

# Research on the Mechanism of Food Endorsement's Influence on Consumers' Consumption Psychology

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**Abstract.** With the development of society, more and more brand spokesmen are used in all kinds of advertisements, and businesses seek the point of agreement with consumers' psychology from the advertising benefits of spokesmen, and use their advertising images to stimulate consumption, spread brand information, and improve brand awareness, recognition and reputation. Nowadays, celebrities have already stepped out of the TV screen and entered the business world. They attract consumers by means of product endorsement and food endorsement generated by their own public influence, and promote the consumption of the products they endorse, so as to make more profits for businesses. In the complex and changing environment, on the one hand, individuals and enterprises are faced with more and more choices, but on the other hand, their time and energy seem to be more and more limited. To some extent, the corporate image or brand image can be established by establishing the communication relationship between spokespersons and consumers by means of corporate spokespersons. This paper discusses the influence mechanism of food endorsements and celebrity food endorsements on consumer psychology, and then discusses the development strategy of food enterprises.

**Key words:** Endorsement of food, Consumers, Consumer psychology.

## 1. Introduction

Nowadays, with the increasing variety of brands, narrowing product differences among enterprises and intensifying competition among enterprises, advertisements are also changing with the development of enterprises. With the development of society and the increasing demand of people, the forms of advertisements have also developed from simple and straightforward advertising forms to various creative advertisements [1]. For companies and entrepreneurial teams, it is the primary task of enterprise development to highlight their own value among a wide variety of brands, so that they can stand out from them and become the preferred brand of consumers. With the development of China's market economy, the competition among enterprises has become increasingly fierce, and more and more enterprises have begun to attach importance to the shaping of brand image and brand personality. It is an important means to employ celebrity spokespersons for brand promotion [2]. In the highly developed media era, the choice of brand spokesmen by domestic and foreign enterprises has become an important part of marketing decisions. Using the way of corporate spokespersons to establish the communication relationship between spokespersons and consumers can, to a certain extent, establish corporate image or brand image [3]. For enterprises, it is necessary to look for the advantages of their own brands, shape a unique brand image through various methods and carry

out extensive publicity and promotion, so that their company's brand can be recognized among consumers, so as to promote the product publicity, thus achieving the marketing purpose and becoming the final winner [4]. With the progress of science and technology and social development, enterprises are accelerating the upgrading of products, the competition in the consumer goods market is becoming increasingly fierce, and the homogenization trend of products is obvious. The cruel market environment makes enterprise managers realize that in order to win the share of products in the market, only by accelerating enterprise brand building, establishing its own brand value, increasing advertising, and expanding the sales of products can it win the favor of consumers [5]. In a complex and changing environment, on the one hand, individuals and enterprises are faced with more and more choices, but on the other hand, their time and energy seem to be more and more limited, and their knowledge about products seems to be far behind the growth of products and services [6]. Creating and maintaining a brand is a complex and challenging task, which requires a more sensitive grasp of the surrounding environment and the psychological and behavioral characteristics of consumers, and requires the synergy of various means. Celebrity endorsements, as well as live advertisements of merchants through promoters in promotions, have various forms, enriching people's lives and attracting people's attention at the same time [7]. In TV advertisements and outdoor billboards, brand

spokesmen are our most common advertising form. Through the combination of food endorsements and products of spokesmen, they have great advertising appeal in consumers' hearts. This paper mainly discusses the influence mechanism of food endorsements and celebrity food endorsements on consumer psychology.

## 2. The influence of food endorsement on consumers' purchasing psychology

Consumer psychology is a kind of inner activity that affects consumer behavior when consumers consume goods. Consumer psychology has social attributes and can form a stable tendency in a certain time and space, which has an important influence on consumer behavior decision-making. Brand spokesperson, from the past spokesperson image to now more and more celebrity spokespersons, relatively speaking, public figures are recognized, loved and accepted by mass consumers, with wide influence and publicity, and they should perform public duties for a certain public interest.

### 2.1 Consumer satisfaction

In the case of consumers' low satisfaction with products, there are two reasons for this kind of results. First, consumers' actual perception is not up to standard; Second, consumers' expectations before owning the product are relatively high. Although the actual perception brought by the product to consumers has reached the standard, it has brought a psychological gap to consumers. Stars have a special identity image, which can be loved by most audiences, and they can be more talked about and imitated [8]. After celebrity endorsement of products, it can well influence consumers' purchasing psychology, thus promoting brand sales. Paying attention to the influence of consumption psychological factors on residents' food consumption can not only deeply understand the internal reasons of food consumption behavior choices, but also rationally use the changes of consumption psychology to guide market development.

According to the research of consumers' purchasing psychology, it can be found that the situation reflection is more prominent. For the same piece of clothing, if there is no celebrity endorsement, consumers mainly pay attention to the style and quality of clothing in purchasing psychology, and their desire to buy is basically in the subjective consciousness of consumers [9]. Food consumption psychology usually forms a fixed consumption circle with a common appeal, and a stable cognition will be formed in this circle, and demands for approval from other entrants will be generated. With the continuous development of computer information technology, word-of-mouth has gradually faded, and more people believe what they see in front of the Internet and TV. Therefore, brands affect consumers' purchasing psychology mainly through vision. When consumers see celebrity endorsement brands, the celebrity's popularity and image have already conveyed word-of-mouth on another level.

