mail catalogues, magazines, college and high school newspapers, websites, school-based media boards, and sponsored on- and off-campus events. It is improbable that you will subscribe to a newspaper. Television interest is lower than in any previous generation. If they do watch, they do so on their own terms, not according to the networks’. It is critical to monitor this market for changes in the most effective ways to engage with them so that the advertisement sticks in their minds (Williams & Page, 2015).

Generation Z

In terms of communication, television continues to be the primary medium through which teenagers and Tweens interact with major companies, although teens become less receptive to being told what to think or do as they age [90]. 72% of 6-8 year olds and 56% of 9-11 year olds ask their parents to purchase items they see advertised on television. Communicate product and service features that place a premium on peer approval and group membership. Children enjoy seeing and hearing other children engage in activities. Tweens can now create online communities that resemble their closest group of pals thanks to the next generation of social and virtual networking services. Diversification trends are likely to continue. They believe in the interconnectedness of the planet and have taken global warming and global commerce seriously. Another possible advertising appeal is civic service. Tweens understand that serving others makes them feel wonderful. They have been raised in the paranoid openness of the Information Age to be cautious of strangers. Education is regarded as a means of securing one’s future (Williams & Page, 2015).

II. NEED OF THE STUDY

As per the literature review, there are few studies made on the influence of celebrity advertisement on perception on the consumer of health drink, at the same time the respondents considered are not categorized based on the different generation likely Gen X, Gen Y and Gen Z.

Objective of the study

To ascertain the influence of demographics on the of celebrity advertisement with respect to brand image of health drinks.

To ascertain the influence of respondents’ generation on celebrity advertisement with respect brand image of health drinks.

Hypothesis

1. H0 - There is no significant difference between the mean scores of gender and brand image of health drink
   H1 - There is significant difference between the mean scores of gender and brand image of health drink

2. H0 - There is no significant difference between the mean scores of generation and brand image of health drink
   H1 - There is significant difference between the mean scores of generation and brand image of health drink

III. RESEARCH DESIGN

Quantitative and qualitative research methods are used in this study. Primary and secondary data sources were used to compile this report.

Sampling Method

Stratified sampling is a frequently used sampling approach by researchers when they are attempting to derive findings from distinct subgroups or strata. The strata or subgroups should be distinct, and there should be no
overlap in the data. While the researcher should employ stratified sampling, he or she should also employ simple probability sampling. The population is subdivided according to age, gender, nationality, job profile, and educational level. When a researcher wishes to ascertain the existing relationship between two groups, stratified sampling is performed. In this case the respondents from different generation were considered.

**Sample Size**

Overall responses from 150 respondents was collected and care was taken to have same proportion from the three strata of 50 each.

**Instrument used to collect data**

Well-designed questionnaire

**Variables**

The perception is the dependent variable, whereas the gender and generation of the respondents are independent variables.

**Statistical tool used**

The researcher wanted to understand the influence of the celebrity endorsement on the respondents of different gender and generation, so Independent Sample T Test & One Way Anova were used.

### IV. DATA ANALYSIS AND RESULTS

#### Descriptive Analysis

<table>
<thead>
<tr>
<th>Gender of the respondent</th>
<th>Frequency</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>62</td>
<td>62</td>
<td>62</td>
</tr>
<tr>
<td>Female</td>
<td>38</td>
<td>38</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

As per Table 1, the total population is 150, with 93 male respondents and 57 female respondents.
As per Table 2, the total population is 150, with 50 respondents fall in Gen Z, 50 respondents fall in Millennials and 50 respondents fall in Gen X.

**Hypothesis Testing**

H0 - There is no significant difference between the mean scores of gender and brand image of health drink.

### Table 2

<table>
<thead>
<tr>
<th>Generation Category</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>50</td>
<td>33.3</td>
<td>33.3</td>
<td>33.3</td>
</tr>
<tr>
<td>Millennials</td>
<td>50</td>
<td>33.3</td>
<td>33.3</td>
<td>66.6</td>
</tr>
<tr>
<td>Gen X</td>
<td>50</td>
<td>33.3</td>
<td>33.3</td>
<td>100</td>
</tr>
</tbody>
</table>

