The Influence of Advertising Spokesperson Image on Consumers' Purchase Intention

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Abstract: Advertising is an important means of enterprise marketing, and spokesman is an important key point to achieve advertising differentiation. In this study, 307 valid questionnaires were collected from organic milk consumers. This study used SPSS22.0 and Amos 23.0 software to analyze the collected valid questionnaires. The conclusion shows that the image of advertising spokespersons has a positive influence on consumers' purchase intention. The research conclusions provide reference for enterprises to select advertising spokespersons.

1. Introduction

With the improvement of the quality of life, in the face of the deepening of sub-health harm, consumers have strong demand for organic dairy products. More and more companies are focusing on the organic milk market, including dairy giants such as Mengniu and Yili. However, organic milk enterprises are fortunate that the organic milk market has developed rapidly and has to face a series of problems such as serious product homogeneity and fierce competition. Advertising is the most effective marketing method for most organic dairy companies. Among them, celebrity endorsement is the most admired advertising method. Therefore, the spokesperson has become the main entry point for quickly achieving differentiated competitive strategies.

A large number of studies have shown that the image of the spokesperson has a positive impact on consumers' willingness to purchase. The image of advertising spokesperson not only has the function of promoting brand recognition, but also enhances the consumer's recognition of the brand and the willingness to purchase. Huang Guang et al. found through the inter-group experiment that the image of the advertising spokesperson has a direct positive impact on the consumer's brand attitude, and the advertising spokesperson uses the brand attitude as the intermediary variable, which indirectly affects the consumer's willingness to purchase[1]. Ching and Ishihara studied the details and persuasiveness of advertising, while pointing out that advertising spokespersons determined the details and persuasion of advertising[2].

However, the research on the mechanism of the role of spokespersons and consumers' willingness to purchase is still to be verified in the organic milk industry. Under the Chinese consumption scene, the consumer's worship of idols cannot be ignored. Therefore, idol worship is the image spokesperson and consumers' willingness to purchase. Whether there is a regulation between them remains to be verified.

2. Literature review and model construction

2.1 The meaning and dimension division of the image of advertisement spokesperson

Image advertising spokesperson is a broader concept. Mowen & Brown believes that the image spokesperson is an individual who expresses his or her recognition of the brand or product through advertising, in order to consolidate or change the consumer's attitude towards advertising[3]. Langmeyer et al. pointed out that the advertising image spokesperson is a high-profile individual who represents a product in the form of advertising[4]. Bloomberg and Akabane Steel define the advertising image spokesperson as a special person who disseminates information about a company

or organization for a certain purpose (public interest or profitability)[5]. In this study, it is believed that advertising image spokesmen often appear together with enterprises or brand marketing activities to help spread brand-related information, achieve the goal of improving brand awareness, shaping brand personality image and individuals with high public awareness.

Fleck et al. pointed out that although the effect of endorsement is interfered by external factors, the characteristics of celebrity spokespersons always play a key role[6]. Desarbo pointed out that the dimensions of advertising image spokespersons can be divided into professionalism, attractiveness, reliability, and preference[7]. Sun Xiaoqiang initially formed the five dimensions of advertising image spokesperson through the qualitative analysis of open questionnaires, focus group interviews and in-depth interviews. Then, through exploratory factor analysis, it was found that the three dimensions of reputation, product relevance and trustworthiness can be more comprehensive. Measuring advertising image spokesperson[8]. Based on the existing research, this study will evaluate the advertising image spokesmen from the three dimensions of attractiveness, credibility and popularity.

2.2 The meaning of idolatry

Idol worship is a complex of the inner feelings and external behavioral tendencies of individuals who are self-motivated by individuals or groups[9]. Yue Xiaodong et al. proposed that entertainment idolatry is one of the six types of idolatry in mainland China, generally referring to the worship of celebrities in the entertainment, sports or entertainment industries. In today's era, strong commercial packaging, ubiquitous advertising, and modern media technologies and channels have made such idols quickly gain a large number of admirers. This study chose entertainment research as the subject of research.

2.3 The meaning of consumers' willingness to purchase

Aakere et al. pointed out that consumer purchase intention is the basis of purchasing decision and is an important basis for predicting consumers' actual purchase behavior[10]. Consumers' willingness to purchase is a subjective tendency of consumers, and it is also the possibility of consumers to purchase behavior. Some scholars believe that consumers' willingness to purchase is a realistic reflection of the probability of consumers taking purchase behavior. This study defines consumer purchasing intention as the subjective tendency of consumers to generate purchasing behavior.

2.4 Research conceptual models and assumptions

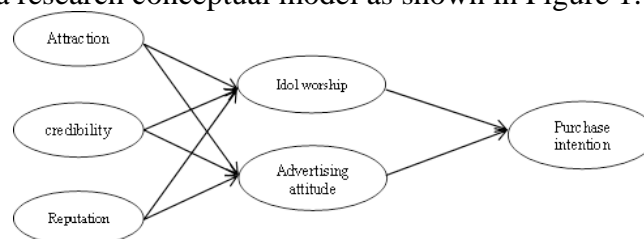This study proposes a research conceptual model as shown in Figure 1:

Figure 1 study the conceptual mode

The following are the research hypotheses proposed in this study:

H1: advertising spokesperson attraction has a direct positive impact on consumers' idol worship.