## 2.2 Consumer experience

As for the internal factors of food consumption, price is undoubtedly a more important aspect. Although more and more consumers are beginning to weaken the influence of price in food consumption, it is undeniable that for mass consumers, price is more often dominant. As for the external influencing factors of food consumption, brand effect is the brand influence accumulated by enterprises, which means commodity positioning, business model, consumer groups and profit return, and has strong influence on consumers' behavior choices [10]. In the process of promoting celebrity endorsements by enterprises, most of them don't take into account the consumer experience, but only hold a single press conference, broadcast advertisements on the screen, etc., which can't maximize the role of food endorsements. In the era of highly developed commodity economy, brand effect has a great influence on consumers. Because food has rich social and cultural connotations, food consumption has become an important form of leisure consumption. Individualized leisure is one of the most important psychological demands of post-modern individuals, and the production of food culture needs to respond to the identity and cultural identity needs of social groups.

## 3. The guiding significance and strategy of food consumption behavior

### 3.1 The significance of guiding food consumption behavior

The construction of healthy food consumption market environment requires not only external market supervision mechanism, but also active participation of consumers to play a more critical role. It is of great significance to guide consumption behavior reasonably and improve the rationality and scientificity of consumption behavior to build a healthy food consumption market environment. Food consumption is everywhere, and the consumption process is a key link in the socio-economic system, which includes investment, production, trade, distribution, consumption and waste discharge. The consumption link will have an impact on the economy, system, culture and power structure. For whom the product is used, it is usually expressed by the relationship between the spokesperson and the brand in the advertisement. Therefore, the star can also play a role in positioning the brand. The effect of celebrity endorsement on consumers' emotional tendency is shown in Figure 1.



Figure 1 The effect of celebrity endorsements on consumers' emotional tendencies

Consumption psychology guides consumption behavior, and food consumers who lack professional quality are easy to guide their own behavior with wrong ideas when choosing food products, especially easily guided by mass consumption psychology. It plays an important role in

building a healthy and safe food consumption market to effectively guide consumers' consumption behavior and promote rational consumption, safe consumption and healthy consumption. Different products have different space for popularity promotion under the endorsement of different stars. The most important factor is that the image, personality needs and specific product contents of the stars echo each other, so as to occupy consumers' psychology most effectively, and then enhance their popularity.

### 3.2 Strategies for Guiding Food Consumption Behavior

It is brand trust, brand emotion and symbolic value that have an important influence on consumers. In brand relationship, brand emotion is the most important dimension. The more consumers like brands, the bigger the brands they buy, and the more obvious the symbolic value, the consumers will buy their products [11]. Through the brand, consumers can perceive the interaction between people in the society, and at the same time, it can also reflect a certain path of their self-knowledge and society. It is necessary for enterprises to determine the appeal focus, advertising style, public relations strategy, etc. of advertisements by analyzing the characteristics of brand spokespersons and brand characteristics, so as to maximize the effect of brand communication. The process of food precision marketing is shown in Figure 2.

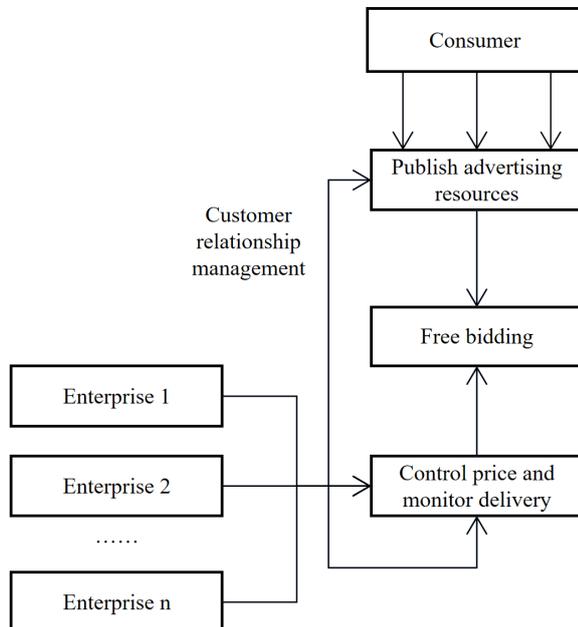


Figure 2 Process of precision food marketing

When choosing an endorsement brand or product, a star needs to know enough about the brand and product, consider whether his own characteristics are related to the product, and whether he can transfer his image to the brand or product, so as to achieve the integration of the star's personal brand and the product, and really exert the effect of celebrity endorsement. In the process of product production, enterprises should strengthen the supervision

and management of internal and external links, strictly control the upstream and downstream quality of products, stabilize and improve the quality level of food, and provide consumers with high-quality food.

### 4. Conclusions

In the fierce market competition, adopting brand image spokesmen has become an effective means for enterprises to close the distance between the target public. An excellent brand image spokesperson has become a bridge between the enterprise and the target public, and has played a positive role in promoting the purchase behavior of the target public. Individualized consumption psychology is easily induced by popular consumption psychology, and finally forms consumption behavior. This guiding mechanism has two sides, which may not only promote the rationalization of food consumption, but also lead the consumption behavior to irrationality in more cases. The corporate image is the general image that is generally accepted by the public and consumers through its business activities and corporate characteristics, including its popularity and reputation. In the process of product production, enterprises should strengthen the supervision and management of internal and external links, strictly control the upstream and downstream quality of products, stabilize and improve the quality level of food, and provide consumers with high-quality food. When an enterprise plans its own development path, it should not only carefully choose brand spokesmen for publicity, but also attach importance to the process of building its own brand, and create a unique and excellent brand image, so that consumers can have a more positive attitude towards the brand, thus fundamentally driving the development of the enterprise.

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