

Faculti Summary

<https://faculti.net/conveniently-healthy/>

This video video discusses the concept of health endorsements, which are third-party endorsements of products claiming health benefits. These endorsements can claim that a product is healthy for the heart or sustainable. A client questioned the effectiveness and cost of such endorsements, prompting a study to understand their impact on brand trust, loyalty, and equity.

Prior research primarily focused on brands' self-claims and celebrity endorsements. However, this study aimed to fill the gap regarding health endorsements by organizations like health associations. The research involved a field experiment with groups of people exposed to health endorsements and a control group, and it considered product type differences (convenience vs. shopping goods).

The findings revealed that health endorsements improved brand trust but did not affect brand loyalty or equity overall. However, for convenience goods, health endorsements had a significant impact, unlike shopping goods, where it appeared that these endorsements had become a standard expectation rather than offering a competitive advantage. The study suggests opportunities for brands to leverage health endorsements in convenience goods while acknowledging changing consumer perceptions in the shopping goods category. Overall, the landscape of health endorsements in marketing is complex, requiring further research across different product types.