### Table 3

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower Bound</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Upper Bound</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gen Z</td>
<td>50</td>
<td>3.87</td>
<td>0.588</td>
<td>0.083</td>
<td>3.70</td>
<td>4.04</td>
<td>3</td>
</tr>
<tr>
<td>Millennials</td>
<td>50</td>
<td>3.30</td>
<td>0.572</td>
<td>0.081</td>
<td>3.14</td>
<td>3.47</td>
<td>2</td>
</tr>
<tr>
<td>Gen X</td>
<td>50</td>
<td>2.41</td>
<td>0.585</td>
<td>0.083</td>
<td>2.24</td>
<td>2.57</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>3.19</td>
<td>0.836</td>
<td>0.068</td>
<td>3.06</td>
<td>3.33</td>
<td>1</td>
</tr>
</tbody>
</table>
Test of Homogeneity of Variances

<table>
<thead>
<tr>
<th>Brand Image</th>
<th>Levene Statistic</th>
<th>df1</th>
<th>df2</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based on Mean</td>
<td>0.013</td>
<td>2</td>
<td>147</td>
<td>0.987</td>
</tr>
<tr>
<td>Based on Median</td>
<td>0.061</td>
<td>2</td>
<td>147</td>
<td>0.941</td>
</tr>
<tr>
<td>Based on Median and with adjusted df</td>
<td>0.061</td>
<td>2</td>
<td>140.663</td>
<td>0.941</td>
</tr>
<tr>
<td>Based on trimmed mean</td>
<td>0.020</td>
<td>2</td>
<td>147</td>
<td>0.980</td>
</tr>
</tbody>
</table>

Table 4

If p <= 0.05 for this test, then you cannot apply ANOVA. As per Table 4 the significant value is greater than 0.05, hence we will be going for Anova

ANOVA

<table>
<thead>
<tr>
<th>Brand Image</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>54.441</td>
<td>2</td>
<td>27.221</td>
<td>80.373</td>
<td>0.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>49.786</td>
<td>147</td>
<td>0.339</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>104.227</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5

As per Table 5 it is found that the p value is less than 0.05, hence we fail to accept the null hypothesis

H0 - There is no significant difference between the mean scores of generation and brand image of health drink

Independent Samples Test

<table>
<thead>
<tr>
<th>Brand Image</th>
<th>Levene's Test for Equality of Variances</th>
<th>t-test for Equality of Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equal variance assumed</td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>Equal variance not assumed</td>
<td>F</td>
<td>Sig.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Image</th>
<th>Equal variance assumed</th>
<th>Equal variance not assumed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td></td>
<td>0.83</td>
<td>0.36</td>
</tr>
</tbody>
</table>

Table 6
Statistical differences between the means of two groups are checked here. Independent Samples T Test requires the assumption of homogeneity of variance -- i.e., both groups have the same variance.

The output in the Independent Samples Test table includes two rows: Equal variances assumed and Equal variances not assumed.

If Levene's test indicates that the variances are equal across the two groups (i.e., p-value large - p > .05), you will rely on the first row of output.

As per table 6 it is seen that the p value in Levens test is 0.362 which is more than 0.05, hence we need to consider the value from first row. The value from first row is less than 0.05 and is significant. If p < 0.05, we can reject the null hypothesis, and conclude that the that the mean scores of the groups of the dependent and independent variables are significantly different Hence it is said that we fail to accept the null hypothesis and accept the alternative hypotheses.

V. DISCUSSIONS

This study investigates if the celebrity advertisement has influence on the perception of consumers of health drink. As per the finding, the study says that there is significant difference between the mean scores of gender and brand image of celebrity advertisement of health drink and also there is significant difference in the score of generation and brand image of celebrity advertisement of health drink. This suggests that the perception of the gender and the generation differs when we talk about the influence of the celebrity endorsement on perception of celebrity advertisement of health drink. Hence the marketer has to choose right way of advertisement based on the generation to which they are catering the product. For example, for Gen X they make effective use of group events and peer suggestions; they think communally and frequently make decisions together. Incorporate Internet, e-mail, multi-media, word-of-mouth, social events, and peer gatherings into your communication strategy. For Millennials digitally reach them through websites and microsites/campaign sites, web marketing advertisements, pop-ups, sponsorship, content partnering, e-mail, online chat, webcasting, television. For Gen Z, include interactive elements in addition to unique content on the site. Respond to unprompted communications from people within 24 hours or they will leave and never trust the brand again. Conduct SMS-based instant-win competitions. Permit users to specify as much of their site behaviour as feasible. Update content and games on a regular basis. Communicate with users who have provided their information.

VI. CONCLUSION

The present study is limited to demographics of only gender, well other factors like occupation, education can be considered. The study only confines to the perception of the celebrity endorsement, however other factors like brand equity, brand recall, brand recognition, storyline, jingle and other factors can be used.

VII. REFERENCE