H2: the credibility of advertising spokesmen has a direct positive impact on consumers' idol worship.

H3: the popularity of advertising spokesmen has a direct positive impact on consumers' idol worship.

H4: advertising spokesperson attraction has a direct positive impact on consumers' advertising attitudes.

H5: the credibility of advertising spokespersons has a direct positive impact on consumers'

advertising attitudes.

H6: the popularity of advertising spokespersons has a direct positive impact on consumers' advertising attitudes.

H7: consumer idol worship has a significant positive effect on consumers' purchase intention

H8: consumer advertising attitude has a significant positive effect on consumers' purchase intention

3. Data collection and analysis

In this study, organic milk consumers were selected as the research object, and 350 questionnaires were randomly distributed by means of online and offline combination. After the investigation, a total of 307 valid questionnaires were collected, and the effective rate was 87.7%.

3.1 Demographic characteristics of the respondents

Table 1 Demographic characteristics of the respondents

Demographic variable	Classification	item	The proportion
age	18 years old and below	14	4.6%
	18-35 years old	128	41.7%
	36—55 years old	159	51.8%
	56 and older	6	2.0%
gender	Male	152	49.5%
	Female	155	50.5%
education background	High school and below	19	6.2%
	College	79	25.7%
	Bachelor	107	34.9%
	Postgraduate	86	28.0%
	Doctor and above	16	5.2%
Monthly consumption level	4000 yuan and below	64	20.8%
	4001—5000 yuan	104	33.9%
	5001—6000 yuan	81	26.4%
	6001—7000 yuan	46	15.0%
	7001—8000 yuan	8	2.6%
	8000 yuan and above	4	1.3%

3.2 Reliability and validity of the data

This study used spss22.0 software to perform a reliability test on each variable. The Cronbach's Alpha value of the overall scale is 0.916, and the minimum value of Cronbach's Alpha on each side is 0.776, which is also higher than 0.70. Therefore, the research scale has high internal consistency and good reliability. Since the scale of this study is based on the predecessor's maturity scale and adjusted according to the background of the organic milk industry, the content validity of this research scale is good.

Using SPSS22.0 software, KMO and Bartlett spherical test and factor analysis were performed on advertising image spokespersons, advertising attitudes, purchase intentions, and idolatry. The KMO value is equal to 0.856>0.75, and the cumulative variance contribution rate is 72.115%. In this study, the amount of load is used to determine the convergence validity. The twiddle factor

matrix is shown in Table 2:

Table 2 Twirl Factor Matrix

variable	element					
	1	2	3	4	5	6
ZMD2	0.873					
ZMD1	0.858					
ZMD3	0.812					
ZMD4	0.763					
KXD1		0.838				
KXD4		0.810				
KXD3		0.793				
KXD2		0.712				
XYL3			0.873			
XYL2			0.825			
XYL1			0.775			
OXC4				0.842		
OXC3				0.711		
OXC1				0.726		
OXC2				0.724		
GGT3					0.794	
GGT2					0.645	
GGT1					0.585	
GMY3						0.651
GMY2						0.554
GMY1						0.549

It can be seen from Table 2 above that the variables of this study can be better bundled together, which proves that there is better discriminant validity between the variables. And the load of each factor is 0.5, indicating that the convergence between the variables is within the acceptable range.

4. Hypothetical Test

In this study, Amos23.0 software was used to analyze the valid data, and the full model of the study and its output are shown Figure 2.
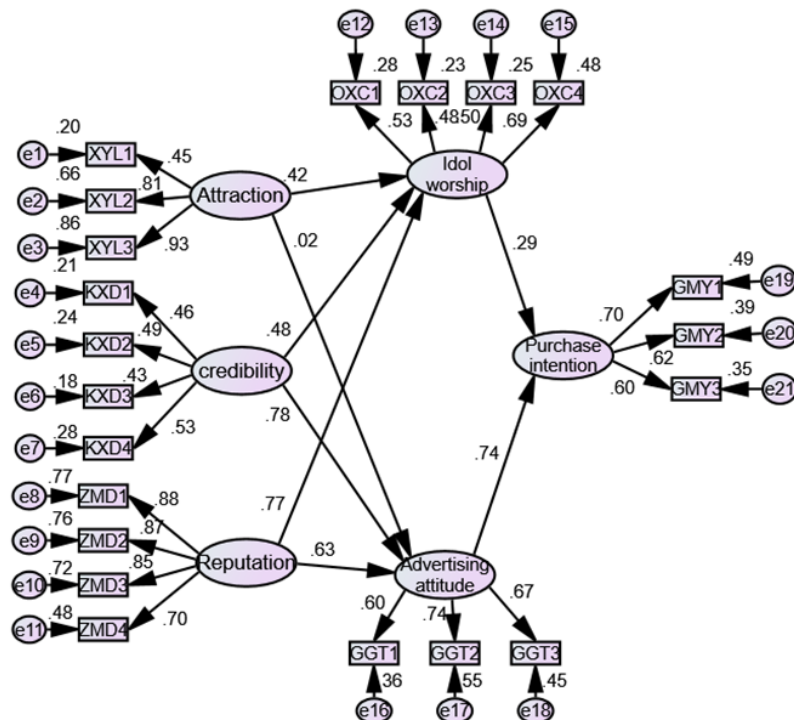

Figure 2 Full model and its output

Table 3 below summarizes the full model fitting indicators and finds that the model fitting index values are higher than the critical value. Therefore, the model is also good.

Table 3 Full model fitness index

Fitting index	x^2/df	GFI	AGFI	RMSEA	NFI	RFI	IFI	TLI	CFI
Index value	2.783	0.916	0.914	0.068	0.912	0.906	0.905	0.909	0.918

Table 4 below summarizes the path coefficients of the full model. The analysis found that all hypotheses were confirmed except that H2 was not verified.

Table 4 Hypothesis Verification Results

Effect of path	Hypothesis	standardized estimates	S.E.	T value	P	conclusion
OXC←XYL	H1	0.42	-	-	-	Support
GGT←XYL	**H4**	**0.02**	**0.059**	**0.417**	**0.677**	**Not support**
OXC←KXD	H2	0.48	-	-	-	Support
GGT←KXD	H5	0.78	0.101	8.278	***	Support
OXC←ZMD	H3	0.77	-	-	-	Support
GGT←ZMD	H6	0.63	0.047	9.063	***	Support
GMY←OXC	H7	0.29	0.083	2.759	0.006	Support
GMY←GGT	H8	0.74	0.191	5.938	***	Support

5. Conclusions and implications

5.1 Research conclusions

This study found that in the context of the organic dairy industry, this study has the following four conclusions:

(1) The three dimensions of advertising image spokesmen (attraction, credibility and Reputation) have a direct positive impact on consumer idol worship; Among them, the path coefficient of reputation is 0.77 at the maximum, followed by the path coefficient of credibility, which is 0.48, and the path coefficient of attraction is the minimum, which is 0.42.

(2) The credibility and reputation of advertising image spokesmen have a direct positive impact on consumers' advertising attitudes; The path coefficient of credibility is slightly higher than that of popularity, and its values are 0.78 and 0.77 respectively.

(3) The attraction of advertising image spokesmen has a direct positive impact on advertising attitude, which has not been verified.

(4) Both idol worship and advertising attitude have a direct positive impact on consumers' purchase intention, among which the path coefficient of advertising attitude is slightly higher than idol worship, and its value is 0.74 and 0.29, respectively.

5.2 Research inspiration

Advertisement is a persuasive message and a non-interpersonal promotion. Advertising image spokesmen can enhance consumers' sensitivity to enterprise products and enhance brand stickiness. This paper puts forward the following Suggestions for the selection of image spokesmen for organic milk advertising:

(1) Skillfully use the reputation of advertising image spokesmen.

The influence path coefficient of the publicity of advertising image spokesmen on consumers' advertising attitude is the largest. This indicates that the higher the popularity of organic milk advertising spokesmen, the more favorable impression and interest consumers will have towards the advertising. However, what is worth the attention of organic milk enterprises is that, within a certain

period of time, there are only a limited number of spokesmen with strong influence and appeal, and the endorsement fees are also quite high. If we blindly pursue the popularity of spokesmen, it is bound to increase the cost burden of enterprises.

(2) Fully evaluate the credibility of the spokesperson of organic milk.

The influence path coefficient of the credibility of advertising image spokesmen on consumers' advertising attitude ranks the second. Therefore, organic milk brands should make a full and detailed evaluation of the credibility of advertising spokesmen and choose spokesmen with higher credibility. There are generally two kinds of situations that affect the credibility of spokespersons. One is negative news coverage; Another is too many brands.

(3) Consider the appeal of organic milk spokesmen.

The attraction of image spokesmen also has a significant impact on the attitude of consumers in advertising, so the attraction of image spokesmen is a necessary condition to achieve good advertising results. Although the attraction of spokesmen for organic milk is important, enterprises should not blindly believe in the attraction of spokesmen and ignore other characteristics.

(4) Consider the idol worship psychology of target consumer groups.

The conclusion of this study shows that the idol worship of consumers has a significant moderating effect on the relationship between the popularity of spokesmen of organic milk advertising and the attitude of consumers in advertising. Therefore, it is suggested that organic milk enterprises should do a full market survey and fully consider the idol worship psychology of target consumer groups.

Acknowledgement

